

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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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

QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. Please also think about any TV services which may be built-in to any televisions in your household, as well as any you receive through a set-top box connected to the TV set. (MULTI CODE)	535
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Base : Those in households that pay to subscribe to Sky Sports channels

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 Base : Those with Sky Satellite TV

QH12B (QR1H). Does your household have Sky Q? (SINGLE CODE) 608
 Base : Those with Sky Satellite TV

QH12A/QH12B (QR1A/QR1H). Does your household have Sky+/ Sky Q? (SINGLE CODE) 610
 Base : Those with Sky Satellite TV

QH12C (QR1B). Does your household have Virgin TiVo or V+ or the Virgin V6 box? (SINGLE CODE) 612
 Base : Those with Virgin Media (Cable TV)

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 Base : Those with Freesat

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 Base : Those with Freeview

QH12F (QR1E). Does your TV service allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE) 618
 Base : Those with BT TV, TalkTalk TV, EE TV, NOW TV or YouView

DVR HOUSEHOLD OWNERSHIP 620
 Base : All respondents

QH13 (QR5). SHOWCARD How often, if ever, do you use your DVR to watch recorded programmes? (SINGLE CODE) 622
 Base : Those who own a DVR

QH14 (QH71). SHOWCARD Does your household subscribe to any of these paid-for online on-demand services to watch TV programmes or films? (MULTI CODE) 626
 Base : All respondents

QH15 (QH77). SHOWCARD Do you use any of these services to view online TV programmes or films via any type of device (including a mobile phone, tablet, or TV set)? (MULTI CODE) 630
 Base : All respondents

QH16 (QH78). SHOWCARD And which of these services, if any, have you used in the past week? (MULTI CODE) 640
 Base : All respondents

QH17 (QH79). SHOWCARD Do you use any of these online TV services to watch channels or programmes live at the time they are broadcast? (MULTI CODE) 649
 Base : All respondents

QH18 (QH75). SHOWCARD Which, if any, of these would encourage you to watch more online TV programmes or films than you currently do - using broadcaster services like BBC iPlayer or subscription services like Netflix or Amazon Prime Video, or pay per view services like iTunes or Google Play? (MULTI CODE) 655
 Base : All respondents

QH19 (QH62). Are any of your TV sets "Smart TVs"? These are newer types of TV that are connected to the internet and can stream video directly onto your television screen, without the need for a computer, set-top box or games console. IF NECESSARY - It's a TV that allows you to surf the internet and stream movies, TV shows and videos using services such as BBC iPlayer, Netflix and YouTube. They are also sometimes referred to as a Connected TV or a Hybrid TV. 659
 Base : Those with a TV in the household

QH20 (QH80). And are any of your Smart TV sets connected to your home broadband service? EXPLANATION PROVIDED IF NECESSARY (SINGLE CODE) 661
 Base : Those with a 'Smart TV' in the household

QH21 (QH45). SHOWCARD Have you or has anyone in your household connected your TV to the internet to watch something on the TV screen - using any of these devices - in the last 12 months? Please note this does not include access to the internet via a 'Smart TV' set. (MULTI CODE) 663
 Base : Those with a TV in the household

QH22A (QH65A). How frequently, if at all, do you watch each of these channels - RTE1? (SINGLE CODE) 667
 Base : All respondents in Northern Ireland with a TV in the household

QH22B (QH65B). How frequently, if at all, do you watch each of these channels - RTE2? (SINGLE CODE) 671
 Base : All respondents in Northern Ireland with a TV in the household

QH22C (QH65C). How frequently, if at all, do you watch each of these channels - TV3? (SINGLE CODE) 675
 Base : All respondents in Northern Ireland with a TV in the household

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QH22D (QH65D). How frequently, if at all, do you watch each of these channels - TG4? (SINGLE CODE)	679
Base : All respondents in Northern Ireland with a TV in the household	
QCHECK. Can I just check that you have the following services? (MULTI CODE)	683
Base : All respondents	
QG1. Do you receive more than one of these services as part of an overall deal or package from the same supplier? (SINGLE CODE)	687
Base : All respondents	
QG2 (QG3A). SHOWCARD Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)	689
Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package	
QG2 (QG3A). SHOWCARD Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)	693
Base : All respondents	
QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)	697
Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package	
BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE	703
Base : All respondents	
SUMMARY OF BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES	707
Base : All respondents	
BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE	709
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	712
Base : Those using the same supplier for two or more services	
FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES	714
Base : Those with fixed broadband at home	
FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES	716
Base : All respondents	
LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QE48)	718
Base : Those with a landline phone at home - including those who pay line rental for fixed broadband	
LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QE48)	720
Base : All respondents	
MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES	722
Base : Those who personally use a mobile phone	
MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES	724
Base : All respondents	
PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES	726
Base : Those with a Pay TV service	
PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES	728
Base : All respondents	
QZ1 (QZ10). SHOWCARD How would you describe your national identity? (SINGLE CODE)	730
Base : All respondents	
QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)	733
Base : All respondents	
QZ3 (QZ5A). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)	743
Base : All respondents	
QZ4 (QZ11). Do you need to wear glasses or contact lenses in order to watch TV, go online or use a phone? (SINGLE CODE)	749

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Base : All respondents

QZ5 (QZ12). Do you need to use a hearing aid or other hearing assistance in order to watch TV, go online or use a phone? (SINGLE CODE) 751

Base : All respondents

QZ6. SHOWCARD Which of these best describes your sight? (SINGLE CODE) 753

Base : Those with poor vision, partial sight or blindness

QZ7. SHOWCARD Which of these best describes your hearing? (SINGLE CODE) 757

Base : Those with poor hearing, partial hearing or deafness

QZ9 (SGA). Do you ever work from home? (SINGLE CODE) 761

Base : Those working full or part time

QZ10 (SGB). Would you say that you work from home most of the time or just occasionally? (SINGLE CODE) 763

Base : Those who ever work from home

QZ11 (QZ14). Are any other adults in the household working either full time or part time? 765

Base : Those who are not working who live in a household of two or more adults

QZ13. SHOWCARD Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions? (SINGLE CODE) 767

Base : All respondents

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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NATION

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
England	2236	1089	1147	290	410	765	771	154	161	195	646	613	597	479	540	2236	-	-	-
	84%	84%	83%	81%	87%	84%	83%	80%	81%	79%	87%	86%	84%	82%	82%	100%	-%	-%	-%
		49%	51%	13%	18%	34%	34%	7%	7%	9%	29%	27%	27%	21%	24%	100%	-%	-%	-%
Scotland	233	112	121	37	32	81	83	20	21	29	70	54	65	53	62	-	233	-	-
	9%	9%	9%	10%	7%	9%	9%	10%	11%	12%	9%	8%	9%	9%	9%	-%	100%	-%	-%
		48%	52%	16%	14%	35%	36%	9%	9%	12%	30%	23%	28%	23%	27%	-%	100%	-%	-%
Wales	132	64	68	19	21	44	49	13	11	15	18	30	34	31	38	-	-	132	-
	5%	5%	5%	5%	4%	5%	5%	7%	6%	6%	2%	4%	5%	5%	6%	-%	-%	100%	-%
		49%	51%	14%	16%	33%	37%	10%	8%	12%	14%	22%	25%	24%	28%	-%	-%	100%	-%
Northern Ireland	74	36	38	13	11	26	24	5	4	7	11	16	18	18	22	-	-	-	74
	3%	3%	3%	4%	2%	3%	3%	3%	2%	3%	1%	2%	3%	3%	3%	-%	-%	-%	100%
		48%	52%	18%	15%	35%	32%	7%	6%	10%	15%	22%	24%	24%	30%	-%	-%	-%	100%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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NATION

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
England	2236	340	360	224	192	235	246	228	114	298	1974	262	1305	925	1084	1152
		84%	100%	100%	100%	100%	100%	100%	100%	100%	85%	74%	84%	83%	84%	83%
											b					
		15%	16%	10%	9%	10%	11%	10%	5%	13%	88%	12%	58%	41%	48%	52%
Scotland	233	-	-	-	-	-	-	-	-	-	194	39	133	100	104	130
		9%	-%	-%	-%	-%	-%	-%	-%	-%	8%	11%	9%	9%	8%	9%
			-%	-%	-%	-%	-%	-%	-%	-%	83%	17%	57%	43%	44%	56%
Wales	132	-	-	-	-	-	-	-	-	-	106	26	74	58	63	69
		5%	-%	-%	-%	-%	-%	-%	-%	-%	5%	7%	5%	5%	5%	5%
											a					
			-%	-%	-%	-%	-%	-%	-%	-%	80%	20%	56%	44%	48%	52%
Northern Ireland	74	-	-	-	-	-	-	-	-	-	46	28	41	33	36	38
		3%	-%	-%	-%	-%	-%	-%	-%	-%	2%	8%	3%	3%	3%	3%
											a					
			-%	-%	-%	-%	-%	-%	-%	-%	62%	38%	56%	44%	49%	51%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 2

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REGION

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
North East	114	52	63	20	24	31	40	10	10	12	30	21	31	28	34	114	-	-	-
	4%	4%	5%	6%	5%	3%	4%	5%	5%	5%	4%	3%	4%	5%	5%	5%	-%	-%	-%
		45%	55%	18%	21%	27%	35%	8%	9%	11%	27%	18%	27%	24%	30%	100%	-%	-%	-%
North West	298	150	148	31	54	91	122	33	20	34	57	72	76	62	87	298	-	-	-
	11%	12%	11%	9%	11%	10%	13%	17%	10%	14%	8%	10%	11%	11%	13%	13%	-%	-%	-%
		50%	50%	10%	18%	31%	41%	11%	7%	11%	19%	24%	25%	21%	29%	100%	-%	-%	-%
Yorkshire	228	104	124	43	46	73	65	29	21	15	58	48	61	43	76	228	-	-	-
	9%	8%	9%	12%	10%	8%	7%	15%	11%	6%	8%	7%	8%	7%	12%	10%	-%	-%	-%
		46%	54%	19%	20%	32%	29%	13%	9%	6%	26%	21%	27%	19%	34%	100%	-%	-%	-%
East Midlands	192	90	101	27	36	66	62	14	10	20	49	42	47	43	58	192	-	-	-
	7%	7%	7%	7%	8%	7%	7%	7%	5%	8%	7%	6%	7%	7%	9%	9%	-%	-%	-%
		47%	53%	14%	19%	35%	32%	7%	5%	10%	25%	22%	25%	22%	30%	100%	-%	-%	-%
West Midlands	235	108	126	30	47	72	85	12	11	10	32	58	63	56	58	235	-	-	-
	9%	8%	9%	8%	10%	8%	9%	6%	6%	4%	4%	8%	9%	10%	9%	10%	-%	-%	-%
		46%	54%	13%	20%	31%	36%	5%	5%	4%	14%	25%	27%	24%	25%	100%	-%	-%	-%
East of England	246	129	116	30	39	86	90	15	22	17	99	75	51	60	59	246	-	-	-
	9%	10%	8%	8%	8%	9%	10%	8%	11%	7%	13%	11%	7%	10%	9%	11%	-%	-%	-%
		53%	47%	12%	16%	35%	37%	6%	9%	7%	40%	30%	21%	24%	24%	100%	-%	-%	-%
London	340	164	176	48	78	139	75	7	13	34	120	120	93	57	67	340	-	-	-
	13%	13%	13%	13%	16%	15%	8%	4%	7%	14%	16%	17%	13%	10%	10%	15%	-%	-%	-%
		48%	52%	14%	23%	41%	22%	2%	4%	10%	35%	35%	27%	17%	20%	100%	-%	-%	-%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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REGION

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Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
South East	360	187	173	37	55	121	146	26	39	38	121	116	109	77	58	360	-	-	-
	13%	14%	13%	10%	12%	13%	16%	13%	20%	16%	16%	16%	15%	13%	9%	16%	-%	-%	-%
							ab					d	d	d		bcd			
		52%	48%	10%	15%	34%	41%	7%	11%	11%	33%	32%	30%	22%	16%	100%	-%	-%	-%
South West	224	104	120	23	32	84	86	9	14	15	81	60	67	53	42	224	-	-	-
	8%	8%	9%	6%	7%	9%	9%	5%	7%	6%	11%	8%	9%	9%	6%	10%	-%	-%	-%
											ac		d			bcd			
		46%	54%	10%	14%	38%	38%	4%	6%	7%	36%	27%	30%	23%	19%	100%	-%	-%	-%
Wales	132	64	68	19	21	44	49	13	11	15	18	30	34	31	38	-	-	132	-
	5%	5%	5%	5%	4%	5%	5%	7%	6%	6%	2%	4%	5%	5%	6%	-%	-%	100%	-%
								d	d	d								abd	
		49%	51%	14%	16%	33%	37%	10%	8%	12%	14%	22%	25%	24%	28%	-%	-%	100%	-%
Scotland	233	112	121	37	32	81	83	20	21	29	70	54	65	53	62	-	233	-	-
	9%	9%	9%	10%	7%	9%	9%	10%	11%	12%	9%	8%	9%	9%	9%	-%	100%	-%	-%
																	acd		
		48%	52%	16%	14%	35%	36%	9%	9%	12%	30%	23%	28%	23%	27%	-%	100%	-%	-%
Northern Ireland	74	36	38	13	11	26	24	5	4	7	11	16	18	18	22	-	-	-	74
	3%	3%	3%	4%	2%	3%	3%	3%	2%	3%	1%	2%	3%	3%	3%	-%	-%	-%	100%
																			abc
		48%	52%	18%	15%	35%	32%	7%	6%	10%	15%	22%	24%	24%	30%	-%	-%	-%	100%

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

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REGION

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		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
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Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
North East	114	-	-	-	-	-	-	-	114	-	106	8	65	49	41	74
	4%	-%	-%	-%	-%	-%	-%	-%	100%	-%	5%	2%	4%	4%	3%	5%
		-%	-%	-%	-%	-%	-%	-%	100%	-%	93%	7%	57%	42%	36%	64%
North West	298	-	-	-	-	-	-	-	-	298	277	21	156	141	135	163
	11%	-%	-%	-%	-%	-%	-%	-%	-%	100%	12%	6%	10%	13%	10%	12%
		-%	-%	-%	-%	-%	-%	-%	-%	100%	93%	7%	52%	47%	45%	55%
Yorkshire	228	-	-	-	-	-	-	228	-	-	202	26	125	102	114	114
	9%	-%	-%	-%	-%	-%	-%	100%	-%	-%	9%	7%	8%	9%	9%	8%
		-%	-%	-%	-%	-%	-%	100%	-%	-%	89%	11%	55%	45%	50%	50%
East Midlands	192	-	-	-	192	-	-	-	-	-	162	29	103	88	114	78
	7%	-%	-%	-%	100%	-%	-%	-%	-%	-%	7%	8%	7%	8%	9%	6%
		-%	-%	-%	100%	-%	-%	-%	-%	-%	85%	15%	54%	46%	59%	41%
West Midlands	235	-	-	-	-	235	-	-	-	-	208	27	131	103	110	125
	9%	-%	-%	-%	-%	100%	-%	-%	-%	-%	9%	7%	8%	9%	9%	9%
		-%	-%	-%	-%	100%	-%	-%	-%	-%	89%	11%	56%	44%	47%	53%
East of England	246	-	-	-	-	-	246	-	-	-	198	48	137	108	132	113
	9%	-%	-%	-%	-%	-%	100%	-%	-%	-%	9%	14%	9%	10%	10%	8%
		-%	-%	-%	-%	-%	100%	-%	-%	-%	80%	20%	56%	44%	54%	46%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 2

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

REGION

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
London	340	340	-	-	-	-	-	-	-	-	340	-	247	93	60	280
	13%	100%	-%	-%	-%	-%	-%	-%	-%	-%	15%	-%	16%	8%	5%	20%
		bcdefghi									b		b		a	
		100%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	73%	27%	18%	82%
South East	360	-	360	-	-	-	-	-	-	-	312	48	224	134	222	138
	13%	-%	100%	-%	-%	-%	-%	-%	-%	-%	13%	13%	14%	12%	17%	10%
			acdefghi								b		b		b	
		-%	100%	-%	-%	-%	-%	-%	-%	-%	87%	13%	62%	37%	62%	38%
South West	224	-	-	224	-	-	-	-	-	-	169	56	117	107	157	67
	8%	-%	-%	100%	-%	-%	-%	-%	-%	-%	7%	16%	8%	10%	12%	5%
				abdefghi							a		a		b	
		-%	-%	100%	-%	-%	-%	-%	-%	-%	75%	25%	52%	48%	70%	30%
Wales	132	-	-	-	-	-	-	-	-	-	106	26	74	58	63	69
	5%	-%	-%	-%	-%	-%	-%	-%	-%	-%	5%	7%	5%	5%	5%	5%
											a		a		a	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	80%	20%	56%	44%	48%	52%
Scotland	233	-	-	-	-	-	-	-	-	-	194	39	133	100	104	130
	9%	-%	-%	-%	-%	-%	-%	-%	-%	-%	8%	11%	9%	9%	8%	9%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	83%	17%	57%	43%	44%	56%
Northern Ireland	74	-	-	-	-	-	-	-	-	-	46	28	41	33	36	38
	3%	-%	-%	-%	-%	-%	-%	-%	-%	-%	2%	8%	3%	3%	3%	3%
											a		a		a	
		-%	-%	-%	-%	-%	-%	-%	-%	-%	62%	38%	56%	44%	49%	51%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 3

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URBANITY

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Urban	2319	1125	1195	320	429	791	779	176	175	216	641	595	619	493	605	1974	194	106	46
	87%	86%	87%	89%	91%	86%	84%	92%	88%	88%	86%	84%	87%	85%	91%	88%	83%	80%	62%
				d	cd			d						abc	bcd	d	d		
		48%	52%	14%	19%	34%	34%	8%	8%	9%	28%	26%	27%	21%	26%	85%	8%	5%	2%
Rural	356	176	180	39	45	124	148	16	23	30	104	116	94	87	56	262	39	26	28
	13%	14%	13%	11%	9%	14%	16%	8%	12%	12%	14%	16%	13%	15%	9%	12%	17%	20%	38%
						b	ab				a	d	d	d		a	a	abc	
		49%	51%	11%	13%	35%	42%	5%	6%	8%	29%	33%	26%	24%	16%	74%	11%	7%	8%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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URBANITY

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Urban	2319	340	312	169	162	208	198	202	106	277	2319	-	1355	958	971	1348
	87%	100%	87%	75%	85%	89%	80%	89%	93%	93%	100%	-%	87%	86%	75%	97%
		bcdefghi	c		c	cf		cf	bcd	bcd	b				a	
		15%	13%	7%	7%	9%	9%	9%	5%	12%	100%	-%	58%	41%	42%	58%
Rural	356	-	48	56	29	27	48	26	8	21	-	356	197	159	316	40
	13%	-%	13%	25%	15%	11%	20%	11%	7%	7%	-%	100%	13%	14%	25%	3%
			ahi	abdeg	ahi	a	aeghi	a	a	a		a			b	
		-%	13%	16%	8%	7%	14%	7%	2%	6%	-%	100%	55%	45%	89%	11%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 4

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

CABLE AREA

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
TELEWEST	764	377	388	115	153	251	245	58	58	62	206	209	190	144	220	685	30	31	17
	29%	29%	28%	32%	32%	27%	26%	30%	29%	25%	28%	29%	27%	25%	33%	31%	13%	24%	23%
				d	d										bc	bcd	b	b	b
		49%	51%	15%	20%	33%	32%	8%	8%	8%	27%	27%	25%	19%	29%	90%	4%	4%	2%
NTL	576	280	296	86	101	216	172	29	31	44	154	166	155	118	134	518	58	-	-
	22%	22%	22%	24%	21%	24%	19%	15%	16%	18%	21%	23%	22%	20%	20%	23%	25%	-%	-%
				d	d										cd	cd	cd	cd	cd
		49%	51%	15%	18%	38%	30%	5%	5%	8%	27%	29%	27%	20%	23%	90%	10%	-%	-%
NEITHER	1335	644	691	158	219	448	510	105	109	140	386	336	368	319	308	1032	145	101	56
	50%	50%	50%	44%	46%	49%	55%	55%	55%	57%	52%	47%	52%	55%	47%	46%	62%	76%	77%
							abc						d	ad			a	ab	ab
		48%	52%	12%	16%	34%	38%	8%	8%	10%	29%	25%	28%	24%	23%	77%	11%	8%	4%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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CABLE AREA

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
TELEWEST	764	90	149	20	89	41	89	57	21	129	762	2	440	322	303	462
	29%	27%	41%	9%	47%	17%	36%	25%	18%	43%	33%	1%	28%	29%	24%	33%
		ceh	acegh		acefgh	c	acegh	ce	c	acegh	b				a	a
		12%	19%	3%	12%	5%	12%	7%	3%	17%	100%	*	58%	42%	40%	60%
NTL	576	183	31	34	-	115	40	34	28	53	565	11	352	220	197	378
	22%	54%	9%	15%	-%	49%	16%	15%	25%	18%	24%	3%	23%	20%	15%	27%
		bcdgghi	d	bd		bcdgghi	bd	bd	bcdg	bd	b				a	a
		32%	5%	6%	-%	20%	7%	6%	5%	9%	98%	2%	61%	38%	34%	66%
NEITHER	1335	67	180	170	102	79	117	136	65	116	992	343	760	574	786	549
	50%	20%	50%	76%	53%	34%	48%	60%	57%	39%	43%	96%	49%	51%	61%	40%
		aei	abdefghi		aei	a	ae	abefi	aei	a		a			b	b
		5%	13%	13%	8%	6%	9%	10%	5%	9%	74%	26%	57%	43%	59%	41%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 5

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DEPRIVATION LEVEL

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Low	1286	634	652	133	181	421	552	71	89	102	394	432	365	288	198	1084	104	63	36
	48%	49%	47%	37%	38%	46%	60%	37%	45%	42%	53%	61%	51%	50%	30%	48%	44%	48%	49%
						ab	abc				abc	bcd	d	d					
		49%	51%	10%	14%	33%	43%	6%	7%	8%	31%	34%	28%	22%	15%	84%	8%	5%	3%
Medium	1196	578	618	194	242	428	332	102	83	128	300	253	303	253	384	979	118	62	37
	45%	44%	45%	54%	51%	47%	36%	53%	42%	52%	40%	36%	43%	44%	58%	44%	51%	47%	50%
				cd	d	d		bd		bd		a	a	abc		a	a	a	
		48%	52%	16%	20%	36%	28%	9%	7%	11%	25%	21%	25%	21%	32%	82%	10%	5%	3%
High	192	88	104	32	51	66	43	19	26	16	51	27	45	39	80	173	11	7	1
	7%	7%	8%	9%	11%	7%	5%	10%	13%	6%	7%	4%	6%	7%	12%	8%	5%	5%	2%
				d	cd	d			cd				a	a	abc	d	d	d	
		46%	54%	17%	27%	34%	22%	10%	14%	8%	26%	14%	23%	20%	41%	90%	6%	4%	1%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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DEPRIVATION LEVEL

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Low	1286	60	222	157	114	110	132	114	41	135	971	316	758	528	1286	-
	48%	18%	62%	70%	59%	47%	54%	50%	36%	45%	42%	89%	49%	47%	100%	-%
		5%	aeghi 17%	adefghi 12%	aeghi 9%	ah 9%	ah 10%	ah 9%	a 3%	ah 10%	75%	a 25%	59%	41%	100%	-%
Medium	1196	204	127	61	73	112	107	92	69	136	1156	40	692	500	-	1196
	45%	60%	35%	27%	38%	48%	43%	40%	60%	46%	50%	11%	45%	45%	-%	86%
		bcdefgi		c	bcd	c	c	bcdefgi	bc	b			58%	42%	-%	100%
		17%	11%	5%	6%	9%	9%	8%	6%	11%	97%	3%				
High	192	76	11	6	5	13	7	22	5	27	192	-	103	89	-	192
	7%	22%	3%	3%	3%	6%	3%	10%	4%	9%	8%	-%	7%	8%	-%	14%
		bcdefghi						bcdfh		bcdf	b					a
		40%	6%	3%	3%	7%	4%	12%	3%	14%	100%	-%	53%	46%	-%	100%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 6

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SE. GENDER

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Male	1301	1301	-	198	221	397	485	87	85	111	400	377	332	311	276	1089	112	64	36
	49%	100%	-%	55%	47%	43%	52%	45%	43%	45%	54%	53%	47%	54%	42%	49%	48%	49%	48%
		b		bc		c				abc	bd	bd		bd					
		100%	-%	15%	17%	31%	37%	7%	7%	9%	31%	29%	26%	24%	21%	84%	9%	5%	3%
Female	1374	-	1374	161	253	518	442	105	112	135	345	335	381	270	385	1147	121	68	38
	51%	-%	100%	45%	53%	57%	48%	55%	57%	55%	46%	47%	53%	46%	58%	51%	52%	51%	52%
		a		a		ad		d	d	d			ac		ac				
		-%	100%	12%	18%	38%	32%	8%	8%	10%	25%	24%	28%	20%	28%	83%	9%	5%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 6

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

SE. GENDER

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Male	1301	164	187	104	90	108	129	104	52	150	1125	176	800	497	634	667
	49%	48%	52%	46%	47%	46%	53%	46%	45%	50%	48%	49%	52%	44%	49%	48%
		13%	14%	8%	7%	8%	10%	8%	4%	12%	86%	14%	b	38%	49%	51%
		62%	62%	38%	49%	51%										
Female	1374	176	173	120	101	126	116	124	63	148	1195	180	752	620	652	722
	51%	52%	48%	54%	53%	54%	47%	54%	55%	50%	52%	51%	48%	56%	51%	52%
		13%	13%	9%	7%	9%	8%	9%	5%	11%	87%	13%	55%	a	47%	53%
		45%	45%	47%	53%	51%										

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 7

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

SF. AGE OF RESPONDENT

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
16 - 17	48	27	21	48	-	-	-	2	1	1	2	13	13	10	13	38	2	4	3
	2%	2%	2%	13%	-%	-%	-%	1%	*%	1%	*%	2%	2%	2%	2%	2%	1%	3%	5%
				bcd															ab
		56%	44%	100%	-%	-%	-%	3%	1%	3%	5%	27%	26%	20%	27%	80%	5%	8%	7%
18 - 24	311	170	140	311	-	-	-	30	21	23	44	57	100	65	88	251	35	15	10
	12%	13%	10%	87%	-%	-%	-%	16%	10%	9%	6%	8%	14%	11%	13%	11%	15%	11%	13%
		b		bcd				cd	d				a		a				
		55%	45%	100%	-%	-%	-%	10%	7%	7%	14%	18%	32%	21%	28%	81%	11%	5%	3%
25 - 34	474	221	253	-	474	-	-	28	19	40	167	116	117	130	109	410	32	21	11
	18%	17%	18%	-%	100%	-%	-%	14%	10%	16%	22%	16%	16%	22%	16%	18%	14%	16%	15%
				acd						b	abc			abd		b			
		47%	53%	-%	100%	-%	-%	6%	4%	8%	35%	24%	25%	28%	23%	87%	7%	4%	2%
35 - 44	490	211	280	-	-	490	-	17	34	42	221	154	140	103	92	405	48	21	16
	18%	16%	20%	-%	-%	54%	-%	9%	17%	17%	30%	22%	20%	18%	14%	18%	20%	16%	22%
			a			abd			a	a	abc	d	d						c
		43%	57%	-%	-%	100%	-%	3%	7%	9%	45%	31%	29%	21%	19%	83%	10%	4%	3%
45 - 54	425	186	238	-	-	425	-	22	27	36	162	111	111	98	105	360	33	22	10
	16%	14%	17%	-%	-%	46%	-%	11%	14%	15%	22%	16%	15%	17%	16%	16%	14%	17%	13%
			a			abd					abc								
		44%	56%	-%	-%	100%	-%	5%	6%	8%	38%	26%	26%	23%	25%	85%	8%	5%	2%
55 - 64	400	204	196	-	-	-	400	25	33	39	95	117	107	77	96	333	40	18	10
	15%	16%	14%	-%	-%	-%	43%	13%	16%	16%	13%	16%	15%	13%	15%	15%	17%	14%	13%
							abc												
		51%	49%	-%	-%	-%	100%	6%	8%	10%	24%	29%	27%	19%	24%	83%	10%	4%	2%
65 - 74	291	158	133	-	-	-	291	29	32	37	35	92	69	49	82	244	23	17	8
	11%	12%	10%	-%	-%	-%	31%	15%	16%	15%	5%	13%	10%	8%	12%	11%	10%	13%	10%
			b				abc	d	d	d		c			c				
		54%	46%	-%	-%	-%	100%	10%	11%	13%	12%	32%	24%	17%	28%	84%	8%	6%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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SF. AGE OF RESPONDENT

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
75+	236	123	113	-	-	-	236	41	31	28	18	52	57	50	77	195	20	14	6
	9%	9%	8%	-%	-%	-%	25%	21%	16%	11%	2%	7%	8%	9%	12%	9%	9%	11%	8%
							abc	cd	d	d					ab				
		52%	48%	-%	-%	-%	100%	17%	13%	12%	8%	22%	24%	21%	33%	83%	9%	6%	3%
AGE SUMMARY																			
16-24	359	198	161	359	-	-	-	32	21	24	47	69	113	75	101	290	37	19	13
	13%	15%	12%	100%	-%	-%	-%	16%	11%	10%	6%	10%	16%	13%	15%	13%	16%	14%	18%
		b		bcd				cd	d				a	a	a			a	a
		55%	45%	100%	-%	-%	-%	9%	6%	7%	13%	19%	31%	21%	28%	81%	10%	5%	4%
25-34	474	221	253	-	474	-	-	28	19	40	167	116	117	130	109	410	32	21	11
	18%	17%	18%	-%	100%	-%	-%	14%	10%	16%	22%	16%	16%	22%	16%	18%	14%	16%	15%
					acd					b	abc			abd		b			
		47%	53%	-%	100%	-%	-%	6%	4%	8%	35%	24%	25%	28%	23%	87%	7%	4%	2%
35-54	915	397	518	-	-	915	-	39	61	78	384	265	251	200	197	765	81	44	26
	34%	31%	38%	-%	-%	100%	-%	20%	31%	32%	52%	37%	35%	34%	30%	34%	35%	33%	35%
			a			abd			a	a	abc	d	d						
		43%	57%	-%	-%	100%	-%	4%	7%	8%	42%	29%	27%	22%	22%	84%	9%	5%	3%
55-64	400	204	196	-	-	-	400	25	33	39	95	117	107	77	96	333	40	18	10
	15%	16%	14%	-%	-%	-%	43%	13%	16%	16%	13%	16%	15%	13%	15%	15%	17%	14%	13%
							abc												
		51%	49%	-%	-%	-%	100%	6%	8%	10%	24%	29%	27%	19%	24%	83%	10%	4%	2%
65+	527	281	246	-	-	-	527	70	63	65	53	144	126	98	159	439	43	31	14
	20%	22%	18%	-%	-%	-%	57%	36%	32%	26%	7%	20%	18%	17%	24%	20%	18%	23%	19%
		b					abc	cd	d	d					bc				
		53%	47%	-%	-%	-%	100%	13%	12%	12%	10%	27%	24%	19%	30%	83%	8%	6%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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SF. AGE OF RESPONDENT

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
16 - 17	48	1	5	6	4	2	3	9	4	4	41	7	19	28	23	25
	2%	*%	1%	3%	2%	1%	1%	4%	4%	1%	2%	2%	1%	3%	2%	2%
			a	a				ae	ae					a		
		2%	10%	13%	9%	5%	6%	19%	9%	8%	85%	15%	40%	59%	48%	52%
18 - 24	311	47	33	16	23	28	27	34	16	27	279	32	166	144	110	201
	12%	14%	9%	7%	12%	12%	11%	15%	14%	9%	12%	9%	11%	13%	9%	14%
		c						bci	c							a
		15%	10%	5%	7%	9%	9%	11%	5%	9%	90%	10%	53%	46%	35%	65%
25 - 34	474	78	55	32	36	47	39	46	24	54	429	45	365	108	181	293
	18%	23%	15%	14%	19%	20%	16%	20%	21%	18%	19%	13%	24%	10%	14%	21%
		bc									b		b			a
		16%	12%	7%	8%	10%	8%	10%	5%	11%	91%	9%	77%	23%	38%	62%
35 - 44	490	88	74	44	31	34	36	33	19	47	441	49	394	94	211	280
	18%	26%	20%	20%	16%	14%	15%	15%	16%	16%	19%	14%	25%	8%	16%	20%
		defghi									b		b			a
		18%	15%	9%	6%	7%	7%	7%	4%	10%	90%	10%	80%	19%	43%	57%
45 - 54	425	51	48	41	36	38	50	40	12	44	350	74	339	85	210	215
	16%	15%	13%	18%	19%	16%	20%	18%	11%	15%	15%	21%	22%	8%	16%	15%
			h	h	h	h	bh	h				a	b			
		12%	11%	10%	8%	9%	12%	9%	3%	10%	83%	17%	80%	20%	49%	51%
55 - 64	400	41	71	31	23	34	35	26	21	50	338	62	215	184	229	171
	15%	12%	20%	14%	12%	15%	14%	11%	18%	17%	15%	17%	14%	16%	18%	12%
			adg						g						b	
		10%	18%	8%	6%	9%	9%	6%	5%	12%	85%	15%	54%	46%	57%	43%
65 - 74	291	17	45	32	24	25	32	25	9	35	235	57	45	246	182	110
	11%	5%	12%	14%	12%	11%	13%	11%	8%	12%	10%	16%	3%	22%	14%	8%
			a	ah	a	a	a	a		a		a		a	b	
		6%	15%	11%	8%	9%	11%	9%	3%	12%	81%	19%	16%	84%	62%	38%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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SF. AGE OF RESPONDENT

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
75+	236	16	31	22	15	25	23	15	10	38	206	30	9	227	141	94
	9%	5%	9%	10%	8%	11%	9%	7%	8%	13%	9%	8%	1%	20%	11%	7%
			a	a	a	a	a	a	ag	ag				a	b	
		7%	13%	9%	7%	11%	10%	6%	4%	16%	87%	13%	4%	96%	60%	40%
AGE SUMMARY																
16-24	359	48	37	23	27	30	30	43	20	31	320	39	185	173	133	226
	13%	14%	10%	10%	14%	13%	12%	19%	18%	10%	14%	11%	12%	15%	10%	16%
								bci	bci					a		a
		13%	10%	6%	7%	8%	8%	12%	6%	9%	89%	11%	52%	48%	37%	63%
25-34	474	78	55	32	36	47	39	46	24	54	429	45	365	108	181	293
	18%	23%	15%	14%	19%	20%	16%	20%	21%	18%	19%	13%	24%	10%	14%	21%
		bc									b		b		a	
		16%	12%	7%	8%	10%	8%	10%	5%	11%	91%	9%	77%	23%	38%	62%
35-54	915	139	121	84	66	72	86	73	31	91	791	124	733	179	421	494
	34%	41%	34%	38%	35%	31%	35%	32%	27%	31%	34%	35%	47%	16%	33%	36%
		eghi		h									b			
		15%	13%	9%	7%	8%	9%	8%	3%	10%	86%	14%	80%	20%	46%	54%
55-64	400	41	71	31	23	34	35	26	21	50	338	62	215	184	229	171
	15%	12%	20%	14%	12%	15%	14%	11%	18%	17%	15%	17%	14%	16%	18%	12%
			adg						g						b	
		10%	18%	8%	6%	9%	9%	6%	5%	12%	85%	15%	54%	46%	57%	43%
65+	527	33	76	54	39	51	55	40	19	72	441	86	54	473	323	204
	20%	10%	21%	24%	20%	22%	22%	18%	16%	24%	19%	24%	3%	42%	25%	15%
			a	ah	a	a	a	a	a	ah		a		a	b	
		6%	14%	10%	7%	10%	10%	8%	4%	14%	84%	16%	10%	90%	61%	39%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 8

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SF. AGE OF RESPONDENT

Base : All respondents

	Total	NATION				URBANITY		ENGLAND REGIONS								
		ENG LAND	SCOT LAND	WALES	NI	URBAN	RURAL	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST
		a	b	c	d	a	b	a	b	c	d	e	f	g	h	i
Significance Level: 95%																
Unweighted total	3730	2253	493	487	497	2717	1013	252	238	250	246	272	242	273	230	250
Effective Weighted Sample	2581	1963	337	339	442	2158	453	233	226	240	228	260	233	258	218	236
Total	2675	2236	233	132	74	2319	356	340	360	224	192	235	246	228	114	298
		84%	9%	5%	3%	87%	13%	13%	13%	8%	7%	9%	9%	9%	4%	11%
16 - 17	48	38	2	4	3	41	7	1	5	6	4	2	3	9	4	4
	2%	2%	1%	3%	5%	2%	2%	*%	1%	3%	2%	1%	1%	4%	4%	1%
					ab					a				ae	ae	
		80%	5%	8%	7%	85%	15%	2%	10%	13%	9%	5%	6%	19%	9%	8%
18 - 24	311	251	35	15	10	279	32	47	33	16	23	28	27	34	16	27
	12%	11%	15%	11%	13%	12%	9%	14%	9%	7%	12%	12%	11%	15%	14%	9%
								c						bci	c	
		81%	11%	5%	3%	90%	10%	15%	10%	5%	7%	9%	9%	11%	5%	9%
25 - 34	474	410	32	21	11	429	45	78	55	32	36	47	39	46	24	54
	18%	18%	14%	16%	15%	19%	13%	23%	15%	14%	19%	20%	16%	20%	21%	18%
		b				b		bc								
		87%	7%	4%	2%	91%	9%	16%	12%	7%	8%	10%	8%	10%	5%	11%
35 - 44	490	405	48	21	16	441	49	88	74	44	31	34	36	33	19	47
	18%	18%	20%	16%	22%	19%	14%	26%	20%	20%	16%	14%	15%	15%	16%	16%
					c	b		defghi								
		83%	10%	4%	3%	90%	10%	18%	15%	9%	6%	7%	7%	7%	4%	10%
45 - 54	425	360	33	22	10	350	74	51	48	41	36	38	50	40	12	44
	16%	16%	14%	17%	13%	15%	21%	15%	13%	18%	19%	16%	20%	18%	11%	15%
						a				h	h		bh	h		
		85%	8%	5%	2%	83%	17%	12%	11%	10%	8%	9%	12%	9%	3%	10%
55 - 64	400	333	40	18	10	338	62	41	71	31	23	34	35	26	21	50
	15%	15%	17%	14%	13%	15%	17%	12%	20%	14%	12%	15%	14%	11%	18%	17%
									adg						g	
		83%	10%	4%	2%	85%	15%	10%	18%	8%	6%	9%	9%	6%	5%	12%
65 - 74	291	244	23	17	8	235	57	17	45	32	24	25	32	25	9	35
	11%	11%	10%	13%	10%	10%	16%	5%	12%	14%	12%	11%	13%	11%	8%	12%
						a			a	ah	a	a	a	a	a	a
		84%	8%	6%	3%	81%	19%	6%	15%	11%	8%	9%	11%	9%	3%	12%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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SF. AGE OF RESPONDENT

Base : All respondents

	Total	NATION				URBANITY		ENGLAND REGIONS								
		ENG LAND	SCOT LAND	WALES	NI	URBAN	RURAL	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST
		a	b	c	d	a	b	a	b	c	d	e	f	g	h	i
Significance Level: 95%																
Unweighted total	3730	2253	493	487	497	2717	1013	252	238	250	246	272	242	273	230	250
Effective Weighted Sample	2581	1963	337	339	442	2158	453	233	226	240	228	260	233	258	218	236
Total	2675	2236	233	132	74	2319	356	340	360	224	192	235	246	228	114	298
		84%	9%	5%	3%	87%	13%	13%	13%	8%	7%	9%	9%	9%	4%	11%
75+	236	195	20	14	6	206	30	16	31	22	15	25	23	15	10	38
	9%	9%	9%	11%	8%	9%	8%	5%	9%	10%	8%	11%	9%	7%	8%	13%
		83%	9%	6%	3%	87%	13%	7%	13%	a	7%	a	a	6%	4%	ag
										9%	7%	11%	10%			16%
AGE SUMMARY																
16-24	359	290	37	19	13	320	39	48	37	23	27	30	30	43	20	31
	13%	13%	16%	14%	18%	14%	11%	14%	10%	10%	14%	13%	12%	19%	18%	10%
		81%	10%	5%	a	89%	11%	13%	10%	6%	7%	8%	8%	b	b	9%
					4%									bcfi	bci	
25-34	474	410	32	21	11	429	45	78	55	32	36	47	39	46	24	54
	18%	18%	14%	16%	15%	19%	13%	23%	15%	14%	19%	20%	16%	20%	21%	18%
		b				b		bc								
		87%	7%	4%	2%	91%	9%	16%	12%	7%	8%	10%	8%	10%	5%	11%
35-54	915	765	81	44	26	791	124	139	121	84	66	72	86	73	31	91
	34%	34%	35%	33%	35%	34%	35%	41%	34%	38%	35%	31%	35%	32%	27%	31%
		84%	9%	5%	3%	86%	14%	eghi	13%	9%	7%	8%	9%	8%	3%	10%
								15%	h							
55-64	400	333	40	18	10	338	62	41	71	31	23	34	35	26	21	50
	15%	15%	17%	14%	13%	15%	17%	12%	20%	14%	12%	15%	14%	11%	18%	17%
		83%	10%	4%	2%	85%	15%	10%	adg	18%	8%	9%	9%	6%	5%	12%
															g	
65+	527	439	43	31	14	441	86	33	76	54	39	51	55	40	19	72
	20%	20%	18%	23%	19%	19%	24%	10%	21%	24%	20%	22%	22%	18%	16%	24%
		83%	8%	6%	3%	84%	a	6%	a	ah	a	a	a	a	a	ah
										10%	7%	10%	10%	8%	4%	14%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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SF. AGE OF RESPONDENT

Base : All respondents

	Total	GENDER		SUB-AGE GROUP			AGE GROUP				SOCIAL GROUP						DEPRIVATION LEVEL	
		MALE	FEMALE	16-34	35-54	55+	16-24	25-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE	LOW	MEDIUM/ HIGH
		a	b	a	b	c	a	b	c	d	a	b	c	d	e	f	a	b
Significance Level: 95%																		
Unweighted total	3730	1816	1914	1100	1172	1457	516	584	1172	1457	847	1111	754	1008	1958	1762	1822	1908
Effective Weighted Sample	2581	1253	1328	774	801	1035	351	424	801	1035	590	782	524	714	1346	1228	1205	1379
Total	2675	1301	1374	833	915	927	359	474	915	927	712	714	580	661	1425	1242	1286	1389
		49%	51%	31%	34%	35%	13%	18%	34%	35%	27%	27%	22%	25%	53%	46%	48%	52%
16 - 17	48	27	21	48	-	-	48	-	-	-	13	13	10	13	25	23	23	25
	2%	2%	2%	6%	-%	-%	13%	-%	-%	-%	2%	2%	2%	2%	2%	2%	2%	2%
				bc			bcd											
		56%	44%	100%	-%	-%	100%	-%	-%	-%	27%	26%	20%	27%	52%	48%	48%	52%
18 - 24	311	170	140	311	-	-	311	-	-	-	57	100	65	88	157	153	110	201
	12%	13%	10%	37%	-%	-%	87%	-%	-%	-%	8%	14%	11%	13%	11%	12%	9%	14%
		b		bc			bcd					ae		a	a	a		a
		55%	45%	100%	-%	-%	100%	-%	-%	-%	18%	32%	21%	28%	51%	49%	35%	65%
25 - 34	474	221	253	474	-	-	-	474	-	-	116	117	130	109	233	239	181	293
	18%	17%	18%	57%	-%	-%	-%	100%	-%	-%	16%	16%	22%	16%	16%	19%	14%	21%
				bc			acd						abde					a
		47%	53%	100%	-%	-%	-%	100%	-%	-%	24%	25%	28%	23%	49%	50%	38%	62%
35 - 44	490	211	280	-	490	-	-	-	490	-	154	140	103	92	294	195	211	280
	18%	16%	20%	-%	54%	-%	-%	-%	54%	-%	22%	20%	18%	14%	21%	16%	16%	20%
			a		ac		abd				df	df		df				a
		43%	57%	-%	100%	-%	-%	-%	100%	-%	31%	29%	21%	19%	60%	40%	43%	57%
45 - 54	425	186	238	-	425	-	-	-	425	-	111	111	98	105	222	202	210	215
	16%	14%	17%	-%	46%	-%	-%	-%	46%	-%	16%	15%	17%	16%	16%	16%	16%	15%
			a		ac		abd											
		44%	56%	-%	100%	-%	-%	-%	100%	-%	26%	26%	23%	25%	52%	48%	49%	51%
55 - 64	400	204	196	-	-	400	-	-	-	400	117	107	77	96	224	173	229	171
	15%	16%	14%	-%	-%	43%	-%	-%	-%	43%	16%	15%	13%	15%	16%	14%	18%	12%
						ab				abc							b	
		51%	49%	-%	-%	100%	-%	-%	-%	100%	29%	27%	19%	24%	56%	43%	57%	43%
65 - 74	291	158	133	-	-	291	-	-	-	291	92	69	49	82	161	130	182	110
	11%	12%	10%	-%	-%	31%	-%	-%	-%	31%	13%	10%	8%	12%	11%	10%	14%	8%
		b				ab				abc	c		c				b	
		54%	46%	-%	-%	100%	-%	-%	-%	100%	32%	24%	17%	28%	55%	45%	62%	38%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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SF. AGE OF RESPONDENT

Base : All respondents

	Total	GENDER		SUB-AGE GROUP			AGE GROUP				SOCIAL GROUP						DEPRIVATION LEVEL	
		MALE	FEMALE	16-34	35-54	55+	16-24	25-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	c	a	b	c	d	a	b	c	d	e	f	a	b
Unweighted total	3730	1816	1914	1100	1172	1457	516	584	1172	1457	847	1111	754	1008	1958	1762	1822	1908
Effective Weighted Sample	2581	1253	1328	774	801	1035	351	424	801	1035	590	782	524	714	1346	1228	1205	1379
Total	2675	1301	1374	833	915	927	359	474	915	927	712	714	580	661	1425	1242	1286	1389
		49%	51%	31%	34%	35%	13%	18%	34%	35%	27%	27%	22%	25%	53%	46%	48%	52%
75+	236	123	113	-	-	236	-	-	-	236	52	57	50	77	109	127	141	94
	9%	9%	8%	-%	-%	25%	-%	-%	-%	25%	7%	8%	9%	12%	8%	10%	11%	7%
						ab				abc			abe		ae	b		
		52%	48%	-%	-%	100%	-%	-%	-%	100%	22%	24%	21%	33%	46%	54%	60%	40%
AGE SUMMARY																		
16-24	359	198	161	359	-	-	359	-	-	-	69	113	75	101	182	176	133	226
	13%	15%	12%	43%	-%	-%	100%	-%	-%	-%	10%	16%	13%	15%	13%	14%	10%	16%
		b		bc			bcd				a		a		a			a
		55%	45%	100%	-%	-%	100%	-%	-%	-%	19%	31%	21%	28%	51%	49%	37%	63%
25-34	474	221	253	474	-	-	-	474	-	-	116	117	130	109	233	239	181	293
	18%	17%	18%	57%	-%	-%	-%	100%	-%	-%	16%	16%	22%	16%	16%	19%	14%	21%
				bc				acd					abde					a
		47%	53%	100%	-%	-%	-%	100%	-%	-%	24%	25%	28%	23%	49%	50%	38%	62%
35-54	915	397	518	-	915	-	-	-	915	-	265	251	200	197	516	397	421	494
	34%	31%	38%	-%	100%	-%	-%	-%	100%	-%	37%	35%	34%	30%	36%	32%	33%	36%
			a		ac				abd		df	d		df				
		43%	57%	-%	100%	-%	-%	-%	100%	-%	29%	27%	22%	22%	56%	43%	46%	54%
55-64	400	204	196	-	-	400	-	-	-	400	117	107	77	96	224	173	229	171
	15%	16%	14%	-%	-%	43%	-%	-%	-%	43%	16%	15%	13%	15%	16%	14%	18%	12%
						ab				abc							b	
		51%	49%	-%	-%	100%	-%	-%	-%	100%	29%	27%	19%	24%	56%	43%	57%	43%
65+	527	281	246	-	-	527	-	-	-	527	144	126	98	159	270	257	323	204
	20%	22%	18%	-%	-%	57%	-%	-%	-%	57%	20%	18%	17%	24%	19%	21%	25%	15%
		b				ab				abc			bce				b	
		53%	47%	-%	-%	100%	-%	-%	-%	100%	27%	24%	19%	30%	51%	49%	61%	39%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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SF. AGE OF RESPONDENT

Base : All respondents

	Total	WORKING		HOUSEHOLD INCOME				CHILDREN IN HOUSEHOLD		INTERNET ACCESS AT HOME			INTERNET ACCESS TYPE			
		YES a	NO b	UNDER 10.4K a	10.4K- 15.59K b	15.6K- 25.99K c	26K+ d	YES a	NO b	YES AND USE a	YES b	NO c	FIXED BBAND a	MOBILE BBAND ~b	ANY BROAD- BAND c	SMART- PHONE d
Significance Level: 95%																
Unweighted total	3730	1979	1743	297	286	365	882	1223	2507	3122	3198	519	2925	77	2965	1122
Effective Weighted Sample	2581	1376	1228	213	204	239	653	850	1739	2167	2222	357	2025	58	2056	805
Total	2675	1552 58%	1117 42%	192 7%	198 7%	246 9%	745 28%	948 35%	1727 65%	2289 86%	2339 87%	328 12%	2141 80%	65 **	2173 81%	896 34%
16 - 17	48 2%	19 1%	28 3%	2 1%	1 *%	1 1%	2 *%	42 4%	6 *%	45 2%	45 2%	3 1%	39 2%	** **	41 2%	23 3%
			a					b								
		40%	59%	3%	1%	3%	5%	87%	13%	93%	93%	7%	81%	**	84%	48%
18 - 24	311 12%	166 11%	144 13%	30 16%	21 10%	23 9%	44 6%	107 11%	204 12%	280 12%	284 12%	27 8%	240 11%	** **	244 11%	132 15%
				cd	d			c		c					ac	
		53%	46%	10%	7%	7%	14%	34%	66%	90%	91%	9%	77%	**	79%	43%
25 - 34	474 18%	365 24%	108 10%	28 14%	19 10%	40 16%	167 22%	246 26%	228 13%	436 19%	444 19%	29 9%	386 18%	** **	398 18%	214 24%
		b				b	abc	b		c	c			**	ac	
		77%	23%	6%	4%	8%	35%	52%	48%	92%	94%	6%	82%	**	84%	45%
35 - 44	490 18%	394 25%	94 8%	17 9%	34 17%	42 17%	221 30%	339 36%	152 9%	451 20%	460 20%	29 9%	429 20%	** **	434 20%	212 24%
		b			a	a	abc	b		c	c			**	ac	
		80%	19%	3%	7%	9%	45%	69%	31%	92%	94%	6%	88%	**	89%	43%
45 - 54	425 16%	339 22%	85 8%	22 11%	27 14%	36 15%	162 22%	178 19%	247 14%	391 17%	395 17%	28 9%	371 17%	** **	374 17%	154 17%
		b					abc	b		c	c			**		
		80%	20%	5%	6%	8%	38%	42%	58%	92%	93%	7%	87%	**	88%	36%
55 - 64	400 15%	215 14%	184 16%	25 13%	33 16%	39 16%	95 13%	24 3%	376 22%	349 15%	357 15%	43 13%	336 16%	** **	342 16%	98 11%
								a					d	**	d	
		54%	46%	6%	8%	10%	24%	6%	94%	87%	89%	11%	84%	**	85%	25%

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

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SF. AGE OF RESPONDENT

Base : All respondents

	Total	WORKING		HOUSEHOLD INCOME				CHILDREN IN HOUSEHOLD		INTERNET ACCESS AT HOME			INTERNET ACCESS TYPE			
		YES a	NO b	UNDER 10.4K a	10.4K- 15.59K b	15.6K- 25.99K c	26K+ d	YES a	NO b	YES AND USE a	YES b	NO c	FIXED BBAND a	MOBILE BBAND ~b	ANY BROAD- BAND c	SMART- PHONE d
Significance Level: 95%																
Unweighted total	3730	1979	1743	297	286	365	882	1223	2507	3122	3198	519	2925	77	2965	1122
Effective Weighted Sample	2581	1376	1228	213	204	239	653	850	1739	2167	2222	357	2025	58	2056	805
Total	2675	1552 58%	1117 42%	192 7%	198 7%	246 9%	745 28%	948 35%	1727 65%	2289 86%	2339 87%	328 12%	2141 80%	65 **	2173 81%	896 34%
65 - 74	291 11%	45 3%	246 22%	29 15%	32 16%	37 15%	35 5%	11 1%	281 16%	225 10%	233 10%	55 17%	225 10%	**	227 10%	44 5%
			a 16%	d 10%	d 11%	d 13%	d 12%	a 4%	a 96%	a 77%	a 80%	ab 19%	d 77%	**	d 78%	d 15%
75+	236 9%	9 1%	227 20%	41 21%	31 16%	28 11%	18 2%	1 *	234 14%	113 5%	122 5%	114 35%	114 5%	**	114 5%	19 2%
			a 96%	cd 17%	d 13%	d 12%	d 8%	a 1%	a 99%	a 48%	a 52%	ab 48%	d 48%	**	d 48%	d 8%
AGE SUMMARY																
16-24	359 13%	185 12%	173 15%	32 16%	21 11%	24 10%	47 6%	149 16%	210 12%	325 14%	329 14%	30 9%	279 13%	**	285 13%	155 17%
			a 52%	cd 9%	d 6%	d 7%	abc 13%	b 42%	b 58%	c 90%	c 92%	c 8%	c 78%	**	c 79%	ac 43%
25-34	474 18%	365 24%	108 10%	28 14%	19 10%	40 16%	167 22%	246 26%	228 13%	436 19%	444 19%	29 9%	386 18%	**	398 18%	214 24%
			b 77%	b 23%	b 4%	b 8%	abc 35%	b 52%	b 48%	c 92%	c 94%	c 6%	c 82%	**	c 84%	ac 45%
35-54	915 34%	733 47%	179 16%	39 20%	61 31%	78 32%	384 52%	516 54%	399 23%	842 37%	855 37%	57 17%	800 37%	**	807 37%	366 41%
			b 80%	a 20%	a 7%	a 8%	abc 42%	b 56%	b 44%	c 92%	c 93%	c 6%	c 87%	**	c 88%	c 40%
55-64	400 15%	215 14%	184 16%	25 13%	33 16%	39 16%	95 13%	24 3%	376 22%	349 15%	357 15%	43 13%	336 16%	**	342 16%	98 11%
			a 54%	a 46%	a 6%	a 8%	a 24%	a 6%	a 94%	a 87%	a 89%	a 11%	d 84%	**	d 85%	d 25%

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

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SF. AGE OF RESPONDENT

Base : All respondents

	Total	WORKING		HOUSEHOLD INCOME				CHILDREN IN HOUSEHOLD		INTERNET ACCESS AT HOME			INTERNET ACCESS TYPE			
		YES	NO	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	YES	NO	YES AND USE	YES	NO	FIXED BBAND	MOBILE BBAND	ANY BROAD-BAND	SMART-PHONE
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	a	~b	c	d
Effective Weighted Sample	2581	1376	1228	213	204	239	653	850	1739	2167	2222	357	2025	58	2056	805
65+	527	54	473	70	63	65	53	12	515	338	355	168	339	**	341	63
	20%	3%	42%	36%	32%	26%	7%	1%	30%	15%	15%	51%	16%	**	16%	7%
		10%	90%	13%	12%	12%	10%	2%	98%	64%	67%	32%	64%	**	65%	12%

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

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SF. AGE OF RESPONDENT

Base : All respondents

	Total	USE MOBILE		HOUSEHOLD PHONE OWNERSHIP						TV PLATFORM/S				PAY TV		
		YES a	NO b	FIXED ONLY a	FIXED & MOBILE b	MOBILE ONLY c	ALL FIXED d	ALL MOBILE e	NEITHER ~f	ALL FIXED PLUS BB RENTAL g	ALL TV a	CABLE b	SATE-LLITE c	HYBRID IPTV d	STAND-ALONE a	PART OF BUNDLE b
Significance Level: 95%																
Unweighted total	3730	3505	225	155	2872	692	3027	3564	11	3254	3544	500	1442	567	623	1444
Effective Weighted Sample	2581	2430	151	100	1974	500	2073	2474	9	2237	2454	393	951	384	393	1042
Total	2675	2528 94%	147 6%	96 4%	2061 77%	511 19%	2157 81%	2572 96%	7 **	2339 87%	2538 95%	416 16%	1002 37%	415 16%	420 16%	1092 41%
16 - 17	48 2%	47 2%	1 1%	- -%	39 2%	9 2%	39 2%	48 2%	** **	44 2%	47 2%	9 2%	21 2%	10 2%	10 2%	22 2%
		98%	2%	-%	81%	19%	81%	100%	**	91%	98%	19%	43%	20%	22%	46%
18 - 24	311 12%	307 12%	4 3%	2 2%	191 9%	119 23%	192 9%	309 12%	** **	221 9%	281 11%	55 13%	111 11%	42 10%	51 12%	118 11%
		b			a	abdeg	a	abdg	**	a						
		99%	1%	1%	61%	38%	62%	99%	**	71%	90%	18%	36%	14%	16%	38%
25 - 34	474 18%	466 18%	8 6%	3 3%	308 15%	162 32%	311 14%	470 18%	** **	390 17%	430 17%	78 19%	184 18%	78 19%	69 16%	218 20%
		b			a	abdeg	a	abd	**	ad						
		98%	2%	1%	65%	34%	66%	99%	**	82%	91%	16%	39%	16%	14%	46%
35 - 44	490 18%	481 19%	9 6%	3 3%	399 19%	86 17%	402 19%	485 19%	** **	438 19%	473 19%	68 16%	221 22%	88 21%	89 21%	226 21%
		b			a	a	a	a	**	a			ab			
		98%	2%	1%	81%	18%	82%	99%	**	89%	96%	14%	45%	18%	18%	46%
45 - 54	425 16%	419 17%	6 4%	3 3%	350 17%	71 14%	353 16%	421 16%	** **	375 16%	404 16%	79 19%	160 16%	58 14%	67 16%	187 17%
		b			a	a	a	a	**	a						
		99%	1%	1%	82%	17%	83%	99%	**	88%	95%	19%	38%	14%	16%	44%
55 - 64	400 15%	383 15%	17 11%	12 13%	353 17%	34 7%	365 17%	388 15%	** **	374 16%	390 15%	54 13%	154 15%	80 19%	76 18%	149 14%
				c	c		c	c	**	c				b	b	
			4%	3%	88%	9%	91%	97%	**	93%	98%	13%	38%	20%	19%	37%
65 - 74	291 11%	266 11%	25 17%	15 16%	261 13%	14 3%	276 13%	274 11%	** **	276 12%	286 11%	39 9%	95 10%	42 10%	37 9%	111 10%
			a	c	ce		ce	c	**	c						
			91%	9%	5%	90%	5%	95%	**	95%	98%	13%	33%	15%	13%	38%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 8

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SF. AGE OF RESPONDENT

Base : All respondents

	Total	USE MOBILE		HOUSEHOLD PHONE OWNERSHIP						TV PLATFORM/S				PAY TV		
		YES	NO	FIXED ONLY	FIXED & MOBILE	MOBILE ONLY	ALL FIXED	ALL MOBILE	NEITHER	ALL FIXED PLUS BB RENTAL	ALL TV	CABLE	SATE-LLITE	HYBRID IPTV	STAND-ALONE	PART OF BUNDLE
Significance Level: 95%		a	b	a	b	c	d	e	~f	g	a	b	c	d	a	b
Unweighted total	3730	3505	225	155	2872	692	3027	3564	11	3254	3544	500	1442	567	623	1444
Effective Weighted Sample	2581	2430	151	100	1974	500	2073	2474	9	2237	2454	393	951	384	393	1042
Total	2675	2528	147	96	2061	511	2157	2572	7	2339	2538	416	1002	415	420	1092
		94%	6%	4%	77%	19%	81%	96%	**	87%	95%	16%	37%	16%	16%	41%
75+	236	159	77	58	160	16	218	176	**	221	227	35	55	17	20	63
	9%	6%	52%	60%	8%	3%	10%	7%	**	9%	9%	8%	6%	4%	5%	6%
			a	bcdeg	c		bce	c	**	ce	cd	d				
		67%	33%	25%	68%	7%	93%	75%	**	94%	96%	15%	24%	7%	9%	27%
AGE SUMMARY																
16-24	359	354	5	2	230	128	231	357	**	264	328	64	131	52	61	140
	13%	14%	3%	2%	11%	25%	11%	14%	**	11%	13%	15%	13%	13%	15%	13%
		b			a	abdeg	a	abdg	**	a						
		99%	1%	1%	64%	36%	64%	100%	**	74%	91%	18%	37%	14%	17%	39%
25-34	474	466	8	3	308	162	311	470	**	390	430	78	184	78	69	218
	18%	18%	6%	3%	15%	32%	14%	18%	**	17%	17%	19%	18%	19%	16%	20%
		b			a	abdeg	a	abd	**	ad						
		98%	2%	1%	65%	34%	66%	99%	**	82%	91%	16%	39%	16%	14%	46%
35-54	915	900	15	6	749	157	755	907	**	813	877	147	381	146	156	412
	34%	36%	10%	6%	36%	31%	35%	35%	**	35%	35%	35%	38%	35%	37%	38%
		b			ac	a	a	a	**	a						
		98%	2%	1%	82%	17%	83%	99%	**	89%	96%	16%	42%	16%	17%	45%
55-64	400	383	17	12	353	34	365	388	**	374	390	54	154	80	76	149
	15%	15%	11%	13%	17%	7%	17%	15%	**	16%	15%	13%	15%	19%	18%	14%
				c	c		c	c	**	c				b	b	
		96%	4%	3%	88%	9%	91%	97%	**	93%	98%	13%	38%	20%	19%	37%
65+	527	425	102	73	421	29	494	450	**	497	514	74	151	59	58	174
	20%	17%	69%	76%	20%	6%	23%	18%	**	21%	20%	18%	15%	14%	14%	16%
			a	bcdeg	ce		ce	c	**	ce	cd					
		81%	19%	14%	80%	6%	94%	85%	**	94%	97%	14%	29%	11%	11%	33%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 9

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
A	65	34	32	9	7	25	25	-	2	1	31	65	-	-	-	58	4	3	1
	2%	3%	2%	3%	1%	3%	3%	-%	1%	1%	4%	9%	-%	-%	-%	3%	2%	2%	1%
											abc	bcd							
		52%	48%	14%	10%	38%	38%	-%	3%	2%	47%	100%	-%	-%	-%	88%	6%	4%	2%
B	646	343	303	60	109	241	236	4	18	40	270	646	-	-	-	555	50	27	15
	24%	26%	22%	17%	23%	26%	25%	2%	9%	16%	36%	91%	-%	-%	-%	25%	21%	20%	20%
		b	a	a	a	a	a		a	ab	abc	bcd				d			
		53%	47%	9%	17%	37%	37%	1%	3%	6%	42%	100%	-%	-%	-%	86%	8%	4%	2%
C1	714	332	381	113	117	251	233	24	38	73	229	-	714	-	-	597	65	34	18
	27%	26%	28%	31%	25%	27%	25%	13%	19%	30%	31%	-%	100%	-%	-%	27%	28%	25%	24%
				bd						ab	ab		acd						
		47%	53%	16%	16%	35%	33%	3%	5%	10%	32%	-%	100%	-%	-%	84%	9%	5%	3%
C2	580	311	270	75	130	200	175	17	51	77	161	-	-	580	-	479	53	31	18
	22%	24%	20%	21%	28%	22%	19%	9%	26%	31%	22%	-%	-%	100%	-%	21%	23%	24%	24%
		b	acd		a	ad	a		a	ad	a			abd					
		54%	46%	13%	22%	34%	30%	3%	9%	13%	28%	-%	-%	100%	-%	82%	9%	5%	3%
D	327	152	175	56	64	107	101	35	35	48	41	-	-	-	327	268	28	19	12
	12%	12%	13%	15%	14%	12%	11%	18%	18%	19%	5%	-%	-%	-%	50%	12%	12%	14%	16%
				d				d	d	d					abc				a
		46%	54%	17%	20%	33%	31%	11%	11%	15%	12%	-%	-%	-%	100%	82%	9%	6%	4%
E	334	124	210	45	44	90	154	113	53	7	11	-	-	-	334	272	34	19	10
	12%	10%	15%	13%	9%	10%	17%	59%	27%	3%	1%	-%	-%	-%	50%	12%	14%	14%	13%
		a	bc	bcd	cd										abc				
		37%	63%	14%	13%	27%	46%	34%	16%	2%	3%	-%	-%	-%	100%	81%	10%	6%	3%
Refused	8	4	4	1	2	2	3	-	-	-	2	-	-	-	-	8	-	-	*
	*%	*%	*%	*%	*%	*%	*%	-%	-%	-%	*%	-%	-%	-%	-%	*%	-%	-%	*%
		52%	48%	11%	22%	28%	40%	-%	-%	-%	26%	-%	-%	-%	-%	98%	-%	-%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
SOCIAL GROUP																			
AB	712	377	335	69	116	265	261	4	20	41	301	712	-	-	-	613	54	30	16
	27%	29%	24%	19%	24%	29%	28%	2%	10%	17%	40%	100%	-%	-%	-%	27%	23%	22%	22%
		b				a	a			a	ab	abcd				d			
		53%	47%	10%	16%	37%	37%	*%	3%	6%	42%	100%	-%	-%	-%	86%	8%	4%	2%
C1C2	1294	643	651	188	248	451	408	41	89	150	391	-	714	580	-	1076	117	65	36
	48%	49%	47%	52%	52%	49%	44%	21%	45%	61%	52%	-%	100%	100%	-%	48%	50%	49%	48%
				d	d	d			a	abd	a		ad	ad					
		50%	50%	15%	19%	35%	32%	3%	7%	12%	30%	-%	55%	45%	-%	83%	9%	5%	3%
DE	661	276	385	101	109	197	255	148	88	55	51	-	-	-	661	540	62	38	22
	25%	21%	28%	28%	23%	22%	27%	77%	45%	22%	7%	-%	-%	-%	100%	24%	27%	28%	30%
			a	c		c		bcd	cd	d					abc				a
		42%	58%	15%	16%	30%	39%	22%	13%	8%	8%	-%	-%	-%	100%	82%	9%	6%	3%

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
A	65	14	11	4	-	6	8	9	*	6	57	9	43	23	33	32
	2%	4%	3%	2%	-%	3%	3%	4%	*%	2%	2%	2%	3%	2%	3%	2%
		dh	dh	d		dh	dh	dh		d						
		22%	16%	6%	-%	9%	12%	13%	1%	9%	87%	13%	65%	35%	51%	49%
B	646	106	105	57	42	52	67	39	21	66	538	108	425	220	398	248
	24%	31%	29%	25%	22%	22%	27%	17%	18%	22%	23%	30%	27%	20%	31%	18%
		deghi	gh	g		gh	gh					a	b		b	
		16%	16%	9%	7%	8%	10%	6%	3%	10%	83%	17%	66%	34%	62%	38%
C1	714	93	109	67	47	63	51	61	31	76	619	94	474	237	365	348
	27%	27%	30%	30%	25%	27%	21%	27%	27%	25%	27%	26%	31%	21%	28%	25%
			f	f									b			
			13%	15%	9%	7%	9%	7%	4%	11%	87%	13%	66%	33%	51%	49%
C2	580	57	77	53	43	56	60	43	28	62	493	87	392	187	288	293
	22%	17%	22%	23%	22%	24%	24%	19%	24%	21%	21%	24%	25%	17%	22%	21%
						a	a		a				b			
			10%	13%	9%	7%	10%	10%	5%	11%	85%	15%	68%	32%	50%	50%
D	327	35	25	20	25	24	27	35	21	56	300	28	210	118	111	217
	12%	10%	7%	9%	13%	10%	11%	15%	18%	19%	13%	8%	13%	11%	9%	16%
					b			bc	abcef	abcef	b		b		a	
			11%	8%	6%	8%	7%	8%	6%	17%	92%	8%	64%	36%	34%	66%
E	334	32	33	22	33	34	32	41	14	31	305	29	4	329	87	247
	12%	9%	9%	10%	17%	15%	13%	18%	12%	10%	13%	8%	*%	29%	7%	18%
					abci			abci			b		a		a	
			10%	10%	7%	10%	10%	10%	4%	9%	91%	9%	1%	99%	26%	74%
Refused	8	3	-	2	1	-	1	-	-	1	7	2	5	2	4	4
	*%	1%	-%	1%	*%	-%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%
		37%	-%	30%	9%	-%	11%	-%	-%	11%	80%	20%	58%	30%	52%	48%

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

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

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
SOCIAL GROUP																
AB	712	120	116	60	42	58	75	48	21	72	595	116	467	243	432	280
	27%	35%	32%	27%	22%	25%	30%	21%	18%	24%	26%	33%	30%	22%	34%	20%
		cdeghi	dgh	h			dgh				a	b	b	b	b	b
		17%	16%	8%	6%	8%	11%	7%	3%	10%	84%	16%	66%	34%	61%	39%
C1C2	1294	150	186	120	90	119	111	103	59	138	1113	181	866	424	653	641
	48%	44%	52%	53%	47%	51%	45%	45%	51%	46%	48%	51%	56%	38%	51%	46%
			a								b	b	b	b	b	b
		12%	14%	9%	7%	9%	9%	8%	5%	11%	86%	14%	67%	33%	50%	50%
DE	661	67	58	42	58	58	59	76	34	87	605	56	214	447	198	464
	25%	20%	16%	19%	30%	25%	24%	34%	30%	29%	26%	16%	14%	40%	15%	33%
					abc	b	b	abcef	abc	abc	b	b	a	a	a	a
		10%	9%	6%	9%	9%	9%	12%	5%	13%	91%	9%	32%	68%	30%	70%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 10

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QZ8 (SG). WORKING STATUS

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Working full time (30hrs/wk+)	1104	678	427	108	271	564	162	7	44	107	498	364	342	267	128	925	96	50	33
	41%	52%	31%	30%	57%	62%	17%	4%	22%	44%	67%	51%	48%	46%	19%	41%	41%	38%	44%
		b	d	d	ad	ad			a	ab	abc	d	d	d					
		61%	39%	10%	24%	51%	15%	1%	4%	10%	45%	33%	31%	24%	12%	84%	9%	5%	3%
Working part time (8-29 hrs/wk)	448	122	325	77	95	169	107	26	30	41	121	103	132	125	86	380	36	24	8
	17%	9%	24%	21%	20%	18%	12%	14%	15%	17%	16%	14%	19%	22%	13%	17%	16%	18%	11%
		a	d	d	d	d							ad	ad		d		d	
		27%	73%	17%	21%	38%	24%	6%	7%	9%	27%	23%	30%	28%	19%	85%	8%	5%	2%
Not working (i.e. under 8hrs/wk) - retired	579	299	279	1	1	9	568	67	70	70	61	166	148	111	151	476	57	31	14
	22%	23%	20%	*%	*%	1%	61%	35%	36%	29%	8%	23%	21%	19%	23%	21%	24%	24%	19%
							abc	d	d	d									
		52%	48%	*%	*%	2%	98%	12%	12%	12%	11%	29%	26%	19%	26%	82%	10%	5%	2%
Not working (i.e. under 8hrs/wk) - unemployed (registered/not registered but looking for work)	150	78	72	41	35	54	19	47	16	6	11	8	13	11	118	121	14	7	8
	6%	6%	5%	12%	7%	6%	2%	24%	8%	2%	1%	1%	2%	2%	18%	5%	6%	6%	10%
				cd	d	d		bcd	cd						abc				abc
		52%	48%	28%	24%	36%	12%	31%	10%	4%	7%	5%	9%	7%	79%	81%	9%	5%	5%
Not working (i.e. under 8hrs/wk) - student	127	76	51	108	16	1	1	10	6	4	14	35	45	22	25	107	10	5	5
	5%	6%	4%	30%	3%	*%	*%	5%	3%	1%	2%	5%	6%	4%	4%	5%	4%	4%	7%
		b	bcd	cd				cd					d						
		60%	40%	85%	13%	1%	1%	8%	5%	3%	11%	28%	35%	17%	20%	84%	8%	4%	4%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 10

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QZ8 (SG). WORKING STATUS

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Not working (i.e. under 8hrs/wk) - housewife/ disabled/ other	262	44	218	22	56	114	70	35	32	18	41	34	32	43	152	221	20	15	6
	10%	3%	16%	6%	12%	12%	7%	18%	16%	7%	6%	5%	4%	7%	23%	10%	9%	11%	8%
		a	a	d	ad	ad	cd	cd	cd	b	abc	b	abc	abc	a	b	c	d	
		17%	83%	8%	21%	44%	27%	13%	12%	7%	16%	13%	12%	16%	58%	84%	8%	6%	2%
Don't know	6	4	2	1	1	3	1	-	-	-	-	2	2	1	*	6	-	-	*
	*%	*%	*%	*%	*%	*%	*%	-%	-%	-%	-%	*%	*%	*%	*%	*%	-%	-%	*%
		62%	38%	20%	13%	52%	15%	-%	-%	-%	-%	29%	27%	22%	7%	98%	-%	-%	2%
WORKING STATUS SUMMARY																			
WORKING	1552	800	752	185	365	733	269	33	74	148	618	467	474	392	214	1305	133	74	41
	58%	62%	55%	52%	77%	80%	29%	17%	37%	60%	83%	66%	66%	68%	32%	58%	57%	56%	56%
		b	d	d	ad	ad	a	ab	abc	d	d	d	d	d	d	a	b	c	d
		52%	48%	12%	24%	47%	17%	2%	5%	10%	40%	30%	31%	25%	14%	84%	9%	5%	3%
NOT WORKING	1117	497	620	173	108	179	657	159	124	98	127	243	237	187	447	925	100	58	33
	42%	38%	45%	48%	23%	20%	71%	83%	63%	40%	17%	34%	33%	32%	68%	41%	43%	44%	44%
		a	a	bc	bc	abc	abcd	abcd	cd	d	abc	d	abc	abc	abc	a	b	c	d
		44%	56%	15%	10%	16%	59%	14%	11%	9%	11%	22%	21%	17%	40%	83%	9%	5%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QZ8 (SG). WORKING STATUS

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Working full time (30hrs/wk+)	1104	199	173	78	62	82	104	75	43	110	967	137	1104	-	516	588
	41%	59%	48%	35%	32%	35%	42%	33%	38%	37%	42%	39%	71%	-%	40%	42%
		bcdefghi	cdeghi		dg		abf						b			
		18%	16%	7%	6%	7%	9%	7%	4%	10%	88%	12%	100%	-%	47%	53%
Working part time (8-29 hrs/wk)	448	48	51	40	41	49	33	51	22	46	388	60	448	-	242	206
	17%	14%	14%	18%	21%	21%	13%	22%	19%	15%	17%	17%	29%	-%	19%	15%
					abf	f		abf					b		b	
		11%	11%	9%	9%	11%	7%	11%	5%	10%	87%	13%	100%	-%	54%	46%
Not working (i.e. under 8hrs/wk) - retired	579	38	83	62	43	49	55	40	22	85	489	90	-	579	347	231
	22%	11%	23%	28%	22%	21%	22%	17%	19%	29%	21%	25%	-%	52%	27%	17%
			a	agh	a	a	a		a	aegh			a		b	
		7%	14%	11%	7%	8%	10%	7%	4%	15%	84%	16%	-%	100%	60%	40%
Not working (i.e. under 8hrs/wk) - unemployed (registered/not registered but looking for work)	150	14	23	12	23	9	10	12	5	14	131	18	-	150	37	112
	6%	4%	6%	5%	12%	4%	4%	5%	4%	5%	6%	5%	-%	13%	3%	8%
					abcefg								a		a	
		9%	15%	8%	15%	6%	6%	8%	3%	9%	88%	12%	-%	100%	25%	75%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QZ8 (SG). WORKING STATUS

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Not working (i.e. under 8hrs/wk) - student	127	20	12	7	6	10	11	18	7	15	111	16	-	127	43	84
	5%	6%	3%	3%	3%	4%	4%	8%	6%	5%	5%	4%	-%	11%	3%	6%
								bcd						a		a
		16%	10%	6%	5%	8%	8%	14%	5%	12%	88%	12%	-%	100%	34%	66%
Not working (i.e. under 8hrs/wk) - housewife/ disabled/ other	262	21	16	26	16	34	33	32	15	27	227	35	-	262	100	162
	10%	6%	4%	12%	9%	15%	13%	14%	13%	9%	10%	10%	-%	23%	8%	12%
			ab			abd	ab	ab	ab					a		a
		8%	6%	10%	6%	13%	13%	12%	6%	10%	87%	13%	-%	100%	38%	62%
Don't know	6	-	2	-	*	2	1	-	1	1	6	*	-	-	1	5
	*%	-%	1%	-%	*%	1%	*%	-%	1%	*%	*%	*%	-%	-%	*%	*%
		-%	29%	-%	7%	25%	11%	-%	11%	15%	98%	2%	-%	-%	12%	88%
WORKING STATUS SUMMARY																
WORKING	1552	247	224	117	103	131	137	125	65	156	1355	197	1552	-	758	794
	58%	73%	62%	52%	54%	56%	56%	55%	57%	52%	58%	55%	100%	-%	59%	57%
		bcdefghi	ci										b			
		16%	14%	8%	7%	8%	9%	8%	4%	10%	87%	13%	100%	-%	49%	51%
NOT WORKING	1117	93	134	107	88	103	108	102	49	141	958	159	-	1117	528	589
	42%	27%	37%	48%	46%	44%	44%	45%	42%	47%	41%	45%	-%	100%	41%	42%
			a	ab	a	a	a	a	a	ab				a		
		8%	12%	10%	8%	9%	10%	9%	4%	13%	86%	14%	-%	100%	47%	53%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 11

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QZ12 (SH). HOUSEHOLD STATUS (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Being bought on mortgage	771	351	420	89	151	427	104	7	15	38	353	311	232	173	53	657	52	36	26
	29%	27%	31%	25%	32%	47%	11%	3%	8%	16%	47%	44%	33%	30%	8%	29%	22%	27%	35%
		a	d	a	ad	abd	d			ab	abc	bcd	d	d		b		abc	
		46%	54%	12%	20%	55%	14%	1%	2%	5%	46%	40%	30%	22%	7%	85%	7%	5%	3%
Owned outright by household	693	376	317	29	25	84	555	33	63	82	153	237	199	130	125	576	57	42	18
	26%	29%	23%	8%	5%	9%	60%	17%	32%	33%	21%	33%	28%	22%	19%	26%	24%	32%	25%
		b				b	abc		ad	ad		bcd	cd					abd	
		54%	46%	4%	4%	12%	80%	5%	9%	12%	22%	34%	29%	19%	18%	83%	8%	6%	3%
Rented from Local Authority/ Housing Association/ Trust	615	248	367	83	124	219	189	104	74	65	87	46	108	136	325	484	85	31	15
	23%	19%	27%	23%	26%	24%	20%	54%	38%	26%	12%	6%	15%	23%	49%	22%	36%	24%	20%
			a		d			bcd	cd	d			a	ab	abc		acd		
		40%	60%	14%	20%	36%	31%	17%	12%	11%	14%	7%	18%	22%	53%	79%	14%	5%	2%
Rented from private landlord	525	287	238	121	164	178	62	46	45	60	150	99	158	130	137	455	36	21	13
	20%	22%	17%	34%	35%	19%	7%	24%	23%	24%	20%	14%	22%	22%	21%	20%	16%	16%	18%
		b		cd	cd	d							a	a	a	b			
		55%	45%	23%	31%	34%	12%	9%	9%	11%	29%	19%	30%	25%	26%	87%	7%	4%	3%
Other	20	7	13	4	5	4	7	3	*	1	2	3	4	2	10	19	1	*	*
	1%	1%	1%	1%	1%	%	1%	1%	%	%	%	%	1%	%	2%	1%	%	%	%
														c					
		35%	65%	19%	24%	20%	37%	14%	1%	6%	11%	15%	21%	10%	50%	93%	5%	1%	1%
Don't know	51	31	20	33	6	4	9	-	-	-	-	15	13	10	11	46	3	2	1
	2%	2%	1%	9%	1%	%	1%	-%	-%	-%	-%	2%	2%	2%	2%	2%	1%	2%	1%
				bcd															
		60%	40%	64%	12%	8%	17%	-%	-%	-%	-%	30%	24%	20%	22%	89%	5%	4%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QZ12 (SH). HOUSEHOLD STATUS (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Being bought on mortgage	771	95	111	75	37	77	72	54	36	100	663	108	635	136	460	311
	29%	28%	31%	34%	19%	33%	29%	24%	32%	34%	29%	30%	41%	12%	36%	22%
		d	d	dg	d	dg	d	dg	d	dg	a	b	a	b	a	b
		12%	14%	10%	5%	10%	9%	7%	5%	13%	86%	14%	82%	18%	60%	40%
Owned outright by household	693	40	107	83	53	59	72	50	30	80	576	117	240	453	452	241
	26%	12%	30%	37%	28%	25%	29%	22%	26%	27%	25%	33%	15%	41%	35%	17%
		a	adeghi	a	a	a	a	a	a	a	a	a	a	a	b	a
		6%	15%	12%	8%	9%	10%	7%	4%	12%	83%	17%	35%	65%	65%	35%
Rented from Local Authority/ Housing Association/ Trust	615	80	62	28	67	58	44	67	26	53	552	63	272	341	181	433
	23%	23%	17%	13%	35%	25%	18%	29%	22%	18%	24%	18%	18%	31%	14%	31%
		c		abcefh	bc		bci	c			b		a		a	
		13%	10%	5%	11%	9%	7%	11%	4%	9%	90%	10%	44%	55%	29%	71%
Rented from private landlord	525	117	72	33	32	32	44	49	16	58	469	56	370	155	160	365
	20%	34%	20%	15%	17%	13%	18%	22%	14%	20%	20%	16%	24%	14%	12%	26%
		bcd efghi						ceh			b		b		a	
		22%	14%	6%	6%	6%	8%	9%	3%	11%	89%	11%	70%	30%	30%	70%
Other	20	1	-	-	1	4	1	6	4	3	18	2	12	8	7	13
	1%	*%	-%	-%	*%	2%	*%	3%	3%	1%	1%	*%	1%	1%	1%	1%
						bc		abcd	abcd							
		4%	-%	-%	3%	22%	4%	29%	18%	14%	91%	9%	59%	41%	35%	65%

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

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QZ12 (SH). HOUSEHOLD STATUS (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Don't know	51	7	9	4	2	4	12	2	3	3	41	10	24	24	26	25
	2%	2%	2%	2%	1%	2%	5%	1%	2%	1%	2%	3%	2%	2%	2%	2%
		14%	17%	9%	4%	8%	dgi 23%	3%	5%	6%	80%	20%	47%	47%	51%	49%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 12

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
1	472	230	242	23	37	105	306	104	66	52	60	84	119	79	188	363	66	31	12
	18%	18%	18%	7%	8%	11%	33%	54%	33%	21%	8%	12%	17%	14%	28%	16%	28%	23%	16%
						a	abc	bcd	cd	d		a	a	abc		ad	ad	ad	
		49%	51%	5%	8%	22%	65%	22%	14%	11%	13%	18%	25%	17%	40%	77%	14%	7%	3%
2	947	506	441	76	136	228	507	43	68	115	251	289	255	206	195	802	80	38	27
	35%	39%	32%	21%	29%	25%	55%	22%	34%	47%	34%	41%	36%	35%	30%	36%	34%	29%	36%
		b	a	abc	abc	abc	abc	a	abd	a	a	d	d	d	c	c	c	c	c
		53%	47%	8%	14%	24%	54%	5%	7%	12%	26%	31%	27%	22%	21%	85%	8%	4%	3%
3	480	225	255	103	105	214	59	20	31	31	164	116	135	118	109	400	40	26	14
	18%	17%	19%	29%	22%	23%	6%	10%	16%	13%	22%	16%	19%	20%	17%	18%	17%	20%	18%
				bd	d	d					ac								
		47%	53%	21%	22%	44%	12%	4%	6%	7%	34%	24%	28%	25%	23%	83%	8%	6%	3%
4	509	229	280	90	128	248	43	13	20	27	200	164	131	121	93	440	30	26	14
	19%	18%	20%	25%	27%	27%	5%	7%	10%	11%	27%	23%	18%	21%	14%	20%	13%	20%	19%
				d	d	d					abc	bd	d	d	b	b	b	b	b
		45%	55%	18%	25%	49%	9%	3%	4%	5%	39%	32%	26%	24%	18%	86%	6%	5%	3%
5+	267	110	157	66	68	120	12	12	12	20	70	60	74	57	76	231	17	11	8
	10%	8%	11%	19%	14%	13%	1%	6%	6%	8%	9%	8%	10%	10%	11%	10%	7%	8%	10%
		a	cd	d	d	d													
		41%	59%	25%	25%	45%	5%	4%	5%	8%	26%	22%	28%	21%	28%	87%	6%	4%	3%
Mean number of people	2.7	2.6	2.8	3.4	3.2	3.1	1.9	1.9	2.2	2.4	3.0	2.8	2.8	2.8	2.6	2.8	2.4	2.6	2.7
		a	bcd	d	d	d			a	a	abc	d	d	d	bc	bc	b	b	b
Standard deviation	1.38	1.31	1.44	1.50	1.33	1.36	.85	1.36	1.26	1.31	1.24	1.27	1.39	1.30	1.54	1.39	1.30	1.30	1.33
Standard error	.02	.03	.03	.07	.06	.04	.02	.08	.07	.07	.04	.04	.04	.05	.05	.03	.06	.06	.06

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 12

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
1	472	36	56	38	22	35	38	53	22	63	409	62	172	299	221	251
	18%	11%	16%	17%	12%	15%	16%	23%	19%	21%	18%	18%	11%	27%	17%	18%
		8%	12%	8%	5%	7%	8%	11%	5%	13%	87%	13%	36%	63%	47%	53%
2	947	120	141	87	80	71	94	65	42	101	812	135	515	432	500	447
	35%	35%	39%	39%	42%	30%	38%	29%	36%	34%	35%	38%	33%	39%	39%	32%
		13%	15%	9%	8%	8%	10%	7%	4%	11%	86%	14%	54%	46%	53%	47%
3	480	51	64	38	36	50	43	43	19	56	418	62	326	152	226	254
	18%	15%	18%	17%	19%	21%	17%	19%	16%	19%	18%	17%	21%	14%	18%	18%
		11%	13%	8%	8%	10%	9%	9%	4%	12%	87%	13%	68%	32%	47%	53%
4	509	83	66	41	38	53	45	39	20	55	446	63	371	136	240	269
	19%	25%	18%	18%	20%	23%	18%	17%	17%	18%	19%	18%	24%	12%	19%	19%
		g											b			
		16%	13%	8%	8%	10%	9%	8%	4%	11%	88%	12%	73%	27%	47%	53%
5+	267	49	33	21	15	25	25	27	13	23	234	33	167	98	98	169
	10%	15%	9%	9%	8%	11%	10%	12%	11%	8%	10%	9%	11%	9%	8%	12%
		di													a	
		18%	12%	8%	6%	9%	9%	10%	5%	9%	88%	12%	63%	37%	37%	63%
Mean number of people	2.7	3.1	2.7	2.7	2.7	2.9	2.8	2.8	2.7	2.6	2.7	2.7	3.0	2.4	2.6	2.8
		bcd fhi				ci							b			a
Standard deviation	1.38	1.43	1.28	1.29	1.24	1.41	1.38	1.70	1.42	1.30	1.38	1.36	1.33	1.39	1.27	1.47
Standard error	.02	.09	.08	.08	.08	.09	.09	.10	.09	.08	.03	.04	.03	.03	.03	.03

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 13

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SI (SK). Household size

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Small (1-2 people)	1419	736	682	100	173	333	813	148	134	167	311	373	373	285	383	1165	146	69	39
	53%	57%	50%	28%	37%	36%	88%	77%	68%	68%	42%	52%	52%	49%	58%	52%	63%	52%	53%
		b	a	a	a	abc	bcd	d	d	d	abc	d	d	d	abc	acd	acd	acd	acd
		52%	48%	7%	12%	23%	57%	10%	9%	12%	22%	26%	26%	20%	27%	82%	10%	5%	3%
Medium (3-4 people)	989	454	535	193	233	462	102	33	52	59	364	279	266	239	202	840	70	52	27
	37%	35%	39%	54%	49%	50%	11%	17%	26%	24%	49%	39%	37%	41%	31%	38%	30%	40%	37%
		a	d	d	d	d	abc	a	a	a	abc	d	d	d	d	b	b	b	b
		46%	54%	19%	24%	47%	10%	3%	5%	6%	37%	28%	27%	24%	20%	85%	7%	5%	3%
Large (5+ people)	267	110	157	66	68	120	12	12	12	20	70	60	74	57	76	231	17	11	8
	10%	8%	11%	19%	14%	13%	1%	6%	6%	8%	9%	8%	10%	10%	11%	10%	7%	8%	10%
		a	cd	d	d	d	abc	a	a	a	abc	d	d	d	d	b	b	b	b
		41%	59%	25%	25%	45%	5%	4%	5%	8%	26%	22%	28%	21%	28%	87%	6%	4%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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SI (SK). Household size

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Small (1-2 people)	1419	156	197	125	102	106	133	119	64	164	1221	198	688	730	721	697
	53%	46%	55%	56%	53%	45%	54%	52%	56%	55%	53%	56%	44%	65%	56%	50%
			e	ae					ae	ae			a	b		
		11%	14%	9%	7%	7%	9%	8%	4%	12%	86%	14%	48%	51%	51%	49%
Medium (3-4 people)	989	134	130	79	74	104	88	82	38	111	864	125	697	288	467	523
	37%	40%	36%	35%	39%	44%	36%	36%	33%	37%	37%	35%	45%	26%	36%	38%
		14%	13%	8%	8%	10%	9%	8%	4%	11%	87%	13%	70%	29%	47%	53%
Large (5+ people)	267	49	33	21	15	25	25	27	13	23	234	33	167	98	98	169
	10%	15%	9%	9%	8%	11%	10%	12%	11%	8%	10%	9%	11%	9%	8%	12%
		di													a	
		18%	12%	8%	6%	9%	9%	10%	5%	9%	88%	12%	63%	37%	37%	63%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 14

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
None	1727	945	782	210	228	399	891	145	137	173	404	461	471	360	430	1430	170	80	48
	65%	73%	57%	58%	48%	44%	96%	76%	69%	70%	54%	65%	66%	62%	65%	64%	73%	61%	65%
		b	a	bc	d	abc	d	d	d	d	d	a	b	c	d	a	acd	b	c
		55%	45%	12%	13%	23%	52%	8%	8%	10%	23%	27%	27%	21%	25%	83%	10%	5%	3%
1	400	156	244	92	92	192	24	27	31	30	126	98	114	85	100	339	27	23	12
	15%	12%	18%	26%	19%	21%	3%	14%	16%	12%	17%	14%	16%	15%	15%	15%	11%	17%	17%
		a	a	bd	d	d												b	b
		39%	61%	23%	23%	48%	6%	7%	8%	7%	32%	25%	29%	21%	25%	85%	7%	6%	3%
2	385	146	239	36	107	234	8	13	12	28	169	126	90	101	68	330	25	21	9
	14%	11%	17%	10%	23%	26%	1%	7%	6%	11%	23%	18%	13%	17%	10%	15%	11%	16%	12%
		a	a	d	ad	ad					abc	bd		bd		b		b	
		38%	62%	9%	28%	61%	2%	3%	3%	7%	44%	33%	23%	26%	18%	86%	6%	6%	2%
3	110	37	73	10	32	64	3	1	14	11	32	18	27	29	35	91	9	6	4
	4%	3%	5%	3%	7%	7%	*%	1%	7%	4%	4%	3%	4%	5%	5%	4%	4%	5%	5%
		a	a	d	ad	ad			a	a	a			a	a				
		34%	66%	10%	30%	58%	3%	1%	13%	10%	29%	17%	25%	26%	32%	83%	8%	6%	3%
4	36	13	23	8	11	17	*	4	3	3	8	6	8	4	18	32	2	2	1
	1%	1%	2%	2%	2%	2%	*%	2%	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	2%
				d	d	d									abc				
		36%	64%	22%	31%	46%	1%	10%	7%	9%	22%	17%	23%	11%	50%	87%	6%	4%	3%
5+	16	3	13	2	5	9	1	2	2	1	6	2	2	2	9	15	1	-	*
	1%	*%	1%	1%	1%	1%	*%	1%	1%	*%	1%	*%	*%	*%	1%	1%	*%	-%	*%
		a	a	d	d	d									ab				
		20%	80%	14%	29%	53%	4%	11%	9%	7%	34%	15%	14%	14%	58%	93%	7%	-%	1%
Mean number of children	.6	.5	.8	.7	1.0	1.1	.1	.4	.6	.6	.8	.6	.6	.7	.7	.7	.5	.7	.6
			a	d	ad	ad			a		abc			b	b	b		b	b
Standard deviation	1.03	.91	1.11	1.03	1.16	1.14	.34	.91	1.05	1.00	1.07	.97	.97	1.01	1.18	1.04	.95	.99	1.00
Standard error	.02	.02	.03	.05	.05	.03	.01	.05	.06	.05	.04	.03	.03	.04	.04	.02	.04	.04	.04

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
None	1727	222	229	147	115	140	161	147	72	197	1493	235	883	843	849	878
	65%	65%	64%	65%	60%	60%	66%	64%	63%	66%	64%	66%	57%	75%	66%	63%
													a			
		13%	13%	8%	7%	8%	9%	8%	4%	11%	86%	14%	51%	49%	49%	51%
1	400	53	47	29	38	41	30	36	14	50	345	56	287	112	186	214
	15%	16%	13%	13%	20%	18%	12%	16%	12%	17%	15%	16%	18%	10%	14%	15%
					cfh								b			
		13%	12%	7%	9%	10%	8%	9%	3%	13%	86%	14%	72%	28%	46%	54%
2	385	48	61	33	28	37	36	28	19	41	343	43	290	92	191	194
	14%	14%	17%	15%	14%	16%	15%	12%	16%	14%	15%	12%	19%	8%	15%	14%
													b			
		12%	16%	9%	7%	9%	9%	7%	5%	11%	89%	11%	75%	24%	50%	50%
3	110	13	17	13	7	8	12	10	6	4	94	16	68	42	45	65
	4%	4%	5%	6%	4%	4%	5%	4%	5%	1%	4%	4%	4%	4%	3%	5%
			i	i			i		i							
		11%	15%	12%	7%	8%	11%	9%	5%	4%	86%	14%	62%	38%	41%	59%
4	36	2	7	2	4	6	2	1	3	5	32	4	18	17	12	25
	1%	1%	2%	1%	2%	2%	1%	1%	2%	2%	1%	1%	1%	2%	1%	2%
		6%	18%	7%	11%	16%	7%	3%	7%	13%	89%	11%	50%	47%	32%	68%
5+	16	2	-	-	-	3	4	6	1	1	13	4	6	10	4	13
	1%	1%	0%	0%	0%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
								bcdi								a
		10%	0%	0%	0%	16%	22%	35%	7%	4%	78%	22%	36%	64%	22%	78%
Mean number of children	.6	.6	.7	.6	.7	.7	.7	.7	.7	.6	.7	.6	.8	.5	.6	.7
						i							b			a
Standard deviation	1.03	.96	1.03	1.01	.99	1.11	1.13	1.17	1.15	.93	1.03	1.05	1.02	1.01	.96	1.09
Standard error	.02	.06	.07	.06	.06	.07	.07	.07	.08	.06	.02	.03	.02	.02	.02	.02

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 15

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

Base : All respondents in Wales

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~a	~b	c	d	~a	~b	~c	~d	a	b	~c	d	~a	~b	c	~d
Unweighted total	487	247	240	59	61	147	220	39	37	55	80	135	136	97	119	-	-	487	-
Effective Weighted Sample	339	170	169	43	45	104	155	30	27	38	51	90	97	70	88	-	-	339	-
Total	132	64	68	19	21	44	49	13	11	15	18	30	34	31	38	-	-	132	-
		49%	51%	**	**	33%	37%	**	**	**	**	22%	25%	**	28%	**	**	100%	**
Yes, and fluent	9	5	4	**	**	3	2	**	**	**	**	3	1	**	2	**	**	9	**
	7%	8%	5%	**	**	6%	5%	**	**	**	**	9%	4%	**	6%	**	**	7%	**
		59%	41%	**	**	31%	27%	**	**	**	**	31%	16%	**	24%	**	**	100%	**
Yes, but not fluent	17	8	9	**	**	5	7	**	**	**	**	5	4	**	5	**	**	17	**
	13%	12%	13%	**	**	12%	14%	**	**	**	**	17%	12%	**	13%	**	**	13%	**
		47%	53%	**	**	30%	39%	**	**	**	**	30%	24%	**	29%	**	**	100%	**
No	106	51	55	**	**	36	40	**	**	**	**	22	28	**	30	**	**	106	**
	80%	79%	81%	**	**	82%	81%	**	**	**	**	74%	83%	**	81%	**	**	80%	**
		48%	52%	**	**	34%	38%	**	**	**	**	20%	26%	**	29%	**	**	100%	**

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : All respondents in Wales

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	487	-	-	-	-	-	-	-	-	-	242	245	247	240	277	210
Effective Weighted Sample	339	-	-	-	-	-	-	-	-	-	230	236	176	164	171	169
Total	132	-	-	-	-	-	-	-	-	-	106	26	74	58	63	69
		**	**	**	**	**	**	**	**	**	80%	20%	56%	44%	48%	52%
Yes, and fluent	9	**	**	**	**	**	**	**	**	**	6	3	6	2	6	3
	7%	**	**	**	**	**	**	**	**	**	5%	12%	9%	4%	10%	4%
		**	**	**	**	**	**	**	**	**	64%	36%	72%	28%	72%	28%
Yes, but not fluent	17	**	**	**	**	**	**	**	**	**	11	6	9	8	11	6
	13%	**	**	**	**	**	**	**	**	**	10%	22%	12%	14%	18%	8%
		**	**	**	**	**	**	**	**	**	65%	35%	51%	49%	68%	32%
No	106	**	**	**	**	**	**	**	**	**	89	17	59	48	45	61
	80%	**	**	**	**	**	**	**	**	**	84%	66%	80%	81%	72%	88%
		**	**	**	**	**	**	**	**	**	b				a	
		**	**	**	**	**	**	**	**	**	84%	16%	55%	45%	42%	58%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 16

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

Base : All respondents in Wales

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~a	~b	c	d	~a	~b	~c	~d	a	b	~c	d	~a	~b	c	~d
Unweighted total	487	247	240	59	61	147	220	39	37	55	80	135	136	97	119	-	-	487	-
Effective Weighted Sample	339	170	169	43	45	104	155	30	27	38	51	90	97	70	88	-	-	339	-
Total	132	64	68	19	21	44	49	13	11	15	18	30	34	31	38	-	-	132	-
		49%	51%	**	**	33%	37%	**	**	**	**	22%	25%	**	28%	**	**	100%	**
PREFERRED LANGUAGE FOR THOSE WHO CAN SPEAK OR WRITE IN WELSH																			
English	24	12	12	**	**	7	9	**	**	**	**	7	5	**	7	**	**	24	**
	18%	19%	18%	**	**	17%	18%	**	**	**	**	24%	15%	**	19%	**	**	18%	**
		49%	51%	**	**	31%	36%	**	**	**	**	29%	21%	**	29%	**	**	100%	**
Welsh	2	1	*	**	**	*	*	**	**	**	**	1	*	**	-	**	**	2	**
	1%	2%	1%	**	**	1%	1%	**	**	**	**	2%	1%	**	-%	**	**	1%	**
		78%	22%	**	**	26%	19%	**	**	**	**	45%	23%	**	-%	**	**	100%	**
Don't know	*	*	-	**	**	-	-	**	**	**	**	-	*	**	-	**	**	*	**
	*%	*%	-%	**	**	-%	-%	**	**	**	**	-%	*%	**	-%	**	**	*%	**
		100%	-%	**	**	-%	-%	**	**	**	**	-%	100%	**	-%	**	**	100%	**
CANNOT SPEAK OR WRITE IN WELSH	106	51	55	**	**	36	40	**	**	**	**	22	28	**	30	**	**	106	**
	80%	79%	81%	**	**	82%	81%	**	**	**	**	74%	83%	**	81%	**	**	80%	**
		48%	52%	**	**	34%	38%	**	**	**	**	20%	26%	**	29%	**	**	100%	**

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

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

Base : All respondents in Wales

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	487	-	-	-	-	-	-	-	-	-	242	245	247	240	277	210
Effective Weighted Sample	339	-	-	-	-	-	-	-	-	-	230	236	176	164	171	169
Total	132	-	-	-	-	-	-	-	-	-	106	26	74	58	63	69
		**	**	**	**	**	**	**	**	**	80%	20%	56%	44%	48%	52%
PREFERRED LANGUAGE FOR THOSE WHO CAN SPEAK OR WRITE IN WELSH																
English	24	**	**	**	**	**	**	**	**	**	16	8	14	10	16	8
	18%	**	**	**	**	**	**	**	**	**	15%	30%	19%	18%	26%	11%
		**	**	**	**	**	**	**	**	**	67%	a	57%	43%	b	33%
		**	**	**	**	**	**	**	**	**	32%	68%	81%	19%	100%	-%
Welsh	2	**	**	**	**	**	**	**	**	**	*	1	1	*	2	-
	1%	**	**	**	**	**	**	**	**	**	*%	4%	2%	*%	2%	-%
		**	**	**	**	**	**	**	**	**	32%	a	81%	19%	100%	-%
		**	**	**	**	**	**	**	**	**	32%	68%	81%	19%	100%	-%
Don't know	*	**	**	**	**	**	**	**	**	**	-	*	-	*	-	*
	*%	**	**	**	**	**	**	**	**	**	-%	*%	-%	*%	-%	*%
		**	**	**	**	**	**	**	**	**	-%	100%	-%	100%	-%	100%
CANNOT SPEAK OR WRITE IN WELSH	106	**	**	**	**	**	**	**	**	**	89	17	59	48	45	61
	80%	**	**	**	**	**	**	**	**	**	84%	66%	80%	81%	72%	88%
		**	**	**	**	**	**	**	**	**	b	a	55%	45%	42%	a
		**	**	**	**	**	**	**	**	**	84%	16%	55%	45%	42%	58%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
A standard DVD player	1382	674	707	168	191	482	541	91	110	134	386	390	383	305	300	1146	126	79	30
	52%	52%	51%	47%	40%	53%	58%	47%	55%	54%	52%	55%	54%	53%	45%	51%	54%	60%	41%
						b	abc	d				d	d	d		d	d	ad	
		49%	51%	12%	14%	35%	39%	7%	8%	10%	28%	28%	28%	22%	22%	83%	9%	6%	2%
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	1138	566	571	238	273	490	136	44	61	91	391	303	323	267	243	956	96	56	30
	43%	44%	42%	66%	58%	54%	15%	23%	31%	37%	52%	43%	45%	46%	37%	43%	41%	43%	41%
				bcd	d	d				a	abc	d	d	d		d	d	d	
		50%	50%	21%	24%	43%	12%	4%	5%	8%	34%	27%	28%	23%	21%	84%	8%	5%	3%
An MP3 player/iPod	717	366	352	127	135	290	166	24	34	56	284	247	226	141	103	607	57	39	14
	27%	28%	26%	35%	29%	32%	18%	12%	17%	23%	38%	35%	32%	24%	16%	27%	25%	30%	18%
				bd	d	d				a	abc	cd	cd	d		d	d	d	
		51%	49%	18%	19%	40%	23%	3%	5%	8%	40%	34%	31%	20%	14%	85%	8%	5%	2%
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	703	339	364	100	119	239	244	14	33	60	245	262	221	130	90	593	59	39	12
	26%	26%	26%	28%	25%	26%	26%	7%	17%	24%	33%	37%	31%	22%	14%	27%	25%	29%	16%
									a	a	abc	bcd	cd	d		d	d	d	
		48%	52%	14%	17%	34%	35%	2%	5%	8%	35%	37%	31%	18%	13%	84%	8%	5%	2%
A Blu Ray DVD player	625	346	279	94	109	255	168	18	27	45	242	219	176	133	96	528	47	34	17
	23%	27%	20%	26%	23%	28%	18%	10%	14%	18%	32%	31%	25%	23%	14%	24%	20%	26%	23%
		b		d	d	d				a	abc	bcd	d	d					
		55%	45%	15%	17%	41%	27%	3%	4%	7%	39%	35%	28%	21%	15%	84%	7%	5%	3%

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

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Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
A smart watch or wearable tech such as fitness trackers - a wearable computer that may be compatible with a smartphone. Brands include Apple Watch, Pebble, Fitbit and Garmin	544	271	272	94	115	227	108	13	16	35	234	210	172	95	66	450	55	28	11
	20%	21%	20%	26%	24%	25%	12%	7%	8%	14%	31%	29%	24%	16%	10%	20%	24%	21%	15%
		50%	50%	17%	21%	42%	20%	2%	3%	6%	43%	39%	32%	17%	12%	83%	10%	5%	2%
Handheld/ portable games player (e.g. Nintendo 3DS, Sony PlayStation Vita)	462	224	238	95	114	197	56	13	23	47	152	127	139	100	96	385	37	28	11
	17%	17%	17%	26%	24%	22%	6%	7%	12%	19%	20%	18%	19%	17%	15%	17%	16%	22%	15%
				d	d	d				ab	ab		d				d		
		49%	51%	21%	25%	43%	12%	3%	5%	10%	33%	28%	30%	22%	21%	83%	8%	6%	2%
Smart speakers which can respond to voice commands (e.g. Amazon Echo, Google Home, Apple HomePod)	346	179	166	59	75	150	62	7	12	29	135	137	92	67	49	294	28	15	10
	13%	14%	12%	16%	16%	16%	7%	3%	6%	12%	18%	19%	13%	12%	7%	13%	12%	11%	13%
		52%	48%	17%	22%	43%	18%	2%	3%	8%	39%	40%	26%	19%	14%	85%	8%	4%	3%

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

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Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
VR or virtual reality headsets (e.g. Oculus Rift, PS VR, Samsung gear VR)	147	65	82	26	32	71	17	6	6	11	65	36	52	24	33	129	8	4	6
	5%	5%	6%	7%	7%	8%	2%	3%	3%	4%	9%	5%	7%	4%	5%	6%	3%	3%	8%
				d	d	d				abc			c			c			bc
		44%	56%	18%	22%	49%	12%	4%	4%	7%	44%	24%	36%	17%	23%	88%	5%	3%	4%
ANY DVD PLAYER	1701	854	847	207	250	615	630	103	124	153	515	510	474	365	349	1415	151	95	41
	64%	66%	62%	58%	53%	67%	68%	54%	63%	62%	69%	72%	66%	63%	53%	63%	65%	72%	55%
		b				ab	ab				a	bcd	d	d		d	d	abd	
		50%	50%	12%	15%	36%	37%	6%	7%	9%	30%	30%	28%	21%	21%	83%	9%	6%	2%
ANY GAMES CONSOLE	1183	591	592	247	279	510	147	47	64	96	404	312	336	278	255	994	99	58	32
	44%	45%	43%	69%	59%	56%	16%	24%	32%	39%	54%	44%	47%	48%	39%	44%	43%	44%	43%
				bcd	d	d				a	abc		d	d					
		50%	50%	21%	24%	43%	12%	4%	5%	8%	34%	26%	28%	23%	22%	84%	8%	5%	3%
None of these	515	226	290	44	88	141	243	72	44	49	91	98	105	108	200	436	42	20	18
	19%	17%	21%	12%	18%	15%	26%	37%	22%	20%	12%	14%	15%	19%	30%	19%	18%	15%	24%
			a		a	abc		bcd	d	d				a	abc				abc
		44%	56%	9%	17%	27%	47%	14%	9%	10%	18%	19%	20%	21%	39%	85%	8%	4%	3%
Don't know	2	1	1	-	-	-	2	-	-	-	-	-	*	1	1	2	-	*	-
	*%	*%	*%	-%	-%	-%	*%	-%	-%	-%	-%	-%	*%	*%	*%	*%	-%	*%	-%
		41%	59%	-%	-%	-%	100%	-%	-%	-%	-%	-%	5%	41%	54%	95%	-%	5%	-%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 17

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
A standard DVD player	1382	80	242	125	88	127	135	140	63	147	1170	212	791	587	748	634
	52%	24%	67%	56%	46%	54%	55%	62%	55%	49%	50%	60%	51%	53%	58%	46%
		6%	acdefhi 17%	ad 9%	a 6%	a 9%	a 10%	adi 10%	ad 5%	a 11%	85%	a 15%	57%	a 42%	b 54%	b 46%
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	1138	99	152	108	89	106	106	98	54	144	977	160	796	336	551	587
	43%	29%	42%	48%	46%	45%	43%	43%	47%	48%	42%	45%	51%	30%	43%	42%
		9%	a 13%	a 9%	a 8%	a 9%	a 9%	a 9%	a 5%	a 13%	86%	a 14%	b 70%	b 30%	b 48%	b 52%
An MP3 player/iPod	717	49	103	74	37	76	94	68	38	67	603	114	498	219	390	327
	27%	15%	29%	33%	20%	32%	38%	30%	33%	22%	26%	32%	32%	20%	30%	24%
		7%	ad 14%	adi 10%	adi 5%	adi 11%	abdi 13%	ad 10%	adi 5%	a 9%	84%	a 16%	b 69%	b 31%	b 54%	b 46%
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	703	60	122	73	37	50	80	42	40	89	569	134	450	252	433	269
	26%	18%	34%	32%	20%	21%	32%	19%	35%	30%	25%	38%	29%	23%	34%	19%
		9%	adeg 17%	adeg 10%	5%	7%	adeg 11%	6%	adeg 6%	adeg 13%	81%	a 19%	b 64%	b 36%	b 62%	b 38%
A Blu Ray DVD player	625	51	96	60	35	62	78	46	30	68	528	97	428	196	355	270
	23%	15%	27%	27%	18%	27%	32%	20%	26%	23%	23%	27%	28%	18%	28%	19%
		8%	ad 15%	ad 10%	6%	ad 10%	adgi 13%	7%	a 5%	a 11%	84%	a 16%	b 68%	b 31%	b 57%	b 43%

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
A smart watch or wearable tech such as fitness trackers - a wearable computer that may be compatible with a smartphone. Brands include Apple Watch, Pebble, Fitbit and Garmin	544 20%	43 13%	79 22%	53 24%	32 17%	55 23%	55 23%	34 15%	34 30%	64 22%	457 20%	87 24%	396 26%	146 13%	323 25%	220 16%
		8%	15%	10%	6%	10%	10%	6%	adgi 6%	a 12%	84%	16%	b 73%	b 27%	b 59%	b 41%
Handheld/ portable games player (e.g. Nintendo 3DS, Sony PlayStation Vita)	462 17%	28 8%	66 18%	48 21%	29 15%	50 21%	57 23%	37 16%	25 22%	45 15%	376 16%	86 24%	331 21%	129 12%	233 18%	229 16%
		6%	a 14%	a 10%	a 6%	a 11%	adgi 12%	a 8%	a 5%	a 10%	a 81%	a 19%	b 72%	b 28%	b 50%	b 50%
Smart speakers which can respond to voice commands (e.g. Amazon Echo, Google Home, Apple HomePod)	346 13%	36 11%	46 13%	31 14%	19 10%	34 15%	52 21%	28 12%	16 14%	32 11%	297 13%	49 14%	248 16%	96 9%	195 15%	151 11%
		11%	13%	9%	5%	10%	abcdghi 15%	8%	5%	9%	86%	14%	b 72%	b 28%	b 56%	b 44%

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
VR or virtual reality headsets (e.g. Oculus Rift, PS VR, Samsung gear VR)	147	9	27	15	8	14	15	13	7	21	120	27	102	44	88	58
	5%	3%	8%	7%	4%	6%	6%	6%	6%	7%	5%	8%	7%	4%	7%	4%
		a	a	a	a	a	a	a	a	a	b	a	b	b	b	b
		6%	18%	10%	6%	10%	10%	9%	4%	14%	82%	18%	69%	30%	60%	40%
ANY DVD PLAYER	1701	117	278	158	106	159	169	159	78	192	1446	255	1013	685	923	779
	64%	34%	77%	70%	55%	68%	69%	70%	68%	64%	62%	72%	65%	61%	72%	56%
			adefghi	ad	a	ad	ad	ad	ad	ad	a	a	b	b	b	b
		7%	16%	9%	6%	9%	10%	9%	5%	11%	85%	15%	60%	40%	54%	46%
ANY GAMES CONSOLE	1183	101	159	112	93	115	115	98	55	146	1013	169	824	352	571	612
	44%	30%	44%	50%	49%	49%	47%	43%	48%	49%	44%	48%	53%	32%	44%	44%
			a	a	a	a	a	a	a	a	b	a	b	b	b	b
		9%	13%	9%	8%	10%	10%	8%	5%	12%	86%	14%	70%	30%	48%	52%
None of these	515	148	39	24	42	41	39	38	12	53	477	38	234	281	176	340
	19%	44%	11%	11%	22%	18%	16%	17%	10%	18%	21%	11%	15%	25%	14%	24%
		bcddefghi			bch	bch		h		bch	b		a	a	a	a
		29%	7%	5%	8%	8%	8%	7%	2%	10%	93%	7%	45%	55%	34%	66%
Don't know	2	-	-	-	-	1	1	-	-	-	2	*	-	2	1	1
	*%	-%	-%	-%	-%	*%	*%	-%	-%	-%	*%	*%	-%	*%	*%	*%
		-%	-%	-%	-%	41%	54%	-%	-%	-%	95%	5%	-%	100%	54%	46%

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
A standard DVD player	1063	523	540	112	137	361	453	64	94	110	292	309	291	235	224	889	89	64	21
	40%	40%	39%	31%	29%	39%	49%	33%	48%	45%	39%	43%	41%	40%	34%	40%	38%	48%	29%
						ab	abc		ad	a		d	d	d		d	d	abd	
		49%	51%	11%	13%	34%	43%	6%	9%	10%	27%	29%	27%	22%	21%	84%	8%	6%	2%
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	582	406	175	193	172	164	52	22	32	39	185	155	170	132	124	486	51	31	14
	22%	31%	13%	54%	36%	18%	6%	11%	16%	16%	25%	22%	24%	23%	19%	22%	22%	24%	19%
		b		bcd	cd	d					abc		d						
		70%	30%	33%	30%	28%	9%	4%	6%	7%	32%	27%	29%	23%	21%	83%	9%	5%	2%
A Blu Ray DVD player	495	286	209	73	89	194	139	12	23	33	198	179	141	103	71	429	34	24	9
	19%	22%	15%	20%	19%	21%	15%	6%	11%	14%	27%	25%	20%	18%	11%	19%	14%	18%	12%
		b		d		d				a	abc	bcd	d	d		bd		d	
		58%	42%	15%	18%	39%	28%	2%	5%	7%	40%	36%	28%	21%	14%	87%	7%	5%	2%
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	468	206	262	49	76	151	192	9	27	47	170	188	149	77	54	392	43	25	8
	17%	16%	19%	14%	16%	17%	21%	5%	14%	19%	23%	26%	21%	13%	8%	18%	19%	19%	11%
			a			abc			a	a	ab	bcd	cd	d		d	d	d	
		44%	56%	11%	16%	32%	41%	2%	6%	10%	36%	40%	32%	16%	11%	84%	9%	5%	2%
An MP3 player/iPod	461	251	211	90	94	168	109	12	21	33	191	164	152	88	59	389	38	26	8
	17%	19%	15%	25%	20%	18%	12%	6%	11%	14%	26%	23%	21%	15%	9%	17%	16%	20%	10%
		b		cd	d	d				a	abc	cd	cd	d		d	d	d	
		54%	46%	19%	20%	37%	24%	3%	5%	7%	41%	35%	33%	19%	13%	84%	8%	6%	2%

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
A smart watch or wearable tech such as fitness trackers - a wearable computer that may be compatible with a smartphone. Brands include Apple Watch, Pebble, Fitbit and Garmin	367 14%	183 14%	185 13%	56 16%	86 18%	154 17%	71 8%	9 4%	9 5%	21 8%	172 23%	152 21%	118 16%	61 11%	35 5%	307 14%	32 14%	21 16%	6 9%
		50%	50%	15%	24%	42%	19%	2%	3%	6%	47%	41%	32%	17%	10%	84%	9%	6%	2%
Handheld/ portable games player (e.g. Nintendo 3DS, Sony PlayStation Vita)	185 7%	114 9%	70 5%	62 17%	59 13%	46 5%	17 2%	4 2%	8 4%	16 6%	60 8%	53 7%	60 8%	34 6%	38 6%	156 7%	15 6%	11 8%	3 4%
		b		cd	cd	d				a	ab				d	d	d	d	
		62%	38%	34%	32%	25%	9%	2%	4%	8%	33%	28%	32%	18%	21%	85%	8%	6%	2%
Smart speakers which can respond to voice commands (e.g. Amazon Echo, Google Home, Apple HomePod)	266 10%	147 11%	118 9%	45 12%	62 13%	110 12%	49 5%	4 2%	11 6%	21 8%	102 14%	113 16%	67 9%	50 9%	35 5%	230 10%	16 7%	12 9%	7 10%
		b		d	d	d			a	a	abc	bcd	d	d		10%	7%	9%	
		55%	45%	17%	23%	41%	18%	1%	4%	8%	38%	43%	25%	19%	13%	87%	6%	4%	3%

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

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Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
VR or virtual reality headsets (e.g. Oculus Rift, PS VR, Samsung gear VR)	61	34	27	19	17	18	7	1	2	5	27	20	20	9	10	54	2	2	3
	2%	3%	2%	5%	4%	2%	1%	1%	1%	2%	4%	3%	3%	2%	2%	2%	1%	1%	4%
				cd	d	d					ab								bc
		56%	44%	31%	28%	29%	12%	2%	3%	9%	45%	33%	33%	15%	17%	89%	4%	3%	5%
ANY DVD PLAYER	1363	697	666	160	193	479	531	75	107	128	419	420	377	292	270	1146	112	78	27
	51%	54%	48%	45%	41%	52%	57%	39%	54%	52%	56%	59%	53%	50%	41%	51%	48%	59%	36%
		b				ab	abc		a	a	a	bcd	d	d		d	d	abd	
		51%	49%	12%	14%	35%	39%	6%	8%	9%	31%	31%	28%	21%	20%	84%	8%	6%	2%
ANY GAMES CONSOLE	611	419	193	201	176	176	58	22	35	43	192	159	178	138	136	511	53	32	15
	23%	32%	14%	56%	37%	19%	6%	12%	18%	17%	26%	22%	25%	24%	21%	23%	23%	25%	21%
		b		bcd	cd	d					abc		d						
		68%	32%	33%	29%	29%	10%	4%	6%	7%	31%	26%	29%	23%	22%	84%	9%	5%	3%
None of these	304	118	186	29	58	131	86	29	18	29	78	67	69	72	96	252	27	12	13
	11%	9%	14%	8%	12%	14%	9%	15%	9%	12%	10%	9%	10%	12%	14%	11%	12%	9%	17%
			a			ad								ab					abc
		39%	61%	9%	19%	43%	28%	9%	6%	9%	26%	22%	23%	24%	31%	83%	9%	4%	4%
Don't know	1	1	-	-	-	1	-	-	-	-	-	-	1	-	-	1	-	-	-
	*%	*%	-%	-%	-%	*%	-%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%	-%	-%
		100%	-%	-%	-%	100%	-%	-%	-%	-%	-%	-%	100%	-%	-%	100%	-%	-%	-%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
A standard DVD player	1063	64	205	102	65	98	95	103	43	112	900	163	593	467	587	476
	40%	19%	57%	45%	34%	42%	39%	45%	38%	38%	39%	46%	38%	42%	46%	34%
		6%	acdefghi 19%	ad 10%	a 6%	a 9%	a 9%	ad 10%	a 4%	a 11%	85%	a 15%	b 56%	b 44%	b 55%	b 45%
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	582	59	86	52	52	37	60	51	28	61	509	73	392	185	272	310
	22%	17%	24%	23%	27%	16%	24%	23%	24%	21%	22%	20%	25%	17%	21%	22%
		10%	e 15%	e 9%	ae 9%	e 6%	e 10%	e 9%	e 5%	e 11%	88%	a 12%	b 67%	b 32%	b 47%	b 53%
A Blu Ray DVD player	495	39	85	46	30	52	68	30	23	56	417	78	339	155	288	207
	19%	12%	23%	20%	16%	22%	28%	13%	20%	19%	18%	22%	22%	14%	22%	15%
		8%	adg 17%	ag 9%	ag 6%	ag 10%	adgi 14%	a 6%	ag 5%	a 11%	84%	a 16%	b 69%	b 31%	b 58%	b 42%
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	468	37	94	52	29	26	50	26	24	54	379	89	283	185	302	166
	17%	11%	26%	23%	15%	11%	20%	11%	21%	18%	16%	25%	18%	17%	24%	12%
		8%	adegi 20%	adeg 11%	aeg 6%	aeg 5%	aeg 11%	aeg 5%	aeg 5%	aeg 12%	81%	a 19%	a 60%	a 39%	a 65%	a 35%

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
An MP3 player/iPod	461	38	59	43	25	48	65	43	25	44	394	68	325	135	247	215
	17%	11%	16%	19%	13%	20%	26%	19%	22%	15%	17%	19%	21%	12%	19%	15%
		8%	13%	9%	5%	10%	14%	9%	5%	9%	85%	15%	71%	29%	53%	47%
A smart watch or wearable tech such as fitness trackers - a wearable computer that may be compatible with a smartphone. Brands include Apple Watch, Pebble, Fitbit and Garmin	367	35	53	36	25	33	36	21	21	47	311	56	278	87	225	142
	14%	10%	15%	16%	13%	14%	15%	9%	19%	16%	13%	16%	18%	8%	17%	10%
		10%	14%	10%	7%	9%	10%	6%	6%	13%	85%	15%	76%	24%	61%	39%
Handheld/ portable games player (e.g. Nintendo 3DS, Sony PlayStation Vita)	185	16	34	23	17	16	19	10	9	13	150	35	130	55	89	95
	7%	5%	9%	10%	9%	7%	8%	4%	8%	4%	6%	10%	8%	5%	7%	7%
		9%	18%	12%	9%	8%	10%	5%	5%	7%	81%	19%	70%	30%	48%	52%

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Smart speakers which can respond to voice commands (e.g. Amazon Echo, Google Home, Apple HomePod)	266	33	37	23	17	19	42	22	10	29	227	39	195	69	155	110
	10%	10%	10%	10%	9%	8%	17%	10%	9%	10%	10%	11%	13%	6%	12%	8%
		12%	14%	9%	6%	7%	16%	8%	4%	11%	85%	15%	73%	26%	58%	42%
VR or virtual reality headsets (e.g. Oculus Rift, PS VR, Samsung gear VR)	61	5	14	5	2	4	6	3	4	11	52	8	46	14	36	25
	2%	1%	4%	2%	1%	2%	3%	1%	4%	4%	2%	2%	3%	1%	3%	2%
		8%	23%	8%	3%	7%	10%	4%	7%	18%	86%	14%	75%	23%	59%	41%
ANY DVD PLAYER	1363	93	243	132	83	133	131	119	58	154	1158	204	803	556	762	601
	51%	27%	67%	59%	43%	57%	53%	52%	51%	52%	50%	57%	52%	50%	59%	43%
		7%	18%	10%	6%	10%	10%	9%	4%	11%	85%	15%	59%	41%	56%	44%
ANY GAMES CONSOLE	611	61	88	53	56	42	65	52	30	64	531	81	406	200	288	323
	23%	18%	24%	24%	29%	18%	26%	23%	26%	21%	23%	23%	26%	18%	22%	23%
		10%	14%	9%	9%	7%	11%	9%	5%	10%	87%	13%	66%	33%	47%	53%
None of these	304	30	31	28	23	25	27	31	18	41	258	47	181	124	125	180
	11%	9%	9%	12%	12%	10%	11%	14%	16%	14%	11%	13%	12%	11%	10%	13%
		10%	10%	9%	7%	8%	9%	10%	6%	13%	85%	15%	59%	41%	41%	59%

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Don't know	1	-	-	-	-	-	1	-	-	-	1	-	-	1	1	-
	*%	-%	-%	-%	-%	-%	*%	-%	-%	-%	*%	-%	-%	*%	*%	-%
		-%	-%	-%	-%	-%	100%	-%	-%	-%	100%	-%	-%	100%	100%	-%

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

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QB3 (QB5). SHOWCARD Which, if any, of these do you use your games console for? (MULTI CODE)

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1581	808	773	371	349	660	201	67	88	139	479	352	511	348	367	966	206	193	216
Effective Weighted Sample	1106	559	548	246	257	450	158	49	66	92	350	253	359	246	260	849	138	137	191
Total	1183	591	592	247	279	510	147	47	64	96	404	312	336	278	255	994	99	58	32
		50%	50%	21%	24%	43%	12%	**	**	8%	34%	26%	28%	23%	22%	84%	8%	5%	3%
Gaming offline/ not on the internet	492	305	186	123	137	184	48	**	**	50	180	134	137	108	112	413	48	22	9
	42%	52%	31%	50%	49%	36%	32%	**	**	52%	45%	43%	41%	39%	44%	42%	48%	37%	30%
		b		cd	cd										d	d			
		62%	38%	25%	28%	37%	10%	**	**	10%	37%	27%	28%	22%	23%	84%	10%	4%	2%
Online gaming	442	285	157	140	116	160	26	**	**	40	140	103	132	117	89	369	34	24	14
	37%	48%	26%	57%	42%	31%	17%	**	**	41%	35%	33%	39%	42%	35%	37%	34%	42%	45%
		b		bcd	cd	d								a					a
		65%	35%	32%	26%	36%	6%	**	**	9%	32%	23%	30%	26%	20%	84%	8%	5%	3%
Watching DVDs/ Blu Ray DVDs	298	180	118	73	95	105	25	**	**	23	116	87	82	81	49	255	19	18	5
	25%	31%	20%	29%	34%	21%	17%	**	**	24%	29%	28%	24%	29%	19%	26%	19%	31%	16%
		b		cd	cd							d		d		d		bd	
		61%	39%	24%	32%	35%	8%	**	**	8%	39%	29%	27%	27%	16%	86%	6%	6%	2%
Browsing the web/ internet	250	156	94	74	61	91	24	**	**	14	93	75	69	53	52	217	21	7	5
	21%	26%	16%	30%	22%	18%	16%	**	**	15%	23%	24%	20%	19%	21%	22%	22%	11%	16%
		b		bcd											c	c			
		62%	38%	30%	24%	36%	9%	**	**	6%	37%	30%	28%	21%	21%	87%	9%	3%	2%
Watching TV programmes/ films on broadcaster services (e.g. BBC iPlayer, ITV Hub, All4, My 5 or Sky Go)	249	145	104	77	78	78	17	**	**	14	95	67	90	50	42	212	20	12	5
	21%	25%	18%	31%	28%	15%	11%	**	**	15%	24%	22%	27%	18%	17%	21%	21%	21%	14%
		b		cd	cd							cd			d	d			
		58%	42%	31%	31%	31%	7%	**	**	6%	38%	27%	36%	20%	17%	85%	8%	5%	2%

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

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QB3 (QB5). SHOWCARD Which, if any, of these do you use your games console for? (MULTI CODE)

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	~a	~b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1581	808	773	371	349	660	201	67	88	139	479	352	511	348	367	966	206	193	216
Effective Weighted Sample	1106	559	548	246	257	450	158	49	66	92	350	253	359	246	260	849	138	137	191
Total	1183	591	592	247	279	510	147	47	64	96	404	312	336	278	255	994	99	58	32
		50%	50%	21%	24%	43%	12%	**	**	8%	34%	26%	28%	23%	22%	84%	8%	5%	3%
Watching purchased TV programmes/ films online or downloads, either via pay per view services (e.g. iTunes, Google Play, Talk Talk TV Store) or via a 'standalone' subscription service (e.g. Netflix, Amazon Prime Video)	188	111	77	54	59	62	12	**	**	13	71	53	54	44	37	148	23	10	8
	16%	19%	13%	22%	21%	12%	8%	**	**	13%	18%	17%	16%	16%	14%	15%	23%	17%	24%
		b	cd	cd	cd	cd	cd	**	**	7%	38%	28%	29%	23%	20%	79%	a	a	a
		59%	41%	29%	32%	33%	7%	**	**	7%	38%	28%	29%	23%	20%	79%	12%	5%	4%
Watching short video clips online (e.g. YouTube or Dailymotion or Vimeo)	176	107	69	53	49	62	12	**	**	10	77	53	53	42	28	150	14	9	3
	15%	18%	12%	22%	18%	12%	8%	**	**	11%	19%	17%	16%	15%	11%	15%	14%	15%	10%
		b	cd	cd	cd	cd	cd	**	**	6%	44%	d	d	d	d	85%	8%	5%	2%
		61%	39%	30%	28%	35%	7%	**	**	6%	44%	30%	30%	24%	16%	85%	8%	5%	2%

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

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QB3 (QB5). SHOWCARD Which, if any, of these do you use your games console for? (MULTI CODE)

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1581	808	773	371	349	660	201	67	88	139	479	352	511	348	367	966	206	193	216
Effective Weighted Sample	1106	559	548	246	257	450	158	49	66	92	350	253	359	246	260	849	138	137	191
Total	1183	591	592	247	279	510	147	47	64	96	404	312	336	278	255	994	99	58	32
		50%	50%	21%	24%	43%	12%	**	**	8%	34%	26%	28%	23%	22%	84%	8%	5%	3%
Watching other free professional TV programmes/ films or video channels online (e.g. on Official YouTube channels such as Channel 4 or Jamie Oliver's Foodtube) or on other sites (e.g. South Park Studios)	121	71	50	33	33	49	6	**	**	10	43	34	36	28	24	103	10	6	3
	10%	12%	8%	14%	12%	10%	4%	**	**	11%	11%	11%	11%	10%	9%	10%	10%	10%	8%
		b	d	d	d	d	d	**	**	8%	36%	28%	30%	23%	19%	85%	8%	5%	2%
		59%	41%	28%	27%	41%	5%	**	**	8%	36%	28%	30%	23%	19%	85%	8%	5%	2%
Watching 'live' TV programmes/ content via your internet connection (e.g. via BBC iPlayer, Sky Go, Virgin TV Anywhere)	119	74	45	32	35	40	12	**	**	7	49	32	37	30	20	98	11	7	3
	10%	13%	8%	13%	12%	8%	8%	**	**	8%	12%	10%	11%	11%	8%	10%	11%	12%	8%
		b	c	c	c	c	c	**	**	6%	41%	27%	31%	25%	17%	82%	9%	6%	2%
		62%	38%	27%	29%	34%	10%	**	**	6%	41%	27%	31%	25%	17%	82%	9%	6%	2%
Other	10	7	3	2	-	3	5	**	**	*	2	4	2	2	2	5	4	1	-
	1%	1%	*%	1%	-%	1%	3%	**	**	*%	1%	1%	*%	1%	1%	1%	4%	1%	-%
		bc	ad	ad	ad	ad	ad	**	**	1%	21%	40%	15%	25%	20%	52%	40%	9%	-%
		74%	26%	20%	-%	33%	47%	**	**	1%	21%	40%	15%	25%	20%	52%	40%	9%	-%
None of these	308	89	219	27	53	177	51	**	**	19	108	81	86	69	71	254	26	16	12
	26%	15%	37%	11%	19%	35%	35%	**	**	20%	27%	26%	26%	25%	28%	26%	26%	27%	36%
		a	a	a	a	ab	ab	**	**	6%	35%	26%	28%	23%	23%	83%	8%	5%	4%
		29%	71%	9%	17%	58%	17%	**	**	6%	35%	26%	28%	23%	23%	83%	8%	5%	4%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 19

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QB3 (QB5). SHOWCARD Which, if any, of these do you use your games console for? (MULTI CODE)

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1581	808	773	371	349	660	201	67	88	139	479	352	511	348	367	966	206	193	216
Effective Weighted Sample	1106	559	548	246	257	450	158	49	66	92	350	253	359	246	260	849	138	137	191
Total	1183	591	592	247	279	510	147	47	64	96	404	312	336	278	255	994	99	58	32
		50%	50%	21%	24%	43%	12%	**	**	8%	34%	26%	28%	23%	22%	84%	8%	5%	3%
Don't know	20	6	14	2	4	9	4	**	**	*	7	1	8	7	3	19	-	*	*
	2%	1%	2%	1%	1%	2%	3%	**	**	*%	2%	*%	2%	3%	1%	2%	-%	1%	1%
		31%	69%	13%	21%	47%	20%	**	**	1%	35%	6%	39%	36%	16%	96%	-%	2%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QB3 (QB5). SHOWCARD Which, if any, of these do you use your games console for? (MULTI CODE)

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

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	1581	73	100	119	119	121	107	112	101	114	1140	441	1056	517	770	811
Effective Weighted Sample	1106	68	95	114	110	117	104	106	96	108	918	197	739	367	507	602
Total	1183	101	159	112	93	115	115	98	55	146	1013	169	824	352	571	612
Gaming offline/ not on the internet	492	**	76	38	35	34	45	37	34	63	428	64	352	137	240	251
	42%	**	48%	34%	38%	29%	39%	38%	62%	43%	42%	38%	43%	39%	42%	41%
		**	ce						bcdefgi	e						
		**	15%	8%	7%	7%	9%	8%	7%	13%	87%	13%	72%	28%	49%	51%
Online gaming	442	**	73	32	41	32	50	43	28	36	380	61	315	124	207	235
	37%	**	46%	28%	44%	28%	43%	43%	50%	25%	38%	36%	38%	35%	36%	38%
		**	cei		cei		cei	cei	cei							
		**	16%	7%	9%	7%	11%	10%	6%	8%	86%	14%	71%	28%	47%	53%
Watching DVDs/ Blu Ray DVDs	298	**	46	36	25	23	35	19	20	34	250	48	212	85	154	144
	25%	**	29%	32%	27%	20%	30%	19%	36%	24%	25%	28%	26%	24%	27%	24%
		**	eg						egi							
		**	15%	12%	9%	8%	12%	6%	7%	12%	84%	16%	71%	29%	52%	48%
Browsing the web/ internet	250	**	37	16	18	24	35	20	14	25	218	32	179	70	111	139
	21%	**	23%	15%	19%	21%	30%	20%	26%	17%	21%	19%	22%	20%	20%	23%
		**	ci				ci		c							
		**	15%	6%	7%	10%	14%	8%	6%	10%	87%	13%	72%	28%	45%	55%
Watching TV programmes/ films on broadcaster services (e.g. BBC iPlayer, ITV Hub, All4, My 5 or Sky Go)	249	**	33	23	25	27	39	14	18	26	211	38	178	71	129	120
	21%	**	21%	20%	27%	23%	34%	14%	32%	18%	21%	22%	22%	20%	23%	20%
		**	g		g		bcgi		gi							
		**	13%	9%	10%	11%	16%	6%	7%	10%	85%	15%	72%	28%	52%	48%

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

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QB3 (QB5). SHOWCARD Which, if any, of these do you use your games console for? (MULTI CODE)

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

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	a	b	a	b	a	b	
Unweighted total	1581	73	100	119	119	121	107	112	101	114	1140	441	1056	517	770	811	
Effective Weighted Sample	1106	68	95	114	110	117	104	106	96	108	918	197	739	367	507	602	
Total	1183	101	159	112	93	115	115	98	55	146	1013	169	824	352	571	612	
		**	13%	9%	8%	10%	10%	8%	5%	12%	86%	14%	70%	30%	48%	52%	
Watching purchased TV programmes/ films online or downloads, either via pay per view services (e.g. iTunes, Google Play, Talk Talk TV Store) or via a 'standalone' subscription service (e.g. Netflix, Amazon Prime Video)	188	**	24	15	15	12	20	16	15	17	156	32	127	60	87	101	
	16%	**	15%	13%	17%	10%	17%	16%	28%	12%	15%	19%	15%	17%	15%	16%	
		**	13%	8%	8%	6%	11%	9%	bcdegi	8%	9%	83%	17%	68%	32%	46%	54%
Watching short video clips online (e.g. YouTube or Dailymotion or Vimeo)	176	**	24	16	16	12	19	17	16	20	152	24	126	50	86	90	
	15%	**	15%	15%	17%	10%	16%	18%	29%	14%	15%	14%	15%	14%	15%	15%	
		**	13%	9%	9%	7%	11%	10%	bcefi	9%	11%	87%	13%	72%	28%	49%	51%

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

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QB3 (QB5). SHOWCARD Which, if any, of these do you use your games console for? (MULTI CODE)

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

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	1581	73	100	119	119	121	107	112	101	114	1140	441	1056	517	770	811
Effective Weighted Sample	1106	68	95	114	110	117	104	106	96	108	918	197	739	367	507	602
Total	1183	101	159	112	93	115	115	98	55	146	1013	169	824	352	571	612
		**	13%	9%	8%	10%	10%	8%	5%	12%	86%	14%	70%	30%	48%	52%
Watching other free professional TV programmes/ films or video channels online (e.g. on Official YouTube channels such as Channel 4 or Jamie Oliver's Foodtube) or on other sites (e.g. South Park Studios)	121 10%	** **	18 11%	11 10%	16 17%	11 10%	18 15%	11 11%	5 10%	7 5%	100 10%	22 13%	85 10%	36 10%	53 9%	69 11%
		**	15%	9%	13%	9%	14%	9%	4%	6%	82%	18%	70%	30%	43%	57%
Watching 'live' TV programmes/ content via your internet connection (e.g. via BBC iPlayer, Sky Go, Virgin TV Anywhere)	119 10%	** **	21 13%	10 9%	15 16%	8 7%	18 16%	8 8%	7 12%	9 6%	99 10%	20 12%	90 11%	29 8%	63 11%	55 9%
		**	18%	8%	12%	6%	15%	7%	6%	8%	83%	17%	76%	24%	53%	47%
Other	10 1%	** **	2 1%	- -%	1 1%	- -%	- -%	2 2%	- -%	1 1%	9 1%	1 *%	7 1%	3 1%	7 1%	3 *%
		**	15%	-%	8%	-%	-%	18%	-%	10%	95%	5%	68%	32%	71%	29%
None of these	308 26%	** **	19 12%	41 36%	23 24%	37 32%	32 28%	32 33%	8 15%	46 31%	260 26%	48 28%	214 26%	93 26%	148 26%	160 26%
		**	6%	bdh 13%	b 7%	bh 12%	bh 10%	bh 11%	3%	15%	85%	15%	69%	30%	48%	52%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QB3 (QB5). SHOWCARD Which, if any, of these do you use your games console for? (MULTI CODE)

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

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	1581	73	100	119	119	121	107	112	101	114	1140	441	1056	517	770	811
Effective Weighted Sample	1106	68	95	114	110	117	104	106	96	108	918	197	739	367	507	602
Total	1183	101	159	112	93	115	115	98	55	146	1013	169	824	352	571	612
		**	13%	9%	8%	10%	10%	8%	5%	12%	86%	14%	70%	30%	48%	52%
Don't know	20	**	6	2	-	1	1	3	1	-	16	4	14	6	8	11
	2%	**	4%	2%	-%	1%	1%	3%	1%	-%	2%	2%	2%	2%	1%	2%
		**	di													
		**	32%	10%	-%	6%	4%	14%	3%	-%	80%	20%	69%	31%	42%	58%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 20

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QB4 (QB6). Does your household's e-reader (digital book reader) have built-in 3G or 4G access to a mobile network? This means that books can be purchased online and downloaded from anywhere with a signal, without the need for a Wi-Fi connection?

Base : Those who personally use an e-reader/ digital book reader

	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	~a	~b	c	d	~a	~b	~c	d	a	b	~c	~d	a	~b	~c	~d
Unweighted total	636	279	357	61	99	209	267	16	39	68	212	234	223	96	83	389	95	95	57
Effective Weighted Sample	444	199	244	44	64	141	197	10	27	45	154	163	158	68	59	339	61	67	51
Total	468	206	262	49	76	151	192	9	27	47	170	188	149	77	54	392	43	25	8
		44%	56%	**	**	32%	41%	**	**	**	36%	40%	32%	**	**	84%	**	**	**
Yes	204	92	111	**	**	75	84	**	**	**	89	82	61	**	**	173	**	**	**
	44%	45%	43%	**	**	49%	44%	**	**	**	53%	43%	41%	**	**	44%	**	**	**
		45%	55%	**	**	37%	41%	**	**	**	44%	40%	30%	**	**	85%	**	**	**
No	231	102	129	**	**	71	88	**	**	**	74	90	78	**	**	189	**	**	**
	49%	49%	49%	**	**	47%	46%	**	**	**	43%	48%	53%	**	**	48%	**	**	**
		44%	56%	**	**	31%	38%	**	**	**	32%	39%	34%	**	**	82%	**	**	**
Don't know	34	12	21	**	**	6	19	**	**	**	7	16	10	**	**	29	**	**	**
	7%	6%	8%	**	**	4%	10%	**	**	**	4%	9%	6%	**	**	8%	**	**	**
		37%	63%	**	**	16%	57%	**	**	**	20%	49%	28%	**	**	88%	**	**	**

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

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QB4 (QB6). Does your household's e-reader (digital book reader) have built-in 3G or 4G access to a mobile network? This means that books can be purchased online and downloaded from anywhere with a signal, without the need for a Wi-Fi connection?

Base : Those who personally use an e-reader/ digital book reader

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	636	29	63	57	37	28	50	29	49	47	423	213	371	263	396	240
Effective Weighted Sample	444	26	60	55	35	27	49	27	46	44	341	109	257	187	274	172
Total	468	37	94	52	29	26	50	26	24	54	379	89	283	185	302	166
		**	**	**	**	**	**	**	**	**	81%	19%	60%	39%	65%	35%
Yes	204	**	**	**	**	**	**	**	**	**	170	34	132	72	135	69
	44%	**	**	**	**	**	**	**	**	**	45%	38%	47%	39%	45%	41%
		**	**	**	**	**	**	**	**	**	83%	17%	65%	35%	66%	34%
No	231	**	**	**	**	**	**	**	**	**	180	50	133	97	145	86
	49%	**	**	**	**	**	**	**	**	**	48%	57%	47%	53%	48%	52%
		**	**	**	**	**	**	**	**	**	78%	22%	58%	42%	63%	37%
Don't know	34	**	**	**	**	**	**	**	**	**	29	5	18	15	22	11
	7%	**	**	**	**	**	**	**	**	**	8%	5%	6%	8%	7%	7%
		**	**	**	**	**	**	**	**	**	86%	14%	53%	45%	67%	33%

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Can use to make and receive calls	2031	998	1033	210	280	706	835	111	143	181	601	605	548	437	434	1698	177	98	59
	76%	77%	75%	58%	59%	77%	90%	58%	73%	74%	81%	85%	77%	75%	66%	76%	76%	74%	80%
						ab	abc		a	a	abc	bcd	d	d					
		49%	51%	10%	14%	35%	41%	5%	7%	9%	30%	30%	27%	22%	21%	84%	9%	5%	3%
Can receive but not make calls/ incoming only	91	45	46	18	17	37	19	5	9	7	31	27	21	22	21	76	6	6	3
	3%	3%	3%	5%	4%	4%	2%	3%	5%	3%	4%	4%	3%	4%	3%	3%	2%	5%	4%
				d		d													
		49%	51%	20%	19%	41%	20%	5%	10%	8%	34%	30%	23%	25%	23%	84%	6%	7%	3%
Line not working properly/ needs to be repaired	35	17	18	3	14	12	6	3	2	2	6	10	10	5	10	31	3	1	1
	1%	1%	1%	1%	3%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
				d															
		48%	52%	10%	39%	35%	16%	10%	6%	7%	16%	29%	29%	15%	27%	87%	8%	3%	1%
No, do not have landline phone	508	233	274	125	158	158	66	73	42	55	103	69	131	111	195	423	46	27	12
	19%	18%	20%	35%	33%	17%	7%	38%	21%	22%	14%	10%	18%	19%	30%	19%	20%	20%	16%
				cd	cd	d		bcd	d	d			a	a	abc				
		46%	54%	25%	31%	31%	13%	14%	8%	11%	20%	14%	26%	22%	38%	83%	9%	5%	2%
Don't know	10	8	3	2	5	2	1	1	1	-	4	1	4	5	1	9	1	*	*
	0.4%	1%	0.2%	1%	1%	0.2%	0.1%	0.4%	0.4%	0%	0.1%	0.4%	0.3%	0.3%	0.4%	0.4%	0.1%	0.1%	0.1%
				d															
		74%	26%	22%	46%	18%	14%	5%	7%	-	39%	5%	36%	45%	13%	84%	12%	1%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 21

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
HOUSEHOLD PHONE OWNERSHIP																			
FIXED ONLY	96	40	56	2	3	6	85	28	11	4	3	8	15	23	50	78	9	6	3
	4%	3%	4%	*%	1%	1%	9%	14%	6%	2%	*%	1%	2%	4%	8%	3%	4%	4%	4%
							abc	bcd	cd					ab	abc				
		42%	58%	2%	3%	6%	89%	29%	12%	4%	4%	9%	15%	24%	52%	81%	10%	6%	3%
FIXED & MOBILE	2061	1019	1042	230	308	749	774	92	143	187	635	634	564	442	414	1726	176	99	59
	77%	78%	76%	64%	65%	82%	84%	48%	73%	76%	85%	89%	79%	76%	63%	77%	76%	75%	80%
						ab	ab		a	a	abc	bcd	d	d					
		49%	51%	11%	15%	36%	38%	4%	7%	9%	31%	31%	27%	21%	20%	84%	9%	5%	3%
MOBILE ONLY	511	236	275	128	162	157	64	70	43	55	107	69	135	114	191	428	45	27	12
	19%	18%	20%	36%	34%	17%	7%	36%	22%	22%	14%	10%	19%	20%	29%	19%	19%	20%	16%
				cd	cd	d		bcd	d	d			a	a	abc				
		46%	54%	25%	32%	31%	12%	14%	8%	11%	21%	14%	26%	22%	37%	84%	9%	5%	2%
ALL FIXED	2157	1060	1098	231	311	755	860	119	155	191	638	642	579	465	464	1804	186	105	62
	81%	81%	80%	64%	66%	83%	93%	62%	78%	78%	86%	90%	81%	80%	70%	81%	80%	80%	84%
						ab	abc		a	a	abc	bcd	d	d					
		49%	51%	11%	14%	35%	40%	6%	7%	9%	30%	30%	27%	22%	22%	84%	9%	5%	3%
ALL MOBILE	2572	1255	1317	357	470	907	838	161	186	242	742	703	699	557	605	2154	221	126	71
	96%	97%	96%	100%	99%	99%	90%	84%	94%	98%	100%	99%	98%	96%	91%	96%	95%	95%	96%
				d	d	d			a	ab	ab	cd	cd	d					
		49%	51%	14%	18%	35%	33%	6%	7%	9%	29%	27%	27%	22%	24%	84%	9%	5%	3%
NEITHER	7	5	2	-	1	3	4	3	-	-	-	-	-	1	6	4	3	*	-
	*%	*%	*%	-%	*%	*%	*%	2%	-%	-%	-%	-%	-%	*%	1%	*%	1%	*%	-%
								cd							ab		ad		
		70%	30%	-%	8%	39%	53%	51%	-%	-%	-%	-%	-%	12%	88%	54%	39%	7%	-%
ALL FIXED PLUS BB RENTAL	2339	1136	1202	264	390	813	871	128	169	208	695	677	627	510	517	1964	196	112	66
	87%	87%	87%	74%	82%	89%	94%	67%	85%	85%	93%	95%	88%	88%	78%	88%	84%	85%	89%
					a	ab	abc		a	a	abc	bcd	d	d				b	
		49%	51%	11%	17%	35%	37%	5%	7%	9%	30%	29%	27%	22%	22%	84%	8%	5%	3%

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Can use to make and receive calls	2031	221	312	194	135	178	193	143	92	229	1723	308	1158	868	1083	948
	76%	65%	87%	86%	70%	76%	79%	63%	80%	77%	74%	87%	75%	78%	84%	68%
			adefgi	adefgi		ag	adg		adg	ag		a			b	
		11%	15%	10%	7%	9%	10%	7%	5%	11%	85%	15%	57%	43%	53%	47%
Can receive but not make calls/ incoming only	91	33	4	4	4	7	10	8	4	3	86	5	67	24	26	65
	3%	10%	1%	2%	2%	3%	4%	4%	3%	1%	4%	1%	4%	2%	2%	5%
		bcdefghi				bi	i				b		b		a	
		37%	4%	4%	4%	7%	11%	9%	4%	3%	94%	6%	74%	26%	28%	72%
Line not working properly/ needs to be repaired	35	7	4	-	7	3	3	4	1	2	31	4	25	10	10	25
	1%	2%	1%	-%	3%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%
		c			ci										a	
		20%	11%	-%	19%	10%	9%	10%	3%	6%	88%	12%	70%	30%	29%	71%
No, do not have landline phone	508	74	39	27	45	46	39	72	18	64	470	38	296	210	165	343
	19%	22%	11%	12%	24%	19%	16%	32%	16%	21%	20%	11%	19%	19%	13%	25%
		bc			bcfh	bc		abcefhi		bc	b				a	
		15%	8%	5%	9%	9%	8%	14%	4%	13%	93%	7%	58%	41%	32%	68%
Don't know	10	5	2	-	1	1	-	1	-	-	10	*	6	4	3	7
	*%	1%	*%	-%	*%	*%	-%	*%	-%	-%	*%	*%	*%	*%	*%	1%
		47%	16%	-%	5%	9%	-%	7%	-%	-%	99%	1%	58%	42%	27%	73%

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b	
Significance Level: 95%																	
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379	
HOUSEHOLD PHONE OWNERSHIP																	
FIXED ONLY	96 4%	13 4%	11 3%	4 2%	4 2%	9 4%	8 3%	8 4%	3 3%	17 6%	83 4%	13 4%	16 1%	80 7%	42 3%	54 4%	
										c				a			
		13%	12%	4%	5%	10%	8%	9%	3%	17%	86%	14%	17%	83%	44%	56%	
FIXED & MOBILE	2061 77%	249 73%	308 86%	194 86%	141 74%	179 76%	199 81%	147 64%	93 81%	218 73%	1756 76%	305 86%	1233 79%	822 74%	1076 84%	985 71%	
		g	adegi	adegi	g	g	gi		agi	g	a	b			b		
		12%	15%	9%	7%	9%	10%	7%	5%	11%	85%	15%	60%	40%	52%	48%	
MOBILE ONLY	511 19%	78 23%	40 11%	27 12%	46 24%	46 20%	39 16%	70 31%	18 16%	63 21%	474 20%	37 11%	302 19%	208 19%	165 13%	346 25%	
		bc			bcbf	bc		bcbcfhi		bc	b				a		
		15%	8%	5%	9%	9%	8%	14%	4%	12%	93%	7%	59%	41%	32%	68%	
ALL FIXED	2157 81%	261 77%	320 89%	198 88%	146 76%	188 80%	206 84%	155 68%	96 84%	234 79%	1839 79%	318 89%	1250 81%	902 81%	1119 87%	1038 75%	
		g	adegi	adegi		g	dg		dg	g	a				b		
		12%	15%	9%	7%	9%	10%	7%	4%	11%	85%	15%	58%	42%	52%	48%	
ALL MOBILE	2572 96%	327 96%	349 97%	220 98%	187 98%	225 96%	238 97%	217 95%	111 97%	280 94%	2230 96%	342 96%	1536 99%	1030 92%	1241 97%	1331 96%	
				i									b				
		13%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	60%	40%	48%	52%	
NEITHER	7 *%	- -%	- -%	- -%	- -%	- -%	- -%	3 1%	- -%	1 *%	7 *%	* *%	- -%	7 1%	3 *%	4 *%	
														a			
		-%	-%	-%	-%	-%	-%	38%	-%	16%	96%	4%	-%	100%	38%	62%	
ALL FIXED PLUS BB RENTAL	2339 87%	292 86%	334 93%	216 96%	162 85%	198 84%	216 88%	173 76%	104 91%	269 90%	2009 87%	330 93%	1377 89%	956 86%	1176 91%	1162 84%	
		g	adeg	adefghi	g	g	g		deg	eg	a	b			b		
		12%	14%	9%	7%	8%	9%	7%	4%	12%	86%	14%	59%	41%	50%	50%	

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 22

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

Base : Those with a landline phone at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3027	1482	1545	329	382	970	1346	187	223	288	765	772	912	618	717	1804	401	409	413
Effective Weighted Sample	2073	1010	1063	218	274	655	952	132	160	188	563	533	637	424	503	1575	270	279	367
Total	2157	1060	1098	231	311	755	860	119	155	191	638	642	579	465	464	1804	186	105	62
		49%	51%	11%	14%	35%	40%	6%	7%	9%	30%	30%	27%	22%	22%	84%	9%	5%	3%
Yes to make calls	1670	800	871	133	172	575	791	100	125	152	479	515	451	356	345	1405	138	81	47
	77%	75%	79%	57%	55%	76%	92%	84%	81%	79%	75%	80%	78%	76%	74%	78%	74%	77%	75%
		a	b	a	b	ab	abc	d				d							
		48%	52%	8%	10%	34%	47%	6%	8%	9%	29%	31%	27%	21%	21%	84%	8%	5%	3%
Yes to receive calls	1727	831	895	141	186	608	792	101	133	159	508	543	464	358	356	1453	142	86	46
	80%	78%	82%	61%	60%	81%	92%	85%	86%	83%	80%	85%	80%	77%	77%	81%	76%	82%	74%
		a	b	a	b	ab	abc	d				cd				d		d	
		48%	52%	8%	11%	35%	46%	6%	8%	9%	29%	31%	27%	21%	21%	84%	8%	5%	3%
Yes for internet access	1533	766	767	168	239	593	534	50	98	149	524	488	433	335	273	1289	124	74	47
	71%	72%	70%	73%	77%	79%	62%	42%	63%	78%	82%	76%	75%	72%	59%	71%	67%	70%	76%
		a	b	d	d	d			a	ab	ab	d	d	d				b	
		50%	50%	11%	16%	39%	35%	3%	6%	10%	34%	32%	28%	22%	18%	84%	8%	5%	3%
TOTAL PERSONALLY USE	2049	1005	1044	196	286	725	843	114	153	183	615	618	551	433	442	1717	173	99	59
	95%	95%	95%	85%	92%	96%	98%	96%	99%	96%	96%	96%	95%	93%	95%	95%	93%	95%	95%
		a	b	a	b	ab	abc	c				c							
		49%	51%	10%	14%	35%	41%	6%	7%	9%	30%	30%	27%	21%	22%	84%	8%	5%	3%
No do not use landline at home	106	54	52	36	25	30	15	5	2	8	23	23	28	33	22	85	12	6	3
	5%	5%	5%	15%	8%	4%	2%	4%	1%	4%	4%	4%	5%	7%	5%	5%	7%	5%	5%
		a	b	bcd	cd	d						a							
		51%	49%	34%	24%	29%	14%	5%	2%	8%	22%	21%	26%	31%	21%	80%	11%	5%	3%
Don't know	2	1	1	-	-	-	2	-	-	-	-	1	-	-	1	2	-	-	-
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		63%	37%	0%	0%	0%	100%	0%	0%	0%	0%	63%	0%	0%	37%	100%	0%	0%	0%

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

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

Base : Those with a landline phone at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3027	195	214	220	184	218	202	181	193	197	2140	887	1608	1413	1587	1440
Effective Weighted Sample	2073	180	203	212	170	208	195	172	183	186	1699	398	1108	982	1048	1026
Total	2157	261 12%	320 15%	198 9%	146 7%	188 9%	206 10%	155 7%	96 4%	234 11%	1839 85%	318 15%	1250 58%	902 42%	1119 52%	1038 48%
Yes to make calls	1670 77%	202 77%	270 84%	155 78%	117 81%	155 83%	164 79%	105 68%	56 58%	181 77%	1407 77%	263 83%	908 73%	760 84%	920 82%	750 72%
		gh 12%	gh 16%	gh 9%	gh 7%	gh 9%	gh 10%	gh 6%	gh 3%	gh 11%	gh 84%	a 16%	a 54%	a 46%	b 55%	b 45%
Yes to receive calls	1727 80%	216 83%	278 87%	169 86%	118 81%	151 80%	165 80%	107 69%	63 65%	186 80%	1457 79%	269 85%	957 77%	768 85%	959 86%	768 74%
		gh 12%	ghi 16%	gh 10%	gh 7%	gh 9%	gh 10%	gh 6%	gh 4%	gh 11%	gh 84%	a 16%	a 55%	a 45%	b 56%	b 44%
Yes for internet access	1533 71%	184 70%	266 83%	150 76%	109 75%	92 49%	158 77%	100 64%	69 72%	161 69%	1293 70%	241 76%	954 76%	576 64%	834 75%	699 67%
		e 12%	adeghi 17%	eg 10%	eg 7%	eg 6%	eg 10%	e 7%	e 5%	e 10%	a 84%	a 16%	b 62%	b 38%	b 54%	b 46%
TOTAL PERSONALLY USE	2049 95%	250 95%	312 98%	192 97%	139 95%	172 91%	202 98%	140 91%	91 94%	219 94%	1743 95%	306 96%	1181 94%	863 96%	1088 97%	961 93%
			egi 12%	eg 9%	eg 7%	eg 8%	egi 10%	eg 7%	eg 4%	eg 11%	eg 85%	a 15%	b 58%	b 42%	b 53%	b 47%
No do not use landline at home	106 5%	12 5%	6 2%	6 3%	7 5%	15 8%	4 2%	14 9%	6 6%	15 6%	94 5%	12 4%	69 6%	37 4%	31 3%	75 7%
						bcb 14%	bcb 4%	bcb 14%	b 5%	bf 14%	bf 89%	a 11%	a 65%	a 35%	a 29%	a 71%
Don't know	2 *%	- -%	1 *%	- -%	- -%	1 *%	- -%	- -%	- -%	- -%	2 *%	- -%	- -%	2 *%	- -%	2 *%
			63%	-%	-%	37%	-%	-%	-%	-%	100%	-%	-%	100%	-%	100%

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

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QC3 (QC31). Thinking of when you use your landline, which one of these uses is the most important to you? (SINGLE CODE)

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1719	840	879	162	184	610	763	59	113	192	495	511	543	367	294	1018	215	241	245
Effective Weighted Sample	1159	562	597	103	125	409	540	43	77	121	357	348	374	240	207	892	140	163	215
Total	1250	608	642	119	146	489	496	40	79	128	423	420	356	271	200	1057	96	61	35
		49%	51%	9%	12%	39%	40%	**	6%	10%	34%	34%	28%	22%	16%	85%	8%	5%	3%
Make/ receive calls	133	61	72	6	5	28	94	**	15	18	28	33	35	30	34	111	10	7	3
	11%	10%	11%	5%	3%	6%	19%	**	19%	14%	7%	8%	10%	11%	17%	11%	11%	12%	10%
							abc		d	d					ab				
		46%	54%	4%	4%	21%	71%	**	12%	13%	21%	25%	26%	23%	25%	84%	8%	6%	3%
Internet access	565	278	287	69	93	248	155	**	24	54	212	192	161	130	82	469	43	34	18
	45%	46%	45%	58%	64%	51%	31%	**	31%	42%	50%	46%	45%	48%	41%	44%	45%	56%	52%
				d	cd	d					b							a	a
		49%	51%	12%	17%	44%	27%	**	4%	10%	38%	34%	29%	23%	14%	83%	8%	6%	3%
Both are equally important	552	268	284	44	48	213	247	**	40	56	183	195	160	110	84	477	42	19	14
	44%	44%	44%	37%	33%	44%	50%	**	50%	44%	43%	46%	45%	41%	42%	45%	44%	32%	38%
						b	ab								c		c		
		49%	51%	8%	9%	39%	45%	**	7%	10%	33%	35%	29%	20%	15%	86%	8%	4%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 23

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

QC3 (QC31). Thinking of when you use your landline, which one of these uses is the most important to you? (SINGLE CODE)

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

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	~e	f	~g	~h	i	a	b	a	b	a	b
Unweighted total	1719	120	156	140	113	88	121	82	87	111	1153	566	952	765	991	728
Effective Weighted Sample	1159	110	148	135	106	84	117	78	82	104	922	255	643	527	657	503
Total	1250	157 13%	234 19%	128 10%	90 7%	80 **	127 10%	70 **	41 **	131 10%	1043 83%	207 17%	750 60%	499 40%	716 57%	534 43%
Make/ receive calls	133	12	13	21	6	**	15	**	**	20	110	22	43	90	67	66
	11%	8%	6%	16%	7%	**	12%	**	**	15%	11%	11%	6%	18%	9%	12%
		9%	10%	15%	5%	**	11%	**	**	15%	83%	17%	32%	68%	51%	49%
Internet access	565	54	99	57	50	**	62	**	**	50	476	89	407	158	339	226
	45%	34%	42%	45%	56%	**	49%	**	**	38%	46%	43%	54%	32%	47%	42%
		10%	18%	10%	9%	**	11%	**	**	9%	84%	16%	72%	28%	60%	40%
Both are equally important	552	90	122	50	34	**	50	**	**	61	456	96	300	252	310	242
	44%	58%	52%	39%	37%	**	39%	**	**	47%	44%	46%	40%	50%	43%	45%
		cdf	cdf											a		
		16%	22%	9%	6%	**	9%	**	**	11%	83%	17%	54%	46%	56%	44%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 24

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QC4 (QC30). SHOWCARD How do you pay the line rental for your landline phone service? Please answer about your line rental only and not charges for calls and other costs. (SINGLE CODE)

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2859	1395	1464	301	342	911	1305	176	207	273	719	730	864	586	671	1698	384	386	391
Effective Weighted Sample	1956	950	1005	198	248	612	922	123	148	177	529	506	602	400	468	1484	258	263	347
Total	2031	998	1033	210	280	706	835	111	143	181	601	605	548	437	434	1698	177	98	59
		49%	51%	10%	14%	35%	41%	5%	7%	9%	30%	30%	27%	22%	21%	84%	9%	5%	3%
On a monthly or quarterly basis, alongside call charges and other costs	1823	874	950	141	250	646	787	107	138	166	542	525	503	392	399	1512	166	91	54
	90%	88%	92%	67%	89%	92%	94%	97%	96%	92%	90%	87%	92%	90%	92%	89%	93%	94%	92%
		a	a	a	a	a	abc	d	d	a	a	a	a	a	a	a	a	a	a
		48%	52%	8%	14%	35%	43%	6%	8%	9%	30%	29%	28%	22%	22%	83%	9%	5%	3%
12 months in advance (a lump sum of around £120-£160 for the year) and then pay monthly or quarterly for call charges and other costs	107	58	49	2	14	51	40	2	5	14	44	52	21	20	15	100	2	3	2
	5%	6%	5%	1%	5%	7%	5%	2%	4%	7%	7%	9%	4%	5%	3%	6%	1%	3%	4%
		a	a	a	a	ad	a	a	a	a	a	bcd	a	a	a	bc	a	a	b
		54%	46%	2%	13%	48%	38%	2%	5%	13%	41%	49%	19%	19%	14%	93%	2%	3%	2%
Don't know	100	66	35	67	17	9	8	1	1	1	15	29	24	25	20	85	10	3	2
	5%	7%	3%	32%	6%	1%	1%	1%	*	1%	3%	5%	4%	6%	5%	5%	5%	3%	4%
		b	b	bcd	cd														
		66%	34%	67%	17%	9%	8%	1%	1%	1%	15%	29%	24%	25%	20%	85%	10%	3%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 24

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QC4 (QC30). SHOWCARD How do you pay the line rental for your landline phone service? Please answer about your line rental only and not charges for calls and other costs. (SINGLE CODE)

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

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2859	165	208	215	172	206	190	166	183	193	2006	853	1499	1354	1537	1322
Effective Weighted Sample	1956	152	198	207	160	196	183	158	174	182	1593	386	1030	940	1020	936
Total	2031	221	312	194	135	178	193	143	92	229	1723	308	1158	868	1083	948
		11%	15%	10%	7%	9%	10%	7%	5%	11%	85%	15%	57%	43%	53%	47%
On a monthly or quarterly basis, alongside call charges and other costs	1823	185	286	173	123	155	172	124	87	208	1553	271	1037	782	972	851
	90%	84%	92%	89%	91%	87%	89%	86%	94%	91%	90%	88%	90%	90%	90%	90%
		a	a	a	a	a	a	a	aeg	a	a	a	a	a	a	a
		10%	16%	9%	7%	9%	9%	7%	5%	11%	85%	15%	57%	43%	53%	47%
12 months in advance (a lump sum of around £120-£160 for the year) and then pay monthly or quarterly for call charges and other costs	107	30	12	13	5	10	15	8	1	7	89	18	70	37	67	40
	5%	13%	4%	7%	3%	6%	8%	5%	1%	3%	5%	6%	6%	4%	6%	4%
		bcdeghi	h	h	h	h	h	h								
		28%	11%	12%	4%	9%	14%	7%	1%	7%	83%	17%	65%	35%	63%	37%
Don't know	100	7	14	8	7	13	6	12	4	14	81	19	51	48	43	57
	5%	3%	5%	4%	5%	7%	3%	8%	4%	6%	5%	6%	4%	6%	4%	6%
								f								a
		7%	14%	8%	7%	13%	6%	11%	4%	14%	81%	19%	51%	48%	43%	57%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 25

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QC5 (QC28). SHOWCARD Which of these do you consider to be your MAIN method of making and receiving telephone calls? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Mobile phone	2009	988	1021	353	467	796	393	117	132	174	639	537	556	457	454	1683	177	89	60
	75%	76%	74%	98%	98%	87%	42%	61%	67%	71%	86%	76%	78%	79%	69%	75%	76%	67%	82%
				cd	cd	d				a	abc	d	d	d	c	c	c	abc	
		49%	51%	18%	23%	40%	20%	6%	7%	9%	32%	27%	28%	23%	23%	84%	9%	4%	3%
Landline phone at home	596	274	322	5	6	93	493	65	60	65	92	153	146	111	183	498	49	38	12
	22%	21%	23%	1%	1%	10%	53%	34%	30%	26%	12%	21%	20%	19%	28%	22%	21%	29%	16%
						ab	abc	d	d	d					abc	d		abd	
		46%	54%	1%	1%	16%	83%	11%	10%	11%	15%	26%	25%	19%	31%	83%	8%	6%	2%
Landline phone at work	37	16	21	*	-	13	24	1	5	5	11	15	9	6	8	30	3	3	1
	1%	1%	2%	*%	-%	1%	3%	*%	3%	2%	2%	2%	1%	1%	1%	1%	1%	2%	1%
						ab	ab												
		44%	56%	*%	-%	34%	65%	2%	14%	13%	30%	40%	23%	17%	20%	81%	9%	8%	2%
Internet voice service (VoIP)	9	8	1	1	1	6	1	-	-	2	2	4	1	2	2	9	-	*	-
	*%	1%	*%	*%	*%	1%	*%	-%	-%	1%	*%	1%	*%	*%	*%	*%	-%	*%	-%
		b																	
		88%	12%	11%	13%	64%	12%	-%	-%	21%	23%	48%	13%	18%	21%	99%	-%	1%	-%
Public payphone	6	4	2	-	-	1	5	4	*	*	-	-	-	*	6	4	1	1	-
	*%	*%	*%	-%	-%	*%	1%	2%	*%	*%	-%	-%	-%	*%	1%	*%	1%	1%	-%
								cd							abc				
		60%	40%	-%	-%	16%	84%	60%	7%	2%	-%	-%	-%	2%	98%	66%	23%	11%	-%
Other	8	6	2	-	1	5	3	4	-	*	-	1	1	1	5	6	2	-	*
	*%	*%	*%	-%	*%	1%	*%	2%	-%	*%	-%	*%	*%	*%	1%	*%	1%	-%	*%
								bcd							b				
		70%	30%	-%	7%	61%	32%	47%	-%	2%	-%	13%	9%	18%	61%	78%	20%	-%	2%

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

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QC5 (QC28). SHOWCARD Which of these do you consider to be your MAIN method of making and receiving telephone calls? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Don't know	9	5	4	*	-	1	7	1	-	*	1	1	1	2	4	6	1	2	1
	9	5	4	*	-	1	7	1	-	*	1	1	1	2	4	6	1	2	1
	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
							c											a	
		58%	42%	1%	0%	14%	85%	15%	0%	4%	7%	17%	13%	27%	44%	68%	6%	19%	7%

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

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QC5 (QC28). SHOWCARD Which of these do you consider to be your MAIN method of making and receiving telephone calls? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Mobile phone	2009	283	261	164	137	170	180	184	89	214	1774	235	1375	629	894	1115
	75%	83%	73%	73%	72%	72%	73%	81%	78%	72%	76%	66%	89%	56%	69%	80%
		bcdefi						bcdefi			b		b		a	
		14%	13%	8%	7%	8%	9%	9%	4%	11%	88%	12%	68%	31%	44%	56%
Landline phone at home	596	50	88	58	51	55	63	36	23	74	489	107	149	446	355	241
	22%	15%	24%	26%	26%	23%	26%	16%	20%	25%	21%	30%	10%	40%	28%	17%
		8%	ag	ag	ag	ag	ag	ag		ag		a		a	b	
			15%	10%	8%	9%	11%	6%	4%	12%	82%	18%	25%	75%	60%	40%
Landline phone at work	37	5	6	1	2	6	1	2	*	8	31	6	16	21	20	17
	1%	1%	2%	*%	1%	3%	*%	1%	*%	3%	1%	2%	1%	2%	2%	1%
						cf				cf						
		13%	15%	2%	5%	16%	2%	5%	1%	20%	83%	17%	44%	56%	55%	45%
Internet voice service (VoIP)	9	2	2	-	1	2	-	1	1	-	7	2	7	2	7	2
	*%	1%	1%	-%	1%	1%	-%	1%	1%	-%	*%	1%	*%	*%	1%	*%
		22%	21%	-%	12%	23%	-%	14%	7%	-%	72%	28%	77%	23%	77%	23%
Public payphone	6	-	-	-	-	2	1	-	-	1	5	1	-	6	2	4
	*%	-%	-%	-%	-%	1%	*%	-%	-%	*%	*%	*%	-%	1%	*%	*%
														a		
			-%	-%	-%	35%	14%	-%	-%	18%	82%	18%	-%	100%	28%	72%
Other	8	-	2	-	-	-	-	3	-	2	6	2	1	8	4	4
	*%	-%	1%	-%	-%	-%	-%	1%	-%	1%	*%	*%	*%	1%	*%	*%
														a		
			23%	-%	-%	-%	-%	35%	-%	20%	79%	21%	7%	93%	53%	47%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 25

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QC5 (QC28). SHOWCARD Which of these do you consider to be your MAIN method of making and receiving telephone calls? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Don't know	9	-	1	1	1	-	2	1	*	-	7	1	4	5	4	5
	*%	-%	*%	*%	*%	-%	1%	1%	*%	-%	*%	*%	*%	*%	*%	*%
		-%	15%	10%	8%	-%	17%	14%	4%	-%	84%	16%	46%	54%	48%	52%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 26

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QC6 (QC28A). SHOWCARD And thinking about when you are at home, which is your MAIN method of making and receiving telephone calls? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Mobile phone	1875	920	954	347	454	734	339	114	126	164	585	487	517	430	437	1576	160	82	57
	70%	71%	69%	97%	96%	80%	37%	59%	64%	67%	79%	68%	72%	74%	66%	70%	69%	62%	77%
				cd	cd	d				abc			d	ad		c		abc	
		49%	51%	19%	24%	39%	18%	6%	7%	9%	31%	26%	28%	23%	23%	84%	9%	4%	3%
Landline phone at home	772	359	413	9	18	170	574	73	72	79	158	219	191	145	212	637	69	49	16
	29%	28%	30%	3%	4%	19%	62%	38%	36%	32%	21%	31%	27%	25%	32%	29%	30%	37%	22%
						ab	abc	d	d	d		c			bc	d	d	abd	
		46%	54%	1%	2%	22%	74%	10%	9%	10%	20%	28%	25%	19%	28%	83%	9%	6%	2%
Internet voice service (VoIP)	11	10	1	2	2	6	2	-	-	3	2	3	3	3	2	11	-	*	-
	*%	1%	*%	1%	*%	1%	*%	-%	-%	1%	*%	*%	*%	*%	*%	*%	-%	*%	-%
		b																	
		88%	12%	19%	15%	51%	15%	-%	-%	27%	19%	28%	29%	26%	17%	98%	-%	2%	-%
Public payphone	5	3	1	-	-	1	4	3	-	-	-	-	*	-	4	3	1	*	*
	*%	*%	*%	-%	-%	*%	*%	2%	-%	-%	-%	-%	*%	-%	1%	*%	*%	*%	*%
								d							ab				
		72%	28%	-%	-%	23%	77%	63%	-%	-%	-%	-%	4%	-%	96%	72%	23%	2%	4%
Other	7	4	3	-	1	3	3	1	-	-	-	1	2	1	3	4	2	1	-
	*%	*%	*%	-%	*%	*%	*%	1%	-%	-%	-%	*%	*%	*%	*%	*%	1%	1%	-%
								d											
		59%	41%	-%	8%	43%	49%	20%	-%	-%	-%	13%	29%	13%	46%	63%	24%	13%	-%
Don't know	6	4	2	-	-	1	4	1	-	-	-	1	1	1	2	5	1	*	1
	*%	*%	*%	-%	-%	*%	*%	*%	-%	-%	-%	*%	*%	*%	*%	*%	*%	*%	1%
																			a
		74%	26%	-%	-%	24%	76%	10%	-%	-%	-%	23%	14%	25%	38%	78%	9%	2%	11%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 26

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

QC6 (QC28A). SHOWCARD And thinking about when you are at home, which is your MAIN method of making and receiving telephone calls? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Mobile phone	1875	263	242	147	126	160	166	180	89	202	1667	207	1279	591	807	1068
	70%	77%	67%	66%	66%	68%	68%	79%	78%	68%	72%	58%	82%	53%	63%	77%
		bcdefi						bcdefi	bcdefi		b		b		a	
		14%	13%	8%	7%	9%	9%	10%	5%	11%	89%	11%	68%	32%	43%	57%
Landline phone at home	772	73	116	77	64	71	76	44	25	92	630	142	261	511	465	307
	29%	22%	32%	34%	33%	30%	31%	19%	22%	31%	27%	40%	17%	46%	36%	22%
			agh	agh	agh	agh	agh			agh		a		a	b	
		10%	15%	10%	8%	9%	10%	6%	3%	12%	82%	18%	34%	66%	60%	40%
Internet voice service (VoIP)	11	3	2	-	1	2	2	-	1	-	8	4	10	1	7	4
	*%	1%	1%	-%	1%	1%	1%	-%	1%	-%	*%	1%	1%	*%	1%	*%
													b			
		30%	17%	-%	9%	15%	21%	-%	6%	-%	67%	33%	91%	9%	63%	37%
Public payphone	5	-	-	-	-	2	-	-	-	1	4	1	-	5	2	3
	*%	-%	-%	-%	-%	1%	-%	-%	-%	*%	*%	*%	-%	*%	*%	*%
														a		
		-%	-%	-%	-%	48%	-%	-%	-%	24%	80%	20%	-%	100%	41%	59%
Other	7	-	-	-	-	-	-	1	-	3	5	2	1	6	3	4
	*%	-%	-%	-%	-%	-%	-%	1%	-%	1%	*%	*%	*%	*%	*%	*%
														a		
		-%	-%	-%	-%	-%	-%	21%	-%	42%	77%	23%	19%	81%	42%	58%
Don't know	6	-	-	-	1	-	1	3	*	-	5	*	1	4	3	3
	*%	-%	-%	-%	*%	-%	*%	1%	*%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	-%	12%	-%	15%	45%	6%	-%	92%	8%	23%	77%	47%	53%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 27

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QC7 (QC21B). SHOWCARD Which of these do you consider is your main supplier for your landline? (SINGLE CODE)

Base : Those with a landline phone at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3027	1482	1545	329	382	970	1346	187	223	288	765	772	912	618	717	1804	401	409	413
Effective Weighted Sample	2073	1010	1063	218	274	655	952	132	160	188	563	533	637	424	503	1575	270	279	367
Total	2157	1060	1098	231	311	755	860	119	155	191	638	642	579	465	464	1804	186	105	62
		49%	51%	11%	14%	35%	40%	6%	7%	9%	30%	30%	27%	22%	22%	84%	9%	5%	3%
BT	854	431	423	69	87	254	444	63	61	70	243	265	224	177	188	700	74	49	32
	40%	41%	39%	30%	28%	34%	52%	53%	39%	36%	38%	41%	39%	38%	40%	39%	40%	47%	51%
							abc	bcd										a	ab
		50%	50%	8%	10%	30%	52%	7%	7%	8%	28%	31%	26%	21%	22%	82%	9%	6%	4%
Sky	429	204	225	58	93	180	97	14	28	37	151	110	120	104	94	349	44	19	17
	20%	19%	20%	25%	30%	24%	11%	12%	18%	19%	24%	17%	21%	22%	20%	19%	23%	18%	28%
				d	d	d				a				a					ac
		48%	52%	14%	22%	42%	23%	3%	7%	9%	35%	26%	28%	24%	22%	81%	10%	4%	4%
Virgin Media	368	163	205	44	59	142	123	8	27	27	114	120	103	69	73	316	39	9	4
	17%	15%	19%	19%	19%	19%	14%	7%	17%	14%	18%	19%	18%	15%	16%	18%	21%	8%	7%
			a			d			a		a					cd	cd		
		44%	56%	12%	16%	39%	33%	2%	7%	7%	31%	33%	28%	19%	20%	86%	11%	2%	1%
TalkTalk	172	90	82	18	27	50	78	11	14	22	42	44	50	36	43	146	10	12	4
	8%	9%	7%	8%	9%	7%	9%	10%	9%	12%	7%	7%	9%	8%	9%	8%	6%	11%	7%
										d								b	
		52%	48%	10%	16%	29%	45%	7%	8%	13%	24%	25%	29%	21%	25%	85%	6%	7%	3%
EE/ Everything Everywhere	91	47	43	8	18	45	20	4	2	7	30	33	22	19	16	82	4	5	*
	4%	4%	4%	3%	6%	6%	2%	3%	2%	3%	5%	5%	4%	4%	4%	5%	2%	4%	1%
				d	d	d										d		d	
		52%	48%	9%	19%	50%	22%	5%	3%	7%	33%	36%	25%	21%	18%	90%	4%	5%	1%
Plusnet	56	25	31	6	6	24	20	5	4	4	22	24	14	5	13	49	4	2	1
	3%	2%	3%	2%	2%	3%	2%	4%	3%	2%	3%	4%	2%	1%	3%	3%	2%	2%	2%
												c							
		44%	56%	10%	11%	42%	37%	9%	7%	8%	39%	42%	25%	9%	23%	88%	7%	4%	2%
Post Office	32	17	15	1	4	7	19	5	4	6	5	6	10	6	9	26	3	2	1
	1%	2%	1%	1%	1%	1%	2%	5%	3%	3%	1%	1%	2%	1%	2%	1%	2%	2%	2%
							ac	d	d	d									
		52%	48%	2%	14%	23%	61%	17%	14%	20%	16%	20%	31%	20%	29%	81%	11%	5%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QC7 (QC21B). SHOWCARD Which of these do you consider is your main supplier for your landline? (SINGLE CODE)

Base : Those with a landline phone at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3027	1482	1545	329	382	970	1346	187	223	288	765	772	912	618	717	1804	401	409	413
Effective Weighted Sample	2073	1010	1063	218	274	655	952	132	160	188	563	533	637	424	503	1575	270	279	367
Total	2157	1060	1098	231	311	755	860	119	155	191	638	642	579	465	464	1804	186	105	62
		49%	51%	11%	14%	35%	40%	6%	7%	9%	30%	30%	27%	22%	22%	84%	9%	5%	3%
Vodafone	22	13	9	*	6	12	3	-	1	2	9	10	3	7	2	20	1	1	*
	1%	1%	1%	%	2%	2%	%	-%	1%	1%	1%	2%	1%	2%	%	1%	1%	1%	1%
		60%	40%	1%	29%	55%	15%	-%	6%	10%	41%	44%	14%	33%	9%	88%	6%	4%	1%
Utility Warehouse	20	10	10	*	-	10	10	-	3	4	6	8	5	4	2	18	*	2	-
	1%	1%	1%	%	-%	1%	1%	-%	2%	2%	1%	1%	1%	1%	1%	1%	%	2%	-%
		49%	51%	1%	-%	49%	50%	-%	13%	18%	33%	39%	27%	23%	12%	90%	2%	8%	-%
KComm	18	11	7	*	4	6	7	2	2	2	6	2	6	4	6	18	-	-	-
	1%	1%	1%	%	1%	1%	1%	1%	1%	1%	1%	%	1%	1%	1%	1%	-%	-%	-%
		59%	41%	3%	24%	34%	39%	10%	9%	13%	34%	12%	35%	22%	31%	100%	-%	-%	-%
SSE	8	5	4	1	-	4	3	-	1	1	5	1	-	5	2	5	2	1	-
	%	%	%	1%	-%	%	%	-%	1%	%	1%	%	-%	1%	%	%	1%	1%	-%
		56%	44%	16%	-%	44%	40%	-%	12%	11%	58%	16%	-%	60%	23%	66%	26%	8%	-%
NOW TV	3	2	1	-	-	2	1	-	-	-	1	-	-	-	3	2	-	1	-
	%	%	%	-%	-%	%	%	-%	-%	-%	%	-%	-%	-%	1%	%	-%	1%	-%
		74%	26%	-%	-%	74%	26%	-%	-%	-%	20%	-%	-%	-%	100%	80%	-%	20%	-%
Tesco Telecom	2	2	1	-	-	-	2	1	-	1	-	*	1	2	-	2	-	-	*
	%	%	%	-%	-%	-%	%	1%	-%	1%	-%	%	%	%	-%	%	-%	-%	%
		63%	37%	-%	-%	-%	100%	37%	-%	54%	-%	9%	27%	64%	-%	91%	-%	-%	9%
The Phone Co-op/ The Co-operative	1	-	1	-	-	1	-	-	-	1	-	-	1	-	-	1	-	-	-
	%	-%	%	-%	-%	%	-%	-%	-%	1%	-%	-%	%	-%	-%	%	-%	-%	-%
		-%	100%	-%	-%	100%	-%	-%	-%	100%	-%	-%	100%	-%	-%	100%	-%	-%	-%

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

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QC7 (QC21B). SHOWCARD Which of these do you consider is your main supplier for your landline? (SINGLE CODE)

Base : Those with a landline phone at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
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Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3027	1482	1545	329	382	970	1346	187	223	288	765	772	912	618	717	1804	401	409	413
Effective Weighted Sample	2073	1010	1063	218	274	655	952	132	160	188	563	533	637	424	503	1575	270	279	367
Total	2157	1060	1098	231	311	755	860	119	155	191	638	642	579	465	464	1804	186	105	62
		49%	51%	11%	14%	35%	40%	6%	7%	9%	30%	30%	27%	22%	22%	84%	9%	5%	3%
Fuel Broadband	1	-	1	-	-	-	1	-	-	-	-	-	-	-	1	1	-	-	-
	*%	-%	*%	-%	-%	-%	*%	-%	-%	-%	-%	-%	-%	-%	*%	*%	-%	-%	-%
		-%	100%	-%	-%	-%	100%	-%	-%	-%	-%	-%	-%	-%	100%	100%	-%	-%	-%
Other	31	12	19	4	*	8	19	3	4	4	2	9	13	5	4	29	*	2	*
	1%	1%	2%	2%	*%	1%	2%	2%	3%	2%	*%	1%	2%	1%	1%	2%	*%	2%	*%
							b	d	d	d					d	d		d	
		40%	60%	12%	1%	27%	60%	9%	14%	12%	7%	29%	41%	17%	12%	92%	2%	6%	*%
Don't know	48	29	20	22	6	9	11	2	3	3	1	11	6	20	9	41	4	2	1
	2%	3%	2%	10%	2%	1%	1%	2%	2%	2%	*%	2%	1%	4%	2%	2%	2%	2%	2%
				bcd				d	d	d				abd					
		60%	40%	46%	12%	19%	23%	5%	6%	6%	3%	23%	13%	42%	19%	85%	8%	5%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QC7 (QC21B). SHOWCARD Which of these do you consider is your main supplier for your landline? (SINGLE CODE)

Base : Those with a landline phone at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3027	195	214	220	184	218	202	181	193	197	2140	887	1608	1413	1587	1440
Effective Weighted Sample	2073	180	203	212	170	208	195	172	183	186	1699	398	1108	982	1048	1026
Total	2157	261	320	198	146	188	206	155	96	234	1839	318	1250	902	1119	1038
		12%	15%	9%	7%	9%	10%	7%	4%	11%	85%	15%	58%	42%	52%	48%
BT	854	93	139	93	48	73	97	44	32	80	684	170	444	410	508	346
	40%	35%	44%	47%	33%	39%	47%	29%	34%	34%	37%	53%	36%	45%	45%	33%
			dgh	adghi		g	adghi				a	a	a	b	b	b
		11%	16%	11%	6%	9%	11%	5%	4%	9%	80%	20%	52%	48%	59%	41%
Sky	429	51	53	37	28	48	39	32	21	40	368	61	295	134	187	242
	20%	19%	17%	19%	20%	26%	19%	21%	21%	17%	20%	19%	24%	15%	17%	23%
						bi							b		a	a
		12%	12%	9%	7%	11%	9%	8%	5%	9%	86%	14%	69%	31%	44%	56%
Virgin Media	368	44	59	24	23	37	32	21	18	58	359	9	228	138	171	196
	17%	17%	18%	12%	16%	20%	15%	14%	19%	25%	20%	3%	18%	15%	15%	19%
						c			c	cd	b				a	a
		12%	16%	6%	6%	10%	9%	6%	5%	16%	98%	2%	62%	38%	47%	53%
TalkTalk	172	30	26	18	8	18	9	12	11	14	152	20	91	81	81	91
	8%	11%	8%	9%	6%	9%	5%	8%	12%	6%	8%	6%	7%	9%	7%	9%
		f							df							
		17%	15%	10%	5%	10%	5%	7%	7%	8%	88%	12%	53%	47%	47%	53%
EE/ Everything Everywhere	91	21	7	9	10	6	10	8	5	5	78	12	62	29	38	53
	4%	8%	2%	5%	7%	3%	5%	5%	5%	2%	4%	4%	5%	3%	3%	5%
		bei			bi										a	a
		23%	8%	10%	11%	6%	12%	9%	6%	6%	86%	14%	68%	32%	42%	58%
Plusnet	56	6	8	5	7	-	5	4	1	12	47	9	33	23	29	27
	3%	2%	3%	3%	5%	-%	2%	3%	1%	5%	3%	3%	3%	3%	3%	3%
		e	e	e	eh		e	e		eh						
		10%	15%	9%	13%	-%	9%	8%	2%	22%	84%	16%	59%	41%	52%	48%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 27

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QC7 (QC21B). SHOWCARD Which of these do you consider is your main supplier for your landline? (SINGLE CODE)

Base : Those with a landline phone at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3027	195	214	220	184	218	202	181	193	197	2140	887	1608	1413	1587	1440
Effective Weighted Sample	2073	180	203	212	170	208	195	172	183	186	1699	398	1108	982	1048	1026
Total	2157	261 12%	320 15%	198 9%	146 7%	188 9%	206 10%	155 7%	96 4%	234 11%	1839 85%	318 15%	1250 58%	902 42%	1119 52%	1038 48%
Post Office	32 1%	5 2%	3 1%	1 *	3 2%	3 1%	1 *	5 3%	1 1%	5 2%	28 2%	3 1%	12 1%	20 2%	13 1%	18 2%
Vodafone	22 1%	5 2%	3 1%	- -	2 2%	- -	2 1%	1 *	2 2%	4 2%	19 1%	4 1%	17 1%	5 1%	13 1%	9 1%
Utility Warehouse	20 1%	3 1%	2 1%	4 2%	1 *	- -	2 1%	1 1%	1 1%	5 2%	16 1%	4 1%	10 1%	9 1%	13 1%	7 1%
KComm	18 1%	- -	- -	- -	- -	1 *	* *	17 11%	- -	- -	16 1%	2 1%	11 1%	7 1%	11 1%	7 1%
SSE	8 *%	- -	- -	2 1%	1 *	- -	1 1%	- -	- -	1 *%	6 *%	2 1%	4 *%	4 *%	5 *%	3 *%
NOW TV	3 *%	- -	- -	- -	2 1%	1 *	- -	- -	- -	- -	1 *%	2 *%	2 *%	1 *%	3 *%	- -
Tesco Telecom	2 *%	1 *%	- -	- -	1 *%	- -	- -	1 1%	- -	- -	2 *%	- -	1 *%	2 *%	2 *%	1 *%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QC7 (QC21B). SHOWCARD Which of these do you consider is your main supplier for your landline? (SINGLE CODE)

Base : Those with a landline phone at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3027	195	214	220	184	218	202	181	193	197	2140	887	1608	1413	1587	1440
Effective Weighted Sample	2073	180	203	212	170	208	195	172	183	186	1699	398	1108	982	1048	1026
Total	2157	261	320	198	146	188	206	155	96	234	1839	318	1250	902	1119	1038
		12%	15%	9%	7%	9%	10%	7%	4%	11%	85%	15%	58%	42%	52%	48%
The Phone Co-op/ The Co-operative	1	-	1	-	-	-	-	-	-	-	1	-	1	-	-	1
	*%	-%	*%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	-%	*%
		-%	100%	-%	-%	-%	-%	-%	-%	-%	100%	-%	100%	-%	-%	100%
Fuel Broadband	1	-	-	-	-	-	1	-	-	-	1	-	-	1	1	-
	*%	-%	-%	-%	-%	-%	*%	-%	-%	-%	*%	-%	-%	*%	*%	-%
		-%	-%	-%	-%	-%	100%	-%	-%	-%	100%	-%	-%	100%	100%	-%
Other	31	1	13	-	4	1	3	1	*	4	22	10	13	19	18	14
	1%	1%	4%	-%	3%	*%	1%	1%	*%	2%	1%	3%	1%	2%	2%	1%
		5%	aceh 43%	-%	ce 14%	2%	10%	5%	1%	13%	69%	31%	40%	60%	57%	43%
Don't know	48	3	5	5	6	2	3	7	3	7	38	11	25	20	26	22
	2%	1%	2%	3%	4%	1%	2%	4%	3%	3%	2%	3%	2%	2%	2%	2%
		6%	10%	11%	13%	4%	7%	e 14%	5%	15%	78%	22%	52%	42%	54%	46%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 28

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI	
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d	
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497	
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442	
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74	
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%	
One	(1.0)	568	252	315	45	71	142	309	106	86	72	69	108	146	91	221	455	65	33	15
		21%	19%	23%	13%	15%	15%	33%	55%	43%	29%	9%	15%	20%	16%	33%	20%	28%	25%	20%
			a	b			abc	bcd	cd	d			ac		abc		ad			
			44%	56%	8%	13%	25%	54%	19%	15%	13%	12%	19%	26%	16%	39%	80%	11%	6%	3%
Two	(2.0)	1074	544	530	81	246	340	407	32	66	118	339	340	275	258	200	892	94	55	33
		40%	42%	39%	23%	52%	37%	44%	17%	33%	48%	45%	48%	39%	45%	30%	40%	40%	42%	45%
					acd	a	ac		a	ab	ab	bd	d	bd						
			51%	49%	8%	23%	32%	38%	3%	6%	11%	32%	32%	26%	24%	19%	83%	9%	5%	3%
Three	(3.0)	489	238	251	93	83	240	74	11	24	28	189	122	155	115	94	418	38	24	9
		18%	18%	18%	26%	17%	26%	8%	6%	12%	12%	25%	17%	22%	20%	14%	19%	16%	18%	13%
					bd	d	bd		a	a	abc		ad	d		d		d		
			49%	51%	19%	17%	49%	15%	2%	5%	6%	39%	25%	32%	23%	19%	86%	8%	5%	2%
Four or more	(4.0)	441	221	220	138	71	184	47	12	11	24	145	134	123	93	90	389	25	14	13
		16%	17%	16%	39%	15%	20%	5%	6%	6%	10%	19%	19%	17%	16%	14%	17%	11%	10%	18%
					bcd	d	bd				abc	d	d				bc			bc
			50%	50%	31%	16%	42%	11%	3%	3%	5%	33%	30%	28%	21%	20%	88%	6%	3%	3%
None	(0.0)	98	43	55	-	1	9	89	31	11	2	3	6	13	24	55	77	12	6	3
		4%	3%	4%	-%	*%	1%	10%	16%	6%	1%	*%	1%	2%	4%	8%	3%	5%	5%	4%
							abc	bcd	cd					ab	abc					
			44%	56%	-%	1%	9%	91%	32%	12%	2%	3%	7%	14%	24%	56%	78%	12%	6%	3%
Don't know		5	2	3	2	3	-	-	-	-	2	-	2	1	-	2	5	-	-	-
		*%	*%	*%	*%	1%	-%	-%	-%	-%	1%	-%	*%	*%	-%	*%	*%	-%	-%	-%
					d	cd					d									
			36%	64%	35%	65%	-%	-%	-%	-%	35%	-%	36%	29%	-%	35%	100%	-%	-%	-%
Mean mobiles in household	2.2	2.3	2.2	2.9	2.3	2.5	1.7	1.3	1.7	2.0	2.5	2.4	2.3	2.3	1.9	2.3	2.0	2.0	2.2	
				bcd	d	bd			a	ab	abc	d	d	d		bc			bc	
Standard deviation	1.07	1.06	1.09	1.06	.91	1.01	.94	1.02	.96	.92	.92	.99	1.04	1.04	1.16	1.08	1.04	1.02	1.10	
Standard error	.02	.02	.02	.05	.04	.03	.02	.06	.06	.05	.03	.03	.03	.04	.04	.02	.05	.05	.05	

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : All respondents

		ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH	
Total		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b	
Significance Level: 95%																	
Unweighted total		3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample		2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total		2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
			13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
One	(1.0)	568	60	79	40	39	50	38	63	26	61	497	70	227	339	256	312
		21%	18%	22%	18%	21%	21%	16%	28%	23%	20%	21%	20%	15%	30%	20%	22%
			11%	14%	7%	7%	9%	7%	11%	5%	11%	88%	12%	40%	60%	45%	55%
Two	(2.0)	1074	117	145	108	88	77	107	75	48	127	931	144	654	420	554	520
		40%	34%	40%	48%	46%	33%	44%	33%	42%	43%	40%	40%	42%	38%	43%	37%
			11%	14%	10%	aeg	aeg	aeg	eg	4%	12%	87%	13%	61%	39%	52%	48%
Three	(3.0)	489	61	82	31	31	53	52	39	18	51	425	64	352	134	235	254
		18%	18%	23%	14%	16%	23%	21%	17%	15%	17%	18%	18%	23%	12%	18%	18%
			13%	17%	6%	6%	11%	11%	8%	4%	10%	87%	13%	72%	27%	48%	52%
Four or more	(4.0)	441	89	43	41	29	45	40	40	20	42	376	64	303	137	196	245
		16%	26%	12%	18%	15%	19%	16%	17%	18%	14%	16%	18%	19%	12%	15%	18%
			bcdgghi				b							b			
			20%	10%	9%	7%	10%	9%	9%	5%	9%	85%	15%	69%	31%	44%	56%
None	(0.0)	98	8	11	4	4	9	8	11	3	18	85	13	12	87	45	53
		4%	2%	3%	2%	2%	4%	3%	5%	3%	6%	4%	4%	1%	8%	3%	4%
			8%	11%	4%	5%	10%	8%	11%	3%	18%	86%	14%	12%	88%	46%	54%
Don't know		5	5	-	-	-	-	-	-	-	-	5	-	5	-	-	5
		*%	1%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	-%	*%
			100%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	100%	-%	-%	100%
Mean mobiles in household		2.2	2.5	2.2	2.3	2.2	2.3	2.3	2.1	2.2	2.1	2.2	2.3	2.5	1.9	2.2	2.2
			bcdgghi											b			
Standard deviation		1.07	1.13	1.01	1.02	1.01	1.13	1.02	1.15	1.07	1.08	1.07	1.09	.99	1.10	1.04	1.10

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
Standard error	.02	.07	.07	.06	.06	.07	.07	.07	.07	.07	.02	.03	.02	.03	.02	.03

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

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Table 29

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI	
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d	
Significance Level: 95%																				
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497	
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442	
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74	
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%	
No	(0.0)	44	26	18	3	5	6	30	7	6	5	4	7	9	6	21	38	2	3	1
		2%	2%	1%	1%	1%	1%	3%	3%	3%	2%	1%	1%	1%	1%	3%	2%	1%	2%	1%
							abc	d	d	d					abc					
			59%	41%	8%	11%	15%	67%	15%	14%	12%	9%	17%	20%	15%	48%	87%	4%	6%	2%
1	(1.0)	2330	1102	1228	335	425	806	764	150	173	220	641	624	644	501	553	1946	198	119	66
		87%	85%	89%	93%	90%	88%	82%	78%	87%	90%	86%	88%	90%	86%	84%	87%	85%	90%	90%
			47%	53%	14%	18%	35%	33%	6%	7%	9%	28%	27%	28%	21%	24%	84%	9%	5%	3%
					cd	d	d			a	a	a	d	cd				b		
2	(2.0)	178	116	62	16	37	87	38	5	8	15	88	65	41	46	26	156	15	3	3
		7%	9%	5%	4%	8%	9%	4%	2%	4%	6%	12%	9%	6%	8%	4%	7%	7%	3%	4%
			b		d	ad					abc	bd		d		cd	c			
			65%	35%	9%	21%	49%	21%	3%	4%	9%	50%	37%	23%	26%	15%	88%	9%	2%	2%
3	(3.0)	12	8	4	2	3	6	2	-	-	1	7	3	3	4	2	7	4	*	*
		*%	1%	*%	1%	1%	1%	*%	-%	-%	*%	1%	*%	*%	1%	*%	*%	2%	*%	*%
																	acd			
			64%	36%	20%	21%	46%	13%	-%	-%	8%	54%	27%	27%	32%	14%	60%	36%	2%	2%
4 or more	(4.0)	8	5	3	-	1	2	5	-	-	-	1	4	1	-	3	6	1	-	-
		*%	*%	*%	-%	*%	*%	*%	-%	-%	-%	*%	1%	*%	-%	*%	*%	1%	-%	-%
			60%	40%	-%	16%	24%	60%	-%	-%	-%	16%	49%	18%	-%	33%	83%	17%	-%	-%
No mobiles in household	(0.0)	103	45	58	2	4	9	89	31	11	4	3	8	15	24	56	82	12	6	3
		4%	3%	4%	*%	1%	1%	10%	16%	6%	2%	*%	1%	2%	4%	9%	4%	5%	5%	4%
							abc	bcd	cd						ab	abc				
			44%	56%	2%	4%	8%	86%	30%	11%	4%	3%	8%	14%	23%	55%	79%	12%	6%	3%
Mean mobiles used	1.0	1.1	1.0	1.0	1.1	1.1	.9	.8	.9	1.0	1.1	1.1	1.0	1.0	1.0	.9	1.0	1.1	1.0	1.0
			b		d	d	ad		a	ab	abc	bcd	d	d		c	cd			
Standard deviation	.41	.44	.37	.29	.37	.38	.47	.44	.35	.34	.40	.41	.35	.39	.45	.40	.50	.32	.34	
Standard error	.01	.01	.01	.01	.02	.01	.01	.03	.02	.02	.01	.01	.01	.01	.01	.01	.02	.01	.02	

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 29

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
PERSONALLY USE MOBILE																			
Yes	2528	1230	1298	354	466	900	808	155	180	237	737	696	690	550	583	2116	219	123	70
	94%	95%	94%	99%	98%	98%	87%	80%	91%	96%	99%	98%	97%	95%	88%	95%	94%	93%	94%
		49%	51%	14%	18%	36%	32%	6%	7%	9%	29%	28%	27%	22%	23%	84%	9%	5%	3%
No	147	71	76	5	8	15	119	38	18	9	8	16	24	30	78	120	14	9	4
	6%	5%	6%	1%	2%	2%	13%	20%	9%	4%	1%	2%	3%	5%	12%	5%	6%	7%	6%
		48%	52%	3%	6%	10%	81%	26%	12%	6%	5%	11%	16%	20%	53%	82%	9%	6%	3%

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

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

Base : All respondents

		ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL		
		Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
			a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																	
Unweighted total		3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample		2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total		2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
			13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
No	(0.0)	44	5	9	4	2	3	6	2	1	6	41	4	7	37	20	24
		2%	1%	3%	2%	1%	1%	3%	1%	1%	2%	2%	1%	*	3%	2%	2%
															a		
			11%	21%	10%	4%	6%	14%	4%	3%	13%	92%	8%	17%	83%	46%	54%
1	(1.0)	2330	278	310	198	175	203	218	198	106	260	2027	303	1371	953	1131	1199
		87%	82%	86%	88%	91%	86%	89%	87%	93%	87%	87%	85%	88%	85%	88%	86%
						a		a		abeg				b			
			12%	13%	9%	8%	9%	9%	8%	5%	11%	87%	13%	59%	41%	49%	51%
2	(2.0)	178	44	23	17	8	16	14	17	3	14	146	32	143	35	80	98
		7%	13%	6%	7%	4%	7%	6%	7%	3%	5%	6%	9%	9%	3%	6%	7%
			bcddefghi		h		h		h					b			
			25%	13%	9%	5%	9%	8%	9%	2%	8%	82%	18%	80%	20%	45%	55%
3	(3.0)	12	-	3	-	1	3	-	-	-	-	10	2	11	1	4	8
		*%	-%	1%	-%	1%	1%	-%	-%	-%	-%	*%	1%	1%	*%	*%	1%
														b			
			-%	27%	-%	8%	25%	-%	-%	-%	-%	80%	20%	95%	5%	32%	68%
4 or more	(4.0)	8	-	3	1	1	1	-	-	1	-	6	1	3	5	6	2
		*%	-%	1%	*%	1%	*%	-%	-%	1%	-%	*%	*%	*%	*%	*%	*%
			-%	38%	13%	16%	7%	-%	-%	9%	-%	82%	18%	34%	66%	76%	24%
No mobiles in household	(0.0)	103	13	11	4	4	9	8	11	3	18	90	13	16	87	45	58
		4%	4%	3%	2%	2%	4%	3%	5%	3%	6%	4%	4%	1%	8%	3%	4%
											c			a			
			12%	11%	4%	4%	9%	8%	10%	3%	17%	87%	13%	16%	84%	44%	56%
Mean mobiles used	1.0	1.1	1.0	1.1	1.0	1.1	1.0	1.0	1.0	1.0	1.0	1.0	1.1	1.1	.9	1.0	1.0
			fi	i	i	i	i					a		b			

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
Standard deviation	.41	.42	.48	.39	.39	.44	.34	.36	.35	.36	.40	.44	.38	.42	.41	.41
Standard error	.01	.03	.03	.02	.02	.03	.02	.02	.02	.02	.01	.01	.01	.01	.01	.01
PERSONALLY USE MOBILE																
Yes	2528	322	340	216	185	223	231	215	110	274	2189	339	1528	993	1221	1307
	94%	95%	94%	96%	97%	95%	94%	94%	96%	92%	94%	95%	98%	89%	95%	94%
		13%	13%	9%	7%	9%	9%	9%	4%	11%	87%	13%	60%	39%	48%	52%
No	147	18	21	8	6	12	14	13	4	24	130	17	24	123	65	82
	6%	5%	6%	4%	3%	5%	6%	6%	4%	8%	6%	5%	2%	11%	5%	6%
		12%	14%	6%	4%	8%	10%	9%	3%	16%	88%	12%	16%	84%	44%	56%

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

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

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3505	1708	1797	512	577	1153	1262	240	254	353	874	830	1068	710	887	2128	462	449	466
Effective Weighted Sample	2430	1182	1248	348	419	787	905	173	184	232	646	578	756	493	631	1852	316	314	413
Total	2528	1230	1298	354	466	900	808	155	180	237	737	696	690	550	583	2116	219	123	70
		49%	51%	14%	18%	36%	32%	6%	7%	9%	29%	28%	27%	22%	23%	84%	9%	5%	3%
EE	637	322	315	112	124	239	162	31	37	41	214	192	171	144	125	546	41	45	4
	25%	26%	24%	32%	27%	27%	20%	20%	21%	17%	29%	28%	25%	26%	21%	26%	19%	37%	6%
				d	d	d				abc	d				bd	d	abd		
		51%	49%	18%	20%	38%	25%	5%	6%	6%	34%	30%	27%	23%	20%	86%	7%	7%	1%
O2	562	255	307	74	111	203	175	35	34	52	174	163	166	120	112	456	57	12	37
	22%	21%	24%	21%	24%	23%	22%	23%	19%	22%	24%	23%	24%	22%	19%	22%	26%	10%	53%
		45%	55%	13%	20%	36%	31%	6%	6%	9%	31%	29%	30%	21%	20%	81%	10%	2%	7%
Vodafone	351	167	184	51	60	142	98	18	29	39	92	97	95	74	85	281	40	20	10
	14%	14%	14%	15%	13%	16%	12%	12%	16%	16%	12%	14%	14%	13%	15%	13%	18%	16%	15%
						d											a		
		48%	52%	15%	17%	40%	28%	5%	8%	11%	26%	28%	27%	21%	24%	80%	11%	6%	3%
'3'	252	141	111	32	74	93	53	10	13	18	95	72	73	58	49	218	19	9	6
	10%	11%	9%	9%	16%	10%	7%	7%	7%	7%	13%	10%	11%	10%	8%	10%	9%	7%	9%
		b			acd	d					abc								
		56%	44%	13%	29%	37%	21%	4%	5%	7%	38%	28%	29%	23%	20%	87%	7%	4%	2%
Tesco	207	93	114	29	19	60	99	23	25	26	37	28	60	52	66	164	24	13	5
	8%	8%	9%	8%	4%	7%	12%	15%	14%	11%	5%	4%	9%	10%	11%	8%	11%	11%	8%
				b			abc	d	d	d			a	a	a				
		45%	55%	14%	9%	29%	48%	11%	12%	13%	18%	14%	29%	25%	32%	79%	12%	6%	3%
Virgin Media/ Any Virgin	140	56	84	10	15	50	65	7	11	17	30	37	40	29	34	124	9	7	*
	6%	5%	6%	3%	3%	6%	8%	4%	6%	7%	4%	5%	6%	5%	6%	6%	4%	6%	1%
			a				abc			d					d	d	d		
		40%	60%	7%	11%	36%	46%	5%	8%	12%	21%	26%	28%	21%	25%	89%	6%	5%	1%
Giffgaff	96	49	47	26	29	26	16	7	9	8	25	21	22	18	34	81	8	5	2
	4%	4%	4%	7%	6%	3%	2%	5%	5%	4%	3%	3%	3%	3%	6%	4%	4%	4%	3%
				cd	cd										abc				
		51%	49%	27%	30%	27%	16%	8%	10%	9%	26%	22%	23%	19%	36%	84%	8%	5%	2%

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

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3505	1708	1797	512	577	1153	1262	240	254	353	874	830	1068	710	887	2128	462	449	466
Effective Weighted Sample	2430	1182	1248	348	419	787	905	173	184	232	646	578	756	493	631	1852	316	314	413
Total	2528	1230	1298	354	466	900	808	155	180	237	737	696	690	550	583	2116	219	123	70
		49%	51%	14%	18%	36%	32%	6%	7%	9%	29%	28%	27%	22%	23%	84%	9%	5%	3%
BT	55	28	26	1	4	16	33	3	5	4	17	21	11	11	11	44	7	3	-
	2%	2%	2%	*%	1%	2%	4%	2%	3%	1%	2%	3%	2%	2%	2%	2%	3%	3%	-%
							abc									d	d	d	
		52%	48%	2%	7%	30%	60%	5%	8%	6%	31%	38%	21%	20%	21%	80%	14%	6%	-%
TalkTalk	50	27	23	4	6	13	28	5	2	14	10	13	12	11	14	46	2	1	1
	2%	2%	2%	1%	1%	1%	3%	3%	1%	6%	1%	2%	2%	2%	2%	2%	1%	1%	2%
							abc			bd									
		54%	46%	8%	12%	25%	55%	10%	4%	28%	20%	26%	24%	22%	28%	91%	4%	2%	2%
Orange	28	10	18	3	2	7	17	2	2	3	6	7	8	6	7	23	2	2	1
	1%	1%	1%	1%	*%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
							bc												
		37%	63%	9%	6%	24%	61%	9%	7%	11%	22%	23%	30%	20%	26%	82%	8%	7%	4%
T-Mobile	21	11	10	*	1	10	10	4	2	-	6	7	8	1	5	19	1	*	*
	1%	1%	1%	*%	*%	1%	1%	3%	1%	-%	1%	1%	1%	*%	1%	1%	*%	*%	*%
							cd												
		53%	47%	1%	6%	48%	45%	21%	11%	-%	26%	34%	39%	5%	22%	92%	5%	2%	1%
Sky	17	6	11	2	5	5	5	*	1	2	5	3	5	4	5	14	2	*	1
	1%	1%	1%	1%	1%	1%	1%	*%	*%	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%
		38%	62%	11%	31%	29%	29%	1%	4%	14%	29%	19%	28%	25%	28%	84%	11%	2%	3%
Lycatel	14	7	7	2	2	8	2	-	3	3	3	3	2	3	7	14	-	-	*
	1%	1%	1%	*%	*%	1%	*%	-%	1%	1%	*%	*%	*%	*%	1%	1%	-%	-%	*%
		50%	50%	11%	15%	58%	16%	-%	19%	22%	21%	19%	15%	19%	47%	99%	-%	-%	1%
iD Mobile (Carphone Warehouse)	13	6	8	2	2	4	5	1	-	2	4	4	1	2	6	12	1	1	-
	1%	*%	1%	1%	*%	*%	1%	*%	-%	1%	*%	1%	*%	*%	1%	1%	*%	1%	-%
														b					
		43%	57%	14%	13%	33%	39%	6%	-%	14%	27%	30%	10%	13%	47%	91%	4%	5%	-%

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

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

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3505	1708	1797	512	577	1153	1262	240	254	353	874	830	1068	710	887	2128	462	449	466
Effective Weighted Sample	2430	1182	1248	348	419	787	905	173	184	232	646	578	756	493	631	1852	316	314	413
Total	2528	1230	1298	354	466	900	808	155	180	237	737	696	690	550	583	2116	219	123	70
		49%	51%	14%	18%	36%	32%	6%	7%	9%	29%	28%	27%	22%	23%	84%	9%	5%	3%
Talk Mobile	13	6	6	3	2	4	4	2	1	1	5	5	2	3	3	11	1	1	-
	1%	1%	*%	1%	*%	*%	*%	1%	*%	1%	1%	1%	*%	1%	1%	1%	*%	1%	-%
		50%	50%	25%	15%	32%	28%	13%	7%	9%	40%	40%	13%	23%	24%	88%	5%	7%	-%
Plusnet	11	9	2	-	3	2	6	-	1	1	5	4	3	2	2	8	2	*	*
	*%	1%	*%	-%	1%	*%	1%	-%	1%	*%	1%	1%	*%	*%	*%	*%	1%	*%	1%
		b																	
		81%	19%	-%	27%	19%	55%	-%	10%	8%	44%	36%	26%	20%	18%	75%	17%	4%	4%
Asda	9	6	2	1	1	2	5	1	1	-	1	4	1	2	2	5	3	*	-
	*%	1%	*%	*%	*%	*%	1%	1%	1%	-%	*%	1%	*%	*%	*%	*%	1%	*%	-%
																	ad		
		72%	28%	10%	10%	22%	57%	14%	12%	-%	10%	39%	13%	20%	28%	61%	34%	4%	-%
Lebara	9	3	6	*	5	2	1	*	-	1	2	3	-	2	3	8	-	-	*
	*%	*%	*%	*%	1%	*%	*%	*%	-%	*%	*%	*%	-%	*%	1%	*%	-%	-%	*%
					d										b				
		31%	69%	5%	58%	28%	8%	2%	-%	13%	28%	32%	-%	28%	40%	98%	-%	-%	2%
Utility Warehouse	8	4	3	*	1	1	6	-	2	2	2	2	1	2	2	7	*	*	-
	*%	*%	*%	*%	*%	*%	1%	-%	1%	1%	*%	*%	*%	*%	*%	*%	*%	*%	-%
		57%	43%	2%	10%	14%	73%	-%	21%	21%	23%	23%	17%	33%	28%	93%	2%	5%	-%
Other	8	7	1	1	1	5	1	1	-	-	2	5	2	1	1	8	-	*	-
	*%	1%	*%	*%	*%	1%	*%	1%	-%	-%	*%	1%	*%	*%	*%	*%	-%	*%	-%
		83%	17%	13%	13%	65%	8%	12%	-%	-%	23%	58%	22%	8%	12%	99%	-%	1%	-%
Don't know	28	16	12	1	*	7	20	4	3	2	4	6	6	6	9	25	1	1	1
	1%	1%	1%	*%	*%	1%	3%	2%	2%	1%	1%	1%	1%	1%	2%	1%	*%	1%	1%
						abc		d											
		56%	44%	2%	1%	23%	73%	14%	10%	7%	15%	20%	23%	22%	32%	91%	2%	4%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 30

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

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

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3505	238	224	240	238	256	226	256	220	230	2558	947	1954	1543	1716	1789
Effective Weighted Sample	2430	220	212	231	221	245	218	242	208	216	2030	427	1358	1093	1138	1295
Total	2528	322	340	216	185	223	231	215	110	274	2189	339	1528	993	1221	1307
		13%	13%	9%	7%	9%	9%	9%	4%	11%	87%	13%	60%	39%	48%	52%
EE	637	93	79	67	49	65	42	50	36	65	558	79	424	213	309	328
	25%	29%	23%	31%	27%	29%	18%	23%	33%	24%	25%	23%	28%	21%	25%	25%
		f	f	f	f	f	bf	g	bf	gi			b			
		15%	12%	10%	8%	10%	7%	8%	6%	10%	88%	12%	67%	33%	48%	52%
O2	562	58	85	51	32	42	59	43	17	68	477	85	357	204	286	276
	22%	18%	25%	23%	17%	19%	26%	20%	16%	25%	22%	25%	23%	21%	23%	21%
		dh	dh	h	dh	dh	dh	dh	h	h						
		10%	15%	9%	6%	7%	11%	8%	3%	12%	85%	15%	63%	36%	51%	49%
Vodafone	351	33	52	22	29	23	37	30	18	37	294	57	213	137	175	176
	14%	10%	15%	10%	16%	10%	16%	14%	16%	13%	13%	17%	14%	14%	14%	13%
		9%	15%	6%	8%	6%	11%	9%	5%	11%	84%	16%	61%	39%	50%	50%
'3'	252	50	24	21	15	28	23	24	13	21	227	24	176	74	96	155
	10%	16%	7%	10%	8%	12%	10%	11%	12%	8%	10%	7%	12%	7%	8%	12%
		bdi									b		b		a	
		20%	9%	8%	6%	11%	9%	10%	5%	8%	90%	10%	70%	29%	38%	62%
Tesco	207	10	29	20	18	18	22	15	6	26	176	31	98	109	104	103
	8%	3%	8%	9%	10%	8%	9%	7%	6%	10%	8%	9%	6%	11%	9%	8%
			a	a	a	a	a			a			a			
		5%	14%	10%	9%	9%	11%	7%	3%	13%	85%	15%	47%	53%	50%	50%
Virgin Media/ Any Virgin	140	23	20	7	11	14	14	13	8	15	133	7	77	63	70	71
	6%	7%	6%	3%	6%	6%	6%	6%	7%	5%	6%	2%	5%	6%	6%	5%
		c									b					
		17%	14%	5%	8%	10%	10%	9%	5%	11%	95%	5%	55%	45%	50%	50%
Giffgaff	96	8	12	6	6	12	9	12	3	13	86	10	55	41	39	57
	4%	3%	3%	3%	3%	5%	4%	6%	3%	5%	4%	3%	4%	4%	3%	4%
		9%	12%	6%	6%	12%	9%	13%	4%	14%	90%	10%	57%	43%	40%	60%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 30

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

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

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3505	238	224	240	238	256	226	256	220	230	2558	947	1954	1543	1716	1789
Effective Weighted Sample	2430	220	212	231	221	245	218	242	208	216	2030	427	1358	1093	1138	1295
Total	2528	322	340	216	185	223	231	215	110	274	2189	339	1528	993	1221	1307
		13%	13%	9%	7%	9%	9%	9%	4%	11%	87%	13%	60%	39%	48%	52%
BT	55	2	9	8	4	4	8	6	1	3	39	16	21	34	39	15
	2%	1%	3%	3%	2%	2%	4%	3%	1%	1%	2%	5%	1%	3%	3%	1%
			a	a			a					a		a	b	
		4%	16%	14%	7%	7%	15%	11%	3%	5%	71%	29%	38%	62%	72%	28%
TalkTalk	50	11	11	4	4	4	2	4	2	3	44	6	24	26	21	29
	2%	3%	3%	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%	3%	2%	2%
		21%	22%	8%	8%	8%	4%	8%	5%	7%	88%	12%	48%	52%	42%	58%
Orange	28	5	5	2	4	2	1	2	-	1	24	4	11	17	17	11
	1%	2%	1%	1%	2%	1%	1%	1%	-%	*%	1%	1%	1%	2%	1%	1%
				h										a		
		18%	17%	8%	16%	8%	5%	8%	-%	2%	87%	13%	39%	61%	61%	39%
T-Mobile	21	8	1	1	1	3	-	1	1	3	20	1	14	7	7	14
	1%	3%	*%	*%	*%	1%	-%	1%	*%	1%	1%	*%	1%	1%	1%	1%
		cdf														
		40%	6%	4%	3%	14%	-%	6%	2%	16%	95%	5%	65%	35%	35%	65%
Sky	17	-	2	2	2	-	3	5	-	1	12	5	11	6	13	4
	1%	-%	1%	1%	1%	-%	1%	2%	-%	*%	1%	2%	1%	1%	1%	*%
							ae	h				a			b	
		-%	12%	10%	13%	-%	16%	28%	-%	5%	69%	31%	63%	37%	76%	24%
Lycatel	14	10	-	1	*	-	-	1	-	2	14	*	8	6	-	14
	1%	3%	-%	*%	*%	-%	-%	*%	-%	1%	1%	*%	1%	1%	-%	1%
		bcdefgh													a	
		70%	-%	4%	3%	-%	-%	7%	-%	16%	99%	1%	60%	40%	-%	100%
iD Mobile (Carphone Warehouse)	13	1	2	2	2	1	4	-	-	1	13	1	5	9	8	5
	1%	*%	1%	1%	1%	*%	2%	-%	-%	*%	1%	*%	*%	1%	1%	*%
							g									
		6%	14%	15%	12%	7%	28%	-%	-%	9%	94%	6%	37%	63%	59%	41%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 30

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

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3505	238	224	240	238	256	226	256	220	230	2558	947	1954	1543	1716	1789
Effective Weighted Sample	2430	220	212	231	221	245	218	242	208	216	2030	427	1358	1093	1138	1295
Total	2528	322	340	216	185	223	231	215	110	274	2189	339	1528	993	1221	1307
		13%	13%	9%	7%	9%	9%	9%	4%	11%	87%	13%	60%	39%	48%	52%
Talk Mobile	13	-	2	1	1	1	4	2	1	-	9	3	6	7	8	5
	1%	-%	*%	1%	*%	*%	2%	1%	*%	-%	*%	1%	*%	1%	1%	*%
							ai									
		-%	13%	9%	7%	6%	35%	14%	4%	-%	74%	26%	43%	57%	63%	37%
Plusnet	11	3	-	1	1	-	-	1	1	2	10	1	4	7	3	8
	*%	1%	-%	1%	1%	-%	-%	*%	1%	1%	*%	*%	*%	1%	*%	1%
		23%	-%	10%	11%	-%	-%	7%	7%	17%	91%	9%	41%	59%	27%	73%
Asda	9	-	-	-	2	1	1	2	*	-	9	*	3	6	3	6
	*%	-%	-%	-%	1%	*%	*%	1%	*%	-%	*%	*%	*%	1%	*%	*%
		-%	-%	-%	17%	9%	11%	19%	5%	-%	97%	3%	35%	65%	29%	71%
Lebara	9	5	-	-	*	2	-	1	-	-	8	1	5	3	2	6
	*%	2%	-%	-%	*%	1%	-%	*%	-%	-%	*%	*%	*%	*%	*%	*%
		59%	-%	-%	5%	26%	-%	8%	-%	-%	89%	11%	60%	35%	26%	74%
Utility Warehouse	8	1	-	-	1	-	1	-	1	4	6	2	3	4	6	2
	*%	*%	-%	-%	*%	-%	*%	-%	*%	1%	*%	1%	*%	*%	*%	*%
		19%	-%	-%	10%	-%	10%	-%	7%	47%	73%	27%	44%	56%	78%	22%
Other	8	-	2	-	1	1	-	1	*	3	8	*	5	3	2	6
	*%	-%	1%	-%	*%	*%	-%	1%	*%	1%	*%	*%	*%	*%	*%	*%
		-%	23%	-%	9%	8%	-%	13%	4%	42%	99%	1%	67%	33%	23%	77%
Don't know	28	1	6	2	2	3	1	3	1	7	23	4	7	18	13	14
	1%	*%	2%	1%	1%	1%	*%	1%	1%	2%	1%	1%	*%	2%	1%	1%
														a		
		5%	21%	6%	7%	11%	4%	10%	5%	24%	84%	16%	26%	64%	48%	52%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 31

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QD4 (QD24B). Do you personally use a smartphone? IF UNSURE - A smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally surf the internet. Popular brands of smartphone include BlackBerry, iPhone and Android phones such as the Samsung Galaxy S6.

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3505	1708	1797	512	577	1153	1262	240	254	353	874	830	1068	710	887	2128	462	449	466
Effective Weighted Sample	2430	1182	1248	348	419	787	905	173	184	232	646	578	756	493	631	1852	316	314	413
Total	2528	1230	1298	354	466	900	808	155	180	237	737	696	690	550	583	2116	219	123	70
Yes	2095	1021	1074	340	450	833	473	100	127	181	692	630	595	452	413	1761	180	96	59
	83%	83%	83%	96%	97%	93%	58%	64%	71%	77%	94%	91%	86%	82%	71%	83%	82%	78%	85%
		49%	51%	14%	18%	36%	32%	6%	7%	9%	29%	28%	27%	22%	23%	84%	9%	5%	3%
				cd	cd	d				a	abc	bcd	cd	d	c			c	
				16%	21%	40%	23%	5%	6%	9%	33%	30%	28%	22%	20%	84%	9%	5%	3%
No	428	206	222	14	16	67	332	54	52	55	46	66	94	98	168	351	40	26	11
	17%	17%	17%	4%	3%	7%	41%	35%	29%	23%	6%	9%	14%	18%	29%	17%	18%	21%	15%
						ab	abc	cd	d	d			a	ab	abc			ad	
				3%	4%	16%	77%	13%	12%	13%	11%	15%	22%	23%	39%	82%	9%	6%	2%
Don't know	4	2	2	-	-	-	4	1	1	-	-	*	1	-	2	4	-	*	*
	0.16%	0.08%	0.08%	-0.04%	-0.04%	-0.04%	0.16%	0.16%	0.08%	-0.04%	-0.04%	0.16%	0.08%	-0.04%	0.16%	0.16%	-0.04%	0.16%	0.16%
						c													
				-0.04%	-0.04%	-0.04%	100%	21%	17%	-0.04%	-0.04%	9%	32%	-0.04%	59%	89%	-0.04%	9%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QD4 (QD24B). Do you personally use a smartphone? IF UNSURE - A smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally surf the internet. Popular brands of smartphone include BlackBerry, iPhone and Android phones such as the Samsung Galaxy S6.

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3505	238	224	240	238	256	226	256	220	230	2558	947	1954	1543	1716	1789
Effective Weighted Sample	2430	220	212	231	221	245	218	242	208	216	2030	427	1358	1093	1138	1295
Total	2528	322	340	216	185	223	231	215	110	274	2189	339	1528	993	1221	1307
		13%	13%	9%	7%	9%	9%	9%	4%	11%	87%	13%	60%	39%	48%	52%
Yes	2095	289	278	178	152	166	198	182	94	223	1825	270	1417	672	1012	1084
	83%	90%	82%	83%	82%	75%	86%	84%	85%	81%	83%	80%	93%	68%	83%	83%
		bcdei		e		e	e	e	e				b			
		14%	13%	9%	7%	8%	9%	9%	4%	11%	87%	13%	68%	32%	48%	52%
No	428	33	60	37	33	56	33	33	16	51	361	68	111	317	205	223
	17%	10%	18%	17%	18%	25%	14%	15%	15%	19%	16%	20%	7%	32%	17%	17%
			a	a	a	abcdfgh				a				a		
		8%	14%	9%	8%	13%	8%	8%	4%	12%	84%	16%	26%	74%	48%	52%
Don't know	4	-	1	1	1	-	-	1	-	-	3	1	-	4	4	*
	*%	-%	*%	*%	*%	-%	-%	*%	-%	-%	*%	*%	-%	*%	*%	*%
														a	b	
		-%	32%	18%	17%	-%	-%	21%	-%	-%	80%	20%	-%	100%	98%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 32

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

QD4 (QD24B). Do you personally use a smartphone? IF UNSURE - A smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally surf the internet. Popular brands of smartphone include BlackBerry, iPhone and Android phones such as the Samsung Galaxy S6.

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Yes	2095	1021	1074	340	450	833	473	100	127	181	692	630	595	452	413	1761	180	96	59
	78%	79%	78%	95%	95%	91%	51%	52%	64%	74%	93%	89%	83%	78%	63%	79%	77%	73%	80%
		49%	51%	16%	21%	40%	23%	5%	6%	9%	33%	30%	28%	22%	20%	84%	9%	5%	3%
No	428	206	222	14	16	67	332	54	52	55	46	66	94	98	168	351	40	26	11
	16%	16%	16%	4%	3%	7%	36%	28%	26%	22%	6%	9%	13%	17%	25%	16%	17%	20%	14%
		48%	52%	3%	4%	16%	77%	13%	12%	13%	11%	15%	22%	23%	39%	82%	9%	6%	2%
Don't know	4	2	2	-	-	-	4	1	1	-	-	*	1	-	2	4	-	*	*
	*%	*%	*%	-%	-%	-%	*%	*%	*%	-%	-%	*%	*%	-%	*%	*%	-%	*%	*%
		43%	57%	-%	-%	-%	100%	21%	17%	-%	-%	9%	32%	-%	59%	89%	-%	9%	2%
DO NOT PERSONALLY USE A MOBILE PHONE	147	71	76	5	8	15	119	38	18	9	8	16	24	30	78	120	14	9	4
	6%	5%	6%	1%	2%	2%	13%	20%	9%	4%	1%	2%	3%	5%	12%	5%	6%	7%	6%
		48%	52%	3%	6%	10%	81%	26%	12%	6%	5%	11%	16%	20%	53%	82%	9%	6%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 32

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

QD4 (QD24B). Do you personally use a smartphone? IF UNSURE - A smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally surf the internet. Popular brands of smartphone include BlackBerry, iPhone and Android phones such as the Samsung Galaxy S6.

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Yes	2095	289	278	178	152	166	198	182	94	223	1825	270	1417	672	1012	1084
	78%	85%	77%	80%	79%	71%	81%	80%	82%	75%	79%	76%	91%	60%	79%	78%
		bei	e	e	e	e	e	e	e	e	b	b	b	a	a	a
		14%	13%	9%	7%	8%	9%	9%	4%	11%	87%	13%	68%	32%	48%	52%
No	428	33	60	37	33	56	33	33	16	51	361	68	111	317	205	223
	16%	10%	17%	16%	17%	24%	14%	14%	14%	17%	16%	19%	7%	28%	16%	16%
		8%	a	a	a	abcfgh	8%	8%	4%	12%	84%	16%	26%	74%	48%	52%
Don't know	4	-	1	1	1	-	-	1	-	-	3	1	-	4	4	*
	*%	-%	*%	*%	*%	-%	-%	*%	-%	-%	*%	*%	-%	*%	*%	*%
		-%	32%	18%	17%	-%	-%	21%	-%	-%	80%	20%	-%	100%	98%	2%
DO NOT PERSONALLY USE A MOBILE PHONE	147	18	21	8	6	12	14	13	4	24	130	17	24	123	65	82
	6%	5%	6%	4%	3%	5%	6%	6%	4%	8%	6%	5%	2%	11%	5%	6%
		12%	14%	6%	4%	8%	10%	9%	3%	16%	88%	12%	16%	84%	44%	56%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2821	1377	1444	494	553	1055	718	144	172	272	812	723	915	569	607	1721	369	339	392
Effective Weighted Sample	1959	955	1004	334	401	723	518	108	125	178	602	513	647	395	429	1501	255	237	348
Total	2095	1021	1074	340	450	833	473	100	127	181	692	630	595	452	413	1761	180	96	59
		49%	51%	16%	21%	40%	23%	5%	6%	9%	33%	30%	28%	22%	20%	84%	9%	5%	3%
Apple iPhone	1003	489	514	212	226	390	175	33	48	68	357	325	318	207	151	859	80	36	28
	48%	48%	48%	62%	50%	47%	37%	33%	37%	38%	52%	52%	53%	46%	36%	49%	45%	37%	48%
				bcd	d	d				abc	d	d	cd	d	c			c	
		49%	51%	21%	23%	39%	17%	3%	5%	7%	36%	32%	32%	21%	15%	86%	8%	4%	3%
Samsung	727	351	376	86	158	305	178	40	52	74	236	208	187	164	166	610	59	35	23
	35%	34%	35%	25%	35%	37%	38%	40%	41%	41%	34%	33%	31%	36%	40%	35%	33%	37%	39%
		48%	52%	12%	22%	42%	25%	5%	7%	10%	33%	29%	26%	23%	23%	84%	8%	5%	3%
Sony Xperia	91	49	42	10	14	42	25	7	6	10	26	23	20	19	29	71	10	8	2
	4%	5%	4%	3%	3%	5%	5%	7%	4%	5%	4%	4%	3%	4%	7%	4%	5%	8%	4%
															ab			ad	
		54%	46%	11%	16%	46%	27%	8%	6%	11%	28%	25%	22%	21%	32%	78%	11%	9%	2%
HTC	45	18	27	5	17	17	5	5	2	3	12	13	10	8	13	36	5	3	1
	2%	2%	3%	2%	4%	2%	1%	5%	2%	1%	2%	2%	2%	2%	3%	2%	3%	3%	2%
					d			d											
		39%	61%	12%	38%	38%	12%	11%	5%	6%	26%	29%	22%	18%	29%	80%	11%	6%	3%
Motorola	38	23	15	1	7	15	15	3	4	2	11	11	8	9	11	31	6	*	1
	2%	2%	1%	*	2%	2%	3%	3%	3%	1%	2%	2%	1%	2%	3%	2%	3%	*	1%
						a	a										c		
		60%	40%	2%	19%	39%	41%	8%	11%	5%	29%	29%	20%	23%	28%	81%	16%	1%	2%
Nokia	34	15	20	5	4	10	16	3	4	5	5	9	8	3	15	31	2	1	-
	2%	1%	2%	2%	1%	1%	3%	3%	3%	3%	1%	1%	1%	1%	4%	2%	1%	1%	-%
							bc	d	d	d					abc	d	d	d	
		43%	57%	16%	10%	28%	46%	10%	11%	15%	14%	25%	23%	10%	42%	89%	7%	4%	-%
LG	32	17	15	4	8	8	12	1	2	7	13	10	6	12	4	22	4	4	1
	2%	2%	1%	1%	2%	1%	3%	1%	2%	4%	2%	2%	1%	3%	1%	1%	2%	5%	2%
							c							b				ad	
		54%	46%	11%	24%	26%	39%	3%	7%	22%	41%	30%	19%	38%	14%	69%	14%	14%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	2821	1377	1444	494	553	1055	718	144	172	272	812	723	915	569	607	1721	369	339	392
Effective Weighted Sample	1959	955	1004	334	401	723	518	108	125	178	602	513	647	395	429	1501	255	237	348
Total	2095	1021	1074	340	450	833	473	100	127	181	692	630	595	452	413	1761	180	96	59
		49%	51%	16%	21%	40%	23%	5%	6%	9%	33%	30%	28%	22%	20%	84%	9%	5%	3%
Huawei	21	8	12	2	3	10	6	1	2	1	4	2	6	6	6	18	1	1	1
	1%	1%	1%	1%	1%	1%	1%	1%	2%	*%	1%	*%	1%	1%	2%	1%	1%	1%	1%
														a					
		41%	59%	9%	16%	48%	27%	3%	11%	3%	18%	10%	29%	30%	31%	85%	6%	6%	3%
Alcatel	13	2	11	1	*	7	5	1	1	2	4	3	3	3	3	11	2	*	-
	1%	*%	1%	*%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	-%
			a			b													
		16%	84%	6%	1%	56%	38%	10%	5%	17%	31%	26%	26%	26%	21%	83%	17%	1%	-%
Google	12	8	4	4	5	3	2	-	-	1	5	3	6	3	-	9	1	2	-
	1%	1%	*%	1%	1%	*%	*%	-%	-%	1%	1%	*%	1%	1%	-%	1%	1%	2%	-%
													d					d	
		67%	33%	29%	37%	21%	13%	-%	-%	9%	44%	24%	50%	25%	-%	79%	9%	13%	-%
BlackBerry	8	5	4	2	*	6	*	1	2	-	3	4	1	1	2	5	2	1	1
	*%	*%	*%	1%	*%	1%	*%	1%	1%	-%	*%	1%	*%	*%	1%	*%	1%	1%	1%
																a		a	
		55%	45%	22%	2%	74%	3%	7%	23%	-%	35%	44%	13%	13%	29%	60%	25%	7%	9%
Nexus	7	4	2	1	2	3	1	-	1	*	4	2	1	3	-	6	1	*	-
	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	1%	*%	*%	1%	-%	*%	*%	*%	-%
		66%	34%	8%	29%	43%	20%	-%	8%	7%	54%	32%	20%	48%	-%	85%	8%	7%	-%
Microsoft	7	4	3	-	2	3	2	-	-	1	3	3	1	3	-	6	-	1	*
	*%	*%	*%	-%	*%	*%	*%	-%	-%	*%	*%	1%	*%	1%	-%	*%	-%	1%	*%
		60%	40%	-%	27%	39%	34%	-%	-%	12%	45%	52%	10%	38%	-%	87%	-%	10%	2%
Other	36	21	15	9	3	8	16	2	1	6	6	10	13	5	7	31	3	2	*
	2%	2%	1%	3%	1%	1%	3%	2%	1%	3%	1%	2%	2%	1%	2%	2%	2%	2%	1%
				bc			bc			d									
		59%	41%	25%	9%	23%	43%	5%	4%	16%	17%	29%	37%	15%	19%	85%	8%	5%	1%

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

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

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2821	1377	1444	494	553	1055	718	144	172	272	812	723	915	569	607	1721	369	339	392
Effective Weighted Sample	1959	955	1004	334	401	723	518	108	125	178	602	513	647	395	429	1501	255	237	348
Total	2095	1021	1074	340	450	833	473	100	127	181	692	630	595	452	413	1761	180	96	59
		49%	51%	16%	21%	40%	23%	5%	6%	9%	33%	30%	28%	22%	20%	84%	9%	5%	3%
Don't know	23	8	15	-	1	8	14	3	2	2	3	4	7	5	6	17	3	1	1
	1%	1%	1%	-%	*%	1%	3%	3%	2%	1%	*%	1%	1%	1%	1%	1%	2%	1%	2%
							abc	d											
		33%	67%	-%	4%	35%	62%	13%	10%	8%	12%	18%	29%	20%	26%	76%	14%	6%	4%

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

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

Base : Those with a smartphone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2821	209	179	193	192	183	187	213	182	183	2080	741	1793	1020	1381	1440
Effective Weighted Sample	1959	194	170	186	179	175	182	201	173	172	1649	331	1251	718	915	1046
Total	2095	289	278	178	152	166	198	182	94	223	1825	270	1417	672	1012	1084
		14%	13%	9%	7%	8%	9%	9%	4%	11%	87%	13%	68%	32%	48%	52%
Apple iPhone	1003	147	127	85	62	99	102	83	45	108	861	141	720	280	491	512
	48%	51%	46%	48%	41%	60%	52%	46%	48%	48%	47%	52%	51%	42%	49%	47%
		d				bcdghi	d						b			
		15%	13%	8%	6%	10%	10%	8%	4%	11%	86%	14%	72%	28%	49%	51%
Samsung	727	91	102	53	53	55	73	74	34	74	641	86	481	245	325	401
	35%	32%	37%	29%	35%	33%	37%	41%	36%	33%	35%	32%	34%	36%	32%	37%
								c							a	
		13%	14%	7%	7%	8%	10%	10%	5%	10%	88%	12%	66%	34%	45%	55%
Sony Xperia	91	15	8	10	10	6	5	4	4	8	78	12	53	37	48	42
	4%	5%	3%	6%	7%	3%	3%	2%	5%	4%	4%	5%	4%	6%	5%	4%
				g	g											
		16%	9%	12%	11%	6%	6%	4%	5%	9%	86%	14%	59%	41%	53%	47%
HTC	45	15	5	6	3	1	1	3	1	2	42	3	28	17	22	23
	2%	5%	2%	3%	2%	1%	*%	2%	1%	1%	2%	1%	2%	3%	2%	2%
		efhi		f												
		32%	12%	13%	7%	2%	2%	7%	1%	4%	94%	6%	63%	37%	48%	52%
Motorola	38	3	6	1	4	2	6	3	1	4	32	6	25	13	22	16
	2%	1%	2%	1%	3%	1%	3%	2%	1%	2%	2%	2%	2%	2%	2%	2%
		8%	16%	3%	10%	4%	16%	9%	3%	12%	85%	15%	65%	35%	57%	43%
Nokia	34	2	3	6	4	2	1	2	2	9	31	3	18	17	15	19
	2%	1%	1%	3%	3%	1%	1%	1%	2%	4%	2%	1%	1%	3%	1%	2%
				f						af			a			
		5%	7%	17%	12%	5%	3%	6%	6%	26%	90%	10%	51%	49%	44%	56%
LG	32	4	3	3	4	-	4	-	1	3	30	2	22	10	15	17
	2%	1%	1%	2%	3%	-%	2%	-%	1%	1%	2%	1%	2%	1%	1%	2%
					eg		g									
		12%	10%	8%	13%	-%	13%	-%	2%	10%	95%	5%	69%	31%	46%	54%

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

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

Base : Those with a smartphone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2821	209	179	193	192	183	187	213	182	183	2080	741	1793	1020	1381	1440
Effective Weighted Sample	1959	194	170	186	179	175	182	201	173	172	1649	331	1251	718	915	1046
Total	2095	289	278	178	152	166	198	182	94	223	1825	270	1417	672	1012	1084
		14%	13%	9%	7%	8%	9%	9%	4%	11%	87%	13%	68%	32%	48%	52%
Huawei	21	2	2	2	2	1	2	2	3	1	18	3	12	8	9	11
	1%	1%	1%	1%	1%	1%	1%	1%	3%	*	1%	1%	1%	1%	1%	1%
		12%	11%	12%	8%	4%	11%	9%	15%	5%	87%	13%	60%	40%	46%	54%
Alcatel	13	1	4	1	*	-	1	1	1	2	13	*	5	8	10	3
	1%	*	1%	*	*	-	*	1%	1%	1%	1%	*	*	1%	*	*
		6%	31%	6%	3%	-	7%	7%	4%	18%	98%	2%	41%	59%	76%	24%
Google	12	1	5	-	-	-	1	1	-	1	12	*	10	3	7	5
	1%	*	2%	-	-	-	1%	1%	-	1%	1%	*	1%	*	1%	*
		12%	39%	-	-	-	9%	9%	-	10%	98%	2%	79%	21%	58%	42%
BlackBerry	8	1	-	2	2	-	-	-	-	-	8	*	6	3	6	2
	*	*	-	1%	1%	-	-	-	-	-	*	*	*	*	1%	*
		12%	-	25%	22%	-	-	-	-	-	95%	5%	69%	31%	78%	22%
Nexus	7	3	-	2	-	-	1	-	-	-	5	2	5	2	3	4
	*	1%	-	1%	-	-	*	-	-	-	*	1%	*	*	*	*
		38%	-	34%	-	-	13%	-	-	-	68%	32%	72%	28%	47%	53%
Microsoft	7	-	1	3	1	-	-	-	1	-	4	2	3	3	5	1
	*	-	1%	2%	*	-	-	-	1%	-	*	1%	*	*	1%	*
		-	22%	45%	10%	-	-	-	10%	-	63%	37%	50%	50%	81%	19%
Other	36	3	7	2	5	1	1	4	2	6	30	6	18	18	20	16
	2%	1%	3%	1%	3%	1%	1%	2%	2%	3%	2%	2%	1%	3%	2%	1%
		8%	20%	6%	13%	2%	3%	11%	5%	16%	84%	16%	51%	49%	55%	45%
Don't know	23	1	5	2	2	-	-	4	*	3	20	3	10	10	13	10
	1%	*	2%	1%	1%	-	-	2%	*	1%	1%	1%	1%	1%	1%	1%
		4%	21%	9%	9%	-	-	18%	1%	14%	87%	13%	46%	42%	58%	42%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 34

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

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2821	1377	1444	494	553	1055	718	144	172	272	812	723	915	569	607	1721	369	339	392
Effective Weighted Sample	1959	955	1004	334	401	723	518	108	125	178	602	513	647	395	429	1501	255	237	348
Total	2095	1021	1074	340	450	833	473	100	127	181	692	630	595	452	413	1761	180	96	59
		49%	51%	16%	21%	40%	23%	5%	6%	9%	33%	30%	28%	22%	20%	84%	9%	5%	3%
Yes	1791	888	903	312	423	725	331	77	109	146	617	534	517	402	334	1504	157	80	50
	85%	87%	84%	92%	94%	87%	70%	77%	85%	80%	89%	85%	87%	89%	81%	85%	87%	83%	85%
				cd	cd	d				ac			d	d					
		50%	50%	17%	24%	40%	18%	4%	6%	8%	34%	30%	29%	22%	19%	84%	9%	4%	3%
No	201	101	99	24	20	75	82	15	11	25	56	68	52	31	49	168	16	12	5
	10%	10%	9%	7%	4%	9%	17%	15%	9%	14%	8%	11%	9%	7%	12%	10%	9%	13%	8%
						b	abc	d		d		c			c			d	
		51%	49%	12%	10%	37%	41%	7%	6%	13%	28%	34%	26%	15%	25%	84%	8%	6%	2%
Don't know	104	32	72	3	7	34	60	8	7	10	18	29	25	20	30	89	6	4	4
	5%	3%	7%	1%	2%	4%	13%	8%	6%	6%	3%	5%	4%	4%	7%	5%	4%	4%	7%
			a			ab	abc	d		d				b				b	
		31%	69%	3%	7%	32%	57%	8%	7%	10%	18%	27%	24%	19%	29%	86%	6%	4%	4%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : Those with a smartphone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2821	209	179	193	192	183	187	213	182	183	2080	741	1793	1020	1381	1440
Effective Weighted Sample	1959	194	170	186	179	175	182	201	173	172	1649	331	1251	718	915	1046
Total	2095	289	278	178	152	166	198	182	94	223	1825	270	1417	672	1012	1084
		14%	13%	9%	7%	8%	9%	9%	4%	11%	87%	13%	68%	32%	48%	52%
Yes	1791	244	233	158	123	148	163	158	83	195	1580	211	1255	530	842	949
	85%	84%	84%	89%	81%	89%	82%	87%	89%	87%	87%	78%	89%	79%	83%	88%
		14%	13%	9%	7%	8%	9%	9%	5%	11%	88%	12%	70%	30%	47%	53%
No	201	37	34	12	20	11	22	13	7	12	164	37	114	86	110	91
	10%	13%	12%	7%	13%	6%	11%	7%	8%	5%	9%	14%	8%	13%	11%	8%
		cegi	i		cegi						a	a	a	a		
		19%	17%	6%	10%	5%	11%	6%	4%	6%	82%	18%	57%	43%	55%	45%
Don't know	104	8	11	9	9	7	13	11	3	16	82	22	48	56	60	44
	5%	3%	4%	5%	6%	4%	7%	6%	4%	7%	4%	8%	3%	8%	6%	4%
		8%	11%	8%	9%	7%	13%	11%	3%	16%	79%	21%	46%	54%	58%	42%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 35

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

Base : Those without a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	~a	~b	~c	d	~a	~b	~c	~d	a	b	c	d	a	~b	c	~d
Significance Level: 95%																			
Unweighted total	678	328	350	18	24	98	538	95	81	81	62	106	152	141	276	403	93	109	73
Effective Weighted Sample	478	231	246	13	20	64	383	65	59	55	45	67	108	101	202	355	62	77	65
Total	428	206	222	14	16	67	332	54	52	55	46	66	94	98	168	351	40	26	11
		48%	52%	**	**	**	77%	**	**	**	**	15%	22%	23%	39%	82%	**	6%	**
Certain to	4	2	2	**	**	**	-	**	**	**	**	2	-	*	2	4	**	-	**
	1%	1%	1%	**	**	**	-%	**	**	**	**	2%	-%	*%	1%	1%	**	-%	**
		57%	43%	**	**	**	-%	**	**	**	**	40%	-%	5%	55%	95%	**	-%	**
Very likely	19	8	11	**	**	**	10	**	**	**	**	6	2	5	5	18	**	1	**
	4%	4%	5%	**	**	**	3%	**	**	**	**	9%	2%	5%	3%	5%	**	2%	**
		44%	56%	**	**	**	52%	**	**	**	**	30%	12%	27%	28%	92%	**	3%	**
Likely	25	14	12	**	**	**	11	**	**	**	**	1	10	6	8	21	**	1	**
	6%	7%	5%	**	**	**	3%	**	**	**	**	2%	11%	6%	5%	6%	**	4%	**
		53%	47%	**	**	**	45%	**	**	**	**	6%	40%	24%	30%	82%	**	5%	**
TOTAL LIKELY	49	24	24	**	**	**	21	**	**	**	**	9	12	11	15	42	**	2	**
	11%	12%	11%	**	**	**	6%	**	**	**	**	13%	13%	12%	9%	12%	**	7%	**
		50%	50%	**	**	**	44%	**	**	**	**	18%	26%	23%	31%	87%	**	4%	**
Unlikely	67	34	34	**	**	**	54	**	**	**	**	11	19	10	28	58	**	3	**
	16%	16%	15%	**	**	**	16%	**	**	**	**	17%	20%	10%	16%	16%	**	13%	**
		50%	50%	**	**	**	81%	**	**	**	**	16%	28%	14%	41%	86%	**	5%	**
Very unlikely	90	46	43	**	**	**	75	**	**	**	**	12	26	19	33	68	**	5	**
	21%	23%	19%	**	**	**	23%	**	**	**	**	18%	28%	19%	20%	19%	**	17%	**
		52%	48%	**	**	**	84%	**	**	**	**	13%	29%	21%	37%	76%	**	5%	**
Certain not to	184	87	97	**	**	**	160	**	**	**	**	30	28	46	80	152	**	14	**
	43%	42%	44%	**	**	**	48%	**	**	**	**	45%	30%	47%	48%	43%	**	51%	**
		47%	53%	**	**	**	87%	**	**	**	**	b	b	b	b	82%	**	7%	**
TOTAL UNLIKELY	341	167	174	**	**	**	290	**	**	**	**	52	73	74	140	278	**	21	**
	80%	81%	79%	**	**	**	87%	**	**	**	**	80%	78%	75%	84%	79%	**	81%	**
		49%	51%	**	**	**	85%	**	**	**	**	15%	21%	22%	41%	81%	**	6%	**

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 35

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

Base : Those without a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~a	~b	~c	d	~a	~b	~c	~d	a	b	c	d	a	~b	c	~d
Unweighted total	678	328	350	18	24	98	538	95	81	81	62	106	152	141	276	403	93	109	73
Effective Weighted Sample	478	231	246	13	20	64	383	65	59	55	45	67	108	101	202	355	62	77	65
Total	428	206	222	14	16	67	332	54	52	55	46	66	94	98	168	351	40	26	11
		48%	52%	**	**	**	77%	**	**	**	**	15%	22%	23%	39%	82%	**	6%	**
Don't know	38	15	23	**	**	**	21	**	**	**	**	5	8	13	12	31	**	3	**
	9%	7%	11%	**	**	**	6%	**	**	**	**	7%	9%	13%	7%	9%	**	12%	**
		39%	61%	**	**	**	54%	**	**	**	**	12%	22%	34%	32%	82%	**	8%	**

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

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

Base : Those without a smartphone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	678	29	44	46	45	73	39	42	38	47	474	204	161	517	330	348
Effective Weighted Sample	478	27	42	44	41	71	37	40	36	45	386	97	108	372	225	253
Total	428	33	60	37	33	56	33	33	16	51	361	68	111	317	205	223
		**	**	**	**	**	**	**	**	**	84%	16%	26%	74%	48%	52%
Certain to	4	**	**	**	**	**	**	**	**	**	4	-	2	2	-	4
	1%	**	**	**	**	**	**	**	**	**	1%	-%	2%	1%	-%	2%
		**	**	**	**	**	**	**	**	**	100%	-%	45%	55%	-%	100%
Very likely	19	**	**	**	**	**	**	**	**	**	17	2	8	11	8	11
	4%	**	**	**	**	**	**	**	**	**	5%	3%	7%	3%	4%	5%
		**	**	**	**	**	**	**	**	**	88%	12%	44%	56%	44%	56%
Likely	25	**	**	**	**	**	**	**	**	**	21	4	13	12	10	15
	6%	**	**	**	**	**	**	**	**	**	6%	7%	12%	4%	5%	7%
		**	**	**	**	**	**	**	**	**	83%	17%	b	b	40%	60%
TOTAL LIKELY	49	**	**	**	**	**	**	**	**	**	42	7	24	25	19	30
	11%	**	**	**	**	**	**	**	**	**	12%	10%	21%	8%	9%	13%
		**	**	**	**	**	**	**	**	**	86%	14%	b	b	38%	62%
Unlikely	67	**	**	**	**	**	**	**	**	**	57	10	20	47	34	33
	16%	**	**	**	**	**	**	**	**	**	16%	14%	18%	15%	17%	15%
		**	**	**	**	**	**	**	**	**	85%	15%	29%	71%	51%	49%
Very unlikely	90	**	**	**	**	**	**	**	**	**	69	20	22	67	50	40
	21%	**	**	**	**	**	**	**	**	**	19%	30%	20%	21%	24%	18%
		**	**	**	**	**	**	**	**	**	77%	a	25%	75%	56%	44%
Certain not to	184	**	**	**	**	**	**	**	**	**	157	27	28	156	92	93
	43%	**	**	**	**	**	**	**	**	**	44%	40%	26%	49%	45%	41%
		**	**	**	**	**	**	**	**	**	85%	15%	a	a	50%	50%

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

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

Base : Those without a smartphone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	678	29	44	46	45	73	39	42	38	47	474	204	161	517	330	348
Effective Weighted Sample	478	27	42	44	41	71	37	40	36	45	386	97	108	372	225	253
Total	428	33	60	37	33	56	33	33	16	51	361	68	111	317	205	223
TOTAL UNLIKELY	341	**	**	**	**	**	**	**	**	**	284	58	70	271	176	165
	80%	**	**	**	**	**	**	**	**	**	79%	85%	63%	85%	86%	74%
		**	**	**	**	**	**	**	**	**	83%	17%	21%	79%	52%	48%
Don't know	38	**	**	**	**	**	**	**	**	**	35	3	17	21	11	28
	9%	**	**	**	**	**	**	**	**	**	10%	5%	15%	7%	5%	12%
		**	**	**	**	**	**	**	**	**	91%	9%	44%	56%	28%	72%

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

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

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3505	1708	1797	512	577	1153	1262	240	254	353	874	830	1068	710	887	2128	462	449	466
Effective Weighted Sample	2430	1182	1248	348	419	787	905	173	184	232	646	578	756	493	631	1852	316	314	413
Total	2528	1230	1298	354	466	900	808	155	180	237	737	696	690	550	583	2116	219	123	70
		49%	51%	14%	18%	36%	32%	6%	7%	9%	29%	28%	27%	22%	23%	84%	9%	5%	3%
Prepay/ Pay as you go	605	303	302	72	74	142	316	74	67	67	91	105	126	134	238	502	56	25	22
	24%	25%	23%	20%	16%	16%	39%	48%	37%	28%	12%	15%	18%	24%	41%	24%	26%	20%	31%
							abc	bcd	d	d				ab	abc			ac	
		50%	50%	12%	12%	24%	52%	12%	11%	11%	15%	17%	21%	22%	39%	83%	9%	4%	4%
Postpay/ monthly contract	1910	918	992	281	390	752	488	79	113	169	643	586	560	416	341	1603	162	97	48
	76%	75%	76%	79%	84%	84%	60%	51%	63%	71%	87%	84%	81%	76%	58%	76%	74%	79%	69%
				d	d	d			a	a	abc	cd	cd	d		d		d	
		48%	52%	15%	20%	39%	26%	4%	6%	9%	34%	31%	29%	22%	18%	84%	8%	5%	3%
Other	8	7	1	-	1	5	2	2	*	*	4	4	2	1	1	6	1	1	*
	*%	1%	*%	-%	*%	1%	*%	1%	*%	*%	*%	1%	*%	*%	*%	*%	1%	*%	*%
		b																	
		86%	14%	-%	14%	58%	27%	19%	4%	2%	43%	53%	27%	7%	12%	75%	17%	6%	1%
Don't know	4	1	3	1	1	1	2	1	-	-	-	*	1	-	3	4	-	*	-
	*%	*%	*%	*%	*%	*%	*%	*%	-%	-%	-%	*%	*%	-%	1%	*%	-%	*%	-%
		30%	70%	29%	12%	21%	38%	18%	-%	-%	-%	2%	21%	-%	77%	96%	-%	4%	-%
CONTRACT TYPE																			
Subsidised handset	1392	651	741	217	295	577	303	56	79	126	501	426	406	317	238	1172	112	70	38
	55%	53%	57%	61%	63%	64%	38%	36%	44%	53%	68%	61%	59%	58%	41%	55%	51%	57%	55%
			a	d	d	d				ab	abc	d	d	d					
		47%	53%	16%	21%	41%	22%	4%	6%	9%	36%	31%	29%	23%	17%	84%	8%	5%	3%
SIM only	495	260	234	63	91	166	174	23	34	41	138	153	147	95	98	414	47	25	8
	20%	21%	18%	18%	20%	18%	22%	15%	19%	17%	19%	22%	21%	17%	17%	20%	22%	21%	12%
		53%	47%	13%	18%	34%	35%	5%	7%	8%	28%	31%	30%	19%	20%	84%	10%	5%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 36

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

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

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3505	238	224	240	238	256	226	256	220	230	2558	947	1954	1543	1716	1789
Effective Weighted Sample	2430	220	212	231	221	245	218	242	208	216	2030	427	1358	1093	1138	1295
Total	2528	322	340	216	185	223	231	215	110	274	2189	339	1528	993	1221	1307
		13%	13%	9%	7%	9%	9%	9%	4%	11%	87%	13%	60%	39%	48%	52%
Prepay/ Pay as you go	605	69	78	43	51	69	52	53	26	61	514	90	218	386	259	346
	24%	21%	23%	20%	28%	31%	22%	25%	23%	22%	24%	27%	14%	39%	21%	26%
				c	abcfi								a	a	a	a
		11%	13%	7%	9%	11%	9%	9%	4%	10%	85%	15%	36%	64%	43%	57%
Postpay/ monthly contract	1910	252	260	172	133	151	180	159	84	211	1664	246	1303	602	958	952
	76%	78%	76%	80%	72%	68%	78%	74%	77%	77%	76%	73%	85%	61%	78%	73%
		e	e	e	e	e	e	e	e	e	e	e	b	b	b	b
		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	68%	32%	50%	50%
Other	8	-	2	1	-	1	-	-	-	2	6	2	7	1	4	4
	*%	-%	1%	1%	-%	1%	-%	-%	-%	1%	*%	1%	*%	*%	*%	*%
		-%	27%	14%	-%	14%	-%	-%	-%	19%	77%	23%	84%	16%	49%	51%
Don't know	4	1	-	-	*	1	-	2	-	-	4	*	-	4	*	4
	*%	*%	-%	-%	*%	*%	-%	1%	-%	-%	*%	*%	-%	*%	*%	*%
													a	a	a	a
		20%	-%	-%	10%	18%	-%	49%	-%	-%	96%	4%	-%	90%	2%	98%
CONTRACT TYPE																
Subsidised handset	1392	188	189	125	109	108	130	109	62	152	1215	176	982	409	693	699
	55%	58%	56%	58%	59%	48%	56%	51%	56%	55%	56%	52%	64%	41%	57%	53%
		e	e	e	e	e	e	e	e	e	e	e	b	b	b	b
		13%	14%	9%	8%	8%	9%	8%	4%	11%	87%	13%	71%	29%	50%	50%
SIM only	495	63	65	46	23	44	48	48	23	53	430	64	309	184	253	241
	20%	20%	19%	21%	13%	20%	21%	23%	21%	19%	20%	19%	20%	19%	21%	18%
		d	d	d	d	d	d	d	d	d	d	d	d	d	d	d
		13%	13%	9%	5%	9%	10%	10%	5%	11%	87%	13%	62%	37%	51%	49%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 37

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

Base : Those who use a postpay/ contract mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2548	1222	1326	390	476	951	730	114	155	254	756	685	855	514	486	1565	326	345	312
Effective Weighted Sample	1788	853	935	273	348	655	526	89	115	166	562	479	609	366	353	1369	226	243	277
Total	1910	918	992	281	390	752	488	79	113	169	643	586	560	416	341	1603	162	97	48
		48%	52%	15%	20%	39%	26%	4%	6%	9%	34%	31%	29%	22%	18%	84%	8%	5%	3%
Handset and contract	1392	651	741	217	295	577	303	56	79	126	501	426	406	317	238	1172	112	70	38
	73%	71%	75%	77%	76%	77%	62%	71%	70%	75%	78%	73%	72%	76%	70%	73%	69%	72%	79%
				d	d	d													abc
		47%	53%	16%	21%	41%	22%	4%	6%	9%	36%	31%	29%	23%	17%	84%	8%	5%	3%
SIM card only	495	260	234	63	91	166	174	23	34	41	138	153	147	95	98	414	47	25	8
	26%	28%	24%	22%	23%	22%	36%	29%	30%	24%	21%	26%	26%	23%	29%	26%	29%	26%	18%
		b					abc		d							d	d	d	
		53%	47%	13%	18%	34%	35%	5%	7%	8%	28%	31%	30%	19%	20%	84%	10%	5%	2%
Don't know	24	7	17	2	4	8	10	-	-	2	4	7	7	4	6	18	2	2	1
	1%	1%	2%	1%	1%	1%	2%	-%	-%	1%	1%	1%	1%	1%	2%	1%	1%	2%	3%
																			a
		29%	71%	7%	15%	35%	44%	-%	-%	7%	17%	28%	31%	17%	24%	76%	10%	8%	6%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 37

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

Base : Those who use a postpay/ contract mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2548	185	166	187	166	169	168	185	164	175	1889	659	1644	899	1298	1250
Effective Weighted Sample	1788	171	158	180	155	161	163	175	155	164	1507	298	1157	639	865	926
Total	1910	252	260	172	133	151	180	159	84	211	1664	246	1303	602	958	952
		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	68%	32%	50%	50%
Handset and contract	1392	188	189	125	109	108	130	109	62	152	1215	176	982	409	693	699
	73%	75%	73%	73%	82%	71%	72%	69%	73%	72%	73%	72%	75%	68%	72%	73%
				egi									b			
		13%	14%	9%	8%	8%	9%	8%	4%	11%	87%	13%	71%	29%	50%	50%
SIM card only	495	63	65	46	23	44	48	48	23	53	430	64	309	184	253	241
	26%	25%	25%	27%	18%	29%	27%	30%	27%	25%	26%	26%	24%	31%	26%	25%
				d		d	d	d	d					a		
		13%	13%	9%	5%	9%	10%	10%	5%	11%	87%	13%	62%	37%	51%	49%
Don't know	24	1	6	1	1	-	2	2	-	6	18	6	13	9	11	13
	1%	*%	2%	*%	1%	-%	1%	1%	-%	3%	1%	2%	1%	2%	1%	1%
										eh						
		5%	25%	3%	5%	-%	7%	6%	-%	25%	76%	24%	54%	38%	47%	53%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 38

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	~b	c	d	a	~b	~c	d	a	b	c	d	a	b	~c	d
Unweighted total	935	472	463	120	99	194	522	122	98	98	113	139	209	192	393	552	131	99	153
Effective Weighted Sample	635	326	310	73	70	127	375	82	68	66	81	95	144	127	274	478	88	69	136
Total	605	303	302	72	74	142	316	74	67	67	91	105	126	134	238	502	56	25	22
		50%	50%	12%	**	24%	52%	12%	**	**	15%	17%	21%	22%	39%	83%	9%	**	4%
Yes, to pay upfront for a set amount of data	116	53	63	26	**	37	20	9	**	**	28	28	20	31	38	101	8	**	3
	19%	18%	21%	37%	**	26%	6%	12%	**	**	31%	26%	16%	23%	16%	20%	15%	**	14%
				d		d					a	bd							
		46%	54%	23%	**	32%	17%	7%	**	**	24%	24%	17%	27%	32%	86%	7%	**	3%
Yes, to pay upfront for a set amount of minutes	102	51	52	18	**	30	27	9	**	**	19	26	20	24	32	81	13	**	2
	17%	17%	17%	25%	**	21%	8%	12%	**	**	21%	25%	16%	18%	13%	16%	23%	**	10%
				d		d					d						d		
		50%	50%	18%	**	29%	26%	8%	**	**	19%	26%	20%	23%	31%	79%	13%	**	2%
Yes, to pay upfront for a set amount of texts	83	42	41	15	**	27	20	7	**	**	15	22	15	20	27	73	6	**	1
	14%	14%	14%	20%	**	19%	6%	10%	**	**	17%	21%	12%	15%	11%	14%	11%	**	5%
				d		d					d					d			
		51%	49%	17%	**	32%	24%	9%	**	**	18%	26%	18%	24%	32%	87%	7%	**	1%
Yes, for anything else	20	10	10	3	**	9	6	2	**	**	5	3	3	4	10	18	*	**	*
	3%	3%	3%	4%	**	6%	2%	3%	**	**	6%	3%	2%	3%	4%	4%	%	**	1%
				d		d					d								
		48%	52%	13%	**	43%	31%	11%	**	**	26%	15%	13%	20%	52%	89%	1%	**	1%
TOTAL 'YES'	163	76	88	31	**	52	40	17	**	**	35	34	28	40	62	131	19	**	4
	27%	25%	29%	43%	**	37%	13%	23%	**	**	38%	33%	22%	30%	26%	26%	33%	**	20%
				d		d					a					d			
		46%	54%	19%	**	32%	24%	10%	**	**	21%	21%	17%	24%	38%	80%	11%	**	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	~b	c	d	a	~b	~c	d	a	b	c	d	a	b	~c	d
Unweighted total	935	472	463	120	99	194	522	122	98	98	113	139	209	192	393	552	131	99	153
Effective Weighted Sample	635	326	310	73	70	127	375	82	68	66	81	95	144	127	274	478	88	69	136
Total	605	303	302	72	74	142	316	74	67	67	91	105	126	134	238	502	56	25	22
		50%	50%	12%	**	24%	52%	12%	**	**	15%	17%	21%	22%	39%	83%	9%	**	4%
No, do not buy add-on packs or bolt-ons	435	222	213	40	**	89	273	57	**	**	56	69	97	93	174	366	37	**	17
	72%	73%	71%	56%	**	62%	86%	77%	**	**	62%	66%	77%	69%	73%	73%	65%	**	80%
		51%	49%	9%	**	20%	63%	13%	**	**	13%	16%	22%	21%	40%	84%	8%	**	4%
Don't know	6	5	1	1	**	1	3	-	**	**	-	2	1	1	2	6	1	**	-
	1%	2%	*%	1%	**	1%	1%	-%	**	**	-%	1%	1%	1%	1%	1%	1%	**	-%
		85%	15%	12%	**	21%	50%	-%	**	**	-%	24%	21%	17%	38%	88%	12%	**	-%

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

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

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

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	935	52	56	52	71	85	58	68	56	54	657	278	301	632	408	527
Effective Weighted Sample	635	48	52	50	66	82	56	64	53	51	517	128	195	448	274	361
Total	605	69	78	43	51	69	52	53	26	61	514	90	218	386	259	346
		**	**	**	**	**	**	**	**	**	85%	15%	36%	64%	43%	57%
Yes, to pay upfront for a set amount of data	116	**	**	**	**	**	**	**	**	**	111	6	63	53	26	91
	19%	**	**	**	**	**	**	**	**	**	22%	6%	29%	14%	10%	26%
		**	**	**	**	**	**	**	**	**	b	b	b	b	a	a
		**	**	**	**	**	**	**	**	**	95%	5%	54%	46%	22%	78%
Yes, to pay upfront for a set amount of minutes	102	**	**	**	**	**	**	**	**	**	100	2	54	49	23	79
	17%	**	**	**	**	**	**	**	**	**	19%	2%	25%	13%	9%	23%
		**	**	**	**	**	**	**	**	**	b	b	b	b	a	a
		**	**	**	**	**	**	**	**	**	98%	2%	52%	48%	23%	77%
Yes, to pay upfront for a set amount of texts	83	**	**	**	**	**	**	**	**	**	83	1	45	39	19	64
	14%	**	**	**	**	**	**	**	**	**	16%	1%	20%	10%	7%	19%
		**	**	**	**	**	**	**	**	**	b	b	b	b	a	a
		**	**	**	**	**	**	**	**	**	99%	1%	53%	47%	23%	77%
Yes, for anything else	20	**	**	**	**	**	**	**	**	**	20	*	8	12	6	14
	3%	**	**	**	**	**	**	**	**	**	4%	*%	4%	3%	2%	4%
		**	**	**	**	**	**	**	**	**	b	b	b	b	a	a
		**	**	**	**	**	**	**	**	**	99%	1%	39%	61%	32%	68%
TOTAL 'YES'	163	**	**	**	**	**	**	**	**	**	157	7	80	83	39	125
	27%	**	**	**	**	**	**	**	**	**	30%	8%	37%	22%	15%	36%
		**	**	**	**	**	**	**	**	**	b	b	b	b	a	a
		**	**	**	**	**	**	**	**	**	96%	4%	49%	51%	24%	76%

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

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

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

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	935	52	56	52	71	85	58	68	56	54	657	278	301	632	408	527
Effective Weighted Sample	635	48	52	50	66	82	56	64	53	51	517	128	195	448	274	361
Total	605	69	78	43	51	69	52	53	26	61	514	90	218	386	259	346
No, do not buy add-on packs or bolt-ons	435	**	**	**	**	**	**	**	**	**	353	83	135	300	218	217
	72%	**	**	**	**	**	**	**	**	**	69%	91%	62%	78%	84%	63%
		**	**	**	**	**	**	**	**	**	81%	19%	31%	69%	50%	50%
Don't know	6	**	**	**	**	**	**	**	**	**	5	1	3	4	2	5
	1%	**	**	**	**	**	**	**	**	**	1%	1%	1%	1%	1%	1%
		**	**	**	**	**	**	**	**	**	84%	16%	43%	57%	25%	75%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 39

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

QD11A (QD4A). SHOWCARD How often, if at all, do you use your mobile phone to send or receive text messages? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3505	1708	1797	512	577	1153	1262	240	254	353	874	830	1068	710	887	2128	462	449	466
Effective Weighted Sample	2430	1182	1248	348	419	787	905	173	184	232	646	578	756	493	631	1852	316	314	413
Total	2528	1230	1298	354	466	900	808	155	180	237	737	696	690	550	583	2116	219	123	70
		49%	51%	14%	18%	36%	32%	6%	7%	9%	29%	28%	27%	22%	23%	84%	9%	5%	3%
Several times a day	1452	673	779	281	336	576	259	72	95	125	488	400	434	328	286	1217	119	75	41
	57%	55%	60%	79%	72%	64%	32%	47%	53%	53%	66%	57%	63%	60%	49%	58%	54%	61%	59%
				bcd	cd	d				abc	d	d	ad	d					
		46%	54%	19%	23%	40%	18%	5%	7%	9%	34%	28%	30%	23%	20%	84%	8%	5%	3%
Every day	479	222	256	50	74	201	153	22	27	41	134	148	134	93	103	399	44	20	16
	19%	18%	20%	14%	16%	22%	19%	14%	15%	17%	18%	21%	19%	17%	18%	19%	20%	16%	23%
						ab													c
		46%	54%	11%	15%	42%	32%	5%	6%	9%	28%	31%	28%	19%	22%	83%	9%	4%	3%
Several times a week	258	144	114	12	33	77	137	19	20	30	67	67	54	55	78	214	28	9	8
	10%	12%	9%	3%	7%	9%	17%	12%	11%	13%	9%	10%	8%	10%	13%	10%	13%	7%	12%
		b		a	a	abc									ab		c		c
		56%	44%	4%	13%	30%	53%	7%	8%	12%	26%	26%	21%	21%	30%	83%	11%	3%	3%
At least once a week	128	72	56	5	14	26	83	11	9	15	22	33	24	27	44	110	11	5	2
	5%	6%	4%	1%	3%	3%	10%	7%	5%	6%	3%	5%	3%	5%	7%	5%	5%	4%	3%
						abc	d	d							ab				
		56%	44%	4%	11%	21%	65%	9%	7%	12%	17%	26%	19%	21%	34%	86%	8%	4%	2%
At least once a month	49	26	24	1	2	7	39	5	7	4	8	10	12	11	17	42	5	2	*
	2%	2%	2%	*%	*%	1%	5%	3%	4%	2%	1%	1%	2%	2%	3%	2%	2%	1%	*%
						abc	d	d							d	d	d		
		52%	48%	2%	4%	15%	79%	10%	14%	8%	15%	20%	24%	22%	34%	86%	10%	3%	1%
Less than once a month	59	32	27	4	2	2	51	7	7	9	7	12	15	14	18	54	1	3	*
	2%	3%	2%	1%	1%	*%	6%	4%	4%	4%	1%	2%	2%	2%	3%	3%	1%	3%	*%
				c		abc	d	d	d						bd	bd	bd		
		54%	46%	6%	4%	3%	86%	12%	13%	15%	12%	20%	25%	23%	31%	92%	2%	6%	1%

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

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QD11A (QD4A). SHOWCARD How often, if at all, do you use your mobile phone to send or receive text messages? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3505	1708	1797	512	577	1153	1262	240	254	353	874	830	1068	710	887	2128	462	449	466
Effective Weighted Sample	2430	1182	1248	348	419	787	905	173	184	232	646	578	756	493	631	1852	316	314	413
Total	2528	1230	1298	354	466	900	808	155	180	237	737	696	690	550	583	2116	219	123	70
		49%	51%	14%	18%	36%	32%	6%	7%	9%	29%	28%	27%	22%	23%	84%	9%	5%	3%
Never	101	59	42	2	5	10	85	19	14	11	12	26	17	22	36	79	10	10	2
	4%	5%	3%	*%	1%	1%	10%	12%	8%	5%	2%	4%	2%	4%	6%	4%	5%	8%	2%
							abc	cd	d	d					ab			ad	
		58%	42%	2%	5%	10%	84%	19%	14%	11%	12%	26%	17%	22%	36%	78%	10%	10%	2%
TOTAL AT LEAST ONCE A WEEK	2316	1112	1204	347	456	880	633	124	151	212	710	649	646	503	511	1940	201	108	67
	92%	90%	93%	98%	98%	98%	78%	80%	84%	90%	96%	93%	94%	91%	88%	92%	92%	88%	97%
			a	d	d	d				a	abc	d	d	d	c				abc
		48%	52%	15%	20%	38%	27%	5%	7%	9%	31%	28%	28%	22%	22%	84%	9%	5%	3%
TOTAL EVER	2424	1169	1255	352	461	889	722	136	166	225	725	670	673	527	546	2036	207	113	68
	96%	95%	97%	100%	99%	99%	89%	88%	92%	95%	98%	96%	98%	96%	94%	96%	95%	92%	97%
			a	d	d	d				a	abc	d	d		c				bc
		48%	52%	15%	19%	37%	30%	6%	7%	9%	30%	28%	28%	22%	23%	84%	9%	5%	3%
Don't know	3	2	1	-	-	1	2	*	-	1	-	-	-	1	2	1	1	-	*
	*%	*%	*%	-%	-%	*%	*%	*%	-%	*%	-%	-%	-%	*%	*%	*%	1%	-%	*%
																a			
		68%	32%	-%	-%	42%	58%	7%	-%	25%	-%	-%	-%	42%	58%	42%	51%	-%	7%

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

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QD11A (QD4A). SHOWCARD How often, if at all, do you use your mobile phone to send or receive text messages? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3505	238	224	240	238	256	226	256	220	230	2558	947	1954	1543	1716	1789
Effective Weighted Sample	2430	220	212	231	221	245	218	242	208	216	2030	427	1358	1093	1138	1295
Total	2528	322	340	216	185	223	231	215	110	274	2189	339	1528	993	1221	1307
		13%	13%	9%	7%	9%	9%	9%	4%	11%	87%	13%	60%	39%	48%	52%
Several times a day	1452	205	191	135	65	121	103	137	69	192	1274	178	1029	421	673	779
	57%	63%	56%	62%	35%	54%	45%	64%	63%	70%	58%	53%	67%	42%	55%	60%
		def	df	df		df	d	def	df	bdef	b		b		a	
		14%	13%	9%	4%	8%	7%	9%	5%	13%	88%	12%	71%	29%	46%	54%
Every day	479	81	70	26	45	40	65	34	14	25	420	58	296	180	218	261
	19%	25%	21%	12%	24%	18%	28%	16%	13%	9%	19%	17%	19%	18%	18%	20%
		cghi	chi		cghi	i	ceghi	i								
		17%	15%	5%	9%	8%	14%	7%	3%	5%	88%	12%	62%	38%	46%	54%
Several times a week	258	10	37	22	42	21	19	17	12	34	218	40	113	142	142	116
	10%	3%	11%	10%	23%	9%	8%	8%	11%	12%	10%	12%	7%	14%	12%	9%
			a	a	abcefg	a	a	a	a	a				a	b	
		4%	14%	9%	16%	8%	7%	7%	4%	13%	84%	16%	44%	55%	55%	45%
At least once a week	128	14	15	12	16	19	7	11	7	8	106	21	48	79	69	59
	5%	4%	4%	6%	9%	9%	3%	5%	7%	3%	5%	6%	3%	8%	6%	5%
				fi	fi									a		
		11%	12%	9%	13%	15%	5%	9%	6%	6%	83%	17%	38%	62%	54%	46%
At least once a month	49	5	4	1	8	5	9	5	2	3	41	8	12	38	28	22
	2%	2%	1%	*	4%	2%	4%	2%	2%	1%	2%	2%	1%	4%	2%	2%
					bci		c							a		
		11%	8%	2%	17%	10%	18%	10%	5%	6%	83%	17%	24%	76%	56%	44%
Less than once a month	59	5	11	9	3	8	9	3	2	3	45	13	7	51	29	29
	2%	1%	3%	4%	2%	4%	4%	2%	2%	1%	2%	4%	*	5%	2%	2%
				i								a		a		
		8%	20%	16%	5%	14%	15%	6%	3%	5%	77%	23%	12%	88%	50%	50%

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

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QD11A (QD4A). SHOWCARD How often, if at all, do you use your mobile phone to send or receive text messages? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3505	238	224	240	238	256	226	256	220	230	2558	947	1954	1543	1716	1789
Effective Weighted Sample	2430	220	212	231	221	245	218	242	208	216	2030	427	1358	1093	1138	1295
Total	2528	322	340	216	185	223	231	215	110	274	2189	339	1528	993	1221	1307
		13%	13%	9%	7%	9%	9%	9%	4%	11%	87%	13%	60%	39%	48%	52%
Never	101	4	11	11	7	8	18	7	4	9	82	19	21	80	62	38
	4%	1%	3%	5%	4%	4%	8%	3%	4%	3%	4%	6%	1%	8%	5%	3%
			a				abg							a	b	
		4%	11%	11%	7%	8%	18%	7%	4%	9%	81%	19%	20%	80%	62%	38%
TOTAL AT LEAST ONCE A WEEK	2316	308	313	195	167	201	195	199	102	259	2019	298	1488	823	1101	1215
	92%	96%	92%	90%	90%	90%	84%	93%	92%	94%	92%	88%	97%	83%	90%	93%
		cdef	f			f		f	f	f	b		b		a	
		13%	14%	8%	7%	9%	8%	9%	4%	11%	87%	13%	64%	36%	48%	52%
TOTAL EVER	2424	319	329	205	179	214	212	208	106	265	2105	320	1506	912	1158	1266
	96%	99%	97%	95%	96%	96%	92%	97%	96%	97%	96%	94%	99%	92%	95%	97%
		cf	f		f	f		f	f	f	b		b		a	
		13%	14%	8%	7%	9%	9%	9%	4%	11%	87%	13%	62%	38%	48%	52%
Don't know	3	-	-	-	-	-	1	-	-	-	3	-	1	2	-	3
	*%	-%	-%	-%	-%	-%	1%	-%	-%	-%	*%	-%	*%	*%	-%	*%
		-%	-%	-%	-%	-%	42%	-%	-%	-%	100%	-%	42%	58%	-%	100%

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

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QD11B (QD4B). SHOWCARD And how often, it at all, do you use your mobile phone to make calls? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3505	1708	1797	512	577	1153	1262	240	254	353	874	830	1068	710	887	2128	462	449	466
Effective Weighted Sample	2430	1182	1248	348	419	787	905	173	184	232	646	578	756	493	631	1852	316	314	413
Total	2528	1230	1298	354	466	900	808	155	180	237	737	696	690	550	583	2116	219	123	70
		49%	51%	14%	18%	36%	32%	6%	7%	9%	29%	28%	27%	22%	23%	84%	9%	5%	3%
Several times a day	1225	611	614	221	290	515	199	47	76	111	420	357	351	276	237	1027	88	69	41
	48%	50%	47%	63%	62%	57%	25%	30%	42%	47%	57%	51%	51%	50%	41%	49%	40%	56%	58%
				d	d	d			a	a	abc	d	d	d		b		ab	ab
		50%	50%	18%	24%	42%	16%	4%	6%	9%	34%	29%	29%	23%	19%	84%	7%	6%	3%
Every day	555	247	308	70	103	213	168	32	36	43	164	156	157	125	117	454	57	25	18
	22%	20%	24%	20%	22%	24%	21%	21%	20%	18%	22%	22%	23%	23%	20%	21%	26%	21%	26%
			a															a	a
		44%	56%	13%	19%	38%	30%	6%	6%	8%	30%	28%	28%	23%	21%	82%	10%	5%	3%
Several times a week	393	194	199	41	50	123	180	40	28	40	91	97	89	83	122	319	53	13	8
	16%	16%	15%	11%	11%	14%	22%	26%	16%	17%	12%	14%	13%	15%	21%	15%	24%	11%	12%
							abc	bcd							abc	c	acd		
		49%	51%	10%	13%	31%	46%	10%	7%	10%	23%	25%	23%	21%	31%	81%	13%	3%	2%
At least once a week	175	88	87	9	21	32	113	17	17	22	38	49	44	30	52	153	12	9	2
	7%	7%	7%	3%	5%	4%	14%	11%	9%	9%	5%	7%	6%	5%	9%	7%	6%	7%	2%
							abc	d	d	d				c	d	d	d	d	
		50%	50%	5%	12%	18%	65%	10%	10%	12%	22%	28%	25%	17%	30%	87%	7%	5%	1%
At least once a month	83	43	41	9	*	10	64	8	12	6	13	14	25	18	26	74	6	3	*
	3%	3%	3%	2%	*%	1%	8%	5%	7%	3%	2%	2%	4%	3%	5%	4%	3%	2%	*%
				b			abc	d	cd					a	d	d	d	d	
		51%	49%	11%	*%	12%	77%	9%	15%	8%	15%	16%	30%	22%	32%	89%	7%	3%	*%
Less than once a month	80	37	43	3	-	5	72	8	8	12	10	22	22	14	22	74	2	3	1
	3%	3%	3%	1%	-%	1%	9%	5%	4%	5%	1%	3%	3%	3%	4%	3%	1%	2%	1%
							abc	d	d	d						bd			
		46%	54%	4%	-%	6%	90%	10%	10%	15%	13%	27%	28%	18%	27%	93%	2%	4%	1%

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

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QD11B (QD4B). SHOWCARD And how often, it at all, do you use your mobile phone to make calls? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3505	1708	1797	512	577	1153	1262	240	254	353	874	830	1068	710	887	2128	462	449	466
Effective Weighted Sample	2430	1182	1248	348	419	787	905	173	184	232	646	578	756	493	631	1852	316	314	413
Total	2528	1230	1298	354	466	900	808	155	180	237	737	696	690	550	583	2116	219	123	70
		49%	51%	14%	18%	36%	32%	6%	7%	9%	29%	28%	27%	22%	23%	84%	9%	5%	3%
Never	15	9	6	1	1	2	12	3	3	2	2	3	1	3	8	13	1	1	-
	1%	1%	*%	*%	*%	*%	1%	2%	2%	1%	*%	*%	*%	1%	1%	1%	1%	1%	-%
							bc	d	d						b				
		60%	40%	4%	6%	15%	75%	20%	21%	15%	11%	19%	6%	18%	51%	85%	9%	6%	-%
TOTAL AT LEAST ONCE A WEEK	2349	1140	1209	341	464	883	660	136	157	216	712	658	641	515	527	1953	210	116	69
	93%	93%	93%	96%	100%	98%	82%	88%	87%	91%	97%	95%	93%	94%	90%	92%	96%	95%	98%
				d	acd	d					abc	d					a		abc
		49%	51%	15%	20%	38%	28%	6%	7%	9%	30%	28%	27%	22%	22%	83%	9%	5%	3%
TOTAL EVER	2511	1219	1292	353	465	898	796	152	177	234	736	693	688	548	576	2102	218	122	70
	99%	99%	100%	100%	100%	100%	98%	98%	98%	99%	100%	100%	100%	99%	99%	99%	99%	99%	100%
				d	d	d					ab		d						
		49%	51%	14%	19%	36%	32%	6%	7%	9%	29%	28%	27%	22%	23%	84%	9%	5%	3%
Don't know	1	1	-	-	-	-	1	-	-	-	-	-	1	-	-	1	-	-	-
	*%	*%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%	-%	-%
		100%	-%	-%	-%	-%	100%	-%	-%	-%	-%	-%	100%	-%	-%	100%	-%	-%	-%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 40

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

QD11B (QD4B). SHOWCARD And how often, it at all, do you use your mobile phone to make calls? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3505	238	224	240	238	256	226	256	220	230	2558	947	1954	1543	1716	1789
Effective Weighted Sample	2430	220	212	231	221	245	218	242	208	216	2030	427	1358	1093	1138	1295
Total	2528	322	340	216	185	223	231	215	110	274	2189	339	1528	993	1221	1307
		13%	13%	9%	7%	9%	9%	9%	4%	11%	87%	13%	60%	39%	48%	52%
Several times a day	1225	196	171	96	51	94	95	102	49	172	1074	151	898	324	515	710
	48%	61%	50%	45%	28%	42%	41%	47%	45%	63%	49%	45%	59%	33%	42%	54%
		bcdefgh	d	d	d	d	d	d	d	bcdefgh			b		a	
		16%	14%	8%	4%	8%	8%	8%	4%	14%	88%	12%	73%	26%	42%	58%
Every day	555	87	64	45	43	48	69	36	27	35	487	68	358	196	270	285
	22%	27%	19%	21%	23%	21%	30%	17%	24%	13%	22%	20%	23%	20%	22%	22%
		bgi	i	i	i	bcegi	i		i				b			
		16%	12%	8%	8%	9%	12%	7%	5%	6%	88%	12%	65%	35%	49%	51%
Several times a week	393	20	47	34	56	34	30	46	14	38	341	53	175	218	222	171
	16%	6%	14%	16%	30%	15%	13%	21%	13%	14%	16%	16%	11%	22%	18%	13%
			a	a	abcefg	a	a	abfhi	a	a			a		b	
		5%	12%	9%	14%	9%	8%	12%	4%	10%	87%	13%	44%	56%	56%	44%
At least once a week	175	10	27	18	22	22	14	17	10	13	146	30	69	104	98	77
	7%	3%	8%	8%	12%	10%	6%	8%	9%	5%	7%	9%	5%	10%	8%	6%
			a	a	afi	ai		a	a				a		b	
		6%	15%	10%	12%	13%	8%	10%	6%	8%	83%	17%	40%	59%	56%	44%
At least once a month	83	3	14	10	5	11	12	10	4	6	67	16	19	64	52	31
	3%	1%	4%	4%	3%	5%	5%	5%	4%	2%	3%	5%	1%	6%	4%	2%
			a	a		a	a	a					a		b	
		3%	17%	11%	6%	14%	14%	12%	5%	7%	80%	20%	23%	77%	63%	37%
Less than once a month	80	5	16	11	5	12	9	3	4	9	62	18	6	74	56	24
	3%	1%	5%	5%	3%	5%	4%	1%	4%	3%	3%	5%	*	7%	5%	2%
			g	ag		ag						a		a	b	
		6%	20%	14%	7%	15%	11%	3%	5%	11%	78%	22%	7%	93%	70%	30%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QD11B (QD4B). SHOWCARD And how often, it at all, do you use your mobile phone to make calls? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3505	238	224	240	238	256	226	256	220	230	2558	947	1954	1543	1716	1789
Effective Weighted Sample	2430	220	212	231	221	245	218	242	208	216	2030	427	1358	1093	1138	1295
Total	2528	322	340	216	185	223	231	215	110	274	2189	339	1528	993	1221	1307
		13%	13%	9%	7%	9%	9%	9%	4%	11%	87%	13%	60%	39%	48%	52%
Never	15	1	-	2	3	1	3	1	1	1	13	3	2	13	7	9
	1%	*%	-%	1%	2%	*%	1%	*%	1%	*%	1%	1%	*%	1%	1%	1%
		9%	-%	10%	20%	5%	22%	6%	7%	7%	84%	16%	14%	86%	45%	55%
TOTAL AT LEAST ONCE A WEEK	2349	313	309	193	172	198	208	201	101	258	2047	301	1500	842	1105	1243
	93%	97%	91%	90%	93%	89%	90%	94%	92%	94%	94%	89%	98%	85%	91%	95%
		bcdefh						e			b		b		a	
		13%	13%	8%	7%	8%	9%	9%	4%	11%	87%	13%	64%	36%	47%	53%
TOTAL EVER	2511	321	339	214	182	222	228	214	109	273	2176	335	1525	980	1213	1298
	99%	100%	100%	99%	98%	100%	99%	100%	99%	100%	99%	99%	100%	99%	99%	99%
		13%	13%	9%	7%	9%	9%	9%	4%	11%	87%	13%	61%	39%	48%	52%
Don't know	1	-	1	-	-	-	-	-	-	-	-	1	1	-	1	-
	*%	-%	*%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	-%	*%	-%
		-%	100%	-%	-%	-%	-%	-%	-%	-%	-%	100%	100%	-%	100%	-%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 41

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

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	2821	1377	1444	494	553	1055	718	144	172	272	812	723	915	569	607	1721	369	339	392
Effective Weighted Sample	1959	955	1004	334	401	723	518	108	125	178	602	513	647	395	429	1501	255	237	348
Total	2095	1021	1074	340	450	833	473	100	127	181	692	630	595	452	413	1761	180	96	59
		49%	51%	16%	21%	40%	23%	5%	6%	9%	33%	30%	28%	22%	20%	84%	9%	5%	3%
Several times a day	1131	564	567	232	289	458	153	41	73	90	421	352	336	245	194	952	91	60	27
	54%	55%	53%	68%	64%	55%	32%	41%	58%	50%	61%	56%	56%	54%	47%	54%	51%	62%	47%
				cd	cd	d			a		ac	d	d	d		d		abd	
		50%	50%	20%	26%	40%	13%	4%	6%	8%	37%	31%	30%	22%	17%	84%	8%	5%	2%
Every day	536	245	291	79	114	235	107	17	24	37	181	171	151	112	100	456	44	20	17
	26%	24%	27%	23%	25%	28%	23%	17%	19%	21%	26%	27%	25%	25%	24%	26%	25%	20%	28%
				d		a					a							c	
		46%	54%	15%	21%	44%	20%	3%	5%	7%	34%	32%	28%	21%	19%	85%	8%	4%	3%
Several times a week	170	77	93	17	28	63	62	10	7	24	41	45	49	35	41	137	21	4	8
	8%	8%	9%	5%	6%	8%	13%	10%	6%	13%	6%	7%	8%	8%	10%	8%	11%	4%	14%
							abc			bd							ac		ac
		45%	55%	10%	17%	37%	36%	6%	4%	14%	24%	26%	29%	21%	24%	81%	12%	3%	5%
At least once a week	72	42	30	6	8	21	37	10	6	5	15	20	20	14	17	62	5	3	2
	3%	4%	3%	2%	2%	3%	8%	10%	5%	3%	2%	3%	3%	3%	4%	4%	3%	3%	4%
							abc	cd											
		59%	41%	8%	11%	29%	52%	13%	9%	6%	21%	28%	28%	19%	24%	86%	7%	4%	3%
At least once a month	28	17	10	1	4	5	18	4	2	6	4	7	8	6	6	24	1	2	-
	1%	2%	1%	*	1%	1%	4%	4%	2%	3%	1%	1%	1%	1%	2%	1%	1%	2%	-%
							abc	d		d						d		d	
		63%	37%	2%	15%	18%	66%	13%	8%	23%	16%	26%	30%	22%	23%	87%	5%	9%	-%
Less than once a month	30	16	13	3	1	9	18	4	2	3	6	7	4	10	8	26	*	2	1
	1%	2%	1%	1%	1%	1%	4%	4%	1%	2%	1%	1%	1%	2%	2%	1%	1%	2%	2%
							abc	d						b					
		55%	45%	9%	2%	29%	60%	14%	5%	11%	21%	23%	15%	34%	28%	89%	2%	6%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2821	1377	1444	494	553	1055	718	144	172	272	812	723	915	569	607	1721	369	339	392
Effective Weighted Sample	1959	955	1004	334	401	723	518	108	125	178	602	513	647	395	429	1501	255	237	348
Total	2095	1021	1074	340	450	833	473	100	127	181	692	630	595	452	413	1761	180	96	59
		49%	51%	16%	21%	40%	23%	5%	6%	9%	33%	30%	28%	22%	20%	84%	9%	5%	3%
Never	128	58	70	3	6	42	77	15	12	16	22	28	24	29	47	102	16	6	3
	6%	6%	6%	1%	1%	5%	16%	15%	9%	9%	3%	5%	4%	6%	11%	6%	9%	6%	5%
						ab	abc	d	d	d					abc		a		
		45%	55%	2%	5%	33%	60%	11%	9%	12%	17%	22%	19%	23%	36%	80%	13%	5%	2%
TOTAL AT LEAST ONCE A WEEK	1909	928	981	334	439	777	359	77	111	156	659	588	556	407	352	1607	161	86	55
	91%	91%	91%	98%	98%	93%	76%	78%	88%	86%	95%	93%	94%	90%	85%	91%	90%	90%	93%
				cd	cd	d			a		abc	d	cd	d					
		49%	51%	18%	23%	41%	19%	4%	6%	8%	34%	31%	29%	21%	18%	84%	8%	5%	3%
TOTAL EVER	1966	962	1004	337	444	790	395	85	115	166	669	602	569	423	367	1657	162	90	56
	94%	94%	94%	99%	99%	95%	84%	85%	91%	91%	97%	95%	96%	94%	89%	94%	90%	94%	94%
				cd	cd	d					abc	d	d	d		b			
		49%	51%	17%	23%	40%	20%	4%	6%	8%	34%	31%	29%	22%	19%	84%	8%	5%	3%
Don't know	2	2	-	-	-	1	1	-	-	-	-	-	2	-	-	1	1	-	*
	*%	*%	-%	-%	-%	*%	*%	-%	-%	-%	-%	-%	*%	-%	-%	*%	*%	-%	*%
		100%	-%	-%	-%	55%	45%	-%	-%	-%	-%	-%	100%	-%	-%	55%	35%	-%	10%

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

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

Base : Those with a smartphone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2821	209	179	193	192	183	187	213	182	183	2080	741	1793	1020	1381	1440
Effective Weighted Sample	1959	194	170	186	179	175	182	201	173	172	1649	331	1251	718	915	1046
Total	2095	289	278	178	152	166	198	182	94	223	1825	270	1417	672	1012	1084
		14%	13%	9%	7%	8%	9%	9%	4%	11%	87%	13%	68%	32%	48%	52%
Several times a day	1131	153	160	113	58	78	100	105	54	132	982	148	848	279	522	608
	54%	53%	57%	63%	38%	47%	51%	58%	57%	59%	54%	55%	60%	42%	52%	56%
		d	d	edef	d	de	d	de	d	de	b	b	b	a	a	a
		14%	14%	10%	5%	7%	9%	9%	5%	12%	87%	13%	75%	25%	46%	54%
Every day	536	110	64	30	39	55	65	33	17	43	473	63	371	162	249	287
	26%	38%	23%	17%	26%	33%	33%	18%	18%	19%	26%	23%	26%	24%	25%	26%
		bcdghi			c	bcghi	bcghi									
		21%	12%	6%	7%	10%	12%	6%	3%	8%	88%	12%	69%	30%	47%	53%
Several times a week	170	17	16	11	27	19	7	18	9	13	149	21	101	69	93	77
	8%	6%	6%	6%	18%	11%	3%	10%	10%	6%	8%	8%	7%	10%	9%	7%
					abcfg	f		f	f					a		
		10%	10%	6%	16%	11%	4%	11%	5%	8%	88%	12%	60%	40%	55%	45%
At least once a week	72	3	12	5	9	3	6	8	4	12	61	11	34	38	39	33
	3%	1%	4%	3%	6%	2%	3%	4%	5%	5%	3%	4%	2%	6%	4%	3%
			a	a	a	a	a	a	a	a				a		
		4%	17%	7%	12%	4%	8%	11%	6%	17%	85%	15%	47%	53%	54%	46%
At least once a month	28	1	5	2	5	-	5	4	1	2	22	5	5	22	20	7
	1%	*%	2%	1%	3%	-%	2%	2%	1%	1%	1%	2%	*%	3%	2%	1%
					e		e							a	b	
		5%	18%	6%	17%	-%	17%	14%	2%	8%	81%	19%	20%	80%	74%	26%
Less than once a month	30	1	6	3	4	4	2	2	1	5	24	6	11	19	13	17
	1%	*%	2%	2%	3%	2%	1%	1%	1%	2%	1%	2%	1%	3%	1%	2%
														a		
		3%	19%	10%	13%	12%	6%	7%	4%	15%	81%	19%	36%	64%	44%	56%

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

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

Base : Those with a smartphone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2821	209	179	193	192	183	187	213	182	183	2080	741	1793	1020	1381	1440
Effective Weighted Sample	1959	194	170	186	179	175	182	201	173	172	1649	331	1251	718	915	1046
Total	2095	289	278	178	152	166	198	182	94	223	1825	270	1417	672	1012	1084
		14%	13%	9%	7%	8%	9%	9%	4%	11%	87%	13%	68%	32%	48%	52%
Never	128	3	15	15	10	8	13	12	8	17	112	16	47	81	73	55
	6%	1%	5%	8%	7%	5%	6%	7%	8%	8%	6%	6%	3%	12%	7%	5%
		a	a	a	a	a	a	a	a	a	a	a	a	a	b	b
		2%	12%	12%	8%	6%	10%	10%	6%	14%	88%	12%	37%	63%	57%	43%
TOTAL AT LEAST ONCE A WEEK	1909	284	253	159	133	154	178	163	84	199	1665	243	1354	548	904	1004
	91%	98%	91%	89%	87%	93%	90%	90%	90%	89%	91%	90%	96%	82%	89%	93%
		bcdefghi											b		a	a
		15%	13%	8%	7%	8%	9%	9%	4%	10%	87%	13%	71%	29%	47%	53%
TOTAL EVER	1966	286	263	163	141	158	185	169	86	206	1712	254	1370	589	938	1028
	94%	99%	95%	92%	93%	95%	93%	93%	92%	92%	94%	94%	97%	88%	93%	95%
		bcdefghi											b		a	a
		15%	13%	8%	7%	8%	9%	9%	4%	10%	87%	13%	70%	30%	48%	52%
Don't know	2	-	-	-	-	-	1	-	-	-	2	-	-	2	1	1
	*%	-%	-%	-%	-%	-%	*%	-%	-%	-%	*%	-%	-%	*%	*%	*%
		-%	-%	-%	-%	-%	55%	-%	-%	-%	100%	-%	-%	100%	65%	35%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 42

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

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3505	1708	1797	512	577	1153	1262	240	254	353	874	830	1068	710	887	2128	462	449	466
Effective Weighted Sample	2430	1182	1248	348	419	787	905	173	184	232	646	578	756	493	631	1852	316	314	413
Total	2528	1230	1298	354	466	900	808	155	180	237	737	696	690	550	583	2116	219	123	70
		49%	51%	14%	18%	36%	32%	6%	7%	9%	29%	28%	27%	22%	23%	84%	9%	5%	3%
Send/ receive text messages	2133	1034	1098	331	424	799	579	111	136	203	664	613	594	461	458	1788	179	104	62
	84%	84%	85%	94%	91%	89%	72%	72%	76%	86%	90%	88%	86%	84%	79%	84%	82%	84%	89%
				cd	d	d				ab	ab	cd	d	d					ab
		48%	52%	16%	20%	37%	27%	5%	6%	10%	31%	29%	28%	22%	21%	84%	8%	5%	3%
Take photos	1866	887	979	319	409	717	422	90	121	165	615	540	548	406	367	1576	154	90	46
	74%	72%	75%	90%	88%	80%	52%	58%	67%	70%	83%	78%	79%	74%	63%	74%	70%	73%	67%
				cd	cd	d				a	abc	d	cd	d		d			
		48%	52%	17%	22%	38%	23%	5%	6%	9%	33%	29%	29%	22%	20%	84%	8%	5%	2%
General browsing/ surfing the internet	1692	834	858	304	400	693	295	71	102	141	599	507	495	366	320	1428	138	77	49
	67%	68%	66%	86%	86%	77%	37%	46%	57%	60%	81%	73%	72%	67%	55%	67%	63%	63%	71%
				cd	cd	d			a	a	abc	cd	d	d					bc
		49%	51%	18%	24%	41%	17%	4%	6%	8%	35%	30%	29%	22%	19%	84%	8%	5%	3%
Send/ receive emails	1595	780	816	279	381	646	289	61	96	125	573	508	478	331	274	1360	126	70	39
	63%	63%	63%	79%	82%	72%	36%	39%	53%	53%	78%	73%	69%	60%	47%	64%	57%	57%	57%
				cd	cd	d			a	a	abc	cd	cd	d		bcd			
		49%	51%	17%	24%	40%	18%	4%	6%	8%	36%	32%	30%	21%	17%	85%	8%	4%	2%
Use IM/ Instant Messaging (e.g. WhatsApp, Facebook Messenger, Snapchat, BBM, iMessage)	1383	654	730	264	351	557	212	62	83	119	509	417	387	308	266	1168	118	59	38
	55%	53%	56%	74%	75%	62%	26%	40%	46%	50%	69%	60%	56%	56%	46%	55%	54%	48%	55%
				cd	cd	d				a	abc	d	d	d		c			
		47%	53%	19%	25%	40%	15%	4%	6%	9%	37%	30%	28%	22%	19%	84%	9%	4%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3505	1708	1797	512	577	1153	1262	240	254	353	874	830	1068	710	887	2128	462	449	466
Effective Weighted Sample	2430	1182	1248	348	419	787	905	173	184	232	646	578	756	493	631	1852	316	314	413
Total	2528	1230	1298	354	466	900	808	155	180	237	737	696	690	550	583	2116	219	123	70
		49%	51%	14%	18%	36%	32%	6%	7%	9%	29%	28%	27%	22%	23%	84%	9%	5%	3%
Send/ receive messages with pictures/ images	1328	630	697	250	322	517	238	48	76	114	496	416	395	291	223	1130	109	53	36
	53%	51%	54%	71%	69%	57%	30%	31%	42%	48%	67%	60%	57%	53%	38%	53%	50%	43%	52%
				cd	cd	d			a	a	abc	cd	d	d		c			c
		47%	53%	19%	24%	39%	18%	4%	6%	9%	37%	31%	30%	22%	17%	85%	8%	4%	3%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat	1249	579	670	257	325	496	170	62	78	102	468	355	375	268	249	1051	103	59	36
	49%	47%	52%	73%	70%	55%	21%	40%	43%	43%	63%	51%	54%	49%	43%	50%	47%	48%	52%
			a	cd	cd	d					abc	d	d	d					
		46%	54%	21%	26%	40%	14%	5%	6%	8%	37%	28%	30%	21%	20%	84%	8%	5%	3%
Record video clips	1028	488	540	215	275	423	115	37	62	89	389	305	304	232	183	876	84	39	29
	41%	40%	42%	61%	59%	47%	14%	24%	34%	37%	53%	44%	44%	42%	31%	41%	38%	32%	42%
				cd	cd	d			a	a	abc	d	d	d		c			c
		47%	53%	21%	27%	41%	11%	4%	6%	9%	38%	30%	30%	23%	18%	85%	8%	4%	3%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	1021	525	496	221	286	386	128	39	56	82	411	308	315	227	167	879	70	49	23
	40%	43%	38%	62%	62%	43%	16%	25%	31%	35%	56%	44%	46%	41%	29%	42%	32%	39%	34%
		b		cd	cd	d				a	abc	d	d	d		bd		b	
		51%	49%	22%	28%	38%	12%	4%	5%	8%	40%	30%	31%	22%	16%	86%	7%	5%	2%
Send/ receive video clips	954	470	483	194	254	388	117	32	52	77	381	286	286	215	164	818	74	32	29
	38%	38%	37%	55%	55%	43%	14%	21%	29%	33%	52%	41%	41%	39%	28%	39%	34%	26%	42%
				cd	cd	d				a	abc	d	d	d		c	c		bc
		49%	51%	20%	27%	41%	12%	3%	5%	8%	40%	30%	30%	23%	17%	86%	8%	3%	3%

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

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

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3505	1708	1797	512	577	1153	1262	240	254	353	874	830	1068	710	887	2128	462	449	466
Effective Weighted Sample	2430	1182	1248	348	419	787	905	173	184	232	646	578	756	493	631	1852	316	314	413
Total	2528	1230	1298	354	466	900	808	155	180	237	737	696	690	550	583	2116	219	123	70
		49%	51%	14%	18%	36%	32%	6%	7%	9%	29%	28%	27%	22%	23%	84%	9%	5%	3%
Accessing/ receiving news	941	511	430	164	230	381	166	26	52	81	381	308	297	194	139	804	73	37	27
	37%	42%	33%	46%	49%	42%	20%	17%	29%	34%	52%	44%	43%	35%	24%	38%	33%	30%	39%
		b	d	d	cd	d		a	a	abc	cd	cd	d	d	c				c
		54%	46%	17%	24%	41%	18%	3%	6%	9%	40%	33%	32%	21%	15%	85%	8%	4%	3%
Making video calls e.g. via Facetime, Skype or WhatsApp	855	391	464	189	242	318	106	34	40	64	337	261	263	190	138	733	62	38	22
	34%	32%	36%	53%	52%	35%	13%	22%	22%	27%	46%	38%	38%	35%	24%	35%	28%	31%	31%
		a	cd	cd	d					abc	d	d	d	d	b				
		46%	54%	22%	28%	37%	12%	4%	5%	7%	39%	31%	31%	22%	16%	86%	7%	4%	3%
Play games	840	433	407	216	235	321	67	45	46	77	297	209	237	206	186	723	60	33	24
	33%	35%	31%	61%	50%	36%	8%	29%	25%	32%	40%	30%	34%	37%	32%	34%	27%	27%	35%
		b	bcd	cd	d					abc			a		bc				bc
		52%	48%	26%	28%	38%	8%	5%	5%	9%	35%	25%	28%	24%	22%	86%	7%	4%	3%
Listen to music stored on phone	825	447	377	219	222	303	81	36	42	55	320	246	256	171	150	696	72	40	17
	33%	36%	29%	62%	48%	34%	10%	23%	24%	23%	43%	35%	37%	31%	26%	33%	33%	32%	25%
		b	bcd	cd	d					abc	d	d	cd	d	d	d	d	d	
		54%	46%	27%	27%	37%	10%	4%	5%	7%	39%	30%	31%	21%	18%	84%	9%	5%	2%
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	744	363	381	155	206	286	97	25	38	62	307	243	243	146	109	636	58	30	19
	29%	30%	29%	44%	44%	32%	12%	16%	21%	26%	42%	35%	35%	27%	19%	30%	27%	25%	28%
			cd	cd	d					a	abc	cd	cd	d					
		49%	51%	21%	28%	38%	13%	3%	5%	8%	41%	33%	33%	20%	15%	86%	8%	4%	3%

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

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Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3505	1708	1797	512	577	1153	1262	240	254	353	874	830	1068	710	887	2128	462	449	466
Effective Weighted Sample	2430	1182	1248	348	419	787	905	173	184	232	646	578	756	493	631	1852	316	314	413
Total	2528	1230	1298	354	466	900	808	155	180	237	737	696	690	550	583	2116	219	123	70
		49%	51%	14%	18%	36%	32%	6%	7%	9%	29%	28%	27%	22%	23%	84%	9%	5%	3%
Use your phone for Sat Nav while you are driving	664	311	354	101	200	277	86	21	29	50	295	232	206	145	81	566	53	29	15
	26%	25%	27%	29%	43%	31%	11%	13%	16%	21%	40%	33%	30%	26%	14%	27%	24%	24%	22%
				d	acd	d				a	abc	cd	d	d	d	d			
		47%	53%	15%	30%	42%	13%	3%	4%	8%	44%	35%	31%	22%	12%	85%	8%	4%	2%
Accessing/ receiving sports/ team news/ scores	566	422	144	124	127	221	94	13	31	45	245	190	182	120	74	487	39	25	15
	22%	34%	11%	35%	27%	25%	12%	8%	17%	19%	33%	27%	26%	22%	13%	23%	18%	21%	22%
		b		bcd	d	d			a	a	abc	cd	d	d		b			
		75%	25%	22%	22%	39%	17%	2%	6%	8%	43%	33%	32%	21%	13%	86%	7%	4%	3%
Watching TV programmes/ films content online	522	284	239	140	152	191	41	18	30	40	214	156	162	115	87	461	30	20	12
	21%	23%	18%	39%	33%	21%	5%	12%	17%	17%	29%	22%	23%	21%	15%	22%	14%	16%	17%
		b		bcd	cd	d					abc	d	d	d		bcd			
		54%	46%	27%	29%	36%	8%	4%	6%	8%	41%	30%	31%	22%	17%	88%	6%	4%	2%
Contactless mobile payment at point of sale/ checkouts	421	241	180	102	123	154	42	12	17	30	185	132	149	83	56	375	25	14	7
	17%	20%	14%	29%	26%	17%	5%	8%	10%	12%	25%	19%	22%	15%	10%	18%	12%	11%	10%
		b		cd	cd	d					abc	d	cd	d		bcd			
		57%	43%	24%	29%	37%	10%	3%	4%	7%	44%	31%	35%	20%	13%	89%	6%	3%	2%
Listen to radio	375	209	166	71	96	145	63	13	19	19	152	123	114	79	58	332	23	13	7
	15%	17%	13%	20%	21%	16%	8%	8%	11%	8%	21%	18%	17%	14%	10%	16%	10%	11%	10%
		b		d	d	d					abc	d	d	d		bcd			
		56%	44%	19%	26%	39%	17%	3%	5%	5%	40%	33%	31%	21%	15%	89%	6%	3%	2%

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

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	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3505	1708	1797	512	577	1153	1262	240	254	353	874	830	1068	710	887	2128	462	449	466
Effective Weighted Sample	2430	1182	1248	348	419	787	905	173	184	232	646	578	756	493	631	1852	316	314	413
Total	2528	1230	1298	354	466	900	808	155	180	237	737	696	690	550	583	2116	219	123	70
		49%	51%	14%	18%	36%	32%	6%	7%	9%	29%	28%	27%	22%	23%	84%	9%	5%	3%
Listen to podcasts	288	170	117	70	86	102	30	12	9	19	127	103	99	56	30	253	18	8	8
	11%	14%	9%	20%	18%	11%	4%	8%	5%	8%	17%	15%	14%	10%	5%	12%	8%	7%	12%
		b		cd	cd	d					abc	cd	cd	d		bc			c
		59%	41%	24%	30%	36%	10%	4%	3%	7%	44%	36%	35%	19%	10%	88%	6%	3%	3%
Other	27	17	10	3	5	5	14	1	1	2	11	11	7	6	4	26	*	*	*
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
							c												
		61%	39%	10%	19%	19%	51%	5%	3%	6%	39%	39%	25%	21%	15%	96%	2%	1%	1%
WEB/ DATA ACCESS	1923	930	992	328	436	785	373	82	119	159	655	580	551	416	371	1621	159	87	56
	76%	76%	76%	93%	94%	87%	46%	53%	66%	67%	89%	83%	80%	76%	64%	77%	72%	71%	80%
				cd	cd	d			a	a	abc	cd	d	d		c			bc
		48%	52%	17%	23%	41%	19%	4%	6%	8%	34%	30%	29%	22%	19%	84%	8%	5%	3%
WATCHING AV CONTENT	1114	570	544	238	306	431	139	41	66	89	449	333	338	254	184	957	80	52	26
	44%	46%	42%	67%	66%	48%	17%	26%	37%	38%	61%	48%	49%	46%	32%	45%	36%	42%	37%
		b		cd	cd	d			a	a	abc	d	d	d		bd			
		51%	49%	21%	27%	39%	12%	4%	6%	8%	40%	30%	30%	23%	17%	86%	7%	5%	2%
LISTEN TO AUDIO CONTENT	997	542	455	239	259	375	123	43	53	66	383	308	301	207	179	852	80	43	21
	39%	44%	35%	68%	56%	42%	15%	28%	29%	28%	52%	44%	44%	38%	31%	40%	36%	35%	30%
		b		bcd	cd	d					abc	cd	cd	d		d			
		54%	46%	24%	26%	38%	12%	4%	5%	7%	38%	31%	30%	21%	18%	86%	8%	4%	2%
VIDEO OR VOICE CALLS USING VOIP	1018	475	542	217	272	388	141	41	52	78	401	317	314	217	166	873	76	44	25
	40%	39%	42%	61%	58%	43%	17%	27%	29%	33%	54%	46%	46%	39%	28%	41%	35%	35%	36%
				cd	cd	d					abc	cd	cd	d		b			
		47%	53%	21%	27%	38%	14%	4%	5%	8%	39%	31%	31%	21%	16%	86%	7%	4%	2%

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

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

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3505	1708	1797	512	577	1153	1262	240	254	353	874	830	1068	710	887	2128	462	449	466
Effective Weighted Sample	2430	1182	1248	348	419	787	905	173	184	232	646	578	756	493	631	1852	316	314	413
Total	2528	1230	1298	354	466	900	808	155	180	237	737	696	690	550	583	2116	219	123	70
		49%	51%	14%	18%	36%	32%	6%	7%	9%	29%	28%	27%	22%	23%	84%	9%	5%	3%
None of these	196	96	100	3	5	21	167	30	28	18	22	35	43	43	74	160	21	11	4
	8%	8%	8%	1%	1%	2%	21%	20%	15%	8%	3%	5%	6%	8%	13%	8%	9%	9%	6%
		49%	51%	2%	3%	10%	85%	15%	14%	9%	11%	18%	22%	22%	37%	82%	11%	6%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3505	238	224	240	238	256	226	256	220	230	2558	947	1954	1543	1716	1789
Effective Weighted Sample	2430	220	212	231	221	245	218	242	208	216	2030	427	1358	1093	1138	1295
Total	2528	322	340	216	185	223	231	215	110	274	2189	339	1528	993	1221	1307
Send/ receive text messages	2133	258	285	185	166	188	175	185	100	245	1847	286	1370	758	1035	1097
	84%	80%	84%	86%	90%	84%	76%	86%	91%	90%	84%	84%	90%	76%	85%	84%
		f	f	af	f	af	f	f	abef	af			b			
		12%	13%	9%	8%	9%	8%	9%	5%	12%	87%	13%	64%	36%	49%	51%
Take photos	1866	243	266	162	144	145	163	167	88	198	1626	240	1262	598	896	970
	74%	75%	78%	75%	78%	65%	70%	78%	80%	72%	74%	71%	83%	60%	73%	74%
		e	e	e	e	e	e	e	ef				b			
		13%	14%	9%	8%	8%	9%	9%	5%	11%	87%	13%	68%	32%	48%	52%
General browsing/ surfing the internet	1692	229	228	146	120	139	152	148	74	192	1482	210	1196	491	801	890
	67%	71%	67%	68%	65%	62%	66%	69%	68%	70%	68%	62%	78%	49%	66%	68%
		e									b		b			
		14%	13%	9%	7%	8%	9%	9%	4%	11%	88%	12%	71%	29%	47%	53%
Send/ receive emails	1595	245	230	143	117	116	150	137	66	156	1390	206	1137	453	766	829
	63%	76%	68%	66%	63%	52%	65%	64%	60%	57%	63%	61%	74%	46%	63%	63%
		cdefghi	ei	ei	e	e	e	e					b			
		15%	14%	9%	7%	7%	9%	9%	4%	10%	87%	13%	71%	28%	48%	52%
Use IM/ Instant Messaging (e.g. WhatsApp, Facebook Messenger, Snapchat, BBM, iMessage)	1383	216	172	115	103	100	131	115	64	151	1222	162	984	396	623	760
	55%	67%	51%	53%	56%	45%	57%	54%	58%	55%	56%	48%	64%	40%	51%	58%
		bcdefghi			e	e	e	e	e	e	b		b		a	
		16%	12%	8%	7%	7%	9%	8%	5%	11%	88%	12%	71%	29%	45%	55%

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

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

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3505	238	224	240	238	256	226	256	220	230	2558	947	1954	1543	1716	1789
Effective Weighted Sample	2430	220	212	231	221	245	218	242	208	216	2030	427	1358	1093	1138	1295
Total	2528	322	340	216	185	223	231	215	110	274	2189	339	1528	993	1221	1307
		13%	13%	9%	7%	9%	9%	9%	4%	11%	87%	13%	60%	39%	48%	52%
Send/ receive messages with pictures/ images	1328	196	177	113	94	93	125	125	60	146	1164	164	945	378	622	706
	53%	61%	52%	52%	51%	42%	54%	58%	55%	53%	53%	48%	62%	38%	51%	54%
		de	e	e	e	e	e	e	e	e	e	e	b	b	a	a
		15%	13%	8%	7%	7%	9%	9%	5%	11%	88%	12%	71%	28%	47%	53%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat	1249	181	179	101	84	84	111	115	65	133	1088	161	899	348	584	665
	49%	56%	53%	47%	45%	38%	48%	53%	59%	48%	50%	48%	59%	35%	48%	51%
		cde	e	e	e	e	e	e	cdefi	e	e	e	b	b	a	a
		14%	14%	8%	7%	7%	9%	9%	5%	11%	87%	13%	72%	28%	47%	53%
Record video clips	1028	192	126	80	53	70	99	96	49	111	905	123	751	273	438	590
	41%	59%	37%	37%	29%	31%	43%	45%	44%	41%	41%	36%	49%	27%	36%	45%
		bcdefghi					de	de	de	de			b		a	a
		19%	12%	8%	5%	7%	10%	9%	5%	11%	88%	12%	73%	27%	43%	57%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	1021	179	145	86	59	68	93	87	52	110	905	116	754	262	440	581
	40%	55%	43%	40%	32%	31%	40%	41%	47%	40%	41%	34%	49%	26%	36%	44%
		bcdefgi	de	e			e	e	de	e	b		b		a	a
		18%	14%	8%	6%	7%	9%	9%	5%	11%	89%	11%	74%	26%	43%	57%

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

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

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3505	238	224	240	238	256	226	256	220	230	2558	947	1954	1543	1716	1789
Effective Weighted Sample	2430	220	212	231	221	245	218	242	208	216	2030	427	1358	1093	1138	1295
Total	2528	322	340	216	185	223	231	215	110	274	2189	339	1528	993	1221	1307
		13%	13%	9%	7%	9%	9%	9%	4%	11%	87%	13%	60%	39%	48%	52%
Send/ receive video clips	954	193	136	72	51	59	87	85	38	97	849	104	701	252	390	564
	38%	60%	40%	33%	28%	26%	38%	40%	34%	35%	39%	31%	46%	25%	32%	43%
		bcd efghi	de		de	de	de	e	b		b		b		a	
		20%	14%	8%	5%	6%	9%	9%	4%	10%	89%	11%	74%	26%	41%	59%
Accessing/ receiving news	941	151	152	82	48	56	93	75	46	102	823	118	696	244	435	506
	37%	47%	45%	38%	26%	25%	40%	35%	42%	37%	38%	35%	46%	25%	36%	39%
		degi	deg	de	de	de	de	de	de	de	b		b			
		16%	16%	9%	5%	6%	10%	8%	5%	11%	87%	13%	74%	26%	46%	54%
Making video calls e.g. via Facetime, Skype or WhatsApp	855	175	116	59	38	63	88	74	39	81	764	91	617	236	353	502
	34%	54%	34%	27%	21%	28%	38%	34%	35%	29%	35%	27%	40%	24%	29%	38%
		bcd efghi	d		cde	d	d	d	b		b		b		a	
		20%	14%	7%	4%	7%	10%	9%	5%	9%	89%	11%	72%	28%	41%	59%
Play games	840	136	123	53	72	72	80	76	39	72	745	95	588	249	346	493
	33%	42%	36%	24%	39%	32%	35%	35%	35%	26%	34%	28%	38%	25%	28%	38%
		cei	ci		ci		c	ci	c		b		b		a	
		16%	15%	6%	9%	9%	10%	9%	5%	9%	89%	11%	70%	30%	41%	59%
Listen to music stored on phone	825	91	112	77	55	75	76	82	41	86	714	111	594	225	381	444
	33%	28%	33%	36%	29%	34%	33%	38%	37%	31%	33%	33%	39%	23%	31%	34%
								a	a				b			
		11%	14%	9%	7%	9%	9%	10%	5%	10%	87%	13%	72%	27%	46%	54%

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

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

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3505	238	224	240	238	256	226	256	220	230	2558	947	1954	1543	1716	1789
Effective Weighted Sample	2430	220	212	231	221	245	218	242	208	216	2030	427	1358	1093	1138	1295
Total	2528	322	340	216	185	223	231	215	110	274	2189	339	1528	993	1221	1307
		13%	13%	9%	7%	9%	9%	9%	4%	11%	87%	13%	60%	39%	48%	52%
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	744	174	119	46	28	44	83	54	32	56	663	82	553	188	303	441
	29%	54%	35%	21%	15%	20%	36%	25%	29%	20%	30%	24%	36%	19%	25%	34%
		bcdefghi	cdegi				cdegi	d	dei		b		b		a	
		23%	16%	6%	4%	6%	11%	7%	4%	8%	89%	11%	74%	25%	41%	59%
Use your phone for Sat Nav while you are driving	664	85	89	71	44	50	73	59	39	57	562	102	516	147	319	345
	26%	26%	26%	33%	24%	23%	32%	27%	36%	21%	26%	30%	34%	15%	26%	26%
				dei			ei		abdei				b			
		13%	13%	11%	7%	8%	11%	9%	6%	9%	85%	15%	78%	22%	48%	52%
Accessing/ receiving sports/ team news/ scores	566	109	94	35	27	37	61	46	27	50	509	57	430	134	246	321
	22%	34%	28%	16%	15%	16%	27%	22%	25%	18%	23%	17%	28%	14%	20%	25%
		cdeghi	cdei				cdei		cde		b		b		a	
		19%	17%	6%	5%	6%	11%	8%	5%	9%	90%	10%	76%	24%	43%	57%
Watching TV programmes/ films content online	522	114	91	39	23	26	57	52	26	34	473	50	383	139	194	329
	21%	35%	27%	18%	12%	12%	25%	24%	23%	12%	22%	15%	25%	14%	16%	25%
		cdefghi	cdei	e			dei	dei	dei		b		b		a	
		22%	17%	7%	4%	5%	11%	10%	5%	6%	90%	10%	73%	27%	37%	63%

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

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Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3505	238	224	240	238	256	226	256	220	230	2558	947	1954	1543	1716	1789
Effective Weighted Sample	2430	220	212	231	221	245	218	242	208	216	2030	427	1358	1093	1138	1295
Total	2528	322 13%	340 13%	216 9%	185 7%	223 9%	231 9%	215 9%	110 4%	274 11%	2189 87%	339 13%	1528 60%	993 39%	1221 48%	1307 52%
Contactless mobile payment at point of sale/ checkouts	421 17%	112 35%	54 16%	30 14%	23 12%	20 9%	49 21%	37 17%	17 16%	34 12%	378 17%	43 13%	335 22%	84 8%	176 14%	245 19%
		bcdefghi 27%	e 13%				cdei 12%	e 9%	e 4%		b 90%		b 80%		a 42%	
Listen to radio	375 15%	46 14%	73 22%	39 18%	27 14%	28 13%	36 15%	24 11%	20 19%	38 14%	329 15%	46 13%	279 18%	96 10%	180 15%	195 15%
			adegi 12%	g 20%					g 5%				b 74%			
Listen to podcasts	288 11%	59 18%	49 14%	21 10%	19 10%	14 6%	27 12%	24 11%	9 9%	31 11%	253 12%	34 10%	218 14%	68 7%	116 9%	172 13%
			cdeghi 20%	e 17%			e 9%		e 3%				b 76%		a 40%	
Other	27 1%	- -%	15 4%	4 2%	3 2%	1 *%	- -%	1 *%	2 2%	- -%	24 1%	3 1%	17 1%	10 1%	17 1%	10 1%
			aefgi -%	afi 56%	afi 14%											
WEB/ DATA ACCESS	1923 76%	279 86%	260 77%	161 75%	137 74%	151 68%	173 75%	165 77%	88 80%	206 75%	1673 76%	250 74%	1338 88%	579 58%	911 75%	1012 77%
			bcdefgi 14%	e 14%				e 9%	e 5%				b 70%			
WATCHING AV CONTENT	1114 44%	198 61%	157 46%	94 44%	64 35%	71 32%	102 44%	98 46%	58 53%	114 42%	988 45%	126 37%	824 54%	286 29%	478 39%	636 49%
			bcdefgi 18%	de 14%	e 8%		de 6%	de 6%	cdei 9%	e 10%	b 89%		b 74%		a 43%	

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

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Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3505	238	224	240	238	256	226	256	220	230	2558	947	1954	1543	1716	1789
Effective Weighted Sample	2430	220	212	231	221	245	218	242	208	216	2030	427	1358	1093	1138	1295
Total	2528	322	340	216	185	223	231	215	110	274	2189	339	1528	993	1221	1307
		13%	13%	9%	7%	9%	9%	9%	4%	11%	87%	13%	60%	39%	48%	52%
LISTEN TO AUDIO CONTENT	997	126	147	95	63	87	91	92	51	101	870	127	720	272	455	542
	39%	39%	43%	44%	34%	39%	39%	43%	47%	37%	40%	37%	47%	27%	37%	41%
			d	d				di					b		a	
		13%	15%	10%	6%	9%	9%	9%	5%	10%	87%	13%	72%	27%	46%	54%
VIDEO OR VOICE CALLS USING VOIP	1018	206	143	70	50	70	105	91	45	92	902	116	736	279	442	576
	40%	64%	42%	32%	27%	31%	45%	43%	41%	34%	41%	34%	48%	28%	36%	44%
		bcdefghi	cde				cdei	cde	de		b		b		a	
		20%	14%	7%	5%	7%	10%	9%	4%	9%	89%	11%	72%	27%	43%	57%
None of these	196	17	26	19	9	24	28	12	6	20	167	29	35	161	106	90
	8%	5%	8%	9%	5%	11%	12%	6%	5%	7%	8%	8%	2%	16%	9%	7%
						adgh	adgh						a			
		9%	13%	10%	4%	12%	14%	6%	3%	10%	85%	15%	18%	82%	54%	46%

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Send/ receive text messages	2133	1034	1098	331	424	799	579	111	136	203	664	613	594	461	458	1788	179	104	62
	80%	80%	80%	92%	89%	87%	62%	58%	69%	82%	89%	86%	83%	79%	69%	80%	77%	79%	84%
				cd	d	d			a	ab	abc	cd	d	d					b
		48%	52%	16%	20%	37%	27%	5%	6%	10%	31%	29%	28%	22%	21%	84%	8%	5%	3%
Take photos	1866	887	979	319	409	717	422	90	121	165	615	540	548	406	367	1576	154	90	46
	70%	68%	71%	89%	86%	78%	45%	47%	61%	67%	83%	76%	77%	70%	55%	70%	66%	68%	63%
				cd	cd	d			a	a	abc	cd	cd	d		d			
		48%	52%	17%	22%	38%	23%	5%	6%	9%	33%	29%	29%	22%	20%	84%	8%	5%	2%
General browsing/ surfing the internet	1692	834	858	304	400	693	295	71	102	141	599	507	495	366	320	1428	138	77	49
	63%	64%	62%	85%	84%	76%	32%	37%	52%	57%	80%	71%	69%	63%	48%	64%	59%	58%	67%
				cd	cd	d			a	a	abc	cd	cd	d					bc
		49%	51%	18%	24%	41%	17%	4%	6%	8%	35%	30%	29%	22%	19%	84%	8%	5%	3%
Send/ receive emails	1595	780	816	279	381	646	289	61	96	125	573	508	478	331	274	1360	126	70	39
	60%	60%	59%	78%	80%	71%	31%	32%	49%	51%	77%	71%	67%	57%	41%	61%	54%	53%	54%
				cd	cd	d			a	a	abc	cd	cd	d		bcd			
		49%	51%	17%	24%	40%	18%	4%	6%	8%	36%	32%	30%	21%	17%	85%	8%	4%	2%
Use IM/ Instant Messaging (e.g. WhatsApp, Facebook Messenger, Snapchat, BBM, iMessage)	1383	654	730	264	351	557	212	62	83	119	509	417	387	308	266	1168	118	59	38
	52%	50%	53%	73%	74%	61%	23%	32%	42%	48%	68%	59%	54%	53%	40%	52%	51%	45%	52%
				cd	cd	d			a	a	abc	d	d	d		c			c
		47%	53%	19%	25%	40%	15%	4%	6%	9%	37%	30%	28%	22%	19%	84%	9%	4%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 43

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Send/ receive messages with pictures/ images	1328	630	697	250	322	517	238	48	76	114	496	416	395	291	223	1130	109	53	36
	50%	48%	51%	70%	68%	56%	26%	25%	38%	46%	67%	58%	55%	50%	34%	51%	47%	40%	49%
				cd	cd	d			a	a	abc	cd	d	d		c			c
		47%	53%	19%	24%	39%	18%	4%	6%	9%	37%	31%	30%	22%	17%	85%	8%	4%	3%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat	1249	579	670	257	325	496	170	62	78	102	468	355	375	268	249	1051	103	59	36
	47%	45%	49%	72%	69%	54%	18%	32%	39%	42%	63%	50%	53%	46%	38%	47%	44%	45%	49%
				a	cd	d			a	abc	d	d	cd	d					
		46%	54%	21%	26%	40%	14%	5%	6%	8%	37%	28%	30%	21%	20%	84%	8%	5%	3%
Record video clips	1028	488	540	215	275	423	115	37	62	89	389	305	304	232	183	876	84	39	29
	38%	38%	39%	60%	58%	46%	12%	19%	31%	36%	52%	43%	43%	40%	28%	39%	36%	30%	39%
				cd	cd	d			a	a	abc	d	d	d		c			c
		47%	53%	21%	27%	41%	11%	4%	6%	9%	38%	30%	30%	23%	18%	85%	8%	4%	3%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	1021	525	496	221	286	386	128	39	56	82	411	308	315	227	167	879	70	49	23
	38%	40%	36%	62%	60%	42%	14%	20%	28%	33%	55%	43%	44%	39%	25%	39%	30%	37%	32%
		b		cd	cd	d			a	abc	d	d	d	d		bd			
		51%	49%	22%	28%	38%	12%	4%	5%	8%	40%	30%	31%	22%	16%	86%	7%	5%	2%
Send/ receive video clips	954	470	483	194	254	388	117	32	52	77	381	286	286	215	164	818	74	32	29
	36%	36%	35%	54%	54%	42%	13%	17%	26%	31%	51%	40%	40%	37%	25%	37%	32%	24%	39%
				cd	cd	d			a	a	abc	d	d	d		c	c		bc
		49%	51%	20%	27%	41%	12%	3%	5%	8%	40%	30%	30%	23%	17%	86%	8%	3%	3%

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Accessing/ receiving news	941	511	430	164	230	381	166	26	52	81	381	308	297	194	139	804	73	37	27
	35%	39%	31%	46%	49%	42%	18%	14%	26%	33%	51%	43%	42%	33%	21%	36%	31%	28%	37%
		b	d	d	cd	d			a	a	abc	cd	cd	d		c			c
		54%	46%	17%	24%	41%	18%	3%	6%	9%	40%	33%	32%	21%	15%	85%	8%	4%	3%
Making video calls e.g. via Facetime, Skype or WhatsApp	855	391	464	189	242	318	106	34	40	64	337	261	263	190	138	733	62	38	22
	32%	30%	34%	53%	51%	35%	11%	18%	20%	26%	45%	37%	37%	33%	21%	33%	27%	29%	30%
		a	cd	cd	d				a	abc	d	d	d	d		b			
		46%	54%	22%	28%	37%	12%	4%	5%	7%	39%	31%	31%	22%	16%	86%	7%	4%	3%
Play games	840	433	407	216	235	321	67	45	46	77	297	209	237	206	186	723	60	33	24
	31%	33%	30%	60%	50%	35%	7%	23%	23%	31%	40%	29%	33%	35%	28%	32%	26%	25%	33%
		b	bcd	cd	d					abc		d	ad			bc			bc
		52%	48%	26%	28%	38%	8%	5%	5%	9%	35%	25%	28%	24%	22%	86%	7%	4%	3%
Listen to music stored on phone	825	447	377	219	222	303	81	36	42	55	320	246	256	171	150	696	72	40	17
	31%	34%	27%	61%	47%	33%	9%	19%	21%	22%	43%	35%	36%	29%	23%	31%	31%	30%	23%
		b	bcd	cd	d					abc	d	d	cd	d		d	d	d	
		54%	46%	27%	27%	37%	10%	4%	5%	7%	39%	30%	31%	21%	18%	84%	9%	5%	2%
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	744	363	381	155	206	286	97	25	38	62	307	243	243	146	109	636	58	30	19
	28%	28%	28%	43%	43%	31%	10%	13%	19%	25%	41%	34%	34%	25%	16%	28%	25%	23%	26%
			cd	cd	d				a	abc	cd	cd	cd	d		c			
		49%	51%	21%	28%	38%	13%	3%	5%	8%	41%	33%	33%	20%	15%	86%	8%	4%	3%

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

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Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Use your phone for Sat Nav while you are driving	664	311	354	101	200	277	86	21	29	50	295	232	206	145	81	566	53	29	15
	25%	24%	26%	28%	42%	30%	9%	11%	15%	20%	40%	33%	29%	25%	12%	25%	23%	22%	21%
				d	acd	d				a	abc	cd	d	d	d	d			
		47%	53%	15%	30%	42%	13%	3%	4%	8%	44%	35%	31%	22%	12%	85%	8%	4%	2%
Accessing/ receiving sports/ team news/ scores	566	422	144	124	127	221	94	13	31	45	245	190	182	120	74	487	39	25	15
	21%	32%	11%	35%	27%	24%	10%	7%	16%	18%	33%	27%	25%	21%	11%	22%	17%	19%	21%
		b		bcd	d	d			a	a	abc	cd	cd	d		b			
		75%	25%	22%	22%	39%	17%	2%	6%	8%	43%	33%	32%	21%	13%	86%	7%	4%	3%
Watching TV programmes/ films content online	522	284	239	140	152	191	41	18	30	40	214	156	162	115	87	461	30	20	12
	20%	22%	17%	39%	32%	21%	4%	10%	15%	16%	29%	22%	23%	20%	13%	21%	13%	15%	16%
		b		bcd	cd	d				a	abc	d	d	d		bcd			
		54%	46%	27%	29%	36%	8%	4%	6%	8%	41%	30%	31%	22%	17%	88%	6%	4%	2%
Contactless mobile payment at point of sale/ checkouts	421	241	180	102	123	154	42	12	17	30	185	132	149	83	56	375	25	14	7
	16%	19%	13%	28%	26%	17%	5%	6%	9%	12%	25%	19%	21%	14%	8%	17%	11%	11%	9%
		b		cd	cd	d				a	abc	d	cd	d		bcd			
		57%	43%	24%	29%	37%	10%	3%	4%	7%	44%	31%	35%	20%	13%	89%	6%	3%	2%
Listen to radio	375	209	166	71	96	145	63	13	19	19	152	123	114	79	58	332	23	13	7
	14%	16%	12%	20%	20%	16%	7%	7%	10%	8%	20%	17%	16%	14%	9%	15%	10%	10%	10%
		b		d	d	d				abc	d	d	d	d		bcd			
		56%	44%	19%	26%	39%	17%	3%	5%	5%	40%	33%	31%	21%	15%	89%	6%	3%	2%

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Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Listen to podcasts	288	170	117	70	86	102	30	12	9	19	127	103	99	56	30	253	18	8	8
	11%	13%	9%	19%	18%	11%	3%	6%	5%	8%	17%	14%	14%	10%	4%	11%	8%	6%	11%
		b		cd	cd	d				abc	cd	cd	cd	d		bc			c
		59%	41%	24%	30%	36%	10%	4%	3%	7%	44%	36%	35%	19%	10%	88%	6%	3%	3%
Other	27	17	10	3	5	5	14	1	1	2	11	11	7	6	4	26	*	*	*
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		61%	39%	10%	19%	19%	51%	5%	3%	6%	39%	39%	25%	21%	15%	96%	2%	1%	1%
WEB/ DATA ACCESS	1923	930	992	328	436	785	373	82	119	159	655	580	551	416	371	1621	159	87	56
	72%	72%	72%	91%	92%	86%	40%	43%	60%	64%	88%	81%	77%	72%	56%	73%	68%	66%	75%
				cd	cd	d			a	a	abc	cd	cd	d		c			bc
		48%	52%	17%	23%	41%	19%	4%	6%	8%	34%	30%	29%	22%	19%	84%	8%	5%	3%
WATCHING AV CONTENT	1114	570	544	238	306	431	139	41	66	89	449	333	338	254	184	957	80	52	26
	42%	44%	40%	66%	65%	47%	15%	21%	33%	36%	60%	47%	47%	44%	28%	43%	34%	40%	35%
		b		cd	cd	d			a	a	abc	d	d	d		bd			
		51%	49%	21%	27%	39%	12%	4%	6%	8%	40%	30%	30%	23%	17%	86%	7%	5%	2%
LISTEN TO AUDIO CONTENT	997	542	455	239	259	375	123	43	53	66	383	308	301	207	179	852	80	43	21
	37%	42%	33%	67%	55%	41%	13%	22%	27%	27%	51%	43%	42%	36%	27%	38%	34%	33%	29%
		b		bcd	cd	d					abc	cd	cd	d		d			
		54%	46%	24%	26%	38%	12%	4%	5%	7%	38%	31%	30%	21%	18%	86%	8%	4%	2%
VIDEO OR VOICE CALLS USING VOIP	1018	475	542	217	272	388	141	41	52	78	401	317	314	217	166	873	76	44	25
	38%	37%	39%	60%	57%	42%	15%	21%	26%	32%	54%	45%	44%	37%	25%	39%	33%	33%	34%
				cd	cd	d				a	abc	cd	cd	d		bc			
		47%	53%	21%	27%	38%	14%	4%	5%	8%	39%	31%	31%	21%	16%	86%	7%	4%	2%
None of these	196	96	100	3	5	21	167	30	28	18	22	35	43	43	74	160	21	11	4
	7%	7%	7%	1%	1%	2%	18%	16%	14%	7%	3%	5%	6%	7%	11%	7%	9%	8%	5%
							abc	cd	cd	d					abc				
		49%	51%	2%	3%	10%	85%	15%	14%	9%	11%	18%	22%	22%	37%	82%	11%	6%	2%

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Send/ receive text messages	2133	258	285	185	166	188	175	185	100	245	1847	286	1370	758	1035	1097
	80%	76%	79%	83%	87%	80%	71%	81%	87%	82%	80%	80%	88%	68%	80%	79%
			f	f	abf	f	f	f	abef	f			b			
		12%	13%	9%	8%	9%	8%	9%	5%	12%	87%	13%	64%	36%	49%	51%
Take photos	1866	243	266	162	144	145	163	167	88	198	1626	240	1262	598	896	970
	70%	72%	74%	72%	75%	62%	66%	74%	77%	67%	70%	68%	81%	54%	70%	70%
		e	e	e	efi	e	e	e	efi				b			
		13%	14%	9%	8%	8%	9%	9%	5%	11%	87%	13%	68%	32%	48%	52%
General browsing/ surfing the internet	1692	229	228	146	120	139	152	148	74	192	1482	210	1196	491	801	890
	63%	67%	63%	65%	63%	59%	62%	65%	65%	64%	64%	59%	77%	44%	62%	64%
													b			
		14%	13%	9%	7%	8%	9%	9%	4%	11%	88%	12%	71%	29%	47%	53%
Send/ receive emails	1595	245	230	143	117	116	150	137	66	156	1390	206	1137	453	766	829
	60%	72%	64%	64%	61%	50%	61%	60%	58%	52%	60%	58%	73%	41%	60%	60%
		defghi	ei	ei	e	e	e	e					b			
		15%	14%	9%	7%	7%	9%	9%	4%	10%	87%	13%	71%	28%	48%	52%
Use IM/ Instant Messaging (e.g. WhatsApp, Facebook Messenger, Snapchat, BBM, iMessage)	1383	216	172	115	103	100	131	115	64	151	1222	162	984	396	623	760
	52%	64%	48%	51%	54%	43%	53%	51%	56%	51%	53%	45%	63%	35%	48%	55%
		bcdefgi			e	e	e	e	e		b		b		a	
		16%	12%	8%	7%	7%	9%	8%	5%	11%	88%	12%	71%	29%	45%	55%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Send/ receive messages with pictures/ images	1328	196	177	113	94	93	125	125	60	146	1164	164	945	378	622	706
	50%	58%	49%	50%	49%	40%	51%	55%	53%	49%	50%	46%	61%	34%	48%	51%
		e	e	e	e	e	e	e	e	e			b			
		15%	13%	8%	7%	7%	9%	9%	5%	11%	88%	12%	71%	28%	47%	53%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat	1249	181	179	101	84	84	111	115	65	133	1088	161	899	348	584	665
	47%	53%	50%	45%	44%	36%	45%	50%	57%	45%	47%	45%	58%	31%	45%	48%
		de	e	e	e	e	e	e	cdefi	e			b			
		14%	14%	8%	7%	7%	9%	9%	5%	11%	87%	13%	72%	28%	47%	53%
Record video clips	1028	192	126	80	53	70	99	96	49	111	905	123	751	273	438	590
	38%	56%	35%	36%	28%	30%	40%	42%	42%	37%	39%	35%	48%	24%	34%	42%
		bcdefghi					de	de	de	d			b		a	
		19%	12%	8%	5%	7%	10%	9%	5%	11%	88%	12%	73%	27%	43%	57%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	1021	179	145	86	59	68	93	87	52	110	905	116	754	262	440	581
	38%	53%	40%	38%	31%	29%	38%	38%	46%	37%	39%	33%	49%	24%	34%	42%
		bcdefgi	de	e			e	e	de		b		b		a	
		18%	14%	8%	6%	7%	9%	9%	5%	11%	89%	11%	74%	26%	43%	57%

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Send/ receive video clips	954	193	136	72	51	59	87	85	38	97	849	104	701	252	390	564
	36%	57%	38%	32%	27%	25%	35%	37%	33%	33%	37%	29%	45%	23%	30%	41%
		bcd efghi	de	de	de	de	de	de	de	de	b	b	a	a	a	a
		20%	14%	8%	5%	6%	9%	9%	4%	10%	89%	11%	74%	26%	41%	59%
Accessing/ receiving news	941	151	152	82	48	56	93	75	46	102	823	118	696	244	435	506
	35%	45%	42%	37%	25%	24%	38%	33%	40%	34%	35%	33%	45%	22%	34%	36%
		degi	deg	de	de	de	e	e	de	de	b	b	b	b	b	b
		16%	16%	9%	5%	6%	10%	8%	5%	11%	87%	13%	74%	26%	46%	54%
Making video calls e.g. via Facetime, Skype or WhatsApp	855	175	116	59	38	63	88	74	39	81	764	91	617	236	353	502
	32%	52%	32%	26%	20%	27%	36%	33%	34%	27%	33%	26%	40%	21%	27%	36%
		bcd efghi	d	d	d	d	cdei	d	d	d	b	b	b	b	a	a
		20%	14%	7%	4%	7%	10%	9%	5%	9%	89%	11%	72%	28%	41%	59%
Play games	840	136	123	53	72	72	80	76	39	72	745	95	588	249	346	493
	31%	40%	34%	24%	38%	31%	33%	33%	34%	24%	32%	27%	38%	22%	27%	36%
		cei	ci	ci	ci	ci	ci	ci	ci	ci	b	b	b	b	a	a
		16%	15%	6%	9%	9%	10%	9%	5%	9%	89%	11%	70%	30%	41%	59%
Listen to music stored on phone	825	91	112	77	55	75	76	82	41	86	714	111	594	225	381	444
	31%	27%	31%	35%	28%	32%	31%	36%	36%	29%	31%	31%	38%	20%	30%	32%
		a	a	a	a	a	a	a	a	a	b	b	b	b	b	b
		11%	14%	9%	7%	9%	9%	10%	5%	10%	87%	13%	72%	27%	46%	54%

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	744	174	119	46	28	44	83	54	32	56	663	82	553	188	303	441
	28%	51%	33%	20%	15%	19%	34%	24%	28%	19%	29%	23%	36%	17%	24%	32%
		bcdefghi	cdegi				cdegi	d	dei		b		b		a	
		23%	16%	6%	4%	6%	11%	7%	4%	8%	89%	11%	74%	25%	41%	59%
Use your phone for Sat Nav while you are driving	664	85	89	71	44	50	73	59	39	57	562	102	516	147	319	345
	25%	25%	25%	31%	23%	21%	30%	26%	34%	19%	24%	29%	33%	13%	25%	25%
				dei			ei		abdegi				b			
		13%	13%	11%	7%	8%	11%	9%	6%	9%	85%	15%	78%	22%	48%	52%
Accessing/ receiving sports/ team news/ scores	566	109	94	35	27	37	61	46	27	50	509	57	430	134	246	321
	21%	32%	26%	16%	14%	16%	25%	20%	24%	17%	22%	16%	28%	12%	19%	23%
		cdegi	cdei				cdei		cde		b		b		a	
		19%	17%	6%	5%	6%	11%	8%	5%	9%	90%	10%	76%	24%	43%	57%
Watching TV programmes/ films content online	522	114	91	39	23	26	57	52	26	34	473	50	383	139	194	329
	20%	33%	25%	17%	12%	11%	23%	23%	22%	11%	20%	14%	25%	12%	15%	24%
		cdefghi	cdei	e			dei	dei	dei		b		b		a	
		22%	17%	7%	4%	5%	11%	10%	5%	6%	90%	10%	73%	27%	37%	63%

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Contactless mobile payment at point of sale/ checkouts	421	112	54	30	23	20	49	37	17	34	378	43	335	84	176	245
	16%	33%	15%	13%	12%	8%	20%	16%	15%	11%	16%	12%	22%	8%	14%	18%
		bcdefghi	e				cdei	e	e		b		b		a	
		27%	13%	7%	5%	5%	12%	9%	4%	8%	90%	10%	80%	20%	42%	58%
Listen to radio	375	46	73	39	27	28	36	24	20	38	329	46	279	96	180	195
	14%	14%	20%	17%	14%	12%	15%	11%	18%	13%	14%	13%	18%	9%	14%	14%
			egi	g					g				b			
		12%	20%	10%	7%	8%	10%	6%	5%	10%	88%	12%	74%	26%	48%	52%
Listen to podcasts	288	59	49	21	19	14	27	24	9	31	253	34	218	68	116	172
	11%	17%	13%	9%	10%	6%	11%	11%	8%	11%	11%	10%	14%	6%	9%	12%
		cdeghi	e				e						b		a	
		20%	17%	7%	7%	5%	9%	8%	3%	11%	88%	12%	76%	24%	40%	60%
Other	27	-	15	4	3	1	-	1	2	-	24	3	17	10	17	10
	1%	-%	4%	2%	2%	*%	-%	*%	1%	-%	1%	1%	1%	1%	1%	1%
			aefgi	afi	afi											
		-%	56%	14%	13%	4%	-%	3%	6%	-%	89%	11%	62%	38%	61%	39%
WEB/ DATA ACCESS	1923	279	260	161	137	151	173	165	88	206	1673	250	1338	579	911	1012
	72%	82%	72%	72%	72%	64%	71%	72%	77%	69%	72%	70%	86%	52%	71%	73%
		bcdefgi							e				b			
		14%	14%	8%	7%	8%	9%	9%	5%	11%	87%	13%	70%	30%	47%	53%
WATCHING AV CONTENT	1114	198	157	94	64	71	102	98	58	114	988	126	824	286	478	636
	42%	58%	44%	42%	34%	30%	42%	43%	51%	38%	43%	36%	53%	26%	37%	46%
		bcdefgi	de	e			e	de	defi		b		b		a	
		18%	14%	8%	6%	6%	9%	9%	5%	10%	89%	11%	74%	26%	43%	57%

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
LISTEN TO AUDIO CONTENT	997	126	147	95	63	87	91	92	51	101	870	127	720	272	455	542
	37%	37%	41%	42%	33%	37%	37%	40%	45%	34%	37%	36%	46%	24%	35%	39%
			d						di				b			
		13%	15%	10%	6%	9%	9%	9%	5%	10%	87%	13%	72%	27%	46%	54%
VIDEO OR VOICE CALLS USING VOIP	1018	206	143	70	50	70	105	91	45	92	902	116	736	279	442	576
	38%	61%	40%	31%	26%	30%	43%	40%	39%	31%	39%	33%	47%	25%	34%	41%
		bcdefghi	de				cdei	cdei	de		b		b		a	
		20%	14%	7%	5%	7%	10%	9%	4%	9%	89%	11%	72%	27%	43%	57%
None of these	196	17	26	19	9	24	28	12	6	20	167	29	35	161	106	90
	7%	5%	7%	9%	5%	10%	11%	5%	5%	7%	7%	8%	2%	14%	8%	7%
						adgh	adgh						a			
		9%	13%	10%	4%	12%	14%	6%	3%	10%	85%	15%	18%	82%	54%	46%

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

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

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3505	1708	1797	512	577	1153	1262	240	254	353	874	830	1068	710	887	2128	462	449	466
Effective Weighted Sample	2430	1182	1248	348	419	787	905	173	184	232	646	578	756	493	631	1852	316	314	413
Total	2528	1230	1298	354	466	900	808	155	180	237	737	696	690	550	583	2116	219	123	70
		49%	51%	14%	18%	36%	32%	6%	7%	9%	29%	28%	27%	22%	23%	84%	9%	5%	3%
Send/ receive text messages	1968	949	1019	312	393	754	508	99	122	190	628	565	555	435	408	1645	171	95	56
	78%	77%	78%	88%	84%	84%	63%	64%	68%	80%	85%	81%	80%	79%	70%	78%	78%	77%	80%
				d	d	d				ab	ab	d	d	d					
		48%	52%	16%	20%	38%	26%	5%	6%	10%	32%	29%	28%	22%	21%	84%	9%	5%	3%
General browsing/ surfing the internet	1496	727	769	271	370	621	233	57	93	125	545	441	436	334	283	1268	122	67	39
	59%	59%	59%	77%	79%	69%	29%	37%	51%	53%	74%	63%	63%	61%	48%	60%	56%	55%	56%
				cd	cd	d			a	a	abc	d	d	d					
		49%	51%	18%	25%	42%	16%	4%	6%	8%	36%	29%	29%	22%	19%	85%	8%	4%	3%
Send/ receive emails	1377	672	705	236	344	555	242	45	84	109	501	441	422	292	219	1174	109	62	32
	54%	55%	54%	67%	74%	62%	30%	29%	46%	46%	68%	63%	61%	53%	37%	55%	50%	51%	46%
				d	acd	d			a	a	abc	cd	cd	d		d			
		49%	51%	17%	25%	40%	18%	3%	6%	8%	36%	32%	31%	21%	16%	85%	8%	5%	2%
Take photos	1341	611	731	258	334	502	247	56	92	104	449	400	402	289	248	1155	98	55	33
	53%	50%	56%	73%	72%	56%	31%	36%	51%	44%	61%	57%	58%	53%	42%	55%	45%	45%	47%
			a	cd	cd	d			a		abc	d	cd	d		bcd			
		46%	54%	19%	25%	37%	18%	4%	7%	8%	33%	30%	30%	22%	18%	86%	7%	4%	2%
Use IM/ Instant Messaging (e.g. WhatsApp, Facebook Messenger, Snapchat, BBM, iMessage)	1127	524	603	216	299	445	168	50	72	95	426	348	302	251	222	955	94	49	29
	45%	43%	46%	61%	64%	49%	21%	32%	40%	40%	58%	50%	44%	46%	38%	45%	43%	40%	42%
				cd	cd	d					abc	bd	d	d					
		47%	53%	19%	26%	39%	15%	4%	6%	8%	38%	31%	27%	22%	20%	85%	8%	4%	3%

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

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

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3505	1708	1797	512	577	1153	1262	240	254	353	874	830	1068	710	887	2128	462	449	466
Effective Weighted Sample	2430	1182	1248	348	419	787	905	173	184	232	646	578	756	493	631	1852	316	314	413
Total	2528	1230	1298	354	466	900	808	155	180	237	737	696	690	550	583	2116	219	123	70
		49%	51%	14%	18%	36%	32%	6%	7%	9%	29%	28%	27%	22%	23%	84%	9%	5%	3%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat	1066	481	585	226	287	414	139	51	70	86	401	302	317	234	212	897	89	52	27
	42%	39%	45%	64%	62%	46%	17%	33%	39%	36%	54%	43%	46%	42%	36%	42%	41%	43%	39%
		a	a	cd	cd	d	d	a	a	a	abc	d	d	d	d	cd	b	b	d
		45%	55%	21%	27%	39%	13%	5%	7%	8%	38%	28%	30%	22%	20%	84%	8%	5%	3%
Send/ receive messages with pictures/ images	948	430	518	181	253	358	157	33	58	76	367	299	280	207	160	816	74	35	23
	38%	35%	40%	51%	54%	40%	19%	21%	32%	32%	50%	43%	41%	38%	27%	39%	34%	29%	32%
		a	a	cd	cd	d	d	a	a	a	abc	d	d	d	d	cd	b	b	d
		45%	55%	19%	27%	38%	17%	3%	6%	8%	39%	32%	30%	22%	17%	86%	8%	4%	2%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	757	389	368	178	224	270	85	29	46	55	312	234	235	166	120	667	43	32	14
	30%	32%	28%	50%	48%	30%	10%	19%	25%	23%	42%	34%	34%	30%	21%	32%	20%	26%	20%
		cd	cd	d	d	d	d	a	a	a	abc	d	d	d	d	bd	b	b	d
		51%	49%	24%	30%	36%	11%	4%	6%	7%	41%	31%	31%	22%	16%	88%	6%	4%	2%
Accessing/ receiving news	719	401	317	121	193	272	133	18	41	56	301	240	218	153	107	626	48	27	17
	28%	33%	24%	34%	41%	30%	16%	12%	23%	23%	41%	35%	32%	28%	18%	30%	22%	22%	25%
		b	b	d	acd	d	d	a	a	a	abc	cd	d	d	d	bc	b	b	d
		56%	44%	17%	27%	38%	18%	3%	6%	8%	42%	33%	30%	21%	15%	87%	7%	4%	2%
Record video clips	656	287	369	151	192	263	51	23	38	60	275	206	187	142	121	574	43	26	14
	26%	23%	28%	43%	41%	29%	6%	15%	21%	25%	37%	30%	27%	26%	21%	27%	19%	21%	21%
		a	a	cd	cd	d	d	a	a	a	abc	d	d	d	d	bcd	b	b	d
		44%	56%	23%	29%	40%	8%	4%	6%	9%	42%	31%	29%	22%	18%	87%	7%	4%	2%

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

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3505	1708	1797	512	577	1153	1262	240	254	353	874	830	1068	710	887	2128	462	449	466
Effective Weighted Sample	2430	1182	1248	348	419	787	905	173	184	232	646	578	756	493	631	1852	316	314	413
Total	2528	1230	1298	354	466	900	808	155	180	237	737	696	690	550	583	2116	219	123	70
		49%	51%	14%	18%	36%	32%	6%	7%	9%	29%	28%	27%	22%	23%	84%	9%	5%	3%
Listen to music stored on phone	639	350	288	192	181	215	50	26	32	41	250	194	195	135	114	540	55	32	12
	25%	28%	22%	54%	39%	24%	6%	17%	18%	17%	34%	28%	28%	25%	19%	26%	25%	26%	17%
		b		bcd	cd	d				abc	d	d	d	d	d	d	d	d	
		55%	45%	30%	28%	34%	8%	4%	5%	6%	39%	30%	30%	21%	18%	85%	9%	5%	2%
Play games	635	328	307	184	174	230	47	39	42	50	218	144	178	159	153	546	45	27	17
	25%	27%	24%	52%	37%	25%	6%	25%	24%	21%	30%	21%	26%	29%	26%	26%	21%	22%	24%
				bcd	cd	d				c			a	a	a	b			
		52%	48%	29%	27%	36%	7%	6%	7%	8%	34%	23%	28%	25%	24%	86%	7%	4%	3%
Send/ receive video clips	616	291	325	133	172	247	64	22	36	52	260	194	189	123	110	541	39	21	15
	24%	24%	25%	38%	37%	27%	8%	14%	20%	22%	35%	28%	27%	22%	19%	26%	18%	17%	22%
				cd	cd	d				a	abc	cd	cd			bc			
		47%	53%	22%	28%	40%	10%	4%	6%	8%	42%	31%	31%	20%	18%	88%	6%	3%	2%
Making video calls e.g. via Facetime, Skype or WhatsApp	596	254	342	140	179	205	72	26	25	44	245	186	184	127	96	526	31	27	12
	24%	21%	26%	40%	38%	23%	9%	17%	14%	19%	33%	27%	27%	23%	16%	25%	14%	22%	18%
			a	cd	cd	d				abc	d	d	d	d		bd		b	
		43%	57%	24%	30%	34%	12%	4%	4%	7%	41%	31%	31%	21%	16%	88%	5%	5%	2%
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	529	249	280	112	161	193	63	17	26	46	217	176	176	98	78	463	32	21	12
	21%	20%	22%	32%	35%	21%	8%	11%	14%	19%	29%	25%	25%	18%	13%	22%	15%	17%	17%
				cd	cd	d				a	abc	cd	cd	d		bd			
		47%	53%	21%	30%	37%	12%	3%	5%	9%	41%	33%	33%	18%	15%	88%	6%	4%	2%

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

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3505	1708	1797	512	577	1153	1262	240	254	353	874	830	1068	710	887	2128	462	449	466
Effective Weighted Sample	2430	1182	1248	348	419	787	905	173	184	232	646	578	756	493	631	1852	316	314	413
Total	2528	1230	1298	354	466	900	808	155	180	237	737	696	690	550	583	2116	219	123	70
		49%	51%	14%	18%	36%	32%	6%	7%	9%	29%	28%	27%	22%	23%	84%	9%	5%	3%
Accessing/ receiving sports/ team news/ scores	439	331	109	90	108	164	77	10	25	30	201	150	145	86	57	389	27	15	9
	17%	27%	8%	25%	23%	18%	10%	7%	14%	13%	27%	22%	21%	16%	10%	18%	12%	12%	14%
		b		cd	cd	d			a		abc	cd	cd	d		bcd			
		75%	25%	20%	25%	37%	18%	2%	6%	7%	46%	34%	33%	20%	13%	88%	6%	3%	2%
Use your phone for Sat Nav while you are driving	394	185	209	67	133	149	45	9	13	29	176	130	125	91	48	337	34	16	7
	16%	15%	16%	19%	29%	17%	6%	6%	7%	12%	24%	19%	18%	16%	8%	16%	16%	13%	10%
				d	acd	d				a	abc	d	d	d		d	d		
		47%	53%	17%	34%	38%	11%	2%	3%	7%	45%	33%	32%	23%	12%	86%	9%	4%	2%
Watching TV programmes/ films content online	356	190	166	99	104	131	22	10	24	24	149	107	109	79	59	320	18	13	6
	14%	15%	13%	28%	22%	15%	3%	7%	13%	10%	20%	15%	16%	14%	10%	15%	8%	11%	8%
				cd	cd	d			a		abc	d	d	d		bcd			
		53%	47%	28%	29%	37%	6%	3%	7%	7%	42%	30%	31%	22%	17%	90%	5%	4%	2%
Contactless mobile payment at point of sale/ checkouts	265	143	121	68	84	83	30	8	8	14	125	87	100	46	32	234	18	9	4
	10%	12%	9%	19%	18%	9%	4%	5%	5%	6%	17%	12%	14%	8%	6%	11%	8%	7%	6%
				cd	cd	d					abc	cd	cd			cd			
		54%	46%	26%	32%	31%	11%	3%	3%	5%	47%	33%	38%	17%	12%	88%	7%	3%	2%
Listen to radio	244	135	109	40	73	92	39	6	12	14	101	84	75	47	39	220	11	9	4
	10%	11%	8%	11%	16%	10%	5%	4%	7%	6%	14%	12%	11%	8%	7%	10%	5%	7%	6%
		b		d	cd	d					abc	d	d			bd			
		55%	45%	16%	30%	38%	16%	2%	5%	6%	41%	34%	31%	19%	16%	90%	4%	4%	2%

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

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3505	1708	1797	512	577	1153	1262	240	254	353	874	830	1068	710	887	2128	462	449	466
Effective Weighted Sample	2430	1182	1248	348	419	787	905	173	184	232	646	578	756	493	631	1852	316	314	413
Total	2528	1230	1298	354	466	900	808	155	180	237	737	696	690	550	583	2116	219	123	70
		49%	51%	14%	18%	36%	32%	6%	7%	9%	29%	28%	27%	22%	23%	84%	9%	5%	3%
Listen to podcasts	169	106	63	40	67	42	20	5	5	12	80	65	56	32	16	148	11	6	4
	7%	9%	5%	11%	14%	5%	2%	3%	3%	5%	11%	9%	8%	6%	3%	7%	5%	5%	6%
		b		cd	cd	d					abc	cd	d	d					
		62%	38%	24%	39%	25%	12%	3%	3%	7%	47%	38%	33%	19%	10%	88%	6%	3%	2%
Other	26	16	10	3	5	5	13	1	1	2	10	10	7	5	4	26	-	*	*
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
							c									b			
		62%	38%	10%	20%	20%	50%	5%	3%	6%	39%	39%	25%	21%	15%	98%	1%	1%	1%
WEB/ DATA ACCESS	1817	875	943	316	428	745	328	77	111	149	638	553	518	399	343	1534	150	83	51
	72%	71%	73%	89%	92%	83%	41%	50%	62%	63%	86%	79%	75%	72%	59%	72%	68%	67%	74%
				cd	cd	d			a	a	abc	cd	d	d					
		48%	52%	17%	24%	41%	18%	4%	6%	8%	35%	30%	29%	22%	19%	84%	8%	5%	3%
WATCHING AV CONTENT	840	427	413	195	243	311	92	32	55	61	347	260	254	185	137	737	51	36	16
	33%	35%	32%	55%	52%	35%	11%	21%	31%	26%	47%	37%	37%	34%	24%	35%	23%	30%	22%
				cd	cd	d			a		abc	d	d	d		bd		d	
		51%	49%	23%	29%	37%	11%	4%	7%	7%	41%	31%	30%	22%	16%	88%	6%	4%	2%
LISTEN TO AUDIO CONTENT	771	422	349	205	219	268	79	32	39	52	294	237	236	157	139	660	61	35	14
	30%	34%	27%	58%	47%	30%	10%	21%	22%	22%	40%	34%	34%	29%	24%	31%	28%	28%	21%
		b		bcd	cd	d					abc	d	cd			d	d	d	
		55%	45%	27%	28%	35%	10%	4%	5%	7%	38%	31%	31%	20%	18%	86%	8%	5%	2%
VIDEO OR VOICE CALLS USING VOIP	744	326	418	169	213	268	94	30	36	55	307	238	232	150	121	650	45	33	16
	29%	27%	32%	48%	46%	30%	12%	20%	20%	23%	42%	34%	34%	27%	21%	31%	21%	26%	22%
		a		cd	cd	d					abc	cd	cd	d		bd			
		44%	56%	23%	29%	36%	13%	4%	5%	7%	41%	32%	31%	20%	16%	87%	6%	4%	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	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3505	1708	1797	512	577	1153	1262	240	254	353	874	830	1068	710	887	2128	462	449	466
Effective Weighted Sample	2430	1182	1248	348	419	787	905	173	184	232	646	578	756	493	631	1852	316	314	413
Total	2528	1230	1298	354	466	900	808	155	180	237	737	696	690	550	583	2116	219	123	70
		49%	51%	14%	18%	36%	32%	6%	7%	9%	29%	28%	27%	22%	23%	84%	9%	5%	3%
None of these	84	39	45	2	2	9	71	10	6	9	8	17	20	14	33	70	4	8	1
	3%	3%	3%	*%	1%	1%	9%	6%	3%	4%	1%	2%	3%	3%	6%	3%	2%	7%	2%
							abc	d	d	d					abc			abd	
		47%	53%	2%	3%	11%	84%	12%	7%	11%	9%	20%	24%	17%	39%	84%	5%	10%	1%
Don't know	*	*	-	*	-	-	-	-	-	-	-	-	-	-	*	*	-	-	-
	*%	*%	-%	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	-%	-%	-%
		100%	-%	100%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	100%	-%	-%	-%

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

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

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3505	238	224	240	238	256	226	256	220	230	2558	947	1954	1543	1716	1789
Effective Weighted Sample	2430	220	212	231	221	245	218	242	208	216	2030	427	1358	1093	1138	1295
Total	2528	322 13%	340 13%	216 9%	185 7%	223 9%	231 9%	215 9%	110 4%	274 11%	2189 87%	339 13%	1528 60%	993 39%	1221 48%	1307 52%
Send/ receive text messages	1968 78%	228 71%	269 79%	174 81%	143 77%	172 77%	163 70%	171 80%	93 85%	231 84%	1702 78%	265 78%	1287 84%	675 68%	968 79%	1000 77%
			af	af				af	af	af			b			
		12%	14%	9%	7%	9%	8%	9%	5%	12%	87%	13%	65%	34%	49%	51%
General browsing/ surfing the internet	1496 59%	193 60%	214 63%	131 61%	95 51%	119 53%	140 60%	128 60%	69 63%	177 64%	1307 60%	189 56%	1076 70%	416 42%	704 58%	791 61%
		13%	14%	9%	6%	8%	9%	9%	5%	12%	87%	13%	72%	28%	47%	53%
Send/ receive emails	1377 54%	207 64%	218 64%	126 58%	83 45%	81 36%	142 61%	124 58%	59 54%	134 49%	1195 55%	182 54%	1008 66%	365 37%	668 55%	709 54%
		dehi	dehi	de			dei	de	e	e			b			
		15%	16%	9%	6%	6%	10%	9%	4%	10%	87%	13%	73%	26%	49%	51%
Take photos	1341 53%	196 61%	216 64%	115 53%	78 42%	89 40%	139 60%	130 60%	69 63%	122 45%	1169 53%	172 51%	928 61%	409 41%	630 52%	712 54%
		dei	cdei	de			dei	dei	cdei				b			
		15%	16%	9%	6%	7%	10%	10%	5%	9%	87%	13%	69%	31%	47%	53%
Use IM/ Instant Messaging (e.g. WhatsApp, Facebook Messenger, Snapchat, BBM, iMessage)	1127 45%	188 58%	139 41%	95 44%	75 40%	63 28%	118 51%	94 44%	60 54%	122 45%	994 45%	133 39%	801 52%	323 33%	517 42%	610 47%
		bcdegi	e	e	e		bde	e	bcdegi	e	b		b		a	
		17%	12%	8%	7%	6%	11%	8%	5%	11%	88%	12%	71%	29%	46%	54%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 44

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

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3505	238	224	240	238	256	226	256	220	230	2558	947	1954	1543	1716	1789
Effective Weighted Sample	2430	220	212	231	221	245	218	242	208	216	2030	427	1358	1093	1138	1295
Total	2528	322	340	216	185	223	231	215	110	274	2189	339	1528	993	1221	1307
		13%	13%	9%	7%	9%	9%	9%	4%	11%	87%	13%	60%	39%	48%	52%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat	1066	137	160	88	64	68	102	100	61	117	921	144	762	301	513	553
	42%	42%	47%	41%	34%	31%	44%	47%	55%	43%	42%	43%	50%	30%	42%	42%
		e	de	e	de	de	acdefi	e	acdefi	e	42%	43%	50%	30%	42%	42%
		13%	15%	8%	6%	6%	10%	9%	6%	11%	86%	14%	71%	28%	48%	52%
Send/ receive messages with pictures/ images	948	152	127	84	52	48	105	100	50	98	832	116	675	271	444	504
	38%	47%	37%	39%	28%	22%	45%	47%	45%	36%	38%	34%	44%	27%	36%	39%
		bdei	de	de	dei	dei	dei	dei	de	e	38%	34%	44%	27%	36%	39%
		16%	13%	9%	5%	5%	11%	11%	5%	10%	88%	12%	71%	29%	47%	53%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	757	153	121	58	32	40	80	68	48	66	671	86	562	192	320	436
	30%	48%	36%	27%	17%	18%	35%	32%	43%	24%	31%	25%	37%	19%	26%	33%
		bcdefgi	dei	de	dei	de	cdegi	de	cdegi	b	b	b	b	b	a	a
		20%	16%	8%	4%	5%	11%	9%	6%	9%	89%	11%	74%	25%	42%	58%
Accessing/ receiving news	719	112	123	65	31	32	82	62	41	79	627	92	532	186	343	376
	28%	35%	36%	30%	17%	14%	35%	29%	37%	29%	29%	27%	35%	19%	28%	29%
		de	de	de	de	de	de	de	de	de	de	de	b	b	b	b
		16%	17%	9%	4%	4%	11%	9%	6%	11%	87%	13%	74%	26%	48%	52%
Record video clips	656	147	92	52	24	26	77	70	37	49	582	74	480	176	262	394
	26%	46%	27%	24%	13%	12%	33%	33%	33%	18%	27%	22%	31%	18%	21%	30%
		bcdefghi	dei	de	cdei	cdei	cdei	cdei	cdei	b	b	b	b	b	a	a
		22%	14%	8%	4%	4%	12%	11%	6%	7%	89%	11%	73%	27%	40%	60%

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

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

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3505	238	224	240	238	256	226	256	220	230	2558	947	1954	1543	1716	1789
Effective Weighted Sample	2430	220	212	231	221	245	218	242	208	216	2030	427	1358	1093	1138	1295
Total	2528	322	340	216	185	223	231	215	110	274	2189	339	1528	993	1221	1307
		13%	13%	9%	7%	9%	9%	9%	4%	11%	87%	13%	60%	39%	48%	52%
Listen to music stored on phone	639	72	87	60	38	44	66	67	37	69	547	91	453	182	301	338
	25%	22%	26%	28%	21%	20%	29%	31%	34%	25%	25%	27%	30%	18%	25%	26%
			e	e	e	e	e	ade	adei				b			
		11%	14%	9%	6%	7%	10%	10%	6%	11%	86%	14%	71%	28%	47%	53%
Play games	635	87	106	42	56	50	60	63	37	46	559	75	439	194	276	359
	25%	27%	31%	19%	30%	22%	26%	29%	33%	17%	26%	22%	29%	20%	23%	27%
		i	cei		ci		i	ci	cei				b		a	
		14%	17%	7%	9%	8%	9%	10%	6%	7%	88%	12%	69%	31%	43%	57%
Send/ receive video clips	616	151	88	41	25	20	68	58	31	59	561	55	451	164	230	387
	24%	47%	26%	19%	13%	9%	29%	27%	28%	21%	26%	16%	30%	17%	19%	30%
		bcdefghi	de	e			cde	cde	cde	de	b		b		a	
		25%	14%	7%	4%	3%	11%	9%	5%	10%	91%	9%	73%	27%	37%	63%
Making video calls e.g. via Facetime, Skype or WhatsApp	596	139	73	43	23	28	74	57	33	55	535	62	436	159	244	352
	24%	43%	22%	20%	13%	13%	32%	27%	30%	20%	24%	18%	29%	16%	20%	27%
		bcdefghi	de	de			bcdei	de	cdei	de	b		b		a	
		23%	12%	7%	4%	5%	12%	10%	5%	9%	90%	10%	73%	27%	41%	59%
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	529	133	83	33	18	24	68	39	29	36	472	57	400	127	207	322
	21%	41%	24%	15%	10%	11%	30%	18%	26%	13%	22%	17%	26%	13%	17%	25%
		bcdefghi	cdei				cdegi	de	cdegi		b		b		a	
		25%	16%	6%	3%	5%	13%	7%	5%	7%	89%	11%	76%	24%	39%	61%

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

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

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3505	238	224	240	238	256	226	256	220	230	2558	947	1954	1543	1716	1789
Effective Weighted Sample	2430	220	212	231	221	245	218	242	208	216	2030	427	1358	1093	1138	1295
Total	2528	322	340	216	185	223	231	215	110	274	2189	339	1528	993	1221	1307
		13%	13%	9%	7%	9%	9%	9%	4%	11%	87%	13%	60%	39%	48%	52%
Accessing/ receiving sports/ team news/ scores	439	87	71	29	21	25	54	36	25	42	392	47	334	104	197	242
	17%	27%	21%	13%	11%	11%	23%	17%	23%	15%	18%	14%	22%	10%	16%	19%
		cdegi	cde				cdei		cde		b		b			
		20%	16%	7%	5%	6%	12%	8%	6%	10%	89%	11%	76%	24%	45%	55%
Use your phone for Sat Nav while you are driving	394	49	52	43	24	26	46	36	24	36	331	63	311	82	191	202
	16%	15%	15%	20%	13%	12%	20%	17%	22%	13%	15%	18%	20%	8%	16%	15%
			e				e		dei				b			
		12%	13%	11%	6%	7%	12%	9%	6%	9%	84%	16%	79%	21%	49%	51%
Watching TV programmes/ films content online	356	84	59	23	18	9	50	33	20	22	321	35	260	96	140	217
	14%	26%	17%	11%	10%	4%	22%	16%	19%	8%	15%	10%	17%	10%	11%	17%
		bcdegi	cdei	e	e		cdei	ei	cdei		b		b		a	
		24%	16%	6%	5%	3%	14%	9%	6%	6%	90%	10%	73%	27%	39%	61%
Contactless mobile payment at point of sale/ checkouts	265	58	32	15	15	12	33	26	14	28	238	26	209	53	114	151
	10%	18%	9%	7%	8%	6%	14%	12%	13%	10%	11%	8%	14%	5%	9%	12%
		bcdei					cde	e	ce				b			
		22%	12%	6%	6%	5%	13%	10%	5%	11%	90%	10%	79%	20%	43%	57%
Listen to radio	244	30	41	29	17	13	29	17	16	28	212	33	182	62	120	124
	10%	9%	12%	13%	9%	6%	13%	8%	14%	10%	10%	10%	12%	6%	10%	10%
			e	eg			e		eg				b			
		12%	17%	12%	7%	6%	12%	7%	7%	11%	87%	13%	74%	26%	49%	51%

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

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	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3505	238	224	240	238	256	226	256	220	230	2558	947	1954	1543	1716	1789
Effective Weighted Sample	2430	220	212	231	221	245	218	242	208	216	2030	427	1358	1093	1138	1295
Total	2528	322	340	216	185	223	231	215	110	274	2189	339	1528	993	1221	1307
		13%	13%	9%	7%	9%	9%	9%	4%	11%	87%	13%	60%	39%	48%	52%
Listen to podcasts	169	32	23	12	11	4	19	20	8	20	146	23	126	41	63	106
	7%	10%	7%	6%	6%	2%	8%	9%	7%	7%	7%	7%	8%	4%	5%	8%
		e	e	e	e	e	e	e	e	e			b	a	a	a
		19%	14%	7%	6%	2%	11%	12%	5%	12%	86%	14%	75%	24%	37%	63%
Other	26	-	15	4	3	1	-	1	2	-	24	2	16	10	16	10
	1%	-%	4%	2%	2%	*%	-%	*%	2%	-%	1%	1%	1%	1%	1%	1%
			aefgi	afi	afi											
		-%	58%	15%	13%	4%	-%	3%	6%	-%	91%	9%	63%	37%	61%	39%
WEB/ DATA ACCESS	1817	269	253	151	120	135	170	156	86	194	1579	238	1287	526	859	958
	72%	84%	74%	70%	65%	61%	73%	72%	78%	71%	72%	70%	84%	53%	70%	73%
		bcdefgi	de	e			e	e	cde	e			b			
		15%	14%	8%	7%	7%	9%	9%	5%	11%	87%	13%	71%	29%	47%	53%
WATCHING AV CONTENT	840	176	128	64	37	42	88	76	54	71	745	95	624	214	356	484
	33%	55%	38%	30%	20%	19%	38%	35%	49%	26%	34%	28%	41%	22%	29%	37%
		bcdefgi	dei	de			dei	dei	bcdefgi		b		b		a	a
		21%	15%	8%	4%	5%	11%	9%	6%	8%	89%	11%	74%	25%	42%	58%
LISTEN TO AUDIO CONTENT	771	94	106	76	47	53	78	78	45	84	663	108	548	220	361	410
	30%	29%	31%	35%	25%	24%	33%	36%	41%	30%	30%	32%	36%	22%	30%	31%
			de				e	de	abdei				b			
		12%	14%	10%	6%	7%	10%	10%	6%	11%	86%	14%	71%	28%	47%	53%
VIDEO OR VOICE CALLS USING VOIP	744	166	102	55	31	36	91	69	39	61	661	83	545	197	317	426
	29%	52%	30%	25%	17%	16%	39%	32%	36%	22%	30%	24%	36%	20%	26%	33%
		bcdefghi	de	de			bcdei	dei	cdei		b		b		a	a
		22%	14%	7%	4%	5%	12%	9%	5%	8%	89%	11%	73%	27%	43%	57%

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

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

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3505	238	224	240	238	256	226	256	220	230	2558	947	1954	1543	1716	1789
Effective Weighted Sample	2430	220	212	231	221	245	218	242	208	216	2030	427	1358	1093	1138	1295
Total	2528	322	340	216	185	223	231	215	110	274	2189	339	1528	993	1221	1307
		13%	13%	9%	7%	9%	9%	9%	4%	11%	87%	13%	60%	39%	48%	52%
None of these	84	5	7	8	12	14	8	6	3	9	71	13	22	62	45	38
	3%	1%	2%	3%	7%	6%	3%	3%	3%	3%	3%	4%	1%	6%	4%	3%
		6%	8%	9%	abh	ab					84%	16%	26%	73%	54%	46%
Don't know	*	-	-	-	*	-	-	-	-	-	*	-	-	-	-	*
	*%	-%	-%	-%	*%	-%	-%	-%	-%	-%	*%	-%	-%	-%	-%	*%
		-%	-%	-%	100%	-%	-%	-%	-%	-%	100%	-%	-%	-%	-%	100%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Send/ receive text messages	1968	949	1019	312	393	754	508	99	122	190	628	565	555	435	408	1645	171	95	56
	74%	73%	74%	87%	83%	82%	55%	51%	62%	77%	84%	79%	78%	75%	62%	74%	74%	72%	76%
				d	d	d			a	ab	abc	d	d	d					
		48%	52%	16%	20%	38%	26%	5%	6%	10%	32%	29%	28%	22%	21%	84%	9%	5%	3%
General browsing/ surfing the internet	1496	727	769	271	370	621	233	57	93	125	545	441	436	334	283	1268	122	67	39
	56%	56%	56%	76%	78%	68%	25%	29%	47%	51%	73%	62%	61%	58%	43%	57%	52%	51%	53%
				cd	cd	d			a	a	abc	d	d	d		c			
		49%	51%	18%	25%	42%	16%	4%	6%	8%	36%	29%	29%	22%	19%	85%	8%	4%	3%
Send/ receive emails	1377	672	705	236	344	555	242	45	84	109	501	441	422	292	219	1174	109	62	32
	51%	52%	51%	66%	73%	61%	26%	23%	42%	44%	67%	62%	59%	50%	33%	52%	47%	47%	43%
				d	acd	d			a	a	abc	cd	cd	d		d			
		49%	51%	17%	25%	40%	18%	3%	6%	8%	36%	32%	31%	21%	16%	85%	8%	5%	2%
Take photos	1341	611	731	258	334	502	247	56	92	104	449	400	402	289	248	1155	98	55	33
	50%	47%	53%	72%	70%	55%	27%	29%	47%	42%	60%	56%	56%	50%	37%	52%	42%	42%	44%
			a	cd	cd	d			a	a	abc	cd	cd	d		bcd			
		46%	54%	19%	25%	37%	18%	4%	7%	8%	33%	30%	30%	22%	18%	86%	7%	4%	2%
Use IM/ Instant Messaging (e.g. WhatsApp, Facebook Messenger, Snapchat, BBM, iMessage)	1127	524	603	216	299	445	168	50	72	95	426	348	302	251	222	955	94	49	29
	42%	40%	44%	60%	63%	49%	18%	26%	37%	38%	57%	49%	42%	43%	34%	43%	40%	37%	39%
				cd	cd	d			a	a	abc	bd	d	d					
		47%	53%	19%	26%	39%	15%	4%	6%	8%	38%	31%	27%	22%	20%	85%	8%	4%	3%

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat	1066	481	585	226	287	414	139	51	70	86	401	302	317	234	212	897	89	52	27
	40%	37%	43%	63%	61%	45%	15%	26%	35%	35%	54%	42%	44%	40%	32%	40%	38%	40%	37%
		a	a	cd	cd	d	d	a	a	a	abc	d	d	d	d	cd	b	c	d
		45%	55%	21%	27%	39%	13%	5%	7%	8%	38%	28%	30%	22%	20%	84%	8%	5%	3%
Send/ receive messages with pictures/ images	948	430	518	181	253	358	157	33	58	76	367	299	280	207	160	816	74	35	23
	35%	33%	38%	50%	53%	39%	17%	17%	29%	31%	49%	42%	39%	36%	24%	36%	32%	27%	31%
		a	a	cd	cd	d	d	a	a	a	abc	cd	d	d	d	cd	b	c	d
		45%	55%	19%	27%	38%	17%	3%	6%	8%	39%	32%	30%	22%	17%	86%	8%	4%	2%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	757	389	368	178	224	270	85	29	46	55	312	234	235	166	120	667	43	32	14
	28%	30%	27%	50%	47%	30%	9%	15%	23%	23%	42%	33%	33%	29%	18%	30%	19%	25%	19%
		a	a	cd	cd	d	d	a	a	a	abc	d	d	d	d	bcd	b	c	d
		51%	49%	24%	30%	36%	11%	4%	6%	7%	41%	31%	31%	22%	16%	88%	6%	4%	2%
Accessing/ receiving news	719	401	317	121	193	272	133	18	41	56	301	240	218	153	107	626	48	27	17
	27%	31%	23%	34%	41%	30%	14%	9%	21%	23%	40%	34%	31%	26%	16%	28%	20%	21%	24%
		b	b	d	acd	d	d	a	a	a	abc	cd	d	d	d	bc	b	c	d
		56%	44%	17%	27%	38%	18%	3%	6%	8%	42%	33%	30%	21%	15%	87%	7%	4%	2%
Record video clips	656	287	369	151	192	263	51	23	38	60	275	206	187	142	121	574	43	26	14
	25%	22%	27%	42%	40%	29%	6%	12%	19%	24%	37%	29%	26%	25%	18%	26%	18%	19%	19%
		a	a	cd	cd	d	d	a	a	a	abc	d	d	d	d	bcd	b	c	d
		44%	56%	23%	29%	40%	8%	4%	6%	9%	42%	31%	29%	22%	18%	87%	7%	4%	2%

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Listen to music stored on phone	639	350	288	192	181	215	50	26	32	41	250	194	195	135	114	540	55	32	12
	24%	27%	21%	54%	38%	24%	5%	13%	16%	17%	34%	27%	27%	23%	17%	24%	23%	24%	16%
		b	bcd	d	d	abc	d	d	d	d	abc	d	d	d	d	d	d	d	d
		55%	45%	30%	28%	34%	8%	4%	5%	6%	39%	30%	30%	21%	18%	85%	9%	5%	2%
Play games	635	328	307	184	174	230	47	39	42	50	218	144	178	159	153	546	45	27	17
	24%	25%	22%	51%	37%	25%	5%	20%	21%	20%	29%	20%	25%	27%	23%	24%	19%	21%	22%
		bcd	cd	d	d	abc	d	d	d	d	abc	d	a	a	d	b	d	d	d
		52%	48%	29%	27%	36%	7%	6%	7%	8%	34%	23%	28%	25%	24%	86%	7%	4%	3%
Send/ receive video clips	616	291	325	133	172	247	64	22	36	52	260	194	189	123	110	541	39	21	15
	23%	22%	24%	37%	36%	27%	7%	11%	18%	21%	35%	27%	26%	21%	17%	24%	17%	16%	20%
		cd	cd	d	a	a	abc	cd	cd	d	bc	cd	cd	d	d	bc	bc	bc	bc
		47%	53%	22%	28%	40%	10%	4%	6%	8%	42%	31%	31%	20%	18%	88%	6%	3%	2%
Making video calls e.g. via Facetime, Skype or WhatsApp	596	254	342	140	179	205	72	26	25	44	245	186	184	127	96	526	31	27	12
	22%	20%	25%	39%	38%	22%	8%	14%	13%	18%	33%	26%	26%	22%	14%	24%	13%	20%	17%
		a	cd	cd	d	abc	d	d	d	d	bd	d	d	d	d	bd	b	b	b
		43%	57%	24%	30%	34%	12%	4%	4%	7%	41%	31%	31%	21%	16%	88%	5%	5%	2%
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	529	249	280	112	161	193	63	17	26	46	217	176	176	98	78	463	32	21	12
	20%	19%	20%	31%	34%	21%	7%	9%	13%	18%	29%	25%	25%	17%	12%	21%	14%	16%	16%
		cd	cd	d	a	abc	cd	cd	d	bd	cd	cd	d	d	bd	bd	bd	bd	bd
		47%	53%	21%	30%	37%	12%	3%	5%	9%	41%	33%	33%	18%	15%	88%	6%	4%	2%

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Accessing/ receiving sports/ team news/ scores	439	331	109	90	108	164	77	10	25	30	201	150	145	86	57	389	27	15	9
	16%	25%	8%	25%	23%	18%	8%	5%	13%	12%	27%	21%	20%	15%	9%	17%	11%	11%	13%
		b		cd	cd	d			a	a	abc	cd	cd	d		bcd			
		75%	25%	20%	25%	37%	18%	2%	6%	7%	46%	34%	33%	20%	13%	88%	6%	3%	2%
Use your phone for Sat Nav while you are driving	394	185	209	67	133	149	45	9	13	29	176	130	125	91	48	337	34	16	7
	15%	14%	15%	19%	28%	16%	5%	5%	6%	12%	24%	18%	18%	16%	7%	15%	15%	12%	9%
				d	acd	d				a	abc	d	d	d		d	d		
		47%	53%	17%	34%	38%	11%	2%	3%	7%	45%	33%	32%	23%	12%	86%	9%	4%	2%
Watching TV programmes/ films content online	356	190	166	99	104	131	22	10	24	24	149	107	109	79	59	320	18	13	6
	13%	15%	12%	27%	22%	14%	2%	5%	12%	10%	20%	15%	15%	14%	9%	14%	8%	10%	8%
				cd	cd	d			a		abc	d	d	d		bcd			
		53%	47%	28%	29%	37%	6%	3%	7%	7%	42%	30%	31%	22%	17%	90%	5%	4%	2%
Contactless mobile payment at point of sale/ checkouts	265	143	121	68	84	83	30	8	8	14	125	87	100	46	32	234	18	9	4
	10%	11%	9%	19%	18%	9%	3%	4%	4%	6%	17%	12%	14%	8%	5%	10%	8%	7%	6%
				cd	cd	d					abc	cd	cd	d		cd			
		54%	46%	26%	32%	31%	11%	3%	3%	5%	47%	33%	38%	17%	12%	88%	7%	3%	2%
Listen to radio	244	135	109	40	73	92	39	6	12	14	101	84	75	47	39	220	11	9	4
	9%	10%	8%	11%	15%	10%	4%	3%	6%	6%	14%	12%	11%	8%	6%	10%	5%	7%	6%
		b		d	cd	d					abc	cd	d			bd			
		55%	45%	16%	30%	38%	16%	2%	5%	6%	41%	34%	31%	19%	16%	90%	4%	4%	2%

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Listen to podcasts	169	106	63	40	67	42	20	5	5	12	80	65	56	32	16	148	11	6	4
	6%	8%	5%	11%	14%	5%	2%	3%	3%	5%	11%	9%	8%	5%	2%	7%	5%	4%	5%
		b		cd	cd	d				abc		cd	d	d					
		62%	38%	24%	39%	25%	12%	3%	3%	7%	47%	38%	33%	19%	10%	88%	6%	3%	2%
Other	26	16	10	3	5	5	13	1	1	2	10	10	7	5	4	26	-	*	*
	1%	1%	1%	1%	1%	1%	1%	1%	%	1%	1%	1%	1%	1%	1%	1%	-%	%	%
																b			
		62%	38%	10%	20%	20%	50%	5%	3%	6%	39%	39%	25%	21%	15%	98%	-%	1%	1%
WEB/ DATA ACCESS	1817	875	943	316	428	745	328	77	111	149	638	553	518	399	343	1534	150	83	51
	68%	67%	69%	88%	90%	81%	35%	40%	56%	61%	86%	78%	73%	69%	52%	69%	64%	63%	70%
				cd	cd	d			a	a	abc	bcd	d	d		c			c
		48%	52%	17%	24%	41%	18%	4%	6%	8%	35%	30%	29%	22%	19%	84%	8%	5%	3%
WATCHING AV CONTENT	840	427	413	195	243	311	92	32	55	61	347	260	254	185	137	737	51	36	16
	31%	33%	30%	54%	51%	34%	10%	17%	28%	25%	47%	37%	36%	32%	21%	33%	22%	28%	21%
				cd	cd	d			a	a	abc	d	d	d		bd		d	
		51%	49%	23%	29%	37%	11%	4%	7%	7%	41%	31%	30%	22%	16%	88%	6%	4%	2%
LISTEN TO AUDIO CONTENT	771	422	349	205	219	268	79	32	39	52	294	237	236	157	139	660	61	35	14
	29%	32%	25%	57%	46%	29%	9%	17%	20%	21%	39%	33%	33%	27%	21%	30%	26%	26%	20%
		b		bcd	cd	d				abc		cd	cd	d		d	d	d	
		55%	45%	27%	28%	35%	10%	4%	5%	7%	38%	31%	31%	20%	18%	86%	8%	5%	2%
VIDEO OR VOICE CALLS USING VOIP	744	326	418	169	213	268	94	30	36	55	307	238	232	150	121	650	45	33	16
	28%	25%	30%	47%	45%	29%	10%	16%	18%	22%	41%	33%	32%	26%	18%	29%	19%	25%	21%
		a		cd	cd	d					abc	cd	cd	d		bd			
		44%	56%	23%	29%	36%	13%	4%	5%	7%	41%	32%	31%	20%	16%	87%	6%	4%	2%

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Base : All respondents

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		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
None of these	84	39	45	2	2	9	71	10	6	9	8	17	20	14	33	70	4	8	1
	3%	3%	3%	*%	1%	1%	8%	5%	3%	4%	1%	2%	3%	2%	5%	3%	2%	6%	2%
							abc	d	d	d					abc			abd	
		47%	53%	2%	3%	11%	84%	12%	7%	11%	9%	20%	24%	17%	39%	84%	5%	10%	1%
Don't know	*	*	-	*	-	-	-	-	-	-	-	-	-	-	*	*	-	-	-
	*%	*%	-%	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	-%	-%	-%
		100%	-%	100%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	100%	-%	-%	-%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 45

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Send/ receive text messages	1968	228	269	174	143	172	163	171	93	231	1702	265	1287	675	968	1000
	74%	67%	75%	78%	75%	73%	66%	75%	82%	78%	73%	75%	83%	60%	75%	72%
			f	af	f			af	aef	af			b			
		12%	14%	9%	7%	9%	8%	9%	5%	12%	87%	13%	65%	34%	49%	51%
General browsing/ surfing the internet	1496	193	214	131	95	119	140	128	69	177	1307	189	1076	416	704	791
	56%	57%	59%	59%	50%	51%	57%	56%	61%	59%	56%	53%	69%	37%	55%	57%
			d						de	d			b			
		13%	14%	9%	6%	8%	9%	9%	5%	12%	87%	13%	72%	28%	47%	53%
Send/ receive emails	1377	207	218	126	83	81	142	124	59	134	1195	182	1008	365	668	709
	51%	61%	61%	56%	44%	35%	58%	54%	51%	45%	52%	51%	65%	33%	52%	51%
		dehi	dei	dei	e		dei	dei	e	e			b			
		15%	16%	9%	6%	6%	10%	9%	4%	10%	87%	13%	73%	26%	49%	51%
Take photos	1341	196	216	115	78	89	139	130	69	122	1169	172	928	409	630	712
	50%	58%	60%	51%	41%	38%	57%	57%	60%	41%	50%	48%	60%	37%	49%	51%
		dei	dei	dei			dei	dei	dei				b			
		15%	16%	9%	6%	7%	10%	10%	5%	9%	87%	13%	69%	31%	47%	53%
Use IM/ Instant Messaging (e.g. WhatsApp, Facebook Messenger, Snapchat, BBM, iMessage)	1127	188	139	95	75	63	118	94	60	122	994	133	801	323	517	610
	42%	55%	39%	42%	39%	27%	48%	41%	52%	41%	43%	37%	52%	29%	40%	44%
		bcdegi	e	e	e		be	e	bcdegi	e	b		b			
		17%	12%	8%	7%	6%	11%	8%	5%	11%	88%	12%	71%	29%	46%	54%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat	1066	137	160	88	64	68	102	100	61	117	921	144	762	301	513	553
	40%	40%	44%	39%	33%	29%	42%	44%	53%	39%	40%	41%	49%	27%	40%	40%
		e	de	e	e	e	e	de	acdefgi	e			b			
		13%	15%	8%	6%	6%	10%	9%	6%	11%	86%	14%	71%	28%	48%	52%
Send/ receive messages with pictures/ images	948	152	127	84	52	48	105	100	50	98	832	116	675	271	444	504
	35%	45%	35%	38%	27%	21%	43%	44%	44%	33%	36%	33%	43%	24%	35%	36%
		bdei	e	de			dei	dei	dei	e			b			
		16%	13%	9%	5%	5%	11%	11%	5%	10%	88%	12%	71%	29%	47%	53%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	757	153	121	58	32	40	80	68	48	66	671	86	562	192	320	436
	28%	45%	33%	26%	17%	17%	33%	30%	42%	22%	29%	24%	36%	17%	25%	31%
		bcdefgi	dei	de			dei	de	cdefgi		b		b		a	
		20%	16%	8%	4%	5%	11%	9%	6%	9%	89%	11%	74%	25%	42%	58%
Accessing/ receiving news	719	112	123	65	31	32	82	62	41	79	627	92	532	186	343	376
	27%	33%	34%	29%	16%	14%	33%	27%	36%	26%	27%	26%	34%	17%	27%	27%
		de	de	de			de	de	degi	de			b			
		16%	17%	9%	4%	4%	11%	9%	6%	11%	87%	13%	74%	26%	48%	52%
Record video clips	656	147	92	52	24	26	77	70	37	49	582	74	480	176	262	394
	25%	43%	25%	23%	13%	11%	31%	31%	32%	16%	25%	21%	31%	16%	20%	28%
		bcdefghi	dei	de			cdei	dei	cdei				b		a	
		22%	14%	8%	4%	4%	12%	11%	6%	7%	89%	11%	73%	27%	40%	60%

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b	
Significance Level: 95%																	
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908	
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379	
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389	
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%	
Listen to music stored on phone	639	72	87	60	38	44	66	67	37	69	547	91	453	182	301	338	
	24%	21%	24%	27%	20%	19%	27%	29%	32%	23%	24%	26%	29%	16%	23%	24%	
				e	e		e	ade	adei				b				
		11%	14%	9%	6%	7%	10%	10%	6%	11%	86%	14%	71%	28%	47%	53%	
Play games	635	87	106	42	56	50	60	63	37	46	559	75	439	194	276	359	
	24%	25%	29%	18%	29%	21%	25%	28%	32%	15%	24%	21%	28%	17%	21%	26%	
		i	cei		cei		i	ci	cei				b		a		
		14%	17%	7%	9%	8%	9%	10%	6%	7%	88%	12%	69%	31%	43%	57%	
Send/ receive video clips	616	151	88	41	25	20	68	58	31	59	561	55	451	164	230	387	
	23%	45%	25%	18%	13%	8%	28%	26%	27%	20%	24%	16%	29%	15%	18%	28%	
		bcdefghi	de	e			cdei	de	cde	de	b		b		a		
		25%	14%	7%	4%	3%	11%	9%	5%	10%	91%	9%	73%	27%	37%	63%	
Making video calls e.g. via Facetime, Skype or WhatsApp	596	139	73	43	23	28	74	57	33	55	535	62	436	159	244	352	
	22%	41%	20%	19%	12%	12%	30%	25%	29%	18%	23%	17%	28%	14%	19%	25%	
		bcdefghi	de	de			bcdei	de	bcdei	e	b		b		a		
		23%	12%	7%	4%	5%	12%	10%	5%	9%	90%	10%	73%	27%	41%	59%	
Making voice calls using a VoIP service e.g. Viber, Skype or WhatsApp	529	133	83	33	18	24	68	39	29	36	472	57	400	127	207	322	
	20%	39%	23%	15%	9%	10%	28%	17%	25%	12%	20%	16%	26%	11%	16%	23%	
		bcdefghi	cdei				cdegi	de	cdegi		b		b		a		
		25%	16%	6%	3%	5%	13%	7%	5%	7%	89%	11%	76%	24%	39%	61%	

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Accessing/ receiving sports/ team news/ scores	439	87	71	29	21	25	54	36	25	42	392	47	334	104	197	242
	16%	26%	20%	13%	11%	11%	22%	16%	22%	14%	17%	13%	21%	9%	15%	17%
		cdegi	cde				cdei		cdei				b			
		20%	16%	7%	5%	6%	12%	8%	6%	10%	89%	11%	76%	24%	45%	55%
Use your phone for Sat Nav while you are driving	394	49	52	43	24	26	46	36	24	36	331	63	311	82	191	202
	15%	14%	14%	19%	13%	11%	19%	16%	21%	12%	14%	18%	20%	7%	15%	15%
			ei				ei		dei				b			
		12%	13%	11%	6%	7%	12%	9%	6%	9%	84%	16%	79%	21%	49%	51%
Watching TV programmes/ films content online	356	84	59	23	18	9	50	33	20	22	321	35	260	96	140	217
	13%	25%	16%	10%	10%	4%	20%	15%	18%	8%	14%	10%	17%	9%	11%	16%
		bcdegi	dei	e	e		cdei	ei	cdei		b		b		a	
		24%	16%	6%	5%	3%	14%	9%	6%	6%	90%	10%	73%	27%	39%	61%
Contactless mobile payment at point of sale/ checkouts	265	58	32	15	15	12	33	26	14	28	238	26	209	53	114	151
	10%	17%	9%	7%	8%	5%	14%	11%	12%	9%	10%	7%	13%	5%	9%	11%
		bcdei					ce	e	ce				b			
		22%	12%	6%	6%	5%	13%	10%	5%	11%	90%	10%	79%	20%	43%	57%
Listen to radio	244	30	41	29	17	13	29	17	16	28	212	33	182	62	120	124
	9%	9%	11%	13%	9%	6%	12%	7%	14%	9%	9%	9%	12%	6%	9%	9%
			e	eg			e		eg				b			
		12%	17%	12%	7%	6%	12%	7%	7%	11%	87%	13%	74%	26%	49%	51%

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Listen to podcasts	169	32	23	12	11	4	19	20	8	20	146	23	126	41	63	106
	6%	9%	6%	6%	6%	2%	8%	9%	7%	7%	6%	7%	8%	4%	5%	8%
		e	e	e	e	e	e	e	e	e			b	a	a	a
		19%	14%	7%	6%	2%	11%	12%	5%	12%	86%	14%	75%	24%	37%	63%
Other	26	-	15	4	3	1	-	1	2	-	24	2	16	10	16	10
	1%	-%	4%	2%	2%	*%	-%	*%	1%	-%	1%	1%	1%	1%	1%	1%
			aefgi	afi	afi											
		-%	58%	15%	13%	4%	-%	3%	6%	-%	91%	9%	63%	37%	61%	39%
WEB/ DATA ACCESS	1817	269	253	151	120	135	170	156	86	194	1579	238	1287	526	859	958
	68%	79%	70%	67%	63%	57%	69%	68%	75%	65%	68%	67%	83%	47%	67%	69%
		bcdefgi	e	e			e	e	dei				b			
		15%	14%	8%	7%	7%	9%	9%	5%	11%	87%	13%	71%	29%	47%	53%
WATCHING AV CONTENT	840	176	128	64	37	42	88	76	54	71	745	95	624	214	356	484
	31%	52%	36%	29%	19%	18%	36%	33%	47%	24%	32%	27%	40%	19%	28%	35%
		bcdefgi	dei	de			dei	dei	bcdefgi				b			a
		21%	15%	8%	4%	5%	11%	9%	6%	8%	89%	11%	74%	25%	42%	58%
LISTEN TO AUDIO CONTENT	771	94	106	76	47	53	78	78	45	84	663	108	548	220	361	410
	29%	28%	29%	34%	24%	23%	32%	34%	40%	28%	29%	30%	35%	20%	28%	29%
				de			e	de	abdei				b			
		12%	14%	10%	6%	7%	10%	10%	6%	11%	86%	14%	71%	28%	47%	53%
VIDEO OR VOICE CALLS USING VOIP	744	166	102	55	31	36	91	69	39	61	661	83	545	197	317	426
	28%	49%	28%	24%	16%	15%	37%	30%	34%	21%	28%	23%	35%	18%	25%	31%
		bcdefghi	de	de			bcdei	dei	cdei				b			a
		22%	14%	7%	4%	5%	12%	9%	5%	8%	89%	11%	73%	27%	43%	57%

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
None of these	84	5	7	8	12	14	8	6	3	9	71	13	22	62	45	38
	3%	1%	2%	3%	7%	6%	3%	3%	3%	3%	3%	4%	1%	6%	4%	3%
		6%	8%	9%	abgh 15%	ab 16%	9%	7%	3%	10%	84%	16%	26%	73%	54%	46%
Don't know	*	-	-	-	*	-	-	-	-	-	*	-	-	-	-	*
	*%	-%	-%	-%	*%	-%	-%	-%	-%	-%	*%	-%	-%	-%	-%	*%
		-%	-%	-%	100%	-%	-%	-%	-%	-%	100%	-%	-%	-%	-%	100%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 46

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

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2571	1243	1328	474	537	990	569	117	159	238	770	669	843	516	537	1564	328	309	370
Effective Weighted Sample	1776	857	919	319	388	676	407	87	113	154	568	469	594	359	375	1366	225	216	328
Total	1923	930	992	328	436	785	373	82	119	159	655	580	551	416	371	1621	159	87	56
		48%	52%	17%	23%	41%	19%	4%	6%	8%	34%	30%	29%	22%	19%	84%	8%	5%	3%
Wi-Fi/ wireless broadband network at home	1603	772	831	260	352	669	322	49	93	120	589	522	459	343	275	1365	118	73	47
	83%	83%	84%	79%	81%	85%	86%	59%	78%	76%	90%	90%	83%	82%	74%	84%	74%	84%	84%
						a	ab		a	a	abc	bcd	d	d		b	b	b	b
		48%	52%	16%	22%	42%	20%	3%	6%	7%	37%	33%	29%	21%	17%	85%	7%	5%	3%
Via mobile network (2G, 3G or 4G)	1511	743	769	266	348	624	273	68	93	123	545	467	451	317	273	1268	129	70	46
	79%	80%	77%	81%	80%	80%	73%	83%	78%	78%	83%	81%	82%	76%	74%	78%	81%	80%	82%
				d	d	d						d	cd						
		49%	51%	18%	23%	41%	18%	5%	6%	8%	36%	31%	30%	21%	18%	84%	9%	5%	3%
Wi-Fi/ wireless broadband elsewhere (i.e. 'hotspots')	749	367	382	115	165	318	152	23	41	52	295	250	224	151	122	620	62	44	24
	39%	39%	39%	35%	38%	40%	41%	28%	35%	33%	45%	43%	41%	36%	33%	38%	39%	50%	44%
										abc	abc	cd	d					ab	
		49%	51%	15%	22%	42%	20%	3%	6%	7%	39%	33%	30%	20%	16%	83%	8%	6%	3%
MOBILE NETWORK AND NOT WI-FI	245	119	126	48	66	93	39	22	21	32	55	46	69	62	68	199	29	10	7
	13%	13%	13%	15%	15%	12%	10%	27%	17%	20%	8%	8%	13%	15%	18%	12%	18%	11%	13%
				d	d	d		d	d	d			a	a	ab		ac		
		48%	52%	19%	27%	38%	16%	9%	8%	13%	23%	19%	28%	25%	28%	81%	12%	4%	3%
WI-FI AND NOT MOBILE NETWORK	399	183	217	61	88	156	94	13	26	34	110	110	96	99	94	344	28	17	10
	21%	20%	22%	18%	20%	20%	25%	15%	22%	21%	17%	19%	17%	24%	25%	21%	18%	20%	18%
						ac							b	ab					
		46%	54%	15%	22%	39%	24%	3%	7%	9%	28%	27%	24%	25%	23%	86%	7%	4%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 46

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2571	1243	1328	474	537	990	569	117	159	238	770	669	843	516	537	1564	328	309	370
Effective Weighted Sample	1776	857	919	319	388	676	407	87	113	154	568	469	594	359	375	1366	225	216	328
Total	1923	930	992	328	436	785	373	82	119	159	655	580	551	416	371	1621	159	87	56
		48%	52%	17%	23%	41%	19%	4%	6%	8%	34%	30%	29%	22%	19%	84%	8%	5%	3%
ANY WI-FI USE	1665	806	859	278	370	688	329	59	98	125	599	532	478	353	298	1413	127	77	48
	87%	87%	87%	85%	85%	88%	88%	72%	83%	79%	92%	92%	87%	85%	80%	87%	80%	89%	87%
		48%	52%	17%	22%	41%	20%	4%	6%	8%	36%	32%	29%	21%	18%	85%	8%	5%	3%
Don't know	12	5	7	2	*	4	5	1	-	2	*	3	4	1	4	9	2	*	*
	1%	1%	1%	1%	*%	*%	1%	2%	-%	1%	*%	*%	1%	*%	1%	1%	1%	*%	*%
		42%	58%	19%	4%	32%	45%	12%	-%	13%	1%	23%	33%	7%	36%	80%	19%	1%	1%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

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

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2571	201	166	173	171	165	161	191	169	167	1886	685	1688	877	1250	1321
Effective Weighted Sample	1776	186	158	167	160	158	157	181	161	157	1492	304	1174	610	820	957
Total	1923	279	260	161	137	151	173	165	88	206	1673	250	1338	579	911	1012
		14%	14%	8%	7%	8%	9%	9%	5%	11%	87%	13%	70%	30%	47%	53%
Wi-Fi/ wireless broadband network at home	1603	235	236	147	112	128	164	128	70	146	1386	217	1132	466	792	811
	83%	84%	91%	81%	85%	95%	77%	79%	71%	83%	87%	85%	80%	87%	80%	80%
		i	dghi	dghi	i	i	adeghi						b	b	b	b
		15%	15%	9%	7%	8%	10%	8%	4%	9%	86%	14%	71%	29%	49%	51%
Via mobile network (2G, 3G or 4G)	1511	238	212	134	113	120	89	130	76	155	1311	201	1092	417	741	770
	79%	85%	81%	83%	82%	80%	51%	79%	86%	75%	78%	80%	82%	72%	81%	76%
		fi	f	f	f	f	f	f	fi	f			b	b	b	b
		16%	14%	9%	7%	8%	6%	9%	5%	10%	87%	13%	72%	28%	49%	51%
Wi-Fi/ wireless broadband elsewhere (i.e. 'hotspots')	749	83	116	78	45	74	42	76	26	81	619	130	556	191	415	335
	39%	30%	45%	48%	33%	49%	24%	46%	29%	39%	37%	52%	42%	33%	46%	33%
			adfh	adfh		adfh		adfh		f		a	b	b	b	b
		11%	15%	10%	6%	10%	6%	10%	3%	11%	83%	17%	74%	25%	55%	45%
MOBILE NETWORK AND NOT WI-FI	245	36	21	12	22	16	8	15	18	51	221	25	164	82	93	152
	13%	13%	8%	7%	16%	11%	5%	9%	20%	25%	13%	10%	12%	14%	10%	15%
		f			bcf	f			bcefg	abcefg					a	a
		15%	8%	5%	9%	7%	3%	6%	7%	21%	90%	10%	67%	33%	38%	62%
WI-FI AND NOT MOBILE NETWORK	399	41	49	26	24	31	84	32	12	46	351	48	242	155	166	233
	21%	15%	19%	16%	18%	20%	48%	19%	14%	22%	21%	19%	18%	27%	18%	23%
							abcdeghi			h			a	a	a	a
		10%	12%	7%	6%	8%	21%	8%	3%	12%	88%	12%	61%	39%	42%	58%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 46

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

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

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2571	201	166	173	171	165	161	191	169	167	1886	685	1688	877	1250	1321
Effective Weighted Sample	1776	186	158	167	160	158	157	181	161	157	1492	304	1174	610	820	957
Total	1923	279	260	161	137	151	173	165	88	206	1673	250	1338	579	911	1012
		14%	14%	8%	7%	8%	9%	9%	5%	11%	87%	13%	70%	30%	47%	53%
ANY WI-FI USE	1665	243	239	149	115	135	164	147	70	151	1441	224	1170	490	814	851
	87%	87%	92%	92%	84%	89%	95%	89%	80%	73%	86%	90%	87%	85%	89%	84%
		i	dhi	dhi	i	hi	adhi	hi							b	
		15%	14%	9%	7%	8%	10%	9%	4%	9%	87%	13%	70%	29%	49%	51%
Don't know	12	-	-	1	-	-	1	3	-	5	11	1	5	7	3	9
	1%	-%	-%	*%	-%	-%	1%	2%	-%	2%	1%	*%	*%	1%	*%	1%
										adh				a		
		-%	-%	6%	-%	-%	8%	24%	-%	42%	91%	9%	39%	61%	27%	73%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 47

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2571	1243	1328	474	537	990	569	117	159	238	770	669	843	516	537	1564	328	309	370
Effective Weighted Sample	1776	857	919	319	388	676	407	87	113	154	568	469	594	359	375	1366	225	216	328
Total	1923	930	992	328	436	785	373	82	119	159	655	580	551	416	371	1621	159	87	56
		48%	52%	17%	23%	41%	19%	4%	6%	8%	34%	30%	29%	22%	19%	84%	8%	5%	3%
I always use in the home	128	57	71	14	22	45	46	10	13	11	33	27	28	38	34	113	10	2	3
	7%	6%	7%	4%	5%	6%	12%	12%	11%	7%	5%	5%	5%	9%	9%	7%	6%	3%	5%
						abc	d	d	d	d	d	ab	ab	ab	c				
		44%	56%	11%	17%	35%	36%	8%	10%	9%	26%	21%	22%	30%	26%	88%	8%	2%	2%
I mainly use in the home	410	160	250	46	79	181	105	16	34	39	121	108	110	91	101	360	24	19	8
	21%	17%	25%	14%	18%	23%	28%	20%	28%	25%	18%	19%	20%	22%	27%	22%	15%	21%	15%
			a	a	a	ab	d	d	d	d	d	ab	ab	ab	bd				
		39%	61%	11%	19%	44%	26%	4%	8%	10%	29%	26%	27%	22%	25%	88%	6%	5%	2%
I use equally in the home and outside the home	1224	623	602	238	316	512	158	46	65	99	448	384	367	259	210	1012	110	59	43
	64%	67%	61%	73%	72%	65%	42%	56%	55%	63%	68%	66%	67%	62%	57%	62%	69%	68%	77%
		b	b	cd	cd	d	d	d	d	d	ab	d	d	d	d	a	a	ac	ac
		51%	49%	19%	26%	42%	13%	4%	5%	8%	37%	31%	30%	21%	17%	83%	9%	5%	3%
I mainly use outside the home	146	84	61	30	17	41	57	10	5	7	47	52	44	27	22	125	12	7	2
	8%	9%	6%	9%	4%	5%	15%	13%	4%	5%	7%	9%	8%	6%	6%	8%	8%	8%	3%
		b	b	bc	bc	abc	bc	bc	bc	bc	bc	d	d	d	d	d	d	d	d
		58%	42%	20%	12%	28%	39%	7%	4%	5%	32%	36%	30%	18%	15%	86%	8%	5%	1%
I always use outside the home	11	7	5	*	2	5	4	-	2	*	6	6	2	1	1	10	1	*	-
	1%	1%	*%	*%	*%	1%	1%	-%	1%	*%	1%	1%	*%	*%	*%	1%	1%	*%	-%
		59%	41%	2%	19%	43%	36%	-%	16%	2%	50%	57%	21%	12%	10%	87%	11%	3%	-%
ALWAYS/ MAINLY USE IN THE HOME	538	217	321	60	101	226	151	26	46	51	154	135	138	129	135	472	34	21	11
	28%	23%	32%	18%	23%	29%	41%	32%	39%	32%	23%	23%	25%	31%	36%	29%	21%	24%	20%
		a	a	ab	ab	abc	d	d	d	d	d	ab	ab	ab	bd				
		40%	60%	11%	19%	42%	28%	5%	9%	9%	29%	25%	26%	24%	25%	88%	6%	4%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2571	1243	1328	474	537	990	569	117	159	238	770	669	843	516	537	1564	328	309	370
Effective Weighted Sample	1776	857	919	319	388	676	407	87	113	154	568	469	594	359	375	1366	225	216	328
Total	1923	930	992	328	436	785	373	82	119	159	655	580	551	416	371	1621	159	87	56
		48%	52%	17%	23%	41%	19%	4%	6%	8%	34%	30%	29%	22%	19%	84%	8%	5%	3%
ALWAYS/ MAINLY USE OUTSIDE THE HOME	157	91	66	30	20	46	61	10	7	8	52	59	47	28	23	135	13	7	2
	8%	10%	7%	9%	4%	6%	16%	13%	6%	5%	8%	10%	8%	7%	6%	8%	8%	8%	3%
		b	b	b	abc	c	d	d	d	d	d	d	d	d	d	d	d	d	d
		58%	42%	19%	12%	29%	39%	7%	4%	5%	33%	38%	30%	18%	15%	86%	9%	4%	1%
EVER USE OUTSIDE THE HOME	1792	874	918	314	414	738	325	73	106	146	621	551	523	378	335	1507	147	85	52
	93%	94%	93%	96%	95%	94%	87%	88%	89%	92%	95%	95%	95%	91%	90%	93%	93%	97%	94%
		d	d	d	d	d	ab	cd	cd	cd	cd	cd	cd	cd	cd	cd	cd	ab	ab
		49%	51%	18%	23%	41%	18%	4%	6%	8%	35%	31%	29%	21%	19%	84%	8%	5%	3%
Don't know	3	*	3	-	-	1	2	-	*	1	1	1	-	-	2	1	1	-	*
	3%	3%	3%	-%	-%	3%	1%	-%	3%	1%	3%	3%	-%	-%	1%	3%	1%	-%	1%
		5%	95%	-%	-%	31%	69%	-%	6%	25%	31%	44%	-%	-%	56%	44%	45%	-%	11%

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

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

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

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b	
Significance Level: 95%																	
Unweighted total	2571	201	166	173	171	165	161	191	169	167	1886	685	1688	877	1250	1321	
Effective Weighted Sample	1776	186	158	167	160	158	157	181	161	157	1492	304	1174	610	820	957	
Total	1923	279	260	161	137	151	173	165	88	206	1673	250	1338	579	911	1012	
		14%	14%	8%	7%	8%	9%	9%	5%	11%	87%	13%	70%	30%	47%	53%	
I always use in the home	128	28	12	3	14	9	18	14	5	9	113	15	67	59	48	80	
	7%	10%	5%	2%	10%	6%	10%	8%	6%	4%	7%	6%	5%	10%	5%	8%	
		c			c		ci	c						a		a	
		22%	10%	3%	11%	7%	14%	11%	4%	7%	89%	11%	53%	46%	37%	63%	
I mainly use in the home	410	45	59	46	30	21	37	40	33	48	351	59	246	164	221	189	
	21%	16%	23%	28%	22%	14%	21%	24%	38%	23%	21%	24%	18%	28%	24%	19%	
			e	ae			ae	abdefgi		e				a	b		
		11%	14%	11%	7%	5%	9%	10%	8%	12%	86%	14%	60%	40%	54%	46%	
I use equally in the home and outside the home	1224	193	162	94	81	109	102	94	44	134	1076	149	924	298	552	673	
	64%	69%	62%	58%	59%	72%	59%	57%	50%	65%	64%	59%	69%	51%	61%	66%	
		cd fgh	h		cd fgh			h					b		a		
		16%	13%	8%	7%	9%	8%	8%	4%	11%	88%	12%	75%	24%	45%	55%	
I mainly use outside the home	146	10	27	18	12	12	11	14	5	16	122	24	91	54	79	66	
	8%	4%	10%	11%	9%	8%	7%	8%	6%	8%	7%	10%	7%	9%	9%	7%	
			a	a													
		7%	18%	12%	8%	8%	8%	10%	4%	11%	83%	17%	63%	37%	55%	45%	
I always use outside the home	11	2	-	1	-	-	5	1	1	-	9	2	8	3	10	2	
	1%	1%	-%	*%	-%	-%	3%	1%	1%	-%	1%	1%	1%	1%	1%	*%	
							bdei								b		
		18%	-%	7%	-%	-%	46%	12%	5%	-%	79%	21%	70%	30%	84%	16%	

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 47

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

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

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

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b	
Unweighted total	2571	201	166	173	171	165	161	191	169	167	1886	685	1688	877	1250	1321	
Effective Weighted Sample	1776	186	158	167	160	158	157	181	161	157	1492	304	1174	610	820	957	
Total	1923	279	260	161	137	151	173	165	88	206	1673	250	1338	579	911	1012	
		14%	14%	8%	7%	8%	9%	9%	5%	11%	87%	13%	70%	30%	47%	53%	
ALWAYS/ MAINLY USE IN THE HOME	538	73	72	49	44	30	55	54	38	57	464	74	313	223	269	269	
	28%	26%	28%	30%	32%	20%	32%	33%	43%	28%	28%	30%	23%	38%	30%	27%	
		14%	13%	9%	8%	6%	10%	e	abcdefgi	7%	11%	86%	14%	58%	41%	50%	50%
ALWAYS/ MAINLY USE OUTSIDE THE HOME	157	12	27	19	12	12	17	15	6	16	130	26	99	57	89	68	
	8%	4%	10%	12%	9%	8%	10%	9%	7%	8%	8%	11%	7%	10%	10%	7%	
		8%	a	a	8%	8%	11%	10%	4%	10%	83%	17%	63%	36%	57%	43%	
EVER USE OUTSIDE THE HOME	1792	251	248	158	123	142	156	150	83	197	1557	234	1269	519	862	930	
	93%	90%	95%	98%	90%	94%	90%	91%	94%	96%	93%	94%	95%	90%	95%	92%	
		14%	14%	adfg	9%	7%	8%	9%	8%	5%	11%	87%	13%	71%	29%	48%	52%
Don't know	3	-	-	-	-	-	-	1	*	-	2	1	2	1	1	2	
	*%	-%	-%	-%	-%	-%	-%	1%	1%	-%	*%	*%	*%	*%	*%	*%	
		-%	-%	-%	-%	-%	-%	31%	14%	-%	69%	31%	56%	44%	37%	63%	

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 48

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	2395	1169	1226	457	509	932	496	103	141	226	731	634	804	470	482	1449	301	297	348
Effective Weighted Sample	1650	806	844	307	370	634	353	76	101	146	539	444	562	328	336	1264	207	208	308
Total	1792	874	918	314	414	738	325	73	106	146	621	551	523	378	335	1507	147	85	52
		49%	51%	18%	23%	41%	18%	4%	6%	8%	35%	31%	29%	21%	19%	84%	8%	5%	3%
When travelling (e.g. on a train or in a car)	1355	666	690	258	328	556	213	52	74	97	494	429	410	274	238	1145	109	63	38
	76%	76%	75%	82%	79%	75%	66%	72%	70%	66%	80%	78%	78%	72%	71%	76%	74%	75%	73%
				cd	d	d					bc	d	cd						
		49%	51%	19%	24%	41%	16%	4%	5%	7%	36%	32%	30%	20%	18%	84%	8%	5%	3%
Indoor public spaces (e.g. pub/ restaurant/ theatre/ shopping centre)	1240	609	631	234	311	500	195	52	67	92	451	404	369	250	217	1047	98	62	33
	69%	70%	69%	75%	75%	68%	60%	71%	63%	63%	73%	73%	70%	66%	65%	69%	66%	73%	64%
				cd	cd	d					c	cd						d	
		49%	51%	19%	25%	40%	16%	4%	5%	7%	36%	33%	30%	20%	17%	84%	8%	5%	3%
Outdoors	1215	631	584	235	298	479	204	48	57	92	417	392	357	247	217	1003	108	65	39
	68%	72%	64%	75%	72%	65%	63%	67%	54%	63%	67%	71%	68%	65%	65%	67%	73%	77%	74%
		b		cd	cd						b							a	a
		52%	48%	19%	25%	39%	17%	4%	5%	8%	34%	32%	29%	20%	18%	83%	9%	5%	3%
In other people's homes (e.g. friends/ family)	1193	553	640	240	303	481	169	55	66	96	414	363	347	239	242	981	113	62	37
	67%	63%	70%	76%	73%	65%	52%	75%	62%	66%	67%	66%	66%	63%	72%	65%	76%	73%	71%
			a	cd	cd	d								c		a	a	a	
		46%	54%	20%	25%	40%	14%	5%	6%	8%	35%	30%	29%	20%	20%	82%	9%	5%	3%
At your workplace	1025	544	481	165	249	486	124	19	35	73	465	348	334	225	116	852	89	51	32
	57%	62%	52%	53%	60%	66%	38%	27%	33%	50%	75%	63%	64%	60%	35%	57%	61%	61%	60%
		b		d	d	ad				ab	abc	d	d	d					
		53%	47%	16%	24%	47%	12%	2%	3%	7%	45%	34%	33%	22%	11%	83%	9%	5%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 48

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2395	1169	1226	457	509	932	496	103	141	226	731	634	804	470	482	1449	301	297	348
Effective Weighted Sample	1650	806	844	307	370	634	353	76	101	146	539	444	562	328	336	1264	207	208	308
Total	1792	874	918	314	414	738	325	73	106	146	621	551	523	378	335	1507	147	85	52
		49%	51%	18%	23%	41%	18%	4%	6%	8%	35%	31%	29%	21%	19%	84%	8%	5%	3%
Other	20	10	10	10	3	3	3	2	4	1	2	5	3	5	6	17	1	1	*
	1%	1%	1%	3%	1%	*%	1%	2%	4%	1%	*%	1%	1%	1%	2%	1%	1%	2%	1%
				bcd				d	d										
		50%	50%	53%	15%	18%	15%	9%	20%	7%	8%	28%	17%	27%	29%	85%	5%	8%	2%
Don't know	11	5	6	2	-	6	3	-	2	1	1	3	3	4	1	9	2	*	-
	1%	1%	1%	1%	-%	1%	1%	-%	2%	1%	*%	1%	1%	1%	*%	1%	2%	*%	-%
				d				d									d		
		45%	55%	18%	-%	53%	29%	-%	16%	10%	8%	25%	27%	39%	9%	78%	21%	1%	-%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 48

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

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

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2395	180	157	169	153	155	144	173	159	159	1758	637	1609	782	1179	1216
Effective Weighted Sample	1650	167	150	163	143	148	140	164	151	150	1385	283	1115	543	774	877
Total	1792	251	248	158	123	142	156	150	83	197	1557	234	1269	519	862	930
		14%	14%	9%	7%	8%	9%	8%	5%	11%	87%	13%	71%	29%	48%	52%
When travelling (e.g. on a train or in a car)	1355	199	199	111	75	114	115	125	58	149	1200	156	979	373	610	746
	76%	79%	80%	70%	61%	81%	74%	83%	70%	76%	77%	66%	77%	72%	71%	80%
		dh	cdh	d	cdh	d	cdh	d	d	d	b	b	b	b	a	a
		15%	15%	8%	6%	8%	8%	9%	4%	11%	89%	11%	72%	28%	45%	55%
Indoor public spaces (e.g. pub/ restaurant/ theatre/ shopping centre)	1240	179	174	105	65	115	102	118	63	126	1080	160	897	340	568	672
	69%	71%	70%	67%	53%	81%	65%	79%	76%	64%	69%	68%	71%	66%	66%	72%
		d	d	d	abcdfi	d	cdfi	d	di	d	b	b	b	b	a	a
		14%	14%	8%	5%	9%	8%	9%	5%	10%	87%	13%	72%	27%	46%	54%
Outdoors	1215	180	166	107	54	108	85	111	50	141	1059	157	885	328	563	653
	68%	72%	67%	68%	44%	76%	55%	74%	60%	71%	68%	67%	70%	63%	65%	70%
		dfh	df	df	dfh	dfh	dfh	dfh	d	dfh	b	b	b	b	a	a
		15%	14%	9%	4%	9%	7%	9%	4%	12%	87%	13%	73%	27%	46%	54%
In other people's homes (e.g. friends/ family)	1193	155	150	103	56	106	104	122	57	129	1039	155	838	353	529	664
	67%	62%	60%	65%	46%	75%	67%	81%	69%	65%	67%	66%	66%	68%	61%	71%
		d	d	d	abd	d	abcdfhi	d	d	d	b	b	b	b	a	a
		13%	13%	9%	5%	9%	9%	10%	5%	11%	87%	13%	70%	30%	44%	56%
At your workplace	1025	166	134	82	64	95	83	76	45	109	895	130	939	83	505	520
	57%	66%	54%	52%	52%	67%	53%	51%	54%	55%	57%	55%	74%	16%	59%	56%
		bcdfigh	bcdfigh	bcdfigh	bcdfigh	bcdfigh	bcdfigh	bcdfigh	bcdfigh	bcdfigh	b	b	b	b	a	a
		16%	13%	8%	6%	9%	8%	7%	4%	11%	87%	13%	92%	8%	49%	51%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 48

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

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

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b	
Unweighted total	2395	180	157	169	153	155	144	173	159	159	1758	637	1609	782	1179	1216	
Effective Weighted Sample	1650	167	150	163	143	148	140	164	151	150	1385	283	1115	543	774	877	
Total	1792	251 14%	248 14%	158 9%	123 7%	142 8%	156 9%	150 8%	83 5%	197 11%	1557 87%	234 13%	1269 71%	519 29%	862 48%	930 52%	
Other	20 1%	- -%	5 2%	1 1%	1 1%	4 3%	- -%	2 1%	1 2%	3 2%	16 1%	4 2%	9 1%	10 2%	9 1%	11 1%	
						af								a			
			24%	5%	4%	20%	-%	9%	7%	15%	81%	19%	47%	53%	44%	56%	
Don't know	11 1%	- -%	- -%	7 4%	- -%	- -%	1 1%	- -%	- -%	1 *%	10 1%	1 1%	6 *%	5 1%	5 1%	6 1%	
				abdeg													
			-%	-%	57%	-%	-%	13%	-%	-%	8%	87%	13%	55%	45%	44%	56%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 49

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

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2821	1377	1444	494	553	1055	718	144	172	272	812	723	915	569	607	1721	369	339	392
Effective Weighted Sample	1959	955	1004	334	401	723	518	108	125	178	602	513	647	395	429	1501	255	237	348
Total	2095	1021	1074	340	450	833	473	100	127	181	692	630	595	452	413	1761	180	96	59
		49%	51%	16%	21%	40%	23%	5%	6%	9%	33%	30%	28%	22%	20%	84%	9%	5%	3%
Social networking (e.g. Facebook, Twitter, LinkedIn)	1376	638	738	291	353	536	196	66	81	108	475	392	413	301	264	1160	114	63	39
	66%	62%	69%	86%	79%	64%	41%	66%	64%	60%	69%	62%	70%	67%	64%	66%	63%	66%	66%
		a	bcd	d	c	d	a	b	c	d	a	b	c	d	a	b	c	d	a
		46%	54%	21%	26%	39%	14%	5%	6%	8%	35%	29%	30%	22%	19%	84%	8%	5%	3%
Weather	1288	646	642	195	290	539	264	47	66	104	478	414	377	286	208	1110	93	57	29
	61%	63%	60%	57%	64%	65%	56%	47%	52%	57%	69%	66%	63%	63%	50%	63%	52%	59%	49%
		a	ad	ad	ad	ad	abc	d	d	d	d	d	d	d	d	bd	d	d	d
		50%	50%	15%	23%	42%	21%	4%	5%	8%	37%	32%	29%	22%	16%	86%	7%	4%	2%
Maps/ navigation	1229	634	595	208	291	511	217	44	64	101	467	404	371	264	188	1061	97	47	24
	59%	62%	55%	61%	65%	61%	46%	44%	50%	55%	68%	64%	62%	58%	45%	60%	54%	49%	40%
		b	d	d	d	d	abc	d	d	d	d	d	d	d	d	cd	d	d	d
		52%	48%	17%	24%	42%	18%	4%	5%	8%	38%	33%	30%	21%	15%	86%	8%	4%	2%
Banking	1098	532	566	197	292	461	148	35	60	83	434	341	336	236	182	929	83	54	32
	52%	52%	53%	58%	65%	55%	31%	35%	47%	46%	63%	54%	57%	52%	44%	53%	46%	56%	55%
		a	cd	d	cd	d	abc	d	d	d	d	d	d	d	d	b	b	b	b
		48%	52%	18%	27%	42%	13%	3%	5%	8%	40%	31%	31%	22%	17%	85%	8%	5%	3%
News	1057	586	471	154	235	452	215	26	55	79	414	376	303	213	161	914	67	47	28
	50%	57%	44%	45%	52%	54%	46%	26%	43%	44%	60%	60%	51%	47%	39%	52%	37%	49%	47%
		b	d	d	d	ad	a	a	a	abc	bcd	d	d	d	b	b	b	b	b
		55%	45%	15%	22%	43%	20%	2%	5%	7%	39%	36%	29%	20%	15%	87%	6%	4%	3%
Music	959	490	469	250	249	347	113	40	48	64	355	287	307	189	173	822	72	47	19
	46%	48%	44%	73%	55%	42%	24%	41%	38%	35%	51%	46%	52%	42%	42%	47%	40%	48%	32%
		a	bcd	cd	d	d	abc	d	d	d	abc	d	acd	d	d	bd	d	d	d
		51%	49%	26%	26%	36%	12%	4%	5%	7%	37%	30%	32%	20%	18%	86%	7%	5%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 49

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

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2821	1377	1444	494	553	1055	718	144	172	272	812	723	915	569	607	1721	369	339	392
Effective Weighted Sample	1959	955	1004	334	401	723	518	108	125	178	602	513	647	395	429	1501	255	237	348
Total	2095	1021	1074	340	450	833	473	100	127	181	692	630	595	452	413	1761	180	96	59
		49%	51%	16%	21%	40%	23%	5%	6%	9%	33%	30%	28%	22%	20%	84%	9%	5%	3%
Games	841	431	410	212	245	295	89	51	48	63	284	210	230	198	202	717	62	38	23
	40%	42%	38%	62%	54%	35%	19%	51%	38%	35%	41%	33%	39%	44%	49%	41%	35%	40%	39%
				bcd	cd	d		bc					a	ab					
		51%	49%	25%	29%	35%	11%	6%	6%	8%	34%	25%	27%	24%	24%	85%	7%	5%	3%
Shopping (e.g. Tesco, Ocado, eBay)	827	365	461	152	223	341	110	28	46	73	320	240	255	193	137	695	59	48	25
	39%	36%	43%	45%	50%	41%	23%	28%	36%	40%	46%	38%	43%	43%	33%	39%	33%	50%	42%
		a	d	cd	d	d		a	ab			d	d		b			abd	b
		44%	56%	18%	27%	41%	13%	3%	6%	9%	39%	29%	31%	23%	17%	84%	7%	6%	3%
Travel/ journey planning	771	399	372	128	182	322	139	16	38	52	311	281	236	142	110	681	45	31	14
	37%	39%	35%	38%	41%	39%	29%	16%	30%	28%	45%	45%	40%	31%	27%	39%	25%	32%	24%
		b	d	d	d	d		a	a	abc		cd	cd		bd			d	
		52%	48%	17%	24%	42%	18%	2%	5%	7%	40%	36%	31%	18%	14%	88%	6%	4%	2%
Sports/ sports news	654	493	161	132	141	259	123	14	38	35	281	218	199	133	101	559	47	32	17
	31%	48%	15%	39%	31%	31%	26%	14%	30%	19%	41%	35%	33%	29%	24%	32%	26%	33%	28%
		b	bcd	d		d		ac	abc			d	d						
		75%	25%	20%	21%	40%	19%	2%	6%	5%	43%	33%	30%	20%	15%	85%	7%	5%	3%
Books	349	173	176	72	82	142	52	8	21	23	139	124	114	55	54	313	12	17	7
	17%	17%	16%	21%	18%	17%	11%	8%	17%	13%	20%	20%	19%	12%	13%	18%	6%	18%	12%
				d	d	d		a	ac			cd	cd		bd			bd	b
		50%	50%	21%	24%	41%	15%	2%	6%	7%	40%	36%	33%	16%	16%	90%	3%	5%	2%
Finance/ business	269	154	114	40	69	114	46	3	5	15	124	117	81	44	26	242	10	10	6
	13%	15%	11%	12%	15%	14%	10%	3%	4%	8%	18%	19%	14%	10%	6%	14%	6%	11%	10%
		b	d	d	d	d					abc	bcd	d		b			b	b
		57%	43%	15%	26%	42%	17%	1%	2%	6%	46%	44%	30%	16%	10%	90%	4%	4%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 49

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

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2821	1377	1444	494	553	1055	718	144	172	272	812	723	915	569	607	1721	369	339	392
Effective Weighted Sample	1959	955	1004	334	401	723	518	108	125	178	602	513	647	395	429	1501	255	237	348
Total	2095	1021	1074	340	450	833	473	100	127	181	692	630	595	452	413	1761	180	96	59
		49%	51%	16%	21%	40%	23%	5%	6%	9%	33%	30%	28%	22%	20%	84%	9%	5%	3%
Vouchers	210	90	120	48	57	80	25	5	7	16	86	63	73	46	28	185	12	9	3
	10%	9%	11%	14%	13%	10%	5%	5%	6%	9%	12%	10%	12%	10%	7%	11%	7%	10%	5%
				cd	d	d					ab		d		d	d	d	d	
		43%	57%	23%	27%	38%	12%	2%	3%	8%	41%	30%	35%	22%	13%	88%	6%	4%	1%
NONE OF THESE	163	75	88	9	9	52	94	17	10	17	33	47	30	36	50	136	11	7	10
	8%	7%	8%	3%	2%	6%	20%	17%	8%	9%	5%	7%	5%	8%	12%	8%	6%	7%	17%
						ab	abc	bcd		d					ab				abc
		46%	54%	5%	5%	32%	58%	11%	6%	10%	20%	29%	18%	22%	30%	83%	7%	4%	6%
Don't know	5	2	3	-	-	2	3	-	1	*	2	2	1	2	*	3	1	*	*
	*%	*%	*%	-%	-%	*%	1%	-%	1%	*%	*%	*%	*%	*%	*%	*%	1%	*%	1%
		32%	68%	-%	-%	43%	57%	-%	27%	3%	35%	35%	12%	43%	9%	62%	22%	9%	7%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : Those with a smartphone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b	
Significance Level: 95%																	
Unweighted total	2821	209	179	193	192	183	187	213	182	183	2080	741	1793	1020	1381	1440	
Effective Weighted Sample	1959	194	170	186	179	175	182	201	173	172	1649	331	1251	718	915	1046	
Total	2095	289	278	178	152	166	198	182	94	223	1825	270	1417	672	1012	1084	
		14%	13%	9%	7%	8%	9%	9%	4%	11%	87%	13%	68%	32%	48%	52%	
Social networking (e.g. Facebook, Twitter, LinkedIn)	1376	183	186	118	109	108	121	133	67	135	1204	172	980	392	654	722	
	66%	63%	67%	66%	72%	65%	61%	74%	72%	60%	66%	64%	69%	58%	65%	67%	
		13%	14%	9%	8%	8%	9%	10%	5%	10%	88%	12%	71%	29%	48%	52%	
Weather	1288	201	180	117	82	99	123	122	57	129	1121	167	927	359	635	653	
	61%	70%	65%	66%	54%	60%	62%	67%	61%	58%	61%	62%	65%	53%	63%	60%	
		dei	d	d	fi	fi	fi	d	fi	fi	b	b	b	b	b	b	
		16%	14%	9%	6%	8%	10%	9%	4%	10%	87%	13%	72%	28%	49%	51%	
Maps/ navigation	1229	179	178	116	100	97	121	102	54	114	1072	156	903	323	587	642	
	59%	62%	64%	65%	66%	58%	61%	56%	58%	51%	59%	58%	64%	48%	58%	59%	
		i	i	i	i	i	i	i	i	i	b	b	b	b	b	b	
		15%	14%	9%	8%	8%	10%	8%	4%	9%	87%	13%	74%	26%	48%	52%	
Banking	1098	160	159	90	82	76	104	89	56	112	957	141	832	262	511	587	
	52%	55%	57%	51%	54%	46%	53%	49%	60%	50%	52%	52%	59%	39%	51%	54%	
		e	e	e	e	e	e	e	eg	eg	b	b	b	b	b	b	
		15%	14%	8%	7%	7%	9%	8%	5%	10%	87%	13%	76%	24%	47%	53%	
News	1057	184	143	98	85	65	99	94	45	101	925	132	797	259	513	543	
	50%	64%	52%	55%	56%	39%	50%	52%	48%	45%	51%	49%	56%	38%	51%	50%	
		befghi	e	e	ei	e	e	e	e	e	b	b	b	b	b	b	
		17%	14%	9%	8%	6%	9%	9%	4%	10%	88%	12%	75%	24%	49%	51%	
Music	959	135	121	93	70	78	85	101	52	87	836	123	692	263	425	534	
	46%	47%	43%	52%	46%	47%	43%	56%	55%	39%	46%	46%	49%	39%	42%	49%	
		i	i	i	i	i	i	bfi	bfi	bfi	b	b	b	b	a	a	
		14%	13%	10%	7%	8%	9%	11%	5%	9%	87%	13%	72%	27%	44%	56%	

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : Those with a smartphone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b	
Significance Level: 95%																	
Unweighted total	2821	209	179	193	192	183	187	213	182	183	2080	741	1793	1020	1381	1440	
Effective Weighted Sample	1959	194	170	186	179	175	182	201	173	172	1649	331	1251	718	915	1046	
Total	2095	289	278	178	152	166	198	182	94	223	1825	270	1417	672	1012	1084	
		14%	13%	9%	7%	8%	9%	9%	4%	11%	87%	13%	68%	32%	48%	52%	
Games	841	101	103	71	88	72	77	91	41	74	736	105	567	271	373	467	
	40%	35%	37%	40%	58%	44%	39%	50%	44%	33%	40%	39%	40%	40%	37%	43%	
					abcephi	i		abcfi	i							a	
		12%	12%	8%	10%	9%	9%	11%	5%	9%	87%	13%	67%	32%	44%	56%	
Shopping (e.g. Tesco, Ocado, eBay)	827	107	107	71	65	56	65	89	46	88	710	116	622	204	400	427	
	39%	37%	38%	40%	43%	34%	33%	49%	49%	40%	39%	43%	44%	30%	39%	39%	
								abef	abef				b				
		13%	13%	9%	8%	7%	8%	11%	6%	11%	86%	14%	75%	25%	48%	52%	
Travel/ journey planning	771	145	119	67	52	62	81	48	26	82	686	85	587	181	357	415	
	37%	50%	43%	37%	34%	37%	41%	26%	28%	37%	38%	31%	41%	27%	35%	38%	
		cdeghi	gh	gh		gh	gh			g	b		b				
		19%	15%	9%	7%	8%	11%	6%	3%	11%	89%	11%	76%	24%	46%	54%	
Sports/ sports news	654	138	81	47	38	47	63	53	31	62	590	64	503	150	299	355	
	31%	48%	29%	27%	25%	28%	32%	29%	33%	28%	32%	24%	36%	22%	30%	33%	
		bcdefghi									b		b				
		21%	12%	7%	6%	7%	10%	8%	5%	10%	90%	10%	77%	23%	46%	54%	
Books	349	75	60	31	26	17	36	34	13	21	304	45	250	99	149	200	
	17%	26%	22%	17%	17%	10%	18%	19%	14%	10%	17%	17%	18%	15%	15%	18%	
		cdehi	ei	i	i		ei	ei								a	
		21%	17%	9%	8%	5%	10%	10%	4%	6%	87%	13%	72%	28%	43%	57%	
Finance/ business	269	51	50	27	17	9	25	21	9	33	235	34	223	45	130	138	
	13%	18%	18%	15%	11%	6%	12%	11%	10%	15%	13%	13%	16%	7%	13%	13%	
		eh	eh	e			e			e			b				
		19%	19%	10%	6%	4%	9%	8%	4%	12%	87%	13%	83%	17%	49%	51%	

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : Those with a smartphone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2821	209	179	193	192	183	187	213	182	183	2080	741	1793	1020	1381	1440
Effective Weighted Sample	1959	194	170	186	179	175	182	201	173	172	1649	331	1251	718	915	1046
Total	2095	289	278	178	152	166	198	182	94	223	1825	270	1417	672	1012	1084
		14%	13%	9%	7%	8%	9%	9%	4%	11%	87%	13%	68%	32%	48%	52%
Vouchers	210	21	17	20	17	40	16	18	11	25	182	28	161	49	95	115
	10%	7%	6%	11%	11%	24%	8%	10%	12%	11%	10%	10%	11%	7%	9%	11%
					abcd	fg	hi						b			
		10%	8%	10%	8%	19%	8%	9%	5%	12%	87%	13%	77%	23%	45%	55%
NONE OF THESE	163	14	16	15	10	12	23	12	6	29	135	28	65	97	86	78
	8%	5%	6%	8%	6%	7%	12%	7%	6%	13%	7%	11%	5%	14%	8%	7%
							ab			abd	gh		a			
		8%	10%	9%	6%	7%	14%	8%	3%	18%	83%	17%	40%	59%	52%	48%
Don't know	5	1	-	1	-	-	-	-	1	-	4	1	3	2	2	3
	*%	*%	-%	1%	-%	-%	-%	-%	1%	-%	*%	*%	*%	*%	*%	*%
		28%	-%	22%	-%	-%	-%	-%	12%	-%	88%	12%	57%	43%	35%	65%

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

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

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	2821	1377	1444	494	553	1055	718	144	172	272	812	723	915	569	607	1721	369	339	392
Effective Weighted Sample	1959	955	1004	334	401	723	518	108	125	178	602	513	647	395	429	1501	255	237	348
Total	2095	1021	1074	340	450	833	473	100	127	181	692	630	595	452	413	1761	180	96	59
		49%	51%	16%	21%	40%	23%	5%	6%	9%	33%	30%	28%	22%	20%	84%	9%	5%	3%
Music	201	100	101	61	56	70	14	5	6	21	69	75	60	35	29	170	16	12	4
	10%	10%	9%	18%	13%	8%	3%	5%	5%	11%	10%	12%	10%	8%	7%	10%	9%	13%	7%
				bcd	cd	d						cd						d	
		50%	50%	30%	28%	35%	7%	3%	3%	10%	34%	37%	30%	18%	15%	84%	8%	6%	2%
Games	148	94	54	46	48	47	7	7	9	7	60	42	49	29	28	133	8	2	5
	7%	9%	5%	14%	11%	6%	2%	7%	7%	4%	9%	7%	8%	6%	7%	8%	5%	2%	9%
		b		cd	cd	d					c					c			bc
		64%	36%	31%	32%	32%	5%	4%	6%	5%	40%	28%	33%	20%	19%	90%	6%	1%	3%
Social networking (e.g. Facebook, Twitter, LinkedIn)	108	50	58	18	36	39	16	1	4	6	30	28	35	19	24	91	7	3	7
	5%	5%	5%	5%	8%	5%	3%	1%	3%	4%	4%	4%	6%	4%	6%	5%	4%	3%	11%
				cd															abc
		46%	54%	16%	33%	36%	15%	1%	4%	6%	27%	26%	32%	17%	22%	85%	6%	3%	6%
Weather	99	51	47	8	28	50	13	-	6	7	39	25	37	20	15	86	5	4	3
	5%	5%	4%	2%	6%	6%	3%	-%	5%	4%	6%	4%	6%	4%	4%	5%	3%	4%	6%
				ad	ad				a		a								
		52%	48%	8%	28%	50%	13%	-%	6%	7%	39%	25%	37%	20%	15%	88%	5%	4%	3%
News	86	54	32	6	29	36	15	-	3	5	36	25	29	17	14	78	3	1	5
	4%	5%	3%	2%	6%	4%	3%	-%	3%	3%	5%	4%	5%	4%	3%	4%	1%	1%	8%
		b		ad	a					a						bc			abc
		63%	37%	7%	33%	42%	18%	-%	4%	6%	42%	29%	34%	19%	16%	90%	3%	1%	6%
Maps/ navigation	81	50	30	8	22	31	19	-	3	3	35	28	27	11	14	78	1	1	2
	4%	5%	3%	2%	5%	4%	4%	-%	2%	2%	5%	4%	5%	2%	3%	4%	*	1%	3%
		b								a						bc			bc
		62%	38%	10%	27%	39%	23%	-%	4%	4%	44%	34%	34%	13%	17%	96%	1%	1%	2%

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

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

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION						
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI			
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d			
Unweighted total	2821	1377	1444	494	553	1055	718	144	172	272	812	723	915	569	607	1721	369	339	392			
Effective Weighted Sample	1959	955	1004	334	401	723	518	108	125	178	602	513	647	395	429	1501	255	237	348			
Total	2095	1021	1074	340	450	833	473	100	127	181	692	630	595	452	413	1761	180	96	59			
		49%	51%	16%	21%	40%	23%	5%	6%	9%	33%	30%	28%	22%	20%	84%	9%	5%	3%			
Banking	66	34	32	6	22	27	11	-	3	5	28	22	16	16	11	56	4	1	5			
	3%	3%	3%	2%	5%	3%	2%	-%	2%	3%	4%	3%	3%	4%	3%	3%	2%	1%	8%			
					ad					a									abc			
					34%	40%	17%	-%	4%	7%	42%	33%	24%	24%	16%	84%	7%	2%	7%			
Shopping (e.g. Tesco, Ocado, eBay)	57	22	35	7	20	27	4	-	1	4	24	18	21	8	10	48	3	2	5			
	3%	2%	3%	2%	4%	3%	1%	-%	1%	2%	3%	3%	4%	2%	3%	3%	2%	2%	8%			
					d	d													abc			
					39%	61%	12%	34%	48%	6%	-%	2%	6%	42%	31%	37%	15%	18%	84%	5%	3%	8%
Travel/ journey planning	57	34	23	6	18	22	11	-	1	4	20	23	22	3	6	56	*	1	*			
	3%	3%	2%	2%	4%	3%	2%	-%	1%	2%	3%	4%	4%	1%	2%	3%	3%	1%	1%	3%		
												cd	cd			bcd						
					59%	41%	11%	31%	38%	19%	-%	2%	7%	35%	40%	39%	6%	11%	98%	1%	1%	3%
Sports/ sports news	54	43	11	5	15	22	12	*	1	6	24	23	16	7	6	48	3	1	3			
	3%	4%	1%	2%	3%	3%	3%	3%	1%	3%	3%	4%	3%	2%	2%	3%	2%	1%	4%			
					b														c			
					79%	21%	10%	27%	41%	22%	3%	42%	29%	13%	12%	88%	5%	2%	5%			
Books	42	23	19	8	14	17	3	1	*	6	18	12	20	6	4	36	2	2	1			
	2%	2%	2%	2%	3%	2%	1%	1%	3%	3%	2%	2%	3%	1%	1%	2%	1%	2%	2%			
					d																	
					55%	45%	19%	33%	40%	8%	2%	28%	49%	13%	10%	85%	6%	6%	3%			
Finance/ business	27	10	17	4	9	12	3	-	-	3	13	16	7	1	4	25	2	*	1			
	1%	1%	2%	1%	2%	1%	1%	-%	-%	2%	2%	3%	1%	1%	1%	1%	1%	1%	1%			
												c										
					37%	63%	14%	31%	45%	10%	-%	58%	24%	4%	14%	92%	6%	3%	2%			

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 50

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

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2821	1377	1444	494	553	1055	718	144	172	272	812	723	915	569	607	1721	369	339	392
Effective Weighted Sample	1959	955	1004	334	401	723	518	108	125	178	602	513	647	395	429	1501	255	237	348
Total	2095	1021	1074	340	450	833	473	100	127	181	692	630	595	452	413	1761	180	96	59
		49%	51%	16%	21%	40%	23%	5%	6%	9%	33%	30%	28%	22%	20%	84%	9%	5%	3%
Vouchers	6	1	5	3	3	-	-	1	-	1	1	-	4	2	1	5	1	-	*
	6%	1%	5%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	2%	1%	5%	1%	0%	100%
		21%	79%	55%	45%	0%	0%	15%	0%	18%	19%	0%	58%	26%	15%	87%	11%	0%	2%
NONE OF THESE	1657	786	871	251	321	674	412	85	108	143	535	494	453	371	337	1392	144	77	44
	79%	77%	81%	74%	71%	81%	87%	86%	85%	79%	77%	78%	76%	82%	82%	79%	80%	80%	75%
		47%	53%	15%	19%	41%	25%	5%	6%	9%	32%	30%	27%	22%	20%	84%	9%	5%	3%
Don't know	15	5	9	1	*	6	8	-	1	4	5	4	5	3	2	12	1	*	*
	1%	1%	1%	1%	1%	1%	2%	0%	1%	2%	1%	1%	1%	1%	1%	1%	1%	100%	100%
		38%	62%	5%	1%	38%	55%	0%	9%	26%	34%	27%	35%	23%	16%	85%	9%	3%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 50

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

Base : Those with a smartphone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	2821	209	179	193	192	183	187	213	182	183	2080	741	1793	1020	1381	1440
Effective Weighted Sample	1959	194	170	186	179	175	182	201	173	172	1649	331	1251	718	915	1046
Total	2095	289	278	178	152	166	198	182	94	223	1825	270	1417	672	1012	1084
		14%	13%	9%	7%	8%	9%	9%	4%	11%	87%	13%	68%	32%	48%	52%
Music	201	35	21	18	10	16	11	22	8	29	173	28	151	51	77	124
	10%	12%	7%	10%	6%	10%	6%	12%	9%	13%	9%	10%	11%	8%	8%	11%
		f					f	f		df			b		a	a
		17%	10%	9%	5%	8%	6%	11%	4%	14%	86%	14%	75%	25%	38%	62%
Games	148	23	18	12	11	10	11	19	5	24	121	28	99	49	62	86
	7%	8%	6%	7%	7%	6%	5%	11%	6%	11%	7%	10%	7%	7%	6%	8%
												a				
		16%	12%	8%	7%	7%	7%	13%	4%	16%	81%	19%	66%	33%	42%	58%
Social networking (e.g. Facebook, Twitter, LinkedIn)	108	25	17	-	11	6	4	13	3	12	102	6	80	28	39	69
	5%	9%	6%	-%	7%	3%	2%	7%	3%	5%	6%	2%	6%	4%	4%	6%
		cefh	cf		cf	c		cf	c	c	b				a	a
		23%	16%	-%	10%	5%	4%	12%	3%	11%	94%	6%	74%	26%	36%	64%
Weather	99	32	12	3	8	4	5	8	1	14	91	8	78	21	30	68
	5%	11%	4%	2%	5%	2%	2%	4%	1%	6%	5%	3%	5%	3%	3%	6%
		bcdefgh	h		h			h		ch			b		a	a
		32%	12%	4%	8%	4%	5%	8%	1%	14%	92%	8%	79%	21%	31%	69%
News	86	34	16	2	6	2	2	5	-	11	78	8	71	15	24	62
	4%	12%	6%	1%	4%	1%	1%	3%	-%	5%	4%	3%	5%	2%	2%	6%
		bcdefghi	cefh		h			h		cfh			b		a	a
		39%	18%	2%	6%	3%	2%	6%	-%	13%	90%	10%	83%	17%	28%	72%
Maps/ navigation	81	27	10	5	4	3	9	6	1	13	69	11	65	16	28	53
	4%	9%	4%	3%	3%	2%	5%	3%	1%	6%	4%	4%	5%	2%	3%	5%
		bcdegh					h			h			b		a	a
		33%	12%	6%	5%	4%	11%	7%	1%	16%	86%	14%	80%	20%	35%	65%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : Those with a smartphone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2821	209	179	193	192	183	187	213	182	183	2080	741	1793	1020	1381	1440
Effective Weighted Sample	1959	194	170	186	179	175	182	201	173	172	1649	331	1251	718	915	1046
Total	2095	289	278	178	152	166	198	182	94	223	1825	270	1417	672	1012	1084
		14%	13%	9%	7%	8%	9%	9%	4%	11%	87%	13%	68%	32%	48%	52%
Banking	66	13	11	-	7	4	5	7	1	8	61	6	56	10	22	44
	3%	5%	4%	-%	5%	3%	3%	4%	1%	3%	3%	2%	4%	2%	2%	4%
		c	c		c	c	c	c		c			b		a	a
		20%	16%	-%	10%	7%	8%	10%	2%	12%	92%	8%	85%	15%	33%	67%
Shopping (e.g. Tesco, Ocado, eBay)	57	17	5	-	3	2	3	6	1	12	55	2	47	10	13	44
	3%	6%	2%	-%	2%	1%	1%	3%	1%	5%	3%	1%	3%	2%	1%	4%
		cefh			c			c		cefh	b		b		a	a
		29%	9%	-%	6%	3%	5%	10%	2%	20%	97%	3%	82%	18%	23%	77%
Travel/ journey planning	57	18	9	1	3	3	5	6	-	11	51	6	44	13	19	38
	3%	6%	3%	*%	2%	2%	3%	3%	-%	5%	3%	2%	3%	2%	2%	3%
		cdeh	h		h	ch	h	ch		ch					a	a
		32%	15%	2%	5%	5%	9%	11%	-%	19%	90%	10%	78%	22%	34%	66%
Sports/ sports news	54	26	2	1	2	1	3	6	1	5	52	2	45	9	17	37
	3%	9%	1%	1%	1%	1%	1%	3%	1%	2%	3%	1%	3%	1%	2%	3%
		bcdefghi									b		b		a	a
		49%	4%	2%	3%	3%	5%	11%	1%	10%	97%	3%	83%	17%	31%	69%
Books	42	12	1	8	3	2	2	3	1	4	34	8	34	7	15	27
	2%	4%	1%	4%	2%	1%	1%	2%	1%	2%	2%	3%	2%	1%	2%	2%
		bfn		befn							b		b			
		29%	3%	19%	6%	4%	4%	8%	1%	11%	81%	19%	82%	18%	37%	63%
Finance/ business	27	9	-	-	1	-	3	3	*	8	26	1	19	9	11	17
	1%	3%	-%	-%	1%	-%	1%	2%	*%	4%	1%	*%	1%	1%	1%	2%
		bce								bcdeh						
		34%	-%	-%	4%	-%	10%	13%	1%	31%	96%	4%	69%	31%	39%	61%

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

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

Base : Those with a smartphone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	2821	209	179	193	192	183	187	213	182	183	2080	741	1793	1020	1381	1440
Effective Weighted Sample	1959	194	170	186	179	175	182	201	173	172	1649	331	1251	718	915	1046
Total	2095	289	278	178	152	166	198	182	94	223	1825	270	1417	672	1012	1084
		14%	13%	9%	7%	8%	9%	9%	4%	11%	87%	13%	68%	32%	48%	52%
Vouchers	6	1	-	-	2	2	-	-	-	-	6	*	5	1	1	5
	*%	*%	-%	-%	1%	1%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		23%	-%	-%	35%	29%	-%	-%	-%	-%	98%	2%	85%	15%	16%	84%
NONE OF THESE	1657	206	230	149	125	130	168	132	78	173	1444	214	1095	557	839	818
	79%	71%	83%	83%	83%	79%	85%	73%	84%	77%	79%	79%	77%	83%	83%	76%
			ag	ag	ag	ag	ag	ag	ag	ag				a	b	
		12%	14%	9%	8%	8%	10%	8%	5%	10%	87%	13%	66%	34%	51%	49%
Don't know	15	1	-	1	1	-	1	5	1	3	13	2	9	6	6	8
	1%	*%	-%	1%	*%	-%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
								be								
		9%	-%	7%	4%	-%	8%	31%	7%	18%	86%	14%	60%	40%	42%	58%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 51

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Yes - PC (including iMacs)	736	412	324	78	100	267	291	22	45	51	260	262	230	133	109	636	57	30	13
	28%	32%	24%	22%	21%	29%	31%	11%	23%	21%	35%	37%	32%	23%	17%	28%	24%	23%	17%
		b		ab	ab	abc	cd	a	a	abc	cd	cd	cd	d	cd	d	d	d	d
		56%	44%	11%	14%	36%	39%	3%	6%	7%	35%	36%	31%	18%	15%	86%	8%	4%	2%
Yes - laptop (including MacBooks)	1688	841	847	244	302	647	495	54	90	137	592	562	518	326	275	1449	129	74	36
	63%	65%	62%	68%	64%	71%	53%	28%	45%	56%	79%	79%	73%	56%	42%	65%	55%	56%	49%
		d		d	d	bd	abc	a	ab	abc	bcd	cd	cd	d	bcd	bcd	bcd	bcd	bcd
		50%	50%	14%	18%	38%	29%	3%	5%	8%	35%	33%	31%	19%	16%	86%	8%	4%	2%
Yes - netbook	198	110	88	30	37	75	56	3	8	12	85	73	59	42	23	172	18	4	4
	7%	8%	6%	8%	8%	8%	6%	2%	4%	5%	11%	10%	8%	7%	3%	8%	8%	3%	5%
		b		abc	d	d	d	abc	d	d	d	d	d	d	d	c	c	c	c
		56%	44%	15%	19%	38%	28%	2%	4%	6%	43%	37%	30%	21%	12%	87%	9%	2%	2%
Yes - tablet computer - e.g. iPad	1541	734	808	207	279	611	444	48	80	137	549	510	448	323	257	1296	130	71	46
	58%	56%	59%	58%	59%	67%	48%	25%	41%	56%	74%	72%	63%	56%	39%	58%	56%	53%	62%
		d		d	d	abd	abc	a	ab	abc	bcd	cd	cd	d	bcd	bc	bc	bc	c
		48%	52%	13%	18%	40%	29%	3%	5%	9%	36%	33%	29%	21%	17%	84%	8%	5%	3%
TOTAL YES	2219	1089	1131	293	406	827	694	89	131	202	717	678	647	471	417	1880	180	99	60
	83%	84%	82%	82%	86%	90%	75%	47%	66%	82%	96%	95%	91%	81%	63%	84%	77%	75%	81%
		d		d	d	abd	abc	a	ab	abc	bcd	cd	cd	d	bc	bc	bc	bc	c
		49%	51%	13%	18%	37%	31%	4%	6%	9%	32%	31%	29%	21%	19%	85%	8%	4%	3%
PC ONLY	97	56	42	5	16	28	48	7	9	11	22	23	20	29	26	81	9	5	3
	4%	4%	3%	1%	3%	3%	5%	3%	5%	4%	3%	3%	3%	5%	4%	4%	4%	3%	4%
		ac		b	b	ac	ac	ac	b	b	b	b	b	b	b	b	b	b	b
		57%	43%	5%	17%	29%	50%	7%	9%	11%	23%	23%	20%	30%	26%	83%	9%	5%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 51

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
LAPTOP ONLY	470	233	237	72	88	154	156	29	32	49	116	113	139	102	112	404	36	20	10
	18%	18%	17%	20%	18%	17%	17%	15%	16%	20%	16%	16%	19%	18%	17%	18%	15%	15%	13%
		50%	50%	15%	19%	33%	33%	6%	7%	10%	25%	24%	30%	22%	24%	86%	8%	4%	2%
TABLET ONLY	297	118	180	35	69	106	87	22	27	45	68	47	72	85	94	233	31	15	18
	11%	9%	13%	10%	15%	12%	9%	11%	14%	18%	9%	7%	10%	15%	14%	10%	13%	11%	25%
		a	a	d	d	ad	d	d	ad	a	ab	ab	ab	ab	ab	ab	ab	ab	abc
		40%	60%	12%	23%	36%	29%	7%	9%	15%	23%	16%	24%	29%	32%	78%	10%	5%	6%
No	453	210	243	66	69	89	230	103	67	44	28	32	66	110	244	353	53	33	14
	17%	16%	18%	18%	14%	10%	25%	53%	34%	18%	4%	5%	9%	19%	37%	16%	23%	25%	19%
		c	c	abc	abc	cd	d	a	ab	abc	a	ab	abc	a	a	a	a	a	
		46%	54%	15%	15%	20%	51%	23%	15%	10%	6%	7%	14%	24%	54%	78%	12%	7%	3%
Don't know	3	2	1	-	-	-	3	-	-	-	-	1	1	*	-	3	*	*	-
	*%	*%	*%	-%	-%	-%	*%	-%	-%	-%	-%	*%	*%	*%	-%	*%	*%	*%	-%
		53%	47%	-%	-%	-%	100%	-%	-%	-%	-%	45%	47%	7%	-%	90%	7%	3%	-%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b	
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908	
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379	
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389	
Yes - PC (including iMacs)	736	95	120	85	60	53	76	52	30	64	607	130	436	299	444	292	
	28%	28%	33%	38%	32%	22%	31%	23%	26%	22%	26%	36%	28%	27%	35%	21%	
		13%	16%	aeghi	egi	8%	7%	10%	7%	4%	9%	82%	18%	59%	41%	60%	40%
Yes - laptop (including MacBooks)	1688	244	239	153	111	156	157	120	75	193	1456	232	1111	570	858	829	
	63%	72%	66%	68%	58%	67%	64%	53%	66%	65%	63%	65%	72%	51%	67%	60%	
		dg	g	dg	g	g	g	g	g	g	86%	14%	66%	34%	51%	49%	
Yes - netbook	198	35	22	19	13	33	22	6	6	16	170	28	146	51	100	98	
	7%	10%	6%	9%	7%	14%	9%	3%	5%	5%	7%	8%	9%	5%	8%	7%	
		gi	g	g	bdghi	g	g	3%	3%	8%	86%	14%	74%	26%	51%	49%	
Yes - tablet computer - e.g. iPad	1541	164	219	154	108	134	160	105	78	174	1314	228	1021	516	833	708	
	58%	48%	61%	69%	57%	57%	65%	46%	68%	58%	57%	64%	66%	46%	65%	51%	
		ag	adegi	g	g	ag	ag	7%	adegi	ag	85%	15%	66%	33%	54%	46%	
TOTAL YES	2219	301	303	207	154	189	210	166	102	249	1916	303	1406	807	1116	1103	
	83%	89%	84%	92%	81%	80%	85%	73%	89%	84%	83%	85%	91%	72%	87%	79%	
		deg	g	bdefgi	g	g	g	7%	deg	g	86%	14%	63%	36%	50%	50%	
PC ONLY	97	20	14	9	7	6	5	10	3	7	89	8	45	52	43	54	
	4%	6%	4%	4%	4%	3%	2%	4%	3%	2%	4%	2%	3%	5%	3%	4%	
		fi	a	a	a	a	a	a	a	a	92%	8%	47%	53%	45%	55%	

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
LAPTOP ONLY	470	97	58	34	28	38	36	39	17	57	418	52	272	197	184	286
	18%	29%	16%	15%	15%	16%	15%	17%	15%	19%	18%	15%	18%	18%	14%	21%
		bcdefghi													a	
		21%	12%	7%	6%	8%	8%	8%	4%	12%	89%	11%	58%	42%	39%	61%
TABLET ONLY	297	25	23	24	25	21	28	28	16	42	267	30	180	117	118	179
	11%	7%	6%	10%	13%	9%	12%	12%	14%	14%	12%	8%	12%	11%	9%	13%
					ab			b	ab	ab					a	
		8%	8%	8%	9%	7%	10%	10%	6%	14%	90%	10%	61%	39%	40%	60%
No	453	39	57	17	37	46	36	61	12	48	401	52	145	308	168	285
	17%	11%	16%	8%	19%	20%	15%	27%	10%	16%	17%	15%	9%	28%	13%	21%
			c		ach	ach	c	abcfhi		c				a		a
		9%	13%	4%	8%	10%	8%	13%	3%	11%	89%	11%	32%	68%	37%	63%
Don't know	3	-	-	-	-	-	-	1	*	1	2	1	2	1	2	*
	*%	-%	-%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%
		-%	-%	-%	-%	-%	-%	30%	14%	45%	59%	41%	53%	47%	83%	17%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Yes - have access and use at home	2289	1125	1165	325	436	842	687	100	143	215	726	674	650	498	462	1932	191	105	63
	86%	86%	85%	90%	92%	92%	74%	52%	72%	87%	97%	95%	91%	86%	70%	86%	82%	79%	85%
				d	d	d			a	ab	abc	bcd	cd	d		bc		c	
		49%	51%	14%	19%	37%	30%	4%	6%	9%	32%	29%	28%	22%	20%	84%	8%	5%	3%
Yes - have access but don't use at home	50	22	28	4	9	13	25	4	6	7	6	7	16	12	16	41	5	2	2
	2%	2%	2%	1%	2%	1%	3%	2%	3%	3%	1%	1%	2%	2%	2%	2%	2%	2%	2%
									d	d				a					
		44%	56%	8%	17%	25%	49%	8%	13%	14%	12%	14%	31%	23%	32%	82%	10%	5%	3%
No do not have access at home	328	151	176	30	29	57	212	88	47	25	13	29	45	71	182	257	37	25	9
	12%	12%	13%	8%	6%	6%	23%	46%	24%	10%	2%	4%	6%	12%	27%	11%	16%	19%	13%
							abc	bcd	cd	d				ab	abc		a	ad	
		46%	54%	9%	9%	17%	65%	27%	14%	8%	4%	9%	14%	22%	55%	78%	11%	7%	3%
Don't know	8	2	6	*	1	3	4	*	2	-	*	3	3	1	2	7	*	1	*
	*%	*%	*%	*%	*%	*%	*%	*%	1%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%
									d										
		31%	69%	2%	9%	42%	47%	2%	24%	-%	2%	34%	33%	7%	26%	87%	2%	7%	3%
INTERNET ACCESS AT HOME																			
YES	2339	1147	1193	329	444	855	712	104	149	221	732	680	666	509	477	1973	196	107	64
	87%	88%	87%	92%	94%	93%	77%	54%	76%	90%	98%	96%	93%	88%	72%	88%	84%	81%	87%
				d	d	d			a	ab	abc	cd	cd	d		bc		c	
		49%	51%	14%	19%	37%	30%	4%	6%	9%	31%	29%	28%	22%	20%	84%	8%	5%	3%
NO	328	151	176	30	29	57	212	88	47	25	13	29	45	71	182	257	37	25	9
	12%	12%	13%	8%	6%	6%	23%	46%	24%	10%	2%	4%	6%	12%	27%	11%	16%	19%	13%
							abc	bcd	cd	d				ab	abc		a	ad	
		46%	54%	9%	9%	17%	65%	27%	14%	8%	4%	9%	14%	22%	55%	78%	11%	7%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Yes - have access and use at home	2289	299	322	211	166	187	215	178	102	252	1983	306	1451	833	1128	1161
	86%	88%	89%	94%	86%	80%	87%	78%	89%	84%	86%	86%	93%	75%	88%	84%
		eg	eg	adefgi	eg	eg	eg	eg	eg	eg	eg	eg	b	b	b	b
		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	63%	36%	49%	51%
Yes - have access but don't use at home	50	7	2	2	5	4	2	14	1	4	43	7	19	31	25	25
	2%	2%	1%	1%	3%	2%	1%	6%	1%	1%	2%	2%	1%	3%	2%	2%
		14%	4%	5%	10%	7%	4%	28%	2%	9%	85%	15%	38%	62%	50%	50%
No do not have access at home	328	32	36	10	21	43	28	35	11	41	287	41	77	249	129	199
	12%	9%	10%	4%	11%	18%	11%	16%	9%	14%	12%	12%	5%	22%	10%	14%
		c	c	c	abcdfh	c	ach	c	c	c	88%	12%	24%	76%	39%	61%
		10%	11%	3%	6%	13%	8%	11%	3%	12%	88%	12%	24%	76%	39%	61%
Don't know	8	2	-	1	-	1	1	-	*	1	7	1	5	3	4	4
	*%	1%	-%	*%	-%	1%	1%	-%	*%	*%	*%	*%	*%	*%	*%	*%
		21%	-%	9%	-%	18%	18%	-%	5%	16%	86%	14%	58%	42%	54%	46%
INTERNET ACCESS AT HOME																
YES	2339	306	324	214	170	190	217	192	103	256	2026	314	1470	864	1153	1186
	87%	90%	90%	95%	89%	81%	88%	84%	90%	86%	87%	88%	95%	77%	90%	85%
		e	e	abdefghi	e	e	e	e	e	e	87%	88%	b	b	b	b
		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	63%	37%	49%	51%

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
NO	328	32	36	10	21	43	28	35	11	41	287	41	77	249	129	199
	12%	9%	10%	4%	11%	18%	11%	16%	9%	14%	12%	12%	5%	22%	10%	14%
		c	c		c	abcdfh	c	ach	c	c				a		a
		10%	11%	3%	6%	13%	8%	11%	3%	12%	88%	12%	24%	76%	39%	61%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QE3 (IN6). SHOWCARD Do you ever go online 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
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
In someone else's home	1139	545	594	232	257	453	197	58	67	98	400	342	333	231	230	937	113	54	35
	43%	42%	43%	65%	54%	50%	21%	30%	34%	40%	54%	48%	47%	40%	35%	42%	49%	41%	48%
				bcd	d	d				a	abc	cd	cd			ac		a	
		48%	52%	20%	23%	40%	17%	5%	6%	9%	35%	30%	29%	20%	20%	82%	10%	5%	3%
While travelling	1137	560	577	199	258	458	222	37	60	92	431	370	351	227	185	953	98	54	31
	43%	43%	42%	55%	54%	50%	24%	19%	30%	37%	58%	52%	49%	39%	28%	43%	42%	41%	42%
				d	d	d			a	a	abc	cd	cd	d					
		49%	51%	17%	23%	40%	20%	3%	5%	8%	38%	33%	31%	20%	16%	84%	9%	5%	3%
Your workplace	1033	560	473	140	262	492	140	15	36	93	467	351	344	243	91	857	94	51	31
	39%	43%	34%	39%	55%	54%	15%	8%	18%	38%	63%	49%	48%	42%	14%	38%	40%	39%	41%
		b		d	ad	ad			a	ab	abc	cd	cd	d					
		54%	46%	14%	25%	48%	14%	1%	3%	9%	45%	34%	33%	24%	9%	83%	9%	5%	3%
Internet cafe	297	160	137	64	69	127	37	12	17	16	115	103	86	55	51	245	28	14	10
	11%	12%	10%	18%	14%	14%	4%	6%	8%	7%	15%	14%	12%	9%	8%	11%	12%	11%	13%
				d	d	d					abc	cd	d						
		54%	46%	22%	23%	43%	13%	4%	6%	6%	39%	35%	29%	18%	17%	82%	10%	5%	3%
Library	184	88	96	73	30	61	20	21	13	15	56	61	57	23	41	155	15	9	5
	7%	7%	7%	20%	6%	7%	2%	11%	6%	6%	8%	9%	8%	4%	6%	7%	6%	7%	7%
				bcd	d	d					c	c							
		48%	52%	40%	17%	33%	11%	11%	7%	8%	31%	33%	31%	13%	22%	84%	8%	5%	3%
School/ college	141	79	62	93	16	28	4	7	7	10	30	41	46	26	29	117	10	8	6
	5%	6%	5%	26%	3%	3%	*%	4%	3%	4%	4%	6%	6%	4%	4%	5%	4%	6%	8%
				bcd	d	d													ab
		56%	44%	66%	11%	20%	3%	5%	5%	7%	21%	29%	32%	18%	20%	83%	7%	5%	4%
University	103	50	53	67	21	11	4	11	6	5	24	32	53	11	8	88	10	2	3
	4%	4%	4%	19%	4%	1%	*%	5%	3%	2%	3%	4%	7%	2%	1%	4%	4%	2%	4%
				bcd	cd							cd	acd			c			
		49%	51%	65%	21%	11%	4%	10%	6%	5%	23%	31%	51%	11%	7%	86%	9%	2%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 53

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QE3 (IN6). SHOWCARD Do you ever go online 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
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
UK culture centre/ Learn Direct/ other online learning centres	56	21	35	14	14	25	3	5	3	2	22	22	15	5	13	46	5	2	3
	2%	2%	3%	4%	3%	3%	*	2%	1%	1%	3%	3%	2%	1%	2%	2%	2%	1%	4%
				d	d	d						c							ac
		37%	63%	26%	24%	45%	5%	8%	5%	4%	39%	39%	27%	10%	23%	83%	9%	3%	6%
Other	39	18	21	6	7	11	15	6	2	1	6	10	9	5	14	36	2	1	*
	1%	1%	1%	2%	1%	1%	2%	3%	1%	*	1%	1%	1%	1%	2%	2%	1%	1%	1%
				cd															
		47%	53%	15%	18%	28%	40%	15%	5%	3%	15%	26%	24%	13%	36%	92%	4%	2%	1%
No, do not	831	381	451	34	67	182	549	104	98	86	97	145	164	201	318	697	72	42	20
	31%	29%	33%	9%	14%	20%	59%	54%	50%	35%	13%	20%	23%	35%	48%	31%	31%	32%	27%
				ab	abc	cd		cd	cd	d				ab	abc				
		46%	54%	4%	8%	22%	66%	13%	12%	10%	12%	17%	20%	24%	38%	84%	9%	5%	2%
EVER USE INTERNET AT HOME OR ELSEWHERE	2401	1185	1217	353	461	880	707	127	154	227	738	691	677	516	511	2021	200	114	66
	90%	91%	89%	98%	97%	96%	76%	66%	78%	92%	99%	97%	95%	89%	77%	90%	86%	86%	89%
		b		d	d	d			a	ab	abc	bcd	cd	d		bc			
		49%	51%	15%	19%	37%	29%	5%	6%	9%	31%	29%	28%	21%	21%	84%	8%	5%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
In someone else's home	1139	157	159	94	72	105	81	95	48	126	987	152	775	362	520	619
	43%	46%	44%	42%	37%	45%	33%	42%	42%	42%	43%	43%	50%	32%	40%	45%
		f	f	f	f	f	f	f	f	f	a	a	b	b	a	a
		14%	14%	8%	6%	9%	7%	8%	4%	11%	87%	13%	68%	32%	46%	54%
While travelling	1137	172	194	90	49	103	99	83	46	117	986	151	823	311	549	589
	43%	51%	54%	40%	26%	44%	40%	37%	40%	39%	43%	42%	53%	28%	43%	42%
		cd	cd	d	d	d	d	d	d	d	b	b	b	b	a	a
		15%	17%	8%	4%	9%	9%	7%	4%	10%	87%	13%	72%	27%	48%	52%
Your workplace	1033	161	156	69	63	89	87	81	45	107	900	133	993	38	524	509
	39%	47%	43%	31%	33%	38%	35%	35%	39%	36%	39%	37%	64%	3%	41%	37%
		cd	cd								b	b	b	b	b	b
		16%	15%	7%	6%	9%	8%	8%	4%	10%	87%	13%	96%	4%	51%	49%
Internet cafe	297	107	44	17	6	8	25	11	10	17	265	32	215	80	98	199
	11%	32%	12%	8%	3%	3%	10%	5%	8%	6%	11%	9%	14%	7%	8%	14%
		bc	de	de			deg		de		b	b	b	b	a	a
		36%	15%	6%	2%	3%	9%	4%	3%	6%	89%	11%	72%	27%	33%	67%
Library	184	45	36	13	7	7	9	17	5	17	163	20	100	84	53	131
	7%	13%	10%	6%	4%	3%	4%	7%	4%	6%	7%	6%	6%	8%	4%	9%
		cd	def				e				a	a	a	a	a	a
		25%	19%	7%	4%	4%	5%	9%	3%	9%	89%	11%	54%	46%	29%	71%
School/ college	141	23	16	15	11	13	5	16	5	13	125	16	72	69	64	77
	5%	7%	4%	7%	6%	5%	2%	7%	5%	4%	5%	4%	5%	6%	5%	6%
		f	f	f	f	f	f	f	f	f	a	a	a	a	a	a
		16%	11%	11%	8%	9%	4%	12%	4%	9%	89%	11%	51%	49%	45%	55%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
University	103	21	9	5	5	7	10	15	5	10	92	11	51	52	34	69
	4%	6%	3%	2%	3%	3%	4%	7%	5%	3%	4%	3%	3%	5%	3%	5%
		c						bcde							a	
		21%	9%	5%	5%	7%	10%	15%	5%	10%	89%	11%	50%	50%	33%	67%
UK culture centre/ Learn Direct/ other online learning centres	56	33	5	1	1	3	-	3	-	1	53	3	40	16	8	48
	2%	10%	1%	1%	*%	1%	-%	1%	-%	*%	2%	1%	3%	1%	1%	3%
		bcdefghi									b		b		a	
		59%	8%	2%	1%	5%	-%	5%	-%	3%	95%	5%	72%	28%	14%	86%
Other	39	-	9	2	17	2	3	1	2	-	32	7	18	20	12	26
	1%	-%	3%	1%	9%	1%	1%	*%	2%	-%	1%	2%	1%	2%	1%	2%
			agi		abcefgi										a	
		-%	24%	5%	43%	5%	8%	2%	5%	-%	82%	18%	48%	52%	31%	69%
No, do not	831	91	83	88	57	78	85	78	37	101	726	105	248	581	393	438
	31%	27%	23%	39%	30%	33%	35%	34%	32%	34%	31%	29%	16%	52%	31%	32%
				abd		b	b	b	b	b				a		
		11%	10%	11%	7%	9%	10%	9%	4%	12%	87%	13%	30%	70%	47%	53%
EVER USE INTERNET AT HOME OR ELSEWHERE	2401	317	336	212	173	199	218	196	105	264	2082	319	1507	889	1166	1235
	90%	93%	93%	94%	90%	85%	89%	86%	92%	89%	90%	90%	97%	80%	91%	89%
		eg	eg	efgi					e				b			
		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	63%	37%	49%	51%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 54

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

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3280	1619	1661	509	570	1124	1076	182	218	338	871	816	1042	664	750	2002	425	415	438
Effective Weighted Sample	2275	1122	1153	345	412	767	772	134	156	220	646	571	735	459	533	1746	289	288	389
Total	2401	1185	1217	353	461	880	707	127	154	227	738	691	677	516	511	2021	200	114	66
		49%	51%	15%	19%	37%	29%	5%	6%	9%	31%	29%	28%	21%	21%	84%	8%	5%	3%
Every day	1945	969	976	321	400	731	493	81	119	183	632	585	570	423	363	1637	165	98	46
	81%	82%	80%	91%	87%	83%	70%	64%	77%	81%	86%	85%	84%	82%	71%	81%	82%	86%	70%
				cd	d	d			a	a	ab	d	d	d	d	d	d	d	
		50%	50%	16%	21%	38%	25%	4%	6%	9%	32%	30%	29%	22%	19%	84%	8%	5%	2%
Several times a week	271	119	151	26	44	93	107	22	17	26	77	72	69	47	81	229	22	8	12
	11%	10%	12%	7%	10%	11%	15%	17%	11%	12%	10%	10%	10%	9%	16%	11%	11%	7%	18%
							abc	d							abc	c			abc
		44%	56%	9%	16%	34%	40%	8%	6%	10%	29%	27%	26%	17%	30%	85%	8%	3%	4%
At least once a week	82	43	39	4	11	28	40	10	8	9	16	13	18	22	29	71	5	2	4
	3%	4%	3%	1%	2%	3%	6%	8%	5%	4%	2%	2%	3%	4%	6%	4%	3%	2%	6%
						a	abc	d	d					a	ab				abc
		52%	48%	5%	13%	34%	48%	12%	9%	10%	19%	15%	22%	27%	35%	86%	7%	3%	5%
At least once a month	40	17	22	2	5	10	22	7	4	4	9	10	6	9	14	33	3	1	2
	2%	1%	2%	1%	1%	1%	3%	6%	2%	2%	1%	2%	1%	2%	3%	2%	1%	1%	3%
							abc	cd							b				a
		44%	56%	5%	13%	25%	57%	19%	9%	9%	22%	26%	15%	24%	35%	84%	7%	3%	6%
A few times a year	16	13	4	-	-	3	13	4	1	3	*	4	3	2	7	15	*	*	*
	1%	1%	*%	-%	-%	*%	2%	3%	1%	1%	*%	1%	*%	*%	1%	1%	*%	*%	1%
		b				abc		d	d										
		78%	22%	-%	-%	20%	80%	26%	6%	18%	1%	25%	19%	14%	42%	94%	1%	3%	2%
Less than once a year	5	4	1	-	-	2	3	1	-	-	-	-	2	1	2	3	1	-	*
	*%	*%	*%	-%	-%	*%	*%	1%	-%	-%	-%	-%	*%	*%	*%	*%	1%	-%	*%
							d												
		76%	24%	-%	-%	42%	58%	20%	-%	-%	-%	-%	30%	24%	45%	69%	28%	-%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3280	1619	1661	509	570	1124	1076	182	218	338	871	816	1042	664	750	2002	425	415	438
Effective Weighted Sample	2275	1122	1153	345	412	767	772	134	156	220	646	571	735	459	533	1746	289	288	389
Total	2401	1185	1217	353	461	880	707	127	154	227	738	691	677	516	511	2021	200	114	66
		49%	51%	15%	19%	37%	29%	5%	6%	9%	31%	29%	28%	21%	21%	84%	8%	5%	3%
Never	38	18	20	-	2	11	25	2	5	2	4	5	8	11	15	29	4	4	1
	2%	2%	2%	-%	*%	1%	4%	2%	3%	1%	1%	1%	1%	2%	3%	1%	2%	3%	1%
						a	abc		d						ab			a	
		47%	53%	-%	4%	30%	66%	5%	13%	5%	11%	13%	21%	28%	38%	77%	11%	10%	2%
Don't know	4	1	2	*	*	1	3	-	-	1	-	1	1	*	1	3	-	-	*
	*%	*%	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%	*%	*%	*%	*%	-%	-%	1%
		35%	65%	5%	4%	20%	71%	-%	-%	20%	-%	35%	38%	4%	24%	91%	-%	-%	9%
TOTAL AT LEAST ONCE A WEEK	2299	1132	1167	351	455	853	640	112	144	218	725	670	657	492	473	1937	192	108	62
	96%	96%	96%	99%	99%	97%	91%	88%	94%	96%	98%	97%	97%	95%	93%	96%	96%	95%	94%
				cd	d	d				a	ab	d	d						
		49%	51%	15%	20%	37%	28%	5%	6%	9%	32%	29%	29%	21%	21%	84%	8%	5%	3%
TOTAL EVER	2359	1165	1194	353	460	868	679	125	149	224	734	685	668	505	496	1989	196	110	65
	98%	98%	98%	100%	100%	99%	96%	98%	97%	99%	99%	99%	99%	98%	97%	98%	98%	97%	98%
				cd	d	d				b		d	d						
		49%	51%	15%	19%	37%	29%	5%	6%	9%	31%	29%	28%	21%	21%	84%	8%	5%	3%

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

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

Base : Those who use the internet at home or elsewhere

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3280	233	219	234	221	226	209	230	209	221	2394	886	1922	1351	1628	1652
Effective Weighted Sample	2275	216	209	225	205	216	203	218	198	208	1902	399	1334	956	1079	1197
Total	2401	317	336	212	173	199	218	196	105	264	2082	319	1507	889	1166	1235
		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	63%	37%	49%	51%
Every day	1945	250	287	178	116	153	193	150	90	220	1680	265	1298	643	955	990
	81%	79%	85%	84%	67%	77%	88%	77%	86%	84%	81%	83%	86%	72%	82%	80%
		d	deg	d	d	d	adeg	d	deg	d			b			
		13%	15%	9%	6%	8%	10%	8%	5%	11%	86%	14%	67%	33%	49%	51%
Several times a week	271	56	28	20	28	29	15	23	9	20	241	30	144	126	115	156
	11%	18%	8%	9%	16%	14%	7%	12%	9%	8%	12%	9%	10%	14%	10%	13%
		bcfhi			bcfhi	fi								a	a	a
		21%	10%	7%	10%	11%	6%	9%	3%	8%	89%	11%	53%	47%	42%	58%
At least once a week	82	4	9	6	19	10	5	9	3	6	72	10	31	51	44	39
	3%	1%	3%	3%	11%	5%	2%	4%	3%	2%	3%	3%	2%	6%	4%	3%
					abcefg	a		a						a		
		4%	11%	7%	24%	12%	6%	11%	4%	8%	87%	13%	38%	62%	53%	47%
At least once a month	40	2	2	3	4	3	2	8	-	8	34	6	15	25	22	18
	2%	1%	1%	2%	2%	2%	1%	4%	-%	3%	2%	2%	1%	3%	2%	1%
					h			abfh		h				a		
		5%	6%	8%	10%	8%	6%	21%	-%	21%	86%	14%	38%	62%	55%	45%
A few times a year	16	1	3	1	3	*	1	1	1	3	12	4	2	14	8	8
	1%	*%	1%	1%	2%	*%	*%	*%	1%	1%	1%	1%	*%	2%	1%	1%
														a		
		8%	20%	9%	20%	3%	6%	5%	6%	19%	74%	26%	13%	87%	51%	49%
Less than once a year	5	1	1	1	-	-	-	-	-	-	4	1	1	4	3	2
	*%	*%	*%	1%	-%	-%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		25%	19%	24%	-%	-%	-%	-%	-%	-%	81%	19%	27%	73%	61%	39%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 54

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

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

Base : Those who use the internet at home or elsewhere

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3280	233	219	234	221	226	209	230	209	221	2394	886	1922	1351	1628	1652
Effective Weighted Sample	2275	216	209	225	205	216	203	218	198	208	1902	399	1334	956	1079	1197
Total	2401	317	336	212	173	199	218	196	105	264	2082	319	1507	889	1166	1235
		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	63%	37%	49%	51%
Never	38	3	4	2	2	4	2	4	2	5	35	3	14	24	18	20
	2%	1%	1%	1%	1%	2%	1%	2%	2%	2%	2%	1%	1%	3%	2%	2%
													a			
		9%	12%	6%	5%	10%	6%	11%	4%	14%	92%	8%	37%	63%	47%	53%
Don't know	4	-	1	-	1	1	-	1	-	-	4	*	1	3	2	2
	*%	-%	*%	-%	*%	*%	-%	*%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	35%	-%	20%	19%	-%	17%	-%	-%	96%	4%	24%	76%	41%	59%
TOTAL AT LEAST ONCE A WEEK	2299	309	324	204	163	191	213	183	102	247	1993	305	1473	820	1113	1185
	96%	98%	96%	96%	94%	96%	98%	93%	97%	94%	96%	96%	98%	92%	95%	96%
		g					g		g				b			
		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	64%	36%	48%	52%
TOTAL EVER	2359	314	330	210	170	195	216	192	103	258	2044	316	1492	862	1147	1213
	98%	99%	98%	99%	98%	98%	99%	98%	98%	98%	98%	99%	99%	97%	98%	98%
													b			
		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	63%	37%	49%	51%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 55

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

QE5 (QE35A). How many tablet computers do you have in your household? (SINGLE CODE)

Base : Those with any tablet computers in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI	
		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d	
Significance Level: 95%																				
Unweighted total	2123	1020	1103	310	349	801	662	76	114	211	662	607	702	421	389	1273	282	268	300	
Effective Weighted Sample	1459	694	765	201	251	540	478	55	81	138	483	425	484	294	271	1116	188	181	264	
Total	1541	734	808	207	279	611	444	48	80	137	549	510	448	323	257	1296	130	71	46	
		48%	52%	13%	18%	40%	29%	**	5%	9%	36%	33%	29%	21%	17%	84%	8%	5%	3%	
One	(1.0)	753	347	406	75	137	267	274	**	51	80	243	237	215	144	156	628	67	32	26
		49%	47%	50%	36%	49%	44%	62%	**	64%	58%	44%	47%	48%	44%	61%	49%	51%	46%	56%
			46%	54%	10%	18%	35%	36%	**	7%	11%	32%	32%	29%	19%	21%	83%	9%	4%	3%
Two	(2.0)	496	242	254	65	97	206	128	**	19	37	198	173	160	112	51	423	36	25	12
		32%	33%	31%	31%	35%	34%	29%	**	24%	27%	36%	34%	36%	35%	20%	33%	28%	36%	26%
			49%	51%	13%	20%	42%	26%	**	4%	7%	40%	35%	32%	23%	10%	85%	7%	5%	2%
Three	(3.0)	177	81	96	43	25	85	24	**	5	15	64	61	51	37	26	144	19	8	5
		11%	11%	12%	21%	9%	14%	5%	**	7%	11%	12%	12%	11%	12%	10%	11%	15%	12%	11%
			46%	54%	24%	14%	48%	13%	**	3%	8%	36%	34%	29%	21%	15%	82%	11%	5%	3%
Four	(4.0)	67	38	29	16	9	34	9	**	1	4	26	26	13	14	15	56	5	4	2
		4%	5%	4%	8%	3%	6%	2%	**	1%	3%	5%	5%	3%	4%	6%	4%	4%	5%	4%
			56%	44%	23%	13%	51%	13%	**	1%	6%	39%	39%	19%	20%	22%	84%	7%	6%	3%
Five or more	(5.0)	40	21	19	8	8	17	7	**	3	1	17	11	8	13	7	35	3	1	1
		3%	3%	2%	4%	3%	3%	2%	**	4%	1%	3%	2%	2%	4%	3%	3%	3%	1%	2%
			52%	48%	19%	21%	42%	18%	**	8%	2%	42%	27%	21%	33%	19%	87%	8%	2%	3%
Don't know	9	6	3	1	2	2	3	3	**	*	1	2	3	1	3	2	9	-	-	-
	1%	1%	*%	1%	1%	*%	1%	1%	**	*%	1%	*%	1%	*%	1%	1%	1%	-%	-%	-%
		70%	30%	17%	27%	22%	35%	35%	**	3%	16%	22%	32%	16%	33%	19%	100%	-%	-%	-%
Mean number	1.8	1.8	1.8	2.1	1.7	1.9	1.5	1.5	**	1.6	1.6	1.9	1.8	1.7	1.9	1.7	1.8	1.8	1.8	1.7
				bcd	d	d						bc			d					
Standard deviation	.99	1.01	.96	1.10	.96	1.02	.82	.82	**	.97	.85	1.00	.98	.90	1.04	1.06	.99	1.00	.94	1.00
Standard error	.02	.03	.03	.06	.05	.04	.03	.03	**	.09	.06	.04	.04	.03	.05	.05	.03	.06	.06	.06

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 55

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

QE5 (QE35A). How many tablet computers do you have in your household? (SINGLE CODE)

Base : Those with any tablet computers in the household

		ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b	
Significance Level: 95%																	
Unweighted total		2123	119	142	168	134	147	150	117	151	145	1503	620	1325	793	1160	963
Effective Weighted Sample		1459	110	135	161	125	141	146	111	144	136	1195	280	911	556	764	696
Total		1541	164	219	154	108	134	160	105	78	174	1314	228	1021	516	833	708
			11%	14%	10%	7%	9%	10%	7%	5%	11%	85%	15%	66%	33%	54%	46%
One	(1.0)	753	90	100	75	50	60	69	58	35	91	644	109	465	285	392	361
		49%	55%	46%	49%	47%	45%	43%	56%	44%	53%	49%	48%	46%	55%	47%	51%
			12%	13%	10%	7%	8%	9%	8%	5%	12%	85%	15%	62%	38%	52%	48%
Two	(2.0)	496	50	85	52	31	40	56	29	29	49	427	70	343	153	281	216
		32%	31%	39%	34%	29%	30%	35%	28%	37%	28%	32%	31%	34%	30%	34%	30%
			10%	17%	11%	6%	8%	11%	6%	6%	10%	86%	14%	69%	31%	57%	43%
Three	(3.0)	177	18	17	14	16	20	18	10	10	21	153	24	134	42	96	81
		11%	11%	8%	9%	15%	15%	11%	9%	12%	12%	12%	11%	13%	8%	11%	11%
			10%	10%	8%	9%	12%	10%	6%	5%	12%	86%	14%	76%	24%	54%	46%
Four	(4.0)	67	4	6	12	8	9	7	3	2	6	53	14	47	20	39	28
		4%	2%	3%	7%	7%	7%	4%	3%	3%	4%	4%	6%	5%	4%	5%	4%
			5%	9%	17%	11%	13%	10%	5%	3%	9%	79%	21%	70%	30%	59%	41%
Five or more	(5.0)	40	1	7	2	2	3	10	3	2	5	31	9	25	15	22	18
		3%	1%	3%	1%	2%	2%	6%	3%	3%	3%	2%	4%	2%	3%	3%	2%
			4%	18%	5%	6%	7%	24%	7%	5%	11%	78%	22%	63%	37%	56%	44%
Don't know		9	1	3	-	-	2	-	1	*	1	7	1	6	2	4	5
		1%	1%	1%	-%	-%	1%	-%	1%	1%	1%	1%	1%	1%	-%	-%	1%
			10%	38%	-%	-%	19%	-%	11%	6%	16%	83%	17%	75%	25%	43%	57%
Mean number		1.8	1.6	1.8	1.8	1.9	1.9	2.0	1.7	1.8	1.7	1.8	1.9	1.8	1.7	1.8	1.8
						a	a	ag						b			
Standard deviation		.99	.83	.95	.97	1.04	1.03	1.13	.96	.95	.99	.97	1.09	.99	.98	.99	.98
Standard error		.02	.08	.08	.07	.09	.09	.09	.09	.08	.08	.03	.04	.03	.03	.03	.03

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 56

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

QE6 (QE36). Do you personally use this/ any of these tablet computer/s? (SINGLE CODE)

Base : Those with any tablet computers in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2123	1020	1103	310	349	801	662	76	114	211	662	607	702	421	389	1273	282	268	300
Effective Weighted Sample	1459	694	765	201	251	540	478	55	81	138	483	425	484	294	271	1116	188	181	264
Total	1541	734	808	207	279	611	444	48	80	137	549	510	448	323	257	1296	130	71	46
		48%	52%	13%	18%	40%	29%	**	5%	9%	36%	33%	29%	21%	17%	84%	8%	5%	3%
Yes	1278	601	677	163	224	523	368	**	61	115	469	453	376	254	193	1069	109	61	39
	83%	82%	84%	79%	80%	85%	83%	**	76%	84%	85%	89%	84%	79%	75%	83%	84%	87%	86%
		47%	53%	13%	18%	41%	29%	**	5%	9%	37%	bcd	d						
												35%	29%	20%	15%	84%	8%	5%	3%
No	263	133	130	44	55	89	76	**	19	23	80	57	73	69	64	227	21	9	6
	17%	18%	16%	21%	20%	15%	17%	**	24%	16%	15%	11%	16%	21%	25%	17%	16%	13%	13%
		50%	50%	17%	21%	34%	29%	**	7%	9%	30%	22%	28%	26%	24%	86%	8%	4%	2%
Don't know	*	*	*	-	*	-	*	**	-	-	-	*	-	*	-	-	-	-	*
	*%	*%	*%	-%	*%	-%	*%	**	-%	-%	-%	*%	-%	*%	-%	-%	-%	-%	1%
		55%	45%	-%	45%	-%	55%	**	-%	-%	-%	55%	-%	45%	-%	-%	-%	-%	100%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 56

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

QE6 (QE36). Do you personally use this/ any of these tablet computer/s? (SINGLE CODE)

Base : Those with any tablet computers in the household

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2123	119	142	168	134	147	150	117	151	145	1503	620	1325	793	1160	963
Effective Weighted Sample	1459	110	135	161	125	141	146	111	144	136	1195	280	911	556	764	696
Total	1541	164	219	154	108	134	160	105	78	174	1314	228	1021	516	833	708
		11%	14%	10%	7%	9%	10%	7%	5%	11%	85%	15%	66%	33%	54%	46%
Yes	1278	143	193	125	91	112	124	81	56	144	1091	187	867	407	703	575
	83%	87%	88%	81%	84%	84%	78%	77%	71%	83%	83%	82%	85%	79%	84%	81%
		fg	gh	h	h	h	h	h	h	h	h	h	b	b	a	a
		11%	15%	10%	7%	9%	10%	6%	4%	11%	85%	15%	68%	32%	55%	45%
No	263	21	26	29	17	22	36	24	22	30	223	40	154	109	130	133
	17%	13%	12%	19%	16%	16%	22%	23%	29%	17%	17%	18%	15%	21%	16%	19%
		8%	10%	11%	6%	8%	14%	9%	8%	11%	85%	15%	58%	42%	49%	51%
Don't know	*	-	-	-	-	-	-	-	-	-	-	*	*	*	*	-
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	*%	*%	-%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	45%	55%	100%	-%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 57

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

QE7 (QE37). Is your tablet computer 3G or 4G enabled? This means that the tablet could be used - with a SIM card - to go online from anywhere with a signal, without the need for a Wi-Fi connection? (SINGLE CODE)

Base : Those who personally use a tablet computer

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1761	841	920	240	282	684	554	59	83	180	569	538	586	337	296	1037	236	234	254
Effective Weighted Sample	1197	564	633	155	202	454	397	43	60	116	405	373	402	232	202	908	157	158	224
Total	1278	601	677	163	224	523	368	35	61	115	469	453	376	254	193	1069	109	61	39
		47%	53%	13%	18%	41%	29%	**	**	9%	37%	35%	29%	20%	15%	84%	8%	5%	3%
Yes	525	242	283	57	102	226	140	**	**	48	190	187	146	105	86	458	35	21	11
	41%	40%	42%	35%	46%	43%	38%	**	**	42%	41%	41%	39%	41%	44%	43%	33%	35%	27%
				a											bd				
		46%	54%	11%	19%	43%	27%	**	**	9%	36%	36%	28%	20%	16%	87%	7%	4%	2%
No	681	342	339	101	116	279	186	**	**	58	260	244	207	137	92	555	66	36	25
	53%	57%	50%	62%	52%	53%	50%	**	**	50%	55%	54%	55%	54%	48%	52%	61%	58%	64%
		b		d													a		a
		50%	50%	15%	17%	41%	27%	**	**	8%	38%	36%	30%	20%	13%	81%	10%	5%	4%
Don't know	72	17	55	6	6	18	43	**	**	9	19	21	23	12	15	57	7	4	3
	6%	3%	8%	4%	2%	3%	12%	**	**	8%	4%	5%	6%	5%	8%	5%	7%	7%	9%
			a				abc												a
		23%	77%	8%	8%	24%	60%	**	**	12%	26%	30%	32%	17%	21%	79%	10%	6%	5%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 57

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QE7 (QE37). Is your tablet computer 3G or 4G enabled? This means that the tablet could be used - with a SIM card - to go online from anywhere with a signal, without the need for a Wi-Fi connection? (SINGLE CODE)

Base : Those who personally use a tablet computer

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	~g	h	i	a	b	a	b	a	b
Unweighted total	1761	102	125	136	116	124	116	89	109	120	1244	517	1127	629	982	779
Effective Weighted Sample	1197	94	119	130	109	119	113	85	103	112	980	234	767	437	642	556
Total	1278	143	193	125	91	112	124	81	56	144	1091	187	867	407	703	575
		11%	15%	10%	7%	9%	10%	**	4%	11%	85%	15%	68%	32%	55%	45%
Yes	525	95	71	46	32	40	30	**	32	81	463	62	384	140	270	255
	41%	66%	37%	37%	35%	36%	24%	**	58%	57%	42%	33%	44%	35%	38%	44%
		bcdef	f	f					bcdef	bcdef	b		b		a	
		18%	14%	9%	6%	8%	6%	**	6%	16%	88%	12%	73%	27%	51%	49%
No	681	43	109	72	57	67	89	**	21	54	565	117	451	228	393	288
	53%	30%	56%	58%	63%	60%	72%	**	39%	38%	52%	62%	52%	56%	56%	50%
			ahi	ahi	ahi	ahi	abchi					a			b	
		6%	16%	11%	8%	10%	13%	**	3%	8%	83%	17%	66%	33%	58%	42%
Don't know	72	5	13	7	2	5	5	**	2	8	63	8	33	38	40	32
	6%	4%	7%	6%	3%	4%	4%	**	4%	6%	6%	5%	4%	9%	6%	6%
													a			
		7%	18%	10%	3%	7%	7%	**	3%	11%	88%	12%	46%	54%	55%	45%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 58

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QE8 (QE38). And do you have a separate mobile subscription for your tablet, which allows you to go online from anywhere with a 3G or 4G signal, without the need for a Wi-Fi connection? (SINGLE CODE)

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~a	b	c	d	~a	~b	~c	d	a	b	c	d	a	~b	~c	~d
Unweighted total	675	313	362	77	121	278	198	18	34	74	225	214	208	128	123	435	82	85	73
Effective Weighted Sample	465	216	249	52	87	187	143	13	24	47	156	146	145	90	87	375	52	54	64
Total	525	242	283	57	102	226	140	10	24	48	190	187	146	105	86	458	35	21	11
		46%	54%	**	19%	43%	27%	**	**	**	36%	36%	28%	20%	16%	87%	**	**	**
Yes	165	80	85	**	40	76	28	**	**	**	75	65	50	22	26	147	**	**	**
	31%	33%	30%	**	39%	34%	20%	**	**	**	39%	35%	34%	21%	30%	32%	**	**	**
					d	d						c	c						
		48%	52%	**	24%	46%	17%	**	**	**	45%	40%	30%	13%	16%	89%	**	**	**
No	349	156	193	**	61	149	108	**	**	**	114	120	93	79	57	301	**	**	**
	67%	65%	68%	**	59%	66%	77%	**	**	**	60%	64%	64%	75%	67%	66%	**	**	**
							bc												
		45%	55%	**	17%	43%	31%	**	**	**	33%	34%	27%	23%	16%	86%	**	**	**
Don't know	11	6	5	**	2	1	4	**	**	**	1	1	3	4	2	10	**	**	**
	2%	2%	2%	**	2%	1%	3%	**	**	**	1%	1%	2%	3%	3%	2%	**	**	**
		56%	44%	**	18%	13%	34%	**	**	**	12%	13%	30%	35%	23%	90%	**	**	**

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QE8 (QE38). And do you have a separate mobile subscription for your tablet, which allows you to go online from anywhere with a 3G or 4G signal, without the need for a Wi-Fi connection? (SINGLE CODE)

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

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	675	65	46	49	40	43	28	34	63	67	488	187	468	206	357	318
Effective Weighted Sample	465	61	44	47	37	42	28	32	60	63	393	82	319	151	227	239
Total	525	95	71	46	32	40	30	30	32	81	463	62	384	140	270	255
Yes	165	**	**	**	**	**	**	**	**	**	150	15	136	29	67	98
	31%	**	**	**	**	**	**	**	**	**	32%	24%	35%	21%	25%	38%
		**	**	**	**	**	**	**	**	**	91%	9%	82%	18%	41%	59%
No	349	**	**	**	**	**	**	**	**	**	305	45	241	107	199	151
	67%	**	**	**	**	**	**	**	**	**	66%	72%	63%	76%	74%	59%
		**	**	**	**	**	**	**	**	**	87%	13%	69%	31%	57%	43%
Don't know	11	**	**	**	**	**	**	**	**	**	9	2	6	4	4	6
	2%	**	**	**	**	**	**	**	**	**	2%	3%	2%	3%	2%	3%
		**	**	**	**	**	**	**	**	**	80%	20%	61%	39%	40%	60%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 59

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QE9 (QE44). SHOWCARD And how often do you personally use the mobile signal on your tablet computer to go online - rather than using a Wi-Fi connection? (SINGLE CODE)

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	203	104	99	30	47	84	42	3	8	26	78	64	69	30	38	133	23	18	29
Effective Weighted Sample	138	72	67	19	33	59	29	2	4	15	57	47	47	19	26	115	13	12	26
Total	165	80 48%	85 **	21 **	40 **	76 **	28 **	1 **	4 **	16 **	75 **	65 **	50 **	22 **	26 **	147 89%	8 **	5 **	4 **
Every day	86 52%	40 49%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	82 55%	** **	** **	** **
		46%	**	**	**	**	**	**	**	**	**	**	**	**	**	94%	**	**	**
Several times a week	25 15%	13 17%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	19 13%	** **	** **	** **
		54%	**	**	**	**	**	**	**	**	**	**	**	**	**	78%	**	**	**
At least once a week	18 11%	8 10%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	14 9%	** **	** **	** **
		45%	**	**	**	**	**	**	**	**	**	**	**	**	**	79%	**	**	**
At least once a month	17 10%	11 13%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	16 11%	** **	** **	** **
		64%	**	**	**	**	**	**	**	**	**	**	**	**	**	95%	**	**	**
A few times a year	8 5%	2 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	7 5%	** **	** **	** **
		20%	**	**	**	**	**	**	**	**	**	**	**	**	**	94%	**	**	**
Less than once a year	3 2%	3 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	3 2%	** **	** **	** **
		100%	**	**	**	**	**	**	**	**	**	**	**	**	**	83%	**	**	**
Never	7 4%	2 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	6 4%	** **	** **	** **
		32%	**	**	**	**	**	**	**	**	**	**	**	**	**	77%	**	**	**
Don't know	1 1%	1 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	1 1%	** **	** **	** **
		100%	**	**	**	**	**	**	**	**	**	**	**	**	**	100%	**	**	**

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 59

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QE9 (QE44). SHOWCARD And how often do you personally use the mobile signal on your tablet computer to go online - rather than using a Wi-Fi connection? (SINGLE CODE)

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

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	~b	a	~b	~a	b
Unweighted total	203	32	13	9	15	14	8	10	13	19	149	54	158	45	95	108
Effective Weighted Sample	138	30	13	9	15	14	8	10	12	18	120	25	110	30	54	85
Total	165	45	22	8	11	13	9	9	6	24	150	15	136	29	67	98
		**	**	**	**	**	**	**	**	**	91%	**	82%	**	**	59%
Every day	86	**	**	**	**	**	**	**	**	**	79	**	73	**	**	49
	52%	**	**	**	**	**	**	**	**	**	53%	**	54%	**	**	50%
		**	**	**	**	**	**	**	**	**	92%	**	84%	**	**	57%
Several times a week	25	**	**	**	**	**	**	**	**	**	23	**	19	**	**	18
	15%	**	**	**	**	**	**	**	**	**	15%	**	14%	**	**	18%
		**	**	**	**	**	**	**	**	**	93%	**	78%	**	**	72%
At least once a week	18	**	**	**	**	**	**	**	**	**	15	**	14	**	**	10
	11%	**	**	**	**	**	**	**	**	**	10%	**	10%	**	**	10%
		**	**	**	**	**	**	**	**	**	84%	**	79%	**	**	55%
At least once a month	17	**	**	**	**	**	**	**	**	**	14	**	14	**	**	11
	10%	**	**	**	**	**	**	**	**	**	9%	**	10%	**	**	11%
		**	**	**	**	**	**	**	**	**	85%	**	82%	**	**	68%
A few times a year	8	**	**	**	**	**	**	**	**	**	8	**	7	**	**	2
	5%	**	**	**	**	**	**	**	**	**	5%	**	5%	**	**	2%
		**	**	**	**	**	**	**	**	**	100%	**	87%	**	**	29%
Less than once a year	3	**	**	**	**	**	**	**	**	**	3	**	2	**	**	2
	2%	**	**	**	**	**	**	**	**	**	2%	**	2%	**	**	2%
		**	**	**	**	**	**	**	**	**	100%	**	73%	**	**	73%
Never	7	**	**	**	**	**	**	**	**	**	6	**	6	**	**	5
	4%	**	**	**	**	**	**	**	**	**	4%	**	4%	**	**	5%
		**	**	**	**	**	**	**	**	**	86%	**	81%	**	**	74%
Don't know	1	**	**	**	**	**	**	**	**	**	1	**	1	**	**	-
	1%	**	**	**	**	**	**	**	**	**	1%	**	1%	**	**	-%
		**	**	**	**	**	**	**	**	**	100%	**	100%	**	**	-%

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

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QE10 (QE1A). SHOWCARD How likely is it that your household will get a tablet computer - such as an iPad - in the next 12 months? (SINGLE CODE)

Base : Those without a tablet computer in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	1607	796	811	206	235	371	795	221	172	154	220	240	409	333	619	980	211	219	197
Effective Weighted Sample	1124	560	564	150	173	261	559	158	123	102	170	165	298	230	443	848	149	158	178
Total	1134	567	567	152	195	304	483	144	118	109	196	202	265	258	404	941	104	62	28
		50%	50%	13%	17%	27%	43%	13%	10%	10%	17%	18%	23%	23%	36%	83%	9%	5%	2%
Certain to	26	9	17	7	8	4	7	4	-	2	7	5	8	3	10	24	2	*	*
	2%	2%	3%	4%	4%	1%	1%	3%	-%	2%	4%	2%	3%	1%	2%	3%	2%	1%	1%
				d	d						b								
		34%	66%	25%	30%	17%	28%	14%	-%	7%	26%	18%	32%	13%	37%	90%	7%	2%	1%
Very likely	67	39	28	15	17	28	7	4	7	9	16	14	12	20	19	56	5	4	2
	6%	7%	5%	10%	9%	9%	1%	3%	6%	9%	8%	7%	5%	8%	5%	6%	5%	7%	7%
				d	d	d				a	a								
		58%	42%	22%	26%	42%	10%	6%	10%	14%	24%	22%	18%	30%	28%	83%	7%	6%	3%
Likely	131	66	65	24	33	42	33	12	13	16	32	23	32	29	47	113	5	9	4
	12%	12%	11%	16%	17%	14%	7%	9%	11%	15%	16%	11%	12%	11%	12%	12%	5%	15%	13%
				d	d	d				a						b		b	b
		51%	49%	18%	25%	32%	25%	9%	10%	12%	24%	18%	24%	22%	36%	86%	4%	7%	3%
TOTAL LIKELY	225	114	111	45	59	74	47	20	20	27	55	42	52	53	76	192	12	14	6
	20%	20%	20%	30%	30%	24%	10%	14%	17%	25%	28%	21%	20%	20%	19%	20%	12%	23%	20%
				d	d	d				a	ab					b		b	b
		51%	49%	20%	26%	33%	21%	9%	9%	12%	24%	19%	23%	23%	34%	86%	6%	6%	3%
Unlikely	155	82	73	25	29	51	51	22	19	13	36	36	42	34	43	135	9	7	4
	14%	15%	13%	16%	15%	17%	11%	15%	16%	12%	19%	18%	16%	13%	11%	14%	9%	11%	14%
				d		d					d		d						
		53%	47%	16%	18%	33%	33%	14%	12%	8%	23%	23%	27%	22%	27%	87%	6%	4%	2%
Very unlikely	195	107	88	19	36	54	85	24	24	18	43	45	48	36	67	159	23	10	4
	17%	19%	16%	13%	18%	18%	18%	17%	20%	17%	22%	22%	18%	14%	16%	17%	22%	15%	15%
												c							
		55%	45%	10%	18%	28%	44%	13%	12%	9%	22%	23%	24%	18%	34%	81%	12%	5%	2%
Certain not to	401	193	208	38	47	66	250	68	42	25	41	55	85	87	172	323	45	25	8
	35%	34%	37%	25%	24%	22%	52%	47%	36%	23%	21%	27%	32%	34%	43%	34%	43%	41%	29%
							abc	cd	cd						abc		ad	d	
		48%	52%	10%	12%	16%	62%	17%	11%	6%	10%	14%	21%	22%	43%	81%	11%	6%	2%

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

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QE10 (QE1A). SHOWCARD How likely is it that your household will get a tablet computer - such as an iPad - in the next 12 months? (SINGLE CODE)

Base : Those without a tablet computer in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1607	796	811	206	235	371	795	221	172	154	220	240	409	333	619	980	211	219	197
Effective Weighted Sample	1124	560	564	150	173	261	559	158	123	102	170	165	298	230	443	848	149	158	178
Total	1134	567	567	152	195	304	483	144	118	109	196	202	265	258	404	941	104	62	28
		50%	50%	13%	17%	27%	43%	13%	10%	10%	17%	18%	23%	23%	36%	83%	9%	5%	2%
TOTAL UNLIKELY	751	382	369	82	111	171	387	115	85	55	120	136	175	156	281	617	76	42	16
	66%	67%	65%	54%	57%	56%	80%	79%	73%	51%	61%	68%	66%	61%	69%	66%	74%	68%	58%
							abc	cd	cd					c	d	d	d		
		51%	49%	11%	15%	23%	51%	15%	11%	7%	16%	18%	23%	21%	37%	82%	10%	6%	2%
Don't know	158	70	87	25	25	59	49	10	12	26	21	23	39	49	47	131	15	6	6
	14%	12%	15%	16%	13%	19%	10%	7%	10%	24%	11%	12%	15%	19%	12%	14%	14%	10%	22%
				d		d				abd				ad					ac
		45%	55%	16%	16%	37%	31%	6%	8%	17%	13%	15%	24%	31%	30%	83%	9%	4%	4%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 60

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QE10 (QE1A). SHOWCARD How likely is it that your household will get a tablet computer - such as an iPad - in the next 12 months? (SINGLE CODE)

Base : Those without a tablet computer in the household

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	~b	~c	d	e	~f	g	~h	i	a	b	a	b	a	b
Unweighted total	1607	133	96	82	112	125	92	156	79	105	1214	393	654	950	662	945
Effective Weighted Sample	1124	124	91	79	104	120	88	148	75	99	964	174	465	673	441	683
Total	1134	176 16%	141 **	70 **	83 7%	101 9%	86 **	123 11%	36 **	124 11%	1006 89%	128 11%	531 47%	600 53%	453 40%	681 60%
Certain to	26 2%	6 3%	** **	** **	3 4%	4 4%	** **	3 3%	** **	4 4%	25 2%	1 1%	17 3%	9 2%	8 2%	19 3%
		23%	**	**	12%	14%	**	13%	**	17%	95%	5%	65%	35%	29%	71%
Very likely	67 6%	13 7%	** **	** **	6 8%	10 10%	** **	5 4%	** **	3 2%	57 6%	10 8%	43 8%	24 4%	24 5%	43 6%
		19%	**	**	9%	gi 16%	**	7%	**	4%	85%	15%	64%	36%	36%	64%
Likely	131 12%	24 14%	** **	** **	7 9%	12 12%	** **	13 11%	** **	17 14%	115 11%	16 12%	80 15%	51 8%	51 11%	80 12%
		18%	**	**	6%	9%	**	10%	**	13%	88%	12%	61%	39%	39%	61%
TOTAL LIKELY	225 20%	43 24%	** **	** **	17 20%	26 26%	** **	21 17%	** **	24 19%	197 20%	27 21%	141 26%	84 14%	83 18%	142 21%
		19%	**	**	8%	12%	**	9%	**	11%	88%	12%	63%	37%	37%	63%
Unlikely	155 14%	15 9%	** **	** **	10 12%	14 14%	** **	23 19%	** **	16 13%	133 13%	22 17%	85 16%	70 12%	68 15%	87 13%
		10%	**	**	7%	9%	**	a 15%	**	11%	86%	14%	55%	45%	44%	56%
Very unlikely	195 17%	28 16%	** **	** **	10 12%	15 15%	** **	23 19%	** **	12 10%	175 17%	20 16%	92 17%	103 17%	76 17%	119 18%
		14%	**	**	5%	8%	**	12%	**	6%	90%	10%	47%	53%	39%	61%
Certain not to	401 35%	65 37%	** **	** **	29 35%	24 24%	** **	36 29%	** **	53 42%	361 36%	40 32%	129 24%	272 45%	172 38%	229 34%
		e 16%	**	**	7%	6%	**	9%	**	eg 13%	90%	10%	32%	a 68%	43%	57%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QE10 (QE1A). SHOWCARD How likely is it that your household will get a tablet computer - such as an iPad - in the next 12 months? (SINGLE CODE)

Base : Those without a tablet computer in the household

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	~b	~c	d	e	~f	g	~h	i	a	b	a	b	a	b
Unweighted total	1607	133	96	82	112	125	92	156	79	105	1214	393	654	950	662	945
Effective Weighted Sample	1124	124	91	79	104	120	88	148	75	99	964	174	465	673	441	683
Total	1134	176	141	70	83	101	86	123	36	124	1006	128	531	600	453	681
		16%	**	**	7%	9%	**	11%	**	11%	89%	11%	47%	53%	40%	60%
TOTAL UNLIKELY	751	108	**	**	49	54	**	82	**	81	669	83	306	445	316	435
	66%	62%	**	**	59%	53%	**	67%	**	66%	67%	64%	58%	74%	70%	64%
		14%	**	**	7%	7%	**	e 11%	**	11%	89%	11%	41%	a 59%	b 42%	58%
Don't know	158	24	**	**	17	21	**	20	**	19	139	18	84	71	54	104
	14%	14%	**	**	21%	21%	**	16%	**	15%	14%	14%	16%	12%	12%	15%
		15%	**	**	11%	13%	**	13%	**	12%	88%	12%	53%	45%	34%	66%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 61

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

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3280	1619	1661	509	570	1124	1076	182	218	338	871	816	1042	664	750	2002	425	415	438
Effective Weighted Sample	2275	1122	1153	345	412	767	772	134	156	220	646	571	735	459	533	1746	289	288	389
Total	2401	1185	1217	353	461	880	707	127	154	227	738	691	677	516	511	2021	200	114	66
		49%	51%	15%	19%	37%	29%	5%	6%	9%	31%	29%	28%	21%	21%	84%	8%	5%	3%
Smartphone	1151	534	617	256	328	446	121	61	77	107	366	276	318	284	273	956	89	63	43
	48%	45%	51%	72%	71%	51%	17%	48%	50%	47%	50%	40%	47%	55%	53%	47%	45%	55%	65%
		a	b	cd	cd	d						a	ab	ab			ab	abc	
		46%	54%	22%	28%	39%	10%	5%	7%	9%	32%	24%	28%	25%	24%	83%	8%	5%	4%
Laptop	573	321	252	58	72	218	225	23	33	43	188	195	175	99	100	491	50	21	11
	24%	27%	21%	16%	16%	25%	32%	18%	22%	19%	25%	28%	26%	19%	20%	24%	25%	19%	16%
		b				ab	abc				c	cd	cd			cd	d		
		56%	44%	10%	13%	38%	39%	4%	6%	7%	33%	34%	30%	17%	17%	86%	9%	4%	2%
Tablet computer (e.g. iPad)	355	142	213	17	26	133	179	15	23	43	108	130	94	69	60	306	27	16	6
	15%	12%	18%	5%	6%	15%	25%	12%	15%	19%	15%	19%	14%	13%	12%	15%	14%	14%	9%
			a			ab	abc					bcd				d			
		40%	60%	5%	7%	38%	50%	4%	6%	12%	30%	37%	27%	19%	17%	86%	8%	4%	2%
Desktop PC	219	138	81	13	20	53	134	15	14	23	55	71	59	47	42	187	19	9	4
	9%	12%	7%	4%	4%	6%	19%	12%	9%	10%	7%	10%	9%	9%	8%	9%	10%	8%	6%
		b					abc									d			
		63%	37%	6%	9%	24%	61%	7%	7%	11%	25%	33%	27%	21%	19%	85%	9%	4%	2%
TV set	12	4	9	*	2	3	6	2	1	2	1	3	3	1	5	10	1	*	1
	1%	*%	1%	*%	*%	*%	1%	1%	1%	1%	*%	*%	*%	*%	1%	1%	1%	*%	1%
								d											
		29%	71%	2%	18%	28%	53%	15%	7%	12%	11%	24%	21%	12%	43%	86%	9%	1%	5%
Games console	10	8	2	2	5	4	-	2	2	-	4	1	3	2	5	7	2	1	-
	*%	1%	*%	1%	1%	*%	-%	1%	1%	-%	1%	*%	*%	*%	1%	*%	1%	1%	-%
		b			d														
		84%	16%	18%	46%	37%	-%	17%	16%	-%	42%	11%	27%	16%	45%	74%	19%	7%	-%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 61

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

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3280	1619	1661	509	570	1124	1076	182	218	338	871	816	1042	664	750	2002	425	415	438
Effective Weighted Sample	2275	1122	1153	345	412	767	772	134	156	220	646	571	735	459	533	1746	289	288	389
Total	2401	1185	1217	353	461	880	707	127	154	227	738	691	677	516	511	2021	200	114	66
		49%	51%	15%	19%	37%	29%	5%	6%	9%	31%	29%	28%	21%	21%	84%	8%	5%	3%
E-reader (e.g. Kindle)	9	2	6	-	*	2	6	1	1	1	1	3	2	2	2	6	1	1	*
	***	***	1%	-%	***	***	1%	1%	***	1%	***	***	***	***	***	***	***	1%	***
		26%	74%	-%	1%	25%	74%	8%	7%	17%	11%	39%	18%	24%	19%	74%	11%	12%	2%
Netbook	7	4	3	-	-	1	6	1	*	-	3	2	4	-	2	7	*	-	*
	***	***	***	-%	-%	***	1%	1%	***	-%	***	***	1%	-%	***	***	***	-%	***
						c	84%	9%	2%	-%	44%	24%	47%	-%	29%	94%	2%	-%	4%
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	5	-	5	3	-	2	-	-	-	3	1	-	3	2	*	5	-	*	-
	***	-%	***	1%	-%	***	-%	-%	-%	1%	***	-%	***	***	***	***	-%	***	-%
			a	d						d									
		-%	100%	67%	-%	33%	-%	-%	-%	68%	29%	-%	59%	38%	3%	97%	-%	3%	-%
Other portable/ handheld device (e.g. portable games console/ iPod Touch)	2	1	1	-	2	-	-	-	-	1	1	-	1	1	-	2	-	-	-
	***	***	***	-%	***	-%	-%	-%	-%	***	***	-%	***	***	-%	***	-%	-%	-%
		45%	55%	-%	100%	-%	-%	-%	-%	55%	45%	-%	45%	55%	-%	100%	-%	-%	-%
Other device	7	5	3	1	3	3	1	2	-	1	3	*	2	1	4	2	5	1	-
	***	***	***	***	1%	***	***	1%	-%	1%	***	***	***	***	1%	***	3%	1%	-%
															a		ad		
		62%	38%	8%	42%	38%	13%	21%	-%	20%	42%	1%	25%	20%	54%	21%	70%	9%	-%
None	42	24	18	3	2	12	25	6	4	2	4	5	12	9	16	33	5	3	1
	2%	2%	1%	1%	***	1%	4%	4%	2%	1%	1%	1%	2%	2%	3%	2%	3%	2%	2%
							abc	cd	d						a				
		58%	42%	7%	5%	29%	60%	14%	9%	5%	10%	13%	29%	21%	37%	78%	13%	6%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3280	1619	1661	509	570	1124	1076	182	218	338	871	816	1042	664	750	2002	425	415	438
Effective Weighted Sample	2275	1122	1153	345	412	767	772	134	156	220	646	571	735	459	533	1746	289	288	389
Total	2401	1185	1217	353	461	880	707	127	154	227	738	691	677	516	511	2021	200	114	66
		49%	51%	15%	19%	37%	29%	5%	6%	9%	31%	29%	28%	21%	21%	84%	8%	5%	3%
Don't know	10	2	7	2	2	3	3	1	-	*	2	4	3	-	3	9	-	*	-
	*%	*%	1%	*%	*%	*%	*%	1%	-%	*%	*%	1%	*%	-%	1%	*%	-%	*%	-%
		22%	78%	16%	22%	28%	35%	13%	-%	3%	25%	44%	29%	-%	27%	96%	-%	4%	-%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : Those who use the internet at home or elsewhere

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3280	233	219	234	221	226	209	230	209	221	2394	886	1922	1351	1628	1652
Effective Weighted Sample	2275	216	209	225	205	216	203	218	198	208	1902	399	1334	956	1079	1197
Total	2401	317	336	212	173	199	218	196	105	264	2082	319	1507	889	1166	1235
		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	63%	37%	49%	51%
Smartphone	1151	126	144	102	82	97	110	116	65	113	1000	150	825	323	494	656
	48%	40%	43%	48%	47%	49%	50%	59%	62%	43%	48%	47%	55%	36%	42%	53%
		11%	13%	9%	7%	8%	10%	10%	6%	10%	87%	13%	72%	28%	43%	57%
Laptop	573	118	85	40	33	51	43	30	19	70	500	73	351	221	282	291
	24%	37%	25%	19%	19%	26%	20%	15%	18%	27%	24%	23%	23%	25%	24%	24%
		bcdefghi	g		g			gh								
		21%	15%	7%	6%	9%	8%	5%	3%	12%	87%	13%	61%	39%	49%	51%
Tablet computer (e.g. iPad)	355	35	52	37	31	34	38	23	11	44	305	50	188	166	216	139
	15%	11%	16%	17%	18%	17%	18%	12%	11%	17%	15%	16%	12%	19%	19%	11%
					ah									a	b	
		10%	15%	10%	9%	10%	11%	6%	3%	12%	86%	14%	53%	47%	61%	39%
Desktop PC	219	24	41	30	16	11	21	17	6	21	182	37	100	119	139	80
	9%	8%	12%	14%	9%	5%	10%	9%	6%	8%	9%	11%	7%	13%	12%	6%
			eh	aehi										a	b	
		11%	19%	14%	7%	5%	10%	8%	3%	10%	83%	17%	46%	54%	64%	36%
TV set	12	3	4	-	1	-	-	1	*	2	11	1	4	8	3	9
	1%	1%	1%	-%	*%	-%	-%	1%	*%	1%	1%	*%	*%	1%	*%	1%
														a		
		23%	31%	-%	5%	-%	-%	10%	3%	13%	93%	7%	34%	66%	28%	72%
Games console	10	-	-	-	4	-	1	1	*	1	9	1	7	3	1	9
	*%	-%	-%	-%	2%	-%	1%	*%	*%	*%	*%	*%	*%	*%	*%	1%
					abce										a	
		-%	-%	-%	38%	-%	12%	9%	3%	11%	95%	5%	69%	31%	14%	86%

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

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

Base : Those who use the internet at home or elsewhere

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3280	233	219	234	221	226	209	230	209	221	2394	886	1922	1351	1628	1652
Effective Weighted Sample	2275	216	209	225	205	216	203	218	198	208	1902	399	1334	956	1079	1197
Total	2401	317	336	212	173	199	218	196	105	264	2082	319	1507	889	1166	1235
		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	63%	37%	49%	51%
E-reader (e.g. Kindle)	9	-	1	-	1	1	3	-	-	-	7	2	3	6	6	2
	*%	-%	*%	-%	1%	*%	1%	-%	-%	-%	*%	1%	*%	1%	1%	*%
		-%	16%	-%	15%	8%	35%	-%	-%	-%	81%	19%	32%	68%	74%	26%
Netbook	7	2	1	-	1	-	-	1	*	2	6	2	4	3	2	5
	*%	1%	*%	-%	*%	-%	-%	*%	*%	1%	*%	1%	*%	*%	*%	*%
		26%	12%	-%	10%	-%	-%	11%	6%	30%	76%	24%	56%	44%	31%	69%
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	5	5	-	-	-	-	-	-	-	-	5	*	5	*	-	5
	*%	1%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	*%	*%	-%	*%
		97%	-%	-%	-%	-%	-%	-%	-%	-%	97%	3%	97%	3%	-%	100%
Other portable/ handheld device (e.g. portable games console/ iPod Touch)	2	-	-	-	1	-	-	1	-	-	2	-	2	-	-	2
	*%	-%	-%	-%	1%	-%	-%	*%	-%	-%	*%	-%	*%	-%	-%	*%
		-%	-%	-%	55%	-%	-%	45%	-%	-%	100%	-%	100%	-%	-%	100%
Other device	7	-	2	-	-	-	-	-	-	-	7	*	5	3	1	7
	*%	-%	*%	-%	-%	-%	-%	-%	-%	-%	*%	*%	*%	*%	*%	1%
		-%	21%	-%	-%	-%	-%	-%	-%	-%	99%	1%	63%	37%	10%	90%
None	42	4	5	3	4	5	1	4	2	5	38	3	13	29	18	24
	2%	1%	1%	1%	2%	2%	*%	2%	2%	2%	2%	1%	1%	3%	2%	2%
		11%	12%	7%	8%	11%	3%	10%	4%	12%	92%	8%	32%	68%	43%	57%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 61

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

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

Base : Those who use the internet at home or elsewhere

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3280	233	219	234	221	226	209	230	209	221	2394	886	1922	1351	1628	1652
Effective Weighted Sample	2275	216	209	225	205	216	203	218	198	208	1902	399	1334	956	1079	1197
Total	2401	317	336	212	173	199	218	196	105	264	2082	319	1507	889	1166	1235
		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	63%	37%	49%	51%
Don't know	10	-	1	-	-	-	-	3	-	5	9	1	2	8	2	8
	*%	-%	*%	-%	-%	-%	-%	1%	-%	2%	*%	*%	*%	1%	*%	1%
		-%	10%	-%	-%	-%	-%	30%	-%	55%	89%	11%	16%	84%	20%	80%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 62

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

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

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3198	1572	1626	477	544	1091	1085	153	215	329	863	806	1021	658	705	1960	412	398	428
Effective Weighted Sample	2222	1090	1132	322	396	743	784	114	154	216	640	563	725	455	503	1711	281	275	379
Total	2339	1147	1193	329	444	855	712	104	149	221	732	680	666	509	477	1973	196	107	64
		49%	51%	14%	19%	37%	30%	4%	6%	9%	31%	29%	28%	22%	20%	84%	8%	5%	3%
Ordinary phone line - dialup access	19	10	9	4	2	7	5	*	2	2	3	3	7	4	5	14	5	*	*
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
		51%	49%	20%	13%	39%	28%	1%	11%	12%	14%	16%	35%	23%	26%	74%	acd	1%	1%
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router. This would include using a Wi-Fi signal to go online using a smartphone, tablet or laptop and would include superfast broadband services.	2141	1059	1081	279	386	800	675	85	133	196	699	651	603	461	420	1805	177	99	59
	92%	92%	91%	85%	87%	94%	95%	82%	89%	88%	95%	96%	90%	91%	88%	92%	91%	92%	92%
		49%	51%	13%	18%	37%	32%	4%	6%	9%	33%	30%	28%	22%	20%	84%	8%	5%	3%
						ab	ab				abc	bcd							
Mobile Broadband from a mobile network - connecting via a USB stick or dongle, or built in connectivity in a laptop or netbook or tablet computer with a SIM card	65	31	34	9	18	23	15	2	1	6	25	17	24	17	7	57	3	4	1
	3%	3%	3%	3%	4%	3%	2%	2%	1%	3%	3%	3%	4%	3%	1%	3%	1%	4%	1%
		48%	52%	14%	28%	36%	23%	3%	2%	10%	39%	26%	38%	25%	11%	88%	4%	7%	1%
					d								d			d		bd	

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 62

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

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3198	1572	1626	477	544	1091	1085	153	215	329	863	806	1021	658	705	1960	412	398	428
Effective Weighted Sample	2222	1090	1132	322	396	743	784	114	154	216	640	563	725	455	503	1711	281	275	379
Total	2339	1147	1193	329	444	855	712	104	149	221	732	680	666	509	477	1973	196	107	64
		49%	51%	14%	19%	37%	30%	4%	6%	9%	31%	29%	28%	22%	20%	84%	8%	5%	3%
Access to the internet using a mobile phone or smartphone - using your phone's 3G or 4G mobile network	896	450	446	155	214	366	161	40	45	81	332	281	250	197	166	791	48	40	17
	38%	39%	37%	47%	48%	43%	23%	38%	30%	36%	45%	41%	37%	39%	35%	40%	25%	38%	27%
		50%	50%	17%	24%	41%	18%	4%	5%	9%	37%	31%	28%	22%	19%	88%	5%	4%	2%
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection - known as tethering	69	41	28	13	16	31	9	1	2	6	26	30	16	11	12	63	3	2	1
	3%	4%	2%	4%	4%	4%	1%	1%	1%	3%	4%	4%	2%	2%	3%	3%	2%	2%	2%
		60%	40%	18%	23%	45%	13%	1%	2%	9%	38%	43%	24%	15%	18%	91%	4%	3%	2%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	2296	1131	1165	321	436	844	695	102	148	219	730	672	654	501	463	1937	189	107	64
	98%	99%	98%	98%	98%	99%	98%	98%	99%	99%	100%	99%	98%	98%	97%	98%	97%	100%	99%
		49%	51%	14%	19%	37%	30%	4%	6%	10%	32%	29%	28%	22%	20%	84%	8%	5%	3%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	2173	1073	1100	285	398	807	683	87	134	197	708	657	616	469	425	1833	179	101	60
	93%	94%	92%	87%	90%	94%	96%	84%	90%	89%	97%	97%	92%	92%	89%	93%	92%	95%	93%
		49%	51%	13%	18%	37%	31%	4%	6%	9%	33%	30%	28%	22%	20%	84%	8%	5%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 62

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

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3198	1572	1626	477	544	1091	1085	153	215	329	863	806	1021	658	705	1960	412	398	428
Effective Weighted Sample	2222	1090	1132	322	396	743	784	114	154	216	640	563	725	455	503	1711	281	275	379
Total	2339	1147	1193	329	444	855	712	104	149	221	732	680	666	509	477	1973	196	107	64
		49%	51%	14%	19%	37%	30%	4%	6%	9%	31%	29%	28%	22%	20%	84%	8%	5%	3%
MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND	32	14	19	6	11	7	8	2	1	2	10	7	13	8	5	27	2	3	*
	1%	1%	2%	2%	3%	1%	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%
					c														
		42%	58%	17%	35%	22%	25%	6%	3%	6%	30%	21%	41%	24%	15%	84%	6%	8%	1%
SMARTPHONE ACCESS ONLY, NOT FIXED OR NARROWBAND OR MOBILE BROADBAND	115	55	60	36	35	33	11	15	12	22	19	13	34	30	38	96	10	5	4
	5%	5%	5%	11%	8%	4%	2%	14%	8%	10%	3%	2%	5%	6%	8%	5%	5%	5%	5%
				cd	cd	d		d	d	d			a	a	a				
		48%	52%	31%	30%	29%	10%	13%	10%	19%	17%	11%	30%	26%	33%	84%	8%	5%	3%
ONLY MOBILE ACCESS, NOT FIXED OR NARROWBAND	154	70	83	41	49	44	20	17	14	24	30	21	51	38	43	130	12	8	4
	7%	6%	7%	13%	11%	5%	3%	16%	10%	11%	4%	3%	8%	8%	9%	7%	6%	7%	7%
				cd	cd	d		d	d	d			a	a	a				
		46%	54%	27%	32%	28%	13%	11%	9%	15%	20%	14%	33%	25%	28%	84%	8%	5%	3%
Other	2	1	1	*	-	1	*	-	-	-	1	-	*	*	1	*	1	*	*
	*%	*%	*%	*%	-%	*%	*%	-%	-%	-%	*%	-%	*%	*%	*%	*%	*%	*%	*%
																	a		
		56%	44%	10%	-%	65%	25%	-%	-%	-%	65%	-%	10%	10%	80%	25%	56%	10%	10%
Don't know	33	10	23	5	7	7	13	2	1	1	*	7	9	7	10	30	2	*	*
	1%	1%	2%	2%	2%	1%	2%	2%	1%	*%	*%	1%	1%	1%	2%	2%	1%	*%	1%
								d											
		32%	68%	17%	22%	21%	40%	5%	2%	2%	1%	21%	26%	22%	31%	91%	7%	1%	1%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 62

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

Base : Those with access to the internet at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3198	227	212	236	218	213	208	224	206	216	2330	868	1874	1317	1605	1593
Effective Weighted Sample	2222	210	201	227	203	204	202	213	195	203	1855	392	1303	935	1068	1156
Total	2339	306	324	214	170	190	217	192	103	256	2026	314	1470	864	1153	1186
		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	63%	37%	49%	51%
Ordinary phone line - dialup access	19	-	1	-	3	2	2	3	-	3	17	2	10	9	8	11
	1%	-%	*%	-%	2%	1%	1%	2%	-%	1%	1%	1%	1%	1%	1%	1%
		-%	7%	-%	15%	10%	13%	16%	-%	15%	89%	11%	53%	47%	42%	58%
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router. This would include using a Wi-Fi signal to go online using a smartphone, tablet or laptop and would include superfast broadband services.	2141	272	310	204	153	176	200	154	98	238	1842	299	1345	790	1075	1066
	92%	89%	96%	96%	90%	93%	92%	80%	95%	93%	91%	95%	92%	91%	93%	90%
		g	adg	adg	g	g	g	g	ag	g	a	a	a	a	b	b
		13%	14%	10%	7%	8%	9%	7%	5%	11%	86%	14%	63%	37%	50%	50%
Mobile Broadband from a mobile network - connecting via a USB stick or dongle, or built in connectivity in a laptop or netbook or tablet computer with a SIM card	65	9	15	7	4	6	10	2	2	3	58	7	47	18	28	37
	3%	3%	4%	3%	3%	3%	5%	1%	2%	1%	3%	2%	3%	2%	2%	3%
		gi	gi	gi	gi	gi	gi	gi	gi	gi	gi	gi	gi	gi	gi	gi
		14%	22%	10%	7%	9%	16%	2%	3%	4%	89%	11%	73%	27%	44%	56%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 62

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

Base : Those with access to the internet at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3198	227	212	236	218	213	208	224	206	216	2330	868	1874	1317	1605	1593
Effective Weighted Sample	2222	210	201	227	203	204	202	213	195	203	1855	392	1303	935	1068	1156
Total	2339	306 13%	324 14%	214 9%	170 7%	190 8%	217 9%	192 8%	103 4%	256 11%	2026 87%	314 13%	1470 63%	864 37%	1153 49%	1186 51%
Access to the internet using a mobile phone or smartphone - using your phone's 3G or 4G mobile network	896 38%	135 44% cefi 15%	175 54% acefgi 20%	61 29% f 7%	87 51% cefgi 10%	62 33% f 7%	59 27% g 7%	79 41% cfi 9%	61 59% acefgi 7%	73 28% g 8%	778 38% b 87%	119 38% a 13%	621 42% b 69%	273 32% a 30%	409 35% a 46%	488 41% a 54%
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection - known as tethering	69 3%	21 7% dfgh 30%	12 4% df 18%	8 4% f 11%	1 1% f 2%	6 3% f 8%	- -% - -%	3 1% 4% 4%	1 1% 1% 1%	11 4% dfh 16%	66 3% b 96%	3 1% a 4%	51 3% b 74%	18 2% a 26%	17 1% a 24%	52 4% a 76%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	2296 98%	300 98% g 13%	324 100% aeg 14%	213 100% eg 9%	169 99% g 7%	185 97% g 8%	213 98% g 9%	177 92% g 8%	103 100% g 4%	253 99% g 11%	1984 98% a 86%	312 100% a 14%	1451 99% b 63%	841 97% b 37%	1133 98% a 49%	1163 98% a 51%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	2173 93%	279 91% g 13%	312 96% adg 14%	208 97% adegi 10%	156 91% g 7%	178 94% g 8%	208 96% ag 10%	155 81% g 7%	98 95% g 5%	239 93% g 11%	1872 92% a 86%	301 96% a 14%	1366 93% b 63%	802 93% b 37%	1087 94% b 50%	1086 92% a 50%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : Those with access to the internet at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3198	227	212	236	218	213	208	224	206	216	2330	868	1874	1317	1605	1593
Effective Weighted Sample	2222	210	201	227	203	204	202	213	195	203	1855	392	1303	935	1068	1156
Total	2339	306	324	214	170	190	217	192	103	256	2026	314	1470	864	1153	1186
		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	63%	37%	49%	51%
MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND	32	6	3	4	3	2	8	1	-	1	30	2	21	12	12	20
	1%	2%	1%	2%	2%	1%	4%	*	-	*	1%	1%	1%	1%	1%	2%
		h					ghi									
		20%	8%	12%	9%	5%	24%	2%	-	4%	93%	7%	64%	36%	38%	62%
SMARTPHONE ACCESS ONLY, NOT FIXED OR NARROWBAND OR MOBILE BROADBAND	115	19	12	3	13	7	3	20	5	14	104	11	77	38	41	73
	5%	6%	4%	1%	8%	4%	2%	11%	5%	5%	5%	3%	5%	4%	4%	6%
		cf			cf			bcefh	c	cf					a	
		17%	10%	2%	11%	6%	3%	18%	4%	12%	90%	10%	67%	33%	36%	64%
ONLY MOBILE ACCESS, NOT FIXED OR NARROWBAND	154	27	14	9	16	9	11	23	5	16	140	13	104	50	56	97
	7%	9%	4%	4%	9%	5%	5%	12%	5%	6%	7%	4%	7%	6%	5%	8%
		c			bc			bcefh			b				a	
		18%	9%	6%	10%	6%	7%	15%	3%	10%	91%	9%	67%	33%	37%	63%
Other	2	-	-	*	-	-	-	-	-	-	1	*	1	*	*	1
	*%	-	-	*%	-	-	-	-	-	-	*%	*%	*%	*%	*%	*%
		-	-	25%	-	-	-	-	-	-	90%	10%	75%	25%	20%	80%
Don't know	33	7	-	-	1	4	3	13	*	3	32	1	13	20	15	18
	1%	2%	-	-	1%	2%	1%	7%	*%	1%	2%	*%	1%	2%	1%	2%
		bc				bc		abcdefhi			b			a		
		20%	-	-	3%	13%	8%	38%	1%	8%	98%	2%	39%	60%	46%	54%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Ordinary phone line - dialup access	19	10	9	4	2	7	5	*	2	2	3	3	7	4	5	14	5	*	*
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
		51%	49%	20%	13%	39%	28%	1%	11%	12%	14%	16%	35%	23%	26%	74%	acd	1%	1%
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router. This would include using a Wi-Fi signal to go online using a smartphone, tablet or laptop and would include superfast broadband services.	2141	1059	1081	279	386	800	675	85	133	196	699	651	603	461	420	1805	177	99	59
	80%	81%	79%	78%	82%	87%	73%	44%	67%	79%	94%	91%	84%	79%	64%	81%	76%	75%	80%
		49%	51%	13%	18%	37%	32%	4%	6%	9%	33%	30%	28%	22%	20%	84%	8%	5%	3%
Mobile Broadband from a mobile network - connecting via a USB stick or dongle, or built in connectivity in a laptop or netbook or tablet computer with a SIM card	65	31	34	9	18	23	15	2	1	6	25	17	24	17	7	57	3	4	1
	2%	2%	2%	2%	4%	3%	2%	1%	1%	3%	3%	2%	3%	3%	1%	3%	1%	3%	1%
		48%	52%	14%	28%	36%	23%	3%	2%	10%	39%	26%	38%	25%	11%	88%	4%	7%	1%

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Access to the internet using a mobile phone or smartphone - using your phone's 3G or 4G mobile network	896	450	446	155	214	366	161	40	45	81	332	281	250	197	166	791	48	40	17
	34%	35%	32%	43%	45%	40%	17%	21%	23%	33%	45%	40%	35%	34%	25%	35%	21%	30%	23%
		50%	50%	17%	24%	41%	18%	4%	5%	9%	37%	31%	28%	22%	19%	88%	5%	4%	2%
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection - known as tethering	69	41	28	13	16	31	9	1	2	6	26	30	16	11	12	63	3	2	1
	3%	3%	2%	4%	3%	3%	1%	*%	1%	3%	4%	4%	2%	2%	2%	3%	1%	2%	2%
		60%	40%	18%	23%	45%	13%	1%	2%	9%	38%	43%	24%	15%	18%	91%	4%	3%	2%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	2296	1131	1165	321	436	844	695	102	148	219	730	672	654	501	463	1937	189	107	64
	86%	87%	85%	89%	92%	92%	75%	53%	75%	89%	98%	94%	92%	86%	70%	87%	81%	81%	86%
				d	d	d			a	ab	abc	bcd	cd	d		bc		c	
		49%	51%	14%	19%	37%	30%	4%	6%	10%	32%	29%	28%	22%	20%	84%	8%	5%	3%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	2173	1073	1100	285	398	807	683	87	134	197	708	657	616	469	425	1833	179	101	60
	81%	82%	80%	79%	84%	88%	74%	45%	68%	80%	95%	92%	86%	81%	64%	82%	77%	77%	81%
				d	d	abd			a	ab	abc	bcd	cd	d		bc			
		49%	51%	13%	18%	37%	31%	4%	6%	9%	33%	30%	28%	22%	20%	84%	8%	5%	3%

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND	32	14	19	6	11	7	8	2	1	2	10	7	13	8	5	27	2	3	*
	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%
				cd															
		42%	58%	17%	35%	22%	25%	6%	3%	6%	30%	21%	41%	24%	15%	84%	6%	8%	1%
SMARTPHONE ACCESS ONLY, NOT FIXED OR NARROWBAND OR MOBILE BROADBAND	115	55	60	36	35	33	11	15	12	22	19	13	34	30	38	96	10	5	4
	4%	4%	4%	10%	7%	4%	1%	8%	6%	9%	3%	2%	5%	5%	6%	4%	4%	4%	5%
				cd	cd	d		d	d	d			a	a	a				
		48%	52%	31%	30%	29%	10%	13%	10%	19%	17%	11%	30%	26%	33%	84%	8%	5%	3%
ONLY MOBILE ACCESS, NOT FIXED OR NARROWBAND	154	70	83	41	49	44	20	17	14	24	30	21	51	38	43	130	12	8	4
	6%	5%	6%	12%	10%	5%	2%	9%	7%	10%	4%	3%	7%	7%	7%	6%	5%	6%	6%
				cd	cd	d		d		d			a	a	a				
		46%	54%	27%	32%	28%	13%	11%	9%	15%	20%	14%	33%	25%	28%	84%	8%	5%	3%
Other	2	1	1	*	-	1	*	-	-	-	1	-	*	*	1	*	1	*	*
	*%	*%	*%	*%	-%	*%	*%	-%	-%	-%	*%	-%	*%	*%	*%	*%	*%	*%	*%
																	a		
		56%	44%	10%	-%	65%	25%	-%	-%	-%	65%	-%	10%	10%	80%	25%	56%	10%	10%
Don't know	33	10	23	5	7	7	13	2	1	1	*	7	9	7	10	30	2	*	*
	1%	1%	2%	2%	2%	1%	1%	1%	*%	*%	*%	1%	1%	1%	2%	1%	1%	*%	*%
								d											
		32%	68%	17%	22%	21%	40%	5%	2%	2%	1%	21%	26%	22%	31%	91%	7%	1%	1%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
No internet access at home	328	151	176	30	29	57	212	88	47	25	13	29	45	71	182	257	37	25	9
	12%	12%	13%	8%	6%	6%	23%	46%	24%	10%	2%	4%	6%	12%	27%	11%	16%	19%	13%
		46%	54%	9%	9%	17%	65%	abc	bcd	cd	d	9%	14%	22%	55%	78%	a	ad	3%
								27%	14%	8%	4%	9%	14%	22%	55%	78%	11%	7%	3%

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Ordinary phone line - dialup access	19	-	1	-	3	2	2	3	-	3	17	2	10	9	8	11
	1%	-%	*%	-%	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%
		-%	7%	-%	15%	10%	13%	16%	-%	15%	89%	11%	53%	47%	42%	58%
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router. This would include using a Wi-Fi signal to go online using a smartphone, tablet or laptop and would include superfast broadband services.	2141	272	310	204	153	176	200	154	98	238	1842	299	1345	790	1075	1066
	80%	80%	86%	91%	80%	75%	82%	68%	86%	80%	79%	84%	87%	71%	84%	77%
		g	eg	adefgi	g	g	g	g	eg	g	86%	a	b	b	b	50%
		13%	14%	10%	7%	8%	9%	7%	5%	11%	86%	14%	63%	37%	50%	50%
Mobile Broadband from a mobile network - connecting via a USB stick or dongle, or built in connectivity in a laptop or netbook or tablet computer with a SIM card	65	9	15	7	4	6	10	2	2	3	58	7	47	18	28	37
	2%	3%	4%	3%	2%	2%	4%	1%	2%	1%	3%	2%	3%	2%	2%	3%
		14%	gi	22%	10%	7%	9%	16%	2%	3%	4%	89%	11%	73%	27%	44%
			22%	10%	7%	9%	16%	2%	3%	4%	89%	11%	73%	27%	44%	56%

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Access to the internet using a mobile phone or smartphone - using your phone's 3G or 4G mobile network	896 34%	135 40%	175 49%	61 27%	87 45%	62 27%	59 24%	79 35%	61 53%	73 24%	778 34%	119 33%	621 40%	273 24%	409 32%	488 35%
		cefi	cefgi	cefgi	cefgi	cefgi	cefgi	cefgi	acefgi	acefgi	cefgi	cefgi	b	b	a	a
		15%	20%	7%	10%	7%	7%	9%	7%	8%	87%	13%	69%	30%	46%	54%
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection - known as tethering	69 3%	21 6%	12 3%	8 4%	1 1%	6 2%	- -	3 1%	1 1%	11 4%	66 3%	3 1%	51 3%	18 2%	17 1%	52 4%
		defgh	df	df	f	f		efi	acefgi	dfh	b	b	b	2%	a	a
		30%	18%	11%	2%	8%	-%	4%	1%	16%	96%	4%	74%	26%	24%	76%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	2296 86%	300 88%	324 90%	213 95%	169 88%	185 79%	213 87%	177 78%	103 90%	253 85%	1984 86%	312 88%	1451 93%	841 75%	1133 88%	1163 84%
		eg	eg	abdefghi	eg	eg	eg	eg	eg	g	eg	eg	b	b	b	b
		13%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	63%	37%	49%	51%

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	2173	279	312	208	156	178	208	155	98	239	1872	301	1366	802	1087	1086
	81%	82%	87%	93%	81%	76%	85%	68%	86%	80%	81%	85%	88%	72%	85%	78%
		g	eg	abdefghi	g	g	eg	g	eg	g	86%	14%	63%	37%	50%	50%
		13%	14%	10%	7%	8%	10%	7%	5%	11%	86%	14%	63%	37%	50%	50%
MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND	32	6	3	4	3	2	8	1	-	1	30	2	21	12	12	20
	1%	2%	1%	2%	2%	1%	3%	*%	-%	*%	1%	1%	1%	1%	1%	1%
		h					eghi				93%	7%	64%	36%	38%	62%
		20%	8%	12%	9%	5%	24%	2%	-%	4%	93%	7%	64%	36%	38%	62%
SMARTPHONE ACCESS ONLY, NOT FIXED OR NARROWBAND OR MOBILE BROADBAND	115	19	12	3	13	7	3	20	5	14	104	11	77	38	41	73
	4%	6%	3%	1%	7%	3%	1%	9%	4%	5%	4%	3%	5%	3%	3%	5%
		cf			cf			bcefh	c	cf	90%	10%	67%	33%	36%	64%
		17%	10%	2%	11%	6%	3%	18%	4%	12%	90%	10%	67%	33%	36%	64%
ONLY MOBILE ACCESS, NOT FIXED OR NARROWBAND	154	27	14	9	16	9	11	23	5	16	140	13	104	50	56	97
	6%	8%	4%	4%	8%	4%	5%	10%	4%	5%	6%	4%	7%	4%	4%	7%
		e			ce			bcefh			b		b		a	
		18%	9%	6%	10%	6%	7%	15%	3%	10%	91%	9%	67%	33%	37%	63%
Other	2	-	-	*	-	-	-	-	-	-	1	*	1	*	*	1
	*%	-%	-%	*%	-%	-%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	25%	-%	-%	-%	-%	-%	-%	90%	10%	75%	25%	20%	80%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 63

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Don't know	33	7	-	-	1	4	3	13	*	3	32	1	13	20	15	18
	1%	2%	-%	-%	1%	2%	1%	6%	6%	1%	1%	1%	1%	2%	1%	1%
		bc				bc		abcdefhi			b		a			
		20%	-%	-%	3%	13%	8%	38%	1%	8%	98%	2%	39%	60%	46%	54%
No internet access at home	328	32	36	10	21	43	28	35	11	41	287	41	77	249	129	199
	12%	9%	10%	4%	11%	18%	11%	16%	9%	14%	12%	12%	5%	22%	10%	14%
		c	c		c	abcdfh	c	ach	c	c			a			a
		10%	11%	3%	6%	13%	8%	11%	3%	12%	88%	12%	24%	76%	39%	61%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 64

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

QE13 (QE52). SHOWCARD Does your household have access to the internet through a service known as 'Fixed Wireless Access'? (DESCRIPTION OF FIXED WIRELESS ACCESS PROVIDED) (SINGLE CODE)

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3198	1572	1626	477	544	1091	1085	153	215	329	863	806	1021	658	705	1960	412	398	428
Effective Weighted Sample	2222	1090	1132	322	396	743	784	114	154	216	640	563	725	455	503	1711	281	275	379
Total	2339	1147	1193	329	444	855	712	104	149	221	732	680	666	509	477	1973	196	107	64
		49%	51%	14%	19%	37%	30%	4%	6%	9%	31%	29%	28%	22%	20%	84%	8%	5%	3%
Yes	167	86	80	28	29	68	42	10	12	15	51	41	46	32	49	139	20	4	3
	7%	8%	7%	8%	7%	8%	6%	10%	8%	7%	7%	6%	7%	6%	10%	7%	10%	4%	5%
		52%	48%	17%	18%	41%	25%	6%	7%	9%	31%	24%	27%	19%	abc	c	acd		
															29%	84%	12%	2%	2%
No	1981	998	983	253	385	726	618	84	127	192	648	597	564	433	382	1672	153	98	58
	85%	87%	82%	77%	87%	85%	87%	81%	85%	87%	89%	88%	85%	85%	80%	85%	78%	92%	90%
		b		a	a	a	a				a	d	d	d		b		ab	ab
		50%	50%	13%	19%	37%	31%	4%	6%	10%	33%	30%	28%	22%	19%	84%	8%	5%	3%
Don't know	191	62	129	47	30	61	52	9	10	15	32	43	57	44	46	162	22	5	3
	8%	5%	11%	14%	7%	7%	7%	9%	7%	7%	4%	6%	9%	9%	10%	8%	11%	4%	5%
			a	bcd				d							a	cd	cd		
		33%	67%	25%	16%	32%	27%	5%	5%	8%	17%	23%	30%	23%	24%	85%	11%	2%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 64

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QE13 (QE52). SHOWCARD Does your household have access to the internet through a service known as 'Fixed Wireless Access'? (DESCRIPTION OF FIXED WIRELESS ACCESS PROVIDED) (SINGLE CODE)

Base : Those with access to the internet at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3198	227	212	236	218	213	208	224	206	216	2330	868	1874	1317	1605	1593
Effective Weighted Sample	2222	210	201	227	203	204	202	213	195	203	1855	392	1303	935	1068	1156
Total	2339	306	324	214	170	190	217	192	103	256	2026	314	1470	864	1153	1186
		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	63%	37%	49%	51%
Yes	167	8	17	8	21	16	20	20	7	22	150	17	106	60	61	106
	7%	2%	5%	4%	13%	8%	9%	10%	7%	9%	7%	5%	7%	7%	5%	9%
					abch	a	ac	ac	a	ac						a
		5%	10%	5%	13%	10%	12%	12%	4%	13%	90%	10%	64%	36%	36%	64%
No	1981	280	286	194	138	149	185	138	92	211	1713	268	1254	723	1008	973
	85%	91%	88%	91%	81%	79%	85%	72%	89%	82%	85%	86%	85%	84%	87%	82%
		degi	deg	degi	g	g	g	g	degi	g					b	
		14%	14%	10%	7%	8%	9%	7%	5%	11%	86%	14%	63%	36%	51%	49%
Don't know	191	19	21	12	11	25	12	35	4	23	163	28	110	81	85	106
	8%	6%	6%	5%	7%	13%	5%	18%	4%	9%	8%	9%	7%	9%	7%	9%
						abcdfh		abcdfhi		h						
		10%	11%	6%	6%	13%	6%	18%	2%	12%	85%	15%	57%	42%	44%	56%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 65

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QE14 (QE53). Which provider does your household use for the Fixed Wireless Access service? (SINGLE CODE)

Base : Those using Fixed Wireless 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
Significance Level: 95%		a	b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	224	113	111	34	43	85	62	12	16	24	63	52	71	40	61	151	41	14	18
Effective Weighted Sample	170	87	82	28	32	64	47	10	12	15	49	37	55	31	49	132	28	11	16
Total	167	86	80	28	29	68	42	10	12	15	51	41	46	32	49	139	20	4	3
		52%	48%	**	**	**	**	**	**	**	**	**	**	**	**	84%	**	**	**
Boundless Networks	17	13	4	**	**	**	**	**	**	**	**	**	**	**	**	13	**	**	**
	10%	15%	5%	**	**	**	**	**	**	**	**	**	**	**	**	9%	**	**	**
		b																	
		76%	24%	**	**	**	**	**	**	**	**	**	**	**	**	73%	**	**	**
Other	7	4	3	**	**	**	**	**	**	**	**	**	**	**	**	7	**	**	**
	4%	5%	3%	**	**	**	**	**	**	**	**	**	**	**	**	5%	**	**	**
		62%	38%	**	**	**	**	**	**	**	**	**	**	**	**	100%	**	**	**
Don't know	142	68	74	**	**	**	**	**	**	**	**	**	**	**	**	120	**	**	**
	85%	79%	92%	**	**	**	**	**	**	**	**	**	**	**	**	86%	**	**	**
		a																	
		48%	52%	**	**	**	**	**	**	**	**	**	**	**	**	84%	**	**	**

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 65

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QE14 (QE53). Which provider does your household use for the Fixed Wireless Access service? (SINGLE CODE)

Base : Those using Fixed Wireless Access at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	~b	a	~b	~a	b
Unweighted total	224	5	12	10	28	18	19	27	15	17	177	47	134	89	89	135
Effective Weighted Sample	170	5	11	10	27	18	18	25	14	16	148	24	101	69	62	108
Total	167	8	17	8	21	16	20	20	7	22	150	17	106	60	61	106
		**	**	**	**	**	**	**	**	**	90%	**	64%	**	**	64%
Boundless Networks	17	**	**	**	**	**	**	**	**	**	16	**	14	**	**	12
	10%	**	**	**	**	**	**	**	**	**	11%	**	13%	**	**	11%
		**	**	**	**	**	**	**	**	**	93%	**	77%	**	**	69%
Other	7	**	**	**	**	**	**	**	**	**	4	**	6	**	**	2
	4%	**	**	**	**	**	**	**	**	**	3%	**	6%	**	**	2%
		**	**	**	**	**	**	**	**	**	61%	**	88%	**	**	23%
Don't know	142	**	**	**	**	**	**	**	**	**	129	**	86	**	**	92
	85%	**	**	**	**	**	**	**	**	**	86%	**	81%	**	**	86%
		**	**	**	**	**	**	**	**	**	91%	**	61%	**	**	65%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 66

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QE15 (QE48). Does your household pay line rental in order to receive the fixed broadband service?

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~a	b	~c	~d	~a	~b	~c	~d	~a	b	~c	~d	a	~b	~c	~d
Unweighted total	314	142	172	86	115	92	20	23	24	27	77	46	108	60	99	211	28	34	41
Effective Weighted Sample	227	104	123	59	89	64	17	17	15	19	58	37	78	43	72	185	19	26	36
Total	241	107	134	56	98	73	15	16	15	20	71	45	70	51	74	212	13	10	6
		45%	55%	**	41%	**	**	**	**	**	**	**	29%	**	**	88%	**	**	**
Yes	181	77	105	**	79	**	**	**	**	**	**	**	48	**	**	160	**	**	**
	75%	71%	78%	**	80%	**	**	**	**	**	**	**	69%	**	**	75%	**	**	**
		42%	58%	**	43%	**	**	**	**	**	**	**	27%	**	**	88%	**	**	**
No	38	20	18	**	13	**	**	**	**	**	**	**	15	**	**	32	**	**	**
	16%	19%	14%	**	13%	**	**	**	**	**	**	**	21%	**	**	15%	**	**	**
		53%	47%	**	33%	**	**	**	**	**	**	**	39%	**	**	84%	**	**	**
Don't know	21	11	11	**	6	**	**	**	**	**	**	**	7	**	**	20	**	**	**
	9%	10%	8%	**	7%	**	**	**	**	**	**	**	10%	**	**	9%	**	**	**
		50%	50%	**	30%	**	**	**	**	**	**	**	33%	**	**	93%	**	**	**

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 66

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QE15 (QE48). Does your household pay line rental in order to receive the fixed broadband service?

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

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	~b	a	b	~a	b
Unweighted total	314	30	10	21	32	20	18	32	17	31	264	50	200	113	93	221
Effective Weighted Sample	227	28	10	20	30	20	18	31	17	29	208	22	145	83	63	165
Total	241	40	18	19	24	19	19	27	9	37	226	15	164	76	75	166
		**	**	**	**	**	**	**	**	**	94%	**	68%	32%	**	69%
Yes	181	**	**	**	**	**	**	**	**	**	170	**	127	54	**	124
	75%	**	**	**	**	**	**	**	**	**	75%	**	78%	70%	**	75%
		**	**	**	**	**	**	**	**	**	94%	**	70%	30%	**	68%
No	38	**	**	**	**	**	**	**	**	**	35	**	24	14	**	28
	16%	**	**	**	**	**	**	**	**	**	16%	**	15%	18%	**	17%
		**	**	**	**	**	**	**	**	**	92%	**	64%	36%	**	72%
Don't know	21	**	**	**	**	**	**	**	**	**	21	**	12	9	**	14
	9%	**	**	**	**	**	**	**	**	**	9%	**	8%	12%	**	9%
		**	**	**	**	**	**	**	**	**	99%	**	58%	42%	**	67%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 67

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

QE16 (QE22B). You mentioned that your household has a mobile broadband connection (connecting via a USB stick or dongle, or built-in 3G connectivity in a laptop or another device). Do you personally access the internet in this way, using mobile broadband?

Base : Those in a household with mobile broadband

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	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	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	77	37	40	15	19	27	16	3	2	7	28	16	28	22	11	53	8	11	5
Effective Weighted Sample	58	29	30	11	15	20	13	2	2	5	21	13	23	15	8	48	4	10	4
Total	65	31	34	9	18	23	15	2	1	6	25	17	24	17	7	57	3	4	1
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 67

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

QE16 (QE22B). You mentioned that your household has a mobile broadband connection (connecting via a USB stick or dongle, or built-in 3G connectivity in a laptop or another device). Do you personally access the internet in this way, using mobile broadband?

Base : Those in a household with mobile broadband

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~a	~b	~a	~b
Unweighted total	77	6	10	7	6	6	10	2	4	2	62	15	54	23	32	45
Effective Weighted Sample	58	6	10	7	6	6	10	2	4	2	51	7	41	18	24	34
Total	65	9	15	7	4	6	10	2	2	3	58	7	47	18	28	37
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 68

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QE16 (QE22B). You mentioned that your household has a mobile broadband connection (connecting via a USB stick or dongle, or built-in 3G connectivity in a laptop or another device). Do you personally access the internet in this way, using mobile broadband?

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Yes	46	24	23	5	13	15	13	2	1	4	20	10	19	11	7	42	2	2	*
	2%	2%	2%	2%	3%	2%	1%	1%	1%	1%	3%	1%	3%	2%	1%	2%	1%	2%	1%
		51%	49%	12%	29%	32%	28%	4%	2%	8%	43%	22%	40%	23%	14%	91%	4%	5%	3%
No	17	7	10	3	5	8	1	*	-	3	5	7	5	5	*	14	*	2	1
	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%
		41%	59%	20%	27%	49%	4%	1%	0%	16%	29%	39%	28%	31%	2%	81%	2%	13%	4%
Don't know	1	-	1	*	*	-	1	-	-	-	*	-	1	*	-	1	*	-	-
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		0%	100%	11%	12%	0%	76%	0%	0%	0%	12%	0%	76%	24%	0%	76%	24%	0%	0%
DO NOT HAVE MOBILE BROADBAND CONNECTION IN HOUSEHOLD	2610	1270	1340	350	456	892	912	190	197	240	720	695	689	564	654	2179	230	128	73
	98%	98%	98%	98%	96%	97%	98%	99%	99%	97%	97%	98%	97%	97%	99%	97%	99%	97%	99%
		49%	51%	13%	17%	34%	35%	7%	8%	9%	28%	27%	26%	22%	25%	83%	9%	5%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QE16 (QE22B). You mentioned that your household has a mobile broadband connection (connecting via a USB stick or dongle, or built-in 3G connectivity in a laptop or another device). Do you personally access the internet in this way, using mobile broadband?

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Yes	46	8	11	4	3	4	8	1	2	3	43	3	35	12	21	25
	2%	2%	3%	2%	1%	2%	3%	*%	2%	1%	2%	1%	2%	1%	2%	2%
		g	g				g						b			
		18%	23%	8%	6%	8%	16%	1%	5%	6%	93%	7%	74%	26%	46%	54%
No	17	1	3	3	1	2	3	1	-	-	14	3	13	4	7	10
	1%	*%	1%	1%	1%	1%	1%	*%	-%	-%	1%	1%	1%	*%	1%	1%
		7%	16%	18%	9%	11%	15%	6%	-%	-%	81%	19%	74%	26%	40%	60%
Don't know	1	-	1	-	-	-	-	-	-	-	1	*	*	1	*	1
	*%	-%	*%	-%	-%	-%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	76%	-%	-%	-%	-%	-%	-%	-%	76%	24%	12%	88%	11%	89%
DO NOT HAVE MOBILE BROADBAND CONNECTION IN HOUSEHOLD	2610	330	346	218	187	229	236	226	112	295	2261	349	1505	1099	1258	1352
	98%	97%	96%	97%	98%	98%	96%	99%	98%	99%	97%	98%	97%	98%	98%	97%
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QE17 (QE39). What were the reasons you took up a mobile broadband service? (MULTI CODE) UNPROMPTED

Base : Those who use mobile broadband to access the internet

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	49	27	22	7	12	16	14	2	2	3	20	10	18	12	9	39	4	5	1
Effective Weighted Sample	40	22	18	7	10	12	11	2	2	3	16	7	16	9	8	34	3	4	1
Total	46	24	23	5	13	15	13	2	1	4	20	10	19	11	7	42	2	2	*
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To have access to broadband on the move	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Because it was cheaper than a fixed broadband contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Because I don't want to pay for a landline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Because it is less of a commitment than a fixed broadband contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
As a back-up in case I have problems with my fixed broadband line	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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QE17 (QE39). What were the reasons you took up a mobile broadband service? (MULTI CODE) UNPROMPTED

Base : Those who use mobile broadband to access the internet

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	49	27	22	7	12	16	14	2	2	3	20	10	18	12	9	39	4	5	1
Effective Weighted Sample	40	22	18	7	10	12	11	2	2	3	16	7	16	9	8	34	3	4	1
Total	46	24	23	5	13	15	13	2	1	4	20	10	19	11	7	42	2	2	*
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
For work/ my employer purchased it	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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QE17 (QE39). What were the reasons you took up a mobile broadband service? (MULTI CODE) UNPROMPTED

Base : Those who use mobile broadband to access the internet

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~a	~b	~a	~b
Significance Level: 95%																
Unweighted total	49	5	7	4	4	4	8	1	4	2	42	7	34	15	24	25
Effective Weighted Sample	40	5	7	4	4	4	8	1	4	2	36	4	28	12	18	21
Total	46	8	11	4	3	4	8	1	2	3	43	3	35	12	21	25
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To have access to broadband on the move	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Because it was cheaper than a fixed broadband contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Because I don't want to pay for a landline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Because it is less of a commitment than a fixed broadband contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
As a back-up in case I have problems with my fixed broadband line	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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QE17 (QE39). What were the reasons you took up a mobile broadband service? (MULTI CODE) UNPROMPTED

Base : Those who use mobile broadband to access the internet

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~a	~b	~a	~b
Unweighted total	49	5	7	4	4	4	8	1	4	2	42	7	34	15	24	25
Effective Weighted Sample	40	5	7	4	4	4	8	1	4	2	36	4	28	12	18	21
Total	46	8	11	4	3	4	8	1	2	3	43	3	35	12	21	25
For work/ my employer purchased it	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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QE18 (QE22C). SHOWCARD Which one of these best describes where you use mobile broadband to access the internet? (SINGLE CODE)

Base : Those who use mobile broadband to access the internet

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	49	27	22	7	12	16	14	2	2	3	20	10	18	12	9	39	4	5	1
Effective Weighted Sample	40	22	18	7	10	12	11	2	2	3	16	7	16	9	8	34	3	4	1
Total	46	24	23	5	13	15	13	2	1	4	20	10	19	11	7	42	2	2	*
I always use in the home	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I mainly use in the home	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I use equally in the home and outside the home	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I mainly use outside the home	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I always use outside the home	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ALWAYS/ MAINLY USE IN THE HOME	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 70

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QE18 (QE22C). SHOWCARD Which one of these best describes where you use mobile broadband to access the internet? (SINGLE CODE)

Base : Those who use mobile broadband to access the internet

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	49	27	22	7	12	16	14	2	2	3	20	10	18	12	9	39	4	5	1
Effective Weighted Sample	40	22	18	7	10	12	11	2	2	3	16	7	16	9	8	34	3	4	1
Total	46	24	23	5	13	15	13	2	1	4	20	10	19	11	7	42	2	2	*
ALWAYS/ MAINLY USE OUTSIDE THE HOME	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
EVER USE OUTSIDE THE HOME	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QE18 (QE22C). SHOWCARD Which one of these best describes where you use mobile broadband to access the internet? (SINGLE CODE)

Base : Those who use mobile broadband to access the internet

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~a	~b	~a	~b	
Significance Level: 95%																	
Unweighted total	49	5	7	4	4	4	8	1	4	2	42	7	34	15	24	25	
Effective Weighted Sample	40	5	7	4	4	4	8	1	4	2	36	4	28	12	18	21	
Total	46	8	11	4	3	4	8	1	2	3	43	3	35	12	21	25	
I always use in the home	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
I mainly use in the home	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
I use equally in the home and outside the home	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
I mainly use outside the home	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
I always use outside the home	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
ALWAYS/ MAINLY USE IN THE HOME	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

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

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QE18 (QE22C). SHOWCARD Which one of these best describes where you use mobile broadband to access the internet? (SINGLE CODE)

Base : Those who use mobile broadband to access the internet

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~a	~b	~a	~b
Unweighted total	49	5	7	4	4	4	8	1	4	2	42	7	34	15	24	25
Effective Weighted Sample	40	5	7	4	4	4	8	1	4	2	36	4	28	12	18	21
Total	46	8	11	4	3	4	8	1	2	3	43	3	35	12	21	25
ALWAYS/ MAINLY USE OUTSIDE THE HOME	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
EVER USE OUTSIDE THE HOME	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 71

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QE19 (QE32). SHOWCARD In which of these places do you use mobile broadband to access the internet outside of the home? (MULTI CODE)

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	40	23	17	7	10	13	10	1	2	2	17	9	15	8	8	31	4	4	1
Effective Weighted Sample	32	18	14	7	8	11	7	1	2	2	14	7	14	6	7	27	3	3	1
Total	37	21	17	5	12	12	9	1	1	3	16	10	15	7	5	34	2	2	*
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
When travelling (e.g. on a train or in a car)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At your work place	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Indoor public spaces (e.g. pub/ restaurant/ theatre/ shopping centre)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Outdoors	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
In other people's home (e.g. friends/ family)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 71

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QE19 (QE32). SHOWCARD In which of these places do you use mobile broadband to access the internet outside of the home? (MULTI CODE)

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

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~a	~b	~a	~b
Significance Level: 95%																
Unweighted total	40	5	5	4	4	2	6	-	4	1	34	6	30	10	19	21
Effective Weighted Sample	32	5	5	4	4	2	6	-	4	1	29	3	25	8	14	18
Total	37	8	7	4	3	2	6	-	2	2	35	3	30	7	15	22
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
When travelling (e.g. on a train or in a car)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At your work place	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Indoor public spaces (e.g. pub/ restaurant/ theatre/ shopping centre)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Outdoors	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
In other people's home (e.g. friends/ family)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 72

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QE20 (QE3B). How many people aged 16 or over in your household (including yourself) could access the fixed broadband connection in your home if they wanted to?

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2526	1268	1258	387	445	928	765	73	141	228	759	678	802	538	502	1558	305	319	344
Effective Weighted Sample	1755	872	883	258	328	635	550	54	100	150	561	476	567	377	354	1366	206	217	304
Total	1886	936	950	272	366	737	511	54	100	156	649	584	525	423	349	1603	145	86	52
		50%	50%	14%	19%	39%	27%	**	5%	8%	34%	31%	28%	22%	19%	85%	8%	5%	3%
1	128	33	95	14	29	50	35	**	27	14	15	10	38	25	54	109	11	4	4
	7%	3%	10%	5%	8%	7%	7%	**	27%	9%	2%	2%	7%	6%	16%	7%	7%	5%	7%
		a	a	a	a	a	a	**	cd	d	d	a	a	a	abc	a	b	c	d
		26%	74%	11%	23%	39%	27%	**	21%	11%	12%	8%	30%	20%	42%	86%	8%	3%	3%
2	1137	584	553	58	246	450	383	**	53	117	450	410	305	257	162	969	89	48	30
	60%	62%	58%	21%	67%	61%	75%	**	53%	75%	69%	70%	58%	61%	46%	60%	62%	56%	58%
		a	a	a	a	a	abc	**	b	b	b	bcd	d	d	d	a	b	c	d
		51%	49%	5%	22%	40%	34%	**	5%	10%	40%	36%	27%	23%	14%	85%	8%	4%	3%
3	328	171	157	111	42	124	51	**	14	12	97	73	101	82	73	278	21	20	9
	17%	18%	17%	41%	11%	17%	10%	**	14%	8%	15%	12%	19%	19%	21%	17%	15%	23%	18%
		bcd	bcd	bcd	bcd	bd	c	**	a	a	a	a	a	a	a	a	a	ab	a
		52%	48%	34%	13%	38%	16%	**	4%	4%	30%	22%	31%	25%	22%	85%	6%	6%	3%
4	199	100	99	56	32	79	32	**	4	9	64	64	51	44	39	175	11	7	6
	11%	11%	10%	21%	9%	11%	6%	**	4%	6%	10%	11%	10%	11%	11%	11%	8%	8%	12%
		bcd	bcd	bcd	bcd	d	d	**	a	a	a	a	a	a	a	a	a	a	a
		50%	50%	28%	16%	40%	16%	**	2%	4%	32%	32%	26%	22%	20%	88%	5%	4%	3%
5 or more	69	33	36	25	17	24	3	**	*	1	15	17	24	12	16	58	3	5	2
	4%	4%	4%	9%	5%	3%	1%	**	%	1%	2%	3%	5%	3%	5%	4%	2%	6%	4%
		bcd	bcd	bcd	d	d	d	**	a	a	a	a	a	a	a	a	a	a	a
		48%	52%	36%	25%	35%	4%	**	%	2%	21%	24%	35%	17%	23%	85%	5%	7%	3%
Don't know	26	15	10	8	1	11	6	**	2	3	8	11	6	4	5	15	9	1	*
	1%	2%	1%	3%	%	1%	1%	**	2%	2%	1%	2%	1%	1%	2%	1%	7%	1%	1%
		b	b	b	b	b	b	**	a	a	a	a	a	a	a	a	a	a	a
		60%	40%	31%	3%	42%	24%	**	6%	12%	31%	42%	24%	14%	20%	57%	37%	5%	2%
Mean number of people	2.4	2.4	2.4	3.0	2.4	2.3	2.1	**	1.9	2.1	2.4	2.4	2.5	2.4	2.3	2.4	2.1	2.5	2.4
		b	b	bcd	d	d	d	**	a	b	bc	a	a	a	a	b	a	b	b
Standard deviation	1.02	.98	1.06	1.33	1.01	.99	.72	**	.82	.90	.87	.91	1.11	.93	1.16	1.02	1.02	1.00	1.03
Standard error	.02	.03	.03	.07	.05	.03	.03	**	.07	.06	.03	.03	.04	.04	.05	.03	.06	.06	.06

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QE20 (QE3B). How many people aged 16 or over in your household (including yourself) could access the fixed broadband connection in your home if they wanted to?

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

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2526	184	177	192	178	174	172	149	162	170	1825	701	1550	971	1293	1233
Effective Weighted Sample	1755	170	168	185	165	167	167	141	154	160	1454	319	1078	686	859	897
Total	1886	249	273	177	141	158	183	130	85	207	1620	265	1228	654	949	937
		13%	14%	9%	7%	8%	10%	7%	4%	11%	86%	14%	65%	35%	50%	50%
1	128	9	18	13	13	19	7	15	8	8	114	13	63	64	57	70
	7%	4%	6%	7%	9%	12%	4%	12%	9%	4%	7%	5%	5%	10%	6%	7%
					af	afi		afi	af					a		
		7%	14%	10%	10%	15%	5%	12%	6%	7%	90%	10%	50%	50%	45%	55%
2	1137	142	182	109	85	75	121	68	56	130	972	165	767	367	603	534
	60%	57%	67%	61%	60%	47%	66%	53%	66%	63%	60%	62%	62%	56%	64%	57%
			eg	e	e		eg		eg	e			b	b		
		13%	16%	10%	7%	7%	11%	6%	5%	11%	85%	15%	67%	32%	53%	47%
3	328	32	42	30	29	39	32	21	13	39	285	42	202	125	157	171
	17%	13%	15%	17%	21%	25%	18%	16%	16%	19%	18%	16%	16%	19%	17%	18%
					abh											
		10%	13%	9%	9%	12%	10%	6%	4%	12%	87%	13%	62%	38%	48%	52%
4	199	45	18	20	13	20	19	9	6	25	168	31	137	62	90	109
	11%	18%	6%	11%	9%	12%	11%	7%	7%	12%	10%	11%	11%	9%	10%	12%
		bdfgh														
		23%	9%	10%	6%	10%	10%	5%	3%	13%	85%	15%	69%	31%	45%	55%
5 or more	69	21	5	6	2	5	3	11	2	4	60	9	41	27	23	46
	4%	8%	2%	3%	1%	3%	2%	8%	2%	2%	4%	3%	3%	4%	2%	5%
		bcd fhi						bdfhi							a	
		30%	7%	9%	2%	8%	5%	16%	3%	6%	87%	13%	60%	40%	33%	67%
Don't know	26	-	9	-	-	-	-	6	-	-	20	5	18	8	18	8
	1%	-%	3%	-%	-%	-%	-%	5%	-%	-%	1%	2%	1%	1%	2%	1%
			acdefhi					acdefhi							b	
		-%	34%	-%	-%	-%	-%	23%	-%	-%	79%	21%	69%	31%	71%	29%
Mean number of people	2.4	2.7	2.2	2.4	2.3	2.5	2.4	2.4	2.2	2.4	2.4	2.4	2.4	2.4	2.3	2.5
		bcdefhi		b		bh	b			b					a	
Standard deviation	1.02	1.21	.87	.99	.83	1.00	.85	1.51	.87	.84	1.02	1.02	1.00	1.07	.92	1.11

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 72

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

QE20 (QE3B). How many people aged 16 or over in your household (including yourself) could access the fixed broadband connection in your home if they wanted to?

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

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Standard error	.02	.09	.07	.07	.06	.08	.06	.12	.07	.06	.02	.04	.03	.03	.03	.03

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 73

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

QE21 (QE3A). How many people aged 16 or over in your household (including yourself) could access the mobile broadband connection in your home if they wanted to?

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	62	28	34	12	15	26	9	1	-	6	25	15	22	17	8	44	7	6	5
Effective Weighted Sample	47	22	25	9	12	19	7	1	-	5	19	12	18	12	6	40	3	5	4
Total	53	25	28	7	15	23	8	*	-	6	23	15	19	14	5	48	2	3	1
1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5 or more	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of people	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 73

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QE21 (QE3A). How many people aged 16 or over in your household (including yourself) could access the mobile broadband connection in your home if they wanted to?

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

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~a	~b	~a	~b
Significance Level: 95%																
Unweighted total	62	5	8	6	5	5	8	2	4	1	48	14	46	16	26	36
Effective Weighted Sample	47	5	8	6	5	5	8	2	4	1	40	7	35	12	19	28
Total	53	8	12	6	4	5	8	2	2	2	46	7	41	12	23	30
1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5 or more	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of people	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 74

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QE22 (QE7). SHOWCARD Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3198	1572	1626	477	544	1091	1085	153	215	329	863	806	1021	658	705	1960	412	398	428
Effective Weighted Sample	2222	1090	1132	322	396	743	784	114	154	216	640	563	725	455	503	1711	281	275	379
Total	2339	1147	1193	329	444	855	712	104	149	221	732	680	666	509	477	1973	196	107	64
		49%	51%	14%	19%	37%	30%	4%	6%	9%	31%	29%	28%	22%	20%	84%	8%	5%	3%
BT	645	340	305	72	84	227	262	26	43	50	220	225	180	145	94	535	55	32	24
	28%	30%	26%	22%	19%	27%	37%	25%	29%	23%	30%	33%	27%	28%	20%	27%	28%	30%	37%
		b	b	b	b	b	abc	c	c	c	d	bd	d	d	d	a	b	c	ab
		53%	47%	11%	13%	35%	41%	4%	7%	8%	34%	35%	28%	22%	15%	83%	9%	5%	4%
Sky	522	250	271	75	127	209	111	16	31	47	184	131	140	138	112	426	51	25	20
	22%	22%	23%	23%	29%	24%	16%	16%	21%	21%	25%	19%	21%	27%	24%	22%	26%	23%	31%
		d	d	d	d	d	a	a	a	a	b	b	b	ab	ab	a	b	c	ac
		48%	52%	14%	24%	40%	21%	3%	6%	9%	35%	25%	27%	26%	22%	82%	10%	5%	4%
Virgin Media	474	208	266	77	92	182	123	13	26	36	142	141	145	86	100	411	43	14	5
	20%	18%	22%	23%	21%	21%	17%	12%	18%	16%	19%	21%	22%	17%	21%	21%	22%	13%	8%
		a	a	d	d	d	d	c	c	c	d	c	c	c	c	cd	cd	cd	d
		44%	56%	16%	19%	38%	26%	3%	6%	8%	30%	30%	31%	18%	21%	87%	9%	3%	1%
TalkTalk	201	102	99	28	35	60	77	13	18	28	52	46	56	41	59	165	14	15	7
	9%	9%	8%	9%	8%	7%	11%	12%	12%	13%	7%	7%	8%	8%	12%	8%	7%	14%	10%
		c	c	c	c	c	c	d	d	d	d	d	d	d	abc	d	d	ab	d
		51%	49%	14%	17%	30%	38%	6%	9%	14%	26%	23%	28%	20%	29%	82%	7%	8%	3%
EE/ Everything Everywhere	125	58	67	13	37	50	25	5	5	14	46	37	37	26	25	111	9	5	1
	5%	5%	6%	4%	8%	6%	4%	5%	3%	6%	6%	5%	6%	5%	5%	6%	4%	4%	2%
		ad	ad	d	d	d	d	c	c	c	d	c	c	c	d	d	d	d	d
		46%	54%	10%	30%	40%	20%	4%	4%	11%	36%	29%	29%	21%	20%	88%	7%	4%	1%
Plusnet	67	33	34	4	8	29	26	5	5	7	27	25	17	8	17	57	5	4	1
	3%	3%	3%	1%	2%	3%	4%	5%	3%	3%	4%	4%	3%	2%	4%	3%	2%	4%	2%
		a	a	a	a	a	a	b	b	b	c	c	c	c	c	d	d	d	d
		50%	50%	7%	12%	43%	38%	8%	7%	10%	40%	37%	25%	12%	25%	85%	7%	6%	2%
Vodafone	44	24	20	10	10	18	7	1	5	7	16	10	13	15	7	38	3	3	1
	2%	2%	2%	3%	2%	2%	1%	1%	3%	3%	2%	1%	2%	3%	1%	2%	2%	2%	1%
		d	d	d	d	d	d	c	c	c	d	d	d	d	d	d	d	d	d
		54%	46%	22%	23%	40%	15%	3%	10%	16%	37%	23%	29%	33%	15%	85%	7%	6%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 74

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

QE22 (QE7). SHOWCARD Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3198	1572	1626	477	544	1091	1085	153	215	329	863	806	1021	658	705	1960	412	398	428
Effective Weighted Sample	2222	1090	1132	322	396	743	784	114	154	216	640	563	725	455	503	1711	281	275	379
Total	2339	1147	1193	329	444	855	712	104	149	221	732	680	666	509	477	1973	196	107	64
		49%	51%	14%	19%	37%	30%	4%	6%	9%	31%	29%	28%	22%	20%	84%	8%	5%	3%
Post Office	26	14	12	1	3	8	14	5	2	5	5	6	9	4	8	22	2	1	1
	1%	1%	1%	*	1%	1%	2%	4%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%
							a	d		d									
		55%	45%	4%	13%	29%	55%	17%	8%	20%	21%	23%	34%	13%	30%	84%	8%	5%	2%
O2	26	14	11	5	11	7	3	5	-	6	5	2	7	8	9	22	1	1	1
	1%	1%	1%	1%	3%	1%	*	5%	-%	3%	1%	*	1%	2%	2%	1%	1%	1%	2%
					cd			bd		d			a	a					
		55%	45%	17%	43%	27%	12%	19%	-%	22%	19%	7%	27%	32%	33%	87%	4%	4%	5%
'3'	23	13	10	4	6	5	8	4	3	2	6	1	6	5	11	20	3	*	*
	1%	1%	1%	1%	1%	1%	1%	4%	2%	1%	1%	*	1%	1%	2%	1%	2%	*	1%
								d						ab					
		56%	44%	18%	26%	23%	33%	16%	14%	9%	24%	4%	26%	21%	49%	85%	13%	*	2%
AOL	21	10	11	-	4	9	8	-	1	-	1	13	5	2	1	20	1	*	*
	1%	1%	1%	-%	1%	1%	1%	-%	*	-%	*	2%	1%	*	*	1%	*	*	*
							a					bcd							
		46%	54%	-%	17%	44%	40%	-%	3%	-%	3%	61%	22%	12%	5%	94%	4%	2%	1%
Utility Warehouse	20	9	11	1	2	9	8	-	1	4	6	7	5	5	3	18	*	2	-
	1%	1%	1%	*	*	1%	1%	-%	1%	2%	1%	1%	1%	1%	1%	1%	*	1%	-%
																	d		
		44%	56%	5%	9%	43%	42%	-%	6%	22%	32%	33%	26%	26%	15%	90%	2%	8%	-%
KCom	10	6	5	*	4	4	2	-	1	2	6	1	3	3	4	10	-	-	-
	*	1%	*	*	1%	*	*	-%	*	1%	1%	*	*	*	1%	1%	-%	-%	-%
		56%	44%	5%	34%	41%	20%	-%	6%	18%	54%	13%	27%	24%	36%	100%	-%	-%	-%
Tesco.net	9	6	2	2	1	2	3	2	1	3	1	*	5	*	3	6	1	1	*
	*	1%	*	1%	*	*	*	2%	1%	1%	*	*	1%	*	1%	*	1%	1%	*
								d		d									
		71%	29%	28%	10%	24%	38%	20%	14%	38%	9%	6%	55%	5%	35%	73%	16%	9%	1%

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

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QE22 (QE7). SHOWCARD Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3198	1572	1626	477	544	1091	1085	153	215	329	863	806	1021	658	705	1960	412	398	428
Effective Weighted Sample	2222	1090	1132	322	396	743	784	114	154	216	640	563	725	455	503	1711	281	275	379
Total	2339	1147	1193	329	444	855	712	104	149	221	732	680	666	509	477	1973	196	107	64
		49%	51%	14%	19%	37%	30%	4%	6%	9%	31%	29%	28%	22%	20%	84%	8%	5%	3%
NOW TV	6	2	4	1	2	3	1	1	1	-	3	1	1	-	4	6	*	1	-
	%	%	%	%	%	%	%	1%	%	-%	%	%	%	-%	1%	%	%	1%	-%
															c				
		36%	64%	11%	26%	51%	12%	11%	9%	-%	41%	17%	17%	-%	66%	89%	2%	9%	-%
Orange	5	1	4	1	1	2	1	1	*	-	-	1	3	-	1	4	1	-	*
	%	%	%	%	%	%	%	1%	%	-%	-%	%	%	-%	%	%	1%	-%	%
								d											
		20%	80%	16%	27%	36%	20%	19%	4%	-%	-%	20%	57%	-%	22%	74%	20%	-%	6%
Giffgaff	4	2	2	2	1	1	*	-	3	-	-	-	1	1	2	3	1	-	*
	%	%	%	1%	%	%	%	-%	2%	-%	-%	-%	%	%	%	%	%	-%	%
				d					cd										
		50%	50%	55%	27%	14%	4%	-%	60%	-%	-%	-%	19%	27%	54%	77%	19%	-%	4%
T-Mobile	3	3	-	-	-	3	-	-	-	-	1	2	1	-	-	3	-	-	-
	%	%	-%	-%	-%	%	-%	-%	-%	-%	%	%	%	-%	-%	%	-%	-%	-%
		100%	-%	-%	-%	100%	-%	-%	-%	-%	44%	56%	44%	-%	-%	100%	-%	-%	-%
First Utility	2	2	-	-	-	1	1	-	1	-	-	1	-	-	1	2	-	-	-
	%	%	-%	-%	-%	%	%	-%	1%	-%	-%	%	-%	-%	%	%	-%	-%	-%
									d										
		100%	-%	-%	-%	49%	51%	-%	49%	-%	-%	51%	-%	-%	49%	100%	-%	-%	-%
Other	53	23	30	6	8	18	21	3	4	5	8	15	22	9	7	48	4	1	*
	2%	2%	3%	2%	2%	2%	3%	3%	3%	2%	1%	2%	3%	2%	1%	2%	2%	1%	%
													d			d			
		43%	57%	11%	15%	34%	40%	5%	7%	9%	16%	28%	42%	17%	12%	90%	7%	2%	%
Don't know	52	25	27	25	8	8	11	5	*	6	3	16	12	14	10	45	2	3	2
	2%	2%	2%	8%	2%	1%	1%	5%	%	3%	%	2%	2%	3%	2%	2%	1%	3%	3%
				bcd				bd		d									
		48%	52%	48%	16%	16%	20%	9%	%	12%	6%	31%	22%	26%	19%	86%	4%	6%	4%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 74

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QE22 (QE7). SHOWCARD Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3198	227	212	236	218	213	208	224	206	216	2330	868	1874	1317	1605	1593
Effective Weighted Sample	2222	210	201	227	203	204	202	213	195	203	1855	392	1303	935	1068	1156
Total	2339	306	324	214	170	190	217	192	103	256	2026	314	1470	864	1153	1186
		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	63%	37%	49%	51%
BT	645	74	111	83	38	47	76	33	21	52	511	134	386	259	410	235
	28%	24%	34%	39%	22%	25%	35%	17%	20%	20%	25%	43%	26%	30%	36%	20%
		12%	adeghi	adeghi	6%	7%	adeghi	5%	3%	8%	79%	a	60%	40%	b	36%
		12%	17%	13%	6%	7%	12%	5%	3%	8%	79%	21%	60%	40%	64%	36%
Sky	522	62	60	45	31	58	52	40	24	54	450	71	365	157	226	296
	22%	20%	18%	21%	18%	30%	24%	21%	24%	21%	22%	23%	25%	18%	20%	25%
		12%	11%	9%	6%	abcdgi	11%	10%	5%	10%	86%	14%	70%	30%	a	57%
		12%	11%	9%	6%	11%	10%	8%	5%	10%	86%	14%	70%	30%	43%	57%
Virgin Media	474	56	70	29	37	47	43	37	24	69	461	12	297	175	196	277
	20%	18%	21%	14%	22%	25%	20%	19%	23%	27%	23%	4%	20%	20%	17%	23%
		12%	c	c	c	c	c	c	c	ac	b	3%	63%	37%	41%	a
		12%	15%	6%	8%	10%	9%	8%	5%	14%	97%	3%	63%	37%	41%	59%
TalkTalk	201	21	27	21	14	20	13	15	14	22	179	22	105	96	90	111
	9%	7%	8%	10%	8%	10%	6%	8%	13%	8%	9%	7%	7%	11%	8%	9%
		11%	13%	10%	7%	10%	6%	7%	7%	11%	89%	11%	52%	48%	45%	55%
		11%	13%	10%	7%	10%	6%	7%	7%	11%	89%	11%	52%	48%	45%	55%
EE/ Everything Everywhere	125	29	11	11	14	7	9	12	9	8	108	17	90	35	52	73
	5%	10%	3%	5%	8%	4%	4%	7%	8%	3%	5%	5%	6%	4%	5%	6%
		befi	9%	9%	11%	6%	7%	10%	7%	6%	87%	13%	72%	28%	42%	58%
		24%	9%	9%	11%	6%	7%	10%	7%	6%	87%	13%	72%	28%	42%	58%
Plusnet	67	4	7	6	8	-	3	9	3	18	57	10	39	28	33	33
	3%	1%	2%	3%	5%	-%	1%	4%	3%	7%	3%	3%	3%	3%	3%	3%
		e	e	ae	ae	ae	ae	ae	e	abef	3%	3%	3%	3%	3%	3%
		6%	11%	9%	12%	-%	5%	13%	4%	26%	85%	15%	58%	42%	50%	50%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 74

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QE22 (QE7). SHOWCARD Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3198	227	212	236	218	213	208	224	206	216	2330	868	1874	1317	1605	1593
Effective Weighted Sample	2222	210	201	227	203	204	202	213	195	203	1855	392	1303	935	1068	1156
Total	2339	306	324	214	170	190	217	192	103	256	2026	314	1470	864	1153	1186
		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	63%	37%	49%	51%
Vodafone	44	4	7	1	7	1	4	2	2	9	37	7	31	13	22	22
	2%	1%	2%	1%	4%	*	2%	1%	2%	4%	2%	2%	2%	2%	2%	2%
					ceg					ce						
		9%	15%	3%	17%	2%	9%	5%	4%	21%	84%	16%	70%	30%	50%	50%
Post Office	26	5	4	1	2	1	1	4	1	3	24	3	11	15	9	17
	1%	2%	1%	*	1%	*	*	2%	1%	1%	1%	1%	1%	2%	1%	1%
		18%	15%	3%	9%	3%	4%	16%	5%	12%	90%	10%	42%	58%	36%	64%
O2	26	4	4	3	1	2	1	4	-	4	25	1	17	9	8	18
	1%	1%	1%	1%	*	1%	*	2%	-	2%	1%	*	1%	1%	1%	1%
		16%	16%	11%	3%	7%	3%	15%	-	16%	96%	4%	64%	36%	32%	68%
'3'	23	2	4	1	4	-	2	5	*	1	23	1	12	11	9	15
	1%	1%	1%	1%	2%	-	1%	2%	*	*	1%	*	1%	1%	1%	1%
		10%	18%	5%	16%	-	8%	20%	1%	5%	97%	3%	52%	48%	37%	63%
AOL	21	18	-	-	-	1	1	-	-	-	20	1	18	3	13	8
	1%	6%	-	-	-	*	*	-	-	-	1%	*	1%	*	1%	1%
		bcd											b			
		86%	-	-	-	3%	4%	-	-	-	95%	5%	84%	16%	63%	37%
Utility Warehouse	20	3	2	3	1	-	3	2	1	4	16	4	11	8	12	8
	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		15%	9%	14%	7%	-	13%	9%	5%	18%	79%	21%	56%	40%	59%	41%
KCom	10	-	-	-	-	-	-	10	-	-	9	1	8	2	6	4
	*	-	-	-	-	-	-	5%	-	-	*	*	1%	*	1%	*
							abcde	fhi								
		-	-	-	-	-	-	100%	-	-	87%	13%	80%	20%	57%	43%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QE22 (QE7). SHOWCARD Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3198	227	212	236	218	213	208	224	206	216	2330	868	1874	1317	1605	1593
Effective Weighted Sample	2222	210	201	227	203	204	202	213	195	203	1855	392	1303	935	1068	1156
Total	2339	306	324	214	170	190	217	192	103	256	2026	314	1470	864	1153	1186
		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	63%	37%	49%	51%
Tesco.net	9	1	-	2	1	-	-	2	*	1	8	*	5	4	2	7
	*%	*%	-%	1%	*%	-%	-%	1%	*%	1%	*%	*%	*%	*%	*%	1%
		8%	-%	19%	6%	-%	-%	19%	6%	16%	99%	1%	53%	47%	23%	77%
NOW TV	6	-	-	-	2	1	-	2	1	-	5	2	4	2	4	2
	*%	-%	-%	-%	1%	*%	-%	1%	1%	-%	*%	1%	*%	*%	*%	*%
		-%	-%	-%	36%	12%	-%	32%	9%	-%	73%	27%	66%	34%	63%	37%
Orange	5	3	-	-	1	-	-	-	-	-	5	*	4	1	4	1
	*%	1%	-%	-%	*%	-%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		57%	-%	-%	16%	-%	-%	-%	-%	-%	98%	2%	78%	22%	73%	27%
Giffgaff	4	-	-	1	-	-	-	3	-	-	3	1	2	2	1	3
	*%	-%	-%	*%	-%	-%	-%	1%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	13%	-%	-%	-%	64%	-%	-%	70%	30%	53%	47%	34%	66%
T-Mobile	3	3	-	-	-	-	-	-	-	-	3	-	3	-	-	3
	*%	1%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	-%	*%
		100%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	100%	-%	-%	100%
First Utility	2	-	-	1	-	-	-	-	-	1	2	-	-	2	1	1
	*%	-%	-%	*%	-%	-%	-%	-%	-%	*%	*%	-%	-%	*%	*%	*%
		-%	-%	49%	-%	-%	-%	-%	-%	51%	100%	-%	-%	100%	49%	51%
Other	53	5	16	4	7	3	3	5	1	5	33	20	30	24	31	23
	2%	2%	5%	2%	4%	1%	1%	3%	1%	2%	2%	6%	2%	3%	3%	2%
			efn		h						a					
		9%	29%	8%	13%	5%	5%	10%	2%	9%	62%	38%	55%	45%	58%	42%
Don't know	52	10	3	3	3	4	7	7	3	5	46	6	33	16	24	29
	2%	3%	1%	1%	2%	2%	3%	4%	3%	2%	2%	2%	2%	2%	2%	2%
		20%	6%	6%	6%	7%	13%	13%	6%	10%	89%	11%	63%	32%	45%	55%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 75

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QE23 (QE49). SHOWCARD Which of these BT Sport channels does your household have, as far as you know? (SINGLE CODE)

Base : Those who use BT for their 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
Significance Level: 95%		a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	b	c	d
Unweighted total	985	514	471	122	111	314	438	38	66	96	289	307	300	208	169	512	146	160	167
Effective Weighted Sample	610	323	287	69	71	193	286	27	40	51	197	192	192	127	106	452	85	105	148
Total	645	340	305	72	84	227	262	26	43	50	220	225	180	145	94	535	55	32	24
		53%	47%	11%	13%	35%	41%	**	**	**	34%	35%	28%	22%	15%	83%	9%	5%	4%
BT Sport Pack - featuring all four BT Sport channels including coverage of the English Premier League and the Scottish Football League plus the UEFA Champions League and the Europa League	148	99	50	10	27	50	62	**	**	**	64	58	46	27	17	130	9	4	5
	23%	29%	16%	14%	32%	22%	24%	**	**	**	29%	26%	26%	18%	18%	24%	17%	12%	22%
		b	a	a	a	a	a	**	**	**	43%	39%	31%	18%	11%	88%	6%	3%	3%
		66%	34%	7%	18%	33%	42%	**	**	**	43%	39%	31%	18%	11%	88%	6%	3%	3%
BT Sport Lite - an online only service featuring the BT Sport 1 channel covering the English Premier League and the Scottish Football League, but not European football	19	12	7	1	3	10	5	**	**	**	5	10	6	3	1	15	2	2	1
	3%	4%	2%	1%	3%	5%	2%	**	**	**	2%	4%	3%	2%	1%	3%	3%	5%	4%
		63%	37%	4%	14%	54%	28%	**	**	**	28%	52%	29%	16%	3%	77%	9%	9%	5%
Neither of these	454	222	232	54	53	160	187	**	**	**	146	150	121	110	72	375	38	24	17
	70%	65%	76%	75%	63%	71%	72%	**	**	**	67%	67%	67%	76%	77%	70%	70%	77%	71%
		49%	a	a	a	a	a	**	**	**	32%	33%	27%	24%	16%	83%	8%	5%	4%

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

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QE23 (QE49). SHOWCARD Which of these BT Sport channels does your household have, as far as you know? (SINGLE CODE)

Base : Those who use BT for their 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
Significance Level: 95%		a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	b	c	d
Unweighted total	985	514	471	122	111	314	438	38	66	96	289	307	300	208	169	512	146	160	167
Effective Weighted Sample	610	323	287	69	71	193	286	27	40	51	197	192	192	127	106	452	85	105	148
Total	645	340	305	72	84	227	262	26	43	50	220	225	180	145	94	535	55	32	24
		53%	47%	11%	13%	35%	41%	**	**	**	34%	35%	28%	22%	15%	83%	9%	5%	4%
Don't know	23	7	15	7	2	7	7	**	**	**	5	6	7	5	4	15	6	2	1
	4%	2%	5%	10%	2%	3%	3%	**	**	**	2%	3%	4%	4%	5%	3%	10%	6%	3%
				cd													ad		
		33%	67%	30%	8%	31%	31%	**	**	**	20%	28%	30%	23%	20%	64%	25%	8%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QE23 (QE49). SHOWCARD Which of these BT Sport channels does your household have, as far as you know? (SINGLE CODE)

Base : Those who use BT for their internet access at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	985	57	73	88	47	53	73	37	42	42	569	416	544	440	623	362
Effective Weighted Sample	610	52	69	85	44	51	71	36	39	40	449	180	335	283	379	232
Total	645	74	111	83	38	47	76	33	21	52	511	134	386	259	410	235
		**	**	**	**	**	**	**	**	**	79%	21%	60%	40%	64%	36%
BT Sport Pack - featuring all four BT Sport channels including coverage of the English Premier League and the Scottish Football League plus the UEFA Champions League and the Europa League	148 23%	**	**	**	**	**	**	**	**	**	116 23%	32 24%	104 27%	45 17%	101 25%	47 20%
		**	**	**	**	**	**	**	**	**	78%	22%	70%	30%	68%	32%
BT Sport Lite - an online only service featuring the BT Sport 1 channel covering the English Premier League and the Scottish Football League, but not European football	19 3%	**	**	**	**	**	**	**	**	**	14 3%	5 4%	16 4%	3 1%	14 3%	5 2%
		**	**	**	**	**	**	**	**	**	75%	25%	b 84%	16%	72%	28%
Neither of these	454 70%	**	**	**	**	**	**	**	**	**	366 72%	89 66%	256 66%	198 77%	282 69%	173 74%
		**	**	**	**	**	**	**	**	**	81%	19%	a 56%	44%	62%	38%

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

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QE23 (QE49). SHOWCARD Which of these BT Sport channels does your household have, as far as you know? (SINGLE CODE)

Base : Those who use BT for their internet access at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	985	57	73	88	47	53	73	37	42	42	569	416	544	440	623	362
Effective Weighted Sample	610	52	69	85	44	51	71	36	39	40	449	180	335	283	379	232
Total	645	74	111	83	38	47	76	33	21	52	511	134	386	259	410	235
		**	**	**	**	**	**	**	**	**	79%	21%	60%	40%	64%	36%
Don't know	23	**	**	**	**	**	**	**	**	**	15	8	10	13	13	10
	4%	**	**	**	**	**	**	**	**	**	3%	6%	3%	5%	3%	4%
		**	**	**	**	**	**	**	**	**	65%	35%	43%	57%	58%	42%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 76

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QE24 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3280	1619	1661	509	570	1124	1076	182	218	338	871	816	1042	664	750	2002	425	415	438
Effective Weighted Sample	2275	1122	1153	345	412	767	772	134	156	220	646	571	735	459	533	1746	289	288	389
Total	2401	1185	1217	353	461	880	707	127	154	227	738	691	677	516	511	2021	200	114	66
		49%	51%	15%	19%	37%	29%	5%	6%	9%	31%	29%	28%	21%	21%	84%	8%	5%	3%
General surfing/ browsing the internet	2080	1025	1055	317	401	776	586	101	129	203	665	608	595	445	426	1762	166	95	56
	87%	87%	87%	90%	87%	88%	83%	79%	84%	89%	90%	88%	88%	86%	83%	87%	83%	84%	85%
				d		d				a	ab	d	d						
		49%	51%	15%	19%	37%	28%	5%	6%	10%	32%	29%	29%	21%	20%	85%	8%	5%	3%
Send/ receive e-mails	2039	1012	1027	304	414	764	556	84	128	189	675	644	598	424	366	1729	168	96	46
	85%	85%	84%	86%	90%	87%	79%	66%	83%	84%	91%	93%	88%	82%	72%	86%	84%	84%	69%
				d	d	d			a	a	abc	bcd	cd	d		d	d	d	
		50%	50%	15%	20%	37%	27%	4%	6%	9%	33%	32%	29%	21%	18%	85%	8%	5%	2%
Online shopping (purchasing goods/ services/ tickets etc.)	1738	850	888	265	371	651	451	57	110	169	619	557	518	366	291	1470	134	87	48
	72%	72%	73%	75%	80%	74%	64%	45%	71%	75%	84%	81%	76%	71%	57%	73%	67%	76%	72%
				d	cd	d			a	a	abc	cd	cd	d				b	
		49%	51%	15%	21%	37%	26%	3%	6%	10%	36%	32%	30%	21%	17%	85%	8%	5%	3%
Banking	1614	817	796	236	359	636	383	46	95	146	595	527	490	337	253	1373	121	76	44
	67%	69%	65%	67%	78%	72%	54%	36%	61%	64%	81%	76%	72%	65%	50%	68%	60%	67%	67%
				d	acd	d			a	a	abc	cd	cd	d		b			
		51%	49%	15%	22%	39%	24%	3%	6%	9%	37%	33%	30%	21%	16%	85%	8%	5%	3%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat	1415	664	751	274	339	554	248	55	90	122	520	421	409	312	269	1202	120	61	33
	59%	56%	62%	78%	74%	63%	35%	44%	58%	54%	70%	61%	60%	61%	53%	59%	60%	53%	49%
			a	cd	cd	d			a		abc	d	d	d		d	d		
		47%	53%	19%	24%	39%	18%	4%	6%	9%	37%	30%	29%	22%	19%	85%	8%	4%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 76

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

QE24 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3280	1619	1661	509	570	1124	1076	182	218	338	871	816	1042	664	750	2002	425	415	438
Effective Weighted Sample	2275	1122	1153	345	412	767	772	134	156	220	646	571	735	459	533	1746	289	288	389
Total	2401	1185	1217	353	461	880	707	127	154	227	738	691	677	516	511	2021	200	114	66
		49%	51%	15%	19%	37%	29%	5%	6%	9%	31%	29%	28%	21%	21%	84%	8%	5%	3%
Using social networking (such as Facebook, LinkedIn, Bebo or Snapchat)	1400	638	761	267	326	551	255	66	95	131	494	398	414	299	288	1169	123	71	38
	58%	54%	63%	76%	71%	63%	36%	52%	62%	58%	67%	58%	61%	58%	56%	58%	61%	62%	57%
		46%	54%	19%	23%	39%	18%	5%	7%	9%	35%	28%	30%	21%	21%	83%	9%	5%	3%
Accessing news	1311	681	630	179	280	501	351	36	78	117	484	446	407	261	195	1114	106	58	33
	55%	57%	52%	51%	61%	57%	50%	29%	51%	52%	66%	64%	60%	51%	38%	55%	53%	51%	50%
		b		ad	d				a	a	abc	cd	cd	d					
		52%	48%	14%	21%	38%	27%	3%	6%	9%	37%	34%	31%	20%	15%	85%	8%	4%	3%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	1286	667	619	227	276	523	260	47	61	104	509	449	393	258	183	1122	84	57	23
	54%	56%	51%	64%	60%	59%	37%	37%	40%	46%	69%	65%	58%	50%	36%	56%	42%	50%	35%
		b		d	d	d					abc	bcd	cd	d		bd		d	
		52%	48%	18%	21%	41%	20%	4%	5%	8%	40%	35%	31%	20%	14%	87%	7%	4%	2%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	1127	568	559	117	211	492	307	42	74	103	435	387	344	214	176	992	70	47	19
	47%	48%	46%	33%	46%	56%	43%	33%	48%	46%	59%	56%	51%	41%	34%	49%	35%	41%	28%
		50%	50%	10%	19%	44%	27%	4%	7%	9%	39%	34%	31%	19%	16%	88%	6%	4%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QE24 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3280	1619	1661	509	570	1124	1076	182	218	338	871	816	1042	664	750	2002	425	415	438
Effective Weighted Sample	2275	1122	1153	345	412	767	772	134	156	220	646	571	735	459	533	1746	289	288	389
Total	2401	1185	1217	353	461	880	707	127	154	227	738	691	677	516	511	2021	200	114	66
		49%	51%	15%	19%	37%	29%	5%	6%	9%	31%	29%	28%	21%	21%	84%	8%	5%	3%
To find information on health related issues	1097	487	610	121	230	460	286	37	67	104	411	374	333	209	176	953	68	50	26
	46%	41%	50%	34%	50%	52%	40%	29%	43%	46%	56%	54%	49%	41%	35%	47%	34%	44%	40%
		a	a	ad	ad	ad	a	a	a	abc	cd	cd	cd	cd	bd	bd	b	b	
		44%	56%	11%	21%	42%	26%	3%	6%	10%	37%	34%	30%	19%	16%	87%	6%	5%	2%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	1046	535	511	202	238	393	214	44	64	87	414	343	325	205	170	902	68	54	22
	44%	45%	42%	57%	52%	45%	30%	35%	42%	38%	56%	50%	48%	40%	33%	45%	34%	48%	33%
		a	a	cd	cd	d	abc	cd	cd	d	abc	cd	cd	d	bd	bd	bd	bd	
		51%	49%	19%	23%	38%	20%	4%	6%	8%	40%	33%	31%	20%	16%	86%	7%	5%	2%
Making video calls e.g. via FaceTime, Skype	1032	485	547	203	270	389	169	39	48	86	380	331	308	220	172	894	74	44	20
	43%	41%	45%	58%	58%	44%	24%	31%	31%	38%	52%	48%	46%	43%	34%	44%	37%	39%	30%
		a	a	cd	cd	d	abc	d	d	d	bd	d	d	d	bd	bd	d	d	
		47%	53%	20%	26%	38%	16%	4%	5%	8%	37%	32%	30%	21%	17%	87%	7%	4%	2%
Trading/ auctions e.g. eBay	978	507	471	142	240	395	201	26	64	83	395	289	310	218	159	848	63	48	19
	41%	43%	39%	40%	52%	45%	28%	21%	42%	37%	53%	42%	46%	42%	31%	42%	31%	42%	28%
		b	b	d	acd	d	abc	a	a	abc	d	d	d	d	bd	bd	bd	bd	
		52%	48%	14%	25%	40%	21%	3%	7%	8%	40%	30%	32%	22%	16%	87%	6%	5%	2%
Watching TV programmes/ films content online	919	492	427	187	228	347	158	26	48	72	374	303	287	177	147	797	66	38	18
	38%	42%	35%	53%	49%	39%	22%	21%	31%	32%	51%	44%	42%	34%	29%	39%	33%	33%	27%
		b	b	cd	cd	d	abc	a	a	abc	cd	cd	cd	cd	bd	bd	bd	bd	
		54%	46%	20%	25%	38%	17%	3%	5%	8%	41%	33%	31%	19%	16%	87%	7%	4%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QE24 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3280	1619	1661	509	570	1124	1076	182	218	338	871	816	1042	664	750	2002	425	415	438
Effective Weighted Sample	2275	1122	1153	345	412	767	772	134	156	220	646	571	735	459	533	1746	289	288	389
Total	2401	1185	1217	353	461	880	707	127	154	227	738	691	677	516	511	2021	200	114	66
		49%	51%	15%	19%	37%	29%	5%	6%	9%	31%	29%	28%	21%	21%	84%	8%	5%	3%
Making voice calls using a VoIP service e.g. Skype	737	374	364	139	177	300	121	21	39	66	287	243	226	153	111	635	54	31	17
	31%	32%	30%	39%	38%	34%	17%	17%	25%	29%	39%	35%	33%	30%	22%	31%	27%	28%	26%
				d	d	d				a	abc	d	d	d		d			
		51%	49%	19%	24%	41%	16%	3%	5%	9%	39%	33%	31%	21%	15%	86%	7%	4%	2%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	697	333	365	149	172	264	112	21	40	67	271	234	205	133	124	590	61	33	14
	29%	28%	30%	42%	37%	30%	16%	16%	26%	30%	37%	34%	30%	26%	24%	29%	30%	29%	22%
				cd	cd	d			a	a	ab	cd	d			d	d	d	
		48%	52%	21%	25%	38%	16%	3%	6%	10%	39%	34%	29%	19%	18%	85%	9%	5%	2%
Playing games online/ interactively	654	355	299	156	167	245	86	28	40	57	238	188	193	145	127	561	51	29	13
	27%	30%	25%	44%	36%	28%	12%	22%	26%	25%	32%	27%	28%	28%	25%	28%	26%	25%	20%
		b		bcd	cd	d					ac					d			
		54%	46%	24%	26%	37%	13%	4%	6%	9%	36%	29%	29%	22%	19%	86%	8%	4%	2%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	639	324	314	114	145	253	127	15	26	58	280	248	202	111	77	548	50	27	13
	27%	27%	26%	32%	31%	29%	18%	12%	17%	26%	38%	36%	30%	22%	15%	27%	25%	24%	20%
				d	d	d				ab	abc	bcd	cd	d		d			
		51%	49%	18%	23%	40%	20%	2%	4%	9%	44%	39%	32%	17%	12%	86%	8%	4%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QE24 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3280	1619	1661	509	570	1124	1076	182	218	338	871	816	1042	664	750	2002	425	415	438
Effective Weighted Sample	2275	1122	1153	345	412	767	772	134	156	220	646	571	735	459	533	1746	289	288	389
Total	2401	1185	1217	353	461	880	707	127	154	227	738	691	677	516	511	2021	200	114	66
		49%	51%	15%	19%	37%	29%	5%	6%	9%	31%	29%	28%	21%	21%	84%	8%	5%	3%
Listening to radio	596	325	270	91	144	235	125	10	25	44	250	225	182	101	85	544	26	19	6
	25%	27%	22%	26%	31%	27%	18%	8%	16%	19%	34%	33%	27%	20%	17%	27%	13%	17%	9%
		b	d	d	d	d			a	a	abc	bcd	cd			bcd		d	
		55%	45%	15%	24%	40%	21%	2%	4%	7%	42%	38%	31%	17%	14%	91%	4%	3%	1%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	562	308	253	144	155	200	63	20	30	39	218	175	186	110	89	493	30	29	10
	23%	26%	21%	41%	34%	23%	9%	16%	20%	17%	30%	25%	27%	21%	17%	24%	15%	26%	16%
		b		bcd	cd	d					abc	d	cd			bd		bd	
		55%	45%	26%	28%	36%	11%	4%	5%	7%	39%	31%	33%	20%	16%	88%	5%	5%	2%
Using Twitter (browsing/ reading/ posting on site)	549	287	262	143	137	205	64	14	33	48	212	176	186	105	81	480	35	24	10
	23%	24%	22%	40%	30%	23%	9%	11%	22%	21%	29%	25%	27%	20%	16%	24%	18%	21%	15%
				bcd	cd	d			a	a	ac	d	cd			bd		d	
		52%	48%	26%	25%	37%	12%	3%	6%	9%	39%	32%	34%	19%	15%	87%	6%	4%	2%
Streamed audio services (subscription) e.g. Spotify Premium, Apple Music or Deezer Premium	461	258	203	113	119	177	53	10	23	40	200	156	152	93	58	407	24	21	9
	19%	22%	17%	32%	26%	20%	7%	8%	15%	18%	27%	23%	22%	18%	11%	20%	12%	19%	14%
		b		cd	cd	d				a	abc	d	d	d		bd		b	
		56%	44%	25%	26%	38%	11%	2%	5%	9%	43%	34%	33%	20%	13%	88%	5%	5%	2%

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

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QE24 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3280	1619	1661	509	570	1124	1076	182	218	338	871	816	1042	664	750	2002	425	415	438
Effective Weighted Sample	2275	1122	1153	345	412	767	772	134	156	220	646	571	735	459	533	1746	289	288	389
Total	2401	1185	1217	353	461	880	707	127	154	227	738	691	677	516	511	2021	200	114	66
		49%	51%	15%	19%	37%	29%	5%	6%	9%	31%	29%	28%	21%	21%	84%	8%	5%	3%
Remotely control TV services at home such as Sky+, Sky Q or Tivo using an online device	335	167	168	50	82	143	60	4	14	28	146	121	114	59	40	284	20	25	6
	14%	14%	14%	14%	18%	16%	8%	3%	9%	12%	20%	17%	17%	11%	8%	14%	10%	22%	10%
				d	d	d			a	a	abc	cd	cd		d			abd	
		50%	50%	15%	24%	43%	18%	1%	4%	8%	43%	36%	34%	18%	12%	85%	6%	7%	2%
Remotely control or monitor household appliances e.g. fridge, cooker, washing machine, tumble dryer and/ or home heating, lighting or security system or home energy contion	131	72	59	17	36	49	28	3	3	8	64	49	47	17	17	117	5	6	3
	5%	6%	5%	5%	8%	6%	4%	3%	2%	3%	9%	7%	7%	3%	3%	6%	2%	5%	4%
				d	d						abc	cd	cd		b				
		55%	45%	13%	28%	37%	21%	3%	2%	6%	49%	37%	36%	13%	13%	90%	4%	5%	2%
Other	19	8	11	1	3	9	6	2	*	2	2	5	4	6	5	14	2	3	1
	1%	1%	1%	%	1%	1%	1%	2%	%	1%	%	1%	1%	1%	1%	1%	1%	2%	1%
				d														a	
		41%	59%	8%	14%	46%	32%	12%	1%	10%	8%	27%	19%	29%	25%	73%	8%	14%	5%
USE SOCIAL NETWORKING SITES	1493	692	801	277	344	592	280	68	97	142	528	439	441	315	296	1252	128	74	39
	62%	58%	66%	79%	75%	67%	40%	53%	63%	63%	72%	63%	65%	61%	58%	62%	64%	65%	59%
		a	a	cd	cd	d					abc		d						
		46%	54%	19%	23%	40%	19%	5%	6%	10%	35%	29%	30%	21%	20%	84%	9%	5%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QE24 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3280	1619	1661	509	570	1124	1076	182	218	338	871	816	1042	664	750	2002	425	415	438
Effective Weighted Sample	2275	1122	1153	345	412	767	772	134	156	220	646	571	735	459	533	1746	289	288	389
Total	2401	1185	1217	353	461	880	707	127	154	227	738	691	677	516	511	2021	200	114	66
		49%	51%	15%	19%	37%	29%	5%	6%	9%	31%	29%	28%	21%	21%	84%	8%	5%	3%
TV/ VIDEO VIEWING	1318	676	642	247	298	504	270	51	80	109	509	419	406	267	222	1132	94	64	29
	55%	57%	53%	70%	65%	57%	38%	40%	52%	48%	69%	61%	60%	52%	43%	56%	47%	56%	43%
		b	b	cd	cd	d			a	abc	cd	cd	cd	d		bd		bd	
		51%	49%	19%	23%	38%	20%	4%	6%	8%	39%	32%	31%	20%	17%	86%	7%	5%	2%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	1150	546	604	223	287	441	200	42	55	94	421	368	351	241	187	995	84	49	23
	48%	46%	50%	63%	62%	50%	28%	33%	36%	41%	57%	53%	52%	47%	37%	49%	42%	43%	34%
				cd	cd	d					abc	cd	d	d		bd	d	d	
		47%	53%	19%	25%	38%	17%	4%	5%	8%	37%	32%	31%	21%	16%	86%	7%	4%	2%
STREAMED AUDIO SERVICES	701	385	316	174	186	256	85	24	34	51	280	229	226	140	104	615	40	32	13
	29%	32%	26%	49%	40%	29%	12%	19%	22%	22%	38%	33%	33%	27%	20%	30%	20%	29%	19%
		b	b	bcd	cd	d				abc	cd	cd	cd	d		bd		bd	
		55%	45%	25%	27%	37%	12%	3%	5%	7%	40%	33%	32%	20%	15%	88%	6%	5%	2%
None of these	41	22	20	-	2	8	31	3	5	2	5	7	9	11	14	30	6	4	1
	2%	2%	2%	-%	*%	1%	4%	2%	3%	1%	1%	1%	1%	2%	3%	2%	3%	3%	2%
							abc		d					a				a	
		53%	47%	-%	5%	20%	74%	8%	12%	5%	12%	17%	22%	26%	35%	74%	14%	9%	3%
Don't know	1	*	1	*	-	-	1	-	-	-	-	-	1	-	*	1	-	-	*
	*%	*%	*%	*%	-%	-%	*%	-%	-%	-%	-%	-%	*%	-%	*%	*%	-%	-%	*%
		21%	79%	21%	-%	-%	79%	-%	-%	-%	-%	-%	79%	-%	21%	79%	-%	-%	21%
INFORMATION	2228	1099	1130	334	438	829	628	109	141	212	709	653	635	478	457	1890	177	101	60
	93%	93%	93%	95%	95%	94%	89%	86%	91%	93%	96%	95%	94%	93%	89%	93%	89%	89%	91%
				d	d	d				a	ab	d	d		bc				
		49%	51%	15%	20%	37%	28%	5%	6%	9%	32%	29%	28%	21%	20%	85%	8%	5%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QE24 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3280	1619	1661	509	570	1124	1076	182	218	338	871	816	1042	664	750	2002	425	415	438
Effective Weighted Sample	2275	1122	1153	345	412	767	772	134	156	220	646	571	735	459	533	1746	289	288	389
Total	2401	1185	1217	353	461	880	707	127	154	227	738	691	677	516	511	2021	200	114	66
		49%	51%	15%	19%	37%	29%	5%	6%	9%	31%	29%	28%	21%	21%	84%	8%	5%	3%
COMMUNICATION	2170	1072	1098	336	439	811	584	93	137	200	717	663	637	456	407	1839	179	100	52
	90%	91%	90%	95%	95%	92%	83%	73%	89%	88%	97%	96%	94%	88%	80%	91%	89%	88%	78%
				d	cd	d			a	a	abc	cd	cd	d		d	d	d	
		49%	51%	15%	20%	37%	27%	4%	6%	9%	33%	31%	29%	21%	19%	85%	8%	5%	2%
PURCHASING/ FINANCES	1988	982	1006	299	415	762	512	72	125	191	688	621	584	425	352	1678	161	95	54
	83%	83%	83%	85%	90%	87%	72%	57%	81%	84%	93%	90%	86%	82%	69%	83%	80%	84%	82%
				d	ad	d			a	a	abc	bcd	d	d					
		49%	51%	15%	21%	38%	26%	4%	6%	10%	35%	31%	29%	21%	18%	84%	8%	5%	3%
ENTERTAINMENT	1503	769	734	269	332	581	321	63	92	129	561	469	452	310	267	1289	108	74	32
	63%	65%	60%	76%	72%	66%	45%	49%	60%	57%	76%	68%	67%	60%	52%	64%	54%	65%	49%
		b		cd	cd	d					abc	cd	cd	d		bd		bd	
		51%	49%	18%	22%	39%	21%	4%	6%	9%	37%	31%	30%	21%	18%	86%	7%	5%	2%
SOCIAL	1493	692	801	277	344	592	280	68	97	142	528	439	441	315	296	1252	128	74	39
	62%	58%	66%	79%	75%	67%	40%	53%	63%	63%	72%	63%	65%	61%	58%	62%	64%	65%	59%
			a	cd	cd	d					abc		d						
		46%	54%	19%	23%	40%	19%	5%	6%	10%	35%	29%	30%	21%	20%	84%	9%	5%	3%
REMOTE ACCESS	754	376	377	126	174	299	155	17	33	68	324	281	241	134	96	641	57	40	16
	31%	32%	31%	36%	38%	34%	22%	13%	21%	30%	44%	41%	36%	26%	19%	32%	28%	36%	24%
				d	d	d				a	abc	cd	cd	d		d		d	
		50%	50%	17%	23%	40%	21%	2%	4%	9%	43%	37%	32%	18%	13%	85%	8%	5%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QE24 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3280	233	219	234	221	226	209	230	209	221	2394	886	1922	1351	1628	1652
Effective Weighted Sample	2275	216	209	225	205	216	203	218	198	208	1902	399	1334	956	1079	1197
Total	2401	317	336	212	173	199	218	196	105	264	2082	319	1507	889	1166	1235
		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	63%	37%	49%	51%
General surfing/ browsing the internet	2080	268	284	194	156	175	186	171	94	234	1807	273	1334	741	1022	1058
	87%	84%	85%	92%	90%	88%	85%	87%	89%	89%	87%	86%	89%	83%	88%	86%
			abf										b			
		13%	14%	9%	8%	8%	9%	8%	5%	11%	87%	13%	64%	36%	49%	51%
Send/ receive e-mails	2039	267	301	191	152	162	193	160	91	213	1761	277	1343	691	1025	1014
	85%	84%	89%	90%	88%	81%	88%	81%	87%	81%	85%	87%	89%	78%	88%	82%
			egi	egi			egi						b		b	
		13%	15%	9%	7%	8%	9%	8%	4%	10%	86%	14%	66%	34%	50%	50%
Online shopping (purchasing goods/ services/ tickets etc.)	1738	201	255	162	131	143	164	139	79	194	1487	252	1184	549	884	854
	72%	63%	76%	76%	76%	72%	75%	71%	75%	74%	71%	79%	79%	62%	76%	69%
			a	a	a		a		a	a		a	b		b	
		12%	15%	9%	8%	8%	9%	8%	5%	11%	86%	14%	68%	32%	51%	49%
Banking	1614	220	233	151	119	121	169	119	75	167	1391	223	1148	462	808	805
	67%	69%	69%	71%	69%	60%	77%	61%	71%	63%	67%	70%	76%	52%	69%	65%
			eg				degi		eg				b		b	
		14%	14%	9%	7%	7%	10%	7%	5%	10%	86%	14%	71%	29%	50%	50%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat	1415	214	209	114	103	96	143	116	61	146	1236	179	996	417	661	755
	59%	67%	62%	54%	60%	48%	66%	59%	58%	55%	59%	56%	66%	47%	57%	61%
		cei	e		e		cei	e	e				b		a	
		15%	15%	8%	7%	7%	10%	8%	4%	10%	87%	13%	70%	29%	47%	53%

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

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QE24 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3280	233	219	234	221	226	209	230	209	221	2394	886	1922	1351	1628	1652
Effective Weighted Sample	2275	216	209	225	205	216	203	218	198	208	1902	399	1334	956	1079	1197
Total	2401	317	336	212	173	199	218	196	105	264	2082	319	1507	889	1166	1235
		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	63%	37%	49%	51%
Using social networking (such as Facebook, LinkedIn, Bebo or Snapchat)	1400	196	197	118	95	101	133	123	70	136	1214	186	964	433	677	723
	58%	62%	59%	56%	55%	51%	61%	62%	67%	52%	58%	58%	64%	49%	58%	58%
		ei			e		ei		cdei				b			
		14%	14%	8%	7%	7%	10%	9%	5%	10%	87%	13%	69%	31%	48%	52%
Accessing news	1311	194	212	117	74	88	128	99	61	142	1138	173	913	396	657	654
	55%	61%	63%	55%	43%	44%	58%	51%	58%	54%	55%	54%	61%	44%	56%	53%
		deg	deg	de	de	de	de	de	de	de			b			
		15%	16%	9%	6%	7%	10%	8%	5%	11%	87%	13%	70%	30%	50%	50%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	1286	220	185	123	80	92	130	104	58	130	1102	184	935	348	626	660
	54%	69%	55%	58%	46%	46%	60%	53%	55%	49%	53%	58%	62%	39%	54%	53%
		bcdefghi		de	de	de	dei						b			
		17%	14%	10%	6%	7%	10%	8%	4%	10%	86%	14%	73%	27%	49%	51%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	1127	207	182	106	93	66	122	77	45	94	977	150	780	344	570	557
	47%	65%	54%	50%	53%	33%	56%	39%	43%	36%	47%	47%	52%	39%	49%	45%
		bcdeghi	eghi	egi	eghi		eghi		e				b			
		18%	16%	9%	8%	6%	11%	7%	4%	8%	87%	13%	69%	31%	51%	49%

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

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QE24 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3280	233	219	234	221	226	209	230	209	221	2394	886	1922	1351	1628	1652
Effective Weighted Sample	2275	216	209	225	205	216	203	218	198	208	1902	399	1334	956	1079	1197
Total	2401	317	336	212	173	199	218	196	105	264	2082	319	1507	889	1166	1235
		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	63%	37%	49%	51%
To find information on health related issues	1097	192	174	106	62	70	104	91	53	101	946	151	753	342	523	574
	46%	60%	52%	50%	36%	35%	48%	46%	51%	38%	45%	47%	50%	38%	45%	46%
		cdefghi	dei	dei	de	de	dei	de	dei	de	45%	47%	b	38%	45%	46%
		18%	16%	10%	6%	6%	9%	8%	5%	9%	86%	14%	69%	31%	48%	52%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	1046	152	179	101	63	61	99	84	54	109	918	128	724	319	520	526
	44%	48%	53%	48%	36%	31%	46%	43%	52%	41%	44%	40%	48%	36%	45%	43%
		de	degi	de	e	e	dei	e	dei	e	44%	40%	b	36%	45%	43%
		15%	17%	10%	6%	6%	10%	8%	5%	10%	88%	12%	69%	31%	50%	50%
Making video calls e.g. via FaceTime, Skype	1032	204	165	73	52	77	98	86	44	96	904	128	739	290	461	571
	43%	64%	49%	34%	30%	39%	45%	44%	42%	37%	43%	40%	49%	33%	39%	46%
		bcdefghi	cdei				cd	cd	d		43%	40%	b	33%	39%	46%
		20%	16%	7%	5%	7%	10%	8%	4%	9%	88%	12%	72%	28%	45%	55%
Trading/ auctions e.g. eBay	978	139	145	96	59	68	117	83	47	94	833	145	704	270	488	490
	41%	44%	43%	45%	34%	34%	54%	42%	44%	36%	40%	45%	47%	30%	42%	40%
		de	e	dei			abdegi		de		40%	45%	b	30%	42%	40%
		14%	15%	10%	6%	7%	12%	9%	5%	10%	85%	15%	72%	28%	50%	50%

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

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	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3280	233	219	234	221	226	209	230	209	221	2394	886	1922	1351	1628	1652
Effective Weighted Sample	2275	216	209	225	205	216	203	218	198	208	1902	399	1334	956	1079	1197
Total	2401	317 13%	336 14%	212 9%	173 7%	199 8%	218 9%	196 8%	105 4%	264 11%	2082 87%	319 13%	1507 63%	889 37%	1166 49%	1235 51%
Watching TV programmes/ films content online	919 38%	157 49% cdeghi 17%	160 48% deghi 17%	82 39% i 9%	54 31% 31% 6%	61 31% 7%	106 49% cdeghi 12%	74 38% i 8%	33 32% 4%	70 26% 8%	801 38% 87%	118 37% 13%	656 44% 71%	260 29% 28%	427 37% 46%	492 40% 54%
Making voice calls using a VoIP service e.g. Skype	737 31%	180 57% bcdefghi 24%	120 36% cdegi 16%	56 26% de 8%	32 18% 4%	34 17% 5%	82 38% cdeghi 11%	52 26% de 7%	29 27% de 4%	52 20% 7%	650 31% 88%	87 27% 12%	543 36% 74%	191 21% 26%	296 25% 40%	441 36% 60%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	697 29%	113 35% degi 16%	118 35% degi 17%	64 30% dei 9%	35 20% 5%	42 21% 6%	80 37% degi 12%	50 25% 7%	36 34% degi 5%	51 19% 7%	612 29% 88%	86 27% 12%	505 33% 72%	192 22% 28%	318 27% 46%	379 31% 54%
Playing games online/ interactively	654 27%	108 34% cegi 17%	106 32% ei 16%	54 25% e 8%	54 31% ei 8%	31 16% 5%	78 36% cegi 12%	48 25% e 7%	31 30% ei 5%	50 19% 8%	580 28% 89%	75 23% 11%	454 30% 69%	201 23% 31%	283 24% 43%	371 30% 57%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 76

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

QE24 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3280	233	219	234	221	226	209	230	209	221	2394	886	1922	1351	1628	1652
Effective Weighted Sample	2275	216	209	225	205	216	203	218	198	208	1902	399	1334	956	1079	1197
Total	2401	317	336	212	173	199	218	196	105	264	2082	319	1507	889	1166	1235
		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	63%	37%	49%	51%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	639	115	102	63	38	30	74	41	37	47	554	85	462	177	311	328
	27%	36%	30%	30%	22%	15%	34%	21%	36%	18%	27%	27%	31%	20%	27%	27%
		degi	egi	egi			degi		degi				b			
		18%	16%	10%	6%	5%	12%	6%	6%	7%	87%	13%	72%	28%	49%	51%
Listening to radio	596	127	110	58	31	30	71	35	30	51	522	74	444	149	293	303
	25%	40%	33%	27%	18%	15%	33%	18%	28%	19%	25%	23%	29%	17%	25%	25%
		cdeghi	degi	degi			degi		degi				b			
		21%	19%	10%	5%	5%	12%	6%	5%	9%	88%	12%	75%	25%	49%	51%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	562	138	75	45	33	32	56	51	27	36	501	61	422	139	230	332
	23%	43%	22%	21%	19%	16%	26%	26%	26%	14%	24%	19%	28%	16%	20%	27%
		bcdefghi	i	i			ei	ei	ei		b		b		a	
		25%	13%	8%	6%	6%	10%	9%	5%	6%	89%	11%	75%	25%	41%	59%
Using Twitter (browsing/ reading/ posting on site)	549	110	89	42	32	41	51	46	30	38	498	51	411	138	223	326
	23%	35%	27%	20%	19%	21%	23%	23%	29%	15%	24%	16%	27%	15%	19%	26%
		cdefgi	i				i	i	cdi		b		b		a	
		20%	16%	8%	6%	7%	9%	8%	5%	7%	91%	9%	75%	25%	41%	59%

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

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QE24 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3280	233	219	234	221	226	209	230	209	221	2394	886	1922	1351	1628	1652
Effective Weighted Sample	2275	216	209	225	205	216	203	218	198	208	1902	399	1334	956	1079	1197
Total	2401	317	336	212	173	199	218	196	105	264	2082	319	1507	889	1166	1235
		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	63%	37%	49%	51%
Streamed audio services (subscription) e.g. Spotify Premium, Apple Music or Deezer Premium	461 19%	119 37%	56 17%	38 18%	20 11%	14 7%	52 24%	51 26%	20 19%	38 14%	409 20%	52 16%	362 24%	97 11%	192 17%	269 22%
		bcdefghi	e	e			dei	bdei	de	e			b		a	
		26%	12%	8%	4%	3%	11%	11%	4%	8%	89%	11%	79%	21%	42%	58%
Remotely control TV services at home such as Sky+, Sky Q or Tivo using an online device	335 14%	59 19%	49 15%	34 16%	19 11%	14 7%	43 20%	26 13%	15 15%	23 9%	286 14%	48 15%	247 16%	88 10%	163 14%	172 14%
		dei	e	ei			dei	e	e				b			
		18%	15%	10%	6%	4%	13%	8%	5%	7%	86%	14%	74%	26%	49%	51%
Remotely control or monitor household appliances e.g. fridge, cooker, washing machine, tumble dryer and/ or home heating, lighting or security system or home energy contion	131 5%	38 12%	19 6%	12 6%	3 2%	5 3%	21 10%	6 3%	7 6%	6 2%	118 6%	13 4%	103 7%	27 3%	55 5%	75 6%
		bcdegi	d				degi		di				b			
		29%	15%	9%	3%	4%	16%	5%	5%	4%	90%	10%	79%	21%	42%	58%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QE24 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3280	233	219	234	221	226	209	230	209	221	2394	886	1922	1351	1628	1652
Effective Weighted Sample	2275	216	209	225	205	216	203	218	198	208	1902	399	1334	956	1079	1197
Total	2401	317	336	212	173	199	218	196	105	264	2082	319	1507	889	1166	1235
		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	63%	37%	49%	51%
Other	19	-	6	1	1	3	-	1	1	1	16	2	10	9	8	11
	1%	-%	2%	*%	*%	2%	-%	1%	1%	*%	1%	1%	1%	1%	1%	1%
		-%	29%	5%	4%	17%	-%	6%	5%	7%	87%	13%	51%	49%	44%	56%
USE SOCIAL NETWORKING SITES	1493	214	210	126	103	110	140	127	74	149	1300	193	1034	457	718	775
	62%	67%	62%	59%	60%	55%	64%	65%	70%	56%	62%	61%	69%	51%	62%	63%
		ei							cdei				b			
		14%	14%	8%	7%	7%	9%	8%	5%	10%	87%	13%	69%	31%	48%	52%
TV/ VIDEO VIEWING	1318	208	209	119	83	91	131	109	61	120	1147	171	912	403	637	681
	55%	66%	62%	56%	48%	45%	60%	56%	58%	46%	55%	54%	61%	45%	55%	55%
		cdegi	dei	ei			dei	ei	dei				b			
		16%	16%	9%	6%	7%	10%	8%	5%	9%	87%	13%	69%	31%	48%	52%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	1150	232	177	84	60	83	111	96	48	104	1007	143	826	321	512	638
	48%	73%	53%	40%	35%	41%	51%	49%	45%	40%	48%	45%	55%	36%	44%	52%
		bcdefghi	cdei				cdi	di	d				b		a	
		20%	15%	7%	5%	7%	10%	8%	4%	9%	88%	12%	72%	28%	45%	55%
STREAMED AUDIO SERVICES	701	163	92	57	39	35	70	69	33	58	620	81	533	166	302	399
	29%	51%	27%	27%	23%	17%	32%	35%	31%	22%	30%	25%	35%	19%	26%	32%
		bcdefghi	e	e			dei	dei	ei				b		a	
		23%	13%	8%	6%	5%	10%	10%	5%	8%	88%	12%	76%	24%	43%	57%
None of these	41	2	7	1	1	5	5	3	1	5	38	4	12	29	20	22
	2%	1%	2%	1%	1%	2%	2%	2%	1%	2%	2%	1%	1%	3%	2%	2%
			a										a			
		4%	16%	3%	3%	12%	12%	8%	3%	11%	91%	9%	30%	70%	48%	52%

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

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QE24 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3280	233	219	234	221	226	209	230	209	221	2394	886	1922	1351	1628	1652
Effective Weighted Sample	2275	216	209	225	205	216	203	218	198	208	1902	399	1334	956	1079	1197
Total	2401	317	336	212	173	199	218	196	105	264	2082	319	1507	889	1166	1235
		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	63%	37%	49%	51%
Don't know	1	-	-	-	-	-	-	1	-	-	1	-	-	1	1	*
	*%	-%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%	-%	*%	*%	*%
		-%	-%	-%	-%	-%	-%	79%	-%	-%	100%	-%	-%	100%	79%	21%
INFORMATION	2228	312	311	205	161	180	199	184	97	240	1928	300	1431	793	1089	1139
	93%	98%	92%	97%	93%	90%	91%	94%	93%	91%	93%	94%	95%	89%	93%	92%
		bdefghi		befi									b			
		14%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	64%	36%	49%	51%
COMMUNICATION	2170	302	305	199	159	173	204	174	94	230	1878	292	1421	744	1067	1103
	90%	95%	91%	94%	92%	87%	93%	88%	90%	87%	90%	92%	94%	84%	92%	89%
		eghi		egi			ei						b			
		14%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	65%	34%	49%	51%
PURCHASING/ FINANCES	1988	263	283	179	149	157	191	152	90	214	1717	271	1344	639	991	997
	83%	83%	84%	84%	86%	79%	88%	78%	86%	81%	82%	85%	89%	72%	85%	81%
					g		eg		g				b		b	
					7%	8%	10%	8%	5%	11%	86%	14%	68%	32%	50%	50%
ENTERTAINMENT	1503	229	238	138	105	101	146	121	72	137	1308	195	1032	468	731	772
	63%	72%	71%	65%	61%	51%	67%	62%	68%	52%	63%	61%	68%	53%	63%	62%
		degi	degi	ei	e		ei	ei	ei				b			
		15%	16%	9%	7%	7%	10%	8%	5%	9%	87%	13%	69%	31%	49%	51%
SOCIAL	1493	214	210	126	103	110	140	127	74	149	1300	193	1034	457	718	775
	62%	67%	62%	59%	60%	55%	64%	65%	70%	56%	62%	61%	69%	51%	62%	63%
		ei							cdei				b			
		14%	14%	8%	7%	7%	9%	8%	5%	10%	87%	13%	69%	31%	48%	52%
REMOTE ACCESS	754	134	112	76	44	39	84	51	43	58	649	105	535	218	371	383
	31%	42%	33%	36%	26%	19%	39%	26%	40%	22%	31%	33%	35%	25%	32%	31%
		degi	ei	degi			degi		degi				b			
		18%	15%	10%	6%	5%	11%	7%	6%	8%	86%	14%	71%	29%	49%	51%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QE24 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
General surfing/ browsing the internet	2080	1025	1055	317	401	776	586	101	129	203	665	608	595	445	426	1762	166	95	56
	78%	79%	77%	88%	85%	85%	63%	52%	65%	82%	89%	85%	83%	77%	64%	79%	71%	72%	76%
				d	d	d			a	ab	abc	cd	cd	d		bc			
		49%	51%	15%	19%	37%	28%	5%	6%	10%	32%	29%	29%	21%	20%	85%	8%	5%	3%
Send/ receive e-mails	2039	1012	1027	304	414	764	556	84	128	189	675	644	598	424	366	1729	168	96	46
	76%	78%	75%	85%	87%	84%	60%	44%	65%	77%	91%	90%	84%	73%	55%	77%	72%	72%	62%
				d	d	d			a	ab	abc	bcd	cd	d		bcd	d	d	
		50%	50%	15%	20%	37%	27%	4%	6%	9%	33%	32%	29%	21%	18%	85%	8%	5%	2%
Online shopping (purchasing goods/ services/ tickets etc.)	1738	850	888	265	371	651	451	57	110	169	619	557	518	366	291	1470	134	87	48
	65%	65%	65%	74%	78%	71%	49%	30%	56%	69%	83%	78%	73%	63%	44%	66%	58%	66%	65%
				d	cd	d			a	ab	abc	bcd	cd	d		b		b	b
		49%	51%	15%	21%	37%	26%	3%	6%	10%	36%	32%	30%	21%	17%	85%	8%	5%	3%
Banking	1614	817	796	236	359	636	383	46	95	146	595	527	490	337	253	1373	121	76	44
	60%	63%	58%	66%	76%	69%	41%	24%	48%	59%	80%	74%	69%	58%	38%	61%	52%	57%	60%
		b		d	acd	d			a	ab	abc	bcd	cd	d		b		b	b
		51%	49%	15%	22%	39%	24%	3%	6%	9%	37%	33%	30%	21%	16%	85%	8%	5%	3%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat	1415	664	751	274	339	554	248	55	90	122	520	421	409	312	269	1202	120	61	33
	53%	51%	55%	76%	72%	61%	27%	29%	46%	50%	70%	59%	57%	54%	41%	54%	51%	46%	44%
				cd	cd	d			a	a	abc	d	d	d		cd	d		
		47%	53%	19%	24%	39%	18%	4%	6%	9%	37%	30%	29%	22%	19%	85%	8%	4%	2%

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

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QE24 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Using social networking (such as Facebook, LinkedIn, Bebo or Snapchat)	1400	638	761	267	326	551	255	66	95	131	494	398	414	299	288	1169	123	71	38
	52%	49%	55%	74%	69%	60%	28%	34%	48%	53%	66%	56%	58%	51%	44%	52%	53%	54%	51%
		a	cd	cd	d	d		a	a	abc	abc	d	cd	d		a	b	c	d
		46%	54%	19%	23%	39%	18%	5%	7%	9%	35%	28%	30%	21%	21%	83%	9%	5%	3%
Accessing news	1311	681	630	179	280	501	351	36	78	117	484	446	407	261	195	1114	106	58	33
	49%	52%	46%	50%	59%	55%	38%	19%	40%	47%	65%	63%	57%	45%	29%	50%	46%	44%	45%
		b	d	d	ad	d		a	a	abc	abc	bcd	cd	d		c			
		52%	48%	14%	21%	38%	27%	3%	6%	9%	37%	34%	31%	20%	15%	85%	8%	4%	3%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	1286	667	619	227	276	523	260	47	61	104	509	449	393	258	183	1122	84	57	23
	48%	51%	45%	63%	58%	57%	28%	24%	31%	42%	68%	63%	55%	44%	28%	50%	36%	43%	31%
		b	d	d	d	d				ab	abc	bcd	cd	d		bcd		d	
		52%	48%	18%	21%	41%	20%	4%	5%	8%	40%	35%	31%	20%	14%	87%	7%	4%	2%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	1127	568	559	117	211	492	307	42	74	103	435	387	344	214	176	992	70	47	19
	42%	44%	41%	33%	45%	54%	33%	22%	37%	42%	58%	54%	48%	37%	27%	44%	30%	35%	25%
		50%	50%	10%	19%	44%	27%	4%	7%	9%	39%	34%	31%	19%	16%	88%	6%	4%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 77

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

QE24 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
To find information on health related issues	1097	487	610	121	230	460	286	37	67	104	411	374	333	209	176	953	68	50	26
	41%	37%	44%	34%	48%	50%	31%	19%	34%	42%	55%	53%	47%	36%	27%	43%	29%	38%	36%
		a	a	ad	ad	ad	abc	a	a	abc	bcd	cd	cd	d	a	bd	b	b	
		44%	56%	11%	21%	42%	26%	3%	6%	10%	37%	34%	30%	19%	16%	87%	6%	5%	2%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	1046	535	511	202	238	393	214	44	64	87	414	343	325	205	170	902	68	54	22
	39%	41%	37%	56%	50%	43%	23%	23%	32%	35%	56%	48%	46%	35%	26%	40%	29%	41%	29%
		b	b	cd	cd	d	abc	a	a	abc	cd	cd	cd	d	a	bd	bd	bd	
		51%	49%	19%	23%	38%	20%	4%	6%	8%	40%	33%	31%	20%	16%	86%	7%	5%	2%
Making video calls e.g. via FaceTime, Skype	1032	485	547	203	270	389	169	39	48	86	380	331	308	220	172	894	74	44	20
	39%	37%	40%	57%	57%	43%	18%	20%	24%	35%	51%	46%	43%	38%	26%	40%	32%	34%	27%
				cd	cd	d	abc	a	ab	abc	cd	cd	d	d	a	bcd	d	d	
		47%	53%	20%	26%	38%	16%	4%	5%	8%	37%	32%	30%	21%	17%	87%	7%	4%	2%
Trading/ auctions e.g. eBay	978	507	471	142	240	395	201	26	64	83	395	289	310	218	159	848	63	48	19
	37%	39%	34%	40%	51%	43%	22%	14%	32%	34%	53%	41%	43%	38%	24%	38%	27%	36%	25%
		b	b	d	acd	d	abc	a	a	abc	d	d	cd	d	a	bd	bd	bd	
		52%	48%	14%	25%	40%	21%	3%	7%	8%	40%	30%	32%	22%	16%	87%	6%	5%	2%
Watching TV programmes/ films content online	919	492	427	187	228	347	158	26	48	72	374	303	287	177	147	797	66	38	18
	34%	38%	31%	52%	48%	38%	17%	14%	24%	29%	50%	43%	40%	30%	22%	36%	28%	29%	25%
		b	b	cd	cd	d	abc	a	a	abc	cd	cd	cd	d	a	bcd	b	b	
		54%	46%	20%	25%	38%	17%	3%	5%	8%	41%	33%	31%	19%	16%	87%	7%	4%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QE24 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Making voice calls using a VoIP service e.g. Skype	737	374	364	139	177	300	121	21	39	66	287	243	226	153	111	635	54	31	17
	28%	29%	26%	39%	37%	33%	13%	11%	20%	27%	39%	34%	32%	26%	17%	28%	23%	24%	23%
				d	d	d			a	a	abc	cd	cd	d		bd			
		51%	49%	19%	24%	41%	16%	3%	5%	9%	39%	33%	31%	21%	15%	86%	7%	4%	2%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	697	333	365	149	172	264	112	21	40	67	271	234	205	133	124	590	61	33	14
	26%	26%	27%	42%	36%	29%	12%	11%	20%	27%	36%	33%	29%	23%	19%	26%	26%	25%	19%
				cd	cd	d			a	a	abc	cd	cd			d	d		
		48%	52%	21%	25%	38%	16%	3%	6%	10%	39%	34%	29%	19%	18%	85%	9%	5%	2%
Playing games online/ interactively	654	355	299	156	167	245	86	28	40	57	238	188	193	145	127	561	51	29	13
	24%	27%	22%	43%	35%	27%	9%	14%	20%	23%	32%	26%	27%	25%	19%	25%	22%	22%	18%
		b		bcd	cd	d			a	abc		d	d	d		d			
		54%	46%	24%	26%	37%	13%	4%	6%	9%	36%	29%	29%	22%	19%	86%	8%	4%	2%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	639	324	314	114	145	253	127	15	26	58	280	248	202	111	77	548	50	27	13
	24%	25%	23%	32%	31%	28%	14%	8%	13%	24%	38%	35%	28%	19%	12%	25%	22%	20%	18%
				d	d	d				ab	abc	bcd	cd	d		d			
		51%	49%	18%	23%	40%	20%	2%	4%	9%	44%	39%	32%	17%	12%	86%	8%	4%	2%

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

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QE24 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Listening to radio	596	325	270	91	144	235	125	10	25	44	250	225	182	101	85	544	26	19	6
	22%	25%	20%	25%	30%	26%	13%	5%	13%	18%	34%	32%	26%	17%	13%	24%	11%	15%	8%
		b	d	d	d	d			a	a	abc	bcd	cd	d		bcd		d	
		55%	45%	15%	24%	40%	21%	2%	4%	7%	42%	38%	31%	17%	14%	91%	4%	3%	1%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	562	308	253	144	155	200	63	20	30	39	218	175	186	110	89	493	30	29	10
	21%	24%	18%	40%	33%	22%	7%	11%	15%	16%	29%	25%	26%	19%	13%	22%	13%	22%	14%
		b		bcd	cd	d				abc	cd	cd	cd	d		bd		bd	
		55%	45%	26%	28%	36%	11%	4%	5%	7%	39%	31%	33%	20%	16%	88%	5%	5%	2%
Using Twitter (browsing/ reading/ posting on site)	549	287	262	143	137	205	64	14	33	48	212	176	186	105	81	480	35	24	10
	21%	22%	19%	40%	29%	22%	7%	7%	17%	20%	28%	25%	26%	18%	12%	21%	15%	19%	13%
				bcd	cd	d			a	a	abc	cd	cd	d		bd		d	
		52%	48%	26%	25%	37%	12%	3%	6%	9%	39%	32%	34%	19%	15%	87%	6%	4%	2%
Streamed audio services (subscription) e.g. Spotify Premium, Apple Music or Deezer Premium	461	258	203	113	119	177	53	10	23	40	200	156	152	93	58	407	24	21	9
	17%	20%	15%	32%	25%	19%	6%	5%	12%	16%	27%	22%	21%	16%	9%	18%	10%	16%	12%
		b		bcd	cd	d			a	a	abc	cd	cd	d		bd		b	
		56%	44%	25%	26%	38%	11%	2%	5%	9%	43%	34%	33%	20%	13%	88%	5%	5%	2%

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

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QE24 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Remotely control TV services at home such as Sky+, Sky Q or Tivo using an online device	335	167	168	50	82	143	60	4	14	28	146	121	114	59	40	284	20	25	6
	13%	13%	12%	14%	17%	16%	6%	2%	7%	11%	20%	17%	16%	10%	6%	13%	8%	19%	9%
				d	d	d			a	a	abc	cd	cd	d		bd		abd	
		50%	50%	15%	24%	43%	18%	1%	4%	8%	43%	36%	34%	18%	12%	85%	6%	7%	2%
Remotely control or monitor household appliances e.g. fridge, cooker, washing machine, tumble dryer and/ or home heating, lighting or security system or home energy contion	131	72	59	17	36	49	28	3	3	8	64	49	47	17	17	117	5	6	3
	5%	6%	4%	5%	8%	5%	3%	2%	1%	3%	9%	7%	7%	3%	3%	5%	2%	5%	4%
				d	d	d					abc	cd	cd			b			
		55%	45%	13%	28%	37%	21%	3%	2%	6%	49%	37%	36%	13%	13%	90%	4%	5%	2%
Other	19	8	11	1	3	9	6	2	*	2	2	5	4	6	5	14	2	3	1
	1%	1%	1%	*%	1%	1%	1%	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%	2%	1%
																		a	
		41%	59%	8%	14%	46%	32%	12%	1%	10%	8%	27%	19%	29%	25%	73%	8%	14%	5%
USE SOCIAL NETWORKING SITES	1493	692	801	277	344	592	280	68	97	142	528	439	441	315	296	1252	128	74	39
	56%	53%	58%	77%	73%	65%	30%	35%	49%	58%	71%	62%	62%	54%	45%	56%	55%	56%	53%
		a	a	cd	cd	d			a	a	abc	cd	cd	d					
		46%	54%	19%	23%	40%	19%	5%	6%	10%	35%	29%	30%	21%	20%	84%	9%	5%	3%

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

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QE24 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
TV/ VIDEO VIEWING	1318	676	642	247	298	504	270	51	80	109	509	419	406	267	222	1132	94	64	29
	49%	52%	47%	69%	63%	55%	29%	26%	40%	44%	68%	59%	57%	46%	34%	51%	40%	48%	39%
		b	cd	cd	cd	d			a	a	abc	cd	cd	d		bd		bd	
		51%	49%	19%	23%	38%	20%	4%	6%	8%	39%	32%	31%	20%	17%	86%	7%	5%	2%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	1150	546	604	223	287	441	200	42	55	94	421	368	351	241	187	995	84	49	23
	43%	42%	44%	62%	60%	48%	22%	22%	28%	38%	56%	52%	49%	42%	28%	44%	36%	37%	31%
				cd	cd	d				ab	abc	cd	cd	d		bcd			
		47%	53%	19%	25%	38%	17%	4%	5%	8%	37%	32%	31%	21%	16%	86%	7%	4%	2%
STREAMED AUDIO SERVICES	701	385	316	174	186	256	85	24	34	51	280	229	226	140	104	615	40	32	13
	26%	30%	23%	48%	39%	28%	9%	13%	17%	21%	38%	32%	32%	24%	16%	28%	17%	25%	17%
		b	bcd	cd	d					a	abc	cd	cd	d		bd		bd	
		55%	45%	25%	27%	37%	12%	3%	5%	7%	40%	33%	32%	20%	15%	88%	6%	5%	2%
None of these	41	22	20	-	2	8	31	3	5	2	5	7	9	11	14	30	6	4	1
	2%	2%	1%	-%	*%	1%	3%	2%	3%	1%	1%	1%	1%	2%	2%	1%	3%	3%	2%
						abc			d									a	
		53%	47%	-%	5%	20%	74%	8%	12%	5%	12%	17%	22%	26%	35%	74%	14%	9%	3%
Don't know	1	*	1	*	-	-	1	-	-	-	-	-	1	-	*	1	-	-	*
	*%	*%	*%	*%	-%	-%	*%	-%	-%	-%	-%	-%	*%	-%	*%	*%	-%	-%	*%
		21%	79%	21%	-%	-%	79%	-%	-%	-%	-%	-%	79%	-%	21%	79%	-%	-%	21%
INFORMATION	2228	1099	1130	334	438	829	628	109	141	212	709	653	635	478	457	1890	177	101	60
	83%	84%	82%	93%	92%	91%	68%	57%	71%	86%	95%	92%	89%	82%	69%	85%	76%	76%	82%
				d	d	d			a	ab	abc	cd	cd	d		bc			
		49%	51%	15%	20%	37%	28%	5%	6%	9%	32%	29%	28%	21%	20%	85%	8%	5%	3%

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

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QE24 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
COMMUNICATION	2170	1072	1098	336	439	811	584	93	137	200	717	663	637	456	407	1839	179	100	52
	81%	82%	80%	94%	93%	89%	63%	48%	69%	81%	96%	93%	89%	79%	62%	82%	77%	76%	70%
				cd	cd	d			a	ab	abc	bcd	cd	d		bcd	d		
		49%	51%	15%	20%	37%	27%	4%	6%	9%	33%	31%	29%	21%	19%	85%	8%	5%	2%
PURCHASING/ FINANCES	1988	982	1006	299	415	762	512	72	125	191	688	621	584	425	352	1678	161	95	54
	74%	76%	73%	83%	88%	83%	55%	38%	63%	77%	92%	87%	82%	73%	53%	75%	69%	72%	73%
				d	cd	d			a	ab	abc	bcd	cd	d		b			
		49%	51%	15%	21%	38%	26%	4%	6%	10%	35%	31%	29%	21%	18%	84%	8%	5%	3%
ENTERTAINMENT	1503	769	734	269	332	581	321	63	92	129	561	469	452	310	267	1289	108	74	32
	56%	59%	53%	75%	70%	64%	35%	33%	46%	52%	75%	66%	63%	53%	40%	58%	47%	56%	44%
		b		cd	cd	d			a	a	abc	cd	cd	d		bd		bd	
		51%	49%	18%	22%	39%	21%	4%	6%	9%	37%	31%	30%	21%	18%	86%	7%	5%	2%
SOCIAL	1493	692	801	277	344	592	280	68	97	142	528	439	441	315	296	1252	128	74	39
	56%	53%	58%	77%	73%	65%	30%	35%	49%	58%	71%	62%	62%	54%	45%	56%	55%	56%	53%
			a	cd	cd	d			a	a	abc	cd	cd	d					
		46%	54%	19%	23%	40%	19%	5%	6%	10%	35%	29%	30%	21%	20%	84%	9%	5%	3%
REMOTE ACCESS	754	376	377	126	174	299	155	17	33	68	324	281	241	134	96	641	57	40	16
	28%	29%	27%	35%	37%	33%	17%	9%	17%	28%	44%	39%	34%	23%	15%	29%	24%	31%	21%
				d	d	d			a	ab	abc	bcd	cd	d		d		d	
		50%	50%	17%	23%	40%	21%	2%	4%	9%	43%	37%	32%	18%	13%	85%	8%	5%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QE24 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
General surfing/ browsing the internet	2080	268	284	194	156	175	186	171	94	234	1807	273	1334	741	1022	1058
	78%	79%	79%	87%	82%	75%	76%	75%	82%	78%	78%	77%	86%	66%	79%	76%
			abefgi										b	b	b	b
		13%	14%	9%	8%	8%	9%	8%	5%	11%	87%	13%	64%	36%	49%	51%
Send/ receive e-mails	2039	267	301	191	152	162	193	160	91	213	1761	277	1343	691	1025	1014
	76%	79%	83%	85%	79%	69%	78%	70%	79%	71%	76%	78%	87%	62%	80%	73%
		eg	egi	egi	eg	eg	eg	eg	egi	eg			b	b	b	b
		13%	15%	9%	7%	8%	9%	8%	4%	10%	86%	14%	66%	34%	50%	50%
Online shopping (purchasing goods/ services/ tickets etc.)	1738	201	255	162	131	143	164	139	79	194	1487	252	1184	549	884	854
	65%	59%	71%	72%	68%	61%	67%	61%	69%	65%	64%	71%	76%	49%	69%	62%
			aeg	aeg	a				a			a	b	b	b	b
		12%	15%	9%	8%	8%	9%	8%	5%	11%	86%	14%	68%	32%	51%	49%
Banking	1614	220	233	151	119	121	169	119	75	167	1391	223	1148	462	808	805
	60%	65%	65%	67%	62%	51%	69%	52%	65%	56%	60%	63%	74%	41%	63%	58%
		eg	eg	egi	eg	eg	egi	eg	egi	eg			b	b	b	b
		14%	14%	9%	7%	7%	10%	7%	5%	10%	86%	14%	71%	29%	50%	50%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat	1415	214	209	114	103	96	143	116	61	146	1236	179	996	417	661	755
	53%	63%	58%	51%	54%	41%	58%	51%	54%	49%	53%	50%	64%	37%	51%	54%
		ceghi	ei	e	e		ei	e	e				b	b	b	b
		15%	15%	8%	7%	7%	10%	8%	4%	10%	87%	13%	70%	29%	47%	53%

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

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Base : All respondents

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		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
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Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Using social networking (such as Facebook, LinkedIn, Bebo or Snapchat)	1400	196	197	118	95	101	133	123	70	136	1214	186	964	433	677	723
	52%	58%	55%	53%	49%	43%	54%	54%	61%	46%	52%	52%	62%	39%	53%	52%
		ei	e	e	e	e	e	e	dei	e			b			
		14%	14%	8%	7%	7%	10%	9%	5%	10%	87%	13%	69%	31%	48%	52%
Accessing news	1311	194	212	117	74	88	128	99	61	142	1138	173	913	396	657	654
	49%	57%	59%	52%	39%	38%	52%	44%	53%	48%	49%	49%	59%	35%	51%	47%
		degi	degi	de	de	de	de	de	deg	e			b		b	
		15%	16%	9%	6%	7%	10%	8%	5%	11%	87%	13%	70%	30%	50%	50%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	1286	220	185	123	80	92	130	104	58	130	1102	184	935	348	626	660
	48%	65%	51%	55%	42%	39%	53%	46%	50%	44%	48%	52%	60%	31%	49%	48%
		bcdefghi	de	degi	de	de	dei	e					b			
		17%	14%	10%	6%	7%	10%	8%	4%	10%	86%	14%	73%	27%	49%	51%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	1127	207	182	106	93	66	122	77	45	94	977	150	780	344	570	557
	42%	61%	50%	47%	48%	28%	50%	34%	39%	32%	42%	42%	50%	31%	44%	40%
		bcdefghi	eghi	egi	egi	eghi	eghi	e					b		b	
		18%	16%	9%	8%	6%	11%	7%	4%	8%	87%	13%	69%	31%	51%	49%

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

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		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
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Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
To find information on health related issues	1097	192	174	106	62	70	104	91	53	101	946	151	753	342	523	574
	41%	56%	48%	47%	32%	30%	42%	40%	47%	34%	41%	43%	49%	31%	41%	41%
		cdefghi	dei	dei	e	de	e	dei	e	dei			b			
		18%	16%	10%	6%	6%	9%	8%	5%	9%	86%	14%	69%	31%	48%	52%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	1046	152	179	101	63	61	99	84	54	109	918	128	724	319	520	526
	39%	45%	50%	45%	33%	26%	40%	37%	48%	37%	40%	36%	47%	29%	40%	38%
		de	defgi	de	e	e	degi	e	e	e			b			
		15%	17%	10%	6%	6%	10%	8%	5%	10%	88%	12%	69%	31%	50%	50%
Making video calls e.g. via FaceTime, Skype	1032	204	165	73	52	77	98	86	44	96	904	128	739	290	461	571
	39%	60%	46%	33%	27%	33%	40%	38%	38%	32%	39%	36%	48%	26%	36%	41%
		bcdefghi	cdei				d	d	d				b		a	
		20%	16%	7%	5%	7%	10%	8%	4%	9%	88%	12%	72%	28%	45%	55%
Trading/ auctions e.g. eBay	978	139	145	96	59	68	117	83	47	94	833	145	704	270	488	490
	37%	41%	40%	43%	31%	29%	48%	37%	41%	32%	36%	41%	45%	24%	38%	35%
		dei	de	dei			degi		dei				b			
		14%	15%	10%	6%	7%	12%	9%	5%	10%	85%	15%	72%	28%	50%	50%

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

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QE24 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
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Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Watching TV programmes/ films content online	919	157	160	82	54	61	106	74	33	70	801	118	656	260	427	492
	34%	46%	44%	37%	28%	26%	43%	33%	29%	23%	35%	33%	42%	23%	33%	35%
		cdeghi	deghi	dei			deghi	i					b			
		17%	17%	9%	6%	7%	12%	8%	4%	8%	87%	13%	71%	28%	46%	54%
Making voice calls using a VoIP service e.g. Skype	737	180	120	56	32	34	82	52	29	52	650	87	543	191	296	441
	28%	53%	33%	25%	17%	14%	33%	23%	25%	17%	28%	24%	35%	17%	23%	32%
		bcdefghi	cdegi	dei			cdeghi	e	dei				b		a	
		24%	16%	8%	4%	5%	11%	7%	4%	7%	88%	12%	74%	26%	40%	60%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	697	113	118	64	35	42	80	50	36	51	612	86	505	192	318	379
	26%	33%	33%	29%	18%	18%	33%	22%	32%	17%	26%	24%	33%	17%	25%	27%
		degi	degi	dei			degi		degi				b			
		16%	17%	9%	5%	6%	12%	7%	5%	7%	88%	12%	72%	28%	46%	54%
Playing games online/ interactively	654	108	106	54	54	31	78	48	31	50	580	75	454	201	283	371
	24%	32%	29%	24%	28%	13%	32%	21%	27%	17%	25%	21%	29%	18%	22%	27%
		egi	egi	e	ei		egi	e	ei				b		a	
		17%	16%	8%	8%	5%	12%	7%	5%	8%	89%	11%	69%	31%	43%	57%

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		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
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		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	639	115	102	63	38	30	74	41	37	47	554	85	462	177	311	328
	24%	34%	28%	28%	20%	13%	30%	18%	33%	16%	24%	24%	30%	16%	24%	24%
		degi	degi	degi	e	degi	degi	degi	degi	degi			b	b		
		18%	16%	10%	6%	5%	12%	6%	6%	7%	87%	13%	72%	28%	49%	51%
Listening to radio	596	127	110	58	31	30	71	35	30	51	522	74	444	149	293	303
	22%	37%	31%	26%	16%	13%	29%	15%	26%	17%	22%	21%	29%	13%	23%	22%
		cdeghi	degi	degi			degi		degi				b	b		
		21%	19%	10%	5%	5%	12%	6%	5%	9%	88%	12%	75%	25%	49%	51%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	562	138	75	45	33	32	56	51	27	36	501	61	422	139	230	332
	21%	41%	21%	20%	17%	14%	23%	22%	24%	12%	22%	17%	27%	12%	18%	24%
		bcdefghi	ei	i			ei	ei	ei		b		b		a	
		25%	13%	8%	6%	6%	10%	9%	5%	6%	89%	11%	75%	25%	41%	59%
Using Twitter (browsing/ reading/ posting on site)	549	110	89	42	32	41	51	46	30	38	498	51	411	138	223	326
	21%	32%	25%	19%	17%	17%	21%	20%	26%	13%	21%	14%	26%	12%	17%	23%
		cdefgi	dei				i	i	cdei		b		b		a	
		20%	16%	8%	6%	7%	9%	8%	5%	7%	91%	9%	75%	25%	41%	59%

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

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Base : All respondents

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		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
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Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Streamed audio services (subscription) e.g. Spotify Premium, Apple Music or Deezer Premium	461 17%	119 35%	56 16%	38 17%	20 10%	14 6%	52 21%	51 22%	20 17%	38 13%	409 18%	52 15%	362 23%	97 9%	192 15%	269 19%
		bcdefghi	e	de			dei	dei	de	e			b		a	
		26%	12%	8%	4%	3%	11%	11%	4%	8%	89%	11%	79%	21%	42%	58%
Remotely control TV services at home such as Sky+, Sky Q or Tivo using an online device	335 13%	59 17%	49 14%	34 15%	19 10%	14 6%	43 18%	26 11%	15 13%	23 8%	286 12%	48 14%	247 16%	88 8%	163 13%	172 12%
		dei	ei	ei			degi	e	e				b			
		18%	15%	10%	6%	4%	13%	8%	5%	7%	86%	14%	74%	26%	49%	51%
Remotely control or monitor household appliances e.g. fridge, cooker, washing machine, tumble dryer and/ or home heating, lighting or security system or home energy contion	131 5%	38 11%	19 5%	12 5%	3 2%	5 2%	21 9%	6 3%	7 6%	6 2%	118 5%	13 4%	103 7%	27 2%	55 4%	75 5%
		bcdegghi	di	di			degi		dei				b			
		29%	15%	9%	3%	4%	16%	5%	5%	4%	90%	10%	79%	21%	42%	58%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 77

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QE24 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Other	19	-	6	1	1	3	-	1	1	1	16	2	10	9	8	11
	1%	-%	2%	*%	*%	1%	-%	*%	1%	*%	1%	1%	1%	1%	1%	1%
		-%	29%	5%	4%	17%	-%	6%	5%	7%	87%	13%	51%	49%	44%	56%
USE SOCIAL NETWORKING SITES	1493	214	210	126	103	110	140	127	74	149	1300	193	1034	457	718	775
	56%	63%	58%	56%	54%	47%	57%	56%	64%	50%	56%	54%	67%	41%	56%	56%
		dei	e	e	e	e	e	e	dei	dei			b	b		
		14%	14%	8%	7%	7%	9%	8%	5%	10%	87%	13%	69%	31%	48%	52%
TV/ VIDEO VIEWING	1318	208	209	119	83	91	131	109	61	120	1147	171	912	403	637	681
	49%	61%	58%	53%	44%	39%	53%	48%	54%	40%	49%	48%	59%	36%	50%	49%
		degi	degi	dei			dei	e	dei				b			
		16%	16%	9%	6%	7%	10%	8%	5%	9%	87%	13%	69%	31%	48%	52%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	1150	232	177	84	60	83	111	96	48	104	1007	143	826	321	512	638
	43%	68%	49%	38%	31%	35%	45%	42%	42%	35%	43%	40%	53%	29%	40%	46%
		bcd efghi	cdei				dei	d	d				b		a	
		20%	15%	7%	5%	7%	10%	8%	4%	9%	88%	12%	72%	28%	45%	55%
STREAMED AUDIO SERVICES	701	163	92	57	39	35	70	69	33	58	620	81	533	166	302	399
	26%	48%	25%	26%	21%	15%	28%	30%	28%	19%	27%	23%	34%	15%	23%	29%
		bcd efghi	e	e			ei	dei	ei				b		a	
		23%	13%	8%	6%	5%	10%	10%	5%	8%	88%	12%	76%	24%	43%	57%
None of these	41	2	7	1	1	5	5	3	1	5	38	4	12	29	20	22
	2%	*%	2%	1%	1%	2%	2%	1%	1%	2%	2%	1%	1%	3%	2%	2%
													a			
		4%	16%	3%	3%	12%	12%	8%	3%	11%	91%	9%	30%	70%	48%	52%

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

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QE24 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Don't know	1	-	-	-	-	-	-	1	-	-	1	-	-	1	1	*
	*%	-%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%	-%	*%	*%	*%
		-%	-%	-%	-%	-%	-%	79%	-%	-%	100%	-%	-%	100%	79%	21%
INFORMATION	2228	312	311	205	161	180	199	184	97	240	1928	300	1431	793	1089	1139
	83%	92%	86%	91%	84%	77%	81%	81%	85%	81%	83%	84%	92%	71%	85%	82%
		defghi	e	defghi	e		e		e				b			
		14%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	64%	36%	49%	51%
COMMUNICATION	2170	302	305	199	159	173	204	174	94	230	1878	292	1421	744	1067	1103
	81%	89%	85%	89%	83%	74%	83%	76%	82%	77%	81%	82%	92%	67%	83%	79%
		egi	egi	egi	e		e		e				b		b	
		14%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	65%	34%	49%	51%
PURCHASING/ FINANCES	1988	263	283	179	149	157	191	152	90	214	1717	271	1344	639	991	997
	74%	77%	78%	80%	78%	67%	78%	67%	79%	72%	74%	76%	87%	57%	77%	72%
		eg	eg	egi	eg		eg		eg				b		b	
		13%	14%	9%	7%	8%	10%	8%	5%	11%	86%	14%	68%	32%	50%	50%
ENTERTAINMENT	1503	229	238	138	105	101	146	121	72	137	1308	195	1032	468	731	772
	56%	67%	66%	61%	55%	43%	60%	53%	63%	46%	56%	55%	66%	42%	57%	56%
		degi	degi	ei	e		ei	e	egi				b			
		15%	16%	9%	7%	7%	10%	8%	5%	9%	87%	13%	69%	31%	49%	51%
SOCIAL	1493	214	210	126	103	110	140	127	74	149	1300	193	1034	457	718	775
	56%	63%	58%	56%	54%	47%	57%	56%	64%	50%	56%	54%	67%	41%	56%	56%
		dei	e	e			e		dei				b			
		14%	14%	8%	7%	7%	9%	8%	5%	10%	87%	13%	69%	31%	48%	52%
REMOTE ACCESS	754	134	112	76	44	39	84	51	43	58	649	105	535	218	371	383
	28%	39%	31%	34%	23%	17%	34%	23%	37%	19%	28%	29%	34%	20%	29%	28%
		degi	egi	degi			degi		degi				b			
		18%	15%	10%	6%	5%	11%	7%	6%	8%	86%	14%	71%	29%	49%	51%

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

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QE25 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3280	1619	1661	509	570	1124	1076	182	218	338	871	816	1042	664	750	2002	425	415	438
Effective Weighted Sample	2275	1122	1153	345	412	767	772	134	156	220	646	571	735	459	533	1746	289	288	389
Total	2401	1185	1217	353	461	880	707	127	154	227	738	691	677	516	511	2021	200	114	66
		49%	51%	15%	19%	37%	29%	5%	6%	9%	31%	29%	28%	21%	21%	84%	8%	5%	3%
General surfing/ browsing the internet	1851	917	934	288	364	690	509	87	115	176	598	555	529	389	375	1567	149	89	45
	77%	77%	77%	82%	79%	78%	72%	68%	75%	77%	81%	80%	78%	75%	73%	78%	75%	79%	69%
				d	d	d	a	d	a	a	abc	bcd	cd	d	d	d	d	d	d
		50%	50%	16%	20%	37%	28%	5%	6%	9%	32%	30%	29%	21%	20%	85%	8%	5%	2%
Send/ receive e-mails	1771	889	883	264	364	670	473	66	112	157	613	589	530	358	290	1500	146	88	38
	74%	75%	73%	75%	79%	76%	67%	52%	73%	69%	83%	85%	78%	69%	57%	74%	73%	77%	57%
				d	d	d	a	a	a	abc	bcd	cd	cd	d	d	d	d	d	d
		50%	50%	15%	21%	38%	27%	4%	6%	9%	35%	33%	30%	20%	16%	85%	8%	5%	2%
Banking	1378	706	672	199	313	538	328	37	81	128	531	454	425	289	207	1184	102	59	32
	57%	60%	55%	56%	68%	61%	46%	29%	53%	56%	72%	66%	63%	56%	41%	59%	51%	52%	49%
		b	d	d	acd	d	a	a	a	abc	cd	cd	cd	d	bcd	bcd			
		51%	49%	14%	23%	39%	24%	3%	6%	9%	39%	33%	31%	21%	15%	86%	7%	4%	2%
Online shopping (purchasing goods/ services/ tickets etc.)	1189	567	621	181	267	445	296	27	72	112	447	396	362	240	186	1022	84	50	32
	49%	48%	51%	51%	58%	51%	42%	22%	47%	49%	61%	57%	53%	46%	36%	51%	42%	44%	48%
				d	cd	d	a	a	a	abc	cd	cd	cd	d	b	b			
		48%	52%	15%	22%	37%	25%	2%	6%	9%	38%	33%	30%	20%	16%	86%	7%	4%	3%
Using social networking (such as Facebook, LinkedIn, Bebo or Snapchat)	1142	522	620	219	286	439	199	56	74	100	411	313	343	247	238	957	94	61	30
	48%	44%	51%	62%	62%	50%	28%	44%	48%	44%	56%	45%	51%	48%	47%	47%	47%	54%	45%
			a	cd	cd	d	ac				ac							ad	
		46%	54%	19%	25%	38%	17%	5%	6%	9%	36%	27%	30%	22%	21%	84%	8%	5%	3%

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

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QE25 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3280	1619	1661	509	570	1124	1076	182	218	338	871	816	1042	664	750	2002	425	415	438
Effective Weighted Sample	2275	1122	1153	345	412	767	772	134	156	220	646	571	735	459	533	1746	289	288	389
Total	2401	1185	1217	353	461	880	707	127	154	227	738	691	677	516	511	2021	200	114	66
		49%	51%	15%	19%	37%	29%	5%	6%	9%	31%	29%	28%	21%	21%	84%	8%	5%	3%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat	1091	488	603	224	279	415	173	46	71	92	402	322	312	242	213	930	92	48	21
	45%	41%	50%	64%	61%	47%	24%	36%	46%	41%	54%	47%	46%	47%	42%	46%	46%	42%	32%
		a	a	cd	cd	d					ac					d	d	d	
		45%	55%	21%	26%	38%	16%	4%	6%	8%	37%	30%	29%	22%	19%	85%	8%	4%	2%
Accessing news	973	524	449	138	206	364	265	25	58	89	372	332	301	199	140	832	73	45	23
	41%	44%	37%	39%	45%	41%	38%	20%	37%	39%	50%	48%	44%	39%	27%	41%	37%	39%	35%
		b	b	d	d	abc			a	a	abc	cd	cd	d		d	d	d	
		54%	46%	14%	21%	37%	27%	3%	6%	9%	38%	34%	31%	20%	14%	86%	8%	5%	2%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	894	476	418	174	201	350	169	33	44	70	354	325	263	174	130	791	55	35	12
	37%	40%	34%	49%	44%	40%	24%	26%	28%	31%	48%	47%	39%	34%	25%	39%	28%	31%	18%
		b	b	cd	d	d					abc	bcd	d	d		bcd	d	d	
		53%	47%	19%	23%	39%	19%	4%	5%	8%	40%	36%	29%	19%	15%	89%	6%	4%	1%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	740	389	350	157	169	276	138	32	47	63	308	241	233	141	124	645	46	35	14
	31%	33%	29%	44%	37%	31%	19%	25%	31%	28%	42%	35%	34%	27%	24%	32%	23%	31%	21%
		b	b	bcd	d	d					abc	cd	cd			bd		bd	
		53%	47%	21%	23%	37%	19%	4%	6%	9%	42%	33%	31%	19%	17%	87%	6%	5%	2%

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

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QE25 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3280	1619	1661	509	570	1124	1076	182	218	338	871	816	1042	664	750	2002	425	415	438
Effective Weighted Sample	2275	1122	1153	345	412	767	772	134	156	220	646	571	735	459	533	1746	289	288	389
Total	2401	1185	1217	353	461	880	707	127	154	227	738	691	677	516	511	2021	200	114	66
		49%	51%	15%	19%	37%	29%	5%	6%	9%	31%	29%	28%	21%	21%	84%	8%	5%	3%
Making video calls e.g. via FaceTime, Skype	653	302	351	148	179	234	92	23	34	55	247	206	194	133	120	570	39	33	11
	27%	26%	29%	42%	39%	27%	13%	18%	22%	24%	33%	30%	29%	26%	23%	28%	20%	29%	17%
		46%	54%	23%	27%	36%	14%	4%	5%	8%	38%	32%	30%	20%	18%	87%	6%	5%	2%
Watching TV programmes/ films content online	617	333	285	147	157	210	103	20	36	49	245	204	195	110	105	533	45	29	10
	26%	28%	23%	42%	34%	24%	15%	16%	23%	22%	33%	30%	29%	21%	21%	26%	22%	26%	16%
		b		bcd	cd	d					abc	cd	cd		d	d	d	d	
		54%	46%	24%	25%	34%	17%	3%	6%	8%	40%	33%	32%	18%	17%	86%	7%	5%	2%
To find information on health related issues	609	262	348	71	137	250	151	19	44	52	234	218	178	111	101	536	34	25	13
	25%	22%	29%	20%	30%	28%	21%	15%	28%	23%	32%	32%	26%	21%	20%	27%	17%	22%	20%
			a	ad	ad				a		ac	bcd	d		bd				
		43%	57%	12%	22%	41%	25%	3%	7%	9%	38%	36%	29%	18%	17%	88%	6%	4%	2%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	609	306	303	61	128	262	158	20	51	54	245	224	173	106	105	554	26	21	8
	25%	26%	25%	17%	28%	30%	22%	16%	33%	24%	33%	32%	25%	21%	21%	27%	13%	19%	13%
		50%	50%	10%	21%	43%	26%	3%	8%	9%	40%	37%	28%	17%	17%	91%	4%	3%	1%

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

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QE25 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3280	1619	1661	509	570	1124	1076	182	218	338	871	816	1042	664	750	2002	425	415	438
Effective Weighted Sample	2275	1122	1153	345	412	767	772	134	156	220	646	571	735	459	533	1746	289	288	389
Total	2401	1185	1217	353	461	880	707	127	154	227	738	691	677	516	511	2021	200	114	66
		49%	51%	15%	19%	37%	29%	5%	6%	9%	31%	29%	28%	21%	21%	84%	8%	5%	3%
Trading/ auctions e.g. eBay	573	301	272	72	154	225	122	16	34	48	261	171	174	137	91	515	30	19	9
	24%	25%	22%	21%	33%	26%	17%	13%	22%	21%	35%	25%	26%	26%	18%	25%	15%	17%	14%
					acd	d			a		abc	d	d	d		bcd			
		52%	48%	13%	27%	39%	21%	3%	6%	8%	46%	30%	30%	24%	16%	90%	5%	3%	2%
Playing games online/ interactively	474	257	217	121	132	161	60	22	28	37	177	129	137	106	102	409	40	18	7
	20%	22%	18%	34%	29%	18%	8%	17%	18%	16%	24%	19%	20%	20%	20%	20%	20%	16%	11%
		b		cd	cd	d					c					d	d		
		54%	46%	26%	28%	34%	13%	5%	6%	8%	37%	27%	29%	22%	22%	86%	8%	4%	2%
Making voice calls using a VoIP service e.g. Skype	448	217	231	84	116	181	68	14	24	38	192	149	141	86	71	393	27	20	9
	19%	18%	19%	24%	25%	21%	10%	11%	15%	17%	26%	22%	21%	17%	14%	19%	13%	18%	14%
				d	d	d					abc	cd	d			bd			
		48%	52%	19%	26%	40%	15%	3%	5%	9%	43%	33%	31%	19%	16%	88%	6%	4%	2%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	392	172	220	85	121	127	59	13	24	30	155	130	111	74	78	340	29	15	8
	16%	14%	18%	24%	26%	14%	8%	10%	16%	13%	21%	19%	16%	14%	15%	17%	15%	13%	12%
			a	cd	cd	d					ac					d			
		44%	56%	22%	31%	32%	15%	3%	6%	8%	40%	33%	28%	19%	20%	87%	7%	4%	2%
Listening to radio	391	222	169	56	106	140	90	7	19	25	168	152	118	61	60	358	17	13	3
	16%	19%	14%	16%	23%	16%	13%	6%	12%	11%	23%	22%	17%	12%	12%	18%	9%	11%	5%
		b		acd							abc	bcd	cd			bcd	d	d	
		57%	43%	14%	27%	36%	23%	2%	5%	6%	43%	39%	30%	16%	15%	91%	4%	3%	1%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QE25 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3280	1619	1661	509	570	1124	1076	182	218	338	871	816	1042	664	750	2002	425	415	438
Effective Weighted Sample	2275	1122	1153	345	412	767	772	134	156	220	646	571	735	459	533	1746	289	288	389
Total	2401	1185	1217	353	461	880	707	127	154	227	738	691	677	516	511	2021	200	114	66
		49%	51%	15%	19%	37%	29%	5%	6%	9%	31%	29%	28%	21%	21%	84%	8%	5%	3%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	384	219	165	99	120	126	39	14	22	24	150	125	126	72	60	344	18	15	6
	16%	18%	14%	28%	26%	14%	6%	11%	14%	11%	20%	18%	19%	14%	12%	17%	9%	13%	9%
		b	cd	cd	cd	d					ac	d	cd			bd			
		57%	43%	26%	31%	33%	10%	4%	6%	6%	39%	33%	33%	19%	16%	90%	5%	4%	2%
Using Twitter (browsing/ reading/ posting on site)	367	193	175	95	100	129	44	10	23	25	152	119	125	69	54	323	22	17	6
	15%	16%	14%	27%	22%	15%	6%	8%	15%	11%	21%	17%	18%	13%	11%	16%	11%	15%	8%
				cd	cd	d					ac	d	cd			bd		d	
		52%	48%	26%	27%	35%	12%	3%	6%	7%	41%	32%	34%	19%	15%	88%	6%	5%	2%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	356	177	179	66	99	126	64	8	15	29	169	142	105	61	48	310	27	12	6
	15%	15%	15%	19%	22%	14%	9%	6%	9%	13%	23%	21%	16%	12%	9%	15%	13%	11%	10%
				d	cd	d					abc	bcd	d			cd			
		50%	50%	19%	28%	35%	18%	2%	4%	8%	48%	40%	30%	17%	13%	87%	8%	3%	2%
Streamed audio services (subscription) e.g. Spotify Premium, Apple Music or Deezer Premium	323	183	140	82	86	123	32	7	19	24	145	115	104	65	40	290	17	11	5
	13%	15%	11%	23%	19%	14%	5%	6%	12%	10%	20%	17%	15%	13%	8%	14%	9%	9%	7%
		b	cd	cd	cd	d					abc	d	d	d		bcd			
		57%	43%	25%	27%	38%	10%	2%	6%	7%	45%	35%	32%	20%	12%	90%	5%	3%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QE25 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3280	1619	1661	509	570	1124	1076	182	218	338	871	816	1042	664	750	2002	425	415	438
Effective Weighted Sample	2275	1122	1153	345	412	767	772	134	156	220	646	571	735	459	533	1746	289	288	389
Total	2401	1185	1217	353	461	880	707	127	154	227	738	691	677	516	511	2021	200	114	66
		49%	51%	15%	19%	37%	29%	5%	6%	9%	31%	29%	28%	21%	21%	84%	8%	5%	3%
Remotely control TV services at home such as Sky+, Sky Q or Tivo using an online device	205	108	97	30	55	81	38	2	5	18	92	78	67	39	21	165	14	21	5
	9%	9%	8%	8%	12%	9%	5%	2%	3%	8%	13%	11%	10%	8%	4%	8%	7%	18%	7%
				d	d	d	d			a	ab	d	d	d				abd	
		53%	47%	15%	27%	40%	19%	1%	2%	9%	45%	38%	33%	19%	10%	81%	7%	10%	2%
Remotely control or monitor household appliances e.g. fridge, cooker, washing machine, tumble dryer and/ or home heating, lighting or security system or home energy consumption	81	43	38	10	25	27	19	2	2	4	44	34	28	10	10	72	3	5	1
	3%	4%	3%	3%	6%	3%	3%	2%	2%	2%	6%	5%	4%	2%	2%	4%	1%	5%	2%
		53%	47%	12%	31%	33%	24%	3%	3%	5%	53%	42%	35%	12%	12%	89%	4%	7%	1%
				cd	cd	cd	cd			abc	cd	cd	cd		d			bd	
Other	15	7	8	1	2	8	4	2	*	1	1	4	3	4	4	12	1	2	1
	1%	1%	1%	*%	*%	1%	1%	2%	*%	*%	*%	1%	*%	1%	1%	1%	*%	2%	1%
				d															
		47%	53%	10%	10%	52%	28%	13%	1%	4%	6%	27%	19%	26%	28%	78%	6%	12%	4%
USE SOCIAL NETWORKING SITES	1214	562	652	232	298	467	217	59	80	104	434	345	364	254	251	1023	99	63	30
	51%	47%	54%	66%	65%	53%	31%	46%	52%	46%	59%	50%	54%	49%	49%	51%	49%	55%	46%
		a	a	cd	cd	d					ac							d	
		46%	54%	19%	25%	38%	18%	5%	7%	9%	36%	28%	30%	21%	21%	84%	8%	5%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QE25 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3280	1619	1661	509	570	1124	1076	182	218	338	871	816	1042	664	750	2002	425	415	438
Effective Weighted Sample	2275	1122	1153	345	412	767	772	134	156	220	646	571	735	459	533	1746	289	288	389
Total	2401	1185	1217	353	461	880	707	127	154	227	738	691	677	516	511	2021	200	114	66
		49%	51%	15%	19%	37%	29%	5%	6%	9%	31%	29%	28%	21%	21%	84%	8%	5%	3%
TV/ VIDEO VIEWING	965	506	458	207	221	354	183	38	62	83	383	309	299	188	166	835	67	46	18
	40%	43%	38%	59%	48%	40%	26%	30%	41%	37%	52%	45%	44%	36%	32%	41%	33%	40%	27%
		b	bcd	d	abc	cd	d	cd	cd	cd	cd	cd	cd	cd	cd	bd	d	d	d
		52%	48%	21%	23%	37%	19%	4%	6%	9%	40%	32%	31%	19%	17%	87%	7%	5%	2%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	753	348	405	161	196	280	116	28	38	62	289	233	232	155	132	656	49	35	14
	31%	29%	33%	46%	43%	32%	16%	22%	25%	27%	39%	34%	34%	30%	26%	32%	24%	30%	21%
		a	cd	cd	d	abc	d	abc	d	d	bd	d	d	bd	bd	d	d	d	d
		46%	54%	21%	26%	37%	15%	4%	5%	8%	38%	31%	31%	21%	18%	87%	6%	5%	2%
STREAMED AUDIO SERVICES	509	288	221	132	146	180	51	18	26	31	206	173	167	96	73	455	26	19	8
	21%	24%	18%	37%	32%	20%	7%	14%	17%	14%	28%	25%	25%	19%	14%	23%	13%	17%	12%
		b	cd	cd	d	abc	cd	cd	cd	cd	cd	cd	cd	cd	cd	bcd	bcd	bcd	bcd
		57%	43%	26%	29%	35%	10%	4%	5%	6%	41%	34%	33%	19%	14%	89%	5%	4%	2%
None of these	61	35	26	2	3	16	41	9	3	6	8	11	10	12	28	51	4	3	3
	3%	3%	2%	*%	1%	2%	6%	7%	2%	3%	1%	2%	1%	2%	5%	3%	2%	3%	5%
						abc	bcd	abc	bcd	abc	abc	abc	abc	abc	abc	abc	abc	abc	abc
		57%	43%	3%	5%	26%	66%	15%	5%	10%	13%	18%	16%	20%	46%	83%	7%	5%	5%
INFORMATION	2036	1005	1031	315	402	763	556	95	127	190	665	615	584	425	406	1733	159	93	51
	85%	85%	85%	89%	87%	87%	79%	75%	82%	84%	90%	89%	86%	82%	79%	86%	80%	81%	77%
				d	d	d	abc	cd	cd	cd	cd	cd	cd	cd	cd	bd	bd	bd	bd
		49%	51%	15%	20%	37%	27%	5%	6%	9%	33%	30%	29%	21%	20%	85%	8%	5%	3%
COMMUNICATION	1972	966	1006	315	408	738	510	77	123	182	666	626	584	408	349	1670	165	94	43
	82%	82%	83%	89%	88%	84%	72%	60%	80%	80%	90%	91%	86%	79%	68%	83%	82%	82%	65%
				cd	cd	d	abc	a	a	a	abc	bcd	cd	d	d	d	d	d	d
		49%	51%	16%	21%	37%	26%	4%	6%	9%	34%	32%	30%	21%	18%	85%	8%	5%	2%

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

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QE25 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3280	1619	1661	509	570	1124	1076	182	218	338	871	816	1042	664	750	2002	425	415	438
Effective Weighted Sample	2275	1122	1153	345	412	767	772	134	156	220	646	571	735	459	533	1746	289	288	389
Total	2401	1185	1217	353	461	880	707	127	154	227	738	691	677	516	511	2021	200	114	66
		49%	51%	15%	19%	37%	29%	5%	6%	9%	31%	29%	28%	21%	21%	84%	8%	5%	3%
PURCHASING/ FINANCES	1703	845	858	252	370	668	413	53	107	160	623	537	516	363	283	1458	131	73	41
	71%	71%	70%	71%	80%	76%	58%	42%	69%	70%	84%	78%	76%	70%	55%	72%	65%	64%	62%
				d	ad	d			a	a	abc	cd	cd	d		bcd			
		50%	50%	15%	22%	39%	24%	3%	6%	9%	37%	32%	30%	21%	17%	86%	8%	4%	2%
SOCIAL	1214	562	652	232	298	467	217	59	80	104	434	345	364	254	251	1023	99	63	30
	51%	47%	54%	66%	65%	53%	31%	46%	52%	46%	59%	50%	54%	49%	49%	51%	49%	55%	46%
				a	cd	cd	d				ac								d
		46%	54%	19%	25%	38%	18%	5%	7%	9%	36%	28%	30%	21%	21%	84%	8%	5%	3%
ENTERTAINMENT	1202	637	565	237	272	454	239	53	73	106	462	376	362	248	213	1043	84	55	21
	50%	54%	46%	67%	59%	52%	34%	42%	48%	47%	63%	54%	53%	48%	42%	52%	42%	48%	31%
		b		bcd	cd	d					abc	cd	d	d		bd	d	d	
		53%	47%	20%	23%	38%	20%	4%	6%	9%	38%	31%	30%	21%	18%	87%	7%	5%	2%
REMOTE ACCESS	454	232	222	78	119	170	87	9	16	39	209	177	136	82	59	383	34	29	8
	19%	20%	18%	22%	26%	19%	12%	7%	11%	17%	28%	26%	20%	16%	12%	19%	17%	26%	13%
				d	cd	d				a	abc	bcd	d			d		abd	
		51%	49%	17%	26%	38%	19%	2%	4%	9%	46%	39%	30%	18%	13%	84%	7%	6%	2%

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

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QE25 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3280	233	219	234	221	226	209	230	209	221	2394	886	1922	1351	1628	1652
Effective Weighted Sample	2275	216	209	225	205	216	203	218	198	208	1902	399	1334	956	1079	1197
Total	2401	317	336	212	173	199	218	196	105	264	2082	319	1507	889	1166	1235
		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	63%	37%	49%	51%
General surfing/ browsing the internet	1851	227	266	178	132	150	168	148	85	213	1603	248	1194	654	927	924
	77%	71%	79%	84%	76%	75%	77%	76%	81%	81%	77%	78%	79%	74%	79%	75%
			adeg						a	a			b	b	b	b
		12%	14%	10%	7%	8%	9%	8%	5%	11%	87%	13%	65%	35%	50%	50%
Send/ receive e-mails	1771	232	286	178	121	127	171	134	79	172	1520	251	1178	589	912	859
	74%	73%	85%	84%	70%	64%	78%	68%	76%	65%	73%	79%	78%	66%	78%	70%
		e	adeghi	adeghi			degi		ei			a	b	b	b	b
		13%	16%	10%	7%	7%	10%	8%	4%	10%	86%	14%	66%	33%	51%	49%
Banking	1378	171	219	137	94	97	154	100	70	143	1182	196	986	387	698	680
	57%	54%	65%	64%	54%	49%	71%	51%	66%	54%	57%	62%	65%	44%	60%	55%
			adegi	adegi			adegi		adegi				b	b	b	b
		12%	16%	10%	7%	7%	11%	7%	5%	10%	86%	14%	72%	28%	51%	49%
Online shopping (purchasing goods/ services/ tickets etc.)	1189	147	183	116	81	88	137	95	67	109	1020	169	818	366	619	570
	49%	46%	54%	55%	47%	44%	63%	49%	63%	41%	49%	53%	54%	41%	53%	46%
			ei	ei			adegi		adegi				b	b	b	b
		12%	15%	10%	7%	7%	11%	8%	6%	9%	86%	14%	69%	31%	52%	48%
Using social networking (such as Facebook, LinkedIn, Bebo or Snapchat)	1142	158	167	99	74	68	117	97	65	112	985	157	779	359	566	575
	48%	50%	50%	47%	43%	34%	54%	49%	62%	43%	47%	49%	52%	40%	49%	47%
		e	e	e			dei	e	abcdegi				b	b	b	b
		14%	15%	9%	6%	6%	10%	9%	6%	10%	86%	14%	68%	31%	50%	50%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QE25 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3280	233	219	234	221	226	209	230	209	221	2394	886	1922	1351	1628	1652
Effective Weighted Sample	2275	216	209	225	205	216	203	218	198	208	1902	399	1334	956	1079	1197
Total	2401	317	336	212	173	199	218	196	105	264	2082	319	1507	889	1166	1235
		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	63%	37%	49%	51%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat	1091 45%	175 55%	155 46%	94 44%	69 40%	59 29%	126 58%	87 45%	57 55%	107 41%	957 46%	135 42%	761 51%	327 37%	518 44%	573 46%
		cdegi 16%	e 14%	e 9%	e 6%	e 5%	bcdegi 12%	e 8%	cdegi 5%	e 10%	88%	12%	b 70%	b 30%	b 47%	e 53%
Accessing news	973 41%	136 43%	176 52%	87 41%	51 29%	54 27%	102 47%	77 39%	49 47%	99 37%	841 40%	133 42%	674 45%	297 33%	504 43%	470 38%
		de 14%	cdegi 18%	de 9%	de 5%	de 6%	de 11%	de 8%	dei 5%	e 10%	86%	14%	b 69%	b 30%	b 52%	e 48%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	894 37%	164 52%	128 38%	84 40%	48 28%	57 29%	106 49%	74 38%	49 46%	82 31%	773 37%	121 38%	645 43%	249 28%	448 38%	446 36%
		bcdegi 18%	de 14%	de 9%	de 5%	de 6%	bdegi 12%	de 8%	dei 5%	e 9%	86%	14%	b 72%	b 28%	b 50%	e 50%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	740 31%	108 34%	137 41%	69 32%	38 22%	33 17%	80 37%	55 28%	49 47%	76 29%	657 32%	82 26%	521 35%	217 24%	366 31%	373 30%
		de 15%	degi 19%	de 9%	de 5%	de 4%	de 11%	e 7%	acdefgi 7%	e 10%	b 89%	b 11%	b 71%	b 29%	b 50%	e 50%

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QE25 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3280	233	219	234	221	226	209	230	209	221	2394	886	1922	1351	1628	1652
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Total	2401	317	336	212	173	199	218	196	105	264	2082	319	1507	889	1166	1235
		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	63%	37%	49%	51%
Making video calls e.g. via FaceTime, Skype	653	140	109	41	26	37	73	58	34	53	582	72	468	184	266	387
	27%	44%	33%	19%	15%	18%	33%	30%	32%	20%	28%	22%	31%	21%	23%	31%
		bcdefghi	cdei				cdei	cdei	cdei		b		b		a	
		21%	17%	6%	4%	6%	11%	9%	5%	8%	89%	11%	72%	28%	41%	59%
Watching TV programmes/ films content online	617	95	103	51	35	32	89	49	27	51	545	72	426	188	296	321
	26%	30%	31%	24%	20%	16%	41%	25%	26%	19%	26%	23%	28%	21%	25%	26%
		dei	dei	e			abcdeghi	e	e				b			
		15%	17%	8%	6%	5%	14%	8%	4%	8%	88%	12%	69%	30%	48%	52%
To find information on health related issues	609	119	99	50	29	32	70	50	35	53	535	74	404	205	301	308
	25%	38%	29%	24%	17%	16%	32%	25%	34%	20%	26%	23%	27%	23%	26%	25%
		cdegi	dei	e			dei	de	cdei				b			
		20%	16%	8%	5%	5%	11%	8%	6%	9%	88%	12%	66%	34%	49%	51%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	609	155	91	51	29	24	89	44	30	40	532	77	425	184	289	320
	25%	49%	27%	24%	17%	12%	41%	22%	29%	15%	26%	24%	28%	21%	25%	26%
		bcdeghi	dei	ei			bcdeghi	e	dei				b			
		25%	15%	8%	5%	4%	15%	7%	5%	7%	87%	13%	70%	30%	48%	52%

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

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	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3280	233	219	234	221	226	209	230	209	221	2394	886	1922	1351	1628	1652
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Total	2401	317	336	212	173	199	218	196	105	264	2082	319	1507	889	1166	1235
		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	63%	37%	49%	51%
Trading/ auctions e.g. eBay	573	76	100	53	32	32	97	46	35	45	481	92	411	160	302	272
	24%	24%	30%	25%	19%	16%	44%	23%	33%	17%	23%	29%	27%	18%	26%	22%
		e	dei	ei			abcdeghi		ade			a	b		b	
		13%	17%	9%	6%	6%	17%	8%	6%	8%	84%	16%	72%	28%	53%	47%
Playing games online/ interactively	474	69	78	43	44	18	60	32	27	39	419	55	328	146	207	268
	20%	22%	23%	20%	25%	9%	28%	16%	26%	15%	20%	17%	22%	16%	18%	22%
		e	ei	e	egi		egi	e	egi				b		a	
		14%	16%	9%	9%	4%	13%	7%	6%	8%	88%	12%	69%	31%	44%	56%
Making voice calls using a VoIP service e.g. Skype	448	117	80	25	16	18	63	27	22	25	403	46	342	105	167	281
	19%	37%	24%	12%	9%	9%	29%	14%	21%	9%	19%	14%	23%	12%	14%	23%
		bcdeghi	cdegi				cdegi		cdegi		b		b		a	
		26%	18%	6%	4%	4%	14%	6%	5%	6%	90%	10%	76%	23%	37%	63%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	392	55	65	39	21	17	56	29	25	32	342	50	275	116	187	205
	16%	17%	19%	18%	12%	9%	26%	15%	24%	12%	16%	16%	18%	13%	16%	17%
		e	de	e			ade	e	de				b			
		14%	17%	10%	5%	4%	14%	7%	6%	8%	87%	13%	70%	30%	48%	52%
Listening to radio	391	80	75	33	21	12	54	19	22	42	347	44	281	108	196	195
	16%	25%	22%	16%	12%	6%	25%	10%	21%	16%	17%	14%	19%	12%	17%	16%
		cdegi	deg	e	e		cdegi		deg	e			b			
		20%	19%	8%	5%	3%	14%	5%	6%	11%	89%	11%	72%	28%	50%	50%

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

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Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3280	233	219	234	221	226	209	230	209	221	2394	886	1922	1351	1628	1652
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Total	2401	317	336	212	173	199	218	196	105	264	2082	319	1507	889	1166	1235
		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	63%	37%	49%	51%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	384	104	48	32	23	14	40	35	21	29	347	37	293	91	165	219
	16%	33%	14%	15%	13%	7%	18%	18%	20%	11%	17%	12%	19%	10%	14%	18%
		bcdefghi	e	e	e	ei	ei	ei	ei	b	b	b	b	b	a	a
		27%	12%	8%	6%	4%	10%	9%	5%	7%	90%	10%	76%	24%	43%	57%
Using Twitter (browsing/ reading/ posting on site)	367	68	62	34	20	15	43	26	24	30	334	33	268	99	165	202
	15%	22%	18%	16%	12%	7%	20%	13%	23%	11%	16%	10%	18%	11%	14%	16%
		degi	dei	e	e	dei	e	degi	b	b	b	b	b	b	a	a
		19%	17%	9%	5%	4%	12%	7%	7%	8%	91%	9%	73%	27%	45%	55%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	356	64	56	31	15	12	48	23	24	37	316	40	258	98	180	176
	15%	20%	17%	15%	9%	6%	22%	12%	23%	14%	15%	12%	17%	11%	15%	14%
		deg	de	e	e	cdegi	e	cdegi	e	e	b	b	b	b	a	a
		18%	16%	9%	4%	3%	14%	6%	7%	10%	89%	11%	72%	28%	50%	50%

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Total	2401	317	336	212	173	199	218	196	105	264	2082	319	1507	889	1166	1235
		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	63%	37%	49%	51%
Streamed audio services (subscription) e.g. Spotify Premium, Apple Music or Deezer Premium	323 13%	89 28%	43 13%	30 14%	14 8%	3 1%	38 17%	32 17%	15 14%	25 10%	289 14%	34 11%	251 17%	70 8%	135 12%	188 15%
		bcdefghi	e	de	e	dei	dei	de	e	e	89%	11%	78%	22%	42%	58%
Remotely control TV services at home such as Sky+, Sky Q or Tivo using an online device	205 9%	24 8%	29 9%	21 10%	13 7%	11 5%	27 12%	13 7%	12 11%	16 6%	171 8%	34 11%	156 10%	49 5%	107 9%	97 8%
		12%	14%	10%	6%	5%	13%	7%	6%	8%	84%	16%	76%	24%	53%	47%
Remotely control or monitor household appliances e.g. fridge, cooker, washing machine, tumble dryer and/ or home heating, lighting or security system or home energy consumption	81 3%	17 5%	12 4%	9 4%	- -%	3 2%	18 8%	4 2%	5 5%	4 1%	72 3%	10 3%	65 4%	16 2%	42 4%	40 3%
		dei	d	d	-	degi	d	d	d	d	88%	12%	80%	20%	51%	49%

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Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
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		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	63%	37%	49%	51%
Other	15	-	6	1	1	3	-	-	*	1	13	2	7	8	7	9
	1%	-%	2%	*%	*%	2%	-%	-%	*%	*%	1%	1%	*%	1%	1%	1%
		-%	36%	6%	5%	21%	-%	-%	3%	8%	84%	16%	45%	55%	43%	57%
USE SOCIAL NETWORKING SITES	1214	176	174	104	81	74	124	100	67	123	1053	161	830	382	594	620
	51%	55%	52%	49%	47%	37%	57%	51%	64%	47%	51%	51%	55%	43%	51%	50%
		e	e	e	e		dei	e	bcdegi	e			b			
		14%	14%	9%	7%	6%	10%	8%	6%	10%	87%	13%	68%	31%	49%	51%
TV/ VIDEO VIEWING	965	149	162	85	53	51	113	77	55	90	853	111	669	293	471	494
	40%	47%	48%	40%	31%	26%	52%	39%	52%	34%	41%	35%	44%	33%	40%	40%
		dei	dei	de			cdegi	e	cdegi		b		b			
		15%	17%	9%	6%	5%	12%	8%	6%	9%	88%	12%	69%	30%	49%	51%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	753	169	123	47	31	41	85	67	38	55	666	87	541	210	302	451
	31%	53%	37%	22%	18%	21%	39%	34%	36%	21%	32%	27%	36%	24%	26%	36%
		bcdefghi	cdei				cdei	cdei	cdei				b		a	
		22%	16%	6%	4%	5%	11%	9%	5%	7%	89%	11%	72%	28%	40%	60%
STREAMED AUDIO SERVICES	509	135	62	44	27	14	52	51	26	44	457	52	384	123	217	292
	21%	43%	18%	21%	16%	7%	24%	26%	25%	17%	22%	16%	26%	14%	19%	24%
		bcdefghi	e	e	e		de	dei	dei	e	b		b		a	
		27%	12%	9%	5%	3%	10%	10%	5%	9%	90%	10%	76%	24%	43%	57%
None of these	61	3	6	7	6	6	2	5	3	12	54	7	17	44	30	31
	3%	1%	2%	3%	4%	3%	1%	3%	3%	5%	3%	2%	1%	5%	3%	2%
									af				a			
		5%	9%	12%	10%	10%	3%	8%	5%	20%	88%	12%	28%	72%	50%	50%

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Total	2401	317	336	212	173	199	218	196	105	264	2082	319	1507	889	1166	1235
		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	63%	37%	49%	51%
INFORMATION	2036	284	295	184	141	162	187	168	90	223	1759	277	1322	710	1005	1031
	85%	90%	88%	87%	81%	81%	86%	85%	86%	85%	84%	87%	88%	80%	86%	83%
		de											b			
		14%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	65%	35%	49%	51%
COMMUNICATION	1972	291	291	187	130	143	190	151	87	200	1705	266	1303	664	972	999
	82%	92%	86%	88%	75%	72%	87%	77%	83%	76%	82%	83%	86%	75%	83%	81%
		deghi	degi	degi			degi		de				b			
		15%	15%	9%	7%	7%	10%	8%	4%	10%	86%	14%	66%	34%	49%	51%
PURCHASING/ FINANCES	1703	232	256	159	117	130	180	135	82	167	1468	235	1183	515	846	857
	71%	73%	76%	75%	67%	65%	82%	69%	78%	63%	71%	74%	78%	58%	73%	69%
		i	dei	ei			adegei		degi				b			
		14%	15%	9%	7%	8%	11%	8%	5%	10%	86%	14%	69%	30%	50%	50%
SOCIAL	1214	176	174	104	81	74	124	100	67	123	1053	161	830	382	594	620
	51%	55%	52%	49%	47%	37%	57%	51%	64%	47%	51%	51%	55%	43%	51%	50%
		e	e	e	e		dei	e	bcdegi	e			b			
		14%	14%	9%	7%	6%	10%	8%	6%	10%	87%	13%	68%	31%	49%	51%
ENTERTAINMENT	1202	193	198	101	81	63	132	97	65	112	1058	144	832	367	581	621
	50%	61%	59%	48%	47%	32%	61%	49%	62%	42%	51%	45%	55%	41%	50%	50%
		cdegi	cdei	e	e		cdegi	e	cdegi	e	b		b			
		16%	16%	8%	7%	5%	11%	8%	5%	9%	88%	12%	69%	31%	48%	52%
REMOTE ACCESS	454	74	62	43	23	18	60	30	29	41	394	60	325	129	234	220
	19%	23%	18%	20%	13%	9%	28%	15%	28%	16%	19%	19%	22%	15%	20%	18%
		degi	e	e			bdegi	e	bdegi	e			b			
		16%	14%	10%	5%	4%	13%	7%	6%	9%	87%	13%	72%	28%	52%	48%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QE25 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
General surfing/ browsing the internet	1851	917	934	288	364	690	509	87	115	176	598	555	529	389	375	1567	149	89	45
	69%	71%	68%	80%	77%	75%	55%	45%	58%	71%	80%	78%	74%	67%	57%	70%	64%	68%	61%
				d	d	d			a	ab	abc	cd	cd	d		bd			
		50%	50%	16%	20%	37%	28%	5%	6%	9%	32%	30%	29%	21%	20%	85%	8%	5%	2%
Send/ receive e-mails	1771	889	883	264	364	670	473	66	112	157	613	589	530	358	290	1500	146	88	38
	66%	68%	64%	74%	77%	73%	51%	34%	57%	64%	82%	83%	74%	62%	44%	67%	63%	66%	51%
		b		d	d	d			a	a	abc	bcd	cd	d		d	d	d	
		50%	50%	15%	21%	38%	27%	4%	6%	9%	35%	33%	30%	20%	16%	85%	8%	5%	2%
Banking	1378	706	672	199	313	538	328	37	81	128	531	454	425	289	207	1184	102	59	32
	52%	54%	49%	55%	66%	59%	35%	19%	41%	52%	71%	64%	60%	50%	31%	53%	44%	45%	44%
		b		d	acd	d			a	ab	abc	cd	cd	d		bcd			
		51%	49%	14%	23%	39%	24%	3%	6%	9%	39%	33%	31%	21%	15%	86%	7%	4%	2%
Online shopping (purchasing goods/ services/ tickets etc.)	1189	567	621	181	267	445	296	27	72	112	447	396	362	240	186	1022	84	50	32
	44%	44%	45%	50%	56%	49%	32%	14%	36%	46%	60%	56%	51%	41%	28%	46%	36%	38%	43%
				d	cd	d			a	a	abc	cd	cd	d		bc			b
		48%	52%	15%	22%	37%	25%	2%	6%	9%	38%	33%	30%	20%	16%	86%	7%	4%	3%
Using social networking (such as Facebook, LinkedIn, Bebo or Snapchat)	1142	522	620	219	286	439	199	56	74	100	411	313	343	247	238	957	94	61	30
	43%	40%	45%	61%	60%	48%	21%	29%	37%	41%	55%	44%	48%	43%	36%	43%	40%	46%	40%
			a	cd	cd	d				a	abc	d	d	d					
		46%	54%	19%	25%	38%	17%	5%	6%	9%	36%	27%	30%	22%	21%	84%	8%	5%	3%

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

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QE25 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat	1091	488	603	224	279	415	173	46	71	92	402	322	312	242	213	930	92	48	21
	41%	38%	44%	62%	59%	45%	19%	24%	36%	38%	54%	45%	44%	42%	32%	42%	39%	37%	29%
		a	cd	cd	d	d	d	a	a	abc	d	d	d	d	d	d	d	d	d
		45%	55%	21%	26%	38%	16%	4%	6%	8%	37%	30%	29%	22%	19%	85%	8%	4%	2%
Accessing news	973	524	449	138	206	364	265	25	58	89	372	332	301	199	140	832	73	45	23
	36%	40%	33%	38%	43%	40%	29%	13%	29%	36%	50%	47%	42%	34%	21%	37%	31%	34%	31%
		b	d	d	d	d	d	a	a	abc	cd	cd	cd	d	bd	bd	d	d	d
		54%	46%	14%	21%	37%	27%	3%	6%	9%	38%	34%	31%	20%	14%	86%	8%	5%	2%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	894	476	418	174	201	350	169	33	44	70	354	325	263	174	130	791	55	35	12
	33%	37%	30%	49%	42%	38%	18%	17%	22%	28%	47%	46%	37%	30%	20%	35%	24%	27%	16%
		b	cd	d	d	d	d	a	abc	bcd	cd	cd	d	d	bcd	d	d	d	d
		53%	47%	19%	23%	39%	19%	4%	5%	8%	40%	36%	29%	19%	15%	89%	6%	4%	1%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	740	389	350	157	169	276	138	32	47	63	308	241	233	141	124	645	46	35	14
	28%	30%	25%	44%	36%	30%	15%	17%	24%	26%	41%	34%	33%	24%	19%	29%	20%	26%	19%
		b	bcd	d	d	d	d	a	abc	cd	cd	cd	cd	d	bd	bd	d	bd	bd
		53%	47%	21%	23%	37%	19%	4%	6%	9%	42%	33%	31%	19%	17%	87%	6%	5%	2%

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

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QE25 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Making video calls e.g. via FaceTime, Skype	653	302	351	148	179	234	92	23	34	55	247	206	194	133	120	570	39	33	11
	24%	23%	26%	41%	38%	26%	10%	12%	17%	22%	33%	29%	27%	23%	18%	26%	17%	25%	15%
				cd	cd	d				a	abc	cd	d	d		bd		bd	
		46%	54%	23%	27%	36%	14%	4%	5%	8%	38%	32%	30%	20%	18%	87%	6%	5%	2%
Watching TV programmes/ films content online	617	333	285	147	157	210	103	20	36	49	245	204	195	110	105	533	45	29	10
	23%	26%	21%	41%	33%	23%	11%	11%	18%	20%	33%	29%	27%	19%	16%	24%	19%	22%	14%
		b		bcd	cd	d			a	a	abc	cd	cd			d	d	d	
		54%	46%	24%	25%	34%	17%	3%	6%	8%	40%	33%	32%	18%	17%	86%	7%	5%	2%
To find information on health related issues	609	262	348	71	137	250	151	19	44	52	234	218	178	111	101	536	34	25	13
	23%	20%	25%	20%	29%	27%	16%	10%	22%	21%	31%	31%	25%	19%	15%	24%	15%	19%	18%
			a		ad	ad			a	a	abc	bcd	cd			bcd			
		43%	57%	12%	22%	41%	25%	3%	7%	9%	38%	36%	29%	18%	17%	88%	6%	4%	2%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	609	306	303	61	128	262	158	20	51	54	245	224	173	106	105	554	26	21	8
	23%	24%	22%	17%	27%	29%	17%	10%	26%	22%	33%	31%	24%	18%	16%	25%	11%	16%	11%
		50%	50%	10%	21%	43%	26%	3%	8%	9%	40%	37%	28%	17%	17%	91%	4%	3%	1%

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

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Base : All respondents

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		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
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Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Trading/ auctions e.g. eBay	573	301	272	72	154	225	122	16	34	48	261	171	174	137	91	515	30	19	9
	21%	23%	20%	20%	33%	25%	13%	8%	17%	19%	35%	24%	24%	24%	14%	23%	13%	15%	12%
		b	d	d	acd	d			a	a	abc	d	d	d		bcd			
		52%	48%	13%	27%	39%	21%	3%	6%	8%	46%	30%	30%	24%	16%	90%	5%	3%	2%
Playing games online/ interactively	474	257	217	121	132	161	60	22	28	37	177	129	137	106	102	409	40	18	7
	18%	20%	16%	34%	28%	18%	6%	11%	14%	15%	24%	18%	19%	18%	15%	18%	17%	14%	10%
		b	cd	cd	d						abc					cd	d		
		54%	46%	26%	28%	34%	13%	5%	6%	8%	37%	27%	29%	22%	22%	86%	8%	4%	2%
Making voice calls using a VoIP service e.g. Skype	448	217	231	84	116	181	68	14	24	38	192	149	141	86	71	393	27	20	9
	17%	17%	17%	23%	24%	20%	7%	7%	12%	16%	26%	21%	20%	15%	11%	18%	11%	15%	12%
				d	d	d				a	abc	cd	cd	d		bd			
		48%	52%	19%	26%	40%	15%	3%	5%	9%	43%	33%	31%	19%	16%	88%	6%	4%	2%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	392	172	220	85	121	127	59	13	24	30	155	130	111	74	78	340	29	15	8
	15%	13%	16%	24%	25%	14%	6%	7%	12%	12%	21%	18%	16%	13%	12%	15%	12%	11%	10%
			a	cd	cd	d					abc	cd	d			d			
		44%	56%	22%	31%	32%	15%	3%	6%	8%	40%	33%	28%	19%	20%	87%	7%	4%	2%
Listening to radio	391	222	169	56	106	140	90	7	19	25	168	152	118	61	60	358	17	13	3
	15%	17%	12%	15%	22%	15%	10%	4%	9%	10%	23%	21%	17%	10%	9%	16%	7%	10%	4%
		b	d	d	acd	d			a	a	abc	bcd	cd			bcd		d	
		57%	43%	14%	27%	36%	23%	2%	5%	6%	43%	39%	30%	16%	15%	91%	4%	3%	1%

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

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Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
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		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	384	219	165	99	120	126	39	14	22	24	150	125	126	72	60	344	18	15	6
	14%	17%	12%	28%	25%	14%	4%	7%	11%	10%	20%	18%	18%	12%	9%	15%	8%	11%	8%
		b	cd	cd	cd	d				abc	cd	cd	cd			bd			
		57%	43%	26%	31%	33%	10%	4%	6%	6%	39%	33%	33%	19%	16%	90%	5%	4%	2%
Using Twitter (browsing/ reading/ posting on site)	367	193	175	95	100	129	44	10	23	25	152	119	125	69	54	323	22	17	6
	14%	15%	13%	26%	21%	14%	5%	5%	11%	10%	20%	17%	18%	12%	8%	14%	9%	13%	8%
				cd	cd	d			a		abc	cd	cd	d		bd		d	
		52%	48%	26%	27%	35%	12%	3%	6%	7%	41%	32%	34%	19%	15%	88%	6%	5%	2%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	356	177	179	66	99	126	64	8	15	29	169	142	105	61	48	310	27	12	6
	13%	14%	13%	18%	21%	14%	7%	4%	7%	12%	23%	20%	15%	11%	7%	14%	12%	9%	9%
				cd	cd	d				a	abc	bcd	cd	d		cd			
		50%	50%	19%	28%	35%	18%	2%	4%	8%	48%	40%	30%	17%	13%	87%	8%	3%	2%
Streamed audio services (subscription) e.g. Spotify Premium, Apple Music or Deezer Premium	323	183	140	82	86	123	32	7	19	24	145	115	104	65	40	290	17	11	5
	12%	14%	10%	23%	18%	13%	3%	4%	9%	10%	19%	16%	15%	11%	6%	13%	7%	8%	7%
		b	cd	cd	cd	d			a	a	abc	cd	d	d		bcd			
		57%	43%	25%	27%	38%	10%	2%	6%	7%	45%	35%	32%	20%	12%	90%	5%	3%	2%

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Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Remotely control TV services at home such as Sky+, Sky Q or Tivo using an online device	205	108	97	30	55	81	38	2	5	18	92	78	67	39	21	165	14	21	5
	8%	8%	7%	8%	12%	9%	4%	1%	2%	7%	12%	11%	9%	7%	3%	7%	6%	16%	6%
				d	d	d				ab	abc	cd	d	d				abd	
		53%	47%	15%	27%	40%	19%	1%	2%	9%	45%	38%	33%	19%	10%	81%	7%	10%	2%
Remotely control or monitor household appliances e.g. fridge, cooker, washing machine, tumble dryer and/ or home heating, lighting or security system or home energy consumption	81	43	38	10	25	27	19	2	2	4	44	34	28	10	10	72	3	5	1
	3%	3%	3%	3%	5%	3%	2%	1%	1%	2%	6%	5%	4%	2%	1%	3%	1%	4%	1%
		53%	47%	12%	31%	33%	24%	3%	3%	5%	53%	42%	35%	12%	12%	89%	4%	7%	1%
				cd	cd	cd				abc	cd	cd	cd			bd		bd	
Other	15	7	8	1	2	8	4	2	*	1	1	4	3	4	4	12	1	2	1
	1%	1%	1%	*%	*%	1%	*%	1%	*%	*%	*%	1%	*%	1%	1%	1%	*%	1%	1%
				d															
		47%	53%	10%	10%	52%	28%	13%	1%	4%	6%	27%	19%	26%	28%	78%	6%	12%	4%
USE SOCIAL NETWORKING SITES	1214	562	652	232	298	467	217	59	80	104	434	345	364	254	251	1023	99	63	30
	45%	43%	47%	65%	63%	51%	23%	31%	40%	42%	58%	49%	51%	44%	38%	46%	42%	47%	41%
		a	a	cd	cd	d			a	a	abc	d	cd	d					
		46%	54%	19%	25%	38%	18%	5%	7%	9%	36%	28%	30%	21%	21%	84%	8%	5%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QE25 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
TV/ VIDEO VIEWING	965	506	458	207	221	354	183	38	62	83	383	309	299	188	166	835	67	46	18
	36%	39%	33%	58%	47%	39%	20%	20%	32%	34%	51%	43%	42%	32%	25%	37%	29%	35%	24%
		b	bcd	cd	d	d	d	a	a	abc	cd	cd	cd	d	bd	d	d	d	d
		52%	48%	21%	23%	37%	19%	4%	6%	9%	40%	32%	31%	19%	17%	87%	7%	5%	2%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	753	348	405	161	196	280	116	28	38	62	289	233	232	155	132	656	49	35	14
	28%	27%	29%	45%	41%	31%	12%	14%	19%	25%	39%	33%	32%	27%	20%	29%	21%	26%	18%
				cd	cd	d	d	a	abc	cd	cd	cd	cd	d	bd	d	d	d	d
		46%	54%	21%	26%	37%	15%	4%	5%	8%	38%	31%	31%	21%	18%	87%	6%	5%	2%
STREAMED AUDIO SERVICES	509	288	221	132	146	180	51	18	26	31	206	173	167	96	73	455	26	19	8
	19%	22%	16%	37%	31%	20%	6%	9%	13%	13%	28%	24%	23%	17%	11%	20%	11%	14%	11%
		b	cd	cd	d	d	d	abc	cd	cd	d	cd	cd	d	bcd	bcd	bcd	bcd	bcd
		57%	43%	26%	29%	35%	10%	4%	5%	6%	41%	34%	33%	19%	14%	89%	5%	4%	2%
None of these	61	35	26	2	3	16	41	9	3	6	8	11	10	12	28	51	4	3	3
	2%	3%	2%	*%	1%	2%	4%	5%	1%	2%	1%	2%	1%	2%	4%	2%	2%	2%	4%
				abc	d	abc	d	d	d	abc	cd	cd	cd	d	abc	abc	abc	abc	ab
		57%	43%	3%	5%	26%	66%	15%	5%	10%	13%	18%	16%	20%	46%	83%	7%	5%	5%
INFORMATION	2036	1005	1031	315	402	763	556	95	127	190	665	615	584	425	406	1733	159	93	51
	76%	77%	75%	88%	85%	83%	60%	49%	64%	77%	89%	86%	82%	73%	61%	77%	68%	70%	69%
				cd	d	d	d	a	ab	abc	bcd	bcd	cd	d	bcd	bcd	bcd	bcd	bcd
		49%	51%	15%	20%	37%	27%	5%	6%	9%	33%	30%	29%	21%	20%	85%	8%	5%	3%
COMMUNICATION	1972	966	1006	315	408	738	510	77	123	182	666	626	584	408	349	1670	165	94	43
	74%	74%	73%	88%	86%	81%	55%	40%	62%	74%	89%	88%	82%	70%	53%	75%	71%	71%	58%
				cd	cd	d	d	a	ab	abc	bcd	bcd	cd	d	d	d	d	d	d
		49%	51%	16%	21%	37%	26%	4%	6%	9%	34%	32%	30%	21%	18%	85%	8%	5%	2%

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

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QE25 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
PURCHASING/ FINANCES	1703	845	858	252	370	668	413	53	107	160	623	537	516	363	283	1458	131	73	41
	64%	65%	62%	70%	78%	73%	45%	28%	54%	65%	84%	75%	72%	63%	43%	65%	56%	55%	55%
				d	acd	d			a	ab	abc	cd	cd	d	bcd				
		50%	50%	15%	22%	39%	24%	3%	6%	9%	37%	32%	30%	21%	17%	86%	8%	4%	2%
SOCIAL	1214	562	652	232	298	467	217	59	80	104	434	345	364	254	251	1023	99	63	30
	45%	43%	47%	65%	63%	51%	23%	31%	40%	42%	58%	49%	51%	44%	38%	46%	42%	47%	41%
			a	cd	cd	d			a	a	abc	d	cd	d					
		46%	54%	19%	25%	38%	18%	5%	7%	9%	36%	28%	30%	21%	21%	84%	8%	5%	3%
ENTERTAINMENT	1202	637	565	237	272	454	239	53	73	106	462	376	362	248	213	1043	84	55	21
	45%	49%	41%	66%	57%	50%	26%	28%	37%	43%	62%	53%	51%	43%	32%	47%	36%	41%	28%
		b		bcd	cd	d			a	a	abc	cd	cd	d	bd		d	d	
		53%	47%	20%	23%	38%	20%	4%	6%	9%	38%	31%	30%	21%	18%	87%	7%	5%	2%
REMOTE ACCESS	454	232	222	78	119	170	87	9	16	39	209	177	136	82	59	383	34	29	8
	17%	18%	16%	22%	25%	19%	9%	5%	8%	16%	28%	25%	19%	14%	9%	17%	15%	22%	12%
				d	cd	d				ab	abc	bcd	cd	d	d			abd	
		51%	49%	17%	26%	38%	19%	2%	4%	9%	46%	39%	30%	18%	13%	84%	7%	6%	2%

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

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QE25 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
General surfing/ browsing the internet	1851	227	266	178	132	150	168	148	85	213	1603	248	1194	654	927	924
	69%	67%	74%	79%	69%	64%	68%	65%	75%	71%	69%	70%	77%	59%	72%	67%
			eg	edefghi				eg					b	b	b	b
		12%	14%	10%	7%	8%	9%	8%	5%	11%	87%	13%	65%	35%	50%	50%
Send/ receive e-mails	1771	232	286	178	121	127	171	134	79	172	1520	251	1178	589	912	859
	66%	68%	79%	79%	63%	54%	70%	59%	69%	58%	66%	71%	76%	53%	71%	62%
		egi	edefghi	edefghi	e		egi		egi			a	b	b	b	b
		13%	16%	10%	7%	7%	10%	8%	4%	10%	86%	14%	66%	33%	51%	49%
Banking	1378	171	219	137	94	97	154	100	70	143	1182	196	986	387	698	680
	52%	50%	61%	61%	49%	41%	63%	44%	61%	48%	51%	55%	64%	35%	54%	49%
		e	adegei	adegei			adegei		adegei				b	b	b	b
		12%	16%	10%	7%	7%	11%	7%	5%	10%	86%	14%	72%	28%	51%	49%
Online shopping (purchasing goods/ services/ tickets etc.)	1189	147	183	116	81	88	137	95	67	109	1020	169	818	366	619	570
	44%	43%	51%	51%	43%	38%	56%	42%	58%	37%	44%	47%	53%	33%	48%	41%
			ei	egi			adegei		adegei				b	b	b	b
		12%	15%	10%	7%	7%	11%	8%	6%	9%	86%	14%	69%	31%	52%	48%
Using social networking (such as Facebook, LinkedIn, Bebo or Snapchat)	1142	158	167	99	74	68	117	97	65	112	985	157	779	359	566	575
	43%	47%	46%	44%	38%	29%	48%	43%	56%	38%	42%	44%	50%	32%	44%	41%
		e	e	e	e		dei	e	abcdegei	e			b	b	b	b
		14%	15%	9%	6%	6%	10%	9%	6%	10%	86%	14%	68%	31%	50%	50%

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

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QE25 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat	1091	175	155	94	69	59	126	87	57	107	957	135	761	327	518	573
	41%	52%	43%	42%	36%	25%	51%	38%	50%	36%	41%	38%	49%	29%	40%	41%
		cdegi	e	e	e	cdegi	e	e	degi	e			b			
		16%	14%	9%	6%	5%	12%	8%	5%	10%	88%	12%	70%	30%	47%	53%
Accessing news	973	136	176	87	51	54	102	77	49	99	841	133	674	297	504	470
	36%	40%	49%	39%	27%	23%	42%	34%	43%	33%	36%	37%	43%	27%	39%	34%
		de	cdegi	de	de	de	e	e	degi	e			b		b	
		14%	18%	9%	5%	6%	11%	8%	5%	10%	86%	14%	69%	30%	52%	48%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	894	164	128	84	48	57	106	74	49	82	773	121	645	249	448	446
	33%	48%	35%	37%	25%	24%	43%	33%	43%	27%	33%	34%	42%	22%	35%	32%
		bcdegi	de	dei			degi	e	degi				b			
		18%	14%	9%	5%	6%	12%	8%	5%	9%	86%	14%	72%	28%	50%	50%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	740	108	137	69	38	33	80	55	49	76	657	82	521	217	366	373
	28%	32%	38%	31%	20%	14%	33%	24%	43%	25%	28%	23%	34%	19%	28%	27%
		de	degi	de			deg	e	acdefgi	e	b		b			
		15%	19%	9%	5%	4%	11%	7%	7%	10%	89%	11%	71%	29%	50%	50%

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

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QE25 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Making video calls e.g. via FaceTime, Skype	653	140	109	41	26	37	73	58	34	53	582	72	468	184	266	387
	24%	41%	30%	18%	14%	16%	30%	26%	29%	18%	25%	20%	30%	16%	21%	28%
		bcdefghi	cdei				cdei	dei	cdei		b		b		a	
		21%	17%	6%	4%	6%	11%	9%	5%	8%	89%	11%	72%	28%	41%	59%
Watching TV programmes/ films content online	617	95	103	51	35	32	89	49	27	51	545	72	426	188	296	321
	23%	28%	29%	23%	18%	14%	36%	22%	24%	17%	23%	20%	27%	17%	23%	23%
		dei	dei	e			cdeghi	e	e				b			
		15%	17%	8%	6%	5%	14%	8%	4%	8%	88%	12%	69%	30%	48%	52%
To find information on health related issues	609	119	99	50	29	32	70	50	35	53	535	74	404	205	301	308
	23%	35%	27%	22%	15%	14%	28%	22%	31%	18%	23%	21%	26%	18%	23%	22%
		cdegi	dei	de			dei	de	cdegi				b			
		20%	16%	8%	5%	5%	11%	8%	6%	9%	88%	12%	66%	34%	49%	51%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	609	155	91	51	29	24	89	44	30	40	532	77	425	184	289	320
	23%	46%	25%	23%	15%	10%	36%	19%	26%	14%	23%	22%	27%	16%	22%	23%
		bcdefghi	dei	dei			bcdeghi	e	dei				b			
		25%	15%	8%	5%	4%	15%	7%	5%	7%	87%	13%	70%	30%	48%	52%

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

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

QE25 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Trading/ auctions e.g. eBay	573	76	100	53	32	32	97	46	35	45	481	92	411	160	302	272
	21%	22%	28%	24%	17%	14%	39%	20%	30%	15%	21%	26%	26%	14%	23%	20%
		ei	degi	ei			abcdeghi		degi			a	b		b	
		13%	17%	9%	6%	6%	17%	8%	6%	8%	84%	16%	72%	28%	53%	47%
Playing games online/ interactively	474	69	78	43	44	18	60	32	27	39	419	55	328	146	207	268
	18%	20%	22%	19%	23%	8%	25%	14%	24%	13%	18%	16%	21%	13%	16%	19%
		ei	egi	e	egi		egi	e	egi	e			b		a	
		14%	16%	9%	9%	4%	13%	7%	6%	8%	88%	12%	69%	31%	44%	56%
Making voice calls using a VoIP service e.g. Skype	448	117	80	25	16	18	63	27	22	25	403	46	342	105	167	281
	17%	34%	22%	11%	8%	8%	25%	12%	20%	8%	17%	13%	22%	9%	13%	20%
		bcdefghi	cdegi				cdegi		cdegi		b		b		a	
		26%	18%	6%	4%	4%	14%	6%	5%	6%	90%	10%	76%	23%	37%	63%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	392	55	65	39	21	17	56	29	25	32	342	50	275	116	187	205
	15%	16%	18%	17%	11%	7%	23%	13%	22%	11%	15%	14%	18%	10%	15%	15%
		e	dei	dei			degi	e	degi				b			
		14%	17%	10%	5%	4%	14%	7%	6%	8%	87%	13%	70%	30%	48%	52%

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

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QE25 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
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Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Listening to radio	391	80	75	33	21	12	54	19	22	42	347	44	281	108	196	195
	15%	24%	21%	15%	11%	5%	22%	8%	19%	14%	15%	12%	18%	10%	15%	14%
		cdegi	deg	eg	e		cdegi		deg	eg			b			
		20%	19%	8%	5%	3%	14%	5%	6%	11%	89%	11%	72%	28%	50%	50%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	384	104	48	32	23	14	40	35	21	29	347	37	293	91	165	219
	14%	31%	13%	14%	12%	6%	16%	15%	18%	10%	15%	10%	19%	8%	13%	16%
		bcdefghi	e	e	e		ei	e	ei		b		b		a	
		27%	12%	8%	6%	4%	10%	9%	5%	7%	90%	10%	76%	24%	43%	57%
Using Twitter (browsing/ reading/ posting on site)	367	68	62	34	20	15	43	26	24	30	334	33	268	99	165	202
	14%	20%	17%	15%	10%	6%	17%	12%	21%	10%	14%	9%	17%	9%	13%	15%
		degi	dei	e			dei	e	degi		b		b			
		19%	17%	9%	5%	4%	12%	7%	7%	8%	91%	9%	73%	27%	45%	55%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	356	64	56	31	15	12	48	23	24	37	316	40	258	98	180	176
	13%	19%	16%	14%	8%	5%	20%	10%	21%	12%	14%	11%	17%	9%	14%	13%
		deg	de	de			degi	e	cdegi	e			b			
		18%	16%	9%	4%	3%	14%	6%	7%	10%	89%	11%	72%	28%	50%	50%

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

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QE25 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Streamed audio services (subscription) e.g. Spotify Premium, Apple Music or Deezer Premium	323	89	43	30	14	3	38	32	15	25	289	34	251	70	135	188
	12%	26%	12%	13%	7%	1%	16%	14%	13%	8%	12%	10%	16%	6%	11%	14%
		bcdefghi	e	de	e		dei	dei	de	e			b		a	
		28%	13%	9%	4%	1%	12%	10%	5%	8%	89%	11%	78%	22%	42%	58%
Remotely control TV services at home such as Sky+, Sky Q or Tivo using an online device	205	24	29	21	13	11	27	13	12	16	171	34	156	49	107	97
	8%	7%	8%	9%	7%	5%	11%	6%	10%	5%	7%	9%	10%	4%	8%	7%
			e				egi		ei				b			
		12%	14%	10%	6%	5%	13%	7%	6%	8%	84%	16%	76%	24%	53%	47%
Remotely control or monitor household appliances e.g. fridge, cooker, washing machine, tumble dryer and/ or home heating, lighting or security system or home energy consumption	81	17	12	9	-	3	18	4	5	4	72	10	65	16	42	40
	3%	5%	3%	4%	-%	1%	7%	2%	4%	1%	3%	3%	4%	1%	3%	3%
		degi	d	d			degi	d	dei				b			
		21%	15%	10%	-%	4%	22%	5%	6%	5%	88%	12%	80%	20%	51%	49%

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

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QE25 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Other	15	-	6	1	1	3	-	-	*	1	13	2	7	8	7	9
	1%	-%	2%	*%	*%	1%	-%	-%	*%	*%	1%	1%	*%	1%	1%	1%
			g													
		-%	36%	6%	5%	21%	-%	-%	3%	8%	84%	16%	45%	55%	43%	57%
USE SOCIAL NETWORKING SITES	1214	176	174	104	81	74	124	100	67	123	1053	161	830	382	594	620
	45%	52%	48%	46%	42%	32%	50%	44%	59%	41%	45%	45%	53%	34%	46%	45%
		dei	e	e	e		ei	e	bcdegi	e			b			
		14%	14%	9%	7%	6%	10%	8%	6%	10%	87%	13%	68%	31%	49%	51%
TV/ VIDEO VIEWING	965	149	162	85	53	51	113	77	55	90	853	111	669	293	471	494
	36%	44%	45%	38%	28%	22%	46%	34%	48%	30%	37%	31%	43%	26%	37%	36%
		degi	degi	de			degi	e	cdegi	e	b		b			
		15%	17%	9%	6%	5%	12%	8%	6%	9%	88%	12%	69%	30%	49%	51%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	753	169	123	47	31	41	85	67	38	55	666	87	541	210	302	451
	28%	50%	34%	21%	16%	18%	35%	29%	33%	18%	29%	24%	35%	19%	23%	32%
		bcdefghi	cdei				cdei	cdei	cdei				b		a	
		22%	16%	6%	4%	5%	11%	9%	5%	7%	89%	11%	72%	28%	40%	60%
STREAMED AUDIO SERVICES	509	135	62	44	27	14	52	51	26	44	457	52	384	123	217	292
	19%	40%	17%	20%	14%	6%	21%	22%	23%	15%	20%	15%	25%	11%	17%	21%
		bcdefghi	e	e	e		de	dei	dei	e	b		b		a	
		27%	12%	9%	5%	3%	10%	10%	5%	9%	90%	10%	76%	24%	43%	57%

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Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
None of these	61	3	6	7	6	6	2	5	3	12	54	7	17	44	30	31
	2%	1%	2%	3%	3%	3%	1%	2%	3%	4%	2%	2%	1%	4%	2%	2%
			f	f	f	f	f	f	f	af			a	a		
		5%	9%	12%	10%	10%	3%	8%	5%	20%	88%	12%	28%	72%	50%	50%
INFORMATION	2036	284	295	184	141	162	187	168	90	223	1759	277	1322	710	1005	1031
	76%	84%	82%	82%	73%	69%	76%	74%	79%	75%	76%	78%	85%	64%	78%	74%
		defgi	deg	deg	e	e	e	e	e	af			b	b	b	b
		14%	14%	9%	7%	8%	9%	8%	4%	11%	86%	14%	65%	35%	49%	51%
COMMUNICATION	1972	291	291	187	130	143	190	151	87	200	1705	266	1303	664	972	999
	74%	86%	81%	83%	68%	61%	77%	66%	76%	67%	74%	75%	84%	59%	76%	72%
		defghi	degi	degi			degi		degi	degi			b	b	b	b
		15%	15%	9%	7%	7%	10%	8%	4%	10%	86%	14%	66%	34%	49%	51%
PURCHASING/ FINANCES	1703	232	256	159	117	130	180	135	82	167	1468	235	1183	515	846	857
	64%	68%	71%	71%	61%	55%	73%	59%	72%	56%	63%	66%	76%	46%	66%	62%
		egi	degi	degi			degi		degi	degi			b	b	b	b
		14%	15%	9%	7%	8%	11%	8%	5%	10%	86%	14%	69%	30%	50%	50%
SOCIAL	1214	176	174	104	81	74	124	100	67	123	1053	161	830	382	594	620
	45%	52%	48%	46%	42%	32%	50%	44%	59%	41%	45%	45%	53%	34%	46%	45%
		dei	e	e	e	e	ei	e	bcdegi	e			b	b	b	b
		14%	14%	9%	7%	6%	10%	8%	6%	10%	87%	13%	68%	31%	49%	51%
ENTERTAINMENT	1202	193	198	101	81	63	132	97	65	112	1058	144	832	367	581	621
	45%	57%	55%	45%	43%	27%	54%	43%	57%	38%	46%	41%	54%	33%	45%	45%
		cdegi	cdegi	e	e		degi	e	cdegi	e	b		b	b	b	b
		16%	16%	8%	7%	5%	11%	8%	5%	9%	88%	12%	69%	31%	48%	52%
REMOTE ACCESS	454	74	62	43	23	18	60	30	29	41	394	60	325	129	234	220
	17%	22%	17%	19%	12%	8%	25%	13%	26%	14%	17%	17%	21%	12%	18%	16%
		degi	e	de			degi	e	bdegi	e			b	b	b	b
		16%	14%	10%	5%	4%	13%	7%	6%	9%	87%	13%	72%	28%	52%	48%

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
GENERAL SURFING/ BROWSING THE INTERNET	2237	1094	1143	338	450	839	611	112	142	214	708	648	641	479	464	1892	182	103	61
	84%	84%	83%	94%	95%	92%	66%	58%	72%	87%	95%	91%	90%	83%	70%	85%	78%	78%	82%
				d	cd	d			a	ab	abc	cd	cd	d		bc			
		49%	51%	15%	20%	38%	27%	5%	6%	10%	32%	29%	29%	21%	21%	85%	8%	5%	3%
SEND/ RECEIVE EMAILS	2144	1052	1092	322	438	811	574	89	134	201	703	661	629	452	396	1816	180	98	50
	80%	81%	79%	90%	92%	89%	62%	46%	68%	82%	94%	93%	88%	78%	60%	81%	77%	74%	68%
				d	cd	d			a	ab	abc	bcd	cd	d		cd	d		
		49%	51%	15%	20%	38%	27%	4%	6%	9%	33%	31%	29%	21%	18%	85%	8%	5%	2%
INSTANT MESSAGING (E.G. WHATSAPP, FACEBOOK MESSENGER, SNAPCHAT)	1695	805	890	312	404	668	311	73	106	157	592	496	483	373	339	1437	145	70	44
	63%	62%	65%	87%	85%	73%	34%	38%	54%	64%	79%	70%	68%	64%	51%	64%	62%	53%	59%
				cd	cd	d			a	ab	abc	d	d	d		cd	c		
		47%	53%	18%	24%	39%	18%	4%	6%	9%	35%	29%	28%	22%	20%	85%	9%	4%	3%
USING SOCIAL NETWORKING (E.G. FACEBOOK, TWITTER, LINKEDIN, SNAPCHAT)	1635	766	869	304	381	648	301	77	106	154	566	469	480	352	331	1373	140	77	43
	61%	59%	63%	85%	80%	71%	32%	40%	54%	63%	76%	66%	67%	61%	50%	61%	60%	59%	59%
			a	cd	cd	d			a	a	abc	d	cd	d					
		47%	53%	19%	23%	40%	18%	5%	6%	9%	35%	29%	29%	22%	20%	84%	9%	5%	3%
ACCESSING NEWS	1487	775	712	215	320	576	376	44	85	140	548	496	453	302	231	1261	125	64	37
	56%	60%	52%	60%	68%	63%	41%	23%	43%	57%	74%	70%	64%	52%	35%	56%	54%	48%	50%
		b		d	ad	d			a	ab	abc	bcd	cd	d		cd			
		52%	48%	14%	22%	39%	25%	3%	6%	9%	37%	33%	30%	20%	16%	85%	8%	4%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 80

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
WATCHING SHORT VIDEO CLIPS (E.G. ON YOUTUBE, DAILYMOTION, VIMEO OR FACEBOOK)	1351	694	657	255	323	519	255	61	81	120	514	416	413	288	227	1159	95	65	31
	51%	53%	48%	71%	68%	57%	27%	32%	41%	49%	69%	59%	58%	50%	34%	52%	41%	49%	42%
		b	cd	cd	cd	d				a	abc	cd	cd	d		bd		bd	
		51%	49%	19%	24%	38%	19%	5%	6%	9%	38%	31%	31%	21%	17%	86%	7%	5%	2%
MAKING VIDEO CALLS (E.G. FACETIME, SKYPE)	1198	562	636	233	315	452	198	51	59	97	438	381	358	248	208	1028	94	50	26
	45%	43%	46%	65%	66%	49%	21%	27%	30%	39%	59%	53%	50%	43%	31%	46%	40%	38%	35%
				cd	cd	d				ab	abc	cd	cd	d		cd		cd	
		47%	53%	19%	26%	38%	17%	4%	5%	8%	37%	32%	30%	21%	17%	86%	8%	4%	2%
AUDIO STREAMING (E.G. RADIO, PODCASTS, SPOTIFY, DEEZER)	1054	578	476	217	252	396	189	38	54	82	400	348	333	206	164	922	65	47	20
	39%	44%	35%	60%	53%	43%	20%	20%	28%	33%	54%	49%	47%	35%	25%	41%	28%	36%	27%
		b	bcd	cd	d					a	abc	cd	cd	d		bd		bd	
		55%	45%	21%	24%	38%	18%	4%	5%	8%	38%	33%	32%	20%	16%	88%	6%	4%	2%
WATCHING TV PROGRAMMES/ FILM CONTENT ONLINE	1012	537	475	207	256	383	166	33	51	82	403	331	308	200	167	876	73	40	22
	38%	41%	35%	58%	54%	42%	18%	17%	26%	33%	54%	47%	43%	35%	25%	39%	31%	31%	30%
		b	cd	cd	d					a	abc	cd	cd	d		bcd			
		53%	47%	20%	25%	38%	16%	3%	5%	8%	40%	33%	30%	20%	17%	87%	7%	4%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
MAKING VOICE CALLS USING A VOIP SERVICE (E.G. SKYPE)	990	487	503	191	258	383	157	35	51	85	381	315	314	204	152	846	78	42	24
	37%	37%	37%	53%	54%	42%	17%	18%	26%	35%	51%	44%	44%	35%	23%	38%	33%	32%	33%
				cd	cd	d				ab	abc	cd	cd	d		cd			
		49%	51%	19%	26%	39%	16%	4%	5%	9%	38%	32%	32%	21%	15%	85%	8%	4%	2%
TOTAL ONLINE TV/ VIDEO VIEWING	1525	783	741	274	354	592	305	64	91	137	567	467	462	325	265	1302	115	71	36
	57%	60%	54%	76%	75%	65%	33%	33%	46%	56%	76%	66%	65%	56%	40%	58%	49%	54%	49%
		b		cd	cd	d			a	ab	abc	cd	cd	d		bd			
		51%	49%	18%	23%	39%	20%	4%	6%	9%	37%	31%	30%	21%	17%	85%	8%	5%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
GENERAL SURFING/ BROWSING THE INTERNET	2237	302	309	199	161	184	201	189	100	247	1945	292	1441	791	1087	1151
	84%	89%	86%	89%	84%	79%	82%	83%	87%	83%	84%	82%	93%	71%	84%	83%
		ef	e	ef	e	e	e	e	e	e	84%	82%	b	b	84%	83%
		14%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	64%	35%	49%	51%
SEND/ RECEIVE EMAILS	2144	296	311	196	156	169	201	172	93	221	1854	290	1412	727	1066	1078
	80%	87%	86%	87%	82%	72%	82%	76%	81%	74%	80%	82%	91%	65%	83%	78%
		egi	egi	egi	e	e	e	e	e	e	86%	14%	b	b	b	b
		14%	15%	9%	7%	8%	9%	8%	4%	10%	86%	14%	66%	34%	50%	50%
INSTANT MESSAGING (E.G. WHATSAPP, FACEBOOK MESSENGER, SNAPCHAT)	1695	257	235	139	126	122	162	142	77	177	1480	215	1181	510	775	920
	63%	76%	65%	62%	66%	52%	66%	62%	67%	59%	64%	61%	76%	46%	60%	66%
		bcd efghi	e	e	e	e	e	e	e	e	87%	13%	b	b	a	a
		15%	14%	8%	7%	7%	10%	8%	5%	10%	87%	13%	70%	30%	46%	54%
USING SOCIAL NETWORKING (E.G. FACEBOOK, TWITTER, LINKEDIN, SNAPCHAT)	1635	234	229	136	111	120	152	146	78	168	1428	207	1134	498	775	860
	61%	69%	64%	61%	58%	51%	62%	64%	68%	56%	62%	58%	73%	45%	60%	62%
		dei	e	e	e	e	e	e	dei	dei	62%	58%	b	b	60%	62%
		14%	14%	8%	7%	7%	9%	9%	5%	10%	87%	13%	69%	30%	47%	53%
ACCESSING NEWS	1487	228	232	131	87	100	145	116	67	156	1294	193	1038	446	725	761
	56%	67%	64%	58%	45%	43%	59%	51%	59%	52%	56%	54%	67%	40%	56%	55%
		cdegi	degi	de	e	e	de	de	de	e	87%	13%	b	b	49%	51%
		15%	16%	9%	6%	7%	10%	8%	5%	10%	87%	13%	70%	30%	49%	51%

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
WATCHING SHORT VIDEO CLIPS (E.G. ON YOUTUBE, DAILYMOTION, VIMEO OR FACEBOOK)	1351 51%	207 61%	217 60%	120 54%	84 44%	87 37%	120 49%	112 49%	69 60%	143 48%	1188 51%	163 46%	942 61%	404 36%	639 50%	712 51%
		defgi 15%	defgi 16%	de 9%	e 6%	defgi 9%	e 8%	e 8%	defgi 5%	e 11%	b 88%	b 12%	b 70%	b 30%	a 47%	a 53%
MAKING VIDEO CALLS (E.G. FACETIME, SKYPE)	1198 45%	232 68%	179 50%	83 37%	62 32%	89 38%	117 48%	102 45%	49 43%	115 38%	1054 45%	145 41%	841 54%	355 32%	535 42%	663 48%
		bcdefghi 19%	cdei 15%	cdei 7%	cdei 5%	cdei 7%	cdei 10%	d 8%	d 4%	d 10%	b 88%	b 12%	b 70%	b 30%	a 45%	a 55%
AUDIO STREAMING (E.G. RADIO, PODCASTS, SPOTIFY, DEEZER)	1054 39%	197 58%	170 47%	95 42%	57 30%	62 26%	104 42%	94 41%	50 44%	94 32%	930 40%	124 35%	776 50%	276 25%	497 39%	557 40%
		bcdefghi 19%	dei 16%	dei 9%	dei 5%	dei 6%	dei 10%	dei 9%	dei 5%	dei 9%	b 88%	b 12%	b 74%	b 26%	a 47%	a 53%
WATCHING TV PROGRAMMES/ FILM CONTENT ONLINE	1012 38%	185 55%	170 47%	89 40%	56 29%	62 27%	112 45%	83 37%	42 36%	77 26%	888 38%	123 35%	723 47%	285 25%	457 36%	555 40%
		cdeghi 18%	deghi 17%	dei 9%	dei 6%	dei 6%	deghi 11%	ei 8%	ei 4%	ei 8%	b 88%	b 12%	b 72%	b 28%	a 45%	a 55%

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
MAKING VOICE CALLS USING A VOIP SERVICE (E.G. SKYPE)	990	220	160	69	44	59	107	72	41	76	873	117	724	262	416	573
	37%	65%	44%	31%	23%	25%	43%	32%	35%	25%	38%	33%	47%	23%	32%	41%
		bcdefghi	cdegi				cdegi	d	dei				b		a	
		22%	16%	7%	4%	6%	11%	7%	4%	8%	88%	12%	73%	26%	42%	58%
TOTAL ONLINE TV/ VIDEO VIEWING	1525	234	231	135	102	103	143	129	72	153	1331	194	1058	461	727	798
	57%	69%	64%	60%	53%	44%	58%	57%	63%	51%	57%	54%	68%	41%	57%	57%
		cdefgi	dei	e	e		e	e	dei				b			
		15%	15%	9%	7%	7%	9%	8%	5%	10%	87%	13%	69%	30%	48%	52%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
GENERAL SURFING/ BROWSING THE INTERNET	2056	1003	1053	321	420	772	543	97	130	193	662	601	594	440	418	1742	167	97	51
	77%	77%	77%	89%	89%	84%	59%	51%	66%	78%	89%	84%	83%	76%	63%	78%	72%	73%	69%
				cd	cd	d			a	ab	abc	cd	cd	d		bd			
		49%	51%	16%	20%	38%	26%	5%	6%	9%	32%	29%	29%	21%	20%	85%	8%	5%	2%
SEND/ RECEIVE EMAILS	1926	945	981	291	402	737	496	71	118	172	648	619	578	399	324	1631	162	91	42
	72%	73%	71%	81%	85%	81%	54%	37%	60%	70%	87%	87%	81%	69%	49%	73%	69%	69%	57%
				d	d	d			a	ab	abc	bcd	cd	d		d	d	d	
		49%	51%	15%	21%	38%	26%	4%	6%	9%	34%	32%	30%	21%	17%	85%	8%	5%	2%
USING SOCIAL NETWORKING (E.G. FACEBOOK, TWITTER, LINKEDIN, SNAPCHAT)	1422	656	766	276	344	558	243	67	94	127	496	396	418	314	293	1196	119	72	35
	53%	50%	56%	77%	73%	61%	26%	35%	47%	52%	67%	56%	59%	54%	44%	53%	51%	54%	47%
			a	cd	cd	d			a	a	abc	d	d	d		d			
		46%	54%	19%	24%	39%	17%	5%	7%	9%	35%	28%	29%	22%	21%	84%	8%	5%	2%
INSTANT MESSAGING (E.G. WHATSAPP, FACEBOOK MESSENGER, SNAPCHAT)	1421	661	761	272	353	552	245	61	91	127	505	419	402	310	286	1207	121	60	34
	53%	51%	55%	76%	74%	60%	26%	32%	46%	52%	68%	59%	56%	53%	43%	54%	52%	46%	45%
			a	cd	cd	d			a	a	abc	d	d	d		cd			
		46%	54%	19%	25%	39%	17%	4%	6%	9%	36%	29%	28%	22%	20%	85%	8%	4%	2%
ACCESSING NEWS	1149	619	530	172	250	434	293	29	70	104	436	393	344	232	177	985	87	51	26
	43%	48%	39%	48%	53%	47%	32%	15%	35%	42%	58%	55%	48%	40%	27%	44%	37%	39%	36%
		b		d	d	d			a	a	abc	bcd	cd	d		bd			
		54%	46%	15%	22%	38%	25%	3%	6%	9%	38%	34%	30%	20%	15%	86%	8%	4%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
WATCHING SHORT VIDEO CLIPS (E.G. ON YOUTUBE, DAILYMOTION, VIMEO OR FACEBOOK)	1025	534	491	212	262	378	173	45	68	86	410	321	315	214	173	898	61	46	20
	38%	41%	36%	59%	55%	41%	19%	23%	35%	35%	55%	45%	44%	37%	26%	40%	26%	35%	27%
		b	cd	cd	cd	d		a	a	a	abc	cd	cd	d		bd		bd	
		52%	48%	21%	26%	37%	17%	4%	7%	8%	40%	31%	31%	21%	17%	88%	6%	4%	2%
MAKING VIDEO CALLS (E.G. FACETIME, SKYPE)	837	376	461	189	235	298	115	35	42	66	319	260	252	171	151	729	53	39	16
	31%	29%	34%	53%	50%	33%	12%	18%	21%	27%	43%	37%	35%	30%	23%	33%	23%	29%	21%
		a	cd	cd	cd	d		a	abc	cd	cd	cd	cd	d		bd		d	
		45%	55%	23%	28%	36%	14%	4%	5%	8%	38%	31%	30%	20%	18%	87%	6%	5%	2%
AUDIO STREAMING (E.G. RADIO, PODCASTS, SPOTIFY, DEEZER)	791	438	353	165	209	282	134	28	38	53	315	277	248	145	121	702	46	30	12
	30%	34%	26%	46%	44%	31%	14%	14%	19%	21%	42%	39%	35%	25%	18%	31%	20%	23%	16%
		b	cd	cd	cd	d		abc	cd	cd	cd	cd	cd	d		bcd		d	
		55%	45%	21%	26%	36%	17%	3%	5%	7%	40%	35%	31%	18%	15%	89%	6%	4%	1%
WATCHING TV PROGRAMMES/ FILM CONTENT ONLINE	716	382	335	167	185	258	106	23	42	57	285	233	223	139	119	623	51	31	12
	27%	29%	24%	46%	39%	28%	11%	12%	21%	23%	38%	33%	31%	24%	18%	28%	22%	23%	16%
		b	bcd	cd	cd	d		a	a	abc	cd	cd	cd	d		bd	d	d	
		53%	47%	23%	26%	36%	15%	3%	6%	8%	40%	32%	31%	19%	17%	87%	7%	4%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 81

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
MAKING VOICE CALLS USING A VOIP SERVICE (E.G. SKYPE)	685	324	361	139	191	258	97	24	35	58	276	221	222	135	105	595	46	29	15
	26%	25%	26%	39%	40%	28%	10%	12%	18%	24%	37%	31%	31%	23%	16%	27%	20%	22%	20%
				cd	cd	d				a	abc	cd	cd	d		bd			
		47%	53%	20%	28%	38%	14%	3%	5%	8%	40%	32%	32%	20%	15%	87%	7%	4%	2%
TOTAL ONLINE TV/ VIDEO VIEWING	1188	615	573	239	296	439	214	50	80	101	460	370	360	247	207	1033	79	53	23
	44%	47%	42%	67%	62%	48%	23%	26%	40%	41%	62%	52%	50%	43%	31%	46%	34%	40%	31%
		b		cd	cd	d			a	a	abc	cd	cd	d		bcd		d	
		52%	48%	20%	25%	37%	18%	4%	7%	8%	39%	31%	30%	21%	17%	87%	7%	4%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
GENERAL SURFING/ BROWSING THE INTERNET	2056	264	295	187	147	165	187	173	92	233	1786	270	1335	716	1012	1044
	77%	78%	82%	83%	77%	70%	76%	76%	80%	78%	77%	76%	86%	64%	79%	75%
		e	e	eg	e	e	e	e	e	e	e	e	b	b	b	b
		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	65%	35%	49%	51%
SEND/ RECEIVE EMAILS	1926	274	298	184	130	139	187	152	83	183	1659	267	1283	638	975	951
	72%	81%	83%	82%	68%	59%	76%	67%	73%	62%	72%	75%	83%	57%	76%	68%
		deghi	deghi	deghi	e	e	egi	e	ei	e	e	e	b	b	b	b
		14%	15%	10%	7%	7%	10%	8%	4%	10%	86%	14%	67%	33%	51%	49%
USING SOCIAL NETWORKING (E.G. FACEBOOK, TWITTER, LINKEDIN, SNAPCHAT)	1422	200	201	121	95	92	138	129	73	147	1234	188	983	436	689	733
	53%	59%	56%	54%	50%	39%	56%	57%	64%	49%	53%	53%	63%	39%	54%	53%
		ei	e	e	e	e	e	e	cdei	e	e	e	b	b	b	b
		14%	14%	9%	7%	6%	10%	9%	5%	10%	87%	13%	69%	31%	48%	52%
INSTANT MESSAGING (E.G. WHATSAPP, FACEBOOK MESSENGER, SNAPCHAT)	1421	237	186	120	95	81	151	118	73	145	1244	178	990	427	661	760
	53%	70%	52%	53%	49%	35%	61%	52%	63%	49%	54%	50%	64%	38%	51%	55%
		bcdegi	e	e	e	e	bdegi	e	bcdegi	e	e	e	b	b	b	b
		17%	13%	8%	7%	6%	11%	8%	5%	10%	88%	12%	70%	30%	47%	53%
ACCESSING NEWS	1149	166	197	101	64	62	126	94	59	118	994	156	798	348	583	566
	43%	49%	55%	45%	33%	26%	51%	41%	51%	39%	43%	44%	51%	31%	45%	41%
		dei	cdegi	de	e	e	degi	e	degi	e	e	e	b	b	b	b
		14%	17%	9%	6%	5%	11%	8%	5%	10%	86%	14%	69%	30%	51%	49%

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
WATCHING SHORT VIDEO CLIPS (E.G. ON YOUTUBE, DAILYMOTION, VIMEO OR FACEBOOK)	1025	180	168	89	52	53	107	88	64	97	902	123	724	298	486	539
	38%	53%	47%	40%	27%	23%	43%	39%	56%	33%	39%	35%	47%	27%	38%	39%
		cdefgi	dei	de	dei	de	cdefgi	e	b	cdefgi	a	b	a	b	a	b
		18%	16%	9%	5%	5%	10%	9%	6%	9%	88%	12%	71%	29%	47%	53%
MAKING VIDEO CALLS (E.G. FACETIME, SKYPE)	837	187	123	57	37	45	93	75	41	72	744	93	596	238	344	493
	31%	55%	34%	25%	19%	19%	38%	33%	35%	24%	32%	26%	38%	21%	27%	35%
		bcdefghi	cdei				cdei	dei	cdei		b		b		a	
		22%	15%	7%	4%	5%	11%	9%	5%	9%	89%	11%	71%	28%	41%	59%
AUDIO STREAMING (E.G. RADIO, PODCASTS, SPOTIFY, DEEZER)	791	165	112	71	44	31	90	74	41	76	696	95	575	214	370	421
	30%	49%	31%	32%	23%	13%	37%	32%	35%	25%	30%	27%	37%	19%	29%	30%
		bcdefghi	e	de	e		dei	de	dei	e			b			
		21%	14%	9%	6%	4%	11%	9%	5%	10%	88%	12%	73%	27%	47%	53%
WATCHING TV PROGRAMMES/ FILM CONTENT ONLINE	716	135	114	55	39	34	98	59	34	55	636	80	509	204	331	386
	27%	40%	32%	25%	20%	15%	40%	26%	30%	18%	27%	23%	33%	18%	26%	28%
		cdeghi	dei	e			cdeghi	ei	dei		b		b			
		19%	16%	8%	5%	5%	14%	8%	5%	8%	89%	11%	71%	28%	46%	54%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
MAKING VOICE CALLS USING A VOIP SERVICE (E.G. SKYPE)	685	168	114	43	24	33	88	45	34	46	607	78	510	173	269	416
	26%	50%	32%	19%	13%	14%	36%	20%	30%	15%	26%	22%	33%	15%	21%	30%
		bcdefghi	cdegi				cdegi	d	cdegi	b			b		a	
		25%	17%	6%	4%	5%	13%	7%	5%	7%	89%	11%	74%	25%	39%	61%
TOTAL ONLINE TV/ VIDEO VIEWING	1188	205	185	101	67	66	127	101	68	111	1043	145	833	351	566	622
	44%	60%	51%	45%	35%	28%	52%	45%	60%	37%	45%	41%	54%	31%	44%	45%
		cdegi	dei	de			dei	de	cdegi	e			b			
		17%	16%	9%	6%	6%	11%	9%	6%	9%	88%	12%	70%	30%	48%	52%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 82

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QE26 (QE51). SHOWCARD Which of these fixed broadband services does your household have? (SINGLE CODE)

Base : Those with fixed broadband at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2925	1455	1470	399	476	1022	1027	124	190	294	823	774	928	598	617	1783	376	374	392
Effective Weighted Sample	2025	1000	1025	266	346	694	740	93	135	192	608	542	654	412	437	1559	255	256	347
Total	2141	1059	1081	279	386	800	675	85	133	196	699	651	603	461	420	1805	177	99	59
		49%	51%	13%	18%	37%	32%	4%	6%	9%	33%	30%	28%	22%	20%	84%	8%	5%	3%
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	1048 49%	522 49%	526 49%	137 49%	174 45%	387 48%	351 52%	53 62%	82 62%	100 51%	324 46%	291 45%	281 47%	237 51%	233 55%	865 48%	97 55%	48 49%	38 63%
		50%	50%	13%	17%	37%	33%	5%	8%	10%	31%	28%	27%	23%	22%	83%	9%	5%	4%
Superfast broadband - A premium service that delivers higher speeds through either fibre optic or cable service - so the download speed is 30MB/ second or higher	795 37%	419 40%	376 35%	89 32%	158 41%	312 39%	236 35%	20 23%	39 29%	77 39%	305 44%	272 42%	239 40%	164 36%	118 28%	677 38%	64 36%	39 39%	15 25%
		b	a	a	a	a	b	d	d	a	ab	d	d	d	d	d	d	d	abc
		53%	47%	11%	20%	39%	30%	2%	5%	10%	38%	34%	30%	21%	15%	85%	8%	5%	2%
Ultrafast broadband - the download speed is 100MB/second or higher	102 5%	51 5%	50 5%	9 3%	30 8%	41 5%	22 3%	4 5%	5 4%	4 2%	35 5%	33 5%	32 5%	19 4%	17 4%	94 5%	3 2%	2 2%	2 4%
		51%	49%	9%	29%	40%	22%	4%	5%	4%	34%	32%	32%	19%	17%	92%	3%	2%	2%

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

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QE26 (QE51). SHOWCARD Which of these fixed broadband services does your household have? (SINGLE CODE)

Base : Those with fixed broadband at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2925	1455	1470	399	476	1022	1027	124	190	294	823	774	928	598	617	1783	376	374	392
Effective Weighted Sample	2025	1000	1025	266	346	694	740	93	135	192	608	542	654	412	437	1559	255	256	347
Total	2141	1059	1081	279	386	800	675	85	133	196	699	651	603	461	420	1805	177	99	59
		49%	51%	13%	18%	37%	32%	4%	6%	9%	33%	30%	28%	22%	20%	84%	8%	5%	3%
Don't know	196	67	129	44	25	60	66	9	7	15	35	55	50	41	51	169	13	9	5
	9%	6%	12%	16%	7%	8%	10%	10%	6%	7%	5%	8%	8%	9%	12%	9%	7%	9%	8%
			a	bcd				d						ab					
		34%	66%	23%	13%	31%	34%	5%	4%	7%	18%	28%	25%	21%	26%	86%	6%	5%	2%

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

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QE26 (QE51). SHOWCARD Which of these fixed broadband services does your household have? (SINGLE CODE)

Base : Those with fixed broadband at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2925	202	203	225	195	197	192	177	193	199	2112	813	1723	1196	1489	1436
Effective Weighted Sample	2025	187	193	217	181	188	186	169	183	187	1679	369	1192	846	990	1036
Total	2141	272	310	204	153	176	200	154	98	238	1842	299	1345	790	1075	1066
		13%	14%	10%	7%	8%	9%	7%	5%	11%	86%	14%	63%	37%	50%	50%
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	1048 49%	163 60%	119 38%	89 43%	91 59%	98 55%	115 57%	70 45%	39 40%	82 35%	909 49%	139 46%	625 46%	420 53%	500 46%	548 51%
		bcghi 16%	11%	8%	bcghi 9%	bchi 9%	bcghi 11%	i 7%	4%	8%	87%	13%	60%	40%	48%	52%
Superfast broadband - A premium service that delivers higher speeds through either fibre optic or cable service - so the download speed is 30MB/ second or higher	795 37%	83 30%	157 51%	89 44%	38 25%	57 32%	61 30%	37 24%	41 42%	115 49%	676 37%	119 40%	541 40%	253 32%	433 40%	361 34%
		10%	adefg 20%	adefg 11%	5%	7%	8%	5%	adfg 5%	adefg 15%	85%	15%	68%	32%	55%	45%
Ultrafast broadband - the download speed is 100MB/second or higher	102 5%	18 7%	5 2%	9 5%	13 8%	5 3%	9 5%	12 8%	5 5%	16 7%	94 5%	8 3%	72 5%	29 4%	51 5%	51 5%
		b 18%	5%	9%	be 13%	5%	9%	be 12%	5%	b 16%	b 92%	8%	71%	29%	50%	50%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 82

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

QE26 (QE51). SHOWCARD Which of these fixed broadband services does your household have? (SINGLE CODE)

Base : Those with fixed broadband at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2925	202	203	225	195	197	192	177	193	199	2112	813	1723	1196	1489	1436
Effective Weighted Sample	2025	187	193	217	181	188	186	169	183	187	1679	369	1192	846	990	1036
Total	2141	272	310	204	153	176	200	154	98	238	1842	299	1345	790	1075	1066
		13%	14%	10%	7%	8%	9%	7%	5%	11%	86%	14%	63%	37%	50%	50%
Don't know	196	8	29	17	11	16	16	35	13	24	163	33	107	88	91	105
	9%	3%	9%	8%	7%	9%	8%	23%	13%	10%	9%	11%	8%	11%	8%	10%
			a	a	a	a	a	abcdefhi	a	a				a		
		4%	15%	9%	6%	8%	8%	18%	7%	12%	83%	17%	54%	45%	46%	54%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 83

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QE27 (QE11C). Do you know how to find out what speeds you are getting on your computer at home? (SINGLE CODE)

Base : Those who use broadband to connect to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2965	1473	1492	409	487	1031	1037	127	192	296	836	780	943	609	625	1809	380	381	395
Effective Weighted Sample	2056	1014	1042	273	355	702	748	95	136	193	618	547	666	419	443	1583	258	262	349
Total	2173	1073	1100	285	398	807	683	87	134	197	708	657	616	469	425	1833	179	101	60
		49%	51%	13%	18%	37%	31%	4%	6%	9%	33%	30%	28%	22%	20%	84%	8%	5%	3%
Yes	965	622	343	128	204	365	268	31	52	86	394	330	306	186	139	822	83	42	19
	44%	58%	31%	45%	51%	45%	39%	35%	38%	44%	56%	50%	50%	40%	33%	45%	46%	41%	32%
		b	d	d	d	d	d				abc	cd	cd	d		d	d	d	
		64%	36%	13%	21%	38%	28%	3%	5%	9%	41%	34%	32%	19%	14%	85%	9%	4%	2%
No	1117	419	698	143	176	411	387	50	73	96	298	311	290	263	251	936	89	57	36
	51%	39%	63%	50%	44%	51%	57%	57%	55%	49%	42%	47%	47%	56%	59%	51%	50%	56%	60%
		a	a	a	b	b	bc	d	d					ab	ab				ab
		37%	63%	13%	16%	37%	35%	4%	7%	9%	27%	28%	26%	23%	23%	84%	8%	5%	3%
Don't know	91	32	58	14	18	31	28	7	9	15	17	17	20	20	34	75	8	3	5
	4%	3%	5%	5%	4%	4%	4%	8%	7%	7%	2%	3%	3%	4%	8%	4%	4%	3%	8%
		a	a					d	d	d				abc					ac
		36%	64%	15%	20%	35%	30%	7%	10%	16%	18%	18%	22%	22%	38%	83%	9%	3%	5%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 83

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QE27 (QE11C). Do you know how to find out what speeds you are getting on your computer at home? (SINGLE CODE)

Base : Those who use broadband to connect to the internet at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2965	206	205	229	199	199	200	178	193	200	2146	819	1748	1211	1503	1462
Effective Weighted Sample	2056	191	195	221	185	190	194	169	183	188	1707	372	1210	859	1002	1055
Total	2173	279	312	208	156	178	208	155	98	239	1872	301	1366	802	1087	1086
		13%	14%	10%	7%	8%	10%	7%	5%	11%	86%	14%	63%	37%	50%	50%
Yes	965	110	155	97	68	78	112	63	42	97	819	145	652	310	512	453
	44%	40%	50%	47%	44%	44%	54%	41%	43%	40%	44%	48%	48%	39%	47%	42%
			a				adghi						b		b	
		11%	16%	10%	7%	8%	12%	7%	4%	10%	85%	15%	68%	32%	53%	47%
No	1117	146	140	107	85	93	83	86	54	141	967	150	667	449	551	566
	51%	52%	45%	51%	55%	52%	40%	55%	55%	59%	52%	50%	49%	56%	51%	52%
		f		f	f	f		bf	bf	bf			a			
		13%	13%	10%	8%	8%	7%	8%	5%	13%	87%	13%	60%	40%	49%	51%
Don't know	91	22	17	5	3	6	13	6	2	1	86	5	47	43	24	66
	4%	8%	5%	2%	2%	4%	6%	4%	2%	*%	5%	2%	3%	5%	2%	6%
		cdhi	i			i	cdhi	i			b		a		a	
		25%	19%	5%	3%	7%	15%	7%	2%	1%	94%	6%	52%	47%	27%	73%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 84

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QE28 (QE12). SHOWCARD Thinking about the speed of your household's fixed broadband internet, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE)

Base : Those with fixed broadband at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2925	1455	1470	399	476	1022	1027	124	190	294	823	774	928	598	617	1783	376	374	392
Effective Weighted Sample	2025	1000	1025	266	346	694	740	93	135	192	608	542	654	412	437	1559	255	256	347
Total	2141	1059	1081	279	386	800	675	85	133	196	699	651	603	461	420	1805	177	99	59
		49%	51%	13%	18%	37%	32%	4%	6%	9%	33%	30%	28%	22%	20%	84%	8%	5%	3%
A lot faster	99	48	51	10	25	34	31	*	8	10	32	28	28	20	24	80	9	8	3
	5%	5%	5%	4%	6%	4%	5%	*%	a	a	5%	4%	5%	4%	6%	4%	5%	a	4%
		48%	52%	10%	25%	34%	31%	*%	8%	10%	33%	28%	28%	20%	24%	81%	9%	8%	3%
A little faster	238	123	115	34	42	95	67	8	12	23	70	81	60	49	46	204	14	11	9
	11%	12%	11%	12%	11%	12%	10%	10%	9%	12%	10%	13%	10%	11%	11%	11%	8%	11%	15%
		52%	48%	14%	18%	40%	28%	4%	5%	10%	29%	34%	25%	21%	19%	86%	6%	5%	4%
TOTAL FASTER	337	171	166	43	67	129	98	9	20	33	102	109	88	68	70	284	23	19	12
	16%	16%	15%	16%	17%	16%	15%	10%	15%	17%	15%	17%	15%	15%	17%	16%	13%	19%	20%
		51%	49%	13%	20%	38%	29%	3%	6%	10%	30%	32%	26%	20%	21%	84%	7%	6%	3%
About the same	1108	545	563	141	208	425	333	49	74	99	382	329	315	238	225	940	100	43	25
	52%	51%	52%	50%	54%	53%	49%	57%	56%	51%	55%	51%	52%	52%	54%	52%	57%	43%	42%
		49%	51%	13%	19%	38%	30%	4%	7%	9%	34%	30%	28%	21%	20%	85%	9%	4%	2%
A little slower	345	195	150	55	63	124	102	15	15	31	121	118	103	71	50	289	32	18	6
	16%	18%	14%	20%	16%	16%	15%	17%	11%	16%	17%	18%	17%	15%	12%	16%	18%	18%	11%
		b	b									d	d		d	d	d	d	
		56%	44%	16%	18%	36%	30%	4%	4%	9%	35%	34%	30%	21%	14%	84%	9%	5%	2%
A lot slower	151	73	78	16	26	59	50	4	9	9	57	46	46	36	24	125	11	11	4
	7%	7%	7%	6%	7%	7%	7%	5%	7%	4%	8%	7%	8%	8%	6%	7%	6%	11%	6%
		48%	52%	10%	17%	39%	33%	3%	6%	6%	37%	30%	30%	24%	16%	83%	8%	7%	2%
TOTAL SLOWER	496	268	228	71	89	184	152	19	24	40	177	163	150	107	73	414	43	29	10
	23%	25%	21%	26%	23%	23%	23%	22%	18%	21%	25%	25%	25%	23%	17%	23%	24%	29%	17%
		b	b									d	d	d	d	d	d	ad	
		54%	46%	14%	18%	37%	31%	4%	5%	8%	36%	33%	30%	22%	15%	83%	9%	6%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 84

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QE28 (QE12). SHOWCARD Thinking about the speed of your household's fixed broadband internet, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE)

Base : Those with fixed broadband at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2925	1455	1470	399	476	1022	1027	124	190	294	823	774	928	598	617	1783	376	374	392
Effective Weighted Sample	2025	1000	1025	266	346	694	740	93	135	192	608	542	654	412	437	1559	255	256	347
Total	2141	1059	1081	279	386	800	675	85	133	196	699	651	603	461	420	1805	177	99	59
		49%	51%	13%	18%	37%	32%	4%	6%	9%	33%	30%	28%	22%	20%	84%	8%	5%	3%
Don't know	199	75	124	24	23	62	91	9	15	23	38	49	50	48	51	167	11	9	13
	9%	7%	11%	9%	6%	8%	13%	10%	11%	12%	5%	8%	8%	10%	12%	9%	6%	9%	22%
			a				abc		d	d				ab					abc
		38%	62%	12%	11%	31%	46%	4%	8%	12%	19%	25%	25%	24%	26%	84%	6%	4%	6%

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

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QE28 (QE12). SHOWCARD Thinking about the speed of your household's fixed broadband internet, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE)

Base : Those with fixed broadband at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b	
Significance Level: 95%																	
Unweighted total	2925	202	203	225	195	197	192	177	193	199	2112	813	1723	1196	1489	1436	
Effective Weighted Sample	2025	187	193	217	181	188	186	169	183	187	1679	369	1192	846	990	1036	
Total	2141	272	310	204	153	176	200	154	98	238	1842	299	1345	790	1075	1066	
		13%	14%	10%	7%	8%	9%	7%	5%	11%	86%	14%	63%	37%	50%	50%	
A lot faster	99	18	8	6	6	9	9	7	7	12	85	14	61	37	37	62	
	5%	6%	3%	3%	4%	5%	5%	4%	7%	5%	5%	5%	5%	5%	3%	6%	
		18%	8%	6%	6%	9%	9%	7%	7%	12%	86%	14%	62%	37%	37%	63%	
A little faster	238	33	40	25	21	13	21	16	12	23	204	34	149	87	130	108	
	11%	12%	13%	12%	14%	7%	10%	11%	12%	10%	11%	11%	11%	11%	12%	10%	
		14%	17%	10%	9%	5%	9%	7%	5%	10%	86%	14%	63%	37%	55%	45%	
TOTAL FASTER	337	51	47	30	27	22	30	23	18	35	289	48	210	124	167	170	
	16%	19%	15%	15%	17%	12%	15%	15%	19%	15%	16%	16%	16%	16%	16%	16%	
		15%	14%	9%	8%	6%	9%	7%	5%	10%	86%	14%	62%	37%	50%	50%	
About the same	1108	143	177	110	65	95	114	67	43	127	965	143	712	394	544	564	
	52%	53%	57%	54%	43%	54%	57%	43%	44%	53%	52%	48%	53%	50%	51%	53%	
		13%	dgh	dg	e	d	dgh			d	87%	13%	64%	36%	49%	51%	
A little slower	345	48	43	36	22	31	29	28	18	35	299	46	235	110	172	173	
	16%	17%	14%	18%	14%	17%	15%	18%	18%	15%	16%	15%	17%	14%	16%	16%	
		14%	12%	11%	6%	9%	9%	8%	5%	10%	87%	13%	b	32%	50%	50%	
A lot slower	151	15	21	16	13	7	14	10	11	18	121	30	85	66	90	61	
	7%	5%	7%	8%	9%	4%	7%	7%	12%	7%	7%	10%	6%	8%	8%	6%	
		10%	14%	11%	9%	5%	9%	7%	ae	8%	80%	a	56%	44%	b	41%	
TOTAL SLOWER	496	62	64	53	35	37	44	38	29	53	420	76	319	176	262	235	
	23%	23%	21%	26%	23%	21%	22%	25%	30%	22%	23%	26%	24%	22%	24%	22%	
		13%	13%	11%	7%	8%	9%	8%	b	11%	85%	15%	64%	35%	53%	47%	

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 84

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QE28 (QE12). SHOWCARD Thinking about the speed of your household's fixed broadband internet, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE)

Base : Those with fixed broadband at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2925	202	203	225	195	197	192	177	193	199	2112	813	1723	1196	1489	1436
Effective Weighted Sample	2025	187	193	217	181	188	186	169	183	187	1679	369	1192	846	990	1036
Total	2141	272	310	204	153	176	200	154	98	238	1842	299	1345	790	1075	1066
		13%	14%	10%	7%	8%	9%	7%	5%	11%	86%	14%	63%	37%	50%	50%
Don't know	199	16	22	12	26	22	13	26	7	23	168	31	103	96	102	97
	9%	6%	7%	6%	17%	13%	6%	17%	8%	10%	9%	11%	8%	12%	10%	9%
		8%	11%	6%	abcfhi 13%	acf 11%	6%	abcfhi 13%	4%	11%	84%	16%	52%	a 48%	51%	49%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 85

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QE29 (QE35). READ OUT DESCRIPTION OF WIRELESS ROUTER. Do you or anyone in your household use a fixed wireless internet connection at home (Wi-Fi)? (SINGLE CODE)

Base : Those with fixed broadband at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2925	1455	1470	399	476	1022	1027	124	190	294	823	774	928	598	617	1783	376	374	392
Effective Weighted Sample	2025	1000	1025	266	346	694	740	93	135	192	608	542	654	412	437	1559	255	256	347
Total	2141	1059	1081	279	386	800	675	85	133	196	699	651	603	461	420	1805	177	99	59
		49%	51%	13%	18%	37%	32%	4%	6%	9%	33%	30%	28%	22%	20%	84%	8%	5%	3%
Yes	1915	958	956	256	353	719	587	65	113	177	653	597	545	408	359	1623	148	88	55
	89%	90%	88%	92%	91%	90%	87%	77%	85%	90%	93%	92%	90%	88%	86%	90%	84%	90%	93%
				d	d	a	ab	d	d	a	ab	d	d	d	d	b	b	b	b
		50%	50%	13%	18%	38%	31%	3%	6%	9%	34%	31%	28%	21%	19%	85%	8%	5%	3%
No	170	85	86	14	28	64	64	10	16	14	40	47	44	43	36	134	25	9	3
	8%	8%	8%	5%	7%	8%	9%	12%	12%	7%	6%	7%	7%	9%	9%	7%	14%	9%	5%
				a	a	a	a	d	d	d	a	d	d	d	d	ad	ad	ad	ad
		50%	50%	8%	17%	38%	38%	6%	10%	8%	24%	28%	26%	25%	21%	78%	15%	5%	2%
Don't know	55	16	39	9	5	17	24	10	4	5	5	6	13	10	25	49	4	2	1
	3%	2%	4%	3%	1%	2%	4%	11%	3%	2%	1%	1%	2%	2%	6%	3%	2%	2%	1%
			a	a	a	a	b	bcd	bcd	bcd	bcd	bcd	bcd	bcd	abc	abc	abc	abc	abc
		29%	71%	16%	9%	31%	44%	17%	6%	8%	9%	11%	24%	19%	45%	88%	7%	3%	1%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 85

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

QE29 (QE35). READ OUT DESCRIPTION OF WIRELESS ROUTER. Do you or anyone in your household use a fixed wireless internet connection at home (Wi-Fi)? (SINGLE CODE)

Base : Those with fixed broadband at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2925	202	203	225	195	197	192	177	193	199	2112	813	1723	1196	1489	1436
Effective Weighted Sample	2025	187	193	217	181	188	186	169	183	187	1679	369	1192	846	990	1036
Total	2141	272	310	204	153	176	200	154	98	238	1842	299	1345	790	1075	1066
		13%	14%	10%	7%	8%	9%	7%	5%	11%	86%	14%	63%	37%	50%	50%
Yes	1915	250	286	176	139	158	186	132	92	205	1643	272	1229	682	980	935
	89%	92%	92%	86%	91%	90%	93%	85%	94%	86%	89%	91%	91%	86%	91%	88%
			cgi				cgi		cgi				b		b	
		13%	15%	9%	7%	8%	10%	7%	5%	11%	86%	14%	64%	36%	51%	49%
No	170	19	13	24	11	7	12	15	4	27	152	19	95	75	76	94
	8%	7%	4%	12%	7%	4%	6%	9%	4%	11%	8%	6%	7%	9%	7%	9%
			beh					beh		beh						
		11%	8%	14%	7%	4%	7%	9%	2%	16%	89%	11%	56%	44%	45%	55%
Don't know	55	3	10	4	3	11	2	8	2	6	48	8	21	34	19	36
	3%	1%	3%	2%	2%	6%	1%	5%	2%	2%	3%	3%	2%	4%	2%	3%
						acdf		af						a		a
		5%	19%	8%	5%	20%	4%	14%	4%	10%	86%	14%	38%	61%	35%	65%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 86

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QE30 (QE11D). SHOWCARD How many of these devices use your household's Wi-Fi connection? (MULTI CODE)

Base : Those using a wireless internet connection at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2593	1298	1295	362	432	911	887	96	157	262	756	705	832	527	522	1598	305	329	361
Effective Weighted Sample	1800	895	905	242	315	621	640	73	113	171	562	494	586	364	373	1395	210	226	320
Total	1915	958	956	256	353	719	587	65	113	177	653	597	545	408	359	1623	148	88	55
		50%	50%	13%	18%	38%	31%	**	6%	9%	34%	31%	28%	21%	19%	85%	8%	5%	3%
Smartphone	1549	766	783	233	323	642	352	**	86	123	579	493	441	340	270	1316	117	71	46
	81%	80%	82%	91%	91%	89%	60%	**	76%	69%	89%	83%	81%	83%	75%	81%	79%	80%	83%
				d	d	d			bc	d	d	d	d	d	d	d	d	d	d
		49%	51%	15%	21%	41%	23%	**	6%	8%	37%	32%	28%	22%	17%	85%	8%	5%	3%
Laptop	1393	721	672	194	247	547	405	**	72	123	517	480	423	265	219	1193	105	64	31
	73%	75%	70%	76%	70%	76%	69%	**	64%	70%	79%	80%	78%	65%	61%	74%	71%	72%	56%
		b				bd			bc		bc	cd	cd		d	d	d	d	
		52%	48%	14%	18%	39%	29%	**	5%	9%	37%	34%	30%	19%	16%	86%	8%	5%	2%
Tablet computer (e.g. iPad)	1291	618	672	181	225	507	378	**	62	109	481	439	366	274	208	1093	98	61	39
	67%	65%	70%	71%	64%	71%	64%	**	55%	62%	74%	73%	67%	67%	58%	67%	66%	69%	70%
			a			bd			bc		bc	bcd	d	d					
		48%	52%	14%	17%	39%	29%	**	5%	8%	37%	34%	28%	21%	16%	85%	8%	5%	3%
TV set	571	290	281	71	118	228	155	**	27	55	246	205	177	108	81	478	47	34	12
	30%	30%	29%	28%	33%	32%	26%	**	24%	31%	38%	34%	32%	26%	23%	29%	32%	38%	22%
				d	d	b			cd		d	cd	d		d	d	d	ad	
		51%	49%	12%	21%	40%	27%	**	5%	10%	43%	36%	31%	19%	14%	84%	8%	6%	2%
Desktop PC	538	300	238	61	63	201	213	**	32	42	194	204	165	93	74	472	35	22	9
	28%	31%	25%	24%	18%	28%	36%	**	28%	24%	30%	34%	30%	23%	21%	29%	23%	24%	17%
		b				b	abc		cd		cd	cd	cd		d	d	d	d	
		56%	44%	11%	12%	37%	40%	**	6%	8%	36%	38%	31%	17%	14%	88%	6%	4%	2%
Games console	487	261	225	109	124	213	41	**	24	38	207	140	147	109	91	406	43	25	13
	25%	27%	24%	42%	35%	30%	7%	**	21%	22%	32%	23%	27%	27%	25%	25%	29%	28%	23%
				cd	d	d			bc		bc	bc	bc		bc	bc	bc	bc	bc
		54%	46%	22%	25%	44%	8%	**	5%	8%	43%	29%	30%	22%	19%	83%	9%	5%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 86

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QE30 (QE11D). SHOWCARD How many of these devices use your household's Wi-Fi connection? (MULTI CODE)

Base : Those using a wireless internet connection at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2593	1298	1295	362	432	911	887	96	157	262	756	705	832	527	522	1598	305	329	361
Effective Weighted Sample	1800	895	905	242	315	621	640	73	113	171	562	494	586	364	373	1395	210	226	320
Total	1915	958	956	256	353	719	587	65	113	177	653	597	545	408	359	1623	148	88	55
		50%	50%	13%	18%	38%	31%	**	6%	9%	34%	31%	28%	21%	19%	85%	8%	5%	3%
E-reader (e.g. Kindle)	316	153	162	42	58	105	112	**	14	31	130	124	98	56	38	279	14	18	6
	16%	16%	17%	16%	16%	15%	19%	**	12%	17%	20%	21%	18%	14%	11%	17%	9%	20%	10%
				c								cd	d			bd		bd	
		49%	51%	13%	18%	33%	35%	**	4%	10%	41%	39%	31%	18%	12%	88%	4%	6%	2%
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	169	84	85	32	35	83	20	**	6	15	83	67	55	27	20	146	11	10	2
	9%	9%	9%	12%	10%	11%	3%	**	5%	9%	13%	11%	10%	7%	6%	9%	8%	12%	4%
				d	d	d					b	cd	d			d		d	
		50%	50%	19%	21%	49%	12%	**	3%	9%	49%	40%	32%	16%	12%	86%	7%	6%	1%
Netbook	152	87	66	27	25	62	38	**	4	12	74	59	46	30	16	130	15	3	3
	8%	9%	7%	10%	7%	9%	7%	**	4%	7%	11%	10%	8%	7%	4%	8%	10%	4%	6%
						b						d	d			c	c		
		57%	43%	18%	17%	41%	25%	**	3%	8%	48%	39%	30%	20%	10%	85%	10%	2%	2%
Other portable/ handheld device (e.g. portable games console/ iPod Touch)	110	58	51	23	24	47	15	**	6	10	57	31	47	16	15	96	5	4	4
	6%	6%	5%	9%	7%	7%	3%	**	5%	6%	9%	5%	9%	4%	4%	6%	4%	5%	7%
				d	d	d							acd						
		53%	47%	21%	21%	43%	14%	**	5%	9%	52%	28%	43%	15%	13%	88%	5%	4%	3%
None of these	5	4	1	1	1	-	3	**	1	1	-	1	3	1	*	5	-	-	*
	*%	*%	*%	*%	*%	-%	*%	**	1%	*%	-%	*%	*%	*%	*%	*%	-%	-%	*%
				d															
		76%	24%	22%	17%	-%	60%	**	21%	14%	-%	22%	56%	19%	2%	98%	-%	-%	2%
Don't know	1	*	1	-	-	-	1	**	-	-	-	-	1	*	-	-	1	-	-
	*%	*%	*%	-%	-%	-%	*%	**	-%	-%	-%	-%	*%	*%	-%	-%	1%	-%	-%
				a													a		
		27%	73%	-%	-%	-%	100%	**	-%	-%	-%	-%	73%	27%	-%	-%	100%	-%	-%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 86

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

QE30 (QE11D). SHOWCARD How many of these devices use your household's Wi-Fi connection? (MULTI CODE)

Base : Those using a wireless internet connection at home

	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	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Mean number of types of devices	3.4	3.5	3.4	3.8	3.5	3.7	2.9	**	2.9	3.2	3.9	3.8	3.6	3.2	2.9	3.5	3.3	3.5	3.0
				bd	d	d				bc		cd	cd	d	d	d	d	d	
Standard deviation	1.81	1.89	1.73	1.82	1.80	1.83	1.69	**	1.67	1.75	1.90	1.79	1.91	1.69	1.66	1.81	1.77	1.88	1.67
Standard error	.04	.05	.05	.10	.09	.06	.06	**	.13	.11	.07	.07	.07	.07	.07	.05	.10	.10	.09

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 86

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QE30 (QE11D). SHOWCARD How many of these devices use your household's Wi-Fi connection? (MULTI CODE)

Base : Those using a wireless internet connection at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2593	187	186	193	176	176	178	149	180	173	1883	710	1560	1028	1334	1259
Effective Weighted Sample	1800	173	177	186	163	168	173	142	171	162	1490	328	1083	729	892	910
Total	1915	250 13%	286 15%	176 9%	139 7%	158 8%	186 10%	132 7%	92 5%	205 11%	1643 86%	272 14%	1229 64%	682 36%	980 51%	935 49%
Smartphone	1549 81%	218 87%	229 80%	139 79%	115 83%	116 74%	162 87%	106 81%	78 85%	152 74%	1330 81%	219 80%	1082 88%	463 68%	778 79%	771 82%
		cei 14%			e 7%		cei 10%		ei 5%				b 70%			
Laptop	1393 73%	198 79%	209 73%	124 71%	93 67%	124 78%	136 73%	87 66%	69 76%	154 75%	1192 73%	201 74%	934 76%	455 67%	726 74%	668 71%
		dg 14%			dg 7%		dg 10%						b 67%			
Tablet computer (e.g. iPad)	1291 67%	136 55%	201 70%	133 75%	89 64%	116 74%	130 70%	81 61%	68 74%	139 68%	1090 66%	201 74%	853 69%	434 64%	717 73%	573 61%
			a 11%	adg 16%		ag 9%	a 10%		adg 5%	a 11%		a 16%	b 66%		b 56%	
TV set	571 30%	61 24%	77 27%	75 42%	37 27%	34 22%	55 30%	37 28%	37 41%	64 31%	482 29%	89 33%	398 32%	173 25%	324 33%	247 26%
				abdefgi 11%					abdefg 7%	e 11%			b 70%		b 57%	
Desktop PC	538 28%	72 29%	104 36%	59 33%	41 29%	36 23%	54 29%	36 27%	24 26%	47 23%	442 27%	96 35%	330 27%	208 31%	327 33%	211 23%
			ehi 13%	ei 11%								a 18%			b 61%	
Games console	487 25%	37 15%	65 23%	47 27%	43 31%	44 28%	52 28%	39 30%	31 34%	47 23%	414 25%	73 27%	359 29%	127 19%	254 26%	233 25%
			a 8%	a 13%	a 10%	a 9%	a 9%	a 11%	a 8%	abi 6%			b 74%			

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QE30 (QE11D). SHOWCARD How many of these devices use your household's Wi-Fi connection? (MULTI CODE)

Base : Those using a wireless internet connection at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	2593	187	186	193	176	176	178	149	180	173	1883	710	1560	1028	1334	1259
Effective Weighted Sample	1800	173	177	186	163	168	173	142	171	162	1490	328	1083	729	892	910
Total	1915	250	286	176	139	158	186	132	92	205	1643	272	1229	682	980	935
		13%	15%	9%	7%	8%	10%	7%	5%	11%	86%	14%	64%	36%	51%	49%
E-reader (e.g. Kindle)	316	31	62	28	20	27	40	12	18	40	260	56	205	110	190	126
	16%	12%	22%	16%	15%	17%	22%	9%	20%	20%	16%	21%	17%	16%	19%	13%
			ag	g		g	ag		g	g		a			b	
		10%	20%	9%	6%	9%	13%	4%	6%	13%	82%	18%	65%	35%	60%	40%
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	169	22	21	15	16	18	10	11	6	27	142	27	129	40	89	81
	9%	9%	7%	8%	11%	12%	5%	8%	7%	13%	9%	10%	11%	6%	9%	9%
						f				fh			b			
		13%	12%	9%	9%	11%	6%	7%	4%	16%	84%	16%	76%	24%	52%	48%
Netbook	152	24	13	14	10	22	18	7	7	14	128	25	122	30	81	72
	8%	10%	5%	8%	8%	14%	10%	6%	8%	7%	8%	9%	10%	4%	8%	8%
						bgi							b			
		16%	9%	9%	7%	14%	12%	5%	5%	9%	84%	16%	80%	20%	53%	47%
Other portable/ handheld device (e.g. portable games console/ iPod Touch)	110	11	10	14	7	8	4	13	7	20	89	21	88	21	65	44
	6%	5%	4%	8%	5%	5%	2%	10%	8%	10%	5%	8%	7%	3%	7%	5%
				f				bf	f	bf			b			
		10%	9%	13%	7%	8%	4%	12%	7%	18%	81%	19%	81%	19%	59%	41%
None of these	5	2	1	-	-	-	-	1	-	1	3	2	3	2	2	3
	*%	1%	*%	-%	-%	-%	-%	1%	-%	*%	*%	1%	*%	*%	*%	*%
		37%	25%	-%	-%	-%	-%	19%	-%	17%	61%	39%	56%	44%	36%	64%
Don't know	1	-	-	-	-	-	-	-	-	-	1	*	*	1	*	1
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	73%	27%	27%	73%	27%	73%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QE30 (QE11D). SHOWCARD How many of these devices use your household's Wi-Fi connection? (MULTI CODE)

Base : Those using a wireless internet connection at home

	ENGLAND REGIONS										URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Mean number of types of devices	3.4	3.2	3.5	3.7	3.4	3.5	3.6	3.3	3.8	3.4	3.4	3.7	3.7	3.0	3.6	3.2
			ag					adg				a	b		b	
Standard deviation	1.81	1.65	1.61	1.85	1.85	1.99	1.69	1.77	1.80	2.17	1.78	1.98	1.83	1.71	1.87	1.72
Standard error	.04	.12	.12	.13	.14	.15	.13	.15	.13	.17	.04	.07	.05	.05	.05	.05

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 87

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QE31 (QE24). SHOWCARD How likely are you to get internet access at home in the next 12 months? (SINGLE CODE)

Base : Those without internet access at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~a	~b	~c	d	a	~b	~c	~d	~a	~b	~c	d	a	~b	~c	~d
Unweighted total	519	240	279	38	39	78	364	142	69	36	18	39	85	94	299	286	80	86	67
Effective Weighted Sample	357	162	194	28	27	56	248	99	49	23	13	25	54	68	211	248	56	62	61
Total	328	151	176	30	29	57	212	88	47	25	13	29	45	71	182	257	37	25	9
		46%	54%	**	**	**	65%	27%	**	**	**	**	**	**	55%	78%	**	**	**
Certain to	12	5	8	**	**	**	2	-	**	**	**	**	**	**	4	10	**	**	**
	4%	3%	4%	**	**	**	1%	-%	**	**	**	**	**	**	2%	4%	**	**	**
		40%	60%	**	**	**	16%	-%	**	**	**	**	**	**	36%	84%	**	**	**
Very likely	15	9	6	**	**	**	2	4	**	**	**	**	**	**	9	13	**	**	**
	5%	6%	3%	**	**	**	1%	4%	**	**	**	**	**	**	5%	5%	**	**	**
		61%	39%	**	**	**	14%	26%	**	**	**	**	**	**	58%	84%	**	**	**
Likely	18	5	13	**	**	**	5	4	**	**	**	**	**	**	9	16	**	**	**
	6%	4%	7%	**	**	**	2%	4%	**	**	**	**	**	**	5%	6%	**	**	**
		30%	70%	**	**	**	25%	20%	**	**	**	**	**	**	52%	85%	**	**	**
Unlikely	26	13	13	**	**	**	16	6	**	**	**	**	**	**	11	23	**	**	**
	8%	8%	7%	**	**	**	7%	7%	**	**	**	**	**	**	6%	9%	**	**	**
		49%	51%	**	**	**	61%	23%	**	**	**	**	**	**	41%	89%	**	**	**
Very unlikely	55	31	24	**	**	**	35	21	**	**	**	**	**	**	31	40	**	**	**
	17%	21%	13%	**	**	**	16%	23%	**	**	**	**	**	**	17%	16%	**	**	**
		57%	43%	**	**	**	63%	38%	**	**	**	**	**	**	57%	73%	**	**	**
Certain not to	169	76	93	**	**	**	144	47	**	**	**	**	**	**	96	127	**	**	**
	52%	50%	53%	**	**	**	68%	53%	**	**	**	**	**	**	53%	50%	**	**	**
		45%	55%	**	**	**	85%	28%	**	**	**	**	**	**	57%	75%	**	**	**
TOTAL LIKELY	46	19	26	**	**	**	9	8	**	**	**	**	**	**	23	39	**	**	**
	14%	13%	15%	**	**	**	4%	9%	**	**	**	**	**	**	12%	15%	**	**	**
		43%	57%	**	**	**	19%	16%	**	**	**	**	**	**	49%	85%	**	**	**
TOTAL UNLIKELY	249	120	130	**	**	**	194	74	**	**	**	**	**	**	138	190	**	**	**
	76%	79%	74%	**	**	**	92%	83%	**	**	**	**	**	**	76%	74%	**	**	**
		48%	52%	**	**	**	78%	30%	**	**	**	**	**	**	55%	76%	**	**	**

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QE31 (QE24). SHOWCARD How likely are you to get internet access at home in the next 12 months? (SINGLE CODE)

Base : Those without internet access at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~a	~b	~c	d	a	~b	~c	~d	~a	~b	~c	d	a	~b	~c	~d
Unweighted total	519	240	279	38	39	78	364	142	69	36	18	39	85	94	299	286	80	86	67
Effective Weighted Sample	357	162	194	28	27	56	248	99	49	23	13	25	54	68	211	248	56	62	61
Total	328	151	176	30	29	57	212	88	47	25	13	29	45	71	182	257	37	25	9
		46%	54%	**	**	**	65%	27%	**	**	**	**	**	**	55%	78%	**	**	**
Don't know	33	12	20	**	**	**	9	7	**	**	**	**	**	**	21	28	**	**	**
	10%	8%	11%	**	**	**	4%	8%	**	**	**	**	**	**	12%	11%	**	**	**
		38%	62%	**	**	**	26%	22%	**	**	**	**	**	**	65%	86%	**	**	**

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

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QE31 (QE24). SHOWCARD How likely are you to get internet access at home in the next 12 months? (SINGLE CODE)

Base : Those without internet access at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	519	24	26	13	28	57	33	49	23	33	379	140	101	417	210	309
Effective Weighted Sample	357	23	25	13	26	55	31	46	22	32	301	60	70	290	134	223
Total	328	32	36	10	21	43	28	35	11	41	287	41	77	249	129	199
		**	**	**	**	**	**	**	**	**	88%	12%	24%	76%	39%	61%
Certain to	12	**	**	**	**	**	**	**	**	**	9	4	6	7	5	8
	4%	**	**	**	**	**	**	**	**	**	3%	9%	8%	3%	4%	4%
		**	**	**	**	**	**	**	**	**	71%	29%	48%	52%	37%	63%
Very likely	15	**	**	**	**	**	**	**	**	**	14	1	6	9	3	12
	5%	**	**	**	**	**	**	**	**	**	5%	2%	8%	4%	2%	6%
		**	**	**	**	**	**	**	**	**	94%	6%	41%	59%	18%	82%
Likely	18	**	**	**	**	**	**	**	**	**	17	1	7	11	3	15
	6%	**	**	**	**	**	**	**	**	**	6%	3%	9%	4%	3%	7%
		**	**	**	**	**	**	**	**	**	94%	6%	39%	61%	19%	81%
Unlikely	26	**	**	**	**	**	**	**	**	**	21	4	10	16	14	12
	8%	**	**	**	**	**	**	**	**	**	7%	11%	12%	6%	11%	6%
		**	**	**	**	**	**	**	**	**	83%	17%	37%	63%	54%	46%
Very unlikely	55	**	**	**	**	**	**	**	**	**	47	8	12	43	21	34
	17%	**	**	**	**	**	**	**	**	**	16%	20%	15%	17%	17%	17%
		**	**	**	**	**	**	**	**	**	85%	15%	22%	78%	39%	61%
Certain not to	169	**	**	**	**	**	**	**	**	**	149	20	24	145	72	97
	52%	**	**	**	**	**	**	**	**	**	52%	48%	30%	58%	56%	49%
		**	**	**	**	**	**	**	**	**	88%	12%	14%	86%	42%	58%
TOTAL LIKELY	46	**	**	**	**	**	**	**	**	**	40	6	19	27	11	35
	14%	**	**	**	**	**	**	**	**	**	14%	14%	25%	11%	8%	18%
		**	**	**	**	**	**	**	**	**	88%	12%	42%	58%	24%	76%

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

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QE31 (QE24). SHOWCARD How likely are you to get internet access at home in the next 12 months? (SINGLE CODE)

Base : Those without internet access at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	519	24	26	13	28	57	33	49	23	33	379	140	101	417	210	309
Effective Weighted Sample	357	23	25	13	26	55	31	46	22	32	301	60	70	290	134	223
Total	328	32	36	10	21	43	28	35	11	41	287	41	77	249	129	199
		**	**	**	**	**	**	**	**	**	88%	12%	24%	76%	39%	61%
TOTAL UNLIKELY	249	**	**	**	**	**	**	**	**	**	217	32	45	204	107	143
	76%	**	**	**	**	**	**	**	**	**	76%	78%	58%	82%	83%	72%
		**	**	**	**	**	**	**	**	**	87%	13%	18%	a 82%	b 43%	57%
Don't know	33	**	**	**	**	**	**	**	**	**	29	3	13	18	11	21
	10%	**	**	**	**	**	**	**	**	**	10%	8%	17%	7%	9%	11%
		**	**	**	**	**	**	**	**	**	90%	10%	b 41%	57%	34%	66%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 88

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QE32 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~a	~b	~c	d	a	~b	~c	~d	~a	~b	~c	d	a	~b	~c	~d
Unweighted total	416	196	220	12	20	48	336	123	56	25	10	34	60	79	242	214	69	72	61
Effective Weighted Sample	278	129	150	9	12	33	227	85	38	15	7	21	39	57	167	186	49	50	56
Total	249	120	130	12	13	30	194	74	36	16	8	23	27	60	138	190	32	19	8
		48%	52%	**	**	**	78%	30%	**	**	**	**	**	**	55%	76%	**	**	**
No need	149	67	82	**	**	**	122	36	**	**	**	**	**	**	78	121	**	**	**
	60%	56%	63%	**	**	**	63%	49%	**	**	**	**	**	**	57%	64%	**	**	**
		45%	55%	**	**	**	82%	24%	**	**	**	**	**	**	52%	81%	**	**	**
Don't want a computer	57	25	32	**	**	**	53	13	**	**	**	**	**	**	33	46	**	**	**
	23%	21%	25%	**	**	**	27%	18%	**	**	**	**	**	**	24%	24%	**	**	**
		44%	56%	**	**	**	92%	23%	**	**	**	**	**	**	57%	80%	**	**	**
Don't know how you use computers	49	23	26	**	**	**	43	23	**	**	**	**	**	**	32	32	**	**	**
	20%	19%	20%	**	**	**	22%	32%	**	**	**	**	**	**	23%	17%	**	**	**
		47%	53%	**	**	**	87%	47%	**	**	**	**	**	**	64%	64%	**	**	**
Too old to use the internet	47	22	25	**	**	**	47	18	**	**	**	**	**	**	34	39	**	**	**
	19%	18%	19%	**	**	**	24%	25%	**	**	**	**	**	**	24%	21%	**	**	**
		47%	53%	**	**	**	100%	39%	**	**	**	**	**	**	72%	84%	**	**	**
Too expensive to set up	45	26	19	**	**	**	24	22	**	**	**	**	**	**	37	32	**	**	**
	18%	22%	15%	**	**	**	12%	29%	**	**	**	**	**	**	26%	17%	**	**	**
		58%	42%	**	**	**	53%	48%	**	**	**	**	**	**	81%	71%	**	**	**
Charges are too expensive	23	13	10	**	**	**	10	10	**	**	**	**	**	**	17	17	**	**	**
	9%	11%	8%	**	**	**	5%	14%	**	**	**	**	**	**	12%	9%	**	**	**
		56%	44%	**	**	**	44%	44%	**	**	**	**	**	**	74%	77%	**	**	**
Computer is too expensive to buy	18	10	8	**	**	**	9	12	**	**	**	**	**	**	16	14	**	**	**
	7%	8%	7%	**	**	**	5%	17%	**	**	**	**	**	**	12%	7%	**	**	**
		53%	47%	**	**	**	49%	68%	**	**	**	**	**	**	90%	79%	**	**	**

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

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QE32 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~a	~b	~c	d	a	~b	~c	~d	~a	~b	~c	d	a	~b	~c	~d
Unweighted total	416	196	220	12	20	48	336	123	56	25	10	34	60	79	242	214	69	72	61
Effective Weighted Sample	278	129	150	9	12	33	227	85	38	15	7	21	39	57	167	186	49	50	56
Total	249	120	130	12	13	30	194	74	36	16	8	23	27	60	138	190	32	19	8
		48%	52%	**	**	**	78%	30%	**	**	**	**	**	**	55%	76%	**	**	**
Don't have a phone line	13	6	7	**	**	**	3	6	**	**	**	**	**	**	8	10	**	**	**
	5%	5%	5%	**	**	**	2%	8%	**	**	**	**	**	**	6%	5%	**	**	**
		49%	51%	**	**	**	24%	43%	**	**	**	**	**	**	61%	75%	**	**	**
Satisfied with using the internet elsewhere	12	7	5	**	**	**	3	2	**	**	**	**	**	**	4	11	**	**	**
	5%	6%	4%	**	**	**	1%	2%	**	**	**	**	**	**	3%	6%	**	**	**
		60%	40%	**	**	**	23%	14%	**	**	**	**	**	**	34%	89%	**	**	**
Friends/ family member checks things on the internet for me	12	5	7	**	**	**	11	5	**	**	**	**	**	**	8	8	**	**	**
	5%	4%	5%	**	**	**	6%	7%	**	**	**	**	**	**	6%	4%	**	**	**
		43%	57%	**	**	**	94%	46%	**	**	**	**	**	**	67%	73%	**	**	**
Concerned about security/ fraud	8	4	4	**	**	**	7	2	**	**	**	**	**	**	6	6	**	**	**
	3%	3%	3%	**	**	**	4%	3%	**	**	**	**	**	**	5%	3%	**	**	**
		52%	48%	**	**	**	93%	28%	**	**	**	**	**	**	80%	82%	**	**	**
Worries/ concerns about privacy issues	7	3	4	**	**	**	4	2	**	**	**	**	**	**	4	7	**	**	**
	3%	3%	3%	**	**	**	2%	2%	**	**	**	**	**	**	3%	4%	**	**	**
		48%	52%	**	**	**	66%	26%	**	**	**	**	**	**	54%	100%	**	**	**
Have trouble reading/ writing/ dyslexic	2	1	1	**	**	**	-	-	**	**	**	**	**	**	1	1	**	**	**
	1%	1%	1%	**	**	**	-%	-%	**	**	**	**	**	**	1%	1%	**	**	**
		46%	54%	**	**	**	-%	-%	**	**	**	**	**	**	46%	54%	**	**	**

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

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QE32 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	~a	~b	~c	d	a	~b	~c	~d	~a	~b	~c	d	a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	416	196	220	12	20	48	336	123	56	25	10	34	60	79	242	214	69	72	61
Effective Weighted Sample	278	129	150	9	12	33	227	85	38	15	7	21	39	57	167	186	49	50	56
Total	249	120	130	12	13	30	194	74	36	16	8	23	27	60	138	190	32	19	8
		48%	52%	**	**	**	78%	30%	**	**	**	**	**	**	55%	76%	**	**	**
Reception not good enough/ in area	2	1	1	**	**	**	1	-	**	**	**	**	**	**	2	2	**	**	**
	1%	1%	1%	**	**	**	*%	-%	**	**	**	**	**	**	1%	1%	**	**	**
		44%	56%	**	**	**	44%	-%	**	**	**	**	**	**	100%	100%	**	**	**
Health reasons - bad eyesight	2	-	2	**	**	**	2	-	**	**	**	**	**	**	-	1	**	**	**
	1%	-%	1%	**	**	**	1%	-%	**	**	**	**	**	**	-%	1%	**	**	**
		-%	100%	**	**	**	100%	-%	**	**	**	**	**	**	-%	63%	**	**	**
Satisfied with using the internet at work	1	*	1	**	**	**	*	-	**	**	**	**	**	**	-	1	**	**	**
	1%	*%	1%	**	**	**	*%	-%	**	**	**	**	**	**	-%	*%	**	**	**
		32%	68%	**	**	**	21%	-%	**	**	**	**	**	**	-%	62%	**	**	**
My computer is out of date	1	1	-	**	**	**	1	-	**	**	**	**	**	**	-	1	**	**	**
	1%	1%	-%	**	**	**	1%	-%	**	**	**	**	**	**	-%	1%	**	**	**
		100%	-%	**	**	**	100%	-%	**	**	**	**	**	**	-%	100%	**	**	**
No time/ too busy	1	-	1	**	**	**	1	-	**	**	**	**	**	**	-	1	**	**	**
	*%	-%	1%	**	**	**	*%	-%	**	**	**	**	**	**	-%	*%	**	**	**
		-%	100%	**	**	**	100%	-%	**	**	**	**	**	**	-%	100%	**	**	**
ANY INVOLUNTARY REASONS	133	69	65	**	**	**	98	53	**	**	**	**	**	**	88	95	**	**	**
	53%	57%	50%	**	**	**	50%	71%	**	**	**	**	**	**	64%	50%	**	**	**
		52%	48%	**	**	**	73%	40%	**	**	**	**	**	**	66%	71%	**	**	**
ANY VOLUNTARY REASONS	187	85	102	**	**	**	151	48	**	**	**	**	**	**	99	151	**	**	**
	75%	71%	78%	**	**	**	78%	65%	**	**	**	**	**	**	71%	79%	**	**	**
		46%	54%	**	**	**	81%	26%	**	**	**	**	**	**	53%	80%	**	**	**

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QE32 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~a	~b	~c	d	a	~b	~c	~d	~a	~b	~c	d	a	~b	~c	~d
Unweighted total	416	196	220	12	20	48	336	123	56	25	10	34	60	79	242	214	69	72	61
Effective Weighted Sample	278	129	150	9	12	33	227	85	38	15	7	21	39	57	167	186	49	50	56
Total	249	120	130	12	13	30	194	74	36	16	8	23	27	60	138	190	32	19	8
		48%	52%	**	**	**	78%	30%	**	**	**	**	**	**	55%	76%	**	**	**
ONLY VOLUNTARY REASONS	113	51	63	**	**	**	94	21	**	**	**	**	**	**	48	92	**	**	**
	45%	42%	48%	**	**	**	48%	29%	**	**	**	**	**	**	35%	49%	**	**	**
		45%	55%	**	**	**	83%	19%	**	**	**	**	**	**	42%	81%	**	**	**
Don't know	3	*	3	**	**	**	3	-	**	**	**	**	**	**	2	3	**	**	**
	1%	*%	2%	**	**	**	1%	-%	**	**	**	**	**	**	1%	1%	**	**	**
		6%	94%	**	**	**	100%	-%	**	**	**	**	**	**	65%	94%	**	**	**

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

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QE32 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

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

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	~a	b	a	b
Unweighted total	416	17	23	8	19	40	28	35	20	24	295	121	63	353	178	238
Effective Weighted Sample	278	16	22	8	17	39	27	33	19	23	233	50	41	239	113	165
Total	249	22	32	6	14	30	22	25	9	29	217	32	45	204	107	143
		**	**	**	**	**	**	**	**	**	87%	13%	**	82%	43%	57%
No need	149	**	**	**	**	**	**	**	**	**	129	20	**	121	67	82
	60%	**	**	**	**	**	**	**	**	**	59%	62%	**	59%	63%	57%
		**	**	**	**	**	**	**	**	**	87%	13%	**	81%	45%	55%
Don't want a computer	57	**	**	**	**	**	**	**	**	**	51	6	**	51	25	32
	23%	**	**	**	**	**	**	**	**	**	23%	20%	**	25%	24%	22%
		**	**	**	**	**	**	**	**	**	89%	11%	**	88%	44%	56%
Don't know how you use computers	49	**	**	**	**	**	**	**	**	**	43	6	**	42	21	28
	20%	**	**	**	**	**	**	**	**	**	20%	20%	**	21%	20%	20%
		**	**	**	**	**	**	**	**	**	87%	13%	**	86%	43%	57%
Too old to use the internet	47	**	**	**	**	**	**	**	**	**	40	7	**	45	20	27
	19%	**	**	**	**	**	**	**	**	**	18%	22%	**	22%	19%	19%
		**	**	**	**	**	**	**	**	**	85%	15%	**	97%	43%	57%
Too expensive to set up	45	**	**	**	**	**	**	**	**	**	42	3	**	33	13	32
	18%	**	**	**	**	**	**	**	**	**	19%	9%	**	16%	12%	22%
		**	**	**	**	**	**	**	**	**	94%	6%	**	74%	29%	71%
Charges are too expensive	23	**	**	**	**	**	**	**	**	**	21	2	**	17	5	18
	9%	**	**	**	**	**	**	**	**	**	9%	7%	**	8%	5%	12%
		**	**	**	**	**	**	**	**	**	90%	10%	**	73%	23%	77%

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

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QE32 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

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

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	~a	b	a	b
Unweighted total	416	17	23	8	19	40	28	35	20	24	295	121	63	353	178	238
Effective Weighted Sample	278	16	22	8	17	39	27	33	19	23	233	50	41	239	113	165
Total	249	22	32	6	14	30	22	25	9	29	217	32	45	204	107	143
		**	**	**	**	**	**	**	**	**	87%	13%	**	82%	43%	57%
Computer is too expensive to buy	18	**	**	**	**	**	**	**	**	**	17	1	**	17	5	13
	7%	**	**	**	**	**	**	**	**	**	8%	3%	**	8%	4%	9%
		**	**	**	**	**	**	**	**	**	94%	6%	**	92%	26%	74%
Don't have a phone line	13	**	**	**	**	**	**	**	**	**	13	*	**	11	5	8
	5%	**	**	**	**	**	**	**	**	**	6%	*%	**	5%	4%	6%
		**	**	**	**	**	**	**	**	**	99%	1%	**	81%	35%	65%
Satisfied with using the internet elsewhere	12	**	**	**	**	**	**	**	**	**	11	1	**	7	6	6
	5%	**	**	**	**	**	**	**	**	**	5%	3%	**	3%	5%	4%
		**	**	**	**	**	**	**	**	**	93%	7%	**	57%	50%	50%
Friends/ family member checks things on the internet for me	12	**	**	**	**	**	**	**	**	**	10	1	**	10	6	6
	5%	**	**	**	**	**	**	**	**	**	5%	4%	**	5%	5%	4%
		**	**	**	**	**	**	**	**	**	90%	10%	**	86%	49%	51%
Concerned about security/ fraud	8	**	**	**	**	**	**	**	**	**	7	1	**	8	3	5
	3%	**	**	**	**	**	**	**	**	**	3%	3%	**	4%	3%	3%
		**	**	**	**	**	**	**	**	**	89%	11%	**	100%	39%	61%
Worries/ concerns about privacy issues	7	**	**	**	**	**	**	**	**	**	6	1	**	6	3	4
	3%	**	**	**	**	**	**	**	**	**	3%	2%	**	3%	3%	3%
		**	**	**	**	**	**	**	**	**	90%	10%	**	90%	44%	56%

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

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QE32 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

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

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	~a	b	a	b
Significance Level: 95%																
Unweighted total	416	17	23	8	19	40	28	35	20	24	295	121	63	353	178	238
Effective Weighted Sample	278	16	22	8	17	39	27	33	19	23	233	50	41	239	113	165
Total	249	22	32	6	14	30	22	25	9	29	217	32	45	204	107	143
		**	**	**	**	**	**	**	**	**	87%	13%	**	82%	43%	57%
Have trouble reading/ writing/ dyslexic	2	**	**	**	**	**	**	**	**	**	2	-	**	-	1	1
	1%	**	**	**	**	**	**	**	**	**	1%	-%	**	-%	1%	1%
		**	**	**	**	**	**	**	**	**	100%	-%	**	-%	54%	46%
Reception not good enough/ in area	2	**	**	**	**	**	**	**	**	**	1	1	**	1	1	1
	1%	**	**	**	**	**	**	**	**	**	*%	2%	**	*%	1%	1%
		**	**	**	**	**	**	**	**	**	56%	44%	**	44%	44%	56%
Health reasons - bad eyesight	2	**	**	**	**	**	**	**	**	**	1	1	**	2	2	-
	1%	**	**	**	**	**	**	**	**	**	*%	4%	**	1%	2%	-%
		**	**	**	**	**	**	**	**	**	37%	63%	**	100%	100%	-%
Satisfied with using the internet at work	1	**	**	**	**	**	**	**	**	**	1	*	**	-	1	*
	1%	**	**	**	**	**	**	**	**	**	1%	1%	**	-%	1%	*%
		**	**	**	**	**	**	**	**	**	79%	21%	**	-%	83%	17%
My computer is out of date	1	**	**	**	**	**	**	**	**	**	-	1	**	1	1	-
	1%	**	**	**	**	**	**	**	**	**	-%	4%	**	1%	1%	-%
		**	**	**	**	**	**	**	**	**	-%	100%	**	100%	100%	-%
No time/ too busy	1	**	**	**	**	**	**	**	**	**	1	-	**	1	1	-
	*%	**	**	**	**	**	**	**	**	**	*%	-%	**	*%	1%	-%
		**	**	**	**	**	**	**	**	**	100%	-%	**	100%	100%	-%

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QE32 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

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

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	~a	b	a	b
Unweighted total	416	17	23	8	19	40	28	35	20	24	295	121	63	353	178	238
Effective Weighted Sample	278	16	22	8	17	39	27	33	19	23	233	50	41	239	113	165
Total	249	22	32	6	14	30	22	25	9	29	217	32	45	204	107	143
		**	**	**	**	**	**	**	**	**	87%	13%	**	82%	43%	57%
ANY INVOLUNTARY REASONS	133	**	**	**	**	**	**	**	**	**	115	18	**	113	51	82
	53%	**	**	**	**	**	**	**	**	**	53%	56%	**	55%	48%	57%
		**	**	**	**	**	**	**	**	**	87%	13%	**	85%	38%	62%
ANY VOLUNTARY REASONS	187	**	**	**	**	**	**	**	**	**	164	23	**	153	85	102
	75%	**	**	**	**	**	**	**	**	**	76%	72%	**	75%	80%	71%
		**	**	**	**	**	**	**	**	**	88%	12%	**	82%	46%	54%
ONLY VOLUNTARY REASONS	113	**	**	**	**	**	**	**	**	**	99	14	**	89	53	60
	45%	**	**	**	**	**	**	**	**	**	46%	44%	**	43%	50%	42%
		**	**	**	**	**	**	**	**	**	88%	12%	**	78%	47%	53%
Don't know	3	**	**	**	**	**	**	**	**	**	3	-	**	3	2	1
	1%	**	**	**	**	**	**	**	**	**	1%	-%	**	1%	2%	*%
		**	**	**	**	**	**	**	**	**	100%	-%	**	100%	76%	24%

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QE33 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~a	~b	~c	d	a	~b	~c	~d	~a	~b	~c	d	a	~b	~c	~d
Unweighted total	416	196	220	12	20	48	336	123	56	25	10	34	60	79	242	214	69	72	61
Effective Weighted Sample	278	129	150	9	12	33	227	85	38	15	7	21	39	57	167	186	49	50	56
Total	249	120	130	12	13	30	194	74	36	16	8	23	27	60	138	190	32	19	8
		48%	52%	**	**	**	78%	30%	**	**	**	**	**	**	55%	76%	**	**	**
No need	110	51	60	**	**	**	90	25	**	**	**	**	**	**	54	88	**	**	**
	44%	42%	46%	**	**	**	47%	33%	**	**	**	**	**	**	39%	46%	**	**	**
		46%	54%	**	**	**	82%	22%	**	**	**	**	**	**	49%	80%	**	**	**
Don't want a computer	29	11	18	**	**	**	28	10	**	**	**	**	**	**	14	23	**	**	**
	12%	9%	14%	**	**	**	15%	14%	**	**	**	**	**	**	10%	12%	**	**	**
		38%	62%	**	**	**	98%	35%	**	**	**	**	**	**	50%	78%	**	**	**
Don't know how you use computers	26	12	13	**	**	**	21	12	**	**	**	**	**	**	15	14	**	**	**
	10%	10%	10%	**	**	**	11%	16%	**	**	**	**	**	**	11%	7%	**	**	**
		48%	52%	**	**	**	82%	47%	**	**	**	**	**	**	56%	54%	**	**	**
Too expensive to set up	25	16	9	**	**	**	13	11	**	**	**	**	**	**	20	16	**	**	**
	10%	13%	7%	**	**	**	6%	15%	**	**	**	**	**	**	15%	9%	**	**	**
		64%	36%	**	**	**	51%	45%	**	**	**	**	**	**	81%	66%	**	**	**
Too old to use the internet	24	13	11	**	**	**	24	7	**	**	**	**	**	**	15	20	**	**	**
	10%	11%	9%	**	**	**	12%	10%	**	**	**	**	**	**	11%	10%	**	**	**
		53%	47%	**	**	**	99%	30%	**	**	**	**	**	**	64%	81%	**	**	**
Friends/family member checks things on the internet for me	6	2	4	**	**	**	6	3	**	**	**	**	**	**	4	4	**	**	**
	2%	2%	3%	**	**	**	3%	4%	**	**	**	**	**	**	3%	2%	**	**	**
		40%	60%	**	**	**	89%	51%	**	**	**	**	**	**	63%	68%	**	**	**

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QE33 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	~a	~b	~c	d	a	~b	~c	~d	~a	~b	~c	d	a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	416	196	220	12	20	48	336	123	56	25	10	34	60	79	242	214	69	72	61
Effective Weighted Sample	278	129	150	9	12	33	227	85	38	15	7	21	39	57	167	186	49	50	56
Total	249	120	130	12	13	30	194	74	36	16	8	23	27	60	138	190	32	19	8
		48%	52%	**	**	**	78%	30%	**	**	**	**	**	**	55%	76%	**	**	**
Satisfied with using the internet elsewhere	6	2	3	**	**	**	1	*	**	**	**	**	**	**	2	5	**	**	**
	2%	2%	2%	**	**	**	*%	*%	**	**	**	**	**	**	1%	3%	**	**	**
		43%	57%	**	**	**	13%	6%	**	**	**	**	**	**	36%	92%	**	**	**
Don't have a phone line	4	4	-	**	**	**	*	2	**	**	**	**	**	**	2	4	**	**	**
	2%	3%	-%	**	**	**	*%	3%	**	**	**	**	**	**	2%	2%	**	**	**
		b		**	**	**	11%	50%	**	**	**	**	**	**	55%	95%	**	**	**
		100%	-%	**	**	**	11%	50%	**	**	**	**	**	**	55%	95%	**	**	**
Charges are too expensive	4	1	3	**	**	**	1	2	**	**	**	**	**	**	3	2	**	**	**
	1%	1%	2%	**	**	**	1%	3%	**	**	**	**	**	**	2%	1%	**	**	**
		25%	75%	**	**	**	31%	57%	**	**	**	**	**	**	83%	56%	**	**	**
Concerned about security/ fraud	3	2	1	**	**	**	3	1	**	**	**	**	**	**	3	3	**	**	**
	1%	2%	1%	**	**	**	1%	1%	**	**	**	**	**	**	2%	1%	**	**	**
		62%	38%	**	**	**	83%	35%	**	**	**	**	**	**	100%	88%	**	**	**
Worries/ concerns about privacy issues	2	2	-	**	**	**	1	-	**	**	**	**	**	**	-	2	**	**	**
	1%	2%	-%	**	**	**	1%	-%	**	**	**	**	**	**	-%	1%	**	**	**
		100%	-%	**	**	**	66%	-%	**	**	**	**	**	**	-%	100%	**	**	**
Have trouble reading/ writing/ dyslexic	2	1	1	**	**	**	-	-	**	**	**	**	**	**	1	1	**	**	**
	1%	1%	1%	**	**	**	-%	-%	**	**	**	**	**	**	1%	1%	**	**	**
		46%	54%	**	**	**	-%	-%	**	**	**	**	**	**	46%	54%	**	**	**

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

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QE33 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	~a	~b	~c	d	a	~b	~c	~d	~a	~b	~c	d	a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	416	196	220	12	20	48	336	123	56	25	10	34	60	79	242	214	69	72	61
Effective Weighted Sample	278	129	150	9	12	33	227	85	38	15	7	21	39	57	167	186	49	50	56
Total	249	120	130	12	13	30	194	74	36	16	8	23	27	60	138	190	32	19	8
		48%	52%	**	**	**	78%	30%	**	**	**	**	**	**	55%	76%	**	**	**
Reception not good enough/ in area	2	1	1	**	**	**	1	-	**	**	**	**	**	**	2	2	**	**	**
	1%	1%	1%	**	**	**	*%	-%	**	**	**	**	**	**	1%	1%	**	**	**
		44%	56%	**	**	**	44%	-%	**	**	**	**	**	**	100%	100%	**	**	**
Satisfied with using the internet at work	1	*	1	**	**	**	*	-	**	**	**	**	**	**	-	1	**	**	**
	1%	*%	1%	**	**	**	*%	-%	**	**	**	**	**	**	-%	*%	**	**	**
		32%	68%	**	**	**	21%	-%	**	**	**	**	**	**	-%	62%	**	**	**
Health reasons - bad eyesight	1	-	1	**	**	**	1	-	**	**	**	**	**	**	-	1	**	**	**
	*%	-%	1%	**	**	**	1%	-%	**	**	**	**	**	**	-%	1%	**	**	**
		-%	100%	**	**	**	100%	-%	**	**	**	**	**	**	-%	100%	**	**	**
No time/ too busy	1	-	1	**	**	**	1	-	**	**	**	**	**	**	-	1	**	**	**
	*%	-%	1%	**	**	**	*%	-%	**	**	**	**	**	**	-%	*%	**	**	**
		-%	100%	**	**	**	100%	-%	**	**	**	**	**	**	-%	100%	**	**	**
Computer is too expensive to buy	1	1	*	**	**	**	*	-	**	**	**	**	**	**	1	1	**	**	**
	*%	1%	*%	**	**	**	*%	-%	**	**	**	**	**	**	1%	*%	**	**	**
		87%	13%	**	**	**	33%	-%	**	**	**	**	**	**	100%	67%	**	**	**
ANY INVOLUNTARY REASONS	93	52	41	**	**	**	66	36	**	**	**	**	**	**	62	65	**	**	**
	37%	44%	32%	**	**	**	34%	48%	**	**	**	**	**	**	45%	34%	**	**	**
		b		**	**	**	70%	38%	**	**	**	**	**	**	66%	70%	**	**	**
ANY VOLUNTARY REASONS	153	67	86	**	**	**	126	38	**	**	**	**	**	**	74	122	**	**	**
	61%	56%	66%	**	**	**	65%	52%	**	**	**	**	**	**	54%	64%	**	**	**
		44%	56%	**	**	**	82%	25%	**	**	**	**	**	**	48%	80%	**	**	**

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QE33 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~a	~b	~c	d	a	~b	~c	~d	~a	~b	~c	d	a	~b	~c	~d
Unweighted total	416	196	220	12	20	48	336	123	56	25	10	34	60	79	242	214	69	72	61
Effective Weighted Sample	278	129	150	9	12	33	227	85	38	15	7	21	39	57	167	186	49	50	56
Total	249	120	130	12	13	30	194	74	36	16	8	23	27	60	138	190	32	19	8
		48%	52%	**	**	**	78%	30%	**	**	**	**	**	**	55%	76%	**	**	**
Don't know	3	*	3	**	**	**	3	-	**	**	**	**	**	**	2	3	**	**	**
	1%	*%	2%	**	**	**	1%	-%	**	**	**	**	**	**	1%	1%	**	**	**
		6%	94%	**	**	**	100%	-%	**	**	**	**	**	**	65%	94%	**	**	**

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

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QE33 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)

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

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	~a	b	a	b
Unweighted total	416	17	23	8	19	40	28	35	20	24	295	121	63	353	178	238
Effective Weighted Sample	278	16	22	8	17	39	27	33	19	23	233	50	41	239	113	165
Total	249	22	32	6	14	30	22	25	9	29	217	32	45	204	107	143
		**	**	**	**	**	**	**	**	**	87%	13%	**	82%	43%	57%
No need	110	**	**	**	**	**	**	**	**	**	96	14	**	90	47	63
	44%	**	**	**	**	**	**	**	**	**	44%	44%	**	44%	44%	44%
		**	**	**	**	**	**	**	**	**	87%	13%	**	82%	43%	57%
Don't want a computer	29	**	**	**	**	**	**	**	**	**	25	4	**	26	15	14
	12%	**	**	**	**	**	**	**	**	**	12%	12%	**	13%	14%	10%
		**	**	**	**	**	**	**	**	**	87%	13%	**	91%	51%	49%
Don't know how you use computers	26	**	**	**	**	**	**	**	**	**	22	4	**	22	9	17
	10%	**	**	**	**	**	**	**	**	**	10%	12%	**	11%	8%	12%
		**	**	**	**	**	**	**	**	**	85%	15%	**	83%	34%	66%
Too expensive to set up	25	**	**	**	**	**	**	**	**	**	23	1	**	19	7	17
	10%	**	**	**	**	**	**	**	**	**	11%	4%	**	9%	7%	12%
		**	**	**	**	**	**	**	**	**	95%	5%	**	78%	30%	70%
Too old to use the internet	24	**	**	**	**	**	**	**	**	**	19	5	**	23	10	14
	10%	**	**	**	**	**	**	**	**	**	9%	15%	**	11%	10%	10%
		**	**	**	**	**	**	**	**	**	80%	20%	**	97%	43%	57%
Friends/family member checks things on the internet for me	6	**	**	**	**	**	**	**	**	**	6	*	**	5	4	2
	2%	**	**	**	**	**	**	**	**	**	3%	1%	**	2%	4%	2%
		**	**	**	**	**	**	**	**	**	96%	4%	**	73%	61%	39%

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

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QE33 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)

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

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	~a	b	a	b
Unweighted total	416	17	23	8	19	40	28	35	20	24	295	121	63	353	178	238
Effective Weighted Sample	278	16	22	8	17	39	27	33	19	23	233	50	41	239	113	165
Total	249	22	32	6	14	30	22	25	9	29	217	32	45	204	107	143
		**	**	**	**	**	**	**	**	**	87%	13%	**	82%	43%	57%
Satisfied with using the internet elsewhere	6	**	**	**	**	**	**	**	**	**	5	1	**	4	3	3
	2%	**	**	**	**	**	**	**	**	**	2%	3%	**	2%	2%	2%
		**	**	**	**	**	**	**	**	**	85%	15%	**	67%	45%	55%
Don't have a phone line	4	**	**	**	**	**	**	**	**	**	4	-	**	2	-	4
	2%	**	**	**	**	**	**	**	**	**	2%	-%	**	1%	-%	3%
		**	**	**	**	**	**	**	**	**	100%	-%	**	55%	-%	100%
Charges are too expensive	4	**	**	**	**	**	**	**	**	**	3	*	**	2	1	2
	1%	**	**	**	**	**	**	**	**	**	2%	1%	**	1%	1%	2%
		**	**	**	**	**	**	**	**	**	92%	8%	**	59%	35%	65%
Concerned about security/ fraud	3	**	**	**	**	**	**	**	**	**	3	*	**	3	1	2
	1%	**	**	**	**	**	**	**	**	**	1%	1%	**	2%	1%	1%
		**	**	**	**	**	**	**	**	**	94%	6%	**	100%	48%	52%
Worries/ concerns about privacy issues	2	**	**	**	**	**	**	**	**	**	2	-	**	1	1	1
	1%	**	**	**	**	**	**	**	**	**	1%	-%	**	1%	1%	*%
		**	**	**	**	**	**	**	**	**	100%	-%	**	66%	66%	34%
Have trouble reading/ writing/ dyslexic	2	**	**	**	**	**	**	**	**	**	2	-	**	-	1	1
	1%	**	**	**	**	**	**	**	**	**	1%	-%	**	-%	1%	1%
		**	**	**	**	**	**	**	**	**	100%	-%	**	-%	54%	46%

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QE33 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)

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

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	~a	b	a	b
Unweighted total	416	17	23	8	19	40	28	35	20	24	295	121	63	353	178	238
Effective Weighted Sample	278	16	22	8	17	39	27	33	19	23	233	50	41	239	113	165
Total	249	22	32	6	14	30	22	25	9	29	217	32	45	204	107	143
		**	**	**	**	**	**	**	**	**	87%	13%	**	82%	43%	57%
Reception not good enough/ in area	2	**	**	**	**	**	**	**	**	**	1	1	**	1	1	1
	1%	**	**	**	**	**	**	**	**	**	*%	2%	**	*%	1%	1%
		**	**	**	**	**	**	**	**	**	56%	44%	**	44%	44%	56%
Satisfied with using the internet at work	1	**	**	**	**	**	**	**	**	**	1	*	**	-	1	*
	1%	**	**	**	**	**	**	**	**	**	1%	1%	**	-%	1%	*%
		**	**	**	**	**	**	**	**	**	79%	21%	**	-%	83%	17%
Health reasons - bad eyesight	1	**	**	**	**	**	**	**	**	**	-	1	**	1	1	-
	*%	**	**	**	**	**	**	**	**	**	-%	4%	**	1%	1%	-%
		**	**	**	**	**	**	**	**	**	-%	a	**	100%	100%	-%
No time/ too busy	1	**	**	**	**	**	**	**	**	**	1	-	**	1	1	-
	*%	**	**	**	**	**	**	**	**	**	*%	-%	**	*%	1%	-%
		**	**	**	**	**	**	**	**	**	100%	-%	**	100%	100%	-%
Computer is too expensive to buy	1	**	**	**	**	**	**	**	**	**	1	*	**	1	*	1
	*%	**	**	**	**	**	**	**	**	**	*%	1%	**	*%	*%	*%
		**	**	**	**	**	**	**	**	**	67%	33%	**	100%	33%	67%
ANY INVOLUNTARY REASONS	93	**	**	**	**	**	**	**	**	**	81	13	**	76	34	59
	37%	**	**	**	**	**	**	**	**	**	37%	40%	**	37%	32%	42%
		**	**	**	**	**	**	**	**	**	86%	14%	**	81%	37%	63%

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	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	~a	b	a	b
Unweighted total	416	17	23	8	19	40	28	35	20	24	295	121	63	353	178	238
Effective Weighted Sample	278	16	22	8	17	39	27	33	19	23	233	50	41	239	113	165
Total	249	22	32	6	14	30	22	25	9	29	217	32	45	204	107	143
		**	**	**	**	**	**	**	**	**	87%	13%	**	82%	43%	57%
ANY VOLUNTARY REASONS	153	**	**	**	**	**	**	**	**	**	134	19	**	126	70	83
	61%	**	**	**	**	**	**	**	**	**	62%	60%	**	62%	66%	58%
		**	**	**	**	**	**	**	**	**	87%	13%	**	82%	46%	54%
Don't know	3	**	**	**	**	**	**	**	**	**	3	-	**	3	2	1
	1%	**	**	**	**	**	**	**	**	**	1%	-%	**	1%	2%	*%
		**	**	**	**	**	**	**	**	**	100%	-%	**	100%	76%	24%

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QE34 (QEN1). EXPLAIN SATELLITE BROADBAND Were you aware that satellite broadband is available? (SINGLE CODE)

Base : All respondents in Scotland and Wales

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	c	d	a	b	c	d	~a	b	c	~d
Unweighted total	980	474	506	133	123	313	411	82	77	118	206	245	292	195	248	-	493	487	-
Effective Weighted Sample	627	292	336	92	84	202	253	59	57	75	131	138	199	127	171	-	337	339	-
Total	365	176	189	56	53	124	132	33	32	44	88	83	98	84	99	-	233	132	-
		48%	52%	15%	15%	34%	36%	**	**	12%	24%	23%	27%	23%	27%	**	64%	36%	**
Yes	125	74	51	22	25	39	39	**	**	14	38	37	35	28	25	**	94	32	**
	34%	42%	27%	39%	47%	32%	30%	**	**	32%	43%	45%	35%	33%	25%	**	40%	24%	**
		b	b	cd	cd	b	b	**	**	d	d	d	d	d	d	**	c	c	**
		59%	41%	17%	20%	32%	31%	**	**	11%	30%	30%	28%	22%	20%	**	75%	25%	**
No	223	95	128	30	27	81	85	**	**	29	46	43	57	53	69	**	126	97	**
	61%	54%	68%	54%	51%	65%	64%	**	**	65%	53%	52%	58%	64%	70%	**	54%	73%	**
		a	a	a	a	b	b	**	**	ab	ab	ab	ab	ab	ab	**	b	b	**
		43%	57%	14%	12%	36%	38%	**	**	13%	21%	19%	26%	24%	31%	**	57%	43%	**
Don't know	17	7	9	4	1	4	8	**	**	1	3	2	7	3	5	**	13	3	**
	5%	4%	5%	7%	2%	3%	6%	**	**	3%	4%	3%	7%	3%	5%	**	6%	3%	**
		43%	57%	23%	7%	22%	48%	**	**	7%	21%	14%	40%	15%	31%	**	79%	21%	**

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 90

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

QE34 (QEN1). EXPLAIN SATELLITE BROADBAND Were you aware that satellite broadband is available? (SINGLE CODE)

Base : All respondents in Scotland and Wales

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	980	-	-	-	-	-	-	-	-	-	498	482	503	477	554	426
Effective Weighted Sample	627	-	-	-	-	-	-	-	-	-	442	448	325	310	304	325
Total	365	-	-	-	-	-	-	-	-	-	299	66	206	159	166	199
		**	**	**	**	**	**	**	**	**	82%	18%	57%	43%	46%	54%
Yes	125	**	**	**	**	**	**	**	**	**	102	23	86	39	56	69
	34%	**	**	**	**	**	**	**	**	**	34%	36%	42%	25%	34%	35%
		**	**	**	**	**	**	**	**	**	81%	19%	b 69%	31%	45%	55%
No	223	**	**	**	**	**	**	**	**	**	183	40	114	110	107	117
	61%	**	**	**	**	**	**	**	**	**	61%	61%	55%	69%	64%	59%
		**	**	**	**	**	**	**	**	**	82%	18%	a 51%	49%	48%	52%
Don't know	17	**	**	**	**	**	**	**	**	**	14	2	7	10	3	13
	5%	**	**	**	**	**	**	**	**	**	5%	3%	3%	6%	2%	7%
		**	**	**	**	**	**	**	**	**	87%	13%	40%	60%	20%	a 80%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 91

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QE35 (QE29). EXPLAIN THAT PHONE CALLS CAN BE MADE USING THE INTERNET USING SERVICES SUCH AS SKYPE AND FACETIME. Before now, were you aware that you could make voice calls using the internet? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Yes	2232	1093	1139	337	436	821	638	122	154	211	707	652	636	478	459	1875	192	106	60
	83%	84%	83%	94%	92%	90%	69%	63%	78%	86%	95%	92%	89%	82%	70%	84%	82%	80%	81%
				cd	d	d			a	ab	abc	cd	cd	d					
		49%	51%	15%	20%	37%	29%	5%	7%	9%	32%	29%	29%	21%	21%	84%	9%	5%	3%
No	420	201	219	21	36	90	274	65	44	31	36	57	75	98	188	343	39	24	13
	16%	15%	16%	6%	8%	10%	30%	34%	22%	13%	5%	8%	11%	17%	28%	15%	17%	18%	18%
						a	abc	bcd	cd	d				ab	abc				
		48%	52%	5%	9%	21%	65%	16%	10%	7%	9%	14%	18%	23%	45%	82%	9%	6%	3%
Don't know	23	7	16	1	2	5	16	5	-	4	1	3	2	4	14	18	2	2	1
	1%	1%	1%	*%	*%	1%	2%	3%	-%	2%	*%	*%	*%	1%	2%	1%	1%	2%	1%
						abc	bd			d				abc					
		29%	71%	3%	7%	21%	68%	23%	-%	18%	6%	15%	9%	16%	60%	78%	8%	9%	5%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 91

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QE35 (QE29). EXPLAIN THAT PHONE CALLS CAN BE MADE USING THE INTERNET USING SERVICES SUCH AS SKYPE AND FACETIME. Before now, were you aware that you could make voice calls using the internet? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Yes	2232	303	318	182	150	181	207	186	101	249	1932	300	1413	812	1102	1130
	83%	89%	88%	81%	78%	77%	84%	82%	88%	83%	83%	84%	91%	73%	86%	81%
		cdeg	cdeg	e	e	cde	e	cde	cde	cde	cde	cde	b	b	b	b
		14%	14%	8%	7%	8%	9%	8%	5%	11%	87%	13%	63%	36%	49%	51%
No	420	34	41	43	36	47	39	40	13	49	369	51	132	288	173	247
	16%	10%	11%	19%	19%	20%	16%	18%	11%	17%	16%	14%	9%	26%	13%	18%
		8%	10%	10%	9%	11%	9%	10%	3%	12%	88%	12%	32%	68%	41%	59%
Don't know	23	2	1	-	5	7	-	1	1	-	18	5	6	17	11	12
	1%	1%	*%	-%	3%	3%	-%	1%	1%	-%	1%	1%	*%	1%	1%	1%
					bcfi	bcfgi								a		
		11%	4%	-%	22%	31%	-%	6%	4%	-%	79%	21%	27%	73%	48%	52%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 92

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QE36 (QE30). Have you or anyone in your household ever used one of these services to make voice calls using the internet at home? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Yes	1695	822	873	294	389	639	373	74	103	147	595	531	501	354	305	1439	141	73	42
	63%	63%	63%	82%	82%	70%	40%	38%	52%	60%	80%	75%	70%	61%	46%	64%	60%	55%	57%
				cd	cd	d			a	a	abc	cd	cd	d	cd	cd			
		49%	51%	17%	23%	38%	22%	4%	6%	9%	35%	31%	30%	21%	18%	85%	8%	4%	3%
No never used	952	467	485	62	79	268	544	118	94	96	147	178	201	218	351	773	91	58	30
	36%	36%	35%	17%	17%	29%	59%	62%	48%	39%	20%	25%	28%	38%	53%	35%	39%	44%	41%
						ab	abc	bcd	d	d				ab	abc			a	a
		49%	51%	7%	8%	28%	57%	12%	10%	10%	15%	19%	21%	23%	37%	81%	10%	6%	3%
Don't know	28	11	16	3	6	9	10	*	1	3	3	3	12	8	6	24	1	1	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%
													a						
		41%	59%	12%	20%	32%	35%	1%	3%	11%	13%	9%	42%	29%	20%	86%	5%	4%	5%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 92

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QE36 (QE30). Have you or anyone in your household ever used one of these services to make voice calls using the internet at home? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Yes	1695	271	252	143	101	129	165	139	71	168	1473	222	1138	552	817	878
	63%	80%	70%	64%	53%	55%	67%	61%	62%	57%	64%	62%	73%	49%	64%	63%
		bcdefghi	degi	de			dei						b			
		16%	15%	8%	6%	8%	10%	8%	4%	10%	87%	13%	67%	33%	48%	52%
No never used	952	66	105	78	89	99	81	85	44	126	821	131	398	553	462	490
	36%	20%	29%	35%	46%	42%	33%	38%	38%	42%	35%	37%	26%	50%	36%	35%
			a	a	abcfg	abf	a	a	ab	abf				a		
		7%	11%	8%	9%	10%	8%	9%	5%	13%	86%	14%	42%	58%	49%	51%
Don't know	28	3	3	3	1	7	-	3	-	3	25	3	16	11	7	21
	1%	1%	1%	1%	1%	3%	-%	1%	-%	1%	1%	1%	1%	1%	1%	2%
						fh										a
		10%	12%	10%	5%	26%	-%	12%	-%	12%	91%	9%	57%	40%	25%	75%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 93

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QE37 (QE31). SHOWCARD Which supplier or service does/ did your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used a service to make voice or video calls using the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2225	1076	1149	421	474	788	541	105	138	219	690	598	745	440	437	1372	296	271	286
Effective Weighted Sample	1545	745	799	283	342	540	392	77	100	141	509	423	536	300	308	1200	203	185	252
Total	1695	822	873	294	389	639	373	74	103	147	595	531	501	354	305	1439	141	73	42
		49%	51%	17%	23%	38%	22%	4%	6%	9%	35%	31%	30%	21%	18%	85%	8%	4%	3%
WhatsApp	827	386	441	142	223	355	107	34	49	57	330	264	249	170	139	697	67	35	28
	49%	47%	50%	48%	57%	56%	29%	46%	48%	39%	55%	50%	50%	48%	46%	48%	48%	48%	65%
				d	ad	ad				c									abc
		47%	53%	17%	27%	43%	13%	4%	6%	7%	40%	32%	30%	21%	17%	84%	8%	4%	3%
Skype	750	386	364	104	148	292	206	28	47	66	295	263	228	142	116	648	62	29	12
	44%	47%	42%	36%	38%	46%	55%	38%	46%	45%	50%	50%	46%	40%	38%	45%	44%	39%	28%
		b				ab	abc					cd	d			d	d	d	
		51%	49%	14%	20%	39%	27%	4%	6%	9%	39%	35%	30%	19%	15%	86%	8%	4%	2%
FaceTime	688	307	380	167	170	250	100	25	26	52	256	220	215	138	115	592	44	32	20
	41%	37%	44%	57%	44%	39%	27%	34%	25%	35%	43%	41%	43%	39%	38%	41%	31%	44%	46%
			a	bcd	d	d					b					b		b	b
		45%	55%	24%	25%	36%	15%	4%	4%	8%	37%	32%	31%	20%	17%	86%	6%	5%	3%
Facebook	475	220	255	111	130	183	51	24	26	42	168	124	152	103	95	394	43	23	15
	28%	27%	29%	38%	33%	29%	14%	33%	26%	29%	28%	23%	30%	29%	31%	27%	30%	32%	35%
				cd	d	d							a		a				a
		46%	54%	23%	27%	39%	11%	5%	6%	9%	35%	26%	32%	22%	20%	83%	9%	5%	3%
BT	44	28	15	4	6	15	19	-	4	6	11	17	9	9	8	36	4	3	1
	3%	3%	2%	1%	1%	2%	5%	-%	4%	4%	2%	3%	2%	3%	3%	2%	3%	4%	1%
		b				abc													
		65%	35%	9%	13%	34%	44%	-%	8%	14%	24%	40%	21%	21%	18%	82%	10%	6%	1%
Plusnet	13	5	8	2	2	5	6	-	1	-	10	4	6	3	-	12	*	1	1
	1%	1%	1%	1%	*%	1%	1%	-%	1%	-%	2%	1%	1%	1%	-%	1%	*%	1%	1%
													d						
		40%	60%	13%	13%	34%	41%	-%	6%	-%	72%	31%	47%	22%	-%	87%	3%	5%	4%
Vonage	13	9	5	3	5	4	2	-	-	-	2	6	6	2	-	13	-	*	-
	1%	1%	1%	1%	1%	1%	1%	-%	-%	-%	*%	1%	1%	1%	-%	1%	-%	1%	-%
		66%	34%	21%	37%	28%	14%	-%	-%	-%	14%	43%	42%	15%	-%	97%	-%	3%	-%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 93

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QE37 (QE31). SHOWCARD Which supplier or service does/ did your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used a service to make voice or video calls using the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2225	1076	1149	421	474	788	541	105	138	219	690	598	745	440	437	1372	296	271	286
Effective Weighted Sample	1545	745	799	283	342	540	392	77	100	141	509	423	536	300	308	1200	203	185	252
Total	1695	822	873	294	389	639	373	74	103	147	595	531	501	354	305	1439	141	73	42
		49%	51%	17%	23%	38%	22%	4%	6%	9%	35%	31%	30%	21%	18%	85%	8%	4%	3%
Voipfone	5	2	4	-	4	-	2	-	1	-	2	2	2	-	1	5	-	-	-
	*%	*%	*%	-%	1%	-%	*%	-%	1%	-%	*%	*%	*%	-%	*%	*%	-%	-%	-%
		30%	70%	-%	70%	-%	30%	-%	11%	-%	36%	33%	45%	-%	22%	100%	-%	-%	-%
Other	58	34	24	8	8	23	20	2	4	5	23	18	19	9	12	50	5	3	*
	3%	4%	3%	3%	2%	4%	5%	3%	4%	3%	4%	3%	4%	3%	4%	3%	3%	4%	1%
		58%	42%	13%	13%	39%	35%	4%	7%	9%	39%	31%	33%	16%	20%	86%	8%	5%	*%
Don't know	32	22	10	3	5	15	9	1	*	3	8	12	4	9	6	28	2	2	1
	2%	3%	1%	1%	1%	2%	2%	1%	*%	2%	1%	2%	1%	3%	2%	2%	1%	3%	2%
		b														d	d	d	
		70%	30%	11%	16%	46%	28%	3%	1%	8%	26%	37%	14%	29%	20%	87%	5%	6%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 93

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

QE37 (QE31). SHOWCARD Which supplier or service does/ did your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used a service to make voice or video calls using the internet at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2225	195	162	154	130	145	156	160	133	137	1619	606	1403	817	1110	1115
Effective Weighted Sample	1545	181	154	148	120	138	152	152	127	129	1294	269	978	576	729	816
Total	1695	271 16%	252 15%	143 8%	101 6%	129 8%	165 10%	139 8%	71 4%	168 10%	1473 87%	222 13%	1138 67%	552 33%	817 48%	878 52%
WhatsApp	827 49%	203 75%	121 48%	56 39%	35 35%	45 35%	82 50%	52 38%	31 44%	71 42%	742 50%	85 38%	620 54%	205 37%	357 44%	469 53%
		bcdefghi 24%	de 15%			deg 10%					b 90%		b 75%		a 43%	
Skype	750 44%	129 48%	169 67%	62 44%	49 49%	36 28%	63 38%	46 33%	28 39%	65 38%	643 44%	107 48%	490 43%	260 47%	370 45%	380 43%
		eg 17%	acdefghi 23%	e 8%	eg 7%											
FaceTime	688 41%	98 36%	63 25%	55 38%	42 41%	86 67%	63 38%	63 45%	42 60%	81 48%	590 40%	97 44%	469 41%	217 39%	336 41%	352 40%
		b 14%		b 8%	b 6%	abcdfgi 12%	b 9%	b 9%	abcdfg 6%	ab 12%						
Facebook	475 28%	131 48%	57 23%	27 19%	18 18%	16 12%	40 24%	39 28%	23 33%	42 25%	421 29%	53 24%	338 30%	135 24%	188 23%	287 33%
		bcdefghi 28%	e 12%				e 8%	e 8%	cde 5%	e 9%			b 71%		a 40%	
BT	44 3%	8 3%	3 1%	6 4%	1 1%	- -%	9 6%	- -%	* 1%	8 5%	36 2%	7 3%	26 2%	18 3%	25 3%	18 2%
		eg 19%		eg 13%			begh 21%			egh 19%						
Plusnet	13 1%	2 1%	3 1%	1 1%	1 1%	- -%	1 1%	2 1%	- -%	2 1%	12 1%	2 1%	11 1%	2 *%	6 1%	7 1%
		16%	21%	9%	5%	-%	7%	13%	-%	16%	89%	11%	83%	17%	46%	54%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 93

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QE37 (QE31). SHOWCARD Which supplier or service does/ did your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used a service to make voice or video calls using the internet at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2225	195	162	154	130	145	156	160	133	137	1619	606	1403	817	1110	1115
Effective Weighted Sample	1545	181	154	148	120	138	152	152	127	129	1294	269	978	576	729	816
Total	1695	271	252	143	101	129	165	139	71	168	1473	222	1138	552	817	878
		16%	15%	8%	6%	8%	10%	8%	4%	10%	87%	13%	67%	33%	48%	52%
Vonage	13	12	-	-	-	-	-	-	-	1	13	1	10	3	6	7
	1%	4%	-%	-%	-%	-%	-%	-%	-%	*%	1%	*%	1%	1%	1%	1%
		bcdefghi														
		91%	-%	-%	-%	-%	-%	-%	-%	5%	95%	5%	77%	23%	44%	56%
Voipfone	5	3	-	-	2	-	-	1	-	-	4	1	5	-	2	4
	*%	1%	-%	-%	2%	-%	-%	*%	-%	-%	*%	*%	*%	-%	*%	*%
		58%	-%	-%	30%	-%	-%	11%	-%	-%	81%	19%	100%	-%	30%	70%
Other	58	3	13	7	4	2	5	7	2	7	50	8	38	20	27	31
	3%	1%	5%	5%	4%	1%	3%	5%	3%	4%	3%	3%	3%	4%	3%	4%
		a	a	a	a	a	a	a	a	a	a	a	a	a	a	a
		4%	23%	13%	7%	3%	9%	12%	4%	12%	87%	13%	66%	34%	47%	53%
Don't know	32	2	4	4	2	-	6	6	2	2	29	3	19	11	10	22
	2%	1%	1%	3%	1%	-%	4%	4%	2%	1%	2%	1%	2%	2%	1%	3%
		e	e	e	e	e	e	ae	e	e	e	e	e	e	e	e
		7%	11%	13%	5%	-%	20%	18%	5%	8%	91%	9%	59%	35%	32%	68%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 94

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QE38 (QE50). SHOWCARD How often do you or does anyone in your household use these services? (SINGLE CODE)

Base : Those who have ever used a service to make voice or video calls using the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2225	1076	1149	421	474	788	541	105	138	219	690	598	745	440	437	1372	296	271	286
Effective Weighted Sample	1545	745	799	283	342	540	392	77	100	141	509	423	536	300	308	1200	203	185	252
Total	1695	822	873	294	389	639	373	74	103	147	595	531	501	354	305	1439	141	73	42
		49%	51%	17%	23%	38%	22%	4%	6%	9%	35%	31%	30%	21%	18%	85%	8%	4%	3%
Every day	373	182	191	79	90	155	49	18	27	28	131	98	99	84	90	324	27	19	4
	22%	22%	22%	27%	23%	24%	13%	24%	26%	19%	22%	18%	20%	24%	30%	22%	19%	26%	8%
				d	d	d									ab	d	d	d	
		49%	51%	21%	24%	42%	13%	5%	7%	8%	35%	26%	26%	23%	24%	87%	7%	5%	1%
At least once a week	652	318	334	138	162	235	117	25	32	52	234	215	220	118	99	543	62	28	20
	38%	39%	38%	47%	42%	37%	31%	34%	31%	35%	39%	40%	44%	33%	33%	38%	44%	38%	47%
				cd	d							d	cd						a
		49%	51%	21%	25%	36%	18%	4%	5%	8%	36%	33%	34%	18%	15%	83%	9%	4%	3%
At least once a month	321	140	180	46	79	120	76	15	25	26	114	102	83	72	62	276	21	11	12
	19%	17%	21%	16%	20%	19%	20%	20%	24%	17%	19%	19%	17%	20%	20%	19%	15%	16%	29%
																			abc
		44%	56%	14%	25%	37%	24%	5%	8%	8%	36%	32%	26%	22%	19%	86%	6%	4%	4%
A few times a year	221	117	105	22	33	88	79	8	12	25	82	74	63	51	34	186	20	11	4
	13%	14%	12%	7%	8%	14%	21%	11%	12%	17%	14%	14%	13%	14%	11%	13%	14%	15%	9%
						ab	abc												
		53%	47%	10%	15%	40%	36%	4%	6%	11%	37%	33%	28%	23%	15%	84%	9%	5%	2%
Less than once a year	104	49	56	7	21	30	47	7	6	15	27	35	31	21	18	93	8	2	2
	6%	6%	6%	2%	5%	5%	13%	10%	6%	10%	5%	7%	6%	6%	6%	6%	5%	3%	4%
					a		abc			d									
		47%	53%	6%	20%	29%	45%	7%	6%	14%	26%	33%	30%	20%	17%	89%	7%	2%	2%
Don't know	23	16	7	2	5	11	5	*	1	2	5	8	6	8	2	17	4	1	1
	1%	2%	1%	1%	1%	2%	1%	*	1%	2%	1%	2%	1%	2%	1%	1%	3%	2%	2%
		68%	32%	10%	22%	45%	22%	1%	3%	10%	22%	34%	24%	34%	7%	75%	16%	6%	4%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 94

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QE38 (QE50). SHOWCARD How often do you or does anyone in your household use these services? (SINGLE CODE)

Base : Those who have ever used a service to make voice or video calls using the internet at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2225	195	162	154	130	145	156	160	133	137	1619	606	1403	817	1110	1115
Effective Weighted Sample	1545	181	154	148	120	138	152	152	127	129	1294	269	978	576	729	816
Total	1695	271 16%	252 15%	143 8%	101 6%	129 8%	165 10%	139 8%	71 4%	168 10%	1473 87%	222 13%	1138 67%	552 33%	817 48%	878 52%
Every day	373 22%	94 35%	42 17%	25 17%	22 21%	14 11%	44 27%	34 25%	17 24%	32 19%	342 23%	31 14%	268 24%	103 19%	142 17%	231 26%
		bcdei 25%	e 11%	e 7%	e 6%	bce 4%	e 12%	e 9%	e 5%	e 9%	b 92%	b 8%	b 72%	b 28%	a 38%	a 62%
At least once a week	652 38%	112 41%	98 39%	50 35%	30 30%	52 40%	66 40%	51 37%	29 40%	54 32%	557 38%	95 43%	450 40%	200 36%	290 36%	362 41%
		d 17%	d 15%	d 8%	d 5%	d 8%	d 10%	d 8%	d 4%	d 8%	d 85%	d 15%	d 69%	d 31%	d 44%	d 56%
At least once a month	321 19%	43 16%	60 24%	24 17%	21 21%	33 25%	23 14%	23 17%	13 18%	37 22%	274 19%	47 21%	215 19%	105 19%	178 22%	143 16%
		f 13%	f 19%	f 8%	f 7%	f 10%	f 7%	f 7%	f 4%	f 12%	f 85%	f 15%	f 67%	f 33%	f 55%	f 45%
A few times a year	221 13%	18 7%	29 12%	29 20%	18 18%	23 18%	20 12%	20 15%	7 10%	22 13%	193 13%	28 13%	140 12%	82 15%	136 17%	86 10%
		g 8%	g 13%	g 13%	g 8%	g 11%	g 9%	g 9%	g 3%	g 10%	g 87%	g 13%	g 63%	g 37%	g 61%	g 39%
Less than once a year	104 6%	4 1%	22 9%	13 9%	9 8%	7 6%	7 5%	5 3%	5 7%	21 12%	86 6%	19 8%	50 4%	54 10%	66 8%	38 4%
		h 4%	h 21%	h 13%	h 8%	h 7%	h 7%	h 4%	h 5%	h 20%	h 82%	h 18%	h 48%	h 52%	h 63%	h 37%
Don't know	23 1%	1 *	1 *	2 1%	2 2%	- -	4 3%	5 4%	- -	3 2%	21 1%	3 1%	15 1%	8 1%	6 1%	17 2%
		i 4%	i 3%	i 7%	i 7%	i -	i 19%	abeh 23%	i -	i 11%	i 88%	i 12%	i 65%	i 35%	i 25%	a 75%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 95

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QE39 (QE33). SHOWCARD Which device or devices does your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used a service to make voice or video calls using the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2225	1076	1149	421	474	788	541	105	138	219	690	598	745	440	437	1372	296	271	286
Effective Weighted Sample	1545	745	799	283	342	540	392	77	100	141	509	423	536	300	308	1200	203	185	252
Total	1695	822	873	294	389	639	373	74	103	147	595	531	501	354	305	1439	141	73	42
		49%	51%	17%	23%	38%	22%	4%	6%	9%	35%	31%	30%	21%	18%	85%	8%	4%	3%
Smartphone	1219	570	649	253	323	487	156	57	71	95	442	367	359	273	217	1037	95	52	35
	72%	69%	74%	86%	83%	76%	42%	78%	69%	64%	74%	69%	72%	77%	71%	72%	68%	72%	82%
		a	a	cd	cd	d	c	c	c	c	c	a	a	a	a	a	a	a	abc
		47%	53%	21%	26%	40%	13%	5%	6%	8%	36%	30%	29%	22%	18%	85%	8%	4%	3%
Laptop	446	237	209	69	89	178	110	16	25	41	181	146	161	68	70	374	52	13	7
	26%	29%	24%	23%	23%	28%	30%	21%	25%	28%	30%	27%	32%	19%	23%	26%	37%	18%	16%
		b	b	b	b	b	b	b	b	b	b	c	cd	cd	cd	cd	acd	acd	acd
		53%	47%	15%	20%	40%	25%	4%	6%	9%	41%	33%	36%	15%	16%	84%	12%	3%	1%
Tablet computer (e.g. iPad)	443	209	234	69	74	171	129	8	20	42	168	158	134	92	58	369	44	20	10
	26%	25%	27%	23%	19%	27%	34%	11%	20%	29%	28%	30%	27%	26%	19%	26%	31%	27%	25%
						b	abc			a	a	d	d	d					
		47%	53%	15%	17%	39%	29%	2%	5%	9%	38%	36%	30%	21%	13%	83%	10%	5%	2%
Desktop PC	114	80	34	14	19	35	46	3	8	7	35	44	39	18	12	99	9	4	1
	7%	10%	4%	5%	5%	5%	12%	4%	8%	5%	6%	8%	8%	5%	4%	7%	6%	6%	3%
		b	b	b	b	b	abc	b	b	b	b	d	d	d	d	d	d	d	d
		70%	30%	13%	16%	31%	40%	2%	7%	7%	30%	38%	35%	16%	11%	87%	8%	4%	1%
Standard landline phone	23	4	19	2	2	12	7	1	1	2	16	9	5	4	5	20	2	1	*
	1%	*%	2%	1%	*%	2%	2%	2%	1%	2%	3%	2%	1%	1%	2%	1%	2%	1%	1%
			a																
		17%	83%	10%	8%	52%	31%	6%	4%	10%	70%	39%	22%	18%	21%	86%	9%	3%	2%
Netbook	20	8	12	1	4	13	3	*	2	3	10	8	7	3	2	15	3	-	1
	1%	1%	1%	*%	1%	2%	1%	*%	2%	2%	2%	1%	1%	1%	1%	1%	2%	-	2%
			a														c	c	c
		40%	60%	4%	18%	65%	13%	1%	8%	14%	52%	38%	35%	17%	10%	78%	17%	-	5%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 95

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QE39 (QE33). SHOWCARD Which device or devices does your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used a service to make voice or video calls using the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2225	1076	1149	421	474	788	541	105	138	219	690	598	745	440	437	1372	296	271	286
Effective Weighted Sample	1545	745	799	283	342	540	392	77	100	141	509	423	536	300	308	1200	203	185	252
Total	1695	822	873	294	389	639	373	74	103	147	595	531	501	354	305	1439	141	73	42
		49%	51%	17%	23%	38%	22%	4%	6%	9%	35%	31%	30%	21%	18%	85%	8%	4%	3%
TV set	8	3	5	1	1	3	2	-	-	-	7	4	2	-	2	7	1	-	*
	*%	*%	1%	*%	*%	1%	1%	-%	-%	-%	1%	1%	*%	-%	1%	*%	*%	-%	1%
		37%	63%	14%	16%	42%	28%	-%	-%	-%	90%	50%	21%	-%	29%	89%	8%	-%	3%
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	5	1	4	2	*	3	-	-	*	-	4	*	4	1	*	3	1	1	1
	*%	*%	*%	1%	*%	*%	-%	-%	*%	-%	1%	*%	1%	*%	*%	*%	1%	1%	2%
		23%	77%	47%	2%	51%	-%	-%	2%	-%	74%	6%	74%	18%	2%	54%	16%	12%	18%
Dedicated handset	3	1	2	-	-	2	1	-	-	-	1	-	3	-	-	3	-	-	-
	*%	*%	*%	-%	-%	*%	*%	-%	-%	-%	*%	-%	1%	-%	-%	*%	-%	-%	-%
		31%	69%	-%	-%	69%	31%	-%	-%	-%	42%	-%	100%	-%	-%	100%	-%	-%	-%
Other	7	4	3	1	1	1	5	1	2	1	2	2	-	2	4	4	2	1	*
	*%	*%	*%	*%	*%	*%	1%	1%	2%	1%	*%	*%	-%	1%	1%	*%	1%	2%	*%
							c								b		a	a	
		52%	48%	8%	12%	17%	63%	12%	24%	13%	27%	22%	-%	29%	50%	50%	27%	20%	2%
Don't know	26	17	9	3	7	8	8	-	1	*	5	12	2	6	6	23	3	1	*
	2%	2%	1%	1%	2%	1%	2%	-%	1%	*%	1%	2%	*%	2%	2%	2%	2%	1%	*%
		66%	34%	11%	26%	31%	32%	-%	3%	*%	19%	44%	6%	24%	23%	88%	10%	2%	1%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 95

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

QE39 (QE33). SHOWCARD Which device or devices does your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used a service to make voice or video calls using the internet at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2225	195	162	154	130	145	156	160	133	137	1619	606	1403	817	1110	1115
Effective Weighted Sample	1545	181	154	148	120	138	152	152	127	129	1294	269	978	576	729	816
Total	1695	271 16%	252 15%	143 8%	101 6%	129 8%	165 10%	139 8%	71 4%	168 10%	1473 87%	222 13%	1138 67%	552 33%	817 48%	878 52%
Smartphone	1219 72%	242 89%	170 67%	90 63%	64 63%	90 70%	116 70%	103 74%	55 77%	108 64%	1070 73%	149 67%	884 78%	332 60%	543 67%	676 77%
		bcdefghi 20%	14%	7%	5%	7%	10%	cd 8%	cdi 4%	9%	88%	12%	73%	27%	45%	55%
Laptop	446 26%	91 34%	86 34%	32 22%	27 27%	26 20%	31 19%	31 22%	7 10%	44 26%	394 27%	51 23%	304 27%	142 26%	201 25%	245 28%
		cefgh 20%	cefgh 19%	h 7%	h 6%	h 6%	h 7%	h 7%	h 2%	h 10%	88%	12%	68%	32%	45%	55%
Tablet computer (e.g. iPad)	443 26%	46 17%	83 33%	41 28%	22 21%	46 36%	39 23%	21 15%	20 28%	52 31%	379 26%	64 29%	286 25%	157 28%	250 31%	193 22%
			adg 10%	ag 9%		adfg 10%			ag 5%	ag 12%	86%	14%	65%	35%	56%	44%
Desktop PC	114 7%	7 3%	32 13%	15 11%	13 13%	4 3%	8 5%	5 4%	6 8%	8 5%	96 7%	17 8%	64 6%	50 9%	69 8%	45 5%
			aefgi 6%	aeg 28%	aefgi 13%				a 5%	aefgi 7%	85%	15%	56%	44%	60%	40%
Standard landline phone	23 1%	5 2%	5 2%	2 1%	2 2%	- -%	2 1%	1 1%	1 1%	2 1%	21 1%	2 1%	16 1%	7 1%	11 1%	12 1%
			22%	23%	8%	9%	-%	8%	4%	3%	8%	8%	70%	30%	47%	53%
Netbook	20 1%	9 3%	- -%	1 1%	1 1%	- -%	1 1%	1 1%	* *% 1%	2 1%	18 1%	2 1%	15 1%	5 1%	4 1%	15 2%
		be 44%	-%	6%	7%	-%	6%	4%	1%	10%	92%	8%	76%	24%	23%	77%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 95

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QE39 (QE33). SHOWCARD Which device or devices does your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used a service to make voice or video calls using the internet at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	2225	195	162	154	130	145	156	160	133	137	1619	606	1403	817	1110	1115
Effective Weighted Sample	1545	181	154	148	120	138	152	152	127	129	1294	269	978	576	729	816
Total	1695	271	252	143	101	129	165	139	71	168	1473	222	1138	552	817	878
		16%	15%	8%	6%	8%	10%	8%	4%	10%	87%	13%	67%	33%	48%	52%
TV set	8	3	2	1	-	-	1	-	-	-	7	1	5	3	4	4
	*%	1%	1%	1%	-%	-%	1%	-%	-%	-%	*%	1%	*%	1%	*%	*%
		39%	20%	14%	-%	-%	16%	-%	-%	-%	85%	15%	62%	38%	51%	49%
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	5	3	-	-	-	-	-	-	-	-	5	1	5	*	*	5
	*%	1%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	*%	*%	*%	1%
		54%	-%	-%	-%	-%	-%	-%	-%	-%	89%	11%	92%	8%	4%	96%
Dedicated handset	3	1	-	-	1	-	-	1	-	-	2	1	3	-	2	1
	*%	1%	-%	-%	1%	-%	-%	1%	-%	-%	*%	*%	*%	-%	*%	*%
		42%	-%	-%	31%	-%	-%	27%	-%	-%	69%	31%	100%	-%	58%	42%
Other	7	-	-	1	1	1	1	-	-	1	7	*	3	4	3	4
	*%	-%	-%	*%	1%	1%	1%	-%	-%	*%	*%	*%	*%	1%	*%	*%
		-%	-%	8%	8%	10%	15%	-%	-%	9%	98%	2%	48%	52%	41%	59%
Don't know	26	2	2	3	1	3	8	3	-	2	24	2	16	9	10	16
	2%	1%	1%	2%	1%	2%	5%	2%	-%	1%	2%	1%	1%	2%	1%	2%
		7%	7%	11%	3%	11%	30%	10%	-%	9%	93%	7%	63%	34%	40%	60%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 96

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QE40 (QE34). Do you pay for any elements of your service to make calls using the internet? Perhaps calls made to landline or mobile phones, or any equipment or software you needed to purchase solely to be able to make calls using the internet. (SINGLE CODE)

Base : Those who have ever used a service to make voice or video calls using the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2225	1076	1149	421	474	788	541	105	138	219	690	598	745	440	437	1372	296	271	286
Effective Weighted Sample	1545	745	799	283	342	540	392	77	100	141	509	423	536	300	308	1200	203	185	252
Total	1695	822	873	294	389	639	373	74	103	147	595	531	501	354	305	1439	141	73	42
		49%	51%	17%	23%	38%	22%	4%	6%	9%	35%	31%	30%	21%	18%	85%	8%	4%	3%
Yes, pay for any elements	59	25	34	10	15	18	16	5	4	10	12	19	20	9	11	48	4	4	3
	4%	3%	4%	3%	4%	3%	4%	7%	4%	7%	2%	4%	4%	2%	4%	3%	3%	6%	7%
								d		d									ab
		42%	58%	17%	26%	31%	27%	9%	6%	17%	20%	33%	34%	15%	19%	81%	7%	8%	5%
No, do not pay for any elements	1535	748	787	259	349	586	341	63	93	131	562	490	447	320	274	1302	132	63	37
	91%	91%	90%	88%	90%	92%	91%	86%	91%	89%	94%	92%	89%	90%	90%	90%	94%	87%	88%
		49%	51%	17%	23%	38%	22%	4%	6%	9%	37%	32%	29%	21%	18%	85%	9%	4%	2%
Don't know	100	49	51	25	25	34	17	5	6	7	21	21	34	25	19	89	4	5	2
	6%	6%	6%	8%	6%	5%	5%	7%	6%	5%	4%	4%	7%	7%	6%	6%	3%	7%	5%
		49%	51%	24%	25%	34%	17%	5%	6%	7%	21%	21%	34%	25%	19%	89%	4%	5%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 96

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

QE40 (QE34). Do you pay for any elements of your service to make calls using the internet? Perhaps calls made to landline or mobile phones, or any equipment or software you needed to purchase solely to be able to make calls using the internet. (SINGLE CODE)

Base : Those who have ever used a service to make voice or video calls using the internet at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2225	195	162	154	130	145	156	160	133	137	1619	606	1403	817	1110	1115
Effective Weighted Sample	1545	181	154	148	120	138	152	152	127	129	1294	269	978	576	729	816
Total	1695	271	252	143	101	129	165	139	71	168	1473	222	1138	552	817	878
		16%	15%	8%	6%	8%	10%	8%	4%	10%	87%	13%	67%	33%	48%	52%
Yes, pay for any elements	59	6	15	4	3	5	7	4	2	3	49	11	41	18	36	23
	4%	2%	6%	2%	3%	4%	4%	3%	3%	2%	3%	5%	4%	3%	4%	3%
		10%	25%	6%	4%	8%	12%	7%	4%	4%	82%	18%	70%	30%	61%	39%
No, do not pay for any elements	1535	236	234	138	93	111	142	126	69	155	1335	200	1034	498	752	784
	91%	87%	93%	96%	91%	86%	86%	91%	97%	92%	91%	90%	91%	90%	92%	89%
		15%	15%	9%	6%	7%	9%	8%	4%	10%	87%	13%	67%	32%	49%	51%
Don't know	100	29	3	2	6	13	16	9	-	11	89	11	63	36	29	71
	6%	11%	1%	1%	6%	10%	10%	6%	-%	7%	6%	5%	6%	7%	4%	8%
		bch			bch	bch	bch	bch		bch					a	
		29%	3%	2%	6%	13%	16%	9%	-%	11%	89%	11%	62%	36%	29%	71%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 97

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SUMMARY - ACCESS TO/ USE OF INTERNET ACROSS ANY CONNECTION/ ANY DEVICE/ ANY LOCATION

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
ACCESS TO INTERNET - ANY CONNECTION/ ANY DEVICE/ ANY LOCATION	2454	1204	1250	356	471	895	733	131	161	233	741	695	690	529	533	2063	208	116	67
	92%	93%	91%	99%	99%	98%	79%	68%	81%	94%	99%	98%	97%	91%	81%	92%	89%	88%	91%
		d	d	d	d	d	d	d	a	ab	abc	cd	cd	d	c	c	c	c	c
		49%	51%	14%	19%	36%	30%	5%	7%	9%	30%	28%	28%	22%	22%	84%	8%	5%	3%
USE INTERNET - ANY CONNECTION/ ANY DEVICE/ ANY LOCATION	2430	1194	1235	356	469	894	712	130	157	229	740	693	684	522	523	2043	205	115	66
	91%	92%	90%	99%	99%	98%	77%	67%	79%	93%	99%	97%	96%	90%	79%	91%	88%	87%	90%
		d	d	d	d	d	d	d	a	ab	abc	cd	cd	d	c	c	c	c	c
		49%	51%	15%	19%	37%	29%	5%	6%	9%	30%	29%	28%	21%	22%	84%	8%	5%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 97

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

SUMMARY - ACCESS TO/ USE OF INTERNET ACROSS ANY CONNECTION/ ANY DEVICE/ ANY LOCATION

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
ACCESS TO INTERNET - ANY CONNECTION/ ANY DEVICE/ ANY LOCATION	2454	321	340	214	177	205	222	206	107	271	2130	324	1522	927	1191	1263
	92%	95%	94%	96%	92%	87%	90%	91%	93%	91%	92%	91%	98%	83%	93%	91%
		e	e	efgi	e	e	e	e	e	e	e	e	b	b	a	b
		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	62%	38%	49%	51%
USE INTERNET - ANY CONNECTION/ ANY DEVICE/ ANY LOCATION	2430	320	340	212	173	203	221	201	106	268	2110	320	1519	905	1178	1252
	91%	94%	94%	94%	90%	86%	90%	88%	92%	90%	91%	90%	98%	81%	92%	90%
		eg	eg	eg	e	e	e	e	e	e	e	e	b	b	a	b
		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	63%	37%	48%	52%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 98

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SUMMARY - ACCESS TO INTERNET

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
ACCESS TO INTERNET AT HOME	2339	1147	1193	329	444	855	712	104	149	221	732	680	666	509	477	1973	196	107	64
	87%	88%	87%	92%	94%	93%	77%	54%	76%	90%	98%	96%	93%	88%	72%	88%	84%	81%	87%
				d	d	d		a	ab	abc	cd	cd	cd	d	bc	bc		c	
		49%	51%	14%	19%	37%	30%	4%	6%	9%	31%	29%	28%	22%	20%	84%	8%	5%	3%
ACCESS TO INTERNET AT HOME OR USES A MOBILE PHONE/ DEVICE TO CONNECT TO INTERNET	2415	1179	1236	348	463	888	716	117	159	228	741	688	687	525	508	2031	204	114	66
	90%	91%	90%	97%	98%	97%	77%	61%	80%	93%	99%	97%	96%	90%	77%	91%	87%	86%	89%
				d	d	d		a	ab	abc	cd	cd	cd	d	bc	bc			
		49%	51%	14%	19%	37%	30%	5%	7%	9%	31%	29%	28%	22%	21%	84%	8%	5%	3%
MOBILE INTERNET (MOBILE BROADBAND OR VIA MOBILE PHONE)	1987	959	1028	332	445	802	409	87	121	164	669	592	565	434	392	1677	163	90	58
	74%	74%	75%	92%	94%	88%	44%	45%	61%	67%	90%	83%	79%	75%	59%	75%	70%	68%	78%
				cd	cd	d		a	a	abc	cd	cd	d	d	bc	bc		bc	
		48%	52%	17%	22%	40%	21%	4%	6%	8%	34%	30%	28%	22%	20%	84%	8%	5%	3%
MOBILE PHONE ACCESS ONLY	199	87	112	58	58	66	18	29	21	26	27	27	57	46	69	163	18	12	5
	7%	7%	8%	16%	12%	7%	2%	15%	11%	11%	4%	4%	8%	8%	10%	7%	8%	9%	7%
				cd	cd	d		d	d	d			a	a	a				
		44%	56%	29%	29%	33%	9%	14%	11%	13%	14%	13%	29%	23%	35%	82%	9%	6%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 98

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

SUMMARY - ACCESS TO INTERNET

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
ACCESS TO INTERNET AT HOME	2339	306	324	214	170	190	217	192	103	256	2026	314	1470	864	1153	1186
	87%	90%	90%	95%	89%	81%	88%	84%	90%	86%	87%	88%	95%	77%	90%	85%
		e	e	abdefghi	e	e	e	e	e	e	e	e	b	b	b	b
		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	63%	37%	49%	51%
ACCESS TO INTERNET AT HOME OR USES A MOBILE PHONE/ DEVICE TO CONNECT TO INTERNET	2415	318	329	214	173	200	221	203	106	268	2095	320	1512	897	1179	1236
	90%	94%	91%	95%	91%	85%	90%	89%	93%	90%	90%	90%	97%	80%	92%	89%
		e	e	efgi	e	e	e	e	e	e	e	e	b	b	b	b
		13%	14%	9%	7%	8%	9%	8%	4%	11%	87%	13%	63%	37%	49%	51%
MOBILE INTERNET (MOBILE BROADBAND OR VIA MOBILE PHONE)	1987	285	275	165	144	155	180	175	90	209	1727	260	1361	621	943	1044
	74%	84%	76%	74%	75%	66%	73%	77%	79%	70%	74%	73%	88%	56%	73%	75%
		bcdefi	e	e	e	e	e	e	ei	ei	e	e	b	b	b	b
		14%	14%	8%	7%	8%	9%	9%	5%	11%	87%	13%	68%	31%	47%	53%
MOBILE PHONE ACCESS ONLY	199	31	17	3	15	17	8	39	8	26	182	17	121	78	76	123
	7%	9%	5%	1%	8%	7%	3%	17%	7%	9%	8%	5%	8%	7%	6%	9%
		cf	c		cf	c		abcdefhi	c	cf	b					a
		16%	8%	1%	8%	8%	4%	20%	4%	13%	91%	9%	61%	39%	38%	62%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Yes	2256	1140	1116	287	392	799	778	138	164	217	686	635	629	493	493	1874	205	119	59
	84%	88%	81%	80%	83%	87%	84%	72%	83%	88%	92%	89%	88%	85%	75%	84%	88%	90%	80%
		b				abd			a	a	ab	cd	d	d	d	d	d	ad	
		51%	49%	13%	17%	35%	35%	6%	7%	10%	30%	28%	28%	22%	22%	83%	9%	5%	3%
No	372	143	230	62	79	101	130	48	30	21	58	70	78	80	144	325	23	13	11
	14%	11%	17%	17%	17%	11%	14%	25%	15%	8%	8%	10%	11%	14%	22%	15%	10%	10%	15%
			a	c	c			bcd	cd					a	abc	bc			bc
		38%	62%	17%	21%	27%	35%	13%	8%	6%	16%	19%	21%	21%	39%	87%	6%	3%	3%
Unsure	46	18	28	10	4	15	18	6	4	9	1	7	7	8	25	37	5	*	4
	2%	1%	2%	3%	1%	2%	2%	3%	2%	4%	1%	1%	1%	1%	4%	2%	2%	1%	5%
				b				d	d	d				abc	abc	c			abc
		39%	61%	21%	8%	32%	39%	14%	9%	19%	1%	14%	15%	18%	53%	80%	11%	1%	9%

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

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	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Yes	2256	220	324	207	159	201	201	195	103	263	1944	312	1359	893	1136	1120
	84%	65%	90%	92%	83%	86%	82%	86%	90%	88%	84%	88%	88%	80%	88%	81%
			adf	adefg	a	a	a	a	adf	a	84%	a	b	b	b	a
		10%	14%	9%	7%	9%	9%	9%	5%	12%	86%	14%	60%	40%	50%	50%
No	372	106	30	17	32	28	42	30	12	30	332	41	172	198	135	238
	14%	31%	8%	7%	17%	12%	17%	13%	10%	10%	14%	11%	11%	18%	10%	17%
		bcd efghi			bchi		bchi	c						a		a
		28%	8%	4%	9%	8%	11%	8%	3%	8%	89%	11%	46%	53%	36%	64%
Unsure	46	14	6	1	1	5	2	3	-	5	43	3	21	25	16	30
	2%	4%	2%	*%	*%	2%	1%	1%	-%	2%	2%	1%	1%	2%	1%	2%
		cd fgh			h											
		30%	13%	2%	2%	11%	5%	6%	-%	11%	93%	7%	45%	55%	35%	65%

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Kitchen/ kitchen diner	867	402	465	78	112	284	393	52	57	87	258	271	222	185	189	737	67	39	24
	32%	31%	34%	22%	24%	31%	42%	27%	29%	35%	35%	38%	31%	32%	29%	33%	29%	30%	32%
						ab	abc			a	bcd								
		46%	54%	9%	13%	33%	45%	6%	7%	10%	30%	31%	26%	21%	22%	85%	8%	5%	3%
Living room/ lounge	594	331	263	50	49	154	340	55	52	50	169	173	158	121	140	501	57	29	7
	22%	25%	19%	14%	10%	17%	37%	29%	26%	20%	23%	24%	22%	21%	21%	22%	24%	22%	9%
		b				b	abc	c								d	d	d	
		56%	44%	8%	8%	26%	57%	9%	9%	8%	28%	29%	27%	20%	24%	84%	10%	5%	1%
Adult's bedroom	554	285	269	34	48	164	307	39	38	52	167	195	156	99	103	475	40	29	9
	21%	22%	20%	10%	10%	18%	33%	20%	19%	21%	22%	27%	22%	17%	16%	21%	17%	22%	13%
						ab	abc					bcd	cd			d	d	d	
		51%	49%	6%	9%	30%	55%	7%	7%	9%	30%	35%	28%	18%	19%	86%	7%	5%	2%
Dining room	121	67	54	6	7	44	63	6	13	13	29	41	35	22	22	111	4	5	1
	5%	5%	4%	2%	1%	5%	7%	3%	6%	5%	4%	6%	5%	4%	3%	5%	2%	4%	2%
						ab	ab					d				bd			
		55%	45%	5%	6%	36%	52%	5%	11%	11%	24%	34%	29%	18%	18%	92%	3%	4%	1%
Garage	69	38	31	9	8	21	30	2	4	2	22	18	21	20	11	65	1	2	2
	3%	3%	2%	3%	2%	2%	3%	1%	2%	1%	3%	3%	3%	3%	2%	3%	*	1%	2%
														d		b			b
		54%	46%	13%	12%	31%	44%	2%	5%	3%	32%	26%	30%	29%	15%	94%	1%	3%	2%
Bathroom/ shower room/ WC	66	35	31	4	3	21	37	3	3	10	22	35	15	9	6	57	5	1	3
	2%	3%	2%	1%	1%	2%	4%	2%	1%	4%	3%	5%	2%	2%	1%	3%	2%	1%	4%
						b	abc					bcd				c			c
		53%	47%	6%	5%	32%	57%	5%	4%	15%	34%	54%	23%	14%	9%	86%	8%	1%	4%

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

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Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Study/ home office	63	41	22	4	3	14	42	-	4	6	25	35	17	7	4	53	7	3	1
	2%	3%	2%	1%	1%	2%	4%	-%	2%	2%	3%	5%	2%	1%	1%	2%	3%	2%	1%
		b					abc		a	a	a	bcd	d			d	d		
		65%	35%	6%	5%	23%	66%	-%	7%	9%	39%	55%	27%	11%	6%	84%	11%	4%	1%
Conservatory	57	35	21	7	2	8	40	2	1	7	24	21	15	9	11	51	1	3	1
	2%	3%	2%	2%	*%	1%	4%	1%	*%	3%	3%	3%	2%	2%	2%	2%	*%	3%	1%
		b		b			abc				b					b		b	
		62%	38%	12%	3%	15%	70%	3%	2%	12%	42%	37%	27%	16%	20%	90%	2%	6%	2%
Spare bedroom	49	26	23	4	3	7	35	*	2	8	17	25	16	4	4	44	3	2	1
	2%	2%	2%	1%	1%	1%	4%	*%	1%	3%	2%	3%	2%	1%	1%	2%	1%	2%	1%
							abc			a	a	cd	cd						
		53%	47%	8%	6%	14%	72%	*%	3%	16%	33%	50%	33%	9%	9%	88%	5%	5%	2%
Child's bedroom	45	15	30	6	2	33	3	2	3	6	21	17	9	10	9	38	2	3	1
	2%	1%	2%	2%	1%	4%	*%	1%	1%	2%	3%	2%	1%	2%	1%	2%	1%	2%	1%
			a	d		bd													
		33%	67%	14%	5%	73%	8%	4%	6%	13%	47%	37%	20%	22%	20%	86%	5%	7%	1%
Hallway/ Landing	20	10	10	1	*	10	9	1	1	1	11	6	4	2	6	19	*	*	1
	1%	1%	1%	*%	*%	1%	1%	*%	1%	*%	1%	1%	1%	*%	1%	1%	*%	*%	1%
						b													
		50%	50%	6%	1%	49%	45%	4%	7%	4%	53%	32%	21%	11%	29%	93%	2%	1%	4%
Move around as needed/ portable	82	48	34	10	9	17	46	2	3	7	30	29	27	13	13	70	9	3	1
	3%	4%	3%	3%	2%	2%	5%	1%	1%	3%	4%	4%	4%	2%	2%	3%	4%	2%	1%
							bc				a	d	d			d	d		
		58%	42%	12%	11%	21%	56%	3%	3%	9%	37%	35%	33%	16%	16%	85%	11%	4%	1%

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

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Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
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Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
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Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Other	26	12	14	1	1	6	18	1	-	3	6	8	8	6	4	23	1	2	-
	1%	1%	1%	*%	*%	1%	2%	1%	-%	1%	1%	1%	1%	1%	1%	1%	*%	2%	-%
						abc										d		d	
		47%	53%	3%	3%	23%	70%	5%	-%	13%	23%	31%	31%	22%	16%	89%	3%	8%	-%
None - do not have any radios at home	1095	519	575	211	280	408	195	78	84	100	292	253	289	247	300	904	97	54	39
	41%	40%	42%	59%	59%	45%	21%	40%	43%	40%	39%	36%	41%	43%	45%	40%	42%	41%	53%
				cd	cd	d								a	a				abc
		47%	53%	19%	26%	37%	18%	7%	8%	9%	27%	23%	26%	23%	27%	83%	9%	5%	4%

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

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	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Kitchen/ kitchen diner	867	75	152	90	48	83	78	69	38	104	719	148	490	376	485	382
	32%	22%	42%	40%	25%	35%	32%	30%	33%	35%	31%	42%	32%	34%	38%	28%
			adfg	adg		ad	a	a	a	ad		a			b	
		9%	18%	10%	6%	10%	9%	8%	4%	12%	83%	17%	57%	43%	56%	44%
Living room/ lounge	594	51	119	59	41	41	57	57	19	58	503	90	265	326	326	267
	22%	15%	33%	26%	21%	18%	23%	25%	17%	19%	22%	25%	17%	29%	25%	19%
			adefhi	aeh			a	aeh						a	b	
		9%	20%	10%	7%	7%	10%	10%	3%	10%	85%	15%	45%	55%	55%	45%
Adult's bedroom	554	44	93	77	18	50	62	30	25	76	469	84	290	263	321	233
	21%	13%	26%	34%	9%	21%	25%	13%	22%	26%	20%	24%	19%	24%	25%	17%
			adg	adefghi		adg	adg		adg	adg				a	b	
		8%	17%	14%	3%	9%	11%	5%	4%	14%	85%	15%	52%	48%	58%	42%
Dining room	121	19	23	16	7	11	5	7	5	17	108	12	65	55	64	57
	5%	6%	6%	7%	4%	5%	2%	3%	4%	6%	5%	3%	4%	5%	5%	4%
			f	fg												
		16%	19%	13%	6%	10%	4%	6%	4%	14%	90%	10%	54%	45%	53%	47%
Garage	69	10	14	12	3	6	7	3	3	7	58	11	41	28	48	21
	3%	3%	4%	5%	1%	2%	3%	1%	2%	2%	3%	3%	3%	2%	4%	1%
				dg											b	
		15%	20%	17%	4%	8%	10%	5%	4%	11%	84%	16%	60%	40%	70%	30%
Bathroom/ shower room/ WC	66	4	19	13	1	8	1	4	3	5	60	6	38	27	46	21
	2%	1%	5%	6%	1%	3%	*%	2%	3%	2%	3%	2%	2%	2%	4%	1%
			adfgi	adfgi		df			f						b	
		6%	28%	20%	2%	12%	1%	5%	5%	7%	90%	10%	57%	41%	69%	31%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Study/ home office	63	7	12	11	1	3	10	5	*	3	49	13	29	34	43	20
	2%	2%	3%	5%	1%	1%	4%	2%	1%	1%	2%	4%	2%	3%	3%	1%
			dh	dehi			dhi					a		a	b	
		11%	19%	17%	2%	5%	16%	8%	1%	5%	79%	21%	46%	54%	68%	32%
Conservatory	57	10	4	7	1	4	11	1	2	12	47	9	19	37	28	28
	2%	3%	1%	3%	1%	2%	5%	1%	2%	4%	2%	3%	1%	3%	2%	2%
		g	g	g			bdg			dg				a		
		17%	7%	12%	2%	7%	20%	1%	3%	21%	84%	16%	34%	66%	50%	50%
Spare bedroom	49	2	17	6	2	3	3	2	2	5	44	5	17	32	31	18
	2%	1%	5%	3%	1%	1%	1%	1%	2%	2%	2%	1%	1%	3%	2%	1%
			adefg											a	b	
		5%	35%	13%	5%	5%	6%	5%	4%	10%	89%	11%	35%	65%	63%	37%
Child's bedroom	45	-	6	11	3	4	10	2	1	3	38	6	33	12	27	17
	2%	-%	2%	5%	1%	2%	4%	1%	1%	1%	2%	2%	2%	1%	2%	1%
			adeghi				agi						b			
		-%	13%	24%	6%	8%	22%	5%	3%	6%	86%	14%	74%	26%	61%	39%
Hallway/ Landing	20	7	3	2	2	-	3	2	-	-	19	1	12	8	6	14
	1%	2%	1%	1%	1%	-%	1%	1%	-%	-%	1%	1%	1%	1%	1%	1%
		ehi														
		33%	16%	9%	9%	-%	15%	11%	-%	-%	93%	7%	61%	39%	28%	72%
Move around as needed/ portable	82	2	11	11	11	7	6	8	1	14	67	15	47	35	52	30
	3%	1%	3%	5%	5%	3%	2%	3%	1%	5%	3%	4%	3%	3%	4%	2%
			a	ah	ah	a	a	a		ah					b	
		2%	13%	13%	13%	8%	7%	9%	1%	17%	82%	18%	57%	43%	63%	37%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Other	26	-	8	4	1	2	2	2	*	2	17	9	14	12	21	5
	1%	-%	2%	2%	1%	1%	1%	1%	*%	1%	1%	2%	1%	1%	2%	*%
			a	a								a			b	
		-%	32%	17%	6%	9%	7%	7%	2%	9%	67%	33%	54%	46%	82%	18%
None - do not have any radios at home	1095	200	100	58	89	96	98	103	49	111	979	115	704	387	425	670
	41%	59%	28%	26%	47%	41%	40%	45%	43%	37%	42%	32%	45%	35%	33%	48%
		bcdefghi			bci	bc	bc	bc	bc	bc	b		b		a	
		18%	9%	5%	8%	9%	9%	9%	4%	10%	89%	11%	64%	35%	39%	61%

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
None	1166	556	610	218	292	433	224	83	87	109	318	273	311	256	321	963	102	62	40
	44%	43%	44%	61%	62%	47%	24%	43%	44%	44%	43%	38%	44%	44%	49%	43%	44%	47%	54%
				cd	cd	d						a	a	a					ab
		48%	52%	19%	25%	37%	19%	7%	7%	9%	27%	23%	27%	22%	28%	83%	9%	5%	3%
1	907	435	471	99	144	308	355	73	67	84	235	228	234	214	230	748	90	44	24
	34%	33%	34%	28%	30%	34%	38%	38%	34%	34%	32%	32%	33%	37%	35%	33%	39%	33%	33%
		48%	52%	11%	16%	34%	39%	8%	7%	9%	26%	25%	26%	24%	25%	83%	10%	5%	3%
2-3	507	250	258	36	36	156	279	35	40	41	156	164	140	99	103	440	36	22	9
	19%	19%	19%	10%	8%	17%	30%	18%	20%	16%	21%	23%	20%	17%	16%	20%	15%	17%	12%
						ab	abc					cd	d		d				
		49%	51%	7%	7%	31%	55%	7%	8%	8%	31%	32%	27%	20%	20%	87%	7%	4%	2%
4-5	79	48	31	4	2	15	57	1	4	9	27	36	26	11	5	70	4	4	1
	3%	4%	2%	1%	*%	2%	6%	1%	2%	4%	4%	5%	4%	2%	1%	3%	2%	3%	1%
		b				abc				a	a	cd	cd		d				
		61%	39%	5%	3%	20%	73%	2%	5%	11%	34%	46%	34%	13%	7%	89%	5%	5%	1%
26-10	16	11	5	1	-	3	12	-	-	3	9	11	3	1	1	15	1	1	*
	1%	1%	*%	*%	-%	*%	1%	-%	-%	1%	1%	2%	*%	*%	*%	1%	*%	*%	*%
						bc						bcd							
		70%	30%	7%	-%	19%	74%	-%	-%	19%	55%	69%	17%	5%	9%	91%	4%	4%	1%
ANY 'ACTIVE' RADIO SETS IN THE HOME	1509	744	764	141	182	482	703	109	111	137	427	439	403	324	340	1273	131	70	34
	56%	57%	56%	39%	38%	53%	76%	57%	56%	56%	57%	62%	56%	56%	51%	57%	56%	53%	46%
						ab	abc					cd			d	d			
		49%	51%	9%	12%	32%	47%	7%	7%	9%	28%	29%	27%	21%	23%	84%	9%	5%	2%
Mean number of 'active' radio sets	.9	1.0	.9	.6	.5	.8	1.4	.8	.9	1.0	1.0	1.2	1.0	.8	.8	1.0	.8	.9	.7
		b				ab	abc					ab				bd	d	d	
Standard deviation	1.14	1.22	1.06	.89	.71	1.02	1.33	.91	.96	1.28	1.28	1.38	1.13	1.00	.94	1.17	.98	1.11	.92

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : All respondents

	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	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Standard error	.02	.03	.02	.04	.03	.03	.03	.05	.06	.07	.04	.05	.03	.04	.03	.02	.04	.05	.04
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
None	1166	205	106	60	94	100	114	107	58	118	1043	123	743	420	458	708
	44%	60%	29%	27%	49%	43%	47%	47%	51%	39%	45%	35%	48%	38%	36%	51%
		bcdefghi			bci	bc	bc	bc	bci	bc	b	b	b	b	a	a
		18%	9%	5%	8%	9%	10%	9%	5%	10%	89%	11%	64%	36%	39%	61%
1	907	80	125	85	70	83	72	86	40	109	775	131	505	400	467	439
	34%	23%	35%	38%	36%	35%	29%	38%	35%	37%	33%	37%	33%	36%	36%	32%
		a	af	a	a	a	af	a	a	a	86%	14%	56%	44%	52%	48%
		9%	14%	9%	8%	9%	8%	9%	4%	12%						
2-3	507	50	110	61	25	45	49	25	16	59	423	85	254	253	290	217
	19%	15%	31%	27%	13%	19%	20%	11%	14%	20%	18%	24%	16%	23%	23%	16%
			adefghi	adefgh		g	dg			dg		a		a	b	
			10%	22%	12%	5%	9%	10%	5%	3%	12%	83%	17%	50%	50%	57%
4-5	79	5	15	15	4	4	9	8	*	11	65	13	43	35	60	19
	3%	1%	4%	6%	2%	2%	3%	4%	%	4%	3%	4%	3%	3%	5%	1%
			h	adeh			h	h		h					b	
			6%	19%	18%	5%	5%	11%	10%	1%	15%	83%	17%	55%	45%	76%
26-10	16	-	5	4	-	3	2	1	-	-	12	4	7	9	11	5
	1%	-%	1%	2%	-%	1%	1%	1%	-%	-%	1%	1%	7%	9%	1%	5%
				adi									1%	1%	1%	1%
			-%	30%	-%	18%	11%	9%	-%	-%	77%	23%	45%	55%	69%	31%
ANY 'ACTIVE' RADIO SETS IN THE HOME	1509	135	254	164	98	134	131	121	56	180	1276	233	809	697	828	680
	56%	40%	71%	73%	51%	57%	53%	53%	49%	61%	55%	65%	52%	62%	64%	49%
			adefghi	adefghi	a	a	a	a	a	adh	a	a	a	a	b	
			9%	17%	11%	6%	9%	9%	8%	4%	12%	85%	15%	54%	46%	55%

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

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

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Mean number of 'active' radio sets	.9	.6	1.3	1.4	.7	1.0	1.0	.8	.7	1.0	.9	1.1	.8	1.1	1.1	.8
			adefghi	adefghi		adh	adh			adh		a		a	b	
Standard deviation	1.14	.96	1.29	1.41	.91	1.20	1.21	1.07	.86	1.09	1.13	1.24	1.10	1.19	1.25	1.01
Standard error	.02	.06	.08	.09	.06	.07	.08	.06	.06	.07	.02	.04	.02	.03	.03	.02

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : 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	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2098	1031	1067	193	211	597	1096	175	158	206	502	532	619	420	524	1284	299	281	234
Effective Weighted Sample	1457	711	746	131	153	416	780	122	112	136	374	370	438	295	370	1123	197	191	206
Total	1509	744	764	141	182	482	703	109	111	137	427	439	403	324	340	1273	131	70	34
		49%	51%	9%	12%	32%	47%	7%	7%	9%	28%	29%	27%	21%	23%	84%	9%	5%	2%
1	907	435	471	99	144	308	355	73	67	84	235	228	234	214	230	748	90	44	24
	60%	59%	62%	71%	79%	64%	51%	67%	61%	62%	55%	52%	58%	66%	68%	59%	69%	62%	71%
				d	cd	d	d	d						ab	ab		a		a
		48%	52%	11%	16%	34%	39%	8%	7%	9%	26%	25%	26%	24%	25%	83%	10%	5%	3%
2-3	507	250	258	36	36	156	279	35	40	41	156	164	140	99	103	440	36	22	9
	34%	34%	34%	26%	20%	32%	40%	32%	36%	30%	37%	37%	35%	31%	30%	35%	27%	31%	26%
						b	abc					d				d			
		49%	51%	7%	7%	31%	55%	7%	8%	8%	31%	32%	27%	20%	20%	87%	7%	4%	2%
4-5	79	48	31	4	2	15	57	1	4	9	27	36	26	11	5	70	4	4	1
	5%	6%	4%	3%	1%	3%	8%	1%	3%	6%	6%	8%	7%	3%	2%	5%	3%	5%	2%
							abc			a	a	cd	cd						
		61%	39%	5%	3%	20%	73%	2%	5%	11%	34%	46%	34%	13%	7%	89%	5%	5%	1%
26-10	16	11	5	1	-	3	12	-	-	3	9	11	3	1	1	15	1	1	*
	1%	2%	1%	1%	-%	1%	2%	-%	-%	2%	2%	3%	1%	*%	*%	1%	*%	1%	*%
												bcd							
		70%	30%	7%	-%	19%	74%	-%	-%	19%	55%	69%	17%	5%	9%	91%	4%	4%	1%
ANY 'ACTIVE' RADIO SETS IN THE HOME	1509	744	764	141	182	482	703	109	111	137	427	439	403	324	340	1273	131	70	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		49%	51%	9%	12%	32%	47%	7%	7%	9%	28%	29%	27%	21%	23%	84%	9%	5%	2%
Mean number of 'active' radio sets	1.7	1.7	1.6	1.5	1.3	1.6	1.9	1.4	1.5	1.7	1.8	1.9	1.7	1.5	1.5	1.7	1.5	1.6	1.4
		b		b		b	abc			ab	ab	bcd	cd			bd		d	
Standard deviation	1.06	1.16	.95	.85	.57	.92	1.22	.74	.78	1.27	1.21	1.29	1.01	.90	.82	1.08	.86	1.04	.85
Standard error	.02	.04	.03	.06	.04	.04	.04	.06	.06	.09	.05	.06	.04	.04	.04	.03	.05	.06	.06

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 102

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

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

Base : Those with any 'active' radio sets in the home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b	
Significance Level: 95%																	
Unweighted total	2098	104	169	184	127	155	132	146	116	151	1471	627	1015	1079	1152	946	
Effective Weighted Sample	1457	95	161	177	117	148	127	138	110	143	1182	293	711	759	779	679	
Total	1509	135	254	164	98	134	131	121	56	180	1276	233	809	697	828	680	
		9%	17%	11%	6%	9%	9%	8%	4%	12%	85%	15%	54%	46%	55%	45%	
1	907	80	125	85	70	83	72	86	40	109	775	131	505	400	467	439	
	60%	59%	49%	52%	71%	62%	54%	71%	71%	61%	61%	56%	62%	57%	56%	65%	
					bcf	b		bcf	bcf	b					a	a	
		9%	14%	9%	8%	9%	8%	9%	4%	12%	86%	14%	56%	44%	52%	48%	
2-3	507	50	110	61	25	45	49	25	16	59	423	85	254	253	290	217	
	34%	37%	43%	37%	25%	33%	38%	21%	28%	33%	33%	36%	31%	36%	35%	32%	
		g	dgh	dg		g	dg		g	g				a			
		10%	22%	12%	5%	9%	10%	5%	3%	12%	83%	17%	50%	50%	57%	43%	
4-5	79	5	15	15	4	4	9	8	*	11	65	13	43	35	60	19	
	5%	3%	6%	9%	4%	3%	7%	7%	1%	6%	5%	6%	5%	5%	7%	3%	
			h	eh		h	h	h		h					b		
		6%	19%	18%	5%	5%	11%	10%	1%	15%	83%	17%	55%	45%	76%	24%	
26-10	16	-	5	4	-	3	2	1	-	-	12	4	7	9	11	5	
	1%	-%	2%	2%	-%	2%	1%	1%	-%	-%	1%	2%	1%	1%	1%	1%	
		-%	30%	23%	-%	18%	11%	9%	-%	-%	77%	23%	45%	55%	69%	31%	
ANY 'ACTIVE' RADIO SETS IN THE HOME	1509	135	254	164	98	134	131	121	56	180	1276	233	809	697	828	680	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
		9%	17%	11%	6%	9%	9%	8%	4%	12%	85%	15%	54%	46%	55%	45%	
Mean number of 'active' radio sets	1.7	1.6	1.8	1.9	1.4	1.7	1.8	1.5	1.4	1.6	1.7	1.7	1.6	1.7	1.8	1.5	
			dgh	adghi		dh	dh			h				a	b		
Standard deviation	1.06	.86	1.17	1.33	.80	1.14	1.13	1.03	.71	.95	1.04	1.15	1.04	1.08	1.15	.92	
Standard error	.02	.08	.09	.10	.07	.09	.10	.09	.07	.08	.03	.05	.03	.03	.03	.03	

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 103

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
None	1640	770	870	264	342	540	494	150	137	156	394	361	418	371	484	1341	152	91	56
	61%	59%	63%	74%	72%	59%	53%	78%	69%	63%	53%	51%	59%	64%	73%	60%	65%	69%	76%
		a	a	cd	cd	d	d	bcd	d	d	d	a	ab	ab	abc	a	b	a	abc
		47%	53%	16%	21%	33%	30%	9%	8%	10%	24%	22%	25%	23%	30%	82%	9%	6%	3%
1	751	376	375	68	110	290	282	33	38	71	241	239	214	161	135	642	65	30	14
	28%	29%	27%	19%	23%	32%	30%	17%	19%	29%	32%	34%	30%	28%	20%	29%	28%	23%	19%
		ab	ab	ab	ab	ab	ab	cd	cd	ab	ab	cd	d	d	cd	cd	d	d	cd
		50%	50%	9%	15%	39%	38%	4%	5%	9%	32%	32%	28%	21%	18%	85%	9%	4%	2%
2	206	105	101	17	19	62	108	9	19	12	68	68	64	39	34	186	11	7	3
	8%	8%	7%	5%	4%	7%	12%	5%	10%	5%	9%	9%	9%	7%	5%	8%	5%	5%	4%
		abc	abc	abc	abc	abc	abc	cd	c	ac	ac	d	d	d	bcd	bcd	bcd	bcd	bcd
		51%	49%	8%	9%	30%	52%	4%	9%	6%	33%	33%	31%	19%	17%	90%	5%	3%	1%
3	50	27	23	7	2	13	27	*	2	5	28	25	11	8	6	44	2	3	1
	2%	2%	2%	2%	1%	1%	3%	1%	1%	2%	4%	3%	1%	1%	1%	2%	1%	2%	1%
		bc	bc	bc	bc	bc	bc	cd	a	a	a	bcd	bcd	bcd	bcd	bcd	bcd	bcd	bcd
		54%	46%	14%	5%	25%	55%	1%	5%	10%	56%	49%	21%	17%	12%	88%	5%	6%	1%
4-5	23	18	5	2	-	9	11	-	1	2	10	17	6	*	-	20	2	1	*
	1%	1%	1%	1%	0%	1%	1%	0%	1%	1%	1%	2%	1%	1%	0%	1%	1%	1%	1%
		b	b	b	b	b	b	cd	cd	cd	cd	bcd	cd	cd	cd	cd	cd	cd	cd
		78%	22%	10%	0%	40%	50%	0%	4%	11%	43%	73%	26%	1%	0%	87%	8%	3%	1%
6-10	6	5	*	-	-	2	4	-	-	-	4	3	1	1	1	5	*	1	-
	1%	1%	1%	0%	0%	1%	1%	0%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%
		b	b	b	b	b	b	cd	cd	cd	cd	cd	cd	cd	cd	cd	cd	cd	cd
		92%	8%	0%	0%	35%	65%	0%	0%	0%	73%	53%	17%	15%	15%	85%	6%	9%	0%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
ANY 'ACTIVE' DIGITAL RADIOS IN THE HOME	1035	531	504	95	132	375	433	43	61	90	351	351	296	209	177	895	81	41	18
	39%	41%	37%	26%	28%	41%	47%	22%	31%	37%	47%	49%	41%	36%	27%	40%	35%	31%	24%
		b	d	ab	abc	abc	abc	a	a	abc	abc	bcd	cd	d	cd	cd	d	d	d
		51%	49%	9%	13%	36%	42%	4%	6%	9%	34%	34%	29%	20%	17%	87%	8%	4%	2%
Mean score	.5	.6	.5	.4	.3	.5	.7	.3	.4	.5	.7	.8	.6	.5	.3	.6	.4	.4	.3
		b	d	ab	abc	abc	abc	a	a	abc	abc	bcd	cd	d	cd	bcd	d	d	d
Standard deviation	.85	.94	.75	.73	.58	.83	.98	.54	.78	.77	1.02	1.03	.81	.78	.66	.86	.74	.86	.63
Standard error	.01	.02	.02	.03	.02	.02	.03	.03	.05	.04	.03	.04	.02	.03	.02	.02	.03	.04	.03

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
None	1640	228	169	110	132	140	152	150	78	182	1438	202	927	709	710	930
	61%	67%	47%	49%	69%	60%	62%	66%	68%	61%	62%	57%	60%	64%	55%	67%
		bc			bce	bc	bc	bc	bc	bc	b			a		a
		14%	10%	7%	8%	9%	9%	9%	5%	11%	88%	12%	57%	43%	43%	57%
1	751	74	134	79	46	71	61	61	32	84	641	110	470	279	409	341
	28%	22%	37%	35%	24%	30%	25%	27%	28%	28%	28%	31%	30%	25%	32%	25%
			adfghi	adf		a							b		b	
		10%	18%	10%	6%	9%	8%	8%	4%	11%	85%	15%	63%	37%	55%	45%
2	206	27	47	25	9	19	21	11	4	22	172	34	111	95	115	91
	8%	8%	13%	11%	5%	8%	9%	5%	4%	7%	7%	10%	7%	8%	9%	7%
			dghi	dgh		h									b	
		13%	23%	12%	4%	9%	10%	5%	2%	11%	83%	17%	54%	46%	56%	44%
3	50	8	9	4	2	3	7	3	1	7	46	4	26	24	27	23
	2%	2%	2%	2%	1%	1%	3%	1%	1%	2%	2%	1%	2%	2%	2%	2%
							h									
		15%	18%	8%	4%	7%	14%	7%	1%	14%	92%	8%	52%	48%	54%	46%
4-5	23	3	1	6	3	-	3	2	-	3	19	4	13	9	20	3
	1%	1%	1%	3%	2%	0%	1%	1%	0%	1%	1%	1%	1%	1%	2%	1%
				eh	e										b	
		11%	6%	25%	13%	0%	13%	7%	0%	12%	84%	16%	59%	41%	86%	14%
6-10	6	-	-	1	-	2	2	-	-	-	4	1	5	1	5	1
	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
				15%	0%	37%	32%	0%	0%	0%	76%	24%	82%	18%	83%	17%

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

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

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
ANY 'ACTIVE' DIGITAL RADIOS IN THE HOME	1035	111	191	114	59	95	94	78	37	116	882	153	625	408	576	459
	39%	33%	53%	51%	31%	40%	38%	34%	32%	39%	38%	43%	40%	36%	45%	33%
			adefghi	adefghi	d							a	b	b	b	b
		11%	18%	11%	6%	9%	9%	8%	4%	11%	85%	15%	60%	39%	56%	44%
Mean score	.5	.5	.7	.8	.4	.6	.6	.4	.4	.5	.5	.6	.6	.5	.7	.4
			adefghi	adefghi		h	dgh			h		a			b	
Standard deviation	.85	.82	.81	1.09	.79	.91	.99	.72	.58	.80	.83	.94	.86	.83	.95	.72
Standard error	.01	.05	.05	.07	.05	.06	.06	.04	.04	.05	.02	.03	.02	.02	.02	.02

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

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Table 104

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

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3049	1508	1541	343	450	991	1264	214	233	312	794	755	920	640	729	1796	421	407	425
Effective Weighted Sample	2077	1027	1050	224	322	670	885	152	160	200	580	522	635	437	507	1564	281	279	376
Total	2155	1068	1088	234	362	760	799	140	159	203	654	619	579	483	470	1790	195	107	63
		50%	50%	11%	17%	35%	37%	6%	7%	9%	30%	29%	27%	22%	22%	83%	9%	5%	3%
None	1148	554	593	147	231	391	378	98	99	114	307	274	294	277	302	918	116	68	46
	53%	52%	55%	63%	64%	51%	47%	70%	62%	56%	47%	44%	51%	57%	64%	51%	60%	64%	72%
				cd	cd			cd	d	d			a	ab	abc		a	a	abc
		48%	52%	13%	20%	34%	33%	9%	9%	10%	27%	24%	26%	24%	26%	80%	10%	6%	4%
1	726	361	365	61	109	284	271	33	37	70	238	233	204	159	128	621	63	28	14
	34%	34%	34%	26%	30%	37%	34%	23%	24%	35%	36%	38%	35%	33%	27%	35%	32%	26%	22%
						ab	a			ab	ab	d	d			cd	d		
		50%	50%	8%	15%	39%	37%	5%	5%	10%	33%	32%	28%	22%	18%	86%	9%	4%	2%
2	204	104	101	16	19	61	108	9	19	12	68	68	64	37	34	184	11	7	3
	9%	10%	9%	7%	5%	8%	14%	6%	12%	6%	10%	11%	11%	8%	7%	10%	6%	6%	4%
							abc			c	c	d	d			bcd			
		51%	49%	8%	9%	30%	53%	4%	9%	6%	33%	33%	31%	18%	17%	90%	5%	3%	1%
3	49	26	23	7	2	13	27	*	2	5	27	25	11	8	5	43	2	3	1
	2%	2%	2%	3%	1%	2%	3%	1%	2%	3%	4%	4%	2%	2%	1%	2%	1%	3%	1%
				b			bc			a		bcd							
		54%	46%	15%	5%	26%	55%	1%	5%	11%	56%	50%	22%	17%	11%	88%	5%	6%	1%
4-5	23	18	5	2	-	9	11	-	1	2	10	17	6	*	-	20	2	1	*
	1%	2%	1%	1%	-	1%	1%	-	1%	1%	1%	3%	1%	1%	-	1%	1%	1%	1%
		b					b					bcd	cd						
		78%	22%	10%	-	40%	50%	-	4%	11%	43%	73%	26%	1%	-	87%	8%	3%	1%
6-10	6	5	*	-	-	2	4	-	-	-	4	3	1	1	1	5	*	1	-
	1%	1%	1%	-	-	1%	1%	-	-	-	1%	1%	1%	1%	1%	1%	1%	1%	1%
		92%	8%	-	-	35%	65%	-	-	-	73%	53%	17%	15%	15%	85%	6%	9%	-
ANY 'ACTIVE' DIGITAL RADIOS IN THE HOME	1008	513	494	87	130	369	421	42	60	89	347	345	285	206	169	872	79	39	18
	47%	48%	45%	37%	36%	49%	53%	30%	38%	44%	53%	56%	49%	43%	36%	49%	40%	36%	28%
						ab	ab			a	abc	bcd	cd	d		bcd	d	d	
		51%	49%	9%	13%	37%	42%	4%	6%	9%	34%	34%	28%	20%	17%	87%	8%	4%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 104

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

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

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Mean score	.7	.7	.6	.5	.4	.7	.8	.4	.5	.6	.8	.9	.7	.6	.5	.7	.5	.5	.4
		b				ab	abc		a	a	abc	bcd	cd	d	bcd	d	d	d	
Standard deviation	.90	.99	.79	.83	.63	.87	1.02	.61	.83	.81	1.06	1.06	.85	.82	.73	.91	.78	.92	.67
Standard error	.02	.03	.02	.04	.03	.03	.03	.04	.05	.05	.04	.04	.03	.03	.03	.02	.04	.05	.03

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 104

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

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3049	158	219	219	181	198	196	211	207	207	2155	894	1695	1347	1597	1452
Effective Weighted Sample	2077	146	208	210	168	189	190	200	196	196	1703	401	1165	926	1045	1034
Total	2155	211	334	197	144	172	202	178	104	250	1840	316	1299	852	1118	1037
None	1148	100	145	87	87	82	110	100	67	139	983	164	686	459	555	593
	53%	48%	44%	44%	61%	48%	55%	56%	65%	56%	53%	52%	53%	54%	50%	57%
		9%	13%	8%	abce	8%	7%	bc	abcef	bc	86%	14%	60%	40%	48%	52%
1	726	73	131	75	43	66	59	61	32	81	617	109	459	265	397	329
	34%	35%	39%	38%	30%	38%	29%	35%	30%	32%	34%	34%	35%	31%	36%	32%
		10%	18%	10%	f	6%	9%	8%	8%	4%	11%	15%	63%	37%	55%	45%
2	204	27	47	25	9	19	21	11	4	20	170	34	109	94	115	89
	9%	13%	14%	13%	6%	11%	10%	6%	4%	8%	9%	11%	8%	11%	10%	9%
		dgh	dgh	dgh	h	h	h	h	h	h	83%	17%	53%	46%	56%	44%
3	49	8	9	4	1	3	7	3	1	7	45	4	26	23	26	23
	2%	4%	3%	2%	1%	2%	3%	2%	1%	3%	2%	1%	2%	3%	2%	2%
		h	h	h	h	h	h	h	h	h	92%	8%	53%	47%	54%	46%
4-5	23	3	1	6	3	-	3	2	-	3	19	4	13	9	20	3
	1%	1%	1%	3%	2%	-	1%	1%	-	1%	1%	1%	1%	1%	2%	1%
		11%	6%	25%	13%	-	13%	7%	-	12%	84%	16%	59%	41%	86%	14%
6-10	6	-	-	1	-	2	2	-	-	-	4	1	5	1	5	1
	0.3%	0%	0%	0.5%	0%	1%	1%	0%	0%	0%	0.2%	0.3%	0.4%	0.2%	0.5%	0.2%
		-	-	15%	-	37%	32%	-	-	-	76%	24%	82%	18%	83%	17%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3049	158	219	219	181	198	196	211	207	207	2155	894	1695	1347	1597	1452
Effective Weighted Sample	2077	146	208	210	168	189	190	200	196	196	1703	401	1165	926	1045	1034
Total	2155	211	334	197	144	172	202	178	104	250	1840	316	1299	852	1118	1037
		10%	15%	9%	7%	8%	9%	8%	5%	12%	85%	15%	60%	40%	52%	48%
ANY 'ACTIVE' DIGITAL RADIOS IN THE HOME	1008	110	188	110	57	90	92	78	36	111	856	151	612	393	563	445
	47%	52%	56%	56%	39%	52%	45%	44%	35%	44%	47%	48%	47%	46%	50%	43%
		dh	dfghi	dfghi	dh	h	h	h	h	h	85%	15%	61%	39%	56%	44%
		11%	19%	11%	6%	9%	9%	8%	4%	11%	85%	15%	61%	39%	56%	44%
Mean score	.7	.8	.8	.9	.5	.7	.7	.6	.4	.6	.7	.7	.7	.7	.7	.6
		dgh	dghi	dghi		dgh	h	h		h					b	
Standard deviation	.90	.93	.82	1.13	.85	.99	1.05	.77	.60	.84	.89	.97	.90	.89	.99	.78
Standard error	.02	.07	.06	.08	.06	.07	.08	.05	.04	.06	.02	.03	.02	.02	.02	.02

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 105

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QP5 (QP21). SHOWCARD Thinking about using radios in a vehicle. Does the main vehicle you use have a radio? Is the radio in this vehicle a digital radio? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Yes, a digital radio	926	474	451	103	156	362	304	26	50	81	344	322	260	196	145	761	94	45	26
	35%	36%	33%	29%	33%	40%	33%	13%	25%	33%	46%	45%	36%	34%	22%	34%	40%	34%	35%
						abd			a	a	abc	bcd	d	d		a			
		51%	49%	11%	17%	39%	33%	3%	5%	9%	37%	35%	28%	21%	16%	82%	10%	5%	3%
No, not a digital radio	841	437	404	67	152	305	317	36	60	97	259	241	234	206	157	732	46	38	25
	31%	34%	29%	19%	32%	33%	34%	19%	30%	39%	35%	34%	33%	36%	24%	33%	20%	29%	34%
		b		a	a	a			a	ab	a	d	d	d		b		b	b
		52%	48%	8%	18%	36%	38%	4%	7%	12%	31%	29%	28%	25%	19%	87%	6%	5%	3%
Don't know if it's a digital radio	199	71	128	32	29	60	78	7	13	19	51	55	58	47	38	166	18	9	6
	7%	5%	9%	9%	6%	7%	8%	4%	7%	8%	7%	8%	8%	8%	6%	7%	8%	7%	8%
			a																
		35%	65%	16%	15%	30%	39%	4%	7%	10%	25%	28%	29%	24%	19%	83%	9%	5%	3%
No radio in the vehicle	42	20	22	7	9	15	11	2	3	1	9	15	9	6	12	35	4	3	*
	2%	2%	2%	2%	2%	2%	1%	1%	2%	1%	1%	2%	1%	1%	2%	2%	2%	2%	1%
																d		d	
		48%	52%	17%	21%	36%	26%	6%	8%	2%	22%	36%	22%	14%	28%	84%	9%	6%	1%
No main vehicle	633	286	347	141	121	165	207	118	68	45	74	72	144	116	299	513	69	36	16
	24%	22%	25%	39%	25%	18%	22%	61%	35%	18%	10%	10%	20%	20%	45%	23%	30%	27%	22%
			a	bcd	c		c	bcd	cd	d			a	a	abc		ad		
		45%	55%	22%	19%	26%	33%	19%	11%	7%	12%	11%	23%	18%	47%	81%	11%	6%	3%
Don't know if there is a radio	34	13	21	8	9	8	10	3	3	3	8	7	9	9	10	29	3	2	1
	1%	1%	2%	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
		38%	62%	23%	25%	24%	28%	9%	9%	9%	23%	20%	25%	27%	28%	84%	8%	5%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 105

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QP5 (QP21). SHOWCARD Thinking about using radios in a vehicle. Does the main vehicle you use have a radio? Is the radio in this vehicle a digital radio? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Yes, a digital radio	926	120	140	84	54	71	98	62	45	88	788	138	610	312	484	442
	35%	35%	39%	37%	28%	30%	40%	27%	39%	29%	34%	39%	39%	28%	38%	32%
		13%	degi	dg	6%	8%	degi	7%	degi	9%	85%	15%	66%	b	b	48%
			15%	9%	6%	8%	11%	7%	5%	9%			66%	34%	52%	48%
No, not a digital radio	841	46	150	92	79	80	84	66	32	103	704	137	545	295	477	364
	31%	13%	42%	41%	41%	34%	34%	29%	28%	34%	30%	38%	35%	26%	37%	26%
		5%	agh	agh	agh	a	a	a	a	a	84%	16%	65%	b	b	43%
			18%	11%	9%	10%	10%	8%	4%	12%			65%	35%	57%	43%
Don't know if it's a digital radio	199	17	35	16	8	18	16	17	9	30	164	35	92	107	120	79
	7%	5%	10%	7%	4%	8%	7%	7%	8%	10%	7%	10%	6%	10%	9%	6%
		8%	d	8%	4%	9%	8%	8%	5%	15%	83%	17%	46%	a	b	40%
			17%	8%	4%	9%	8%	8%	5%	15%			46%	54%	60%	40%
No radio in the vehicle	42	12	4	4	5	3	4	1	1	2	40	2	28	14	20	22
	2%	3%	1%	2%	2%	1%	2%	*	*	1%	2%	1%	2%	1%	2%	2%
		ghi			g											
		28%	10%	10%	11%	7%	10%	2%	1%	6%	95%	5%	66%	34%	48%	52%
No main vehicle	633	140	25	27	40	61	41	77	27	74	592	42	258	375	175	458
	24%	41%	7%	12%	21%	26%	17%	34%	23%	25%	26%	12%	17%	34%	14%	33%
		bcdefhi			bc	bcf	b	bcdefhi	bc	bcf	b			a	a	
		22%	4%	4%	6%	10%	6%	12%	4%	12%	93%	7%	41%	59%	28%	72%
Don't know if there is a radio	34	5	6	1	5	2	3	5	*	1	32	3	19	14	11	24
	1%	2%	2%	*	3%	1%	1%	2%	*	*	1%	1%	1%	1%	1%	2%
		15%	17%	3%	16%	6%	9%	14%	1%	4%	93%	7%	56%	41%	31%	69%
					chi										a	a

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 106

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SUMMARY OF DIGITAL 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	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
None	1640	770	870	264	342	540	494	150	137	156	394	361	418	371	484	1341	152	91	56
	61%	59%	63%	74%	72%	59%	53%	78%	69%	63%	53%	51%	59%	64%	73%	60%	65%	69%	76%
		a	a	cd	cd	d	d	bcd	d	d	d	a	a	ab	abc	a	b	a	abc
		47%	53%	16%	21%	33%	30%	9%	8%	10%	24%	22%	25%	23%	30%	82%	9%	6%	3%
1	751	376	375	68	110	290	282	33	38	71	241	239	214	161	135	642	65	30	14
	28%	29%	27%	19%	23%	32%	30%	17%	19%	29%	32%	34%	30%	28%	20%	29%	28%	23%	19%
		ab	ab	ab	ab	ab	ab	cd	cd	ab	ab	cd	d	d	cd	cd	d	d	cd
		50%	50%	9%	15%	39%	38%	4%	5%	9%	32%	32%	28%	21%	18%	85%	9%	4%	2%
2	206	105	101	17	19	62	108	9	19	12	68	68	64	39	34	186	11	7	3
	8%	8%	7%	5%	4%	7%	12%	5%	10%	5%	9%	9%	9%	7%	5%	8%	5%	5%	4%
							abc		c		ac	d	d			bcd			
		51%	49%	8%	9%	30%	52%	4%	9%	6%	33%	33%	31%	19%	17%	90%	5%	3%	1%
3	50	27	23	7	2	13	27	*	2	5	28	25	11	8	6	44	2	3	1
	2%	2%	2%	2%	1%	1%	3%	1%	1%	2%	4%	3%	1%	1%	1%	2%	1%	2%	1%
							bc			a	a	bcd							
		54%	46%	14%	5%	25%	55%	1%	5%	10%	56%	49%	21%	17%	12%	88%	5%	6%	1%
4 or more	28	23	5	2	-	11	15	-	1	2	14	20	7	1	1	25	2	1	*
	1%	2%	1%	1%	-	1%	2%	-	1%	1%	2%	3%	1%	1%	1%	1%	1%	1%	1%
		b	*	b		b	b		*		a	bcd	d	*	*				*
		81%	19%	8%	-	39%	53%	-	3%	9%	49%	69%	24%	3%	3%	87%	8%	4%	1%
ANY 'ACTIVE' DIGITAL RADIOS IN THE HOME	1035	531	504	95	132	375	433	43	61	90	351	351	296	209	177	895	81	41	18
	39%	41%	37%	26%	28%	41%	47%	22%	31%	37%	47%	49%	41%	36%	27%	40%	35%	31%	24%
		b	b	ab	ab	ab	abc	a	a	a	abc	bcd	cd	d	d	cd	d	d	d
		51%	49%	9%	13%	36%	42%	4%	6%	9%	34%	34%	29%	20%	17%	87%	8%	4%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 106

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SUMMARY OF DIGITAL 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	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
ANY DIGITAL RADIO IN VEHICLES	926	474	451	103	156	362	304	26	50	81	344	322	260	196	145	761	94	45	26
	35%	36%	33%	29%	33%	40%	33%	13%	25%	33%	46%	45%	36%	34%	22%	34%	40%	34%	35%
						abd			a	a	abc	bcd	d	d		a			
		51%	49%	11%	17%	39%	33%	3%	5%	9%	37%	35%	28%	21%	16%	82%	10%	5%	3%
ANY DIGITAL RADIOS	1427	728	699	149	217	531	530	57	84	123	485	468	397	307	251	1202	123	67	34
	53%	56%	51%	42%	46%	58%	57%	29%	42%	50%	65%	66%	56%	53%	38%	54%	53%	51%	46%
		b				ab	ab		a	a	abc	bcd	d	d		d			
		51%	49%	10%	15%	37%	37%	4%	6%	9%	34%	33%	28%	22%	18%	84%	9%	5%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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SUMMARY OF DIGITAL RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
None	1640	228	169	110	132	140	152	150	78	182	1438	202	927	709	710	930
	61%	67%	47%	49%	69%	60%	62%	66%	68%	61%	62%	57%	60%	64%	55%	67%
		bc			bce	bc	bc	bc	bc	bc	b			a	a	a
		14%	10%	7%	8%	9%	9%	9%	5%	11%	88%	12%	57%	43%	43%	57%
1	751	74	134	79	46	71	61	61	32	84	641	110	470	279	409	341
	28%	22%	37%	35%	24%	30%	25%	27%	28%	28%	28%	31%	30%	25%	32%	25%
			adefghi	adf		a							b		b	
		10%	18%	10%	6%	9%	8%	8%	4%	11%	85%	15%	63%	37%	55%	45%
2	206	27	47	25	9	19	21	11	4	22	172	34	111	95	115	91
	8%	8%	13%	11%	5%	8%	9%	5%	4%	7%	7%	10%	7%	8%	9%	7%
			dghi	dgh		h									b	
		13%	23%	12%	4%	9%	10%	5%	2%	11%	83%	17%	54%	46%	56%	44%
3	50	8	9	4	2	3	7	3	1	7	46	4	26	24	27	23
	2%	2%	2%	2%	1%	1%	3%	1%	1%	2%	2%	1%	2%	2%	2%	2%
							h									
		15%	18%	8%	4%	7%	14%	7%	1%	14%	92%	8%	52%	48%	54%	46%
4 or more	28	3	1	7	3	2	5	2	-	3	23	5	18	10	24	4
	1%	1%	*	3%	2%	1%	2%	1%	-	1%	1%	1%	1%	1%	2%	*
				bh		h									b	
		9%	5%	24%	10%	7%	16%	6%	-	9%	83%	17%	63%	37%	85%	15%
ANY 'ACTIVE' DIGITAL RADIOS IN THE HOME	1035	111	191	114	59	95	94	78	37	116	882	153	625	408	576	459
	39%	33%	53%	51%	31%	40%	38%	34%	32%	39%	38%	43%	40%	36%	45%	33%
			adefghi	adefghi		d						a		b	b	
		11%	18%	11%	6%	9%	9%	8%	4%	11%	85%	15%	60%	39%	56%	44%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 106

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SUMMARY OF DIGITAL RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
ANY DIGITAL RADIO IN VEHICLES	926	120	140	84	54	71	98	62	45	88	788	138	610	312	484	442
	35%	35%	39%	37%	28%	30%	40%	27%	39%	29%	34%	39%	39%	28%	38%	32%
			degi	dg			degi		degi				b	b	b	b
		13%	15%	9%	6%	8%	11%	7%	5%	9%	85%	15%	66%	34%	52%	48%
ANY DIGITAL RADIOS	1427	150	237	147	82	124	138	108	66	150	1217	210	892	530	780	646
	53%	44%	66%	65%	43%	53%	56%	47%	57%	50%	52%	59%	57%	47%	61%	47%
			adefgi	adefgi		ad	adg		adg			a	b	b	b	b
		10%	17%	10%	6%	9%	10%	8%	5%	11%	85%	15%	63%	37%	55%	45%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 107

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SUMMARY OF DIGITAL RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3049	1508	1541	343	450	991	1264	214	233	312	794	755	920	640	729	1796	421	407	425
Effective Weighted Sample	2077	1027	1050	224	322	670	885	152	160	200	580	522	635	437	507	1564	281	279	376
Total	2155	1068	1088	234	362	760	799	140	159	203	654	619	579	483	470	1790	195	107	63
		50%	50%	11%	17%	35%	37%	6%	7%	9%	30%	29%	27%	22%	22%	83%	9%	5%	3%
None	1148	554	593	147	231	391	378	98	99	114	307	274	294	277	302	918	116	68	46
	53%	52%	55%	63%	64%	51%	47%	70%	62%	56%	47%	44%	51%	57%	64%	51%	60%	64%	72%
				cd	cd			cd	d	d		a	ab	abc		a	a	abc	
		48%	52%	13%	20%	34%	33%	9%	9%	10%	27%	24%	26%	24%	26%	80%	10%	6%	4%
1	726	361	365	61	109	284	271	33	37	70	238	233	204	159	128	621	63	28	14
	34%	34%	34%	26%	30%	37%	34%	23%	24%	35%	36%	38%	35%	33%	27%	35%	32%	26%	22%
						ab	a			ab	ab	d	d			cd	d		
		50%	50%	8%	15%	39%	37%	5%	5%	10%	33%	32%	28%	22%	18%	86%	9%	4%	2%
2	204	104	101	16	19	61	108	9	19	12	68	68	64	37	34	184	11	7	3
	9%	10%	9%	7%	5%	8%	14%	6%	12%	6%	10%	11%	11%	8%	7%	10%	6%	6%	4%
						abc			c	c		d	d			bcd			
		51%	49%	8%	9%	30%	53%	4%	9%	6%	33%	33%	31%	18%	17%	90%	5%	3%	1%
3	49	26	23	7	2	13	27	*	2	5	27	25	11	8	5	43	2	3	1
	2%	2%	2%	3%	1%	2%	3%	1%	2%	3%	4%	4%	2%	2%	1%	2%	1%	3%	1%
				b		bc				a		bcd							
		54%	46%	15%	5%	26%	55%	1%	5%	11%	56%	50%	22%	17%	11%	88%	5%	6%	1%
4 or more	28	23	5	2	-	11	15	-	1	2	14	20	7	1	1	25	2	1	*
	1%	2%	1%	1%	-	1%	2%	-	1%	1%	2%	3%	1%	1%	1%	1%	1%	1%	1%
		b				b	b					bcd	d						
		81%	19%	8%	-	39%	53%	-	3%	9%	49%	69%	24%	3%	3%	87%	8%	4%	1%
ANY 'ACTIVE' DIGITAL RADIOS IN THE HOME	1008	513	494	87	130	369	421	42	60	89	347	345	285	206	169	872	79	39	18
	47%	48%	45%	37%	36%	49%	53%	30%	38%	44%	53%	56%	49%	43%	36%	49%	40%	36%	28%
				ab		ab				a	abc	bcd	cd	d		bcd	d	d	
		51%	49%	9%	13%	37%	42%	4%	6%	9%	34%	34%	28%	20%	17%	87%	8%	4%	2%

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

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SUMMARY OF DIGITAL RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3049	1508	1541	343	450	991	1264	214	233	312	794	755	920	640	729	1796	421	407	425
Effective Weighted Sample	2077	1027	1050	224	322	670	885	152	160	200	580	522	635	437	507	1564	281	279	376
Total	2155	1068	1088	234	362	760	799	140	159	203	654	619	579	483	470	1790	195	107	63
		50%	50%	11%	17%	35%	37%	6%	7%	9%	30%	29%	27%	22%	22%	83%	9%	5%	3%
ANY DIGITAL RADIO IN VEHICLES	894	459	435	94	153	353	294	26	49	78	334	315	246	189	141	735	90	43	25
	41%	43%	40%	40%	42%	46%	37%	18%	31%	38%	51%	51%	43%	39%	30%	41%	46%	40%	40%
				d					a	a	abc	bcd	d	d					
		51%	49%	10%	17%	39%	33%	3%	6%	9%	37%	35%	28%	21%	16%	82%	10%	5%	3%
ANY DIGITAL RADIOS	1376	701	676	133	213	516	514	56	82	120	473	458	378	297	240	1159	120	64	34
	64%	66%	62%	57%	59%	68%	64%	40%	52%	59%	72%	74%	65%	62%	51%	65%	61%	60%	53%
						ab	a		a	a	abc	bcd	d	d		d	d		
		51%	49%	10%	15%	38%	37%	4%	6%	9%	34%	33%	28%	22%	17%	84%	9%	5%	2%

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

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SUMMARY OF DIGITAL RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3049	158	219	219	181	198	196	211	207	207	2155	894	1695	1347	1597	1452
Effective Weighted Sample	2077	146	208	210	168	189	190	200	196	196	1703	401	1165	926	1045	1034
Total	2155	211	334	197	144	172	202	178	104	250	1840	316	1299	852	1118	1037
		10%	15%	9%	7%	8%	9%	8%	5%	12%	85%	15%	60%	40%	52%	48%
None	1148	100	145	87	87	82	110	100	67	139	983	164	686	459	555	593
	53%	48%	44%	44%	61%	48%	55%	56%	65%	56%	53%	52%	53%	54%	50%	57%
					abce		bc	bc	abcef	bc					a	a
		9%	13%	8%	8%	7%	10%	9%	6%	12%	86%	14%	60%	40%	48%	52%
1	726	73	131	75	43	66	59	61	32	81	617	109	459	265	397	329
	34%	35%	39%	38%	30%	38%	29%	35%	30%	32%	34%	34%	35%	31%	36%	32%
			f										b			
		10%	18%	10%	6%	9%	8%	8%	4%	11%	85%	15%	63%	37%	55%	45%
2	204	27	47	25	9	19	21	11	4	20	170	34	109	94	115	89
	9%	13%	14%	13%	6%	11%	10%	6%	4%	8%	9%	11%	8%	11%	10%	9%
		dgh	dgh	dgh	h	h	h						a			
		13%	23%	12%	4%	9%	10%	6%	2%	10%	83%	17%	53%	46%	56%	44%
3	49	8	9	4	1	3	7	3	1	7	45	4	26	23	26	23
	2%	4%	3%	2%	1%	2%	3%	2%	1%	3%	2%	1%	2%	3%	2%	2%
		h					h									
		15%	18%	8%	3%	7%	14%	7%	1%	15%	92%	8%	53%	47%	54%	46%
4 or more	28	3	1	7	3	2	5	2	-	3	23	5	18	10	24	4
	1%	1%	1%	3%	2%	1%	2%	1%	0%	1%	1%	2%	1%	1%	2%	1%
				bh	h		h								b	
		9%	5%	24%	10%	7%	16%	6%	0%	9%	83%	17%	63%	37%	85%	15%
ANY 'ACTIVE' DIGITAL RADIOS IN THE HOME	1008	110	188	110	57	90	92	78	36	111	856	151	612	393	563	445
	47%	52%	56%	56%	39%	52%	45%	44%	35%	44%	47%	48%	47%	46%	50%	43%
		dh	dfghi	dfghi		dh	h								b	
		11%	19%	11%	6%	9%	9%	8%	4%	11%	85%	15%	61%	39%	56%	44%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 107

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SUMMARY OF DIGITAL RADIO OWNERSHIP IN HOME OR IN VEHICLE

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3049	158	219	219	181	198	196	211	207	207	2155	894	1695	1347	1597	1452
Effective Weighted Sample	2077	146	208	210	168	189	190	200	196	196	1703	401	1165	926	1045	1034
Total	2155	211	334	197	144	172	202	178	104	250	1840	316	1299	852	1118	1037
		10%	15%	9%	7%	8%	9%	8%	5%	12%	85%	15%	60%	40%	52%	48%
ANY DIGITAL RADIO IN VEHICLES	894	116	137	80	51	67	96	58	44	85	761	133	595	295	467	427
	41%	55%	41%	41%	36%	39%	47%	33%	43%	34%	41%	42%	46%	35%	42%	41%
		bcdeghi					dgi		g				b			
		13%	15%	9%	6%	8%	11%	7%	5%	10%	85%	15%	67%	33%	52%	48%
ANY DIGITAL RADIOS	1376	144	233	141	78	116	134	104	64	144	1172	205	867	504	757	619
	64%	69%	70%	72%	54%	68%	66%	58%	62%	57%	64%	65%	67%	59%	68%	60%
		di	dgi	dghi		di	d						b		b	
		10%	17%	10%	6%	8%	10%	8%	5%	10%	85%	15%	63%	37%	55%	45%

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

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QP6 (QP1). SHOWCARD During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, personal stereo)? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI	
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d	
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497	
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442	
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74	
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%	
7 days a week	(7.0)	1084	545	539	69	158	348	510	81	72	93	309	326	281	242	234	884	100	68	32
		41%	42%	39%	19%	33%	38%	55%	42%	37%	38%	42%	46%	39%	42%	35%	40%	43%	51%	43%
						a	a	abc					bd		d				abd	
			50%	50%	6%	15%	32%	47%	8%	7%	9%	29%	30%	26%	22%	22%	82%	9%	6%	3%
6 days a week	(6.0)	138	76	62	7	29	62	40	9	8	16	43	36	35	36	31	115	12	5	6
		5%	6%	5%	2%	6%	7%	4%	5%	4%	7%	6%	5%	5%	6%	5%	5%	5%	4%	8%
						a	ad												ac	
			55%	45%	5%	21%	45%	29%	7%	6%	12%	31%	26%	25%	26%	22%	83%	9%	4%	4%
5 days a week	(5.0)	275	137	138	29	51	126	68	8	14	38	112	68	90	64	54	222	35	8	9
		10%	11%	10%	8%	11%	14%	7%	4%	7%	15%	15%	9%	13%	11%	8%	10%	15%	6%	13%
						d	ad				ab	ab		d			c	ac		c
			50%	50%	11%	19%	46%	25%	3%	5%	14%	41%	25%	33%	23%	20%	81%	13%	3%	3%
3 or 4 days a week	(3.5)	265	121	144	41	53	97	75	12	23	23	88	87	65	49	64	223	24	11	8
		10%	9%	11%	11%	11%	11%	8%	6%	12%	9%	12%	12%	9%	8%	10%	10%	10%	8%	10%
											a		c							
			46%	54%	15%	20%	37%	28%	5%	9%	9%	33%	33%	24%	19%	24%	84%	9%	4%	3%
1 or 2 days a week	(1.5)	209	100	109	47	32	66	65	15	25	21	58	57	51	54	47	178	17	11	4
		8%	8%	8%	13%	7%	7%	7%	8%	13%	8%	8%	8%	7%	9%	7%	8%	7%	8%	5%
					bcd						d									
			48%	52%	22%	15%	32%	31%	7%	12%	10%	28%	27%	24%	26%	23%	85%	8%	5%	2%
Less often	(0.5)	184	89	95	42	39	61	42	14	15	13	43	46	58	38	40	169	7	4	4
		7%	7%	7%	12%	8%	7%	5%	7%	8%	5%	6%	6%	8%	7%	6%	8%	3%	3%	6%
					cd	d	d										bc			
			49%	51%	23%	21%	33%	23%	7%	8%	7%	24%	25%	32%	21%	22%	92%	4%	2%	2%

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

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QP6 (QP1). SHOWCARD During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, personal stereo)? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Never/ do not listen to the radio (0.0)	515	231	283	122	112	154	127	52	39	42	90	90	133	98	189	443	37	25	10
	19%	18%	21%	34%	24%	17%	14%	27%	20%	17%	12%	13%	19%	17%	29%	20%	16%	19%	14%
				bcd	cd			cd	d	d			a	abc	d				
		45%	55%	24%	22%	30%	25%	10%	8%	8%	17%	18%	26%	19%	37%	86%	7%	5%	2%
Don't know	5	2	3	3	-	1	1	-	-	1	1	2	1	*	1	3	1	*	*
	*%	*%	*%	1%	-%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%
		31%	69%	56%	-%	21%	24%	-%	-%	14%	18%	42%	30%	3%	26%	59%	26%	9%	5%
Mean number of days	4.2	4.3	4.1	2.5	3.8	4.3	4.9	3.8	3.8	4.3	4.6	4.6	4.1	4.3	3.7	4.1	4.6	4.6	4.7
		b			a	ab	abc				ab	bd	d	d			a	a	a
Standard deviation	2.90	2.87	2.92	2.75	2.93	2.78	2.76	3.13	2.91	2.78	2.64	2.73	2.88	2.85	3.03	2.91	2.71	2.92	2.70
Standard error	.05	.07	.07	.12	.12	.08	.07	.18	.17	.15	.09	.09	.09	.10	.10	.06	.12	.13	.12

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

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QP6 (QP1). SHOWCARD During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, personal stereo)? (SINGLE CODE)

Base : All respondents

		ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH	
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b	
Significance Level: 95%																	
Unweighted total		3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample		2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total		2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
			13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
7 days a week	(7.0)	1084	54	160	138	51	80	120	88	57	137	911	173	632	450	611	473
		41%	16%	44%	62%	27%	34%	49%	39%	50%	46%	39%	49%	41%	40%	48%	34%
			ade	abdefghi	a	a	adeg	ad	adeg	ade	ade	a	a	a	b	b	b
			5%	15%	13%	5%	7%	11%	8%	5%	13%	84%	16%	58%	41%	56%	44%
6 days a week	(6.0)	138	12	23	4	11	19	12	5	8	20	120	18	97	41	65	73
		5%	4%	6%	2%	6%	8%	5%	2%	7%	7%	5%	5%	6%	4%	5%	5%
			cg	cg	cg	cg	acg	c	cg	cg	cg	b	b	b	b	b	b
			9%	17%	3%	8%	14%	9%	4%	6%	14%	87%	13%	70%	30%	47%	53%
5 days a week	(5.0)	275	27	59	16	17	23	20	23	8	29	233	42	203	71	143	132
		10%	8%	16%	7%	9%	10%	8%	10%	7%	10%	10%	12%	13%	6%	11%	9%
			acdefghi	acdefghi	acdefghi	acdefghi	acdefghi	acdefghi	acdefghi	acdefghi	acdefghi	b	b	b	b	b	b
			10%	21%	6%	6%	9%	7%	8%	3%	11%	85%	15%	74%	26%	52%	48%
3 or 4 days a week	(3.5)	265	42	45	12	33	14	14	19	14	30	237	28	159	106	131	134
		10%	12%	12%	6%	17%	6%	6%	8%	12%	10%	10%	8%	10%	9%	10%	10%
			cef	cef	cef	cef	cef	cef	cef	cef	cef	cef	cef	cef	cef	cef	cef
			16%	17%	5%	13%	5%	5%	7%	5%	11%	89%	11%	60%	40%	49%	51%
1 or 2 days a week	(1.5)	209	15	32	18	23	15	17	23	12	23	172	37	105	104	100	110
		8%	4%	9%	8%	12%	6%	7%	10%	11%	8%	7%	10%	7%	9%	8%	8%
			a	a	a	ae	a	a	a	a	a	a	a	a	a	a	a
			7%	15%	9%	11%	7%	8%	11%	6%	11%	82%	18%	50%	50%	48%	52%
Less often	(0.5)	184	61	15	9	8	20	19	19	5	12	166	18	103	80	68	116
		7%	18%	4%	4%	4%	8%	8%	8%	4%	4%	7%	5%	7%	7%	5%	8%
			bdefghi	bdefghi	bdefghi	bdefghi	bdefghi	bdefghi	bdefghi	bdefghi	bdefghi	a	a	a	a	a	a
			33%	8%	5%	4%	11%	11%	10%	3%	6%	90%	10%	56%	43%	37%	63%

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

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QP6 (QP1). SHOWCARD During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, personal stereo)? (SINGLE CODE)

Base : All respondents

		ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL		
Total		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b	
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908	
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379	
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389	
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%	
Never/ do not listen to the radio	(0.0)	515	127	26	27	48	63	44	49	11	48	475	40	251	263	166	349
		19%	37%	7%	12%	25%	27%	18%	22%	9%	16%	20%	11%	16%	24%	13%	25%
		bcdefghi			bchi	bcfhi	bh	bch	bh		bh	b		a		a	
		25%	5%	5%	9%	12%	8%	10%	2%	9%	92%	8%	49%	51%	32%	68%	
Don't know	5	2	-	-	-	-	-	1	-	-	5	*	3	2	3	2	
	*%	1%	-%	-%	-%	-%	-%	*%	-%	-%	*%	*%	*%	*%	*%	*%	
		42%	-%	-%	-%	-%	-%	18%	-%	-%	95%	5%	59%	41%	56%	44%	
Mean number of days	4.2	2.3	4.9	5.1	3.5	3.7	4.5	3.9	4.8	4.6	4.1	4.8	4.4	3.9	4.7	3.7	
			adeg	adefgi	a	a	adeg	a	adeg	adeg		a	b		b		
Standard deviation	2.90	2.72	2.43	2.73	2.79	3.03	2.96	2.98	2.64	2.78	2.92	2.69	2.79	3.02	2.71	2.97	
Standard error	.05	.17	.16	.17	.18	.18	.19	.18	.17	.18	.06	.08	.06	.07	.06	.07	

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

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QP7A (QP11A). SHOWCARD How often, if at all, do you listen to radio through a - Radio set to listen to an AM station - either at home or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3049	1508	1541	343	450	991	1264	214	233	312	794	755	920	640	729	1796	421	407	425
Effective Weighted Sample	2077	1027	1050	224	322	670	885	152	160	200	580	522	635	437	507	1564	281	279	376
Total	2155	1068	1088	234	362	760	799	140	159	203	654	619	579	483	470	1790	195	107	63
		50%	50%	11%	17%	35%	37%	6%	7%	9%	30%	29%	27%	22%	22%	83%	9%	5%	3%
Every day	176	102	74	11	23	36	106	17	10	18	38	53	39	34	49	143	21	6	6
	8%	10%	7%	5%	6%	5%	13%	12%	6%	9%	6%	9%	7%	7%	10%	8%	11%	6%	10%
		b	b				abc	d							b	c			
		58%	42%	6%	13%	21%	60%	10%	6%	10%	22%	30%	22%	19%	28%	81%	12%	3%	4%
At least weekly	206	119	87	25	31	74	75	8	20	27	67	56	67	39	43	172	25	3	6
	10%	11%	8%	10%	9%	10%	9%	6%	12%	13%	10%	9%	11%	8%	9%	10%	13%	3%	9%
		b	b							a					c	c			c
		58%	42%	12%	15%	36%	37%	4%	10%	13%	32%	27%	32%	19%	21%	84%	12%	1%	3%
At least monthly	71	43	27	9	15	26	21	4	10	7	21	20	20	16	14	61	5	1	3
	3%	4%	3%	4%	4%	3%	3%	3%	7%	3%	3%	3%	3%	3%	3%	3%	3%	1%	5%
		b	b												c				c
		61%	39%	12%	21%	37%	30%	5%	15%	10%	30%	28%	28%	23%	20%	87%	7%	2%	4%
Less than once a month	156	92	64	15	23	64	54	6	3	11	54	60	42	29	26	141	8	5	2
	7%	9%	6%	7%	6%	8%	7%	5%	2%	5%	8%	10%	7%	6%	5%	8%	4%	4%	4%
		b	b							b		cd				bcd			
		59%	41%	10%	15%	41%	35%	4%	2%	7%	35%	38%	27%	18%	16%	90%	5%	3%	2%
EVER	608	356	253	60	91	201	256	36	44	62	180	189	167	118	132	517	59	15	18
	28%	33%	23%	26%	25%	26%	32%	25%	27%	31%	28%	31%	29%	24%	28%	29%	30%	14%	28%
		b	b				bc					c			c	c			c
		58%	42%	10%	15%	33%	42%	6%	7%	10%	30%	31%	27%	19%	22%	85%	10%	2%	3%
Never	1344	627	716	150	214	480	500	89	96	125	392	372	370	315	286	1106	112	84	41
	62%	59%	66%	64%	59%	63%	63%	63%	61%	61%	60%	60%	64%	65%	61%	62%	57%	79%	65%
		a	a															abd	b
		47%	53%	11%	16%	36%	37%	7%	7%	9%	29%	28%	28%	23%	21%	82%	8%	6%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 109

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

QP7A (QP11A). SHOWCARD How often, if at all, do you listen to radio through a - Radio set to listen to an AM station - either at home or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3049	1508	1541	343	450	991	1264	214	233	312	794	755	920	640	729	1796	421	407	425
Effective Weighted Sample	2077	1027	1050	224	322	670	885	152	160	200	580	522	635	437	507	1564	281	279	376
Total	2155	1068	1088	234	362	760	799	140	159	203	654	619	579	483	470	1790	195	107	63
		50%	50%	11%	17%	35%	37%	6%	7%	9%	30%	29%	27%	22%	22%	83%	9%	5%	3%
Do not have access to device	203	84	119	25	56	79	43	15	19	16	82	58	42	50	53	167	24	8	4
	9%	8%	11%	11%	16%	10%	5%	11%	12%	8%	13%	9%	7%	10%	11%	9%	12%	7%	7%
			a	d	cd	d								b			d		
		41%	59%	12%	28%	39%	21%	8%	9%	8%	40%	29%	21%	25%	26%	82%	12%	4%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QP7A (QP11A). SHOWCARD How often, if at all, do you listen to radio through a - Radio set to listen to an AM station - either at home or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b	
Significance Level: 95%																	
Unweighted total	3049	158	219	219	181	198	196	211	207	207	2155	894	1695	1347	1597	1452	
Effective Weighted Sample	2077	146	208	210	168	189	190	200	196	196	1703	401	1165	926	1045	1034	
Total	2155	211	334	197	144	172	202	178	104	250	1840	316	1299	852	1118	1037	
		10%	15%	9%	7%	8%	9%	8%	5%	12%	85%	15%	60%	40%	52%	48%	
Every day	176	31	18	6	11	17	20	17	1	22	156	20	94	82	87	90	
	8%	15%	5%	3%	7%	10%	10%	10%	1%	9%	9%	6%	7%	10%	8%	9%	
		bcdh	h		h	ch	ch	ch		ch							
		18%	10%	4%	6%	10%	12%	10%	1%	12%	89%	11%	53%	46%	49%	51%	
At least weekly	206	33	43	13	13	16	12	16	3	24	177	28	122	84	99	107	
	10%	16%	13%	7%	9%	9%	6%	9%	3%	9%	10%	9%	9%	10%	9%	10%	
		cfh	cfh		h	h		h		h							
		16%	21%	6%	6%	8%	6%	8%	2%	11%	86%	14%	59%	41%	48%	52%	
At least monthly	71	6	20	6	3	4	4	10	3	6	63	7	46	25	31	40	
	3%	3%	6%	3%	2%	2%	2%	5%	3%	2%	3%	2%	4%	3%	3%	4%	
			f														
		9%	28%	8%	5%	6%	5%	14%	4%	9%	90%	10%	64%	36%	44%	56%	
Less than once a month	156	29	25	16	10	17	12	17	2	12	127	29	102	54	76	80	
	7%	14%	7%	8%	7%	10%	6%	10%	2%	5%	7%	9%	8%	6%	7%	8%	
		bdfhi	h	h	h	h	h	h		h							
		19%	16%	10%	7%	11%	8%	11%	1%	8%	81%	19%	65%	35%	49%	51%	
EVER	608	99	105	41	37	54	48	59	9	63	524	84	363	245	292	316	
	28%	47%	32%	21%	26%	31%	24%	33%	9%	25%	28%	27%	28%	29%	26%	30%	
		bcdefghi	ch	h	h	ch	h	cfh		h					a		
		16%	17%	7%	6%	9%	8%	10%	1%	10%	86%	14%	60%	40%	48%	52%	
Never	1344	87	189	141	93	107	145	112	70	164	1131	213	797	541	726	617	
	62%	41%	57%	72%	64%	62%	72%	63%	67%	66%	61%	67%	61%	64%	65%	60%	
		a	a	abe	a	a	ab	a	ab	a		a			b		
		6%	14%	11%	7%	8%	11%	8%	5%	12%	84%	16%	59%	40%	54%	46%	

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 109

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QP7A (QP11A). SHOWCARD How often, if at all, do you listen to radio through a - Radio set to listen to an AM station - either at home or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3049	158	219	219	181	198	196	211	207	207	2155	894	1695	1347	1597	1452
Effective Weighted Sample	2077	146	208	210	168	189	190	200	196	196	1703	401	1165	926	1045	1034
Total	2155	211	334	197	144	172	202	178	104	250	1840	316	1299	852	1118	1037
		10%	15%	9%	7%	8%	9%	8%	5%	12%	85%	15%	60%	40%	52%	48%
Do not have access to device	203	25	40	15	14	11	9	7	25	22	185	18	138	65	100	104
	9%	12%	12%	7%	10%	7%	5%	4%	24%	9%	10%	6%	11%	8%	9%	10%
		fg	fg	g	g	g	g	g	abcdefgi	g	b	b	b	b	b	b
		12%	20%	7%	7%	6%	5%	3%	12%	11%	91%	9%	68%	32%	49%	51%

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

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QP7B (QP11B). SHOWCARD How often, if at all, do you listen to radio through a - Radio set to listen to an FM station - either at home or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3049	1508	1541	343	450	991	1264	214	233	312	794	755	920	640	729	1796	421	407	425
Effective Weighted Sample	2077	1027	1050	224	322	670	885	152	160	200	580	522	635	437	507	1564	281	279	376
Total	2155	1068	1088	234	362	760	799	140	159	203	654	619	579	483	470	1790	195	107	63
		50%	50%	11%	17%	35%	37%	6%	7%	9%	30%	29%	27%	22%	22%	83%	9%	5%	3%
Every day	697	348	349	39	76	215	367	59	48	68	189	210	174	154	158	576	61	39	21
	32%	33%	32%	17%	21%	28%	46%	42%	30%	34%	29%	34%	30%	32%	34%	32%	31%	36%	34%
						ab	abc	bd											
		50%	50%	6%	11%	31%	53%	8%	7%	10%	27%	30%	25%	22%	23%	83%	9%	6%	3%
At least weekly	480	242	238	60	82	171	168	32	32	59	160	115	142	115	107	393	56	18	14
	22%	23%	22%	26%	23%	22%	21%	23%	20%	29%	25%	19%	25%	24%	23%	22%	29%	17%	22%
						b	abc	bd					a	a			acd		
		50%	50%	13%	17%	36%	35%	7%	7%	12%	33%	24%	30%	24%	22%	82%	12%	4%	3%
At least monthly	91	60	31	9	15	40	28	4	10	11	28	36	20	20	14	76	8	3	4
	4%	6%	3%	4%	4%	5%	3%	3%	6%	5%	4%	6%	4%	4%	3%	4%	4%	3%	6%
		b										d							c
		66%	34%	10%	17%	43%	30%	4%	11%	12%	31%	40%	22%	22%	15%	83%	9%	3%	4%
Less than once a month	154	81	74	25	28	58	43	8	10	8	43	40	46	33	35	136	12	3	3
	7%	8%	7%	10%	8%	8%	5%	5%	6%	4%	7%	6%	8%	7%	7%	8%	6%	3%	5%
				d												c	c		
		52%	48%	16%	18%	38%	28%	5%	6%	5%	28%	26%	30%	21%	23%	88%	8%	2%	2%
EVER	1423	731	692	133	201	483	606	102	100	146	420	400	382	322	315	1180	138	63	42
	66%	68%	64%	57%	56%	64%	76%	73%	63%	72%	64%	65%	66%	67%	67%	66%	71%	59%	67%
		b				b	abc	d		d						c	c		c
		51%	49%	9%	14%	34%	43%	7%	7%	10%	29%	28%	27%	23%	22%	83%	10%	4%	3%
Never	540	257	283	77	107	201	155	25	41	42	156	163	156	116	105	451	34	37	16
	25%	24%	26%	33%	30%	26%	19%	18%	26%	21%	24%	26%	27%	24%	22%	25%	18%	35%	26%
				d	d	d										b		abd	b
		48%	52%	14%	20%	37%	29%	5%	8%	8%	29%	30%	29%	21%	19%	84%	6%	7%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 110

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QP7B (QP11B). SHOWCARD How often, if at all, do you listen to radio through a - Radio set to listen to an FM station - either at home or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3049	1508	1541	343	450	991	1264	214	233	312	794	755	920	640	729	1796	421	407	425
Effective Weighted Sample	2077	1027	1050	224	322	670	885	152	160	200	580	522	635	437	507	1564	281	279	376
Total	2155	1068	1088	234	362	760	799	140	159	203	654	619	579	483	470	1790	195	107	63
		50%	50%	11%	17%	35%	37%	6%	7%	9%	30%	29%	27%	22%	22%	83%	9%	5%	3%
Do not have access to device	193	80	113	25	54	77	38	13	18	15	78	56	41	45	51	159	23	7	5
	9%	7%	10%	11%	15%	10%	5%	9%	11%	7%	12%	9%	7%	9%	11%	9%	12%	6%	7%
			a	d	cd	d								b			cd		
		41%	59%	13%	28%	40%	20%	7%	9%	8%	41%	29%	21%	23%	26%	82%	12%	3%	2%

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

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QP7B (QP11B). SHOWCARD How often, if at all, do you listen to radio through a - Radio set to listen to an FM station - either at home or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3049	158	219	219	181	198	196	211	207	207	2155	894	1695	1347	1597	1452
Effective Weighted Sample	2077	146	208	210	168	189	190	200	196	196	1703	401	1165	926	1045	1034
Total	2155	211	334	197	144	172	202	178	104	250	1840	316	1299	852	1118	1037
		10%	15%	9%	7%	8%	9%	8%	5%	12%	85%	15%	60%	40%	52%	48%
Every day	697	56	102	74	26	47	79	67	22	102	596	101	371	326	390	307
	32%	26%	31%	38%	18%	27%	39%	38%	21%	41%	32%	32%	29%	38%	35%	30%
		8%	15%	adeh	d	adeh	adeh	adeh	3%	15%	86%	14%	53%	47%	56%	44%
				11%	4%	7%	11%	10%								
At least weekly	480	52	80	39	27	37	27	44	22	65	406	74	286	194	240	240
	22%	25%	24%	20%	19%	22%	13%	25%	21%	26%	22%	23%	22%	23%	21%	23%
		f	f		f	f	f	f	f	f	85%	15%	59%	40%	50%	50%
		11%	17%	8%	6%	8%	6%	9%	5%	13%						
At least monthly	91	9	28	7	7	5	6	7	2	5	80	11	61	30	40	52
	4%	4%	8%	4%	5%	3%	3%	4%	2%	2%	4%	4%	5%	4%	4%	5%
			cefhi													
		9%	31%	8%	7%	6%	6%	8%	2%	6%	88%	12%	67%	33%	43%	57%
Less than once a month	154	27	29	9	10	21	7	14	4	15	132	22	95	59	68	86
	7%	13%	9%	5%	7%	12%	4%	8%	4%	6%	7%	7%	7%	7%	6%	8%
		cfhi	fh			cfhi										
		18%	19%	6%	6%	14%	5%	9%	2%	9%	85%	15%	61%	38%	44%	56%
EVER	1423	144	239	130	70	111	119	133	50	186	1214	208	812	609	738	685
	66%	68%	72%	66%	48%	64%	59%	75%	48%	75%	66%	66%	63%	72%	66%	66%
		dh	dfh	dh		dh	h	cdefh		defh				a		
		10%	17%	9%	5%	8%	8%	9%	3%	13%	85%	15%	57%	43%	52%	48%
Never	540	44	54	55	61	50	77	39	30	42	448	91	357	180	283	257
	25%	21%	16%	28%	42%	29%	38%	22%	29%	17%	24%	29%	27%	21%	25%	25%
				bi	abceghi	bi	abcgi		bi				b			
		8%	10%	10%	11%	9%	14%	7%	5%	8%	83%	17%	66%	33%	52%	48%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QP7B (QP11B). SHOWCARD How often, if at all, do you listen to radio through a - Radio set to listen to an FM station - either at home or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3049	158	219	219	181	198	196	211	207	207	2155	894	1695	1347	1597	1452
Effective Weighted Sample	2077	146	208	210	168	189	190	200	196	196	1703	401	1165	926	1045	1034
Total	2155	211	334	197	144	172	202	178	104	250	1840	316	1299	852	1118	1037
		10%	15%	9%	7%	8%	9%	8%	5%	12%	85%	15%	60%	40%	52%	48%
Do not have access to device	193	23	41	12	14	11	7	5	24	22	177	16	130	63	98	96
	9%	11%	12%	6%	10%	7%	3%	3%	24%	9%	10%	5%	10%	7%	9%	9%
		fg	cfg		fg				abcdefgi	fg	b		b			
		12%	21%	6%	7%	6%	4%	3%	13%	11%	92%	8%	67%	33%	51%	49%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 111

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QP7C (QP11C). SHOWCARD How often, if at all, do you listen to radio through a - Mobile phone. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3049	1508	1541	343	450	991	1264	214	233	312	794	755	920	640	729	1796	421	407	425
Effective Weighted Sample	2077	1027	1050	224	322	670	885	152	160	200	580	522	635	437	507	1564	281	279	376
Total	2155	1068	1088	234	362	760	799	140	159	203	654	619	579	483	470	1790	195	107	63
		50%	50%	11%	17%	35%	37%	6%	7%	9%	30%	29%	27%	22%	22%	83%	9%	5%	3%
Every day	70	34	36	11	23	27	8	2	5	5	28	23	18	15	14	59	7	3	1
	3%	3%	3%	5%	6%	4%	1%	2%	3%	3%	4%	4%	3%	3%	3%	3%	4%	3%	1%
				d	d	d										d	d	d	
		49%	51%	16%	32%	39%	12%	4%	7%	7%	40%	34%	25%	21%	20%	84%	11%	4%	1%
At least weekly	214	116	98	51	48	85	30	12	13	12	88	78	53	40	42	185	19	8	2
	10%	11%	9%	22%	13%	11%	4%	9%	8%	6%	13%	13%	9%	8%	9%	10%	10%	7%	3%
				bcd	d	d					c	c				d	d	d	
		54%	46%	24%	23%	40%	14%	6%	6%	6%	41%	37%	25%	19%	20%	87%	9%	4%	1%
At least monthly	108	62	46	15	32	43	19	3	5	17	41	35	34	21	17	94	8	3	3
	5%	6%	4%	6%	9%	6%	2%	2%	3%	8%	6%	6%	6%	4%	4%	5%	4%	3%	5%
				d	d	d				ab	a								
		57%	43%	13%	29%	40%	18%	3%	4%	16%	38%	33%	32%	20%	16%	87%	8%	3%	3%
Less than once a month	188	108	80	32	41	83	31	8	5	13	80	58	72	35	23	166	14	2	5
	9%	10%	7%	14%	11%	11%	4%	6%	3%	6%	12%	9%	12%	7%	5%	9%	7%	2%	8%
		b		d	d	d					abc	d	cd			c	c		c
		58%	42%	17%	22%	44%	17%	5%	3%	7%	43%	31%	38%	19%	12%	89%	7%	1%	3%
EVER	579	320	259	109	144	238	88	26	28	47	237	195	177	111	96	504	49	16	10
	27%	30%	24%	47%	40%	31%	11%	18%	18%	23%	36%	31%	31%	23%	20%	28%	25%	15%	16%
		b		cd	cd	d					abc	cd	cd			cd	cd		
		55%	45%	19%	25%	41%	15%	4%	5%	8%	41%	34%	31%	19%	17%	87%	8%	3%	2%
Never	1478	699	779	120	212	511	634	92	120	150	406	409	384	345	335	1202	139	85	52
	69%	65%	72%	51%	59%	67%	79%	66%	76%	74%	62%	66%	66%	72%	71%	67%	71%	79%	83%
		a		a		ab	abc		d	d								ab	ab
		47%	53%	8%	14%	35%	43%	6%	8%	10%	27%	28%	26%	23%	23%	81%	9%	6%	4%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 111

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

QP7C (QP11C). SHOWCARD How often, if at all, do you listen to radio through a - Mobile phone. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3049	1508	1541	343	450	991	1264	214	233	312	794	755	920	640	729	1796	421	407	425
Effective Weighted Sample	2077	1027	1050	224	322	670	885	152	160	200	580	522	635	437	507	1564	281	279	376
Total	2155	1068	1088	234	362	760	799	140	159	203	654	619	579	483	470	1790	195	107	63
		50%	50%	11%	17%	35%	37%	6%	7%	9%	30%	29%	27%	22%	22%	83%	9%	5%	3%
Do not have access to device	99	48	50	5	6	11	77	22	10	7	12	15	18	26	39	84	8	6	1
	5%	5%	5%	2%	2%	1%	10%	16%	6%	3%	2%	2%	3%	5%	8%	5%	4%	6%	1%
							abc	bcd	d					a	ab	d	d	d	
		49%	51%	5%	6%	11%	78%	22%	10%	7%	12%	16%	18%	27%	40%	85%	8%	6%	1%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 111

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QP7C (QP11C). SHOWCARD How often, if at all, do you listen to radio through a - Mobile phone. (SINGLE CODE)

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3049	158	219	219	181	198	196	211	207	207	2155	894	1695	1347	1597	1452
Effective Weighted Sample	2077	146	208	210	168	189	190	200	196	196	1703	401	1165	926	1045	1034
Total	2155	211	334	197	144	172	202	178	104	250	1840	316	1299	852	1118	1037
		10%	15%	9%	7%	8%	9%	8%	5%	12%	85%	15%	60%	40%	52%	48%
Every day	70	6	6	8	5	3	13	3	2	14	63	7	50	19	30	39
	3%	3%	2%	4%	4%	1%	6%	1%	2%	5%	3%	2%	4%	2%	3%	4%
							begh			beg			b			
		8%	8%	11%	8%	4%	19%	4%	3%	20%	90%	10%	72%	28%	44%	56%
At least weekly	214	26	49	23	16	11	15	14	15	18	189	25	153	60	114	100
	10%	12%	15%	12%	11%	7%	7%	8%	14%	7%	10%	8%	12%	7%	10%	10%
			efgi						efgi				b			
		12%	23%	11%	8%	5%	7%	6%	7%	8%	88%	12%	72%	28%	53%	47%
At least monthly	108	14	27	10	3	5	8	8	7	11	89	19	79	27	48	60
	5%	7%	8%	5%	2%	3%	4%	4%	6%	4%	5%	6%	6%	3%	4%	6%
			de										b			
		13%	25%	9%	3%	5%	8%	7%	6%	10%	82%	18%	73%	25%	45%	55%
Less than once a month	188	25	55	21	11	12	9	19	5	10	163	25	144	44	103	84
	9%	12%	16%	11%	8%	7%	4%	11%	5%	4%	9%	8%	11%	5%	9%	8%
		fhi	defhi	fhi				fhi					b			
		13%	29%	11%	6%	6%	5%	10%	3%	5%	87%	13%	77%	23%	55%	45%
EVER	579	71	136	62	36	31	45	43	29	52	503	77	426	150	296	283
	27%	34%	41%	31%	25%	18%	22%	24%	28%	21%	27%	24%	33%	18%	26%	27%
		efi	cdefghi	efi				e					b			
		12%	24%	11%	6%	5%	8%	7%	5%	9%	87%	13%	74%	26%	51%	49%
Never	1478	136	181	127	104	126	154	128	66	181	1250	227	852	623	771	707
	69%	65%	54%	64%	72%	73%	76%	72%	63%	72%	68%	72%	66%	73%	69%	68%
			b	b	b	bh	abch	b	b	b			a			
		9%	12%	9%	7%	9%	10%	9%	4%	12%	85%	15%	58%	42%	52%	48%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 111

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QP7C (QP11C). SHOWCARD How often, if at all, do you listen to radio through a - Mobile phone. (SINGLE CODE)

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3049	158	219	219	181	198	196	211	207	207	2155	894	1695	1347	1597	1452
Effective Weighted Sample	2077	146	208	210	168	189	190	200	196	196	1703	401	1165	926	1045	1034
Total	2155	211	334	197	144	172	202	178	104	250	1840	316	1299	852	1118	1037
		10%	15%	9%	7%	8%	9%	8%	5%	12%	85%	15%	60%	40%	52%	48%
Do not have access to device	99	3	17	9	4	15	3	6	9	17	87	12	21	78	52	47
	5%	2%	5%	4%	3%	9%	2%	4%	9%	7%	5%	4%	2%	9%	5%	5%
						adfg			adfg	af				a		
		3%	17%	9%	4%	15%	3%	6%	10%	18%	88%	12%	21%	79%	52%	48%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 112

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QP7D (QP11D). SHOWCARD How often, if at all, do you listen to radio through - TV. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3049	1508	1541	343	450	991	1264	214	233	312	794	755	920	640	729	1796	421	407	425
Effective Weighted Sample	2077	1027	1050	224	322	670	885	152	160	200	580	522	635	437	507	1564	281	279	376
Total	2155	1068	1088	234	362	760	799	140	159	203	654	619	579	483	470	1790	195	107	63
		50%	50%	11%	17%	35%	37%	6%	7%	9%	30%	29%	27%	22%	22%	83%	9%	5%	3%
Every day	77	35	42	7	12	20	38	7	9	9	18	23	21	12	21	67	7	3	*
	4%	3%	4%	3%	3%	3%	5%	5%	5%	3%	4%	4%	4%	2%	4%	4%	4%	2%	1%
							c									d	d		
		45%	55%	9%	16%	26%	49%	9%	11%	12%	24%	30%	27%	15%	27%	87%	9%	3%	1%
At least weekly	227	120	108	17	38	83	89	12	16	19	92	68	67	46	47	196	16	10	4
	11%	11%	10%	7%	11%	11%	11%	8%	10%	9%	14%	11%	12%	10%	10%	11%	8%	10%	7%
																d			
		53%	47%	8%	17%	37%	39%	5%	7%	8%	40%	30%	29%	20%	20%	86%	7%	5%	2%
At least monthly	140	67	74	23	22	55	40	6	10	15	58	45	49	22	24	120	10	5	5
	7%	6%	7%	10%	6%	7%	5%	4%	6%	7%	9%	7%	9%	5%	5%	7%	5%	5%	7%
				d									cd						
		48%	52%	16%	16%	39%	29%	4%	7%	11%	41%	32%	35%	16%	17%	86%	7%	4%	3%
Less than once a month	214	104	109	25	28	91	70	9	9	18	81	81	61	45	27	186	13	8	7
	10%	10%	10%	11%	8%	12%	9%	6%	6%	9%	12%	13%	11%	9%	6%	10%	7%	7%	11%
						bd					ab	d	d	d		b			b
		49%	51%	12%	13%	43%	33%	4%	4%	8%	38%	38%	29%	21%	12%	87%	6%	4%	3%
EVER	658	326	332	72	100	250	236	34	44	61	249	216	198	125	118	569	47	26	17
	31%	31%	31%	31%	28%	33%	30%	24%	27%	30%	38%	35%	34%	26%	25%	32%	24%	24%	26%
										abc		cd	cd			bcd			
		50%	50%	11%	15%	38%	36%	5%	7%	9%	38%	33%	30%	19%	18%	86%	7%	4%	3%
Never	1447	718	729	157	257	501	531	92	111	137	398	391	373	349	331	1176	145	80	46
	67%	67%	67%	67%	71%	66%	67%	65%	70%	68%	61%	63%	64%	72%	70%	66%	74%	75%	73%
									d					ab	ab		a	a	a
		50%	50%	11%	18%	35%	37%	6%	8%	9%	28%	27%	26%	24%	23%	81%	10%	6%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 112

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QP7D (QP11D). SHOWCARD How often, if at all, do you listen to radio through - TV. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3049	1508	1541	343	450	991	1264	214	233	312	794	755	920	640	729	1796	421	407	425
Effective Weighted Sample	2077	1027	1050	224	322	670	885	152	160	200	580	522	635	437	507	1564	281	279	376
Total	2155	1068	1088	234	362	760	799	140	159	203	654	619	579	483	470	1790	195	107	63
		50%	50%	11%	17%	35%	37%	6%	7%	9%	30%	29%	27%	22%	22%	83%	9%	5%	3%
Do not have access to device	50	24	26	4	4	10	31	15	4	5	7	12	9	9	21	45	4	1	*
	2%	2%	2%	2%	1%	1%	4%	10%	3%	2%	1%	2%	1%	2%	4%	3%	2%	1%	*%
							bc	bcd						abc	d				
		47%	53%	9%	8%	20%	63%	29%	8%	9%	13%	24%	17%	18%	41%	91%	7%	2%	1%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QP7D (QP11D). SHOWCARD How often, if at all, do you listen to radio through - TV. (SINGLE CODE)

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3049	158	219	219	181	198	196	211	207	207	2155	894	1695	1347	1597	1452
Effective Weighted Sample	2077	146	208	210	168	189	190	200	196	196	1703	401	1165	926	1045	1034
Total	2155	211	334	197	144	172	202	178	104	250	1840	316	1299	852	1118	1037
		10%	15%	9%	7%	8%	9%	8%	5%	12%	85%	15%	60%	40%	52%	48%
Every day	77	4	6	14	4	4	15	7	3	11	66	11	36	40	35	42
	4%	2%	2%	7%	3%	2%	8%	4%	3%	4%	4%	3%	3%	5%	3%	4%
				abe			abeh							a		
		5%	8%	18%	5%	5%	20%	9%	4%	14%	86%	14%	47%	52%	45%	55%
At least weekly	227	16	43	15	9	22	29	19	15	28	187	41	149	78	128	100
	11%	7%	13%	8%	6%	13%	14%	11%	14%	11%	10%	13%	12%	9%	11%	10%
			d			d	acd		cd							
		7%	19%	7%	4%	10%	13%	8%	6%	12%	82%	18%	66%	34%	56%	44%
At least monthly	140	15	29	11	15	9	11	6	7	16	121	20	89	52	79	62
	7%	7%	9%	5%	10%	5%	6%	4%	7%	6%	7%	6%	7%	6%	7%	6%
			g		g											
		11%	21%	8%	10%	6%	8%	5%	5%	11%	86%	14%	63%	37%	56%	44%
Less than once a month	214	12	44	31	14	27	18	10	13	17	173	40	140	73	126	87
	10%	6%	13%	16%	10%	16%	9%	5%	13%	7%	9%	13%	11%	9%	11%	8%
			agi	afgi		afgi			agi			a			b	
		6%	21%	14%	7%	13%	8%	5%	6%	8%	81%	19%	66%	34%	59%	41%
EVER	658	46	122	71	42	62	74	42	39	72	547	111	414	244	367	291
	31%	22%	37%	36%	29%	36%	36%	24%	37%	29%	30%	35%	32%	29%	33%	28%
			ag	ag		ag			ag			a			b	
		7%	19%	11%	6%	9%	11%	6%	6%	11%	83%	17%	63%	37%	56%	44%
Never	1447	161	203	126	98	101	127	129	62	170	1246	201	869	573	734	713
	67%	76%	61%	64%	68%	59%	63%	73%	60%	68%	68%	64%	67%	67%	66%	69%
		bcefh						befh								
		11%	14%	9%	7%	7%	9%	9%	4%	12%	86%	14%	60%	40%	51%	49%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QP7D (QP11D). SHOWCARD How often, if at all, do you listen to radio through - TV. (SINGLE CODE)

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3049	158	219	219	181	198	196	211	207	207	2155	894	1695	1347	1597	1452
Effective Weighted Sample	2077	146	208	210	168	189	190	200	196	196	1703	401	1165	926	1045	1034
Total	2155	211	334	197	144	172	202	178	104	250	1840	316	1299	852	1118	1037
		10%	15%	9%	7%	8%	9%	8%	5%	12%	85%	15%	60%	40%	52%	48%
Do not have access to device	50	3	9	1	4	9	2	7	3	8	46	4	15	35	17	33
	2%	2%	3%	*%	3%	5%	1%	4%	3%	3%	3%	1%	1%	4%	1%	3%
						cf		c		c				a		a
		7%	18%	2%	8%	18%	4%	13%	5%	15%	92%	8%	30%	70%	33%	67%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 113

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QP7E (QP11E). SHOWCARD How often, if at all, do you listen to radio through - The internet. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3049	1508	1541	343	450	991	1264	214	233	312	794	755	920	640	729	1796	421	407	425
Effective Weighted Sample	2077	1027	1050	224	322	670	885	152	160	200	580	522	635	437	507	1564	281	279	376
Total	2155	1068	1088	234	362	760	799	140	159	203	654	619	579	483	470	1790	195	107	63
		50%	50%	11%	17%	35%	37%	6%	7%	9%	30%	29%	27%	22%	22%	83%	9%	5%	3%
Every day	83	45	39	8	24	32	19	5	2	6	29	33	20	17	13	69	9	4	1
	4%	4%	4%	3%	7%	4%	2%	4%	1%	3%	4%	5%	4%	3%	3%	4%	4%	4%	1%
				d	d	d	d	d				d				d	d	d	
		54%	46%	10%	29%	39%	22%	7%	3%	7%	35%	40%	25%	20%	16%	83%	11%	5%	1%
At least weekly	211	124	88	39	42	75	55	8	9	16	83	89	66	26	31	193	10	6	3
	10%	12%	8%	17%	12%	10%	7%	6%	6%	8%	13%	14%	11%	5%	7%	11%	5%	5%	4%
		b		cd	d	d					ab	cd	cd			bcd			
		58%	42%	18%	20%	36%	26%	4%	4%	8%	39%	42%	31%	12%	15%	91%	5%	3%	1%
At least monthly	278	137	141	34	59	125	60	3	19	19	125	90	88	59	41	246	16	11	5
	13%	13%	13%	15%	16%	16%	7%	2%	12%	10%	19%	14%	15%	12%	9%	14%	8%	10%	9%
				d	d	d			a	a	abc	d	d			bd			
		49%	51%	12%	21%	45%	21%	1%	7%	7%	45%	32%	32%	21%	15%	88%	6%	4%	2%
Less than once a month	186	114	72	30	38	65	53	6	10	24	73	64	60	37	24	160	14	6	6
	9%	11%	7%	13%	10%	9%	7%	4%	7%	12%	11%	10%	10%	8%	5%	9%	7%	6%	10%
		b		cd	d					a	a	d	d						
		61%	39%	16%	20%	35%	28%	3%	6%	13%	39%	35%	32%	20%	13%	86%	7%	3%	3%
EVER	758	419	339	112	163	297	186	22	41	66	310	276	234	138	108	667	49	27	15
	35%	39%	31%	48%	45%	39%	23%	16%	26%	32%	47%	45%	40%	29%	23%	37%	25%	25%	24%
		b		cd	d	d			a	a	abc	cd	cd			bcd			
		55%	45%	15%	22%	39%	25%	3%	5%	9%	41%	36%	31%	18%	14%	88%	6%	4%	2%
Never	1322	618	704	120	195	458	549	94	107	129	338	334	337	322	328	1060	140	75	47
	61%	58%	65%	51%	54%	60%	69%	67%	68%	64%	52%	54%	58%	67%	70%	59%	72%	70%	75%
		a		a		a	abc	d	d	d				ab	ab		a	a	a
		47%	53%	9%	15%	35%	42%	7%	8%	10%	26%	25%	25%	24%	25%	80%	11%	6%	4%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 113

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

QP7E (QP11E). SHOWCARD How often, if at all, do you listen to radio through - The internet. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3049	1508	1541	343	450	991	1264	214	233	312	794	755	920	640	729	1796	421	407	425
Effective Weighted Sample	2077	1027	1050	224	322	670	885	152	160	200	580	522	635	437	507	1564	281	279	376
Total	2155	1068	1088	234	362	760	799	140	159	203	654	619	579	483	470	1790	195	107	63
		50%	50%	11%	17%	35%	37%	6%	7%	9%	30%	29%	27%	22%	22%	83%	9%	5%	3%
Do not have access to device	75	31	45	2	4	5	64	23	10	8	6	10	8	23	34	63	6	5	1
	3%	3%	4%	1%	1%	1%	8%	17%	7%	4%	1%	2%	1%	5%	7%	4%	3%	5%	1%
							abc	bcd	d	d				ab	ab	d		d	
		41%	59%	3%	5%	7%	85%	31%	14%	11%	8%	13%	11%	31%	45%	84%	8%	7%	1%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 113

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QP7E (QP11E). SHOWCARD How often, if at all, do you listen to radio through - The internet. (SINGLE CODE)

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3049	158	219	219	181	198	196	211	207	207	2155	894	1695	1347	1597	1452
Effective Weighted Sample	2077	146	208	210	168	189	190	200	196	196	1703	401	1165	926	1045	1034
Total	2155	211	334	197	144	172	202	178	104	250	1840	316	1299	852	1118	1037
		10%	15%	9%	7%	8%	9%	8%	5%	12%	85%	15%	60%	40%	52%	48%
Every day	83	4	12	6	8	2	11	4	4	19	74	9	60	23	34	49
	4%	2%	4%	3%	5%	1%	6%	2%	4%	7%	4%	3%	5%	3%	3%	5%
					e		e			aceg			b			
		5%	14%	7%	9%	2%	13%	4%	5%	22%	89%	11%	72%	27%	41%	59%
At least weekly	211	24	52	18	15	14	23	11	10	25	182	29	143	66	124	87
	10%	11%	16%	9%	11%	8%	11%	6%	10%	10%	10%	9%	11%	8%	11%	8%
			ceg										b		b	
		11%	25%	8%	7%	7%	11%	5%	5%	12%	86%	14%	68%	31%	59%	41%
At least monthly	278	60	47	29	16	13	34	21	14	13	241	37	217	61	140	138
	13%	28%	14%	14%	11%	7%	17%	12%	14%	5%	13%	12%	17%	7%	13%	13%
		bcd efghi	ei	ei	i		ei	i	ei				b			
		21%	17%	10%	6%	5%	12%	7%	5%	5%	87%	13%	78%	22%	51%	49%
Less than once a month	186	23	41	26	7	15	7	14	5	21	160	26	131	55	118	68
	9%	11%	12%	13%	5%	9%	4%	8%	5%	8%	9%	8%	10%	7%	11%	7%
		f	dfh	dfh		f							b		b	
		12%	22%	14%	4%	8%	4%	8%	3%	11%	86%	14%	70%	30%	63%	37%
EVER	758	110	151	78	46	44	76	50	34	78	656	102	550	205	416	342
	35%	52%	45%	39%	32%	26%	37%	28%	33%	31%	36%	32%	42%	24%	37%	33%
		cdefghi	deghi	eg			e						b		b	
		15%	20%	10%	6%	6%	10%	7%	4%	10%	87%	13%	73%	27%	55%	45%
Never	1322	94	174	115	93	117	122	122	64	158	1118	204	735	585	668	654
	61%	45%	52%	58%	65%	68%	61%	69%	62%	63%	61%	65%	57%	69%	60%	63%
			a	ab	abc	abc	a	abc	a	ab			a		a	
		7%	13%	9%	7%	9%	9%	9%	5%	12%	85%	15%	56%	44%	51%	49%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 113

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QP7E (QP11E). SHOWCARD How often, if at all, do you listen to radio through - The internet. (SINGLE CODE)

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3049	158	219	219	181	198	196	211	207	207	2155	894	1695	1347	1597	1452
Effective Weighted Sample	2077	146	208	210	168	189	190	200	196	196	1703	401	1165	926	1045	1034
Total	2155	211	334	197	144	172	202	178	104	250	1840	316	1299	852	1118	1037
		10%	15%	9%	7%	8%	9%	8%	5%	12%	85%	15%	60%	40%	52%	48%
Do not have access to device	75	6	8	4	4	10	4	6	6	14	65	10	13	62	33	42
	3%	3%	2%	2%	3%	6%	2%	3%	6%	5%	4%	3%	1%	7%	3%	4%
		9%	11%	6%	6%	13%	6%	8%	8%	18%	87%	13%	18%	a 82%	44%	56%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 114

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

QP7F (QP11F). SHOWCARD How often, if at all, do you listen to radio through a - DAB radio set. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3049	1508	1541	343	450	991	1264	214	233	312	794	755	920	640	729	1796	421	407	425
Effective Weighted Sample	2077	1027	1050	224	322	670	885	152	160	200	580	522	635	437	507	1564	281	279	376
Total	2155	1068	1088	234	362	760	799	140	159	203	654	619	579	483	470	1790	195	107	63
		50%	50%	11%	17%	35%	37%	6%	7%	9%	30%	29%	27%	22%	22%	83%	9%	5%	3%
Every day	533	269	264	26	62	180	265	22	35	49	167	188	155	104	85	456	43	23	10
	25%	25%	24%	11%	17%	24%	33%	16%	22%	24%	25%	30%	27%	22%	18%	25%	22%	22%	15%
					a	ab	abc				a	cd	d		d	d	d	d	
		50%	50%	5%	12%	34%	50%	4%	7%	9%	31%	35%	29%	20%	16%	86%	8%	4%	2%
At least weekly	342	185	157	39	52	145	106	10	18	32	137	114	97	72	59	287	35	12	8
	16%	17%	14%	17%	14%	19%	13%	7%	12%	16%	21%	18%	17%	15%	13%	16%	18%	11%	12%
						d				a	ab	d				c	cd		
		54%	46%	11%	15%	42%	31%	3%	5%	9%	40%	33%	28%	21%	17%	84%	10%	3%	2%
At least monthly	45	22	23	5	11	18	10	-	2	5	19	15	15	10	4	42	1	1	*
	2%	2%	2%	2%	3%	2%	1%	-%	1%	3%	3%	2%	3%	2%	1%	2%	1%	1%	1%
					d					a	a	d			d	d			
		49%	51%	12%	25%	40%	23%	-%	5%	12%	44%	34%	35%	22%	10%	94%	3%	2%	1%
Less than once a month	63	35	27	13	11	24	15	3	4	3	22	21	17	15	9	58	3	*	1
	3%	3%	3%	6%	3%	3%	2%	2%	2%	1%	3%	3%	3%	3%	2%	3%	2%	2%	2%
				d												c			
		56%	44%	21%	17%	38%	23%	4%	6%	4%	35%	34%	27%	24%	15%	92%	5%	2%	2%
EVER	982	511	472	83	136	366	396	35	59	90	346	338	284	201	158	843	83	36	19
	46%	48%	43%	36%	38%	48%	50%	25%	37%	44%	53%	55%	49%	42%	34%	47%	43%	34%	30%
		b				ab	ab		a	a	abc	cd	cd	d		cd	cd		
		52%	48%	8%	14%	37%	40%	4%	6%	9%	35%	34%	29%	20%	16%	86%	8%	4%	2%
Never	677	332	344	86	129	236	226	47	53	66	169	170	175	158	171	527	74	46	29
	31%	31%	32%	37%	36%	31%	28%	34%	33%	33%	26%	27%	30%	33%	36%	29%	38%	43%	46%
				d	d										ab		a	a	ab
		49%	51%	13%	19%	35%	33%	7%	8%	10%	25%	25%	26%	23%	25%	78%	11%	7%	4%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 114

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QP7F (QP11F). SHOWCARD How often, if at all, do you listen to radio through a - DAB radio set. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3049	1508	1541	343	450	991	1264	214	233	312	794	755	920	640	729	1796	421	407	425
Effective Weighted Sample	2077	1027	1050	224	322	670	885	152	160	200	580	522	635	437	507	1564	281	279	376
Total	2155	1068	1088	234	362	760	799	140	159	203	654	619	579	483	470	1790	195	107	63
		50%	50%	11%	17%	35%	37%	6%	7%	9%	30%	29%	27%	22%	22%	83%	9%	5%	3%
Do not have access to device	497	225	272	65	97	158	177	58	47	47	140	111	120	124	140	420	38	24	15
	23%	21%	25%	28%	27%	21%	22%	41%	30%	23%	21%	18%	21%	26%	30%	23%	19%	23%	24%
		a	c	c				bcd	d			a	ab	a	ab				
		45%	55%	13%	19%	32%	36%	12%	9%	10%	28%	22%	24%	25%	28%	85%	8%	5%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 114

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QP7F (QP11F). SHOWCARD How often, if at all, do you listen to radio through a - DAB radio set. (SINGLE CODE)

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3049	158	219	219	181	198	196	211	207	207	2155	894	1695	1347	1597	1452
Effective Weighted Sample	2077	146	208	210	168	189	190	200	196	196	1703	401	1165	926	1045	1034
Total	2155	211	334	197	144	172	202	178	104	250	1840	316	1299	852	1118	1037
		10%	15%	9%	7%	8%	9%	8%	5%	12%	85%	15%	60%	40%	52%	48%
Every day	533	39	87	66	31	53	55	38	20	69	435	98	318	212	311	222
	25%	18%	26%	33%	21%	31%	27%	22%	19%	28%	24%	31%	25%	25%	28%	21%
			adgh	adgh		adgh		ah		a		a		b		b
		7%	16%	12%	6%	10%	10%	7%	4%	13%	82%	18%	60%	40%	58%	42%
At least weekly	342	42	84	27	24	18	18	25	14	35	296	46	230	111	182	160
	16%	20%	25%	14%	17%	11%	9%	14%	14%	14%	16%	15%	18%	13%	16%	15%
		ef	cdefghi		f					b		b				
		12%	25%	8%	7%	5%	5%	7%	4%	10%	87%	13%	67%	33%	53%	47%
At least monthly	45	4	10	7	3	5	6	3	2	2	38	7	32	12	25	20
	2%	2%	3%	4%	2%	3%	3%	2%	2%	1%	2%	2%	2%	1%	2%	2%
		8%	22%	16%	6%	11%	12%	8%	5%	5%	85%	15%	72%	26%	55%	45%
Less than once a month	63	11	15	7	2	7	5	2	2	7	55	7	41	22	38	25
	3%	5%	4%	4%	1%	4%	2%	1%	2%	3%	3%	2%	3%	3%	3%	2%
		dg	g			g										
		18%	23%	11%	3%	12%	8%	3%	3%	11%	88%	12%	65%	35%	61%	39%
EVER	982	95	196	107	60	83	83	68	38	113	824	158	621	357	555	427
	46%	45%	59%	54%	42%	48%	41%	39%	37%	45%	45%	50%	48%	42%	50%	41%
			adefghi	dfgh		h				b		b				
		10%	20%	11%	6%	8%	8%	7%	4%	12%	84%	16%	63%	36%	57%	43%
Never	677	89	64	52	40	58	92	76	8	46	585	91	405	270	310	366
	31%	42%	19%	26%	28%	34%	46%	43%	8%	19%	32%	29%	31%	32%	28%	35%
		bcdhi	h	h	hi	bhi	bcdehi	bcdhi		h					a	
		13%	9%	8%	6%	9%	14%	11%	1%	7%	87%	13%	60%	40%	46%	54%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 114

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

QP7F (QP11F). SHOWCARD How often, if at all, do you listen to radio through a - DAB radio set. (SINGLE CODE)

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3049	158	219	219	181	198	196	211	207	207	2155	894	1695	1347	1597	1452
Effective Weighted Sample	2077	146	208	210	168	189	190	200	196	196	1703	401	1165	926	1045	1034
Total	2155	211	334	197	144	172	202	178	104	250	1840	316	1299	852	1118	1037
		10%	15%	9%	7%	8%	9%	8%	5%	12%	85%	15%	60%	40%	52%	48%
Do not have access to device	497	26	74	39	44	30	26	33	57	91	430	66	272	224	252	244
	23%	12%	22%	20%	31%	18%	13%	18%	55%	36%	23%	21%	21%	26%	23%	24%
			af		acefg				abcdefgi	abcefg				a		
		5%	15%	8%	9%	6%	5%	7%	11%	18%	87%	13%	55%	45%	51%	49%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 115

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

QP7G (QP11G) SHOWCARD How often, if at all, do you listen to radio through a - Car radio to listen to an FM station. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3049	1508	1541	343	450	991	1264	214	233	312	794	755	920	640	729	1796	421	407	425
Effective Weighted Sample	2077	1027	1050	224	322	670	885	152	160	200	580	522	635	437	507	1564	281	279	376
Total	2155	1068	1088	234	362	760	799	140	159	203	654	619	579	483	470	1790	195	107	63
		50%	50%	11%	17%	35%	37%	6%	7%	9%	30%	29%	27%	22%	22%	83%	9%	5%	3%
Every day	606	300	305	43	118	241	204	19	31	62	212	185	161	165	94	492	54	37	24
	28%	28%	28%	18%	33%	32%	26%	14%	19%	30%	32%	30%	28%	34%	20%	27%	27%	34%	38%
					ad	ad	a			ab	ab	d	d	bd				a	ab
		50%	50%	7%	20%	40%	34%	3%	5%	10%	35%	31%	27%	27%	15%	81%	9%	6%	4%
At least weekly	701	352	349	74	120	245	262	30	46	88	241	230	198	144	129	597	56	26	22
	33%	33%	32%	31%	33%	32%	33%	22%	29%	43%	37%	37%	34%	30%	27%	33%	29%	24%	34%
										ab	a	cd	d			c			c
		50%	50%	11%	17%	35%	37%	4%	7%	13%	34%	33%	28%	20%	18%	85%	8%	4%	3%
At least monthly	96	51	45	17	16	39	24	6	8	9	28	28	26	21	20	83	7	2	4
	4%	5%	4%	7%	4%	5%	3%	5%	5%	4%	4%	4%	4%	4%	4%	5%	4%	1%	6%
				d		d										c			c
		53%	47%	18%	16%	40%	25%	7%	8%	10%	30%	29%	27%	22%	21%	87%	7%	2%	4%
Less than once a month	115	52	63	18	15	40	42	6	11	10	28	28	29	29	28	101	10	1	3
	5%	5%	6%	8%	4%	5%	5%	4%	7%	5%	4%	4%	5%	6%	6%	6%	5%	1%	5%
																c	c		c
		45%	55%	16%	13%	35%	36%	5%	10%	9%	25%	24%	25%	25%	25%	87%	9%	1%	3%
EVER	1518	755	762	152	269	565	532	61	97	169	510	471	414	358	272	1273	127	65	52
	70%	71%	70%	65%	74%	74%	67%	44%	61%	83%	78%	76%	72%	74%	58%	71%	65%	61%	83%
					ad	ad			a	ab	ab	d	d	d		bc			abc
		50%	50%	10%	18%	37%	35%	4%	6%	11%	34%	31%	27%	24%	18%	84%	8%	4%	3%
Never	433	225	208	57	68	132	176	34	35	25	113	113	126	83	110	349	44	31	9
	20%	21%	19%	25%	19%	17%	22%	24%	22%	12%	17%	18%	22%	17%	23%	20%	23%	29%	14%
				c		c		c	c						ac	d	d	ad	
		52%	48%	13%	16%	30%	41%	8%	8%	6%	26%	26%	29%	19%	25%	81%	10%	7%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 115

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

QP7G (QP11G) SHOWCARD How often, if at all, do you listen to radio through a - Car radio to listen to an FM station. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3049	1508	1541	343	450	991	1264	214	233	312	794	755	920	640	729	1796	421	407	425
Effective Weighted Sample	2077	1027	1050	224	322	670	885	152	160	200	580	522	635	437	507	1564	281	279	376
Total	2155	1068	1088	234	362	760	799	140	159	203	654	619	579	483	470	1790	195	107	63
		50%	50%	11%	17%	35%	37%	6%	7%	9%	30%	29%	27%	22%	22%	83%	9%	5%	3%
Do not have access to device	205	87	118	25	25	63	91	45	27	10	31	35	39	42	89	168	24	11	2
	9%	8%	11%	11%	7%	8%	11%	32%	17%	5%	5%	6%	7%	9%	19%	9%	12%	11%	3%
			a				bc	bcd	cd					abc	d	d	d	d	
		42%	58%	12%	12%	31%	45%	22%	13%	5%	15%	17%	19%	20%	43%	82%	12%	5%	1%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 115

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

QP7G (QP11G) SHOWCARD How often, if at all, do you listen to radio through a - Car radio to listen to an FM station. (SINGLE CODE)

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3049	158	219	219	181	198	196	211	207	207	2155	894	1695	1347	1597	1452
Effective Weighted Sample	2077	146	208	210	168	189	190	200	196	196	1703	401	1165	926	1045	1034
Total	2155	211	334	197	144	172	202	178	104	250	1840	316	1299	852	1118	1037
		10%	15%	9%	7%	8%	9%	8%	5%	12%	85%	15%	60%	40%	52%	48%
Every day	606	37	94	81	27	24	67	54	27	80	508	98	439	166	342	264
	28%	18%	28%	41%	19%	14%	33%	31%	26%	32%	28%	31%	34%	19%	31%	25%
		ade	abdegh				ade	ade	e	ade			b		b	
		6%	16%	13%	5%	4%	11%	9%	4%	13%	84%	16%	72%	27%	56%	44%
At least weekly	701	80	134	51	59	57	56	45	39	76	588	113	418	283	391	310
	33%	38%	40%	26%	41%	33%	28%	25%	37%	30%	32%	36%	32%	33%	35%	30%
		cfg	cfgi		cfgi				cfg						b	
		11%	19%	7%	8%	8%	8%	6%	6%	11%	84%	16%	60%	40%	56%	44%
At least monthly	96	5	32	10	6	8	5	8	1	7	83	12	62	34	38	58
	4%	2%	10%	5%	4%	5%	3%	4%	1%	3%	5%	4%	5%	4%	3%	6%
			afghi	h	h	h		h							a	
		5%	33%	11%	7%	8%	6%	8%	1%	8%	87%	13%	65%	35%	40%	60%
Less than once a month	115	18	12	7	6	19	12	6	4	15	102	13	56	59	52	63
	5%	9%	4%	4%	4%	11%	6%	4%	4%	6%	6%	4%	4%	7%	5%	6%
		g				bcdgh								a		
		16%	11%	6%	5%	17%	11%	6%	4%	13%	89%	11%	48%	51%	45%	55%
EVER	1518	140	273	151	99	107	140	114	71	178	1281	236	974	541	822	696
	70%	67%	82%	76%	69%	63%	69%	64%	68%	71%	70%	75%	75%	64%	73%	67%
			adeefghi	aeg								a	b		b	
		9%	18%	10%	7%	7%	9%	8%	5%	12%	84%	16%	64%	36%	54%	46%
Never	433	47	41	35	33	46	55	42	14	36	372	61	246	185	210	223
	20%	23%	12%	18%	23%	27%	27%	24%	13%	14%	20%	19%	19%	22%	19%	22%
		bh			bhi	bchi	bchi	bhi								
		11%	9%	8%	8%	11%	13%	10%	3%	8%	86%	14%	57%	43%	48%	52%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 115

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

QP7G (QP11G) SHOWCARD How often, if at all, do you listen to radio through a - Car radio to listen to an FM station. (SINGLE CODE)

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3049	158	219	219	181	198	196	211	207	207	2155	894	1695	1347	1597	1452
Effective Weighted Sample	2077	146	208	210	168	189	190	200	196	196	1703	401	1165	926	1045	1034
Total	2155	211	334	197	144	172	202	178	104	250	1840	316	1299	852	1118	1037
		10%	15%	9%	7%	8%	9%	8%	5%	12%	85%	15%	60%	40%	52%	48%
Do not have access to device	205	23	20	12	12	19	7	21	19	36	186	19	79	125	86	118
	9%	11%	6%	6%	8%	11%	3%	12%	18%	14%	10%	6%	6%	15%	8%	11%
		f			f	f		bcf	bcdef	bcf	b		a			
		11%	10%	6%	6%	9%	3%	10%	9%	18%	91%	9%	39%	61%	42%	58%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 116

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

QP7H (QP11H) SHOWCARD How often, if at all, do you listen to radio through a - Car radio to listen to an AM station. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3049	1508	1541	343	450	991	1264	214	233	312	794	755	920	640	729	1796	421	407	425
Effective Weighted Sample	2077	1027	1050	224	322	670	885	152	160	200	580	522	635	437	507	1564	281	279	376
Total	2155	1068	1088	234	362	760	799	140	159	203	654	619	579	483	470	1790	195	107	63
		50%	50%	11%	17%	35%	37%	6%	7%	9%	30%	29%	27%	22%	22%	83%	9%	5%	3%
Every day	128	69	59	12	26	48	42	5	6	18	38	39	30	38	19	105	11	2	10
	6%	6%	5%	5%	7%	6%	5%	3%	4%	9%	6%	6%	5%	8%	4%	6%	6%	2%	16%
										a	d					c	c		abc
		54%	46%	9%	20%	38%	33%	4%	5%	14%	30%	31%	24%	30%	15%	82%	9%	1%	8%
At least weekly	249	140	109	34	37	83	94	8	18	28	90	86	76	46	41	214	25	3	7
	12%	13%	10%	15%	10%	11%	12%	6%	11%	14%	14%	14%	13%	10%	9%	12%	13%	3%	11%
		b								a	a	cd	d			c	c		c
		56%	44%	14%	15%	33%	38%	3%	7%	11%	36%	35%	30%	19%	17%	86%	10%	1%	3%
At least monthly	78	46	32	4	9	43	21	5	2	6	38	25	25	17	10	66	8	1	3
	4%	4%	3%	2%	3%	6%	3%	4%	1%	3%	6%	4%	4%	4%	2%	4%	4%	1%	5%
						abd				b			d			c	c		c
		59%	41%	6%	12%	55%	27%	6%	3%	8%	49%	32%	32%	22%	13%	84%	10%	1%	4%
Less than once a month	129	64	66	17	30	45	37	3	10	13	36	42	33	27	27	107	15	4	3
	6%	6%	6%	7%	8%	6%	5%	2%	6%	6%	6%	7%	6%	6%	6%	6%	8%	4%	4%
					d					a									
		49%	51%	13%	23%	35%	28%	2%	8%	10%	28%	33%	26%	21%	21%	83%	12%	3%	2%
EVER	583	318	265	68	102	219	194	20	36	66	203	192	164	128	97	491	59	11	23
	27%	30%	24%	29%	28%	29%	24%	15%	23%	32%	31%	31%	28%	27%	21%	27%	30%	10%	36%
		b				d				ab	ab	d	d	d		c	c		ac
		55%	45%	12%	18%	38%	33%	3%	6%	11%	35%	33%	28%	22%	17%	84%	10%	2%	4%
Never	1352	655	697	137	231	480	503	71	91	127	418	391	374	307	278	1122	108	84	37
	63%	61%	64%	59%	64%	63%	63%	51%	57%	62%	64%	63%	65%	64%	59%	63%	55%	79%	59%
										a	a					b		abd	
		48%	52%	10%	17%	36%	37%	5%	7%	9%	31%	29%	28%	23%	21%	83%	8%	6%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 116

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QP7H (QP11H) SHOWCARD How often, if at all, do you listen to radio through a - Car radio to listen to an AM station. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3049	1508	1541	343	450	991	1264	214	233	312	794	755	920	640	729	1796	421	407	425
Effective Weighted Sample	2077	1027	1050	224	322	670	885	152	160	200	580	522	635	437	507	1564	281	279	376
Total	2155	1068	1088	234	362	760	799	140	159	203	654	619	579	483	470	1790	195	107	63
		50%	50%	11%	17%	35%	37%	6%	7%	9%	30%	29%	27%	22%	22%	83%	9%	5%	3%
Do not have access to device	220	95	125	29	28	61	102	49	31	11	33	37	41	47	95	177	28	12	3
	10%	9%	12%	12%	8%	8%	13%	35%	20%	5%	5%	6%	7%	10%	20%	10%	14%	11%	5%
				c			bc	bcd	cd					a	abc	d	ad	d	
		43%	57%	13%	13%	28%	46%	22%	14%	5%	15%	17%	19%	21%	43%	80%	13%	6%	1%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 116

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

QP7H (QP11H) SHOWCARD How often, if at all, do you listen to radio through a - Car radio to listen to an AM station. (SINGLE CODE)

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3049	158	219	219	181	198	196	211	207	207	2155	894	1695	1347	1597	1452
Effective Weighted Sample	2077	146	208	210	168	189	190	200	196	196	1703	401	1165	926	1045	1034
Total	2155	211	334	197	144	172	202	178	104	250	1840	316	1299	852	1118	1037
		10%	15%	9%	7%	8%	9%	8%	5%	12%	85%	15%	60%	40%	52%	48%
Every day	128	22	21	5	5	9	19	6	3	15	107	20	100	27	71	57
	6%	11%	6%	3%	4%	5%	9%	3%	3%	6%	6%	6%	8%	3%	6%	5%
		cdgh					cdgh						b			
		17%	16%	4%	4%	7%	14%	5%	2%	11%	84%	16%	78%	21%	56%	44%
At least weekly	249	56	57	8	17	13	15	21	6	20	213	36	153	96	121	128
	12%	27%	17%	4%	12%	8%	7%	12%	6%	8%	12%	11%	12%	11%	11%	12%
		bcdefghi	cefhi		ch		ch									
		22%	23%	3%	7%	5%	6%	9%	2%	8%	86%	14%	61%	39%	48%	52%
At least monthly	78	7	28	6	1	6	2	4	2	9	69	8	63	15	30	48
	4%	3%	8%	3%	1%	4%	1%	3%	2%	4%	4%	3%	5%	2%	3%	5%
			cd fgh										b		a	
			9%	36%	8%	2%	8%	3%	2%	12%	89%	11%	81%	19%	39%	61%
Less than once a month	129	23	27	10	4	12	10	9	3	8	105	24	83	46	65	64
	6%	11%	8%	5%	2%	7%	5%	5%	3%	3%	6%	8%	6%	5%	6%	6%
		cd fghi	dhi		d											
		18%	21%	8%	3%	10%	8%	7%	3%	6%	81%	19%	64%	35%	50%	50%
EVER	583	108	133	30	28	41	46	41	14	51	495	89	397	184	286	297
	27%	51%	40%	15%	19%	24%	23%	23%	14%	20%	27%	28%	31%	22%	26%	29%
		bcdefghi	cdefghi		ch	h	h						b			
		18%	23%	5%	5%	7%	8%	7%	2%	9%	85%	15%	68%	32%	49%	51%
Never	1352	80	177	154	105	112	150	115	70	159	1146	206	816	533	738	614
	63%	38%	53%	78%	73%	65%	74%	65%	67%	64%	62%	65%	63%	63%	66%	59%
		a	abeghi	ab	ab	abgi	ab	ab	ab	ab					b	
		6%	13%	11%	8%	8%	11%	8%	5%	12%	85%	15%	60%	39%	55%	45%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 116

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

QP7H (QP11H) SHOWCARD How often, if at all, do you listen to radio through a - Car radio to listen to an AM station. (SINGLE CODE)

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3049	158	219	219	181	198	196	211	207	207	2155	894	1695	1347	1597	1452
Effective Weighted Sample	2077	146	208	210	168	189	190	200	196	196	1703	401	1165	926	1045	1034
Total	2155	211	334	197	144	172	202	178	104	250	1840	316	1299	852	1118	1037
		10%	15%	9%	7%	8%	9%	8%	5%	12%	85%	15%	60%	40%	52%	48%
Do not have access to device	220	23	24	12	11	19	7	22	19	40	200	21	85	135	94	126
	10%	11%	7%	6%	8%	11%	3%	12%	19%	16%	11%	7%	7%	16%	8%	12%
		f				f		cf	abcdef	bcd	b		a			a
		10%	11%	6%	5%	9%	3%	10%	9%	18%	91%	9%	39%	61%	43%	57%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 117

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

QP71 (QP111) SHOWCARD How often, if at all, do you listen to radio through a - Car radio with DAB. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3049	1508	1541	343	450	991	1264	214	233	312	794	755	920	640	729	1796	421	407	425
Effective Weighted Sample	2077	1027	1050	224	322	670	885	152	160	200	580	522	635	437	507	1564	281	279	376
Total	2155	1068	1088	234	362	760	799	140	159	203	654	619	579	483	470	1790	195	107	63
		50%	50%	11%	17%	35%	37%	6%	7%	9%	30%	29%	27%	22%	22%	83%	9%	5%	3%
Every day	423	230	193	27	80	178	138	8	18	31	161	151	124	96	52	331	47	30	15
	20%	22%	18%	11%	22%	23%	17%	6%	11%	15%	25%	24%	21%	20%	11%	18%	24%	28%	24%
		b	a	a	a	ad	a			a	abc	d	d	d		a	a	a	a
		54%	46%	6%	19%	42%	33%	2%	4%	7%	38%	36%	29%	23%	12%	78%	11%	7%	4%
At least weekly	326	158	168	41	57	118	110	8	15	33	128	126	89	65	46	277	29	11	9
	15%	15%	15%	18%	16%	16%	14%	6%	10%	16%	20%	20%	15%	14%	10%	15%	15%	10%	15%
										a	ab	bcd	d		c				
		49%	51%	13%	17%	36%	34%	3%	5%	10%	39%	39%	27%	20%	14%	85%	9%	3%	3%
At least monthly	174	82	92	22	26	63	63	12	16	18	59	52	44	34	43	151	17	5	2
	8%	8%	8%	10%	7%	8%	8%	8%	10%	9%	9%	8%	8%	7%	9%	8%	8%	4%	3%
																cd	cd		
		47%	53%	13%	15%	36%	36%	7%	9%	11%	34%	30%	25%	19%	25%	87%	9%	3%	1%
Less than once a month	56	28	28	13	12	24	7	3	2	6	18	12	16	13	16	50	5	1	1
	3%	3%	3%	6%	3%	3%	1%	2%	1%	3%	3%	2%	3%	3%	3%	3%	2%	1%	2%
				d	d	d										c			
		50%	50%	24%	21%	42%	13%	5%	3%	11%	32%	21%	29%	22%	28%	88%	8%	1%	2%
EVER	980	500	481	104	175	383	319	31	52	88	366	342	273	207	156	809	97	47	27
	45%	47%	44%	44%	48%	50%	40%	22%	32%	43%	56%	55%	47%	43%	33%	45%	50%	44%	43%
					d	d			a	ab	abc	bcd	d	d					
		51%	49%	11%	18%	39%	33%	3%	5%	9%	37%	35%	28%	21%	16%	83%	10%	5%	3%
Never	532	248	284	65	91	166	209	42	39	48	110	131	130	120	150	421	56	31	24
	25%	23%	26%	28%	25%	22%	26%	30%	25%	24%	17%	21%	22%	25%	32%	24%	29%	29%	37%
							c	d	d	d					abc				abc
		47%	53%	12%	17%	31%	39%	8%	7%	9%	21%	25%	24%	23%	28%	79%	10%	6%	4%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 117

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

QP71 (QP111) SHOWCARD How often, if at all, do you listen to radio through a - Car radio with DAB. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3049	1508	1541	343	450	991	1264	214	233	312	794	755	920	640	729	1796	421	407	425
Effective Weighted Sample	2077	1027	1050	224	322	670	885	152	160	200	580	522	635	437	507	1564	281	279	376
Total	2155	1068	1088	234	362	760	799	140	159	203	654	619	579	483	470	1790	195	107	63
		50%	50%	11%	17%	35%	37%	6%	7%	9%	30%	29%	27%	22%	22%	83%	9%	5%	3%
Do not have access to device	643	320	323	65	96	211	271	67	68	67	178	147	176	156	164	560	42	29	12
	30%	30%	30%	28%	27%	28%	34%	48%	43%	33%	27%	24%	30%	32%	35%	31%	22%	27%	19%
							bc	cd	d			a	a	a	bd			d	
		50%	50%	10%	15%	33%	42%	10%	11%	10%	28%	23%	27%	24%	25%	87%	7%	5%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 117

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QP71 (QP111) SHOWCARD How often, if at all, do you listen to radio through a - Car radio with DAB. (SINGLE CODE)

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3049	158	219	219	181	198	196	211	207	207	2155	894	1695	1347	1597	1452
Effective Weighted Sample	2077	146	208	210	168	189	190	200	196	196	1703	401	1165	926	1045	1034
Total	2155	211	334	197	144	172	202	178	104	250	1840	316	1299	852	1118	1037
		10%	15%	9%	7%	8%	9%	8%	5%	12%	85%	15%	60%	40%	52%	48%
Every day	423	35	43	47	28	35	47	30	19	47	342	81	321	99	256	168
	20%	17%	13%	24%	19%	20%	23%	17%	18%	19%	19%	26%	25%	12%	23%	16%
			b	b	b	b	b	b			a	a	b	b	b	b
		8%	10%	11%	7%	8%	11%	7%	4%	11%	81%	19%	76%	23%	60%	40%
At least weekly	326	39	72	24	18	27	23	20	18	36	282	45	199	126	181	145
	15%	18%	21%	12%	13%	16%	11%	11%	17%	15%	15%	14%	15%	15%	16%	14%
			cd	cd	cd	cd	cd	cd			b	b	b	b	b	b
		12%	22%	7%	6%	8%	7%	6%	5%	11%	86%	14%	61%	39%	55%	45%
At least monthly	174	42	24	12	7	8	28	12	7	12	159	15	98	76	56	118
	8%	20%	7%	6%	5%	5%	14%	7%	7%	5%	9%	5%	8%	9%	5%	11%
		bcdeghi					bcdeghi				b				a	a
		24%	14%	7%	4%	5%	16%	7%	4%	7%	91%	9%	56%	44%	32%	68%
Less than once a month	56	14	14	3	1	3	6	1	3	4	48	8	31	25	24	33
	3%	7%	4%	2%	1%	2%	3%	1%	3%	1%	3%	3%	2%	3%	2%	3%
		cdegi	dg													
		25%	26%	6%	2%	6%	10%	2%	5%	7%	85%	15%	54%	44%	42%	58%
EVER	980	130	154	86	54	74	103	63	46	99	831	150	650	326	517	463
	45%	62%	46%	44%	38%	43%	51%	36%	44%	40%	45%	47%	50%	38%	46%	45%
		bcdeghi	g				dgi						b			
		13%	16%	9%	6%	8%	11%	6%	5%	10%	85%	15%	66%	33%	53%	47%
Never	532	52	65	55	30	55	67	57	3	37	451	81	305	226	245	286
	25%	25%	20%	28%	21%	32%	33%	32%	3%	15%	25%	26%	23%	27%	22%	28%
		hi	h	bhi	h	bdhi	bdhi	bdhi		h					a	a
		10%	12%	10%	6%	10%	13%	11%	1%	7%	85%	15%	57%	43%	46%	54%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 117

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QP71 (QP111) SHOWCARD How often, if at all, do you listen to radio through a - Car radio with DAB. (SINGLE CODE)

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3049	158	219	219	181	198	196	211	207	207	2155	894	1695	1347	1597	1452
Effective Weighted Sample	2077	146	208	210	168	189	190	200	196	196	1703	401	1165	926	1045	1034
Total	2155	211	334	197	144	172	202	178	104	250	1840	316	1299	852	1118	1037
		10%	15%	9%	7%	8%	9%	8%	5%	12%	85%	15%	60%	40%	52%	48%
Do not have access to device	643	28	115	56	60	43	32	57	54	114	558	85	344	299	356	288
	30%	13%	34%	29%	42%	25%	16%	32%	52%	46%	30%	27%	26%	35%	32%	28%
			af	af	acef	af	af	af	abcdefg	abcefg			a	a	b	
		4%	18%	9%	9%	7%	5%	9%	8%	18%	87%	13%	53%	47%	55%	45%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 118

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

QP7J (QP11J) SHOWCARD How often, if at all, do you listen to radio through a - Smart speaker such as Amazon Echo, Google Home or Apple HomePod. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3049	1508	1541	343	450	991	1264	214	233	312	794	755	920	640	729	1796	421	407	425
Effective Weighted Sample	2077	1027	1050	224	322	670	885	152	160	200	580	522	635	437	507	1564	281	279	376
Total	2155	1068	1088	234	362	760	799	140	159	203	654	619	579	483	470	1790	195	107	63
		50%	50%	11%	17%	35%	37%	6%	7%	9%	30%	29%	27%	22%	22%	83%	9%	5%	3%
Every day	61	28	32	5	12	30	13	-	2	4	24	23	17	14	6	50	6	4	1
	3%	3%	3%	2%	3%	4%	2%	-%	1%	2%	4%	4%	3%	3%	1%	3%	3%	4%	2%
				d		d				a	a	d							
		47%	53%	8%	20%	50%	21%	-%	4%	7%	40%	38%	28%	24%	10%	82%	10%	6%	2%
At least weekly	95	57	38	13	19	44	19	1	4	9	40	39	24	19	13	84	5	3	2
	4%	5%	3%	6%	5%	6%	2%	1%	3%	4%	6%	6%	4%	4%	3%	5%	3%	3%	4%
		b		d	d	d				a	a	d							
		60%	40%	14%	20%	46%	20%	1%	5%	10%	43%	41%	25%	20%	14%	89%	6%	3%	3%
At least monthly	25	16	9	8	1	10	6	-	1	1	13	8	8	6	2	21	1	*	3
	1%	1%	1%	3%	*%	1%	1%	-%	1%	1%	2%	1%	1%	1%	*%	1%	1%	*%	4%
				bcd															abc
		63%	37%	32%	4%	39%	25%	-%	3%	5%	52%	33%	33%	26%	8%	83%	4%	2%	11%
Less than once a month	41	26	15	10	7	16	9	*	*	2	15	19	9	7	6	35	4	*	2
	2%	2%	1%	4%	2%	2%	1%	*%	*%	1%	2%	3%	2%	1%	1%	2%	2%	*%	3%
				d															c
		63%	37%	25%	16%	38%	21%	*%	*%	5%	37%	45%	23%	17%	15%	84%	9%	1%	5%
EVER	221	127	94	37	38	99	47	1	7	17	92	89	59	47	27	189	16	8	8
	10%	12%	9%	16%	11%	13%	6%	1%	5%	8%	14%	14%	10%	10%	6%	11%	8%	7%	13%
		b		d	d	d			a	a	abc	bcd	d	d					c
		57%	43%	17%	17%	45%	21%	1%	3%	8%	42%	40%	26%	21%	12%	85%	7%	4%	4%
Never	1190	570	620	126	201	439	423	67	82	110	337	342	314	265	268	959	128	62	42
	55%	53%	57%	54%	56%	58%	53%	48%	52%	54%	51%	55%	54%	55%	57%	54%	66%	58%	66%
				a													a		ac
		48%	52%	11%	17%	37%	36%	6%	7%	9%	28%	29%	26%	22%	23%	81%	11%	5%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 118

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QP7J (QP11J) SHOWCARD How often, if at all, do you listen to radio through a - Smart speaker such as Amazon Echo, Google Home or Apple HomePod. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3049	1508	1541	343	450	991	1264	214	233	312	794	755	920	640	729	1796	421	407	425
Effective Weighted Sample	2077	1027	1050	224	322	670	885	152	160	200	580	522	635	437	507	1564	281	279	376
Total	2155	1068	1088	234	362	760	799	140	159	203	654	619	579	483	470	1790	195	107	63
		50%	50%	11%	17%	35%	37%	6%	7%	9%	30%	29%	27%	22%	22%	83%	9%	5%	3%
Do not have access to device	744	371	373	71	122	222	329	72	69	76	225	189	206	171	175	642	51	37	14
	35%	35%	34%	30%	34%	29%	41%	52%	43%	38%	34%	30%	36%	36%	37%	36%	26%	35%	21%
							abc	cd	d					a		bd		bd	
		50%	50%	10%	16%	30%	44%	10%	9%	10%	30%	25%	28%	23%	23%	86%	7%	5%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QP7J (QP11J) SHOWCARD How often, if at all, do you listen to radio through a - Smart speaker such as Amazon Echo, Google Home or Apple HomePod. (SINGLE CODE)

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH	
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b	
Significance Level: 95%																	
Unweighted total	3049	158	219	219	181	198	196	211	207	207	2155	894	1695	1347	1597	1452	
Effective Weighted Sample	2077	146	208	210	168	189	190	200	196	196	1703	401	1165	926	1045	1034	
Total	2155	211	334	197	144	172	202	178	104	250	1840	316	1299	852	1118	1037	
		10%	15%	9%	7%	8%	9%	8%	5%	12%	85%	15%	60%	40%	52%	48%	
Every day	61	6	5	6	5	5	11	4	1	7	54	7	41	19	32	28	
	3%	3%	2%	3%	3%	3%	6%	2%	1%	3%	3%	2%	3%	2%	3%	3%	
					h		bh										
		9%	9%	9%	8%	8%	19%	7%	1%	11%	89%	11%	68%	31%	53%	47%	
At least weekly	95	14	17	7	5	9	11	5	6	11	84	11	68	26	56	38	
	4%	6%	5%	3%	4%	5%	5%	3%	5%	4%	5%	3%	5%	3%	5%	4%	
		14%	18%	7%	6%	9%	11%	5%	6%	12%	89%	11%	72%	28%	60%	40%	
At least monthly	25	-	7	2	2	2	3	2	1	1	20	5	17	8	14	11	
	1%	-%	2%	1%	1%	1%	1%	1%	1%	*%	1%	2%	1%	1%	1%	1%	
		-%	30%	8%	8%	8%	12%	7%	5%	4%	81%	19%	68%	32%	55%	45%	
			h														
Less than once a month	41	2	11	3	2	5	2	4	-	6	33	8	30	11	18	22	
	2%	1%	3%	1%	2%	3%	1%	2%	-%	2%	2%	2%	2%	1%	2%	2%	
			h			h		h		h							
		4%	26%	7%	6%	13%	5%	9%	-%	14%	81%	19%	72%	28%	45%	55%	
EVER	221	21	41	17	15	21	27	15	8	25	191	30	156	65	121	100	
	10%	10%	12%	9%	10%	12%	13%	8%	7%	10%	10%	10%	12%	8%	11%	10%	
							h						b				
		10%	18%	8%	7%	9%	12%	7%	3%	11%	86%	14%	71%	29%	55%	45%	
Never	1190	130	179	103	54	89	154	114	32	104	1016	174	742	444	585	605	
	55%	62%	54%	52%	38%	52%	76%	64%	31%	42%	55%	55%	57%	52%	52%	58%	
		dhi	dhi	dhi		dhi	abcdeghi	bcdehi		h			b		a		
		11%	15%	9%	5%	8%	13%	10%	3%	9%	85%	15%	62%	37%	49%	51%	

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

OfCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QP7J (QP11J) SHOWCARD How often, if at all, do you listen to radio through a - Smart speaker such as Amazon Echo, Google Home or Apple HomePod. (SINGLE CODE)

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3049	158	219	219	181	198	196	211	207	207	2155	894	1695	1347	1597	1452
Effective Weighted Sample	2077	146	208	210	168	189	190	200	196	196	1703	401	1165	926	1045	1034
Total	2155	211	334	197	144	172	202	178	104	250	1840	316	1299	852	1118	1037
		10%	15%	9%	7%	8%	9%	8%	5%	12%	85%	15%	60%	40%	52%	48%
Do not have access to device	744	59	114	77	75	62	22	49	64	121	633	111	400	343	412	332
	35%	28%	34%	39%	52%	36%	11%	28%	61%	48%	34%	35%	31%	40%	37%	32%
		f	f	afg	abcefg	f	f	f	abcefgi	abefg				a	b	
		8%	15%	10%	10%	8%	3%	7%	9%	16%	85%	15%	54%	46%	55%	45%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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SUMMARY - EVER USE DIGITAL RADIO

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3049	1508	1541	343	450	991	1264	214	233	312	794	755	920	640	729	1796	421	407	425
Effective Weighted Sample	2077	1027	1050	224	322	670	885	152	160	200	580	522	635	437	507	1564	281	279	376
Total	2155	1068	1088	234	362	760	799	140	159	203	654	619	579	483	470	1790	195	107	63
YES, EVER USED	1653	832	821	180	277	614	582	77	108	154	562	530	470	354	297	1385	148	80	41
	77%	78%	76%	77%	77%	81%	73%	55%	68%	76%	86%	86%	81%	73%	63%	77%	76%	74%	64%
						d			a	a	abc	cd	cd	d	d	d	d	d	
		50%	50%	11%	17%	37%	35%	5%	7%	9%	34%	32%	28%	21%	18%	84%	9%	5%	2%
YES, USE AT LEAST MONTHLY	1547	780	766	155	258	581	553	68	99	142	541	500	446	329	271	1293	141	76	37
	72%	73%	70%	66%	71%	76%	69%	49%	62%	70%	83%	81%	77%	68%	58%	72%	72%	71%	58%
						ad			a	a	abc	cd	cd	d	d	d	d	d	
		50%	50%	10%	17%	38%	36%	4%	6%	9%	35%	32%	29%	21%	18%	84%	9%	5%	2%
YES, USE AT LEAST WEEKLY	1352	687	665	127	215	507	503	61	85	123	474	444	383	292	232	1125	123	71	34
	63%	64%	61%	54%	60%	67%	63%	43%	54%	61%	72%	72%	66%	60%	49%	63%	63%	66%	53%
						ab	a			a	abc	bcd	d	d	d	d	d	d	
		51%	49%	9%	16%	37%	37%	4%	6%	9%	35%	33%	28%	22%	17%	83%	9%	5%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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SUMMARY - EVER USE DIGITAL RADIO

Base : Those who listen to radio

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3049	158	219	219	181	198	196	211	207	207	2155	894	1695	1347	1597	1452
Effective Weighted Sample	2077	146	208	210	168	189	190	200	196	196	1703	401	1165	926	1045	1034
Total	2155	211	334	197	144	172	202	178	104	250	1840	316	1299	852	1118	1037
YES, EVER USED	1653	170	285	154	100	130	164	126	87	169	1406	247	1046	602	890	764
	77%	81%	85%	78%	70%	76%	81%	71%	83%	68%	76%	78%	81%	71%	80%	74%
		dgi	cdegi	i			dgi		dgi				b		b	
		10%	17%	9%	6%	8%	10%	8%	5%	10%	85%	15%	63%	36%	54%	46%
YES, USE AT LEAST MONTHLY	1547	151	263	148	93	119	155	120	82	162	1314	233	990	552	831	716
	72%	72%	79%	75%	65%	69%	77%	68%	79%	65%	71%	74%	76%	65%	74%	69%
			degi	di			di		degi				b		b	
		10%	17%	10%	6%	8%	10%	8%	5%	10%	85%	15%	64%	36%	54%	46%
YES, USE AT LEAST WEEKLY	1352	112	238	138	83	108	123	102	72	148	1143	209	865	483	741	611
	63%	53%	71%	70%	58%	63%	61%	57%	70%	59%	62%	66%	67%	57%	66%	59%
			adfgi	adgi			adgi		adgi				b		b	
		8%	18%	10%	6%	8%	9%	8%	5%	11%	85%	15%	64%	36%	55%	45%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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SUMMARY - EVER USE DIGITAL RADIO

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
YES, EVER USED	1653	832	821	180	277	614	582	77	108	154	562	530	470	354	297	1385	148	80	41
	62%	64%	60%	50%	59%	67%	63%	40%	54%	62%	75%	74%	66%	61%	45%	62%	63%	60%	55%
		b	a	a	a	ab	a	a	a	a	abc	bcd	d	d	d	d	d	d	d
		50%	50%	11%	17%	37%	35%	5%	7%	9%	34%	32%	28%	21%	18%	84%	9%	5%	2%
YES, USE AT LEAST MONTHLY	1547	780	766	155	258	581	553	68	99	142	541	500	446	329	271	1293	141	76	37
	58%	60%	56%	43%	54%	63%	60%	35%	50%	58%	73%	70%	62%	57%	41%	58%	60%	57%	50%
		b	a	a	a	ab	a	a	a	a	abc	bcd	cd	d	d	d	d	d	d
		50%	50%	10%	17%	38%	36%	4%	6%	9%	35%	32%	29%	21%	18%	84%	9%	5%	2%
YES, USE AT LEAST WEEKLY	1352	687	665	127	215	507	503	61	85	123	474	444	383	292	232	1125	123	71	34
	51%	53%	48%	35%	45%	55%	54%	32%	43%	50%	64%	62%	54%	50%	35%	50%	53%	54%	46%
		b	a	a	a	ab	ab	a	a	a	abc	bcd	d	d	d	d	d	d	d
		51%	49%	9%	16%	37%	37%	4%	6%	9%	35%	33%	28%	22%	17%	83%	9%	5%	2%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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SUMMARY - EVER USE DIGITAL RADIO

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
YES, EVER USED	1653	170	285	154	100	130	164	126	87	169	1406	247	1046	602	890	764
	62%	50%	79%	68%	52%	55%	67%	56%	76%	57%	61%	69%	67%	54%	69%	55%
		10%	acdefgi 17%	adegi 9%	6%	8%	adegi 10%	8%	adefgi 5%	10%	85%	15%	63%	36%	54%	46%
YES, USE AT LEAST MONTHLY	1547	151	263	148	93	119	155	120	82	162	1314	233	990	552	831	716
	58%	45%	73%	66%	49%	51%	63%	53%	72%	54%	57%	65%	64%	49%	65%	52%
		10%	adefgi 17%	adegi 10%	6%	8%	adeg 10%	8%	adefgi 5%	10%	85%	15%	64%	36%	54%	46%
YES, USE AT LEAST WEEKLY	1352	112	238	138	83	108	123	102	72	148	1143	209	865	483	741	611
	51%	33%	66%	62%	43%	46%	50%	45%	63%	50%	49%	59%	56%	43%	58%	44%
		8%	adefgi 18%	adefgi 10%	a 6%	a 8%	a 9%	a 8%	adefgi 5%	a 11%	85%	a 15%	b 64%	b 36%	b 55%	b 45%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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SUMMARY - EVER LISTEN TO RADIO

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
YES, EVER USED	2142	1063	1079	233	359	753	797	140	158	202	650	614	578	480	465	1778	195	107	63
	80%	82%	78%	65%	76%	82%	86%	73%	80%	82%	87%	86%	81%	83%	70%	79%	84%	81%	85%
		b	a	a	a	ab	abc	a	a	a	abc	bd	d	d	a	a	a	a	a
		50%	50%	11%	17%	35%	37%	7%	7%	9%	30%	29%	27%	22%	22%	83%	9%	5%	3%
YES, USE AT LEAST MONTHLY	2065	1027	1038	212	346	731	777	132	148	199	639	597	554	463	448	1709	190	105	61
	77%	79%	76%	59%	73%	80%	84%	69%	75%	81%	86%	84%	78%	80%	68%	76%	82%	80%	82%
		b	a	a	a	ab	abc	a	a	a	ab	bd	d	d	a	a	a	a	a
		50%	50%	10%	17%	35%	38%	6%	7%	10%	31%	29%	27%	22%	22%	83%	9%	5%	3%
YES, USE AT LEAST WEEKLY	1986	987	1000	196	322	709	759	126	142	190	621	583	529	448	423	1638	188	103	58
	74%	76%	73%	55%	68%	77%	82%	66%	72%	77%	83%	82%	74%	77%	64%	73%	80%	78%	79%
		a	ab	a	a	ab	abc	a	a	a	abc	bd	d	d	a	a	a	a	a
		50%	50%	10%	16%	36%	38%	6%	7%	10%	31%	29%	27%	23%	21%	82%	9%	5%	3%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 121

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SUMMARY - EVER LISTEN TO RADIO

Base : All respondents

	Total	ENGLAND REGIONS								URBANITY		WORKING		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
YES, EVER USED	2142	206	334	195	144	172	201	177	104	246	1827	315	1287	850	1113	1028
	80%	61%	93%	87%	75%	73%	82%	78%	91%	82%	79%	89%	83%	76%	87%	74%
			acdefgi	adeg	a	a	ae	a	adefgi	ae		a	b	b	b	
		10%	16%	9%	7%	8%	9%	8%	5%	11%	85%	15%	60%	40%	52%	48%
YES, USE AT LEAST MONTHLY	2065	181	327	191	142	163	195	168	101	241	1760	306	1246	815	1078	987
	77%	53%	91%	85%	74%	69%	79%	74%	88%	81%	76%	86%	80%	73%	84%	71%
			adefgi	adeg	a	a	ae	a	adefgi	ae		a	b	b	b	
		9%	16%	9%	7%	8%	9%	8%	5%	12%	85%	15%	60%	39%	52%	48%
YES, USE AT LEAST WEEKLY	1986	162	317	188	135	157	182	160	99	238	1690	296	1201	781	1050	936
	74%	48%	88%	84%	70%	67%	74%	70%	86%	80%	73%	83%	77%	70%	82%	67%
			adefgi	adefg	a	a	a	a	adefg	adeg		a	b	b	b	
		8%	16%	9%	7%	8%	9%	8%	5%	12%	85%	15%	60%	39%	53%	47%

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 122

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QP8 (QP16). SHOWCARD In which of these ways do you listen to radio on your mobile phone? (MULTI CODE)

Base : Those who listen to radio via a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	b	~c	~d
Unweighted total	686	372	314	141	166	258	121	29	36	64	257	199	246	128	112	462	101	54	69
Effective Weighted Sample	493	270	223	95	121	190	90	22	25	40	195	150	172	89	86	399	69	38	60
Total	579	320	259	109	144	238	88	26	28	47	237	195	177	111	96	504	49	16	10
		55%	45%	19%	25%	41%	15%	**	**	**	41%	34%	31%	19%	17%	87%	8%	**	**
Via a downloaded app such as RadioPlayer, BBC Radio iPlayer or Tunein	226	122	104	33	53	103	36	**	**	**	110	84	69	45	28	200	13	**	**
	39%	38%	40%	30%	37%	43%	40%	**	**	**	47%	43%	39%	40%	29%	40%	27%	**	**
		54%	46%	15%	24%	46%	16%	**	**	**	49%	37%	31%	20%	12%	89%	6%	**	**
Live via a station website	210	123	87	47	52	78	33	**	**	**	96	71	72	34	32	186	16	**	**
	36%	38%	34%	44%	36%	33%	37%	**	**	**	41%	37%	41%	31%	34%	37%	34%	**	**
		58%	42%	23%	25%	37%	16%	**	**	**	46%	34%	34%	16%	15%	89%	8%	**	**
Live via a built in FM radio	204	115	89	35	43	91	35	**	**	**	81	67	63	39	35	180	18	**	**
	35%	36%	34%	32%	30%	38%	39%	**	**	**	34%	34%	36%	35%	36%	36%	36%	**	**
		57%	43%	17%	21%	44%	17%	**	**	**	40%	33%	31%	19%	17%	88%	9%	**	**
Via radio podcasts	81	44	36	28	15	29	9	**	**	**	24	31	24	14	12	71	4	**	**
	14%	14%	14%	26%	10%	12%	10%	**	**	**	10%	16%	13%	13%	12%	14%	8%	**	**
		55%	45%	bcd	18%	36%	11%	**	**	**	30%	38%	29%	18%	15%	88%	5%	**	**
Other ways	10	4	6	2	3	4	-	**	**	**	2	3	*	3	3	9	*	**	**
	2%	1%	2%	2%	2%	2%	-%	**	**	**	1%	2%	*%	3%	3%	2%	*%	**	**
		38%	62%	21%	35%	43%	-%	**	**	**	24%	33%	5%	28%	34%	93%	2%	**	**
Don't know	23	13	10	6	6	7	4	**	**	**	4	5	7	7	4	20	2	**	**
	4%	4%	4%	5%	4%	3%	5%	**	**	**	2%	3%	4%	6%	4%	4%	3%	**	**
		55%	45%	25%	25%	31%	18%	**	**	**	17%	21%	32%	29%	17%	87%	7%	**	**

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

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 122

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QP8 (QP16). SHOWCARD In which of these ways do you listen to radio on your mobile phone? (MULTI CODE)

Base : Those who listen to radio via a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	686	51	84	65	44	33	42	52	52	39	514	172	486	197	354	332
Effective Weighted Sample	493	47	80	62	40	32	41	48	49	37	414	82	349	143	240	254
Total	579	71	136	62	36	31	45	43	29	52	503	77	426	150	296	283
		**	**	**	**	**	**	**	**	**	87%	13%	74%	26%	51%	49%
Via a downloaded app such as RadioPlayer, BBC Radio iPlayer or Tunein	226	**	**	**	**	**	**	**	**	**	193	32	176	48	129	96
	39%	**	**	**	**	**	**	**	**	**	38%	42%	41%	32%	44%	34%
		**	**	**	**	**	**	**	**	**	86%	14%	78%	21%	57%	43%
Live via a station website	210	**	**	**	**	**	**	**	**	**	193	17	162	48	102	108
	36%	**	**	**	**	**	**	**	**	**	38%	22%	38%	32%	34%	38%
		**	**	**	**	**	**	**	**	**	b					
		**	**	**	**	**	**	**	**	**	92%	8%	77%	23%	49%	51%
Live via a built in FM radio	204	**	**	**	**	**	**	**	**	**	178	26	147	57	94	110
	35%	**	**	**	**	**	**	**	**	**	35%	34%	34%	38%	32%	39%
		**	**	**	**	**	**	**	**	**	87%	13%	72%	28%	46%	54%
Via radio podcasts	81	**	**	**	**	**	**	**	**	**	65	15	53	27	35	46
	14%	**	**	**	**	**	**	**	**	**	13%	20%	13%	18%	12%	16%
		**	**	**	**	**	**	**	**	**	81%	19%	66%	34%	43%	57%
Other ways	10	**	**	**	**	**	**	**	**	**	9	1	7	3	3	7
	2%	**	**	**	**	**	**	**	**	**	2%	2%	2%	2%	1%	2%
		**	**	**	**	**	**	**	**	**	87%	13%	70%	30%	32%	68%
Don't know	23	**	**	**	**	**	**	**	**	**	20	3	15	7	10	13
	4%	**	**	**	**	**	**	**	**	**	4%	3%	4%	5%	3%	5%
		**	**	**	**	**	**	**	**	**	89%	11%	65%	30%	44%	56%

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

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QP9 (QP14). SHOWCARD Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)

Base : All aware of digital radio or with any type of digital radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3234	1618	1616	421	496	1072	1244	219	245	336	833	790	1005	661	769	1941	445	444	404
Effective Weighted Sample	2249	1124	1125	288	361	733	890	158	174	221	617	547	709	462	552	1696	303	309	359
Total	2316	1159	1157	296	399	822	799	145	169	223	694	642	644	507	516	1921	212	122	60
		50%	50%	13%	17%	35%	35%	6%	7%	10%	30%	28%	28%	22%	22%	83%	9%	5%	3%
Clear and high quality sound/ interference free	1353	715	638	156	221	525	450	63	98	136	477	427	391	274	258	1142	109	73	29
	58%	62%	55%	53%	55%	64%	56%	44%	58%	61%	69%	66%	61%	54%	50%	59%	51%	60%	48%
		b				abd			a	a	abc	bcd	cd			bd		bd	
		53%	47%	12%	16%	39%	33%	5%	7%	10%	35%	32%	29%	20%	19%	84%	8%	5%	2%
A wider choice of radio stations/ digital-only radio stations	1236	642	595	163	210	503	361	52	89	125	455	380	351	281	223	1034	103	65	34
	53%	55%	51%	55%	53%	61%	45%	36%	53%	56%	66%	59%	55%	55%	43%	54%	49%	54%	56%
				d	d	bd			a	a	abc	d	d	d					b
		52%	48%	13%	17%	41%	29%	4%	7%	10%	37%	31%	28%	23%	18%	84%	8%	5%	3%
Ease of use (e.g. find your station by name, not frequency)	632	337	295	78	106	245	203	31	38	59	257	205	190	128	109	554	39	29	11
	27%	29%	25%	26%	27%	30%	25%	21%	22%	26%	37%	32%	29%	25%	21%	29%	18%	24%	18%
						d					abc	cd	d			bd			
		53%	47%	12%	17%	39%	32%	5%	6%	9%	41%	32%	30%	20%	17%	88%	6%	5%	2%
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests)	550	304	246	66	92	234	158	21	27	47	232	191	166	111	81	486	32	20	12
	24%	26%	21%	22%	23%	28%	20%	14%	16%	21%	33%	30%	26%	22%	16%	25%	15%	16%	20%
		b				ad					abc	cd	d	d		bcd			
		55%	45%	12%	17%	42%	29%	4%	5%	9%	42%	35%	30%	20%	15%	88%	6%	4%	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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QP9 (QP14). SHOWCARD Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)

Base : All aware of digital radio or with any type of digital radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3234	1618	1616	421	496	1072	1244	219	245	336	833	790	1005	661	769	1941	445	444	404
Effective Weighted Sample	2249	1124	1125	288	361	733	890	158	174	221	617	547	709	462	552	1696	303	309	359
Total	2316	1159	1157	296	399	822	799	145	169	223	694	642	644	507	516	1921	212	122	60
		50%	50%	13%	17%	35%	35%	6%	7%	10%	30%	28%	28%	22%	22%	83%	9%	5%	3%
Extra features (including ability to pause and rewind live radio, programme guides)	484	265	219	63	77	211	133	17	36	43	196	159	157	97	71	419	33	17	15
	21%	23%	19%	21%	19%	26%	17%	12%	22%	19%	28%	25%	24%	19%	14%	22%	16%	14%	24%
		b				bd			a		ac	cd	cd	d		bc			bc
		55%	45%	13%	16%	44%	27%	4%	8%	9%	40%	33%	32%	20%	15%	87%	7%	4%	3%
Future-proof/ ready for switchover	289	149	140	33	46	129	82	15	13	30	129	97	93	48	50	225	37	23	5
	12%	13%	12%	11%	11%	16%	10%	10%	8%	13%	19%	15%	14%	9%	10%	12%	17%	19%	8%
						d					ab	cd	cd		d	ad	ad		
		52%	48%	11%	16%	45%	28%	5%	5%	10%	45%	33%	32%	17%	17%	78%	13%	8%	2%
ANY FEATURES ASSOCIATED WITH DIGITAL RADIO	1795	930	866	226	303	687	580	93	134	186	605	540	509	388	355	1502	148	99	46
	78%	80%	75%	76%	76%	84%	73%	64%	79%	83%	87%	84%	79%	77%	69%	78%	70%	81%	77%
		b				abd			a	a	ab	bcd	d	d		b		b	b
		52%	48%	13%	17%	38%	32%	5%	7%	10%	34%	30%	28%	22%	20%	84%	8%	6%	3%
None of these	520	229	291	70	96	135	220	52	35	38	89	102	135	119	161	419	65	23	14
	22%	20%	25%	24%	24%	16%	27%	36%	21%	17%	13%	16%	21%	23%	31%	22%	30%	19%	23%
			a	c	c	c		bcd	d				a	a	abc		acd		
		44%	56%	13%	18%	26%	42%	10%	7%	7%	17%	20%	26%	23%	31%	81%	12%	4%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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QP9 (QP14). SHOWCARD Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)

Base : All aware of digital radio or with any type of digital radio

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3234	175	220	235	206	237	205	232	210	221	2335	899	1803	1425	1648	1586
Effective Weighted Sample	2249	162	209	226	192	226	198	220	199	209	1867	407	1255	1010	1095	1156
Total	2316	230	335	210	162	207	209	198	105	266	1993	322	1389	922	1163	1152
		10%	14%	9%	7%	9%	9%	9%	5%	12%	86%	14%	60%	40%	50%	50%
Clear and high quality sound/ interference free	1353	149	217	131	88	118	115	95	60	169	1159	194	865	486	728	625
	58%	65%	65%	62%	54%	57%	55%	48%	58%	64%	58%	60%	62%	53%	63%	54%
		dg	dfg	g					g	g			b	b	b	
		11%	16%	10%	7%	9%	8%	7%	4%	13%	86%	14%	64%	36%	54%	46%
A wider choice of radio stations/ digital-only radio stations	1236	122	210	112	79	105	118	112	55	119	1074	163	818	417	650	586
	53%	53%	63%	53%	49%	51%	57%	57%	53%	45%	54%	50%	59%	45%	56%	51%
			cdehi				i	i					b	b	b	
		10%	17%	9%	6%	8%	10%	9%	4%	10%	87%	13%	66%	34%	53%	47%
Ease of use (e.g. find your station by name, not frequency)	632	63	134	71	25	63	46	43	26	83	547	85	412	220	326	306
	27%	27%	40%	34%	16%	31%	22%	22%	25%	31%	27%	26%	30%	24%	28%	27%
		d	defgh	dfgh		dfg			d	dfg			b	b	b	
		10%	21%	11%	4%	10%	7%	7%	4%	13%	87%	13%	65%	35%	52%	48%
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests)	550	53	134	72	24	43	49	34	27	52	474	76	385	165	288	262
	24%	23%	40%	34%	15%	21%	23%	17%	26%	19%	24%	23%	28%	18%	25%	23%
			defghi	defgi			d		dg				b	b	b	
		10%	24%	13%	4%	8%	9%	6%	5%	9%	86%	14%	70%	30%	52%	48%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 123

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP9 (QP14). SHOWCARD Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)

Base : All aware of digital radio or with any type of digital radio

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3234	175	220	235	206	237	205	232	210	221	2335	899	1803	1425	1648	1586
Effective Weighted Sample	2249	162	209	226	192	226	198	220	199	209	1867	407	1255	1010	1095	1156
Total	2316	230	335	210	162	207	209	198	105	266	1993	322	1389	922	1163	1152
		10%	14%	9%	7%	9%	9%	9%	5%	12%	86%	14%	60%	40%	50%	50%
Extra features (including ability to pause and rewind live radio, programme guides)	484	69	116	49	23	31	37	29	10	56	434	50	329	155	222	262
	21%	30%	35%	23%	14%	15%	18%	14%	10%	21%	22%	16%	24%	17%	19%	23%
		defghi	cdefghi	degh			h			h	b		b		a	
		14%	24%	10%	5%	6%	8%	6%	2%	12%	90%	10%	68%	32%	46%	54%
Future-proof/ ready for switchover	289	36	56	42	28	12	20	12	4	15	260	29	196	93	144	145
	12%	16%	17%	20%	17%	6%	9%	6%	4%	6%	13%	9%	14%	10%	12%	13%
		efghi	efghi	efghi	efghi		h			b			b			
		12%	19%	14%	10%	4%	7%	4%	1%	5%	90%	10%	68%	32%	50%	50%
ANY FEATURES ASSOCIATED WITH DIGITAL RADIO	1795	180	285	166	125	161	157	145	77	206	1542	253	1140	653	947	849
	78%	78%	85%	79%	77%	78%	75%	73%	74%	77%	77%	79%	82%	71%	81%	74%
			dfghi										b		b	
		10%	16%	9%	7%	9%	9%	8%	4%	11%	86%	14%	63%	36%	53%	47%
None of these	520	50	49	45	37	45	52	53	27	61	451	69	249	269	217	304
	22%	22%	15%	21%	23%	22%	25%	27%	26%	23%	23%	21%	18%	29%	19%	26%
					b		b	b	b	b			a		a	
		10%	9%	9%	7%	9%	10%	10%	5%	12%	87%	13%	48%	52%	42%	58%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 124

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP10 (QP15). SHOWCARD As a digital radio listener, which, if any, of these features of digital radio have you had experience of when listening to digital radio? (MULTI CODE)

Base : All with any type of digital radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1952	998	954	202	266	673	811	80	115	202	586	565	618	398	367	1188	272	259	233
Effective Weighted Sample	1347	684	663	137	189	458	579	56	80	128	425	387	436	279	262	1036	178	176	206
Total	1427	728	699	149	217	531	530	57	84	123	485	468	397	307	251	1202	123	67	34
		51%	49%	10%	15%	37%	37%	**	6%	9%	34%	33%	28%	22%	18%	84%	9%	5%	2%
Clear and high quality sound/ interference free	872	452	420	83	131	350	308	**	58	71	316	305	246	175	144	735	77	42	19
	61%	62%	60%	56%	60%	66%	58%	**	70%	58%	65%	65%	62%	57%	57%	61%	62%	62%	56%
		52%	48%	10%	15%	40%	35%	**	7%	8%	36%	35%	28%	20%	16%	84%	9%	5%	2%
A wider choice of radio stations/ digital-only radio stations	780	410	369	79	121	310	270	**	53	66	301	278	228	147	126	660	65	32	23
	55%	56%	53%	53%	56%	58%	51%	**	63%	54%	62%	59%	57%	48%	50%	55%	52%	47%	67%
		53%	47%	10%	16%	40%	35%	**	7%	9%	39%	36%	29%	19%	16%	85%	8%	4%	3%
Ease of use (e.g. find your station by name, not frequency)	435	221	213	39	64	180	152	**	28	39	177	163	125	81	66	379	31	18	7
	30%	30%	31%	26%	29%	34%	29%	**	34%	32%	37%	35%	31%	26%	26%	32%	25%	26%	21%
		51%	49%	9%	15%	41%	35%	**	6%	9%	41%	37%	29%	19%	15%	87%	7%	4%	2%
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests)	403	210	193	36	65	169	133	**	22	32	173	148	119	86	48	358	22	15	9
	28%	29%	28%	24%	30%	32%	25%	**	26%	26%	36%	32%	30%	28%	19%	30%	18%	22%	25%
		52%	48%	9%	16%	42%	33%	**	5%	8%	43%	37%	30%	21%	12%	89%	5%	4%	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 124

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP10 (QP15). SHOWCARD As a digital radio listener, which, if any, of these features of digital radio have you had experience of when listening to digital radio? (MULTI CODE)

Base : All with any type of digital radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1952	998	954	202	266	673	811	80	115	202	586	565	618	398	367	1188	272	259	233
Effective Weighted Sample	1347	684	663	137	189	458	579	56	80	128	425	387	436	279	262	1036	178	176	206
Total	1427	728	699	149	217	531	530	57	84	123	485	468	397	307	251	1202	123	67	34
		51%	49%	10%	15%	37%	37%	**	6%	9%	34%	33%	28%	22%	18%	84%	9%	5%	2%
Extra features (including ability to pause and rewind live radio, programme guides)	291	154	136	25	43	140	82	**	19	28	119	101	86	60	43	254	18	10	8
	20%	21%	19%	17%	20%	26%	16%	**	23%	22%	25%	22%	22%	19%	17%	21%	15%	15%	24%
		53%	47%	8%	15%	48%	28%	**	7%	9%	41%	35%	30%	21%	15%	87%	6%	4%	3%
EXPERIENCED ANY FEATURES WHEN LISTENING	1170	604	565	115	178	463	413	**	76	100	427	401	334	238	193	987	98	55	30
	82%	83%	81%	77%	82%	87%	78%	**	91%	81%	88%	86%	84%	78%	77%	82%	79%	82%	88%
		52%	48%	10%	15%	40%	35%	**	6%	9%	36%	34%	29%	20%	16%	84%	8%	5%	3%
None of these	257	124	134	34	39	68	117	**	8	24	58	67	63	69	58	216	26	12	4
	18%	17%	19%	23%	18%	13%	22%	**	9%	19%	12%	14%	16%	22%	23%	18%	21%	18%	12%
		48%	52%	13%	15%	26%	45%	**	3%	9%	23%	26%	24%	27%	23%	84%	10%	5%	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 124

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP10 (QP15). SHOWCARD As a digital radio listener, which, if any, of these features of digital radio have you had experience of when listening to digital radio? (MULTI CODE)

Base : All with any type of digital radio

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b	
Significance Level: 95%																	
Unweighted total	1952	115	154	162	105	139	136	124	131	122	1367	585	1146	801	1101	851	
Effective Weighted Sample	1347	106	147	155	97	132	132	118	124	116	1102	262	791	562	727	621	
Total	1427	150	237	147	82	124	138	108	66	150	1217	210	892	530	780	646	
		10%	17%	10%	6%	9%	10%	8%	5%	11%	85%	15%	63%	37%	55%	45%	
Clear and high quality sound/ interference free	872	111	146	84	56	83	77	49	39	88	752	121	565	305	484	388	
	61%	74%	61%	57%	69%	67%	56%	45%	60%	59%	62%	57%	63%	57%	62%	60%	
		bcfghi	g	g	g	g	g	g	g	g	g	g	b	b	a	b	
		13%	17%	10%	6%	10%	9%	6%	5%	10%	86%	14%	65%	35%	55%	45%	
A wider choice of radio stations/ digital-only radio stations	780	73	159	79	41	68	70	68	34	69	675	105	514	265	444	336	
	55%	49%	67%	54%	50%	54%	50%	63%	51%	46%	55%	50%	58%	50%	57%	52%	
		9%	acdefhi	acdefhi	acdefhi	acdefhi	acdefhi	afi	afi	afi	afi	afi	b	b	a	b	
		9%	20%	10%	5%	9%	9%	9%	4%	9%	87%	13%	66%	34%	57%	43%	
Ease of use (e.g. find your station by name, not frequency)	435	40	98	55	17	47	26	27	15	53	375	59	277	157	233	202	
	30%	27%	41%	37%	21%	38%	19%	25%	24%	35%	31%	28%	31%	30%	30%	31%	
		9%	adefgh	dfgh	dfgh	dfgh	dfgh	dfgh	dfh	dfh	dfh	dfh	dfh	dfh	dfh	dfh	
		9%	23%	13%	4%	11%	6%	6%	4%	12%	86%	14%	64%	36%	54%	46%	
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests)	403	27	115	56	21	34	26	19	21	38	344	59	284	119	226	177	
	28%	18%	48%	38%	25%	27%	19%	18%	32%	25%	28%	28%	32%	22%	29%	27%	
		7%	adefghi	adefgi	adefgi	adefgi	adefgi	adefgi	afg	afg	afg	afg	b	b	a	b	
		7%	28%	14%	5%	8%	7%	5%	5%	9%	85%	15%	71%	29%	56%	44%	

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 124

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QP10 (QP15). SHOWCARD As a digital radio listener, which, if any, of these features of digital radio have you had experience of when listening to digital radio? (MULTI CODE)

Base : All with any type of digital radio

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	1952	115	154	162	105	139	136	124	131	122	1367	585	1146	801	1101	851
Effective Weighted Sample	1347	106	147	155	97	132	132	118	124	116	1102	262	791	562	727	621
Total	1427	150	237	147	82	124	138	108	66	150	1217	210	892	530	780	646
		10%	17%	10%	6%	9%	10%	8%	5%	11%	85%	15%	63%	37%	55%	45%
Extra features (including ability to pause and rewind live radio, programme guides)	291	34	84	30	13	19	20	17	8	27	255	36	199	92	147	143
	20%	23%	35%	21%	16%	16%	15%	16%	12%	18%	21%	17%	22%	17%	19%	22%
		h	acdefghi										b			
		12%	29%	10%	5%	7%	7%	6%	3%	9%	88%	12%	68%	32%	51%	49%
EXPERIENCED ANY FEATURES WHEN LISTENING	1170	130	212	120	67	105	105	85	53	110	1002	168	760	406	650	520
	82%	87%	89%	82%	82%	85%	76%	79%	81%	73%	82%	80%	85%	77%	83%	80%
		fi	fgi			i							b			
		11%	18%	10%	6%	9%	9%	7%	5%	9%	86%	14%	65%	35%	56%	44%
None of these	257	20	26	27	15	19	34	23	13	40	214	43	132	124	131	126
	18%	13%	11%	18%	18%	15%	24%	21%	19%	27%	18%	20%	15%	23%	17%	20%
							ab	b		abe			a			
		8%	10%	10%	6%	7%	13%	9%	5%	16%	83%	17%	51%	48%	51%	49%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 125

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QP11 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those with any 'active' radio sets in the home who listen to radio but do not have any DAB sets at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~a	~b	c	d	a	~b	~c	~d	a	b	c	d	a	b	~c	d
Unweighted total	675	308	367	55	62	144	413	103	67	65	91	117	171	140	247	361	110	98	106
Effective Weighted Sample	453	208	246	38	42	96	280	72	49	44	68	81	109	95	172	319	73	69	93
Total	429	201	228	35	47	99	249	62	44	44	70	85	96	101	147	340	48	25	16
		47%	53%	**	**	23%	58%	14%	**	**	**	20%	22%	23%	34%	79%	11%	**	4%
Certain to	5	*	4	**	**	4	*	-	**	**	**	-	2	1	1	4	*	**	-
	1%	*%	2%	**	**	4%	*%	-%	**	**	**	-%	3%	1%	1%	1%	1%	**	-%
		4%	96%	**	**	76%	4%	-%	**	**	**	-%	52%	24%	25%	90%	8%	**	-%
Very likely	14	8	6	**	**	6	6	3	**	**	**	2	6	1	5	13	1	**	*
	3%	4%	3%	**	**	6%	3%	4%	**	**	**	2%	6%	1%	3%	4%	1%	**	1%
		56%	44%	**	**	47%	46%	20%	**	**	**	13%	41%	10%	36%	94%	4%	**	1%
Likely	40	17	22	**	**	12	17	4	**	**	**	8	14	11	7	36	1	**	1
	9%	9%	10%	**	**	12%	7%	6%	**	**	**	10%	14%	11%	5%	11%	3%	**	8%
		43%	57%	**	**	29%	42%	9%	**	**	**	21%	35%	27%	18%	91%	3%	**	3%
TOTAL LIKELY	58	25	33	**	**	22	23	6	**	**	**	10	22	13	13	53	2	**	1
	14%	12%	14%	**	**	22%	9%	10%	**	**	**	12%	23%	13%	9%	16%	5%	**	9%
		43%	57%	**	**	37%	40%	11%	**	**	**	17%	38%	23%	23%	91%	4%	**	2%
Unlikely	86	42	44	**	**	27	42	9	**	**	**	20	25	17	24	74	6	**	2
	20%	21%	19%	**	**	27%	17%	15%	**	**	**	23%	26%	17%	16%	22%	12%	**	14%
		49%	51%	**	**	31%	48%	10%	**	**	**	23%	29%	20%	28%	86%	6%	**	3%
Very unlikely	80	34	46	**	**	16	51	14	**	**	**	15	15	25	25	57	13	**	3
	19%	17%	20%	**	**	16%	21%	23%	**	**	**	17%	16%	25%	17%	17%	26%	**	22%
		42%	58%	**	**	19%	64%	18%	**	**	**	18%	19%	31%	31%	71%	16%	**	4%
Certain not to	123	58	65	**	**	19	85	22	**	**	**	27	20	24	52	101	11	**	3
	29%	29%	29%	**	**	19%	34%	36%	**	**	**	32%	21%	24%	35%	30%	24%	**	17%
		47%	53%	**	**	15%	69%	18%	**	**	**	22%	17%	19%	42%	82%	9%	**	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 125

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QP11 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those with any 'active' radio sets in the home who listen to radio but do not have any DAB sets at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~a	~b	c	d	a	~b	~c	~d	a	b	c	d	a	b	~c	d
Unweighted total	675	308	367	55	62	144	413	103	67	65	91	117	171	140	247	361	110	98	106
Effective Weighted Sample	453	208	246	38	42	96	280	72	49	44	68	81	109	95	172	319	73	69	93
Total	429	201	228	35	47	99	249	62	44	44	70	85	96	101	147	340	48	25	16
		47%	53%	**	**	23%	58%	14%	**	**	**	20%	22%	23%	34%	79%	11%	**	4%
TOTAL UNLIKELY	290	135	155	**	**	61	178	46	**	**	**	62	61	66	101	232	29	**	8
	68%	67%	68%	**	**	62%	72%	74%	**	**	**	73%	63%	65%	69%	68%	62%	**	53%
		46%	54%	**	**	21%	61%	16%	**	**	**	21%	21%	23%	35%	80%	10%	**	3%
Don't know	81	41	40	**	**	16	48	10	**	**	**	13	14	22	33	55	16	**	6
	19%	21%	18%	**	**	16%	19%	16%	**	**	**	16%	14%	22%	22%	16%	34%	**	38%
		51%	49%	**	**	20%	59%	12%	**	**	**	16%	17%	27%	40%	68%	20%	**	7%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 125

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QP11 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those with any 'active' radio sets in the home who listen to radio but do not have any DAB sets at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	675	16	42	50	40	42	34	49	37	51	465	210	247	428	346	329
Effective Weighted Sample	453	15	40	48	38	41	33	47	36	49	363	97	165	292	227	230
Total	429	20	61	44	30	34	35	38	18	60	359	70	172	257	231	198
		**	**	**	**	**	**	**	**	**	84%	16%	40%	60%	54%	46%
Certain to	5	**	**	**	**	**	**	**	**	**	3	1	4	1	2	3
	1%	**	**	**	**	**	**	**	**	**	1%	2%	2%	*%	1%	1%
		**	**	**	**	**	**	**	**	**	69%	31%	77%	23%	41%	59%
Very likely	14	**	**	**	**	**	**	**	**	**	11	2	5	8	11	3
	3%	**	**	**	**	**	**	**	**	**	3%	3%	3%	3%	5%	2%
		**	**	**	**	**	**	**	**	**	82%	18%	40%	60%	78%	22%
Likely	40	**	**	**	**	**	**	**	**	**	33	6	25	15	22	18
	9%	**	**	**	**	**	**	**	**	**	9%	9%	14%	6%	9%	9%
		**	**	**	**	**	**	**	**	**	84%	16%	62%	38%	55%	45%
TOTAL LIKELY	58	**	**	**	**	**	**	**	**	**	48	10	34	24	34	24
	14%	**	**	**	**	**	**	**	**	**	13%	15%	20%	9%	15%	12%
		**	**	**	**	**	**	**	**	**	82%	18%	58%	42%	59%	41%
Unlikely	86	**	**	**	**	**	**	**	**	**	73	13	38	48	51	35
	20%	**	**	**	**	**	**	**	**	**	20%	19%	22%	19%	22%	18%
		**	**	**	**	**	**	**	**	**	85%	15%	44%	56%	60%	40%
Very unlikely	80	**	**	**	**	**	**	**	**	**	68	12	33	48	46	34
	19%	**	**	**	**	**	**	**	**	**	19%	17%	19%	19%	20%	17%
		**	**	**	**	**	**	**	**	**	85%	15%	40%	60%	58%	42%
Certain not to	123	**	**	**	**	**	**	**	**	**	98	25	30	94	63	60
	29%	**	**	**	**	**	**	**	**	**	27%	36%	17%	36%	27%	31%
		**	**	**	**	**	**	**	**	**	80%	20%	24%	76%	51%	49%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 125

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QP11 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those with any 'active' radio sets in the home who listen to radio but do not have any DAB sets at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	675	16	42	50	40	42	34	49	37	51	465	210	247	428	346	329
Effective Weighted Sample	453	15	40	48	38	41	33	47	36	49	363	97	165	292	227	230
Total	429	20	61	44	30	34	35	38	18	60	359	70	172	257	231	198
TOTAL UNLIKELY	290	**	**	**	**	**	**	**	**	**	84%	16%	40%	60%	54%	46%
	68%	**	**	**	**	**	**	**	**	**	67%	71%	58%	74%	70%	65%
		**	**	**	**	**	**	**	**	**	83%	17%	35%	a 65%	55%	45%
Don't know	81	**	**	**	**	**	**	**	**	**	72	10	38	43	36	45
	19%	**	**	**	**	**	**	**	**	**	20%	14%	22%	17%	16%	23%
		**	**	**	**	**	**	**	**	**	88%	12%	47%	53%	44%	a 56%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 126

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QP12 (QP14A). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those with any 'active' radio sets in the home who listen to radio who are unlikely to get DAB radio in the next 12 months

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	~a	~b	~c	d	~a	~b	~c	~d	~a	b	~c	d	a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	452	205	247	32	38	86	295	78	49	45	62	84	107	89	172	244	71	75	62
Effective Weighted Sample	301	135	166	23	26	57	198	54	36	30	47	59	69	59	117	214	47	53	55
Total	290	135	155	20	31	61	178	46	33	30	51	62	61	66	101	232	29	20	8
		46%	54%	**	**	**	61%	**	**	**	**	**	21%	**	35%	80%	**	**	**
No need	159	69	90	**	**	**	99	**	**	**	**	**	30	**	67	128	**	**	**
	55%	52%	58%	**	**	**	56%	**	**	**	**	**	49%	**	66%	55%	**	**	**
		44%	56%	**	**	**	62%	**	**	**	**	**	19%	**	42%	81%	**	**	**
Happy to use existing service	140	61	79	**	**	**	90	**	**	**	**	**	35	**	45	110	**	**	**
	48%	45%	51%	**	**	**	51%	**	**	**	**	**	57%	**	44%	48%	**	**	**
		43%	57%	**	**	**	64%	**	**	**	**	**	25%	**	32%	79%	**	**	**
Happy to use analogue radio service	40	20	20	**	**	**	23	**	**	**	**	**	6	**	16	32	**	**	**
	14%	15%	13%	**	**	**	13%	**	**	**	**	**	9%	**	16%	14%	**	**	**
		50%	50%	**	**	**	57%	**	**	**	**	**	14%	**	40%	78%	**	**	**
Too expensive generally	16	10	6	**	**	**	9	**	**	**	**	**	1	**	7	14	**	**	**
	5%	8%	4%	**	**	**	5%	**	**	**	**	**	2%	**	7%	6%	**	**	**
		65%	35%	**	**	**	56%	**	**	**	**	**	9%	**	47%	90%	**	**	**
Can't afford it	16	9	7	**	**	**	6	**	**	**	**	**	3	**	10	12	**	**	**
	5%	7%	4%	**	**	**	3%	**	**	**	**	**	5%	**	10%	5%	**	**	**
		58%	42%	**	**	**	38%	**	**	**	**	**	18%	**	63%	74%	**	**	**
Don't know why I should	14	9	5	**	**	**	5	**	**	**	**	**	5	**	8	12	**	**	**
	5%	7%	3%	**	**	**	3%	**	**	**	**	**	8%	**	8%	5%	**	**	**
		66%	34%	**	**	**	34%	**	**	**	**	**	35%	**	56%	89%	**	**	**
Would never listen	8	4	4	**	**	**	5	**	**	**	**	**	-	**	3	7	**	**	**
	3%	3%	3%	**	**	**	3%	**	**	**	**	**	-%	**	3%	3%	**	**	**
		50%	50%	**	**	**	62%	**	**	**	**	**	-%	**	35%	93%	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QP12 (QP14A). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those with any 'active' radio sets in the home who listen to radio who are unlikely to get DAB radio in the next 12 months

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~a	~b	~c	d	~a	~b	~c	~d	~a	b	~c	d	a	~b	~c	~d
Unweighted total	452	205	247	32	38	86	295	78	49	45	62	84	107	89	172	244	71	75	62
Effective Weighted Sample	301	135	166	23	26	57	198	54	36	30	47	59	69	59	117	214	47	53	55
Total	290	135	155	20	31	61	178	46	33	30	51	62	61	66	101	232	29	20	8
		46%	54%	**	**	**	61%	**	**	**	**	**	21%	**	35%	80%	**	**	**
Can receive through digital TV service	8	4	4	**	**	**	3	**	**	**	**	**	2	**	2	6	**	**	**
	3%	3%	3%	**	**	**	2%	**	**	**	**	**	3%	**	2%	2%	**	**	**
		48%	52%	**	**	**	46%	**	**	**	**	**	26%	**	21%	75%	**	**	**
Poor reception in our area	7	3	4	**	**	**	5	**	**	**	**	**	2	**	1	6	**	**	**
	2%	2%	2%	**	**	**	3%	**	**	**	**	**	4%	**	1%	3%	**	**	**
		47%	53%	**	**	**	69%	**	**	**	**	**	33%	**	14%	86%	**	**	**
Will get it when I have to/ when switchover	7	5	2	**	**	**	3	**	**	**	**	**	1	**	5	7	**	**	**
	2%	3%	2%	**	**	**	1%	**	**	**	**	**	1%	**	5%	3%	**	**	**
		65%	35%	**	**	**	38%	**	**	**	**	**	10%	**	72%	95%	**	**	**
Listen in the car/ on phone/ online/ elsewhere	1	1	-	**	**	**	1	**	**	**	**	**	*	**	-	1	**	**	**
	*%	1%	-%	**	**	**	*%	**	**	**	**	**	1%	**	-%	1%	**	**	**
		100%	-%	**	**	**	66%	**	**	**	**	**	34%	**	-%	100%	**	**	**
Haven't heard of it/ don't understand it	1	1	-	**	**	**	1	**	**	**	**	**	-	**	-	1	**	**	**
	*%	1%	-%	**	**	**	*%	**	**	**	**	**	-%	**	-%	*%	**	**	**
		100%	-%	**	**	**	100%	**	**	**	**	**	-%	**	-%	100%	**	**	**
Poor experience/ perceived experience	1	1	-	**	**	**	-	**	**	**	**	**	-	**	-	1	**	**	**
	*%	*%	-%	**	**	**	-%	**	**	**	**	**	-%	**	-%	*%	**	**	**
		100%	-%	**	**	**	-%	**	**	**	**	**	-%	**	-%	100%	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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QP12 (QP14A). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those with any 'active' radio sets in the home who listen to radio who are unlikely to get DAB radio in the next 12 months

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~a	~b	~c	d	~a	~b	~c	~d	~a	b	~c	d	a	~b	~c	~d
Unweighted total	452	205	247	32	38	86	295	78	49	45	62	84	107	89	172	244	71	75	62
Effective Weighted Sample	301	135	166	23	26	57	198	54	36	30	47	59	69	59	117	214	47	53	55
Total	290	135	155	20	31	61	178	46	33	30	51	62	61	66	101	232	29	20	8
		46%	54%	**	**	**	61%	**	**	**	**	**	21%	**	35%	80%	**	**	**
Not available in our area	*	-	*	**	**	**	-	**	**	**	**	**	-	**	-	-	**	**	**
	*%	-%	*%	**	**	**	-%	**	**	**	**	**	-%	**	-%	-%	**	**	**
		-%	100%	**	**	**	-%	**	**	**	**	**	-%	**	-%	-%	**	**	**
ANY INVOLUNTARY REASONS	34	21	14	**	**	**	17	**	**	**	**	**	6	**	14	28	**	**	**
	12%	15%	9%	**	**	**	10%	**	**	**	**	**	11%	**	14%	12%	**	**	**
		60%	40%	**	**	**	50%	**	**	**	**	**	19%	**	40%	81%	**	**	**
ANY VOLUNTARY REASONS	270	123	147	**	**	**	169	**	**	**	**	**	57	**	96	215	**	**	**
	93%	91%	95%	**	**	**	95%	**	**	**	**	**	93%	**	95%	93%	**	**	**
		46%	54%	**	**	**	63%	**	**	**	**	**	21%	**	36%	80%	**	**	**
ONLY VOLUNTARY REASONS	254	114	140	**	**	**	161	**	**	**	**	**	54	**	87	203	**	**	**
	88%	84%	90%	**	**	**	90%	**	**	**	**	**	89%	**	86%	88%	**	**	**
		45%	55%	**	**	**	63%	**	**	**	**	**	21%	**	34%	80%	**	**	**
Don't know	2	*	1	**	**	**	*	**	**	**	**	**	-	**	-	1	**	**	**
	1%	*%	1%	**	**	**	*%	**	**	**	**	**	-%	**	-%	1%	**	**	**
		20%	80%	**	**	**	20%	**	**	**	**	**	-%	**	-%	80%	**	**	**

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QP12 (QP14A). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those with any 'active' radio sets in the home who listen to radio who are unlikely to get DAB radio in the next 12 months

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	452	12	33	38	22	17	29	28	32	33	304	148	143	309	235	217
Effective Weighted Sample	301	12	31	37	21	16	28	27	31	31	238	67	93	210	154	149
Total	290	16	48	34	17	14	30	22	16	37	240	50	100	190	161	129
		**	**	**	**	**	**	**	**	**	83%	17%	35%	65%	55%	45%
No need	159	**	**	**	**	**	**	**	**	**	132	27	50	109	83	76
	55%	**	**	**	**	**	**	**	**	**	55%	54%	50%	58%	52%	59%
		**	**	**	**	**	**	**	**	**	83%	17%	31%	69%	52%	48%
Happy to use existing service	140	**	**	**	**	**	**	**	**	**	121	19	49	91	80	61
	48%	**	**	**	**	**	**	**	**	**	50%	38%	49%	48%	50%	47%
		**	**	**	**	**	**	**	**	**	86%	14%	35%	65%	57%	43%
Happy to use analogue radio service	40	**	**	**	**	**	**	**	**	**	34	6	17	24	19	22
	14%	**	**	**	**	**	**	**	**	**	14%	13%	17%	12%	12%	17%
		**	**	**	**	**	**	**	**	**	84%	16%	42%	58%	46%	54%
Too expensive generally	16	**	**	**	**	**	**	**	**	**	14	1	6	10	7	9
	5%	**	**	**	**	**	**	**	**	**	6%	3%	5%	5%	5%	7%
		**	**	**	**	**	**	**	**	**	91%	9%	35%	65%	46%	54%
Can't afford it	16	**	**	**	**	**	**	**	**	**	16	*	4	12	4	11
	5%	**	**	**	**	**	**	**	**	**	7%	*%	4%	6%	3%	9%
		**	**	**	**	**	**	**	**	**	b					a
		**	**	**	**	**	**	**	**	**	99%	1%	26%	74%	28%	72%
Don't know why I should	14	**	**	**	**	**	**	**	**	**	12	2	5	9	2	12
	5%	**	**	**	**	**	**	**	**	**	5%	4%	5%	5%	1%	9%
		**	**	**	**	**	**	**	**	**						a
		**	**	**	**	**	**	**	**	**	85%	15%	34%	66%	16%	84%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QP12 (QP14A). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those with any 'active' radio sets in the home who listen to radio who are unlikely to get DAB radio in the next 12 months

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	452	12	33	38	22	17	29	28	32	33	304	148	143	309	235	217
Effective Weighted Sample	301	12	31	37	21	16	28	27	31	31	238	67	93	210	154	149
Total	290	16	48	34	17	14	30	22	16	37	240	50	100	190	161	129
		**	**	**	**	**	**	**	**	**	83%	17%	35%	65%	55%	45%
Would never listen	8	**	**	**	**	**	**	**	**	**	7	1	1	7	2	5
	3%	**	**	**	**	**	**	**	**	**	3%	2%	1%	4%	1%	4%
		**	**	**	**	**	**	**	**	**	87%	13%	7%	93%	30%	70%
Can receive through digital TV service	8	**	**	**	**	**	**	**	**	**	7	1	4	4	6	2
	3%	**	**	**	**	**	**	**	**	**	3%	2%	4%	2%	4%	1%
		**	**	**	**	**	**	**	**	**	86%	14%	47%	53%	78%	22%
Poor reception in our area	7	**	**	**	**	**	**	**	**	**	5	2	4	3	6	1
	2%	**	**	**	**	**	**	**	**	**	2%	4%	4%	2%	4%	1%
		**	**	**	**	**	**	**	**	**	71%	29%	60%	40%	81%	19%
Will get it when I have to/ when switchover	7	**	**	**	**	**	**	**	**	**	4	3	3	4	3	4
	2%	**	**	**	**	**	**	**	**	**	2%	5%	3%	2%	2%	3%
		**	**	**	**	**	**	**	**	**	62%	38%	40%	60%	38%	62%
Listen in the car/ on phone/ online/ elsewhere	1	**	**	**	**	**	**	**	**	**	*	1	*	1	1	*
	*%	**	**	**	**	**	**	**	**	**	*%	2%	*%	*%	1%	*%
		**	**	**	**	**	**	**	**	**	34%	66%	34%	66%	66%	34%
Haven't heard of it/ don't understand it	1	**	**	**	**	**	**	**	**	**	-	1	-	1	1	-
	*%	**	**	**	**	**	**	**	**	**	-%	2%	-%	*%	1%	-%
		**	**	**	**	**	**	**	**	**	-%	100%	-%	100%	100%	-%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 126

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QP12 (QP14A). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those with any 'active' radio sets in the home who listen to radio who are unlikely to get DAB radio in the next 12 months

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	452	12	33	38	22	17	29	28	32	33	304	148	143	309	235	217
Effective Weighted Sample	301	12	31	37	21	16	28	27	31	31	238	67	93	210	154	149
Total	290	16	48	34	17	14	30	22	16	37	240	50	100	190	161	129
		**	**	**	**	**	**	**	**	**	83%	17%	35%	65%	55%	45%
Poor experience/ perceived experience	1	**	**	**	**	**	**	**	**	**	1	-	1	-	-	1
	*%	**	**	**	**	**	**	**	**	**	*%	-%	1%	-%	-%	*%
		**	**	**	**	**	**	**	**	**	100%	-%	100%	-%	-%	100%
Not available in our area	*	**	**	**	**	**	**	**	**	**	-	*	*	-	*	-
	*%	**	**	**	**	**	**	**	**	**	-%	*%	*%	-%	*%	-%
		**	**	**	**	**	**	**	**	**	-%	100%	100%	-%	100%	-%
ANY INVOLUNTARY REASONS	34	**	**	**	**	**	**	**	**	**	30	4	14	20	17	17
	12%	**	**	**	**	**	**	**	**	**	12%	9%	14%	10%	10%	13%
		**	**	**	**	**	**	**	**	**	87%	13%	42%	58%	49%	51%
ANY VOLUNTARY REASONS	270	**	**	**	**	**	**	**	**	**	224	46	93	178	147	123
	93%	**	**	**	**	**	**	**	**	**	93%	92%	92%	94%	91%	95%
		**	**	**	**	**	**	**	**	**	83%	17%	34%	66%	54%	46%
ONLY VOLUNTARY REASONS	254	**	**	**	**	**	**	**	**	**	209	45	86	168	142	112
	88%	**	**	**	**	**	**	**	**	**	87%	91%	86%	89%	89%	86%
		**	**	**	**	**	**	**	**	**	82%	18%	34%	66%	56%	44%
Don't know	2	**	**	**	**	**	**	**	**	**	2	-	-	2	1	*
	1%	**	**	**	**	**	**	**	**	**	1%	-%	-%	1%	1%	*%
		**	**	**	**	**	**	**	**	**	100%	-%	-%	100%	80%	20%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. Please also think about any TV services which may be built-in to any televisions in your household, as well as any you receive through a set-top box connected to the TV set. (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Virgin Media (cable TV)	416	180	235	64	78	147	127	9	30	25	120	132	121	79	83	356	43	11	6
	16%	14%	17%	18%	16%	16%	14%	5%	15%	10%	16%	19%	17%	14%	13%	16%	18%	8%	8%
			a						a	a	ac	cd	d			cd	cd		
		43%	57%	15%	19%	35%	31%	2%	7%	6%	29%	32%	29%	19%	20%	86%	10%	3%	1%
Sky satellite TV	873	423	450	115	168	339	250	31	48	64	310	259	242	207	163	719	70	47	36
	33%	32%	33%	32%	35%	37%	27%	16%	24%	26%	42%	36%	34%	36%	25%	32%	30%	36%	49%
				d	d				a	a	abc	d	d	d					abc
		48%	52%	13%	19%	39%	29%	4%	6%	7%	35%	30%	28%	24%	19%	82%	8%	5%	4%
Freesat satellite TV	113	60	52	10	11	38	54	6	7	14	26	41	28	25	19	98	7	6	2
	4%	5%	4%	3%	2%	4%	6%	3%	4%	6%	4%	6%	4%	4%	3%	4%	3%	4%	3%
						ab						d							
		54%	46%	9%	9%	34%	48%	5%	6%	12%	23%	36%	25%	22%	17%	87%	6%	5%	2%
Other satellite TV	27	14	13	6	6	10	7	1	1	3	9	9	4	10	4	27	*	-	*
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
																c			
		52%	48%	20%	20%	35%	24%	5%	3%	12%	34%	32%	16%	36%	16%	98%	1%	-	1%
Freeview (through a set-top box or television set)	1028	531	498	121	140	321	446	126	96	114	232	213	238	228	343	855	86	57	29
	38%	41%	36%	34%	30%	35%	48%	66%	49%	46%	31%	30%	33%	39%	52%	38%	37%	43%	40%
		b				abc		bcd	d	d				ab	abc				
		52%	48%	12%	14%	31%	43%	12%	9%	11%	23%	21%	23%	22%	33%	83%	8%	6%	3%
BT TV (formerly BT Vision)	174	89	85	12	30	64	68	5	14	20	59	57	52	40	25	146	15	7	6
	7%	7%	6%	3%	6%	7%	7%	2%	7%	8%	8%	8%	7%	7%	4%	7%	6%	6%	7%
						a	a		a	a	a	d	d	d					
		51%	49%	7%	17%	36%	39%	3%	8%	11%	34%	33%	30%	23%	14%	84%	8%	4%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. Please also think about any TV services which may be built-in to any televisions in your household, as well as any you receive through a set-top box connected to the TV set. (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
TalkTalk TV	75	31	44	10	12	15	38	4	3	16	18	23	21	16	15	65	7	2	1
	3%	2%	3%	3%	3%	2%	4%	2%	2%	6%	2%	3%	3%	3%	2%	3%	3%	2%	2%
							c			abd									
		41%	59%	14%	16%	20%	50%	5%	4%	21%	23%	30%	28%	21%	20%	86%	9%	3%	2%
EE TV	23	10	13	3	2	14	4	-	*	4	9	9	8	5	2	21	1	1	*
	1%	1%	1%	1%	%	2%	%	-	%	2%	1%	1%	1%	1%	%	1%	%	1%	%
						d						d							
		44%	56%	12%	9%	61%	17%	-	2%	16%	38%	40%	33%	20%	7%	91%	3%	6%	1%
NOW TV	60	29	31	11	14	27	9	3	3	5	26	21	18	8	13	52	2	6	1
	2%	2%	2%	3%	3%	3%	1%	2%	1%	2%	3%	3%	3%	1%	2%	2%	1%	4%	1%
				d	d	d												abd	
		48%	52%	18%	24%	44%	14%	5%	4%	9%	42%	34%	30%	14%	22%	85%	4%	10%	1%
YouView	15	7	8	2	3	4	7	1	4	*	6	9	2	1	3	12	2	1	1
	1%	1%	1%	%	1%	%	1%	%	2%	%	1%	1%	%	%	%	1%	1%	1%	1%
									c			c							
		47%	53%	10%	18%	27%	44%	5%	28%	2%	41%	57%	16%	8%	19%	78%	13%	5%	5%
No TV in household	106	60	45	21	43	28	14	10	8	9	29	29	32	19	25	89	11	5	1
	4%	5%	3%	6%	9%	3%	2%	5%	4%	4%	4%	4%	4%	3%	4%	4%	5%	4%	2%
				cd	cd	d										d	d		
		57%	43%	19%	41%	27%	13%	9%	7%	9%	28%	28%	30%	18%	24%	84%	10%	5%	1%
Don't know	31	12	19	10	1	10	9	2	*	1	7	5	10	5	11	28	1	1	*
	1%	1%	1%	3%	%	1%	1%	1%	%	%	1%	1%	1%	1%	2%	1%	1%	1%	%
				bcd															
		39%	61%	33%	4%	33%	29%	8%	%	2%	21%	16%	31%	17%	36%	90%	4%	4%	1%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. Please also think about any TV services which may be built-in to any televisions in your household, as well as any you receive through a set-top box connected to the TV set. (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Virgin Media (cable TV)	416	52	52	24	32	47	34	27	24	65	405	11	248	167	180	236
	16%	15%	14%	11%	17%	20%	14%	12%	21%	22%	17%	3%	16%	15%	14%	17%
		12%	13%	6%	8%	11%	8%	6%	6%	16%	97%	3%	60%	40%	43%	57%
						cg			cfg	bcfg	b					a
Sky satellite TV	873	97	108	78	57	81	92	69	33	102	719	154	586	286	459	413
	33%	29%	30%	35%	30%	35%	38%	30%	29%	34%	31%	43%	38%	26%	36%	30%
		11%	12%	9%	7%	9%	11%	8%	4%	12%	82%	18%	67%	33%	53%	47%
							a					a	b	b		
Freesat satellite TV	113	14	20	16	7	6	17	12	4	3	92	21	57	55	71	41
	4%	4%	5%	7%	4%	3%	7%	5%	3%	1%	4%	6%	4%	5%	6%	3%
		i	i	ei	i		ei	i							b	
		12%	17%	14%	6%	6%	15%	11%	4%	2%	81%	19%	51%	49%	63%	37%
Other satellite TV	27	8	8	3	1	-	2	1	1	4	25	2	20	8	13	15
	1%	2%	2%	1%	*%	-%	1%	*%	*%	1%	1%	1%	1%	1%	1%	1%
		eg	e													
		31%	28%	12%	3%	-%	8%	2%	2%	13%	92%	8%	72%	28%	47%	53%
Freeview (through a set-top box or television set)	1028	97	133	103	77	82	92	94	46	132	873	155	503	523	505	523
	38%	29%	37%	46%	40%	35%	37%	41%	41%	44%	38%	44%	32%	47%	39%	38%
			abe	a	a	a	a	a	a	ae		a	a	a		
		9%	13%	10%	7%	8%	9%	9%	5%	13%	85%	15%	49%	51%	49%	51%

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Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
BT TV (formerly BT Vision)	174	12	40	25	8	12	15	7	6	20	139	35	107	67	112	62
	7%	4%	11%	11%	4%	5%	6%	3%	5%	7%	6%	10%	7%	6%	9%	4%
			adegeh	adegeh								a			b	
		7%	23%	15%	5%	7%	9%	4%	4%	12%	80%	20%	62%	38%	65%	35%
TalkTalk TV	75	10	13	5	6	8	3	7	5	7	69	6	40	35	35	40
	3%	3%	4%	2%	3%	4%	1%	3%	4%	2%	3%	2%	3%	3%	3%	3%
		13%	17%	7%	8%	11%	4%	10%	6%	9%	92%	8%	54%	46%	47%	53%
EE TV	23	5	-	4	1	4	1	1	1	4	19	4	19	4	7	17
	1%	2%	-%	2%	1%	2%	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%
				b									b			
		22%	-%	16%	4%	15%	5%	6%	4%	18%	81%	19%	82%	18%	29%	71%
NOW TV	60	3	7	8	5	8	2	4	5	9	45	16	42	19	38	23
	2%	1%	2%	4%	3%	4%	1%	2%	5%	3%	2%	4%	3%	2%	3%	2%
			a	a		a			af			a			b	
		5%	12%	14%	8%	14%	4%	6%	9%	15%	74%	26%	69%	31%	62%	38%
YouView	15	-	5	1	-	1	-	2	-	3	14	1	9	6	9	6
	1%	-%	1%	*%	-%	*%	-%	1%	-%	1%	1%	*%	1%	1%	1%	*%
		-%	34%	5%	-%	8%	-%	11%	-%	20%	95%	5%	57%	43%	59%	41%
No TV in household	106	43	8	4	7	6	7	7	5	2	99	6	77	29	20	85
	4%	13%	2%	2%	4%	3%	3%	3%	4%	1%	4%	2%	5%	3%	2%	6%
		bcd efghi			i				i		b		b		a	
		41%	8%	3%	7%	6%	6%	6%	4%	2%	94%	6%	73%	27%	19%	81%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 127

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QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. Please also think about any TV services which may be built-in to any televisions in your household, as well as any you receive through a set-top box connected to the TV set. (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Don't know	31	3	5	4	4	1	1	6	3	2	25	7	11	18	12	19
	1%	1%	1%	2%	2%	*%	*%	3%	2%	1%	1%	2%	1%	2%	1%	1%
		9%	15%	13%	12%	3%	3%	ef 20%	8%	8%	79%	21%	36%	57%	40%	60%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QH1B. SHOWCARD And which of these do you consider is your MAIN type of television? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Virgin Media (cable TV)	413	177	235	64	76	147	126	9	30	25	117	131	121	77	83	354	42	10	6
	15%	14%	17%	18%	16%	16%	14%	5%	15%	10%	16%	18%	17%	13%	13%	16%	18%	8%	8%
		a	a	a	a	a	a	a	a	a	ac	cd	d	d	cd	cd	cd	cd	abc
		43%	57%	15%	18%	36%	31%	2%	7%	6%	28%	32%	29%	19%	20%	86%	10%	3%	1%
Sky satellite TV	864	418	446	115	167	337	246	31	48	63	309	255	239	206	163	711	70	47	36
	32%	32%	32%	32%	35%	37%	27%	16%	24%	26%	41%	36%	33%	35%	25%	32%	30%	36%	49%
		d	d	d	d	d	d	a	a	a	abc	d	d	d	d	d	d	d	abc
		48%	52%	13%	19%	39%	28%	4%	6%	7%	36%	30%	28%	24%	19%	82%	8%	5%	4%
Freesat satellite TV	93	49	44	10	10	29	43	6	7	11	19	33	24	17	18	80	5	5	2
	3%	4%	3%	3%	2%	3%	5%	3%	3%	4%	3%	5%	3%	3%	3%	4%	2%	4%	3%
		b	b	b	b	b	b	b	b	b	b	b	b	b	b	b	b	b	b
		53%	47%	11%	11%	31%	47%	7%	7%	12%	20%	36%	26%	19%	20%	87%	5%	6%	2%
Other satellite TV	24	11	13	4	6	10	4	-	1	3	7	7	4	10	3	24	*	-	*
	1%	1%	1%	1%	1%	1%	*%	-%	*%	1%	1%	1%	1%	2%	*%	1%	*%	-%	*%
		d	d	d	d	d	d	d	d	d	d	d	d	d	d	d	d	d	d
		45%	55%	19%	23%	40%	18%	-%	3%	13%	31%	28%	19%	41%	13%	98%	1%	-%	1%
Freeview (through a set-top box or television set)	869	449	420	107	116	260	385	122	87	97	168	163	197	192	311	720	78	50	21
	32%	35%	31%	30%	25%	28%	42%	63%	44%	39%	23%	23%	28%	33%	47%	32%	34%	38%	28%
		b	b	b	b	b	abc	bcd	d	d	d	a	a	ab	abc	d	d	d	d
		52%	48%	12%	13%	30%	44%	14%	10%	11%	19%	19%	23%	22%	36%	83%	9%	6%	2%
BT TV (formerly BT Vision)	147	73	74	10	29	50	58	5	10	20	49	46	46	35	20	122	14	6	5
	5%	6%	5%	3%	6%	5%	6%	2%	5%	8%	7%	7%	7%	6%	3%	5%	6%	5%	7%
		a	a	a	a	a	a	a	a	a	a	d	d	d	d	d	d	d	d
		50%	50%	7%	20%	34%	39%	3%	7%	13%	33%	32%	32%	24%	13%	83%	10%	4%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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QH1B. SHOWCARD And which of these do you consider is your MAIN type of television? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
TalkTalk TV	67	25	43	8	12	15	32	4	3	12	16	20	20	13	15	57	7	2	1
	3%	2%	3%	2%	3%	2%	3%	2%	2%	5%	2%	3%	3%	2%	2%	3%	3%	1%	2%
							c			d									
		37%	63%	12%	18%	23%	48%	6%	5%	19%	24%	30%	29%	19%	22%	84%	11%	3%	2%
EE TV	18	7	11	2	2	12	2	-	*	4	6	6	8	4	1	16	1	1	*
	1%	1%	1%	*%	*%	1%	*%	-%	*%	2%	1%	1%	1%	1%	*%	1%	*%	1%	*%
						d							d						
		37%	63%	10%	12%	65%	14%	-%	2%	21%	32%	31%	43%	21%	5%	88%	3%	8%	1%
NOW TV	31	14	17	6	9	13	3	2	2	2	13	10	10	3	9	27	1	3	*
	1%	1%	1%	2%	2%	1%	*%	1%	1%	1%	2%	1%	1%	*%	1%	1%	1%	2%	1%
				d	d	d													
		46%	54%	18%	29%	43%	10%	6%	6%	5%	43%	31%	31%	9%	29%	86%	4%	9%	1%
YouView	12	5	7	1	3	4	4	1	2	*	5	7	2	1	2	9	2	1	1
	*%	*%	*%	*%	1%	*%	*%	*%	1%	*%	1%	1%	*%	*%	*%	*%	1%	*%	1%
		43%	57%	12%	22%	34%	32%	7%	19%	1%	43%	55%	20%	9%	17%	75%	15%	5%	5%
No TV in household	106	60	45	21	43	28	14	10	8	9	29	29	32	19	25	89	11	5	1
	4%	5%	3%	6%	9%	3%	2%	5%	4%	4%	4%	4%	4%	3%	4%	4%	5%	4%	2%
				cd	cd	d										d	d		
		57%	43%	19%	41%	27%	13%	9%	7%	9%	28%	28%	30%	18%	24%	84%	10%	5%	1%
Don't know	31	12	19	10	1	10	9	2	*	1	7	5	10	5	11	28	1	1	*
	1%	1%	1%	3%	*%	1%	1%	1%	*%	*%	1%	1%	1%	1%	2%	1%	1%	1%	*%
				bcd															
		39%	61%	33%	4%	33%	29%	8%	*%	2%	21%	16%	31%	17%	36%	90%	4%	4%	1%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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QH1B. SHOWCARD And which of these do you consider is your MAIN type of television? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
Virgin Media (cable TV)	413	52	50	24	32	47	34	27	24	65	402	11	246	166	177	236
	15%	15%	14%	11%	17%	20%	14%	12%	21%	22%	17%	3%	16%	15%	14%	17%
		13%	12%	6%	8%	11%	8%	7%	6%	bcfg	b		60%	40%	43%	57%
Sky satellite TV	864	97	105	76	57	81	91	69	33	101	714	151	581	282	455	409
	32%	29%	29%	34%	30%	34%	37%	30%	29%	34%	31%	42%	37%	25%	35%	29%
		11%	12%	9%	7%	9%	11%	8%	4%	12%	83%	17%	67%	33%	53%	47%
Freesat satellite TV	93	14	16	8	6	6	14	12	3	3	77	16	46	46	56	36
	3%	4%	5%	4%	3%	2%	6%	5%	3%	1%	3%	5%	3%	4%	4%	3%
		i	i	i			i	i							b	
		15%	18%	9%	6%	6%	15%	13%	3%	3%	83%	17%	50%	50%	61%	39%
Other satellite TV	24	8	6	1	1	-	2	1	1	4	24	*	19	5	9	15
	1%	2%	2%	1%	*%	-%	1%	*%	*%	1%	1%	*%	1%	*%	1%	1%
		eg	e								b		b			
		35%	26%	5%	4%	-%	9%	3%	2%	15%	99%	1%	78%	22%	39%	61%
Freeview (through a set-top box or television set)	869	94	115	79	67	68	82	88	34	94	747	122	400	468	404	465
	32%	28%	32%	35%	35%	29%	33%	39%	29%	32%	32%	34%	26%	42%	31%	33%
		11%	13%	9%	8%	8%	9%	10%	4%	11%	86%	14%	46%	54%	46%	54%
BT TV (formerly BT Vision)	147	12	34	20	8	10	10	6	6	16	118	30	90	57	91	56
	5%	4%	10%	9%	4%	4%	4%	3%	5%	5%	5%	8%	6%	5%	7%	4%
			adefg	adefg								a			b	
		8%	23%	14%	5%	7%	6%	4%	4%	11%	80%	20%	61%	39%	62%	38%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QH1B. SHOWCARD And which of these do you consider is your MAIN type of television? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
TalkTalk TV	67	9	11	4	6	8	3	6	3	5	63	4	38	29	30	37
	3%	3%	3%	2%	3%	4%	1%	3%	3%	2%	b	1%	2%	3%	2%	3%
		13%	17%	6%	9%	12%	5%	10%	4%	8%	94%	6%	57%	43%	45%	55%
EE TV	18	5	-	1	1	3	1	1	1	3	16	2	16	2	5	13
	1%	2%	-%	*%	1%	1%	*%	1%	1%	1%	1%	1%	1%	*%	*%	1%
		28%	-%	5%	6%	16%	7%	7%	5%	14%	86%	14%	86%	14%	27%	73%
NOW TV	31	3	5	3	4	4	1	3	4	1	25	6	20	11	19	12
	1%	1%	1%	1%	2%	2%	1%	1%	3%	*%	1%	2%	1%	1%	2%	1%
		9%	16%	9%	12%	12%	4%	9%	11%	3%	81%	19%	65%	35%	62%	38%
YouView	12	-	4	1	-	1	-	1	-	2	11	*	8	4	6	5
	*%	-%	1%	*%	-%	*%	-%	*%	-%	1%	*%	*%	1%	*%	1%	*%
		-%	36%	7%	-%	10%	-%	7%	-%	15%	97%	3%	70%	30%	55%	45%
No TV in household	106	43	8	4	7	6	7	7	5	2	99	6	77	29	20	85
	4%	13%	2%	2%	4%	3%	3%	3%	4%	1%	4%	2%	5%	3%	2%	6%
		bcd	efghi		i				i		b		b		a	
		41%	8%	3%	7%	6%	6%	6%	4%	2%	94%	6%	73%	27%	19%	81%
Don't know	31	3	5	4	4	1	1	6	3	2	25	7	11	18	12	19
	1%	1%	1%	2%	2%	*%	*%	3%	2%	1%	1%	2%	1%	2%	1%	1%
		9%	15%	13%	12%	3%	3%	ef	20%	8%	8%	79%	21%	36%	57%	40%
								a					a			

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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TV MULTI-PLATFORM OWNERSHIP

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
CABLE ONLY	377	161	216	59	70	133	114	8	30	21	105	119	113	70	74	324	38	9	5
	14%	12%	16%	17%	15%	15%	12%	4%	15%	9%	14%	17%	16%	12%	11%	15%	16%	7%	7%
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
		43%	57%	16%	19%	35%	30%	2%	8%	6%	28%	32%	30%	19%	20%	86%	10%	2%	1%
CABLE AND FREEVIEW	32	15	18	4	5	12	12	1	-	3	10	11	7	7	8	27	4	1	*
	1%	1%	1%	1%	1%	1%	1%	*%	-%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
		45%	55%	13%	14%	36%	36%	2%	-%	11%	30%	32%	22%	20%	25%	82%	13%	4%	1%
FREEVIEW ONLY	831	426	405	102	115	247	368	119	84	90	160	153	190	181	302	686	77	49	20
	31%	33%	29%	28%	24%	27%	40%	62%	42%	37%	21%	21%	27%	31%	46%	31%	33%	37%	28%
		a	b	a	b	c	d	abc	bcd	d	d	a	a	abc	a	b	c	d	ad
		51%	49%	12%	14%	30%	44%	14%	10%	11%	19%	18%	23%	22%	36%	82%	9%	6%	2%
SATELLITE AND FREEVIEW	111	59	52	10	17	41	44	4	3	11	46	34	32	26	18	95	4	5	7
	4%	5%	4%	3%	3%	4%	5%	2%	2%	5%	6%	5%	5%	4%	3%	4%	2%	4%	10%
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
		53%	47%	9%	15%	37%	39%	4%	3%	10%	41%	31%	29%	23%	16%	85%	3%	5%	7%
SATELLITE ONLY	865	417	448	119	163	332	250	35	50	68	284	259	236	203	166	718	71	46	31
	32%	32%	33%	33%	34%	36%	27%	18%	25%	28%	38%	36%	33%	35%	25%	32%	31%	35%	41%
		a	b	a	b	c	d	a	b	c	d	a	a	d	d	a	b	c	ab
		48%	52%	14%	19%	38%	29%	4%	6%	8%	33%	30%	27%	24%	19%	83%	8%	5%	4%
HYBRID IPTV	415	190	224	52	78	146	139	14	26	53	139	134	123	86	72	352	34	19	10
	16%	15%	16%	14%	16%	16%	15%	7%	13%	21%	19%	19%	17%	15%	11%	16%	14%	14%	14%
		a	b	a	b	c	d	a	b	c	d	a	d	d	d	a	b	c	d
		46%	54%	13%	19%	35%	34%	3%	6%	13%	34%	32%	30%	21%	17%	85%	8%	5%	2%
NO TV	137	73	64	31	44	39	23	12	8	10	36	34	41	24	36	117	12	6	2
	5%	6%	5%	9%	9%	4%	2%	6%	4%	4%	5%	5%	6%	4%	5%	5%	5%	5%	2%
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
		53%	47%	23%	32%	28%	17%	9%	6%	7%	26%	25%	30%	18%	27%	85%	9%	5%	1%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 130

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TV MULTI-PLATFORM OWNERSHIP

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
OTHER	4	4	-	*	2	*	1	-	-	-	3	1	1	2	-	3	1	*	-
	*%	*%	-%	*%	*%	*%	*%	-%	-%	-%	*%	*%	*%	*%	-%	*%	*%	*%	-%
		100%	-%	9%	55%	3%	32%	-%	-%	-%	91%	21%	14%	65%	-%	76%	21%	3%	-%
Mean TV platforms	1.0	1.1	1.0	1.0	1.0	1.1	1.1	1.0	1.0	1.1	1.1	1.1	1.0	1.1	1.0	1.1	1.0	1.0	1.1
						ab	ab		a	a	a	bd		d		b		b	abc
Standard deviation	.42	.45	.39	.45	.42	.43	.39	.32	.36	.40	.49	.49	.40	.41	.36	.43	.33	.42	.39
Standard error	.01	.01	.01	.02	.02	.01	.01	.02	.02	.02	.02	.02	.01	.02	.01	.01	.01	.02	.02

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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TV MULTI-PLATFORM OWNERSHIP

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
CABLE ONLY	377	50	46	20	29	46	34	27	20	52	367	10	220	155	155	222
	14%	15%	13%	9%	15%	19%	14%	12%	17%	18%	16%	3%	14%	14%	12%	16%
		13%	12%	5%	8%	12%	9%	7%	5%	14%	97%	3%	58%	41%	41%	59%
CABLE AND FREEVIEW	32	2	4	2	3	-	-	-	3	13	32	*	23	10	20	12
	1%	1%	1%	1%	2%	-%	-%	-%	3%	4%	1%	*%	1%	1%	2%	1%
		5%	13%	7%	9%	-%	-%	-%	9%	39%	99%	1%	70%	30%	63%	37%
FREEVIEW ONLY	831	92	105	72	65	68	77	87	31	87	716	115	383	447	381	451
	31%	27%	29%	32%	34%	29%	31%	38%	27%	29%	31%	32%	25%	40%	30%	32%
		11%	13%	9%	8%	8%	9%	11%	4%	11%	86%	14%	46%	54%	46%	54%
SATELLITE AND FREEVIEW	111	-	9	25	5	11	9	4	8	23	78	33	66	45	70	41
	4%	-%	3%	11%	2%	5%	4%	2%	7%	8%	3%	9%	4%	4%	5%	3%
		-%	8%	22%	4%	10%	8%	3%	8%	21%	70%	30%	59%	41%	63%	37%
SATELLITE ONLY	865	119	119	65	59	71	97	77	28	82	728	137	574	290	446	419
	32%	35%	33%	29%	31%	30%	39%	34%	24%	28%	31%	38%	37%	26%	35%	30%
		h	h				cehi	h			a	b	b		b	
		14%	14%	7%	7%	8%	11%	9%	3%	9%	84%	16%	66%	34%	52%	48%
HYBRID IPTV	415	41	81	46	22	36	29	25	22	50	351	64	264	151	223	192
	16%	12%	22%	20%	12%	16%	12%	11%	20%	17%	15%	18%	17%	14%	17%	14%
			adfg	adfg					adfg				b		b	
		10%	19%	11%	5%	9%	7%	6%	5%	12%	85%	15%	64%	36%	54%	46%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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TV MULTI-PLATFORM OWNERSHIP

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
NO TV	137	46	13	8	11	7	8	13	7	5	124	13	88	47	33	104
	5%	14%	4%	3%	6%	3%	3%	6%	6%	2%	5%	4%	6%	4%	3%	8%
		bcdefghi		i				i	i						a	
		34%	9%	6%	8%	5%	6%	9%	5%	4%	90%	10%	64%	34%	24%	76%
OTHER	4	-	2	-	-	-	-	-	1	-	4	*	2	2	3	*
	*%	-%	1%	-%	-%	-%	-%	-%	1%	-%	*%	*%	*%	*%	*%	*%
		-%	55%	-%	-%	-%	-%	-%	20%	-%	97%	3%	58%	42%	91%	9%
Mean TV platforms	1.0	.9	1.1	1.2	1.0	1.1	1.1	1.0	1.1	1.2	1.0	1.1	1.1	1.0	1.1	1.0
			ag	abdefg	a	ag	ag	a	adg	abdefg		a			b	
Standard deviation	.42	.37	.37	.63	.35	.37	.36	.32	.48	.48	.39	.55	.44	.39	.44	.39
Standard error	.01	.02	.02	.04	.02	.02	.02	.02	.03	.03	.01	.02	.01	.01	.01	.01

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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HOUSEHOLD TV SERVICES - OPTION 1 - NOW TV INCLUDED IN PAY TV, NOT OTT

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
NO TV																			
	137	73	64	31	44	39	23	12	8	10	36	34	41	24	36	117	12	6	2
	5%	6%	5%	9%	9%	4%	2%	6%	4%	4%	5%	5%	6%	4%	5%	5%	5%	5%	2%
				cd	cd	d									d	d	d		
		53%	47%	23%	32%	28%	17%	9%	6%	7%	26%	25%	30%	18%	27%	85%	9%	5%	1%
ANY PAY TV																			
	1334	625	709	189	256	507	382	43	79	95	452	407	383	291	252	1114	119	60	41
	50%	48%	52%	53%	54%	55%	41%	22%	40%	39%	61%	57%	54%	50%	38%	50%	51%	45%	56%
				d	d	d			a	a	abc	cd	d	d					ac
		47%	53%	14%	19%	38%	29%	3%	6%	7%	34%	31%	29%	22%	19%	84%	9%	4%	3%
SKY	821	397	424	106	156	325	235	29	45	58	293	246	229	198	147	677	67	44	33
	31%	31%	31%	30%	33%	36%	25%	15%	23%	23%	39%	35%	32%	34%	22%	30%	29%	33%	45%
				d	d	ad			a	a	abc	d	d	d					abc
		48%	52%	13%	19%	40%	29%	3%	5%	7%	36%	30%	28%	24%	18%	82%	8%	5%	4%
VIRGIN MEDIA	416	180	235	64	78	147	127	9	30	25	120	132	121	79	83	356	43	11	6
	16%	14%	17%	18%	16%	16%	14%	5%	15%	10%	16%	19%	17%	14%	13%	16%	18%	8%	8%
			a						a	a	ac	cd	d			cd	cd		
		43%	57%	15%	19%	35%	31%	2%	7%	6%	29%	32%	29%	19%	20%	86%	10%	3%	1%
NOW TV	163	72	91	32	36	62	33	5	5	17	66	53	50	30	31	139	12	9	3
	6%	6%	7%	9%	8%	7%	4%	3%	3%	7%	9%	7%	7%	5%	5%	6%	5%	7%	5%
				d	d	d				a	ab	d							
		44%	56%	20%	22%	38%	20%	3%	3%	10%	41%	33%	30%	18%	19%	85%	7%	5%	2%
ANY HYBRID IPTV																			
	282	134	148	26	47	96	114	9	21	39	89	93	83	62	44	239	24	11	8
	11%	10%	11%	7%	10%	10%	12%	5%	10%	16%	12%	13%	12%	11%	7%	11%	10%	9%	10%
							a		a	a	a	d	d	d					
		47%	53%	9%	17%	34%	40%	3%	7%	14%	32%	33%	30%	22%	16%	85%	9%	4%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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HOUSEHOLD TV SERVICES - OPTION 1 - NOW TV INCLUDED IN PAY TV, NOT OTT

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
BT TV	174	89	85	12	30	64	68	5	14	20	59	57	52	40	25	146	15	7	6
	7%	7%	6%	3%	6%	7%	7%	2%	7%	8%	8%	8%	7%	7%	4%	7%	6%	6%	7%
						a	a			a	a	d	d	d					
TALKTALK TV	75	31	44	10	12	15	38	4	3	16	18	23	21	16	15	65	7	2	1
	3%	2%	3%	3%	3%	2%	4%	2%	2%	6%	2%	3%	3%	3%	2%	3%	3%	2%	2%
							c			abd									
EE TV	23	10	13	3	2	14	4	-	*	4	9	9	8	5	2	21	1	1	*
	1%	1%	1%	1%	*%	2%	*%	-%	*%	2%	1%	1%	1%	1%	*%	1%	*%	1%	*%
						d						d							
YOUVIEW	15	7	8	2	3	4	7	1	4	*	6	9	2	1	3	12	2	1	1
	1%	1%	1%	*%	1%	*%	1%	*%	2%	*%	1%	1%	*%	*%	*%	1%	1%	1%	1%
										c		c							
ANY OTT	980	474	506	198	220	381	181	28	51	72	381	306	304	213	156	814	86	51	29
	37%	36%	37%	55%	46%	42%	20%	15%	26%	29%	51%	43%	43%	37%	24%	36%	37%	38%	39%
				bcd	d	d			a	a	abc	cd	cd	d					
NETFLIX	861	409	452	185	198	339	139	24	47	65	321	262	264	193	142	714	79	42	27
	32%	31%	33%	51%	42%	37%	15%	13%	24%	26%	43%	37%	37%	33%	22%	32%	34%	32%	36%
				bcd	d	d			a	a	abc	d	d	d					

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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HOUSEHOLD TV SERVICES - OPTION 1 - NOW TV INCLUDED IN PAY TV, NOT OTT

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
AMAZON PRIME VIDEO	377	204	173	62	87	152	76	8	9	21	182	136	121	76	43	318	35	21	4
	14%	16%	13%	17%	18%	17%	8%	4%	5%	8%	24%	19%	17%	13%	6%	14%	15%	16%	5%
		b	d	d	d	d				abc	cd	d	d		d	d	d	d	
		54%	46%	16%	23%	40%	20%	2%	2%	5%	48%	36%	32%	20%	11%	84%	9%	6%	1%
DISNEY LIFE	31	9	23	4	13	8	6	-	2	4	9	7	4	11	9	25	4	2	*
	1%	1%	2%	1%	3%	1%	1%	-%	1%	2%	1%	1%	1%	2%	1%	1%	2%	1%	1%
		a	a	a	cd									b					
		28%	72%	13%	42%	25%	21%	-%	7%	14%	28%	23%	12%	36%	29%	81%	12%	6%	2%
HAYU	10	1	9	5	1	4	1	-	-	*	4	3	5	1	1	6	4	*	-
	*%	*%	1%	1%	*%	*%	*%	-%	-%	*%	1%	*%	1%	*%	*%	*%	2%	*%	-%
		a	a	d													ad		
		10%	90%	47%	9%	38%	6%	-%	-%	2%	43%	26%	51%	11%	12%	55%	40%	4%	-%
ANY OTHER OTT	12	4	8	2	1	6	3	*	-	1	6	2	6	-	3	9	1	1	*
	*%	*%	1%	1%	*%	1%	*%	*%	-%	*%	1%	*%	1%	-%	1%	*%	*%	1%	1%
													c						
		35%	65%	16%	8%	54%	23%	2%	-%	8%	53%	17%	54%	-%	29%	80%	8%	9%	3%
ANY FREE TV																			
	1186	609	577	145	168	370	503	135	106	134	273	261	275	264	379	992	94	66	34
	44%	47%	42%	40%	36%	40%	54%	70%	54%	55%	37%	37%	39%	46%	57%	44%	40%	50%	46%
		b	b				abc	bcd	d	d				ab	abc			b	
		51%	49%	12%	14%	31%	42%	11%	9%	11%	23%	22%	23%	22%	32%	84%	8%	6%	3%
FREEVIEW	1028	531	498	121	140	321	446	126	96	114	232	213	238	228	343	855	86	57	29
	38%	41%	36%	34%	30%	35%	48%	66%	49%	46%	31%	30%	33%	39%	52%	38%	37%	43%	40%
		b	b				abc	bcd	d	d				ab	abc				
		52%	48%	12%	14%	31%	43%	12%	9%	11%	23%	21%	23%	22%	33%	83%	8%	6%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 131

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HOUSEHOLD TV SERVICES - OPTION 1 - NOW TV INCLUDED IN PAY TV, NOT OTT

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
FREE SATELLITE	180	93	87	25	29	56	70	10	11	23	47	57	45	39	39	156	9	9	5
	7%	7%	6%	7%	6%	6%	8%	5%	6%	9%	6%	8%	6%	7%	6%	7%	4%	7%	7%
		52%	48%	14%	16%	31%	39%	6%	6%	13%	26%	32%	25%	22%	21%	87%	5%	5%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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HOUSEHOLD TV SERVICES - OPTION 1 - NOW TV INCLUDED IN PAY TV, NOT OTT

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
NO TV																
	137	46	13	8	11	7	8	13	7	5	124	13	88	47	33	104
	5%	14%	4%	3%	6%	3%	3%	6%	6%	2%	5%	4%	6%	4%	3%	8%
		bcdefghi			i			i	i						a	
		34%	9%	6%	8%	5%	6%	9%	5%	4%	90%	10%	64%	34%	24%	76%
ANY PAY TV																
	1334	144	174	107	91	132	130	102	62	172	1159	175	869	462	666	667
	50%	42%	48%	48%	48%	56%	53%	45%	55%	58%	50%	49%	56%	41%	52%	48%
						ag	a		ag	abcdg			b			
		11%	13%	8%	7%	10%	10%	8%	5%	13%	87%	13%	65%	35%	50%	50%
SKY	821	84	101	73	53	79	88	68	32	100	676	145	553	267	432	389
	31%	25%	28%	32%	28%	34%	36%	30%	28%	33%	29%	41%	36%	24%	34%	28%
						a	a			a			b		b	
		10%	12%	9%	6%	10%	11%	8%	4%	12%	82%	18%	67%	33%	53%	47%
VIRGIN MEDIA	416	52	52	24	32	47	34	27	24	65	405	11	248	167	180	236
	16%	15%	14%	11%	17%	20%	14%	12%	21%	22%	17%	3%	16%	15%	14%	17%
						cg			cfg	bcfg	b				a	
		12%	13%	6%	8%	11%	8%	6%	6%	16%	97%	3%	60%	40%	43%	57%
NOW TV	163	13	33	17	9	13	11	10	10	23	134	29	117	46	85	79
	6%	4%	9%	8%	4%	6%	4%	4%	9%	8%	6%	8%	8%	4%	7%	6%
			adfg						afg				b			
		8%	20%	11%	5%	8%	7%	6%	6%	14%	82%	18%	72%	28%	52%	48%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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HOUSEHOLD TV SERVICES - OPTION 1 - NOW TV INCLUDED IN PAY TV, NOT OTT

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
ANY HYBRID IPTV																
	282	27	57	34	16	25	20	16	12	33	238	45	172	110	160	122
	11%	8%	16%	15%	8%	11%	8%	7%	10%	11%	10%	13%	11%	10%	12%	9%
			adfg	adfg											b	
		10%	20%	12%	6%	9%	7%	6%	4%	12%	84%	16%	61%	39%	57%	43%
BT TV	174	12	40	25	8	12	15	7	6	20	139	35	107	67	112	62
	7%	4%	11%	11%	4%	5%	6%	3%	5%	7%	6%	10%	7%	6%	9%	4%
			adegh	adegh								a			b	
		7%	23%	15%	5%	7%	9%	4%	4%	12%	80%	20%	62%	38%	65%	35%
TALKTALK TV	75	10	13	5	6	8	3	7	5	7	69	6	40	35	35	40
	3%	3%	4%	2%	3%	4%	1%	3%	4%	2%	3%	2%	3%	3%	3%	3%
		13%	17%	7%	8%	11%	4%	10%	6%	9%	92%	8%	54%	46%	47%	53%
EE TV	23	5	-	4	1	4	1	1	1	4	19	4	19	4	7	17
	1%	2%	-%	2%	1%	2%	-%	1%	1%	1%	1%	1%	1%	-%	1%	1%
			b										b			
		22%	-%	16%	4%	15%	5%	6%	4%	18%	81%	19%	82%	18%	29%	71%
YOUVIEW	15	-	5	1	-	1	-	2	-	3	14	1	9	6	9	6
	1%	-%	1%	-%	-%	-%	-%	1%	-%	1%	1%	-%	1%	1%	1%	-%
		-%	34%	5%	-%	8%	-%	11%	-%	20%	95%	5%	57%	43%	59%	41%
ANY OTT																
	980	87	148	91	69	80	85	92	56	106	834	146	693	282	493	487
	37%	26%	41%	40%	36%	34%	35%	40%	49%	35%	36%	41%	45%	25%	38%	35%
			a	a	a	a	a	a	adefi	a		a	b			
		9%	15%	9%	7%	8%	9%	9%	6%	11%	85%	15%	71%	29%	50%	50%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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HOUSEHOLD TV SERVICES - OPTION 1 - NOW TV INCLUDED IN PAY TV, NOT OTT

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
NETFLIX	861	71	128	74	60	71	74	89	50	97	742	119	614	242	422	440
	32%	21%	36%	33%	31%	30%	30%	39%	43%	33%	32%	34%	40%	22%	33%	32%
		a	a	a	a	a	a	aef	acdefi	a	b	b	b	a	a	a
		8%	15%	9%	7%	8%	9%	10%	6%	11%	86%	14%	71%	28%	49%	51%
AMAZON PRIME VIDEO	377	39	56	42	29	30	40	25	18	39	312	65	279	97	212	165
	14%	11%	15%	19%	15%	13%	16%	11%	16%	13%	13%	18%	18%	9%	16%	12%
			ag	a	a	a	a	a	a	a	a	a	b	b	b	b
		10%	15%	11%	8%	8%	11%	7%	5%	10%	83%	17%	74%	26%	56%	44%
DISNEY LIFE	31	6	4	2	-	3	3	2	1	4	24	7	20	11	18	13
	1%	2%	1%	1%	-%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
		d	d	d	d	d	d	d	d	d	d	d	d	d	d	d
		19%	14%	6%	-%	10%	10%	6%	3%	12%	79%	21%	65%	35%	57%	43%
HAYU	10	-	-	-	-	1	1	2	*	2	9	1	8	2	4	6
	*%	-%	-%	-%	-%	*%	*%	1%	*%	1%	*%	*%	1%	*%	*%	*%
		-%	-%	-%	-%	10%	10%	16%	3%	17%	88%	12%	84%	16%	39%	61%
ANY OTHER OTT	12	2	-	2	2	-	1	-	1	1	8	3	7	4	8	4
	*%	*%	-%	1%	1%	-%	*%	-%	1%	*%	*%	1%	*%	*%	1%	*%
		13%	-%	20%	16%	-%	7%	-%	12%	11%	71%	29%	64%	36%	64%	36%
ANY FREE TV																
	1186	133	158	115	86	90	111	108	51	141	1009	177	595	589	591	594
	44%	39%	44%	51%	45%	38%	45%	47%	45%	47%	43%	50%	38%	53%	46%	43%
				ae	e	e	e	e	e	e	a	a	a	a	a	a
		11%	13%	10%	7%	8%	9%	9%	4%	12%	85%	15%	50%	50%	50%	50%
FREEVIEW	1028	97	133	103	77	82	92	94	46	132	873	155	503	523	505	523
	38%	29%	37%	46%	40%	35%	37%	41%	41%	44%	38%	44%	32%	47%	39%	38%
			abe	a	a	a	a	a	a	ae	a	a	a	a	a	a
		9%	13%	10%	7%	8%	9%	9%	5%	13%	85%	15%	49%	51%	49%	51%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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HOUSEHOLD TV SERVICES - OPTION 1 - NOW TV INCLUDED IN PAY TV, NOT OTT

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
FREE SATELLITE	180	36	32	19	11	8	21	14	6	9	151	29	103	77	103	78
	7%	11%	9%	9%	6%	3%	8%	6%	5%	3%	7%	8%	7%	7%	8%	6%
		ehi	ei	ei			ei								b	
		20%	18%	11%	6%	5%	12%	8%	3%	5%	84%	16%	57%	43%	57%	43%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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HOUSEHOLD TV SERVICES - OPTION 2 - NOW TV INCLUDED IN OTT, NOT PAY TV

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
NO TV																			
	137	73	64	31	44	39	23	12	8	10	36	34	41	24	36	117	12	6	2
	5%	6%	5%	9%	9%	4%	2%	6%	4%	4%	5%	5%	6%	4%	5%	5%	5%	5%	2%
				cd	cd	d									d	d	d		
		53%	47%	23%	32%	28%	17%	9%	6%	7%	26%	25%	30%	18%	27%	85%	9%	5%	1%
ANY PAY TV																			
	1237	577	660	170	233	472	362	38	75	83	413	377	350	277	231	1033	110	54	39
	46%	44%	48%	47%	49%	52%	39%	20%	38%	34%	55%	53%	49%	48%	35%	46%	47%	41%	53%
				d	d	d			a	a	abc	d	d	d					ac
		47%	53%	14%	19%	38%	29%	3%	6%	7%	33%	31%	28%	22%	19%	84%	9%	4%	3%
SKY	821	397	424	106	156	325	235	29	45	58	293	246	229	198	147	677	67	44	33
	31%	31%	31%	30%	33%	36%	25%	15%	23%	23%	39%	35%	32%	34%	22%	30%	29%	33%	45%
				d	d	ad			a	a	abc	d	d	d					abc
		48%	52%	13%	19%	40%	29%	3%	5%	7%	36%	30%	28%	24%	18%	82%	8%	5%	4%
VIRGIN MEDIA	416	180	235	64	78	147	127	9	30	25	120	132	121	79	83	356	43	11	6
	16%	14%	17%	18%	16%	16%	14%	5%	15%	10%	16%	19%	17%	14%	13%	16%	18%	8%	8%
			a						a	a	ac	cd	d			cd	cd		
		43%	57%	15%	19%	35%	31%	2%	7%	6%	29%	32%	29%	19%	20%	86%	10%	3%	1%
ANY HYBRID IPTV																			
	282	134	148	26	47	96	114	9	21	39	89	93	83	62	44	239	24	11	8
	11%	10%	11%	7%	10%	10%	12%	5%	10%	16%	12%	13%	12%	11%	7%	11%	10%	9%	10%
				a	a	a			a	a	a	d	d	d					
		47%	53%	9%	17%	34%	40%	3%	7%	14%	32%	33%	30%	22%	16%	85%	9%	4%	3%
BT TV	174	89	85	12	30	64	68	5	14	20	59	57	52	40	25	146	15	7	6
	7%	7%	6%	3%	6%	7%	7%	2%	7%	8%	8%	8%	7%	7%	4%	7%	6%	6%	7%
				a	a	a			a	a	a	d	d	d					
		51%	49%	7%	17%	36%	39%	3%	8%	11%	34%	33%	30%	23%	14%	84%	8%	4%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
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Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
TALKTALK TV	75	31	44	10	12	15	38	4	3	16	18	23	21	16	15	65	7	2	1
	3%	2%	3%	3%	3%	2%	4%	2%	2%	6%	2%	3%	3%	3%	2%	3%	3%	2%	2%
							c			abd									
		41%	59%	14%	16%	20%	50%	5%	4%	21%	23%	30%	28%	21%	20%	86%	9%	3%	2%
EE TV	23	10	13	3	2	14	4	-	*	4	9	9	8	5	2	21	1	1	*
	1%	1%	1%	1%	*%	2%	*%	-%	*%	2%	1%	1%	1%	1%	*%	1%	*%	1%	*%
						d						d							
		44%	56%	12%	9%	61%	17%	-%	2%	16%	38%	40%	33%	20%	7%	91%	3%	6%	1%
YOUVIEW	15	7	8	2	3	4	7	1	4	*	6	9	2	1	3	12	2	1	1
	1%	1%	1%	*%	1%	*%	1%	*%	2%	*%	1%	1%	*%	*%	*%	1%	1%	1%	1%
									c			c							
		47%	53%	10%	18%	27%	44%	5%	28%	2%	41%	57%	16%	8%	19%	78%	13%	5%	5%
ANY OTT																			
	1023	496	527	202	231	396	194	31	51	76	396	322	316	217	167	851	88	53	30
	38%	38%	38%	56%	49%	43%	21%	16%	26%	31%	53%	45%	44%	37%	25%	38%	38%	41%	41%
				bcd	d	d			a	a	abc	cd	cd	d					
		48%	52%	20%	23%	39%	19%	3%	5%	7%	39%	31%	31%	21%	16%	83%	9%	5%	3%
NETFLIX	861	409	452	185	198	339	139	24	47	65	321	262	264	193	142	714	79	42	27
	32%	31%	33%	51%	42%	37%	15%	13%	24%	26%	43%	37%	37%	33%	22%	32%	34%	32%	36%
				bcd	d	d			a	a	abc	d	d	d					
		48%	52%	21%	23%	39%	16%	3%	5%	8%	37%	30%	31%	22%	17%	83%	9%	5%	3%
AMAZON PRIME VIDEO	377	204	173	62	87	152	76	8	9	21	182	136	121	76	43	318	35	21	4
	14%	16%	13%	17%	18%	17%	8%	4%	5%	8%	24%	19%	17%	13%	6%	14%	15%	16%	5%
		b		d	d	d					abc	cd	d	d		d	d	d	
		54%	46%	16%	23%	40%	20%	2%	2%	5%	48%	36%	32%	20%	11%	84%	9%	6%	1%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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HOUSEHOLD TV SERVICES - OPTION 2 - NOW TV INCLUDED IN OTT, NOT PAY TV

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
NOW TV	145	63	82	28	32	56	30	3	4	16	60	48	44	28	26	123	10	8	3
	5%	5%	6%	8%	7%	6%	3%	2%	2%	6%	8%	7%	6%	5%	4%	6%	4%	6%	5%
				d	d	d				ab	ab	d							
		43%	57%	19%	22%	39%	21%	2%	3%	11%	41%	33%	30%	19%	18%	85%	7%	6%	2%
DISNEY LIFE	31	9	23	4	13	8	6	-	2	4	9	7	4	11	9	25	4	2	*
	1%	1%	2%	1%	3%	1%	1%	-%	1%	2%	1%	1%	1%	2%	1%	1%	2%	1%	1%
			a		cd									b					
		28%	72%	13%	42%	25%	21%	-%	7%	14%	28%	23%	12%	36%	29%	81%	12%	6%	2%
HAYU	10	1	9	5	1	4	1	-	-	*	4	3	5	1	1	6	4	*	-
	*%	*%	1%	1%	*%	*%	*%	-%	-%	*%	1%	*%	1%	*%	*%	*%	2%	*%	-%
			a	d													ad		
		10%	90%	47%	9%	38%	6%	-%	-%	2%	43%	26%	51%	11%	12%	55%	40%	4%	-%
ANY OTHER OTT	12	4	8	2	1	6	3	*	-	1	6	2	6	-	3	9	1	1	*
	*%	*%	1%	1%	*%	1%	*%	*%	-%	*%	1%	*%	1%	-%	1%	*%	*%	1%	1%
		35%	65%	16%	8%	54%	23%	2%	-%	8%	53%	17%	54%	-%	29%	80%	8%	9%	3%
ANY FREE TV																			
	1186	609	577	145	168	370	503	135	106	134	273	261	275	264	379	992	94	66	34
	44%	47%	42%	40%	36%	40%	54%	70%	54%	55%	37%	37%	39%	46%	57%	44%	40%	50%	46%
		b				abc		bcd	d	d				ab	abc			b	
		51%	49%	12%	14%	31%	42%	11%	9%	11%	23%	22%	23%	22%	32%	84%	8%	6%	3%
FREEVIEW	1028	531	498	121	140	321	446	126	96	114	232	213	238	228	343	855	86	57	29
	38%	41%	36%	34%	30%	35%	48%	66%	49%	46%	31%	30%	33%	39%	52%	38%	37%	43%	40%
		b				abc		bcd	d	d				ab	abc				
		52%	48%	12%	14%	31%	43%	12%	9%	11%	23%	21%	23%	22%	33%	83%	8%	6%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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HOUSEHOLD TV SERVICES - OPTION 2 - NOW TV INCLUDED IN OTT, NOT PAY TV

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
FREE SATELLITE	180	93	87	25	29	56	70	10	11	23	47	57	45	39	39	156	9	9	5
	7%	7%	6%	7%	6%	6%	8%	5%	6%	9%	6%	8%	6%	7%	6%	7%	4%	7%	7%
		52%	48%	14%	16%	31%	39%	6%	6%	13%	26%	32%	25%	22%	21%	b 87%	5%	5%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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HOUSEHOLD TV SERVICES - OPTION 2 - NOW TV INCLUDED IN OTT, NOT PAY TV

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
NO TV																
	137	46	13	8	11	7	8	13	7	5	124	13	88	47	33	104
	5%	14%	4%	3%	6%	3%	3%	6%	6%	2%	5%	4%	6%	4%	3%	8%
		bcdefghi			i			i	i						a	
		34%	9%	6%	8%	5%	6%	9%	5%	4%	90%	10%	64%	34%	24%	76%
ANY PAY TV																
	1237	136	153	96	85	125	122	95	56	165	1081	156	801	434	612	625
	46%	40%	42%	43%	44%	53%	50%	42%	49%	55%	47%	44%	52%	39%	48%	45%
						abcdg	a			abcdg			b			
		11%	12%	8%	7%	10%	10%	8%	5%	13%	87%	13%	65%	35%	49%	51%
SKY	821	84	101	73	53	79	88	68	32	100	676	145	553	267	432	389
	31%	25%	28%	32%	28%	34%	36%	30%	28%	33%	29%	41%	36%	24%	34%	28%
						a	a			a		a	b		b	
		10%	12%	9%	6%	10%	11%	8%	4%	12%	82%	18%	67%	33%	53%	47%
VIRGIN MEDIA	416	52	52	24	32	47	34	27	24	65	405	11	248	167	180	236
	16%	15%	14%	11%	17%	20%	14%	12%	21%	22%	17%	3%	16%	15%	14%	17%
						cg			cfg	bcfg	b				a	
		12%	13%	6%	8%	11%	8%	6%	6%	16%	97%	3%	60%	40%	43%	57%
ANY HYBRID IPTV																
	282	27	57	34	16	25	20	16	12	33	238	45	172	110	160	122
	11%	8%	16%	15%	8%	11%	8%	7%	10%	11%	10%	13%	11%	10%	12%	9%
			adfg	adfg											b	
		10%	20%	12%	6%	9%	7%	6%	4%	12%	84%	16%	61%	39%	57%	43%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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HOUSEHOLD TV SERVICES - OPTION 2 - NOW TV INCLUDED IN OTT, NOT PAY TV

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
BT TV	174	12	40	25	8	12	15	7	6	20	139	35	107	67	112	62
	7%	4%	11%	11%	4%	5%	6%	3%	5%	7%	6%	10%	7%	6%	9%	4%
			adegh	adegh								a			b	
		7%	23%	15%	5%	7%	9%	4%	4%	12%	80%	20%	62%	38%	65%	35%
TALKTALK TV	75	10	13	5	6	8	3	7	5	7	69	6	40	35	35	40
	3%	3%	4%	2%	3%	4%	1%	3%	4%	2%	3%	2%	3%	3%	3%	3%
		13%	17%	7%	8%	11%	4%	10%	6%	9%	92%	8%	54%	46%	47%	53%
EE TV	23	5	-	4	1	4	1	1	1	4	19	4	19	4	7	17
	1%	2%	-%	2%	1%	2%	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%
				b									b			
		22%	-%	16%	4%	15%	5%	6%	4%	18%	81%	19%	82%	18%	29%	71%
YOUVIEW	15	-	5	1	-	1	-	2	-	3	14	1	9	6	9	6
	1%	-%	1%	*%	-%	*%	-%	1%	-%	1%	1%	*%	1%	1%	1%	*%
		-%	34%	5%	-%	8%	-%	11%	-%	20%	95%	5%	57%	43%	59%	41%
ANY OTT																
	1023	93	156	95	72	83	88	95	57	111	868	154	725	293	511	512
	38%	27%	43%	42%	38%	35%	36%	42%	50%	37%	37%	43%	47%	26%	40%	37%
			a	a	a		a	a	ade	a		a	b			
		9%	15%	9%	7%	8%	9%	9%	6%	11%	85%	15%	71%	29%	50%	50%
NETFLIX	861	71	128	74	60	71	74	89	50	97	742	119	614	242	422	440
	32%	21%	36%	33%	31%	30%	30%	39%	43%	33%	32%	34%	40%	22%	33%	32%
			a	a	a	a	a	aef	acdefi	a			b			
		8%	15%	9%	7%	8%	9%	10%	6%	11%	86%	14%	71%	28%	49%	51%
AMAZON PRIME VIDEO	377	39	56	42	29	30	40	25	18	39	312	65	279	97	212	165
	14%	11%	15%	19%	15%	13%	16%	11%	16%	13%	13%	18%	18%	9%	16%	12%
				ag								a	b		b	
		10%	15%	11%	8%	8%	11%	7%	5%	10%	83%	17%	74%	26%	56%	44%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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HOUSEHOLD TV SERVICES - OPTION 2 - NOW TV INCLUDED IN OTT, NOT PAY TV

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
NOW TV	145	12	30	16	8	11	11	8	10	18	116	28	109	36	73	71
	5%	4%	8%	7%	4%	5%	4%	3%	9%	6%	5%	8%	7%	3%	6%	5%
			ag						adefg			a	b			
		8%	20%	11%	5%	7%	7%	5%	7%	13%	80%	20%	75%	25%	51%	49%
DISNEY LIFE	31	6	4	2	-	3	3	2	1	4	24	7	20	11	18	13
	1%	2%	1%	1%	-%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
		d														
		19%	14%	6%	-%	10%	10%	6%	3%	12%	79%	21%	65%	35%	57%	43%
HAYU	10	-	-	-	-	1	1	2	*	2	9	1	8	2	4	6
	*%	-%	-%	-%	-%	*%	*%	1%	*%	1%	*%	*%	1%	*%	*%	*%
		-%	-%	-%	-%	10%	10%	16%	3%	17%	88%	12%	84%	16%	39%	61%
ANY OTHER OTT	12	2	-	2	2	-	1	-	1	1	8	3	7	4	8	4
	*%	*%	-%	1%	1%	-%	*%	-%	1%	*%	*%	1%	*%	*%	1%	*%
		13%	-%	20%	16%	-%	7%	-%	12%	11%	71%	29%	64%	36%	64%	36%
ANY FREE TV																
	1186	133	158	115	86	90	111	108	51	141	1009	177	595	589	591	594
	44%	39%	44%	51%	45%	38%	45%	47%	45%	47%	43%	50%	38%	53%	46%	43%
			ae					e		e		a		a		
		11%	13%	10%	7%	8%	9%	9%	4%	12%	85%	15%	50%	50%	50%	50%
FREEVIEW	1028	97	133	103	77	82	92	94	46	132	873	155	503	523	505	523
	38%	29%	37%	46%	40%	35%	37%	41%	41%	44%	38%	44%	32%	47%	39%	38%
			abe	a	a	a	a	a	a	ae		a		a		
		9%	13%	10%	7%	8%	9%	9%	5%	13%	85%	15%	49%	51%	49%	51%
FREE SATELLITE	180	36	32	19	11	8	21	14	6	9	151	29	103	77	103	78
	7%	11%	9%	9%	6%	3%	8%	6%	5%	3%	7%	8%	7%	7%	8%	6%
		ehi	ei	ei			ei								b	
		20%	18%	11%	6%	5%	12%	8%	3%	5%	84%	16%	57%	43%	57%	43%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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HOUSEHOLD TV SERVICES - OPTION 3 - NOW TV IN OWN CATEGORY OF A 'VIRTUAL PAY TV OPERATOR', NOT INCLUDED IN OTT, NOT INCLUDED IN PAY TV

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
NO TV																			
	137	73	64	31	44	39	23	12	8	10	36	34	41	24	36	117	12	6	2
	5%	6%	5%	9%	9%	4%	2%	6%	4%	4%	5%	5%	6%	4%	5%	5%	5%	5%	2%
				cd	cd	d									d	d	d		
		53%	47%	23%	32%	28%	17%	9%	6%	7%	26%	25%	30%	18%	27%	85%	9%	5%	1%
ANY PAY TV																			
	1237	577	660	170	233	472	362	38	75	83	413	377	350	277	231	1033	110	54	39
	46%	44%	48%	47%	49%	52%	39%	20%	38%	34%	55%	53%	49%	48%	35%	46%	47%	41%	53%
				d	d	d			a	a	abc	d	d	d					ac
		47%	53%	14%	19%	38%	29%	3%	6%	7%	33%	31%	28%	22%	19%	84%	9%	4%	3%
SKY	821	397	424	106	156	325	235	29	45	58	293	246	229	198	147	677	67	44	33
	31%	31%	31%	30%	33%	36%	25%	15%	23%	23%	39%	35%	32%	34%	22%	30%	29%	33%	45%
				d	d	ad			a	a	abc	d	d	d					abc
		48%	52%	13%	19%	40%	29%	3%	5%	7%	36%	30%	28%	24%	18%	82%	8%	5%	4%
VIRGIN MEDIA	416	180	235	64	78	147	127	9	30	25	120	132	121	79	83	356	43	11	6
	16%	14%	17%	18%	16%	16%	14%	5%	15%	10%	16%	19%	17%	14%	13%	16%	18%	8%	8%
			a						a	a	ac	cd	d			cd	cd		
		43%	57%	15%	19%	35%	31%	2%	7%	6%	29%	32%	29%	19%	20%	86%	10%	3%	1%
ANY HYBRID IPTV																			
	282	134	148	26	47	96	114	9	21	39	89	93	83	62	44	239	24	11	8
	11%	10%	11%	7%	10%	10%	12%	5%	10%	16%	12%	13%	12%	11%	7%	11%	10%	9%	10%
				a	a	a			a	a	a	d	d	d					
		47%	53%	9%	17%	34%	40%	3%	7%	14%	32%	33%	30%	22%	16%	85%	9%	4%	3%
BT TV	174	89	85	12	30	64	68	5	14	20	59	57	52	40	25	146	15	7	6
	7%	7%	6%	3%	6%	7%	7%	2%	7%	8%	8%	8%	7%	7%	4%	7%	6%	6%	7%
				a	a	a			a	a	a	d	d	d					
		51%	49%	7%	17%	36%	39%	3%	8%	11%	34%	33%	30%	23%	14%	84%	8%	4%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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HOUSEHOLD TV SERVICES - OPTION 3 - NOW TV IN OWN CATEGORY OF A 'VIRTUAL PAY TV OPERATOR', NOT INCLUDED IN OTT, NOT INCLUDED IN PAY TV

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
TALKTALK TV	75	31	44	10	12	15	38	4	3	16	18	23	21	16	15	65	7	2	1
	3%	2%	3%	3%	3%	2%	4%	2%	2%	6%	2%	3%	3%	3%	2%	3%	3%	2%	2%
							c			abd									
		41%	59%	14%	16%	20%	50%	5%	4%	21%	23%	30%	28%	21%	20%	86%	9%	3%	2%
EE TV	23	10	13	3	2	14	4	-	*	4	9	9	8	5	2	21	1	1	*
	1%	1%	1%	1%	*%	2%	*%	-%	*%	2%	1%	1%	1%	1%	*%	1%	*%	1%	*%
						d						d							
		44%	56%	12%	9%	61%	17%	-%	2%	16%	38%	40%	33%	20%	7%	91%	3%	6%	1%
YOUVIEW	15	7	8	2	3	4	7	1	4	*	6	9	2	1	3	12	2	1	1
	1%	1%	1%	*%	1%	*%	1%	*%	2%	*%	1%	1%	*%	*%	*%	1%	1%	1%	1%
									c			c							
		47%	53%	10%	18%	27%	44%	5%	28%	2%	41%	57%	16%	8%	19%	78%	13%	5%	5%
ANY OTT																			
	980	474	506	198	220	381	181	28	51	72	381	306	304	213	156	814	86	51	29
	37%	36%	37%	55%	46%	42%	20%	15%	26%	29%	51%	43%	43%	37%	24%	36%	37%	38%	39%
				bcd	d	d			a	a	abc	cd	cd	d					
		48%	52%	20%	22%	39%	18%	3%	5%	7%	39%	31%	31%	22%	16%	83%	9%	5%	3%
NETFLIX	861	409	452	185	198	339	139	24	47	65	321	262	264	193	142	714	79	42	27
	32%	31%	33%	51%	42%	37%	15%	13%	24%	26%	43%	37%	37%	33%	22%	32%	34%	32%	36%
				bcd	d	d			a	a	abc	d	d	d					
		48%	52%	21%	23%	39%	16%	3%	5%	8%	37%	30%	31%	22%	17%	83%	9%	5%	3%
AMAZON PRIME VIDEO	377	204	173	62	87	152	76	8	9	21	182	136	121	76	43	318	35	21	4
	14%	16%	13%	17%	18%	17%	8%	4%	5%	8%	24%	19%	17%	13%	6%	14%	15%	16%	5%
		b		d	d	d					abc	cd	d	d		d	d	d	
		54%	46%	16%	23%	40%	20%	2%	2%	5%	48%	36%	32%	20%	11%	84%	9%	6%	1%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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HOUSEHOLD TV SERVICES - OPTION 3 - NOW TV IN OWN CATEGORY OF A 'VIRTUAL PAY TV OPERATOR', NOT INCLUDED IN OTT, NOT INCLUDED IN PAY TV

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
DISNEY LIFE	31	9	23	4	13	8	6	-	2	4	9	7	4	11	9	25	4	2	*
	1%	1%	2%	1%	3%	1%	1%	-%	1%	2%	1%	1%	1%	2%	1%	1%	2%	1%	1%
			a		cd									b					
		28%	72%	13%	42%	25%	21%	-%	7%	14%	28%	23%	12%	36%	29%	81%	12%	6%	2%
HAYU	10	1	9	5	1	4	1	-	-	*	4	3	5	1	1	6	4	*	-
	*%	*%	1%	1%	*%	*%	*%	-%	-%	*%	1%	*%	1%	*%	*%	*%	2%	*%	-%
			a		d												ad		
		10%	90%	47%	9%	38%	6%	-%	-%	2%	43%	26%	51%	11%	12%	55%	40%	4%	-%
ANY OTHER OTT	12	4	8	2	1	6	3	*	-	1	6	2	6	-	3	9	1	1	*
	*%	*%	1%	1%	*%	1%	*%	*%	-%	*%	1%	*%	1%	-%	1%	*%	*%	1%	1%
													c						
		35%	65%	16%	8%	54%	23%	2%	-%	8%	53%	17%	54%	-%	29%	80%	8%	9%	3%
VIRTUAL PAY TV OPERATOR																			
NOW TV	163	72	91	32	36	62	33	5	5	17	66	53	50	30	31	139	12	9	3
	6%	6%	7%	9%	8%	7%	4%	3%	3%	7%	9%	7%	7%	5%	5%	6%	5%	7%	5%
				d	d	d				a	ab	d							
		44%	56%	20%	22%	38%	20%	3%	3%	10%	41%	33%	30%	18%	19%	85%	7%	5%	2%
ANY FREE TV																			
	1186	609	577	145	168	370	503	135	106	134	273	261	275	264	379	992	94	66	34
	44%	47%	42%	40%	36%	40%	54%	70%	54%	55%	37%	37%	39%	46%	57%	44%	40%	50%	46%
		b					abc	bcd	d	d				ab	abc			b	
		51%	49%	12%	14%	31%	42%	11%	9%	11%	23%	22%	23%	22%	32%	84%	8%	6%	3%
FREEVIEW	1028	531	498	121	140	321	446	126	96	114	232	213	238	228	343	855	86	57	29
	38%	41%	36%	34%	30%	35%	48%	66%	49%	46%	31%	30%	33%	39%	52%	38%	37%	43%	40%
							abc	bcd	d	d				ab	abc				
		52%	48%	12%	14%	31%	43%	12%	9%	11%	23%	21%	23%	22%	33%	83%	8%	6%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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HOUSEHOLD TV SERVICES - OPTION 3 - NOW TV IN OWN CATEGORY OF A 'VIRTUAL PAY TV OPERATOR', NOT INCLUDED IN OTT, NOT INCLUDED IN PAY TV

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
FREE SATELLITE	180	93	87	25	29	56	70	10	11	23	47	57	45	39	39	156	9	9	5
	7%	7%	6%	7%	6%	6%	8%	5%	6%	9%	6%	8%	6%	7%	6%	7%	4%	7%	7%
		52%	48%	14%	16%	31%	39%	6%	6%	13%	26%	32%	25%	22%	21%	b 87%	5%	5%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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HOUSEHOLD TV SERVICES - OPTION 3 - NOW TV IN OWN CATEGORY OF A 'VIRTUAL PAY TV OPERATOR', NOT INCLUDED IN OTT, NOT INCLUDED IN PAY TV

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
NO TV																
	137	46	13	8	11	7	8	13	7	5	124	13	88	47	33	104
	5%	14%	4%	3%	6%	3%	3%	6%	6%	2%	5%	4%	6%	4%	3%	8%
		bcdefghi			i			i	i						a	
		34%	9%	6%	8%	5%	6%	9%	5%	4%	90%	10%	64%	34%	24%	76%
ANY PAY TV																
	1237	136	153	96	85	125	122	95	56	165	1081	156	801	434	612	625
	46%	40%	42%	43%	44%	53%	50%	42%	49%	55%	47%	44%	52%	39%	48%	45%
						abcdg	a			abcdg			b			
		11%	12%	8%	7%	10%	10%	8%	5%	13%	87%	13%	65%	35%	49%	51%
SKY	821	84	101	73	53	79	88	68	32	100	676	145	553	267	432	389
	31%	25%	28%	32%	28%	34%	36%	30%	28%	33%	29%	41%	36%	24%	34%	28%
						a	a			a			b		b	
		10%	12%	9%	6%	10%	11%	8%	4%	12%	82%	18%	67%	33%	53%	47%
VIRGIN MEDIA	416	52	52	24	32	47	34	27	24	65	405	11	248	167	180	236
	16%	15%	14%	11%	17%	20%	14%	12%	21%	22%	17%	3%	16%	15%	14%	17%
						cg			cfg	bcfg	b				a	
		12%	13%	6%	8%	11%	8%	6%	6%	16%	97%	3%	60%	40%	43%	57%
ANY HYBRID IPTV																
	282	27	57	34	16	25	20	16	12	33	238	45	172	110	160	122
	11%	8%	16%	15%	8%	11%	8%	7%	10%	11%	10%	13%	11%	10%	12%	9%
			adfg	adfg											b	
		10%	20%	12%	6%	9%	7%	6%	4%	12%	84%	16%	61%	39%	57%	43%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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HOUSEHOLD TV SERVICES - OPTION 3 - NOW TV IN OWN CATEGORY OF A 'VIRTUAL PAY TV OPERATOR', NOT INCLUDED IN OTT, NOT INCLUDED IN PAY TV

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
BT TV	174	12	40	25	8	12	15	7	6	20	139	35	107	67	112	62
	7%	4%	11%	11%	4%	5%	6%	3%	5%	7%	6%	10%	7%	6%	9%	4%
		7%	adegh	adegh	5%	7%	9%	4%	4%	12%	80%	20%	62%	38%	65%	35%
TALKTALK TV	75	10	13	5	6	8	3	7	5	7	69	6	40	35	35	40
	3%	3%	4%	2%	3%	4%	1%	3%	4%	2%	3%	2%	3%	3%	3%	3%
		13%	17%	7%	8%	11%	4%	10%	6%	9%	92%	8%	54%	46%	47%	53%
EE TV	23	5	-	4	1	4	1	1	1	4	19	4	19	4	7	17
	1%	2%	-%	2%	1%	2%	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%
		22%	-%	16%	4%	15%	5%	6%	4%	18%	81%	19%	82%	18%	29%	71%
YOUVIEW	15	-	5	1	-	1	-	2	-	3	14	1	9	6	9	6
	1%	-%	1%	*%	-%	*%	-%	1%	-%	1%	1%	*%	1%	1%	1%	*%
		-%	34%	5%	-%	8%	-%	11%	-%	20%	95%	5%	57%	43%	59%	41%
ANY OTT																
	980	87	148	91	69	80	85	92	56	106	834	146	693	282	493	487
	37%	26%	41%	40%	36%	34%	35%	40%	49%	35%	36%	41%	45%	25%	38%	35%
		9%	a	a	a	a	a	a	ade	a	85%	15%	71%	29%	50%	50%
NETFLIX	861	71	128	74	60	71	74	89	50	97	742	119	614	242	422	440
	32%	21%	36%	33%	31%	30%	30%	39%	43%	33%	32%	34%	40%	22%	33%	32%
		8%	a	a	a	a	a	aef	acdefi	a	86%	14%	71%	28%	49%	51%
AMAZON PRIME VIDEO	377	39	56	42	29	30	40	25	18	39	312	65	279	97	212	165
	14%	11%	15%	19%	15%	13%	16%	11%	16%	13%	13%	18%	18%	9%	16%	12%
		10%	15%	11%	8%	8%	11%	7%	5%	10%	83%	17%	74%	26%	56%	44%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
DISNEY LIFE	31	6	4	2	-	3	3	2	1	4	24	7	20	11	18	13
	1%	2%	1%	1%	-%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
		d														
		19%	14%	6%	-%	10%	10%	6%	3%	12%	79%	21%	65%	35%	57%	43%
HAYU	10	-	-	-	-	1	1	2	*	2	9	1	8	2	4	6
	*%	-%	-%	-%	-%	*%	*%	1%	*%	1%	*%	*%	1%	*%	*%	*%
		-%	-%	-%	-%	10%	10%	16%	3%	17%	88%	12%	84%	16%	39%	61%
ANY OTHER OTT	12	2	-	2	2	-	1	-	1	1	8	3	7	4	8	4
	*%	*%	-%	1%	1%	-%	*%	-%	1%	*%	*%	1%	*%	*%	1%	*%
		13%	-%	20%	16%	-%	7%	-%	12%	11%	71%	29%	64%	36%	64%	36%
VIRTUAL PAY TV OPERATOR																
NOW TV	163	13	33	17	9	13	11	10	10	23	134	29	117	46	85	79
	6%	4%	9%	8%	4%	6%	4%	4%	9%	8%	6%	8%	8%	4%	7%	6%
			adfg						afg				b			
		8%	20%	11%	5%	8%	7%	6%	6%	14%	82%	18%	72%	28%	52%	48%
ANY FREE TV																
	1186	133	158	115	86	90	111	108	51	141	1009	177	595	589	591	594
	44%	39%	44%	51%	45%	38%	45%	47%	45%	47%	43%	50%	38%	53%	46%	43%
			ae					e		e		a		a		
		11%	13%	10%	7%	8%	9%	9%	4%	12%	85%	15%	50%	50%	50%	50%
FREEVIEW	1028	97	133	103	77	82	92	94	46	132	873	155	503	523	505	523
	38%	29%	37%	46%	40%	35%	37%	41%	41%	44%	38%	44%	32%	47%	39%	38%
			abe		a		a	a	a	ae		a		a		
		9%	13%	10%	7%	8%	9%	9%	5%	13%	85%	15%	49%	51%	49%	51%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 133

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

HOUSEHOLD TV SERVICES - OPTION 3 - NOW TV IN OWN CATEGORY OF A 'VIRTUAL PAY TV OPERATOR', NOT INCLUDED IN OTT, NOT INCLUDED IN PAY TV

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
FREE SATELLITE	180	36	32	19	11	8	21	14	6	9	151	29	103	77	103	78
	7%	11%	9%	9%	6%	3%	8%	6%	5%	3%	7%	8%	7%	7%	8%	6%
		ehi	ei	ei			ei								b	
		20%	18%	11%	6%	5%	12%	8%	3%	5%	84%	16%	57%	43%	57%	43%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 134

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

COUNT OF TV SERVICES - ANY PAY TV, ANY OTT, ANY FREE TV

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
NO TV SERVICES	96	52	44	16	34	24	22	9	5	9	21	26	21	18	30	85	6	5	1
	4%	4%	3%	5%	7%	3%	2%	5%	3%	4%	3%	4%	3%	3%	5%	4%	2%	4%	1%
				d	cd										d			d	
		54%	46%	17%	35%	25%	23%	10%	5%	9%	22%	27%	22%	19%	31%	88%	6%	6%	1%
ONE TV SERVICE	1544	741	804	151	223	499	672	152	138	152	334	363	386	329	461	1291	141	73	40
	58%	57%	58%	42%	47%	55%	72%	79%	70%	62%	45%	51%	54%	57%	70%	58%	60%	55%	54%
				ab	abc	abcd		d	d					abc					
		48%	52%	10%	14%	32%	43%	10%	9%	10%	22%	23%	25%	21%	30%	84%	9%	5%	3%
TWO TV SERVICES	912	446	467	175	189	341	207	31	48	71	330	285	275	207	143	755	80	49	29
	34%	34%	34%	49%	40%	37%	22%	16%	24%	29%	44%	40%	39%	36%	22%	34%	34%	37%	39%
				bcd	d	d			a	a	abc	d	d	d				a	
		49%	51%	19%	21%	37%	23%	3%	5%	8%	36%	31%	30%	23%	16%	83%	9%	5%	3%
ALL THREE TV SERVICES	122	62	60	17	28	51	26	1	6	14	60	38	31	26	26	106	6	5	5
	5%	5%	4%	5%	6%	6%	3%	1%	3%	6%	8%	5%	4%	5%	4%	5%	3%	4%	6%
				d	d	d			a	a	ab							b	
		51%	49%	14%	23%	42%	21%	1%	5%	12%	49%	31%	26%	22%	21%	87%	5%	4%	4%
Mean number of TV services (out of 3)	1.4	1.4	1.4	1.5	1.4	1.5	1.3	1.1	1.3	1.4	1.6	1.5	1.4	1.4	1.2	1.4	1.4	1.4	1.5
				bcd	d	d			a	a	abc	d	d	d					abc
Standard deviation	.63	.64	.63	.66	.71	.64	.54	.45	.57	.65	.68	.66	.63	.63	.60	.64	.58	.63	.63
Standard error	.01	.02	.01	.03	.03	.02	.01	.03	.03	.03	.02	.02	.02	.02	.02	.01	.03	.03	.03

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 134

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

COUNT OF TV SERVICES - ANY PAY TV, ANY OTT, ANY FREE TV

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
NO TV SERVICES	96	40	10	5	5	5	7	4	5	3	89	7	64	32	23	74
	4%	12%	3%	2%	3%	2%	3%	2%	5%	1%	4%	2%	4%	3%	2%	5%
		bcdefghi							i		b				a	
		41%	10%	6%	5%	5%	7%	5%	6%	3%	93%	7%	67%	33%	23%	77%
ONE TV SERVICE	1544	213	195	123	117	145	147	135	47	170	1351	194	772	770	725	819
	58%	63%	54%	55%	61%	62%	60%	59%	41%	57%	58%	54%	50%	69%	56%	59%
		h	h	h	h	h	h	h	h	h				a		
		14%	13%	8%	8%	9%	10%	9%	3%	11%	87%	13%	50%	50%	47%	53%
TWO TV SERVICES	912	84	136	77	65	76	82	83	53	99	781	131	627	282	465	448
	34%	25%	38%	34%	34%	32%	33%	36%	46%	33%	34%	37%	40%	25%	36%	32%
			a	a	a	a	a	a	acdefgi	a			b		b	
		9%	15%	8%	7%	8%	9%	9%	6%	11%	86%	14%	69%	31%	51%	49%
ALL THREE TV SERVICES	122	3	20	19	4	9	10	6	9	26	98	24	89	33	74	48
	5%	1%	6%	9%	2%	4%	4%	2%	8%	9%	4%	7%	6%	3%	6%	3%
			a	adefg		a	a		adg	adefg		a	b		b	
		3%	16%	16%	4%	8%	8%	5%	8%	21%	81%	19%	73%	27%	61%	39%
Mean number of TV services (out of 3)	1.4	1.2	1.5	1.5	1.4	1.4	1.4	1.4	1.6	1.5	1.4	1.5	1.5	1.3	1.5	1.3
			a	ade	a	a	a	a	adefg	ade		a	b		b	
Standard deviation	.63	.62	.64	.69	.57	.60	.61	.57	.71	.67	.63	.65	.67	.56	.63	.63
Standard error	.01	.04	.04	.04	.04	.04	.04	.03	.05	.04	.01	.02	.02	.01	.01	.01

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 135

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY FOR PAY TV (NOW TV AND HYBRID IPTV INCLUDED IN PAY TV DEFINITION)

Base : All Pay TV users (including NOW TV and all Hybrid IPTV)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2146	1018	1128	307	359	762	717	77	131	200	623	548	692	460	443	1300	291	247	308
Effective Weighted Sample	1490	704	786	202	265	512	526	58	96	136	454	390	493	317	311	1135	200	173	273
Total	1569	734	835	209	297	584	479	52	97	131	519	480	451	344	291	1312	140	69	48
		47%	53%	13%	19%	37%	31%	**	6%	8%	33%	31%	29%	22%	19%	84%	9%	4%	3%
PAY TV ONLY	747	333	413	60	128	266	292	**	58	65	193	214	209	156	167	629	68	29	20
	48%	45%	49%	29%	43%	46%	61%	**	60%	50%	37%	44%	46%	45%	57%	48%	49%	42%	43%
					a	a	abc		d	d	37%				abc				
		45%	55%	8%	17%	36%	39%	**	8%	9%	26%	29%	28%	21%	22%	84%	9%	4%	3%
PAY TV AND OTT ONLY	608	287	321	123	133	242	109	**	26	37	244	203	188	137	78	502	59	31	17
	39%	39%	38%	59%	45%	42%	23%	**	27%	28%	47%	42%	42%	40%	27%	38%	42%	45%	37%
				bcd	d	d	bc				40%	d	d	d					
		47%	53%	20%	22%	40%	18%	**	4%	6%	40%	33%	31%	23%	13%	82%	10%	5%	3%
PAY TV AND FREE TV ONLY	92	52	41	8	8	24	52	**	6	14	22	26	22	24	20	76	7	4	5
	6%	7%	5%	4%	3%	4%	11%	**	7%	11%	4%	5%	5%	7%	7%	6%	5%	6%	11%
							abc			d									abc
		56%	44%	9%	8%	26%	57%	**	7%	15%	23%	28%	24%	26%	21%	82%	8%	4%	6%
PAY TV AND OTT AND FREE TV	122	62	60	17	28	51	26	**	6	14	60	38	31	26	26	106	6	5	5
	8%	8%	7%	8%	10%	9%	5%	**	7%	11%	11%	8%	7%	8%	9%	8%	5%	7%	9%
				d	d	d		**											b
		51%	49%	14%	23%	42%	21%	**	5%	12%	49%	31%	26%	22%	21%	87%	5%	4%	4%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 135

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SUMMARY FOR PAY TV (NOW TV AND HYBRID IPTV INCLUDED IN PAY TV DEFINITION)

Base : All Pay TV users (including NOW TV and all Hybrid IPTV)

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2146	124	145	142	135	172	140	135	142	165	1576	570	1291	851	1103	1043
Effective Weighted Sample	1490	115	137	137	126	164	135	128	135	155	1251	257	900	597	726	767
Total	1569	171	220	130	105	154	144	117	73	199	1365	204	1005	561	791	778
		11%	14%	8%	7%	10%	9%	7%	5%	13%	87%	13%	64%	36%	50%	50%
PAY TV ONLY	747	103	104	56	53	77	75	50	25	86	663	83	426	320	354	392
	48%	60%	47%	43%	51%	50%	52%	43%	34%	43%	49%	41%	42%	57%	45%	50%
		bcghi	h	h	h	h	h	h	b	a	b	a	a	a	a	a
		14%	14%	8%	7%	10%	10%	7%	3%	11%	89%	11%	57%	43%	47%	53%
PAY TV AND OTT ONLY	608	60	86	46	42	61	52	58	32	66	526	82	445	161	308	300
	39%	35%	39%	35%	40%	39%	36%	49%	43%	33%	39%	40%	44%	29%	39%	39%
		10%	14%	8%	7%	10%	9%	9%	5%	11%	86%	14%	73%	27%	51%	49%
PAY TV AND FREE TV ONLY	92	5	11	8	6	6	7	4	7	21	78	15	45	47	55	37
	6%	3%	5%	6%	6%	4%	5%	3%	10%	11%	6%	7%	5%	8%	7%	5%
		5%	12%	9%	6%	7%	8%	4%	8%	23%	84%	16%	49%	51%	60%	40%
PAY TV AND OTT AND FREE TV	122	3	20	19	4	9	10	6	9	26	98	24	89	33	74	48
	8%	2%	9%	15%	4%	6%	7%	5%	13%	13%	7%	12%	9%	6%	9%	6%
		3%	a	adefg	4%	8%	8%	5%	8%	21%	81%	19%	73%	27%	61%	39%
									adg	adeg		a	b	b		

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 136

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY FOR OTT (NOW TV AND HYBRID IPTV INCLUDED IN PAY TV DEFINITION)

Base : All OTT users (excluding 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	a	b	c	d	~a	~b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1342	652	690	297	279	518	248	41	69	114	451	355	485	264	236	797	187	166	192
Effective Weighted Sample	921	442	478	193	198	346	187	30	51	74	332	252	341	182	162	693	124	120	171
Total	980	474	506	198	220	381	181	28	51	72	381	306	304	213	156	814	86	51	29
		48%	52%	20%	22%	39%	18%	**	**	7%	39%	31%	31%	22%	16%	83%	9%	5%	3%
OTT ONLY	38	18	20	14	11	13	1	**	**	1	13	8	20	4	6	30	7	1	1
	4%	4%	4%	7%	5%	3%	*%	**	**	1%	3%	3%	7%	2%	4%	4%	8%	2%	3%
				d	d	d							ac				ad		
		48%	52%	36%	28%	34%	2%	**	**	2%	34%	22%	52%	10%	16%	78%	17%	3%	2%
OTT AND PAY TV ONLY	608	287	321	123	133	242	109	**	**	37	244	203	188	137	78	502	59	31	17
	62%	61%	63%	62%	60%	64%	60%	**	**	51%	64%	66%	62%	65%	50%	62%	68%	60%	61%
										c	d	d	d	d					
		47%	53%	20%	22%	40%	18%	**	**	6%	40%	33%	31%	23%	13%	82%	10%	5%	3%
OTT AND FREE TV ONLY	212	107	105	44	48	75	45	**	**	20	64	57	65	45	45	177	15	14	6
	22%	22%	21%	22%	22%	20%	25%	**	**	27%	17%	19%	21%	21%	29%	22%	17%	28%	21%
						d				d				a			b		
		50%	50%	21%	23%	35%	21%	**	**	9%	30%	27%	31%	21%	21%	84%	7%	7%	3%
OTT AND PAY TV AND FREE TV	122	62	60	17	28	51	26	**	**	14	60	38	31	26	26	106	6	5	5
	12%	13%	12%	9%	13%	13%	14%	**	**	20%	16%	12%	10%	12%	17%	13%	7%	10%	16%
						b								b					b
		51%	49%	14%	23%	42%	21%	**	**	12%	49%	31%	26%	22%	21%	87%	5%	4%	4%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 136

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY FOR OTT (NOW TV AND HYBRID IPTV INCLUDED IN PAY TV DEFINITION)

Base : All OTT users (excluding NOW TV)

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	h	~i	a	b	a	b	a	b
Unweighted total	1342	62	96	96	88	86	79	105	105	80	960	382	909	426	668	674
Effective Weighted Sample	921	58	90	93	81	83	77	100	101	76	756	173	625	295	434	491
Total	980	87	148	91	69	80	85	92	56	106	834	146	693	282	493	487
OTT ONLY	38	**	**	**	**	**	**	8	2	**	32	6	22	14	10	28
	4%	**	**	**	**	**	**	8%	3%	**	4%	4%	3%	5%	2%	6%
		**	**	**	**	**	**	20%	5%	**	84%	16%	58%	36%	26%	74%
OTT AND PAY TV ONLY	608	**	**	**	**	**	**	58	32	**	526	82	445	161	308	300
	62%	**	**	**	**	**	**	63%	56%	**	63%	56%	64%	57%	62%	62%
		**	**	**	**	**	**	9%	5%	**	86%	14%	73%	27%	51%	49%
OTT AND FREE TV ONLY	212	**	**	**	**	**	**	21	13	**	177	35	137	74	101	111
	22%	**	**	**	**	**	**	23%	24%	**	21%	24%	20%	26%	21%	23%
		**	**	**	**	**	**	10%	6%	**	84%	16%	65%	35%	48%	52%
OTT AND PAY TV AND FREE TV	122	**	**	**	**	**	**	6	9	**	98	24	89	33	74	48
	12%	**	**	**	**	**	**	6%	16%	**	12%	16%	13%	12%	15%	10%
		**	**	**	**	**	**	5%	8%	**	81%	19%	73%	27%	61%	39%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 137

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SUMMARY FOR FREE TV (NOW TV AND HYBRID IPTV INCLUDED IN PAY TV DEFINITION)

Base : All Free TV users

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1723	869	854	205	223	470	825	207	157	193	338	347	455	338	576	1018	211	246	248
Effective Weighted Sample	1170	588	582	138	156	322	569	148	109	124	247	230	304	231	412	888	139	169	221
Total	1186	609	577	145	168	370	503	135	106	134	273	261	275	264	379	992	94	66	34
		51%	49%	12%	14%	31%	42%	11%	9%	11%	23%	22%	23%	22%	32%	84%	8%	6%	3%
FREE TV ONLY	760	389	371	76	84	220	379	117	77	86	128	141	157	169	288	632	66	43	19
	64%	64%	64%	53%	50%	60%	75%	87%	73%	64%	47%	54%	57%	64%	76%	64%	70%	65%	54%
						b	abc	bcd	d	d	d	a	a	a	abc	d	d	d	d
		51%	49%	10%	11%	29%	50%	15%	10%	11%	17%	18%	21%	22%	38%	83%	9%	6%	2%
FREE TV AND PAY TV ONLY	92	52	41	8	8	24	52	6	6	14	22	26	22	24	20	76	7	4	5
	8%	9%	7%	6%	5%	7%	10%	4%	6%	11%	8%	10%	8%	9%	5%	8%	7%	6%	16%
							b	d	d	d	d	d	d	d	d	d	d	d	abc
		56%	44%	9%	8%	26%	57%	7%	7%	15%	23%	28%	24%	26%	21%	82%	8%	4%	6%
FREE TV AND OTT ONLY	212	107	105	44	48	75	45	11	16	20	64	57	65	45	45	177	15	14	6
	18%	18%	18%	30%	29%	20%	9%	8%	15%	15%	24%	22%	24%	17%	12%	18%	16%	21%	17%
				cd	cd	d					ac	d	d						
		50%	50%	21%	23%	35%	21%	5%	7%	9%	30%	27%	31%	21%	21%	84%	7%	7%	3%
FREE TV AND PAY TV AND OTT	122	62	60	17	28	51	26	1	6	14	60	38	31	26	26	106	6	5	5
	10%	10%	10%	12%	17%	14%	5%	1%	6%	11%	22%	15%	11%	10%	7%	11%	7%	8%	13%
				d	d	d		*	a	a	abc	d	d						
		51%	49%	14%	23%	42%	21%	1%	5%	12%	49%	31%	26%	22%	21%	87%	5%	4%	4%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 137

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SUMMARY FOR FREE TV (NOW TV AND HYBRID IPTV INCLUDED IN PAY TV DEFINITION)

Base : All Free TV users

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	1723	100	103	128	112	108	112	133	104	118	1200	523	776	944	857	866
Effective Weighted Sample	1170	93	99	123	105	103	108	126	99	112	955	230	523	663	569	602
Total	1186	133 11%	158 13%	115 10%	86 7%	90 8%	111 9%	108 9%	51 4%	141 12%	1009 85%	177 15%	595 50%	589 50%	591 50%	594 50%
FREE TV ONLY	760 64%	105 79%	88 56%	64 56%	58 67%	65 73%	71 64%	77 72%	21 41%	82 58%	656 65%	104 59%	323 54%	435 74%	361 61%	399 67%
		bcfhi 14%	h 12%	h 8%	h 8%	bchi 9%	h 9%	bchi 10%	h 3%	h 11%	86% 14%	14% 14%	43% 8%	57% 8%	48% 9%	52% 6%
FREE TV AND PAY TV ONLY	92 8%	5 4%	11 7%	8 7%	6 7%	6 7%	7 7%	4 4%	7 15%	21 15%	78 8%	15 8%	45 8%	47 8%	55 9%	37 6%
		5% 18%	12% 25%	9% 20%	6% 21%	7% 10%	8% 21%	4% 19%	8% 26%	23% 9%	84% 18%	16% 20%	49% 23%	51% 13%	60% 17%	40% 19%
FREE TV AND OTT ONLY	212 18%	19 14%	39 25%	23 20%	18 21%	9 10%	23 21%	21 19%	13 26%	12 9%	177 18%	35 20%	137 23%	74 13%	101 17%	111 19%
		9% 10%	18% 13%	11% 17%	9% 5%	4% 10%	11% 9%	10% 5%	6% 18%	6% 18%	84% 10%	16% 13%	65% 15%	35% 6%	48% 12%	52% 8%
FREE TV AND PAY TV AND OTT	122 10%	3 2%	20 13%	19 17%	4 5%	9 10%	10 9%	6 5%	9 18%	26 18%	98 10%	24 13%	89 15%	33 6%	74 12%	48 8%
		3% 10%	16% 13%	16% 17%	4% 5%	8% 10%	8% 9%	5% 5%	8% 18%	21% 18%	81% 10%	19% 13%	73% 15%	27% 6%	61% 12%	39% 8%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 138

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QH2 (QH66). What are the reasons why you don't have a television set in your household? What other reasons? (MULTI CODE) UNPROMPTED

Base : Those without a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	139	79	60	31	48	37	23	15	13	11	26	33	50	21	34	87	20	21	11
Effective Weighted Sample	96	57	39	21	36	25	17	10	9	8	23	23	34	16	23	74	15	15	11
Total	106	60	45	21	43	28	14	10	8	9	29	29	32	19	25	89	11	5	1
Not interested in watching TV	66	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
62%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Busy with other interests	21	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
20%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Watch online instead	20	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
19%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't afford to pay the TV Licence	12	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
12%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't want to pay the TV Licence	12	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
11%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Recently moved home	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Too expensive to buy and install	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 138

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QH2 (QH66). What are the reasons why you don't have a television set in your household? What other reasons? (MULTI CODE) UNPROMPTED

Base : Those without a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	139	79	60	31	48	37	23	15	13	11	26	33	50	21	34	87	20	21	11
Effective Weighted Sample	96	57	39	21	36	25	17	10	9	8	23	23	34	16	23	74	15	15	11
Total	106	60	45	21	43	28	14	10	8	9	29	29	32	19	25	89	11	5	1
Can't afford to replace broken TV set	5 5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QH2 (QH66). What are the reasons why you don't have a television set in your household? What other reasons? (MULTI CODE) UNPROMPTED

Base : Those without a TV in the household

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	~b	~a	~b	~a	b
Unweighted total	139	32	6	4	10	8	6	9	10	2	114	25	86	53	33	106
Effective Weighted Sample	96	30	6	4	10	8	6	9	9	2	88	12	64	36	19	77
Total	106	43	8	4	7	6	7	7	5	2	99	6	77	29	20	85
		**	**	**	**	**	**	**	**	**	94%	**	**	**	**	81%
Not interested in watching TV	66	**	**	**	**	**	**	**	**	**	63	**	**	**	**	57
	62%	**	**	**	**	**	**	**	**	**	63%	**	**	**	**	67%
		**	**	**	**	**	**	**	**	**	95%	**	**	**	**	86%
Busy with other interests	21	**	**	**	**	**	**	**	**	**	21	**	**	**	**	19
	20%	**	**	**	**	**	**	**	**	**	21%	**	**	**	**	22%
		**	**	**	**	**	**	**	**	**	99%	**	**	**	**	90%
Watch online instead	20	**	**	**	**	**	**	**	**	**	20	**	**	**	**	16
	19%	**	**	**	**	**	**	**	**	**	20%	**	**	**	**	19%
		**	**	**	**	**	**	**	**	**	98%	**	**	**	**	80%
Can't afford to pay the TV Licence	12	**	**	**	**	**	**	**	**	**	12	**	**	**	**	12
	12%	**	**	**	**	**	**	**	**	**	12%	**	**	**	**	14%
		**	**	**	**	**	**	**	**	**	98%	**	**	**	**	99%
Don't want to pay the TV Licence	12	**	**	**	**	**	**	**	**	**	10	**	**	**	**	10
	11%	**	**	**	**	**	**	**	**	**	10%	**	**	**	**	11%
		**	**	**	**	**	**	**	**	**	81%	**	**	**	**	81%
Recently moved home	11	**	**	**	**	**	**	**	**	**	9	**	**	**	**	6
	10%	**	**	**	**	**	**	**	**	**	9%	**	**	**	**	7%
		**	**	**	**	**	**	**	**	**	89%	**	**	**	**	59%
Too expensive to buy and install	9	**	**	**	**	**	**	**	**	**	9	**	**	**	**	7
	8%	**	**	**	**	**	**	**	**	**	9%	**	**	**	**	8%
		**	**	**	**	**	**	**	**	**	99%	**	**	**	**	80%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QH2 (QH66). What are the reasons why you don't have a television set in your household? What other reasons? (MULTI CODE) UNPROMPTED

Base : Those without a TV in the household

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	~b	~a	~b	~a	b
Unweighted total	139	32	6	4	10	8	6	9	10	2	114	25	86	53	33	106
Effective Weighted Sample	96	30	6	4	10	8	6	9	9	2	88	12	64	36	19	77
Total	106	43	8	4	7	6	7	7	5	2	99	6	77	29	20	85
		**	**	**	**	**	**	**	**	**	94%	**	**	**	**	81%
Can't afford to replace broken TV set	5	**	**	**	**	**	**	**	**	**	5	**	**	**	**	5
	5%	**	**	**	**	**	**	**	**	**	6%	**	**	**	**	6%
		**	**	**	**	**	**	**	**	**	100%	**	**	**	**	100%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 139

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QH3 (QH53). Is the MAIN TV in your household an HDTV set or HD ready? (SINGLE CODE)

Base : Those with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3544	1720	1824	470	532	1125	1416	276	272	351	849	808	1044	727	956	2134	467	459	484
Effective Weighted Sample	2454	1185	1269	319	387	768	1008	199	194	230	625	563	735	504	678	1863	319	320	430
Total	2538	1228	1310	328	430	877	904	180	190	236	709	678	672	556	625	2119	221	126	72
		48%	52%	13%	17%	35%	36%	7%	7%	9%	28%	27%	26%	22%	25%	84%	9%	5%	3%
Yes, the main TV in the household is an HDTV set or HD ready	1840	924	916	236	326	678	600	84	134	178	597	533	517	422	367	1523	167	97	53
	72%	75%	70%	72%	76%	77%	66%	47%	71%	75%	84%	79%	77%	76%	59%	72%	75%	77%	74%
		b	b	d	d	d	d	a	a	a	abc	d	d	d	a	a	a	a	a
		50%	50%	13%	18%	37%	33%	5%	7%	10%	32%	29%	28%	23%	20%	83%	9%	5%	3%
No	535	252	283	58	86	156	235	71	42	48	97	121	122	99	188	471	40	18	6
	21%	20%	22%	18%	20%	18%	26%	39%	22%	20%	14%	18%	18%	18%	30%	22%	18%	14%	8%
							abc	bcd	d	d					abc	cd	d	d	
		47%	53%	11%	16%	29%	44%	13%	8%	9%	18%	23%	23%	18%	35%	88%	7%	3%	1%
Don't know	163	53	111	34	18	42	69	25	13	10	15	23	33	36	70	125	14	11	13
	6%	4%	8%	10%	4%	5%	8%	14%	7%	4%	2%	3%	5%	6%	11%	6%	6%	9%	18%
			a	bc		bc	bcd	d					a	abc				abc	abc
		32%	68%	21%	11%	26%	42%	15%	8%	6%	9%	14%	20%	22%	43%	77%	9%	7%	8%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 139

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH3 (QH53). Is the MAIN TV in your household an HDTV set or HD ready? (SINGLE CODE)

Base : Those with a TV in the household

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3544	217	229	241	233	263	235	256	214	246	2572	972	1877	1661	1768	1776
Effective Weighted Sample	2454	201	217	231	218	251	226	242	203	232	2045	437	1302	1173	1173	1283
Total	2538	294	347	217	181	228	238	215	107	293	2195	343	1464	1070	1254	1284
		12%	14%	9%	7%	9%	9%	8%	4%	12%	87%	13%	58%	42%	49%	51%
Yes, the main TV in the household is an HDTV set or HD ready	1840	171	279	194	125	145	162	154	89	203	1583	257	1148	689	959	881
	72%	58%	80%	89%	69%	64%	68%	72%	83%	69%	72%	75%	78%	64%	76%	69%
			adefgi	abdefgi	a		a	a	adefgi	a			b		b	
		9%	15%	11%	7%	8%	9%	8%	5%	11%	86%	14%	62%	37%	52%	48%
No	535	116	57	17	43	56	66	32	13	72	476	58	254	280	219	316
	21%	39%	16%	8%	24%	25%	28%	15%	12%	25%	22%	17%	17%	26%	17%	25%
		bcdefghi	c		cgh	bcgh	bcgh	c		bcgh	b		a		a	
		22%	11%	3%	8%	11%	12%	6%	2%	13%	89%	11%	47%	52%	41%	59%
Don't know	163	7	11	6	13	26	10	29	6	18	136	27	62	101	76	87
	6%	2%	3%	3%	7%	12%	4%	13%	5%	6%	6%	8%	4%	9%	6%	7%
					ac	abcfhi		abcdfhi		a			a			
		4%	7%	4%	8%	16%	6%	18%	3%	11%	83%	17%	38%	62%	47%	53%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 140

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH4 (QH54). Although you have an HDTV ready set, to actually watch TV channels and programmes that are broadcast in high definition, you need an HD set top box or a TV with built-in HDTV receiver. For the main TV set, does your household have an HDTV service - from either Sky, Virgin Media, Freesat or Freeview? (SINGLE CODE)

Base : Those whose main TV set is an HDTV or HD-ready

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2599	1313	1286	346	417	885	950	133	195	278	735	656	820	557	564	1527	356	357	359
Effective Weighted Sample	1772	887	885	226	299	595	670	93	136	176	531	448	573	381	394	1326	241	247	315
Total	1840	924	916	236	326	678	600	84	134	178	597	533	517	422	367	1523	167	97	53
		50%	50%	13%	18%	37%	33%	5%	7%	10%	32%	29%	28%	23%	20%	83%	9%	5%	3%
Yes	1535	780	755	199	269	566	501	51	109	139	520	474	446	340	274	1276	147	70	42
	83%	84%	82%	84%	83%	83%	83%	60%	81%	78%	87%	89%	86%	81%	75%	84%	88%	72%	79%
									a	a	ac	cd	cd	d	c	cd			
		51%	49%	13%	18%	37%	33%	3%	7%	9%	34%	31%	29%	22%	18%	83%	10%	5%	3%
No	238	119	119	24	50	87	78	25	17	33	66	48	57	67	67	198	11	23	7
	13%	13%	13%	10%	15%	13%	13%	30%	13%	19%	11%	9%	11%	16%	18%	13%	6%	24%	13%
								bcd		d				ab	ab	b		abd	b
		50%	50%	10%	21%	36%	33%	11%	7%	14%	28%	20%	24%	28%	28%	83%	4%	10%	3%
Don't know	67	24	42	12	7	26	22	8	9	6	12	11	15	14	26	49	10	4	4
	4%	3%	5%	5%	2%	4%	4%	10%	6%	3%	2%	2%	3%	3%	7%	3%	6%	4%	8%
			a					cd	d					abc					a
		36%	64%	18%	10%	38%	33%	12%	13%	9%	18%	17%	22%	22%	39%	73%	14%	6%	6%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 140

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH4 (QH54). Although you have an HDTV ready set, to actually watch TV channels and programmes that are broadcast in high definition, you need an HD set top box or a TV with built-in HDTV receiver. For the main TV set, does your household have an HDTV service - from either Sky, Virgin Media, Freesat or Freeview? (SINGLE CODE)

Base : Those whose main TV set is an HDTV or HD-ready

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2599	123	182	214	163	161	158	183	176	167	1843	756	1502	1092	1377	1222
Effective Weighted Sample	1772	114	173	205	153	154	153	173	167	157	1462	335	1031	753	892	882
Total	1840	171	279	194	125	145	162	154	89	203	1583	257	1148	689	959	881
		9%	15%	11%	7%	8%	9%	8%	5%	11%	86%	14%	62%	37%	52%	48%
Yes	1535	160	229	176	90	107	149	114	67	184	1321	214	978	555	825	710
	83%	93%	82%	91%	72%	74%	92%	74%	75%	91%	83%	83%	85%	80%	86%	81%
		bdegh	d	bdegh			bdegh			bdegh			b		b	
		10%	15%	11%	6%	7%	10%	7%	4%	12%	86%	14%	64%	36%	54%	46%
No	238	11	44	16	30	33	10	24	17	13	202	36	141	97	99	140
	13%	6%	16%	8%	24%	23%	6%	16%	19%	7%	13%	14%	12%	14%	10%	16%
			acfi		acfi	acfi		acfi	acfi						a	
		5%	18%	7%	12%	14%	4%	10%	7%	6%	85%	15%	59%	41%	41%	59%
Don't know	67	1	6	3	6	5	2	16	5	5	59	7	29	38	35	32
	4%	*%	2%	1%	5%	4%	1%	10%	5%	3%	4%	3%	3%	5%	4%	4%
					a			abcefi	ac				a			
		1%	9%	4%	9%	8%	4%	24%	7%	8%	89%	11%	43%	57%	52%	48%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 141

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH5 (QH70). You mentioned that you have an HD ready TV or HD TV service. Is the MAIN TV in your household an Ultra High Definition (known as UHD) TV set or UHD ready - also known as 4K? (SINGLE CODE)

Base : Those whose main TV set is an HDTV or HD-ready

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2599	1313	1286	346	417	885	950	133	195	278	735	656	820	557	564	1527	356	357	359
Effective Weighted Sample	1772	887	885	226	299	595	670	93	136	176	531	448	573	381	394	1326	241	247	315
Total	1840	924	916	236	326	678	600	84	134	178	597	533	517	422	367	1523	167	97	53
		50%	50%	13%	18%	37%	33%	5%	7%	10%	32%	29%	28%	23%	20%	83%	9%	5%	3%
Yes, the main TV in the household is an UHD TV set or UHD ready	588	317	271	80	102	238	168	14	34	58	209	191	174	123	100	475	73	20	20
	32%	34%	30%	34%	31%	35%	28%	17%	25%	33%	35%	36%	34%	29%	27%	31%	43%	21%	38%
		b	d	a	b	c	d	a	b	c	ab	cd	d		c	ac		ac	
		54%	46%	14%	17%	40%	29%	2%	6%	10%	36%	32%	30%	21%	17%	81%	12%	3%	3%
No	1052	539	514	118	192	387	356	60	90	98	348	298	291	241	222	889	73	69	22
	57%	58%	56%	50%	59%	57%	59%	71%	67%	55%	58%	56%	56%	57%	60%	58%	43%	71%	41%
				a	a	a	a	cd	c						bd		abd		
		51%	49%	11%	18%	37%	34%	6%	9%	9%	33%	28%	28%	23%	21%	84%	7%	7%	2%
Don't know	200	67	132	38	31	54	76	10	10	22	40	45	53	57	45	159	22	8	11
	11%	7%	14%	16%	10%	8%	13%	12%	8%	12%	7%	8%	10%	13%	12%	10%	13%	8%	20%
			a	bc		c				d				a					abc
		34%	66%	19%	16%	27%	38%	5%	5%	11%	20%	23%	26%	28%	22%	80%	11%	4%	5%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 141

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH5 (QH70). You mentioned that you have an HD ready TV or HD TV service. Is the MAIN TV in your household an Ultra High Definition (known as UHD) TV set or UHD ready - also known as 4K? (SINGLE CODE)

Base : Those whose main TV set is an HDTV or HD-ready

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2599	123	182	214	163	161	158	183	176	167	1843	756	1502	1092	1377	1222
Effective Weighted Sample	1772	114	173	205	153	154	153	173	167	157	1462	335	1031	753	892	882
Total	1840	171	279	194	125	145	162	154	89	203	1583	257	1148	689	959	881
		9%	15%	11%	7%	8%	9%	8%	5%	11%	86%	14%	62%	37%	52%	48%
Yes, the main TV in the household is an UHD TV set or UHD ready	588	71	79	56	39	59	57	47	16	51	516	72	399	188	281	307
	32%	42%	28%	29%	31%	41%	35%	31%	18%	25%	33%	28%	35%	27%	29%	35%
		bchi	h	h	h	bchi	h	h					b		a	
		12%	13%	10%	7%	10%	10%	8%	3%	9%	88%	12%	68%	32%	48%	52%
No	1052	85	186	123	68	67	95	76	65	122	896	156	639	412	570	482
	57%	50%	67%	63%	55%	46%	58%	49%	73%	60%	57%	61%	56%	60%	59%	55%
			adeg	aeg			e		acdefgi	e					b	
		8%	18%	12%	6%	6%	9%	7%	6%	12%	85%	15%	61%	39%	54%	46%
Don't know	200	15	14	15	18	19	11	30	8	30	170	29	110	89	108	92
	11%	8%	5%	8%	14%	13%	7%	20%	9%	15%	11%	11%	10%	13%	11%	10%
				bcf	b		abcfh		bcf				a			
		7%	7%	7%	9%	10%	5%	15%	4%	15%	85%	15%	55%	45%	54%	46%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 142

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH6 (QH74). Although you have an Ultra HD (4K) ready TV set, to actually watch TV channels and programmes that are broadcast in ultra high definition, you need a TV service or an on-demand service that provides Ultra HD or 4K content. For the main TV set, does your household have an Ultra HD or 4K service? (SINGLE CODE)

Base : Those whose main TV set is a UHDTV set or UHD-ready

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	b	~c	d
Unweighted total	841	457	384	125	148	301	267	28	53	87	277	231	278	180	152	465	153	92	131
Effective Weighted Sample	564	307	257	75	99	207	189	16	38	57	190	156	193	119	105	410	101	58	115
Total	588	317	271	80	102	238	168	14	34	58	209	191	174	123	100	475	73	20	20
		54%	46%	14%	17%	40%	29%	**	**	**	36%	32%	30%	21%	17%	81%	12%	**	3%
Yes	384	200	184	56	79	156	94	**	**	**	139	128	113	79	65	317	41	**	13
	65%	63%	68%	71%	77%	65%	56%	**	**	**	67%	67%	65%	64%	65%	67%	56%	**	63%
				d	cd	d										b			
		52%	48%	15%	20%	40%	24%	**	**	**	36%	33%	29%	20%	17%	83%	11%	**	3%
No	153	101	51	15	17	66	55	**	**	**	60	50	39	36	27	123	20	**	5
	26%	32%	19%	19%	16%	28%	33%	**	**	**	29%	26%	23%	29%	27%	26%	27%	**	24%
		b				b	ab												
		66%	34%	10%	11%	43%	36%	**	**	**	39%	33%	26%	23%	18%	81%	13%	**	3%
Don't know	52	17	35	8	7	16	20	**	**	**	10	13	22	9	8	35	12	**	3
	9%	5%	13%	11%	7%	7%	12%	**	**	**	5%	7%	12%	7%	8%	7%	17%	**	13%
			a			a											a		a
		32%	68%	16%	14%	32%	38%	**	**	**	19%	24%	42%	18%	16%	67%	24%	**	5%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 142

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH6 (QH74). Although you have an Ultra HD (4K) ready TV set, to actually watch TV channels and programmes that are broadcast in ultra high definition, you need a TV service or an on-demand service that provides Ultra HD or 4K content. For the main TV set, does your household have an Ultra HD or 4K service? (SINGLE CODE)

Base : Those whose main TV set is a UHDTV set or UHD-ready

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	841	49	53	63	54	65	53	54	31	43	585	256	536	304	455	386
Effective Weighted Sample	564	46	50	60	51	62	52	52	30	40	472	105	361	207	274	291
Total	588	71	79	56	39	59	57	47	16	51	516	72	399	188	281	307
		**	**	**	**	**	**	**	**	**	88%	12%	68%	32%	48%	52%
Yes	384	**	**	**	**	**	**	**	**	**	343	41	264	119	176	209
	65%	**	**	**	**	**	**	**	**	**	66%	57%	66%	63%	63%	68%
		**	**	**	**	**	**	**	**	**	89%	11%	69%	31%	46%	54%
No	153	**	**	**	**	**	**	**	**	**	129	24	105	47	77	75
	26%	**	**	**	**	**	**	**	**	**	25%	33%	26%	25%	27%	25%
		**	**	**	**	**	**	**	**	**	84%	16%	69%	31%	51%	49%
Don't know	52	**	**	**	**	**	**	**	**	**	44	7	30	21	28	23
	9%	**	**	**	**	**	**	**	**	**	9%	10%	8%	11%	10%	8%
		**	**	**	**	**	**	**	**	**	86%	14%	59%	41%	55%	45%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 143

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH7 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)

Base : Those with Satellite TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI	
		a	b	a	b	c	d	~a	~b	c	d	a	b	c	d	a	b	c	d	
Significance Level: 95%																				
Unweighted total	1442	698	744	199	232	509	501	63	86	136	416	365	444	328	302	809	191	193	249	
Effective Weighted Sample	951	458	493	128	165	328	342	43	59	89	295	248	296	218	201	711	119	133	220	
Total	1002	490	511	131	184	381	305	39	56	80	340	303	274	237	186	833	77	53	38	
		49%	51%	13%	18%	38%	30%	**	**	8%	34%	30%	27%	24%	19%	83%	8%	5%	4%	
Sky satellite dish to receive subscription channels - you pay a monthly subscription fee	821	397	424	106	156	325	235	**	**	58	293	246	229	198	147	677	67	44	33	
	82%	81%	83%	81%	84%	85%	77%	**	**	72%	86%	81%	84%	83%	79%	81%	88%	82%	87%	
		48%	52%	13%	19%	40%	29%	**	**	7%	36%	30%	28%	24%	18%	82%	8%	5%	4%	
Sky satellite dish for free to air services only - you pay no monthly subscription fee	34	13	20	1	8	13	12	**	**	5	15	13	10	4	6	27	3	3	1	
	3%	3%	4%	1%	4%	3%	4%	**	**	6%	4%	4%	4%	2%	3%	3%	3%	5%	4%	
		40%	60%	4%	23%	37%	36%	**	**	14%	44%	38%	30%	13%	19%	79%	8%	9%	4%	
Freesat dish and set top box - you do not pay a subscription fee	104	56	48	10	10	38	46	**	**	16	23	37	29	21	17	92	5	5	2	
	10%	11%	9%	8%	5%	10%	15%	**	**	20%	7%	12%	11%	9%	9%	11%	7%	10%	5%	
						abc	44%	**	**	15%	23%	36%	28%	21%	16%	d	88%	5%	5%	2%
		54%	46%	10%	9%	37%	44%	**	**	15%	23%	36%	28%	21%	16%	d	88%	5%	5%	2%
Other satellite dish	19	10	9	4	7	4	5	**	**	1	5	5	2	8	4	18	*	-	*	
	2%	2%	2%	3%	4%	1%	2%	**	**	2%	1%	2%	1%	3%	2%	2%	1%	0%	1%	
				c	35%	20%	24%	**	**	7%	25%	28%	12%	41%	19%	98%	1%	0%	1%	
		53%	47%	21%	35%	20%	24%	**	**	7%	25%	28%	12%	41%	19%	98%	1%	0%	1%	
Don't know	24	14	10	10	5	2	7	**	**	1	4	2	3	6	12	19	1	1	2	
	2%	3%	2%	7%	3%	1%	2%	**	**	1%	1%	1%	1%	2%	6%	2%	2%	3%	5%	
				cd	c	c	c	**	**	3%	16%	10%	14%	25%	51%	82%	5%	6%	8%	
		59%	41%	41%	21%	7%	31%	**	**	3%	16%	10%	14%	25%	51%	82%	5%	6%	8%	

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 143

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH7 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)

Base : Those with Satellite TV

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
Significance Level: 95%		~a	~b	~c	~d	~e	f	~g	~h	~i	a	b	a	b	a	b	
Unweighted total	1442	85	88	99	78	97	103	96	76	87	964	478	872	568	777	665	
Effective Weighted Sample	951	79	83	95	73	93	100	91	71	82	746	221	580	381	495	457	
Total	1002	119	133	92	64	87	109	82	38	108	827	174	656	344	535	467	
		**	**	**	**	**	11%	**	**	**	83%	17%	66%	34%	53%	47%	
Sky satellite dish to receive subscription channels - you pay a monthly subscription fee	821	**	**	**	**	**	88	**	**	**	676	145	553	267	432	389	
	82%	**	**	**	**	**	81%	**	**	**	82%	83%	84%	78%	81%	83%	
		**	**	**	**	**	11%	**	**	**	82%	18%	b	67%	33%	53%	47%
Sky satellite dish for free to air services only - you pay no monthly subscription fee	34	**	**	**	**	**	1	**	**	**	27	7	24	10	19	15	
	3%	**	**	**	**	**	1%	**	**	**	3%	4%	4%	3%	3%	3%	
		**	**	**	**	**	4%	**	**	**	79%	21%	70%	30%	55%	45%	
Freesat dish and set top box - you do not pay a subscription fee	104	**	**	**	**	**	14	**	**	**	85	19	56	48	63	41	
	10%	**	**	**	**	**	12%	**	**	**	10%	11%	8%	14%	12%	9%	
		**	**	**	**	**	13%	**	**	**	82%	18%	a	54%	46%	60%	40%
Other satellite dish	19	**	**	**	**	**	-	**	**	**	18	1	14	5	8	11	
	2%	**	**	**	**	**	-%	**	**	**	2%	1%	2%	1%	2%	2%	
		**	**	**	**	**	-%	**	**	**	94%	6%	76%	24%	44%	56%	
Don't know	24	**	**	**	**	**	6	**	**	**	21	2	10	14	13	11	
	2%	**	**	**	**	**	5%	**	**	**	3%	1%	1%	4%	2%	2%	
		**	**	**	**	**	25%	**	**	**	91%	9%	a	41%	59%	55%	45%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 144

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QH8 (QH4). SHOWCARD Which, if any, of these channels do you pay to subscribe to through your Sky satellite service? (MULTI CODE)

Base : Those with paid for Sky Satellite TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1189	570	619	167	197	440	384	43	67	105	353	295	372	281	238	659	163	152	215
Effective Weighted Sample	787	379	409	106	142	283	267	31	47	71	253	201	249	187	159	581	102	107	189
Total	821	397	424	106	156	325	235	29	45	58	293	246	229	198	147	677	67	44	33
		48%	52%	13%	19%	40%	29%	**	**	7%	36%	30%	28%	24%	18%	82%	8%	5%	4%
Sky Sports channels	307	181	126	40	58	113	96	**	**	16	120	106	88	74	37	254	27	16	10
	37%	45%	30%	37%	37%	35%	41%	**	**	28%	41%	43%	39%	38%	25%	37%	39%	37%	31%
		b	b	c	c	d	d			c	d	d	d	d	d	a	b	c	d
		59%	41%	13%	19%	37%	31%	**	**	5%	39%	35%	29%	24%	12%	83%	9%	5%	3%
BT Sport channels	103	60	43	7	15	47	34	**	**	5	50	42	32	19	10	82	13	6	3
	13%	15%	10%	7%	10%	14%	14%	**	**	8%	17%	17%	14%	10%	7%	12%	19%	13%	9%
		b	b	a	a	a	a			cd	d	cd	d	d	d	d	d	d	d
		58%	42%	7%	15%	45%	33%	**	**	5%	49%	41%	31%	19%	9%	79%	12%	6%	3%
Sky Cinema channels	198	91	107	28	42	77	50	**	**	15	77	63	55	49	31	162	17	14	5
	24%	23%	25%	27%	27%	24%	21%	**	**	25%	26%	25%	24%	25%	21%	24%	26%	32%	15%
				d	d	d	d			d	d	d	d	d	d	d	d	d	d
		46%	54%	14%	21%	39%	25%	**	**	7%	39%	32%	28%	25%	16%	82%	9%	7%	3%
Sky Atlantic	211	104	106	23	32	86	70	**	**	20	93	84	63	39	25	168	25	12	7
	26%	26%	25%	21%	21%	26%	30%	**	**	35%	32%	34%	28%	20%	17%	25%	37%	26%	22%
				b	b	b	b			cd	d	cd	d	d	d	d	ad	ad	ad
		50%	50%	11%	15%	41%	33%	**	**	10%	44%	40%	30%	18%	12%	79%	12%	5%	3%
Sky+ HD (High Definition channels through Sky+ HD box)	306	153	153	41	62	117	86	**	**	26	121	93	100	76	38	244	32	22	9
	37%	39%	36%	39%	40%	36%	37%	**	**	44%	41%	38%	44%	38%	26%	36%	48%	49%	27%
				d	d	d	d			d	d	d	d	d	d	d	ad	ad	ad
		50%	50%	13%	20%	38%	28%	**	**	8%	39%	30%	33%	25%	12%	80%	10%	7%	3%
Basic package only	269	126	143	34	48	117	71	**	**	21	90	73	69	58	70	229	15	10	15
	33%	32%	34%	32%	31%	36%	30%	**	**	36%	31%	30%	30%	29%	47%	34%	23%	23%	45%
				abc	bc	abc	abc			abc	bc	abc	bc	abc	bc	bc	bc	abc	abc
		47%	53%	12%	18%	43%	26%	**	**	8%	34%	27%	26%	22%	26%	85%	6%	4%	5%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 144

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QH8 (QH4). SHOWCARD Which, if any, of these channels do you pay to subscribe to through your Sky satellite service? (MULTI CODE)

Base : Those with paid for Sky Satellite TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1189	570	619	167	197	440	384	43	67	105	353	295	372	281	238	659	163	152	215
Effective Weighted Sample	787	379	409	106	142	283	267	31	47	71	253	201	249	187	159	581	102	107	189
Total	821	397	424	106	156	325	235	29	45	58	293	246	229	198	147	677	67	44	33
		48%	52%	13%	19%	40%	29%	**	**	7%	36%	30%	28%	24%	18%	82%	8%	5%	4%
None of these	39	13	26	4	9	16	11	**	**	1	10	12	8	10	9	30	4	3	2
	5%	3%	6%	4%	6%	5%	5%	**	**	2%	4%	5%	3%	5%	6%	4%	6%	6%	7%
		33%	67%	10%	22%	41%	27%	**	**	3%	26%	31%	19%	26%	24%	77%	10%	7%	6%
Don't know	12	6	6	6	1	2	3	**	**	-	1	2	3	5	3	10	2	*	*
	2%	2%	1%	6%	1%	1%	1%	**	**	-%	*%	1%	1%	2%	2%	1%	3%	*%	*%
				bcd															
		51%	49%	48%	10%	20%	22%	**	**	-%	9%	14%	23%	37%	21%	82%	16%	1%	1%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 144

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QH8 (QH4). SHOWCARD Which, if any, of these channels do you pay to subscribe to through your Sky satellite service? (MULTI CODE)

Base : Those with paid for Sky Satellite TV

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	1189	60	67	76	64	87	83	78	64	80	793	396	747	440	635	554
Effective Weighted Sample	787	55	63	74	60	83	81	74	60	76	616	184	501	291	405	383
Total	821	84	101	73	53	79	88	68	32	100	676	145	553	267	432	389
Sky Sports channels	307	**	**	**	**	**	**	**	**	**	248	59	226	80	168	139
	37%	**	**	**	**	**	**	**	**	**	37%	41%	41%	30%	39%	36%
		**	**	**	**	**	**	**	**	**	81%	19%	74%	26%	55%	45%
BT Sport channels	103	**	**	**	**	**	**	**	**	**	85	18	80	23	65	38
	13%	**	**	**	**	**	**	**	**	**	13%	13%	14%	9%	15%	10%
		**	**	**	**	**	**	**	**	**	82%	18%	78%	22%	63%	37%
Sky Cinema channels	198	**	**	**	**	**	**	**	**	**	158	40	143	55	109	89
	24%	**	**	**	**	**	**	**	**	**	23%	27%	26%	21%	25%	23%
		**	**	**	**	**	**	**	**	**	80%	20%	72%	28%	55%	45%
Sky Atlantic	211	**	**	**	**	**	**	**	**	**	164	46	145	65	120	91
	26%	**	**	**	**	**	**	**	**	**	24%	32%	26%	24%	28%	23%
		**	**	**	**	**	**	**	**	**	78%	22%	69%	31%	57%	43%
Sky+ HD (High Definition channels through Sky+ HD box)	306	**	**	**	**	**	**	**	**	**	238	68	219	87	181	125
	37%	**	**	**	**	**	**	**	**	**	35%	47%	40%	33%	42%	32%
		**	**	**	**	**	**	**	**	**	78%	22%	72%	28%	59%	41%
Basic package only	269	**	**	**	**	**	**	**	**	**	232	38	167	102	117	152
	33%	**	**	**	**	**	**	**	**	**	34%	26%	30%	38%	27%	39%
		**	**	**	**	**	**	**	**	**	b	a	30%	a	a	a
		**	**	**	**	**	**	**	**	**	86%	14%	62%	38%	44%	56%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 144

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QH8 (QH4). SHOWCARD Which, if any, of these channels do you pay to subscribe to through your Sky satellite service? (MULTI CODE)

Base : Those with paid for Sky Satellite TV

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	1189	60	67	76	64	87	83	78	64	80	793	396	747	440	635	554
Effective Weighted Sample	787	55	63	74	60	83	81	74	60	76	616	184	501	291	405	383
Total	821	84	101	73	53	79	88	68	32	100	676	145	553	267	432	389
None of these	39	**	**	**	**	**	**	**	**	**	31	8	24	16	20	19
	5%	**	**	**	**	**	**	**	**	**	5%	6%	4%	6%	5%	5%
		**	**	**	**	**	**	**	**	**	79%	21%	60%	40%	51%	49%
Don't know	12	**	**	**	**	**	**	**	**	**	12	*	8	4	3	10
	2%	**	**	**	**	**	**	**	**	**	2%	*%	1%	2%	1%	2%
		**	**	**	**	**	**	**	**	**	97%	3%	66%	34%	22%	78%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 145

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QH9 (QH5). SHOWCARD Which, if any, of these channels do you pay to subscribe to through your Cable TV service? (MULTI CODE)

Base : Those with Cable TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~a	~b	c	d	~a	~b	~c	d	a	b	~c	d	a	~b	~c	~d
Unweighted total	500	232	268	86	83	168	163	13	35	34	126	130	163	99	108	369	62	36	33
Effective Weighted Sample	393	178	216	61	68	131	135	11	28	26	103	105	135	76	86	316	56	28	30
Total	416	180	235	64	78	147	127	9	30	25	120	132	121	79	83	356	43	11	6
		43%	57%	**	**	35%	31%	**	**	**	29%	32%	29%	**	20%	86%	**	**	**
Sky Sports channels	71	37	34	**	**	20	27	**	**	**	28	34	13	**	9	63	**	**	**
	17%	20%	14%	**	**	14%	21%	**	**	**	23%	26%	11%	**	11%	18%	**	**	**
												bd							
		52%	48%	**	**	28%	38%	**	**	**	39%	48%	18%	**	13%	89%	**	**	**
BT Sport channels	72	43	28	**	**	18	29	**	**	**	27	39	12	**	9	65	**	**	**
	17%	24%	12%	**	**	12%	23%	**	**	**	22%	30%	10%	**	11%	18%	**	**	**
		b					c					bd							
		60%	40%	**	**	26%	40%	**	**	**	37%	54%	16%	**	13%	91%	**	**	**
Sky Cinema channels	37	14	23	**	**	14	9	**	**	**	17	14	5	**	8	29	**	**	**
	9%	8%	10%	**	**	10%	7%	**	**	**	14%	10%	4%	**	10%	8%	**	**	**
		38%	62%	**	**	39%	23%	**	**	**	47%	38%	14%	**	22%	80%	**	**	**
Sky Atlantic	27	13	13	**	**	7	6	**	**	**	13	10	4	**	5	23	**	**	**
	6%	7%	6%	**	**	4%	5%	**	**	**	11%	8%	3%	**	6%	6%	**	**	**
		50%	50%	**	**	25%	23%	**	**	**	49%	37%	14%	**	17%	84%	**	**	**
High Definition channel through V+ HD box	104	51	53	**	**	35	31	**	**	**	29	44	29	**	12	86	**	**	**
	25%	28%	22%	**	**	24%	24%	**	**	**	24%	34%	24%	**	15%	24%	**	**	**
												d							
		49%	51%	**	**	34%	30%	**	**	**	28%	43%	28%	**	12%	83%	**	**	**
Basic package only	161	57	104	**	**	61	53	**	**	**	47	39	60	**	30	146	**	**	**
	39%	32%	44%	**	**	41%	41%	**	**	**	39%	30%	50%	**	36%	41%	**	**	**
			a									ad							
		35%	65%	**	**	38%	33%	**	**	**	29%	24%	37%	**	18%	91%	**	**	**
None of these	61	26	35	**	**	26	15	**	**	**	12	13	17	**	21	48	**	**	**
	15%	14%	15%	**	**	18%	12%	**	**	**	10%	10%	14%	**	26%	13%	**	**	**
															ab				
		42%	58%	**	**	43%	25%	**	**	**	19%	22%	27%	**	35%	78%	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 145

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QH9 (QH5). SHOWCARD Which, if any, of these channels do you pay to subscribe to through your Cable TV service? (MULTI CODE)

Base : Those with Cable TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~a	~b	c	d	~a	~b	~c	d	a	b	~c	d	a	~b	~c	~d
Unweighted total	500	232	268	86	83	168	163	13	35	34	126	130	163	99	108	369	62	36	33
Effective Weighted Sample	393	178	216	61	68	131	135	11	28	26	103	105	135	76	86	316	56	28	30
Total	416	180	235	64	78	147	127	9	30	25	120	132	121	79	83	356	43	11	6
		43%	57%	**	**	35%	31%	**	**	**	29%	32%	29%	**	20%	86%	**	**	**
Don't know	14	6	8	**	**	1	4	**	**	**	2	7	1	**	5	13	**	**	**
	3%	3%	3%	**	**	*%	3%	**	**	**	1%	b	1%	**	6%	4%	**	**	**
		42%	58%	**	**	4%	30%	**	**	**	12%	50%	4%	**	36%	91%	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QH9 (QH5). SHOWCARD Which, if any, of these channels do you pay to subscribe to through your Cable TV service? (MULTI CODE)

Base : Those with Cable TV

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	~b	a	b	a	b
Unweighted total	500	37	32	30	45	55	35	32	47	56	462	38	283	215	210	290
Effective Weighted Sample	393	35	31	29	43	52	34	30	45	52	379	16	223	170	160	235
Total	416	52	52	24	32	47	34	27	24	65	405	11	248	167	180	236
		**	**	**	**	**	**	**	**	**	97%	**	60%	40%	43%	57%
Sky Sports channels	71	**	**	**	**	**	**	**	**	**	68	**	39	31	35	35
	17%	**	**	**	**	**	**	**	**	**	17%	**	16%	19%	20%	15%
		**	**	**	**	**	**	**	**	**	97%	**	55%	45%	50%	50%
BT Sport channels	72	**	**	**	**	**	**	**	**	**	70	**	45	27	34	37
	17%	**	**	**	**	**	**	**	**	**	17%	**	18%	16%	19%	16%
		**	**	**	**	**	**	**	**	**	98%	**	62%	38%	48%	52%
Sky Cinema channels	37	**	**	**	**	**	**	**	**	**	35	**	22	15	16	20
	9%	**	**	**	**	**	**	**	**	**	9%	**	9%	9%	9%	9%
		**	**	**	**	**	**	**	**	**	95%	**	60%	40%	44%	56%
Sky Atlantic	27	**	**	**	**	**	**	**	**	**	26	**	18	9	14	13
	6%	**	**	**	**	**	**	**	**	**	6%	**	7%	5%	8%	5%
		**	**	**	**	**	**	**	**	**	97%	**	66%	34%	52%	48%
High Definition channel through V+ HD box	104	**	**	**	**	**	**	**	**	**	102	**	65	38	43	61
	25%	**	**	**	**	**	**	**	**	**	25%	**	26%	23%	24%	26%
		**	**	**	**	**	**	**	**	**	98%	**	63%	37%	42%	58%
Basic package only	161	**	**	**	**	**	**	**	**	**	155	**	97	63	76	86
	39%	**	**	**	**	**	**	**	**	**	38%	**	39%	38%	42%	36%
		**	**	**	**	**	**	**	**	**	96%	**	60%	39%	47%	53%
None of these	61	**	**	**	**	**	**	**	**	**	60	**	36	25	15	46
	15%	**	**	**	**	**	**	**	**	**	15%	**	15%	15%	8%	19%
		**	**	**	**	**	**	**	**	**	98%	**	59%	41%	25%	75%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 145

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QH9 (QH5). SHOWCARD Which, if any, of these channels do you pay to subscribe to through your Cable TV service? (MULTI CODE)

Base : Those with Cable TV

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	~b	a	b	a	b
Unweighted total	500	37	32	30	45	55	35	32	47	56	462	38	283	215	210	290
Effective Weighted Sample	393	35	31	29	43	52	34	30	45	52	379	16	223	170	160	235
Total	416	52	52	24	32	47	34	27	24	65	405	11	248	167	180	236
Don't know	14	**	**	**	**	**	**	**	**	**	14	**	3	11	6	8
	3%	**	**	**	**	**	**	**	**	**	3%	**	1%	6%	3%	4%
		**	**	**	**	**	**	**	**	**	99%	**	24%	76%	40%	60%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 146

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QH10 (QH68). SHOWCARD Which of the following channels do you pay to subscribe to through your pay TV service?

Base : Those with any (non-Sky and non-Virgin Media) paid-for TV services (from BT TV, TalkTalk TV, EE TV, NOW TV or YouView)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	~a	~b	c	d	~a	~b	~c	d	a	b	~c	~d	a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	457	211	246	49	77	159	172	18	30	57	151	127	151	86	93	273	61	67	56
Effective Weighted Sample	310	145	165	32	52	101	128	14	21	39	104	88	107	60	62	238	39	46	50
Total	329	152	177	34	61	114	119	13	23	43	108	106	96	70	57	278	26	17	8
		46%	54%	**	**	35%	36%	**	**	**	33%	32%	29%	**	**	84%	**	**	**
Sky Sports channels	27	13	14	**	**	9	11	**	**	**	9	12	10	**	**	22	**	**	**
	8%	9%	8%	**	**	8%	9%	**	**	**	9%	12%	11%	**	**	8%	**	**	**
		49%	51%	**	**	34%	41%	**	**	**	34%	45%	37%	**	**	80%	**	**	**
Sky Cinema channels	16	6	10	**	**	5	6	**	**	**	9	7	6	**	**	12	**	**	**
	5%	4%	6%	**	**	4%	5%	**	**	**	8%	6%	6%	**	**	4%	**	**	**
		39%	61%	**	**	31%	37%	**	**	**	52%	40%	35%	**	**	74%	**	**	**
Sky Atlantic	14	7	7	**	**	7	4	**	**	**	9	8	3	**	**	11	**	**	**
	4%	4%	4%	**	**	6%	4%	**	**	**	8%	7%	3%	**	**	4%	**	**	**
		48%	52%	**	**	51%	30%	**	**	**	64%	57%	22%	**	**	77%	**	**	**
BT Sport channels	78	46	32	**	**	23	37	**	**	**	32	36	22	**	**	68	**	**	**
	24%	30%	18%	**	**	20%	31%	**	**	**	30%	34%	23%	**	**	24%	**	**	**
		b		**	**			**	**	**				**	**		**	**	**
		59%	41%	**	**	29%	48%	**	**	**	41%	45%	28%	**	**	86%	**	**	**
High Definition channel through HD receiver/ box	28	12	16	**	**	14	9	**	**	**	13	10	11	**	**	24	**	**	**
	9%	8%	9%	**	**	12%	7%	**	**	**	12%	10%	11%	**	**	9%	**	**	**
		44%	56%	**	**	49%	30%	**	**	**	47%	37%	37%	**	**	84%	**	**	**
Basic package only	108	44	64	**	**	35	41	**	**	**	35	31	35	**	**	94	**	**	**
	33%	29%	36%	**	**	31%	34%	**	**	**	32%	29%	37%	**	**	34%	**	**	**
		41%	59%	**	**	32%	38%	**	**	**	32%	28%	32%	**	**	87%	**	**	**
None of these	102	47	55	**	**	35	32	**	**	**	18	27	24	**	**	82	**	**	**
	31%	31%	31%	**	**	31%	27%	**	**	**	16%	25%	25%	**	**	30%	**	**	**
		46%	54%	**	**	34%	32%	**	**	**	17%	27%	24%	**	**	81%	**	**	**
Don't know	3	1	2	**	**	1	-	**	**	**	-	*	1	**	**	3	**	**	**
	1%	1%	1%	**	**	1%	-%	**	**	**	-%	*%	1%	**	**	1%	**	**	**
		38%	62%	**	**	35%	-%	**	**	**	-%	6%	27%	**	**	88%	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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QH10 (QH68). SHOWCARD Which of the following channels do you pay to subscribe to through your pay TV service?

Base : Those with any (non-Sky and non-Virgin Media) paid-for TV services (from BT TV, TalkTalk TV, EE TV, NOW TV or YouView)

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	457	23	42	42	25	34	21	22	33	31	313	144	265	192	272	185
Effective Weighted Sample	310	21	39	41	23	33	20	21	32	29	249	65	177	136	173	137
Total	329	30	62	39	19	32	21	19	17	37	276	53	203	126	187	142
Sky Sports channels	27	**	**	**	**	**	**	**	**	**	23	5	20	8	23	5
	8%	**	**	**	**	**	**	**	**	**	8%	9%	10%	6%	12%	3%
		**	**	**	**	**	**	**	**	**	83%	17%	71%	29%	83%	17%
Sky Cinema channels	16	**	**	**	**	**	**	**	**	**	12	4	12	4	12	4
	5%	**	**	**	**	**	**	**	**	**	4%	8%	6%	3%	7%	3%
		**	**	**	**	**	**	**	**	**	75%	25%	77%	23%	75%	25%
Sky Atlantic	14	**	**	**	**	**	**	**	**	**	11	3	11	3	11	3
	4%	**	**	**	**	**	**	**	**	**	4%	6%	5%	2%	6%	2%
		**	**	**	**	**	**	**	**	**	76%	24%	79%	21%	77%	23%
BT Sport channels	78	**	**	**	**	**	**	**	**	**	59	19	51	27	58	20
	24%	**	**	**	**	**	**	**	**	**	22%	36%	25%	22%	31%	14%
		**	**	**	**	**	**	**	**	**	76%	24%	65%	35%	74%	26%
High Definition channel through HD receiver/ box	28	**	**	**	**	**	**	**	**	**	18	10	21	8	20	8
	9%	**	**	**	**	**	**	**	**	**	6%	19%	10%	6%	11%	6%
		**	**	**	**	**	**	**	**	**	63%	37%	73%	27%	70%	30%
Basic package only	108	**	**	**	**	**	**	**	**	**	95	13	67	41	51	57
	33%	**	**	**	**	**	**	**	**	**	34%	25%	33%	33%	27%	40%
		**	**	**	**	**	**	**	**	**	88%	12%	62%	38%	47%	53%
None of these	102	**	**	**	**	**	**	**	**	**	86	16	56	46	53	49
	31%	**	**	**	**	**	**	**	**	**	31%	30%	28%	36%	28%	35%
		**	**	**	**	**	**	**	**	**	84%	16%	55%	45%	52%	48%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QH10 (QH68). SHOWCARD Which of the following channels do you pay to subscribe to through your pay TV service?

Base : Those with any (non-Sky and non-Virgin Media) paid-for TV services (from BT TV, TalkTalk TV, EE TV, NOW TV or YouView)

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	457	23	42	42	25	34	21	22	33	31	313	144	265	192	272	185
Effective Weighted Sample	310	21	39	41	23	33	20	21	32	29	249	65	177	136	173	137
Total	329	30	62	39	19	32	21	19	17	37	276	53	203	126	187	142
		**	**	**	**	**	**	**	**	**	84%	16%	62%	38%	57%	43%
Don't know	3	**	**	**	**	**	**	**	**	**	3	*	1	2	1	2
	1%	**	**	**	**	**	**	**	**	**	1%	*%	1%	2%	1%	1%
		**	**	**	**	**	**	**	**	**	94%	6%	41%	59%	45%	55%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QH11 (QH76). SHOWCARD You said your household pays for Sky Sports channels. Since July 2017 Sky Sports now have channels for certain sports, such as Premier League football, Golf, Cricket and Formula One. As far as you know, how many different Sky Sports channels does your household pay to receive? (SINGLE CODE)

Base : Those in households that pay to subscribe to Sky Sports channels

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~a	~b	c	d	~a	~b	~c	d	a	b	c	~d	a	~b	~c	~d
Unweighted total	538	312	226	79	89	183	187	13	24	38	194	165	182	120	69	326	74	63	75
Effective Weighted Sample	373	218	156	52	66	120	138	9	18	24	140	120	127	82	51	285	48	46	64
Total	395	225	170	56	73	138	128	8	15	20	156	146	108	92	47	331	34	19	11
		57%	43%	**	**	35%	32%	**	**	**	39%	37%	27%	23%	**	84%	**	**	**
Between one and three of the Sky Sports channels	72	49	23	**	**	24	24	**	**	**	26	23	23	20	**	57	**	**	**
	18%	22%	14%	**	**	17%	19%	**	**	**	16%	16%	21%	22%	**	17%	**	**	**
		68%	32%	**	**	33%	34%	**	**	**	35%	32%	32%	28%	**	79%	**	**	**
More than three, but not all of the Sky Sports channels	55	33	22	**	**	16	18	**	**	**	20	21	17	12	**	44	**	**	**
	14%	15%	13%	**	**	12%	14%	**	**	**	13%	14%	15%	13%	**	13%	**	**	**
		60%	40%	**	**	30%	32%	**	**	**	36%	38%	30%	21%	**	81%	**	**	**
All of the Sky Sports channels	217	128	89	**	**	80	74	**	**	**	88	83	54	50	**	187	**	**	**
	55%	57%	52%	**	**	58%	58%	**	**	**	57%	57%	50%	55%	**	57%	**	**	**
		59%	41%	**	**	37%	34%	**	**	**	41%	38%	25%	23%	**	87%	**	**	**
Don't know	51	15	36	**	**	19	13	**	**	**	22	20	14	10	**	42	**	**	**
	13%	7%	21%	**	**	13%	10%	**	**	**	14%	14%	13%	11%	**	13%	**	**	**
			a																
		30%	70%	**	**	36%	25%	**	**	**	43%	39%	28%	19%	**	81%	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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QH11 (QH76). SHOWCARD You said your household pays for Sky Sports channels. Since July 2017 Sky Sports now have channels for certain sports, such as Premier League football, Golf, Cricket and Formula One. As far as you know, how many different Sky Sports channels does your household pay to receive? (SINGLE CODE)

Base : Those in households that pay to subscribe to Sky Sports channels

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	538	23	35	32	36	38	35	45	34	48	374	164	359	178	303	235
Effective Weighted Sample	373	21	33	31	34	36	34	43	32	45	298	80	249	126	200	174
Total	395	33	54	30	29	34	37	37	18	59	331	64	279	115	218	177
		**	**	**	**	**	**	**	**	**	84%	16%	71%	29%	55%	45%
Between one and three of the Sky Sports channels	72 18%	**	**	**	**	**	**	**	**	**	62	10	52	20	39	34
		**	**	**	**	**	**	**	**	**	19%	16%	19%	17%	18%	19%
		**	**	**	**	**	**	**	**	**	86%	14%	73%	27%	54%	46%
More than three, but not all of the Sky Sports channels	55 14%	**	**	**	**	**	**	**	**	**	47	8	42	13	31	24
		**	**	**	**	**	**	**	**	**	14%	12%	15%	11%	14%	13%
		**	**	**	**	**	**	**	**	**	85%	15%	76%	24%	57%	43%
All of the Sky Sports channels	217 55%	**	**	**	**	**	**	**	**	**	180	36	152	65	122	95
		**	**	**	**	**	**	**	**	**	55%	57%	54%	57%	56%	54%
		**	**	**	**	**	**	**	**	**	83%	17%	70%	30%	56%	44%
Don't know	51 13%	**	**	**	**	**	**	**	**	**	41	10	33	17	26	25
		**	**	**	**	**	**	**	**	**	13%	15%	12%	15%	12%	14%
		**	**	**	**	**	**	**	**	**	81%	19%	66%	33%	51%	49%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 148

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QH12A (QR1A). Does your household have Sky+? (SINGLE CODE)

Base : Those with Sky Satellite TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1273	609	664	180	211	463	418	50	74	116	374	310	397	294	269	698	173	168	234
Effective Weighted Sample	837	401	435	115	151	297	285	34	52	79	267	211	263	196	177	616	108	117	206
Total	873	423	450	115	168	339	250	31	48	64	310	259	242	207	163	719	70	47	36
		48%	52%	13%	19%	39%	29%	**	**	7%	35%	30%	28%	24%	19%	82%	8%	5%	4%
Yes	656	326	330	89	126	266	176	**	**	52	244	207	186	159	103	531	56	39	30
	75%	77%	73%	77%	75%	78%	70%	**	**	81%	79%	80%	77%	77%	63%	74%	80%	82%	82%
				d		d				d		d	d					a	
		50%	50%	14%	19%	40%	27%	**	**	8%	37%	32%	28%	24%	16%	81%	9%	6%	5%
No	192	85	107	22	37	71	61	**	**	12	62	47	54	42	48	169	12	6	5
	22%	20%	24%	19%	22%	21%	24%	**	**	18%	20%	18%	22%	20%	30%	23%	16%	13%	14%
		44%	56%	11%	19%	37%	32%	**	**	6%	32%	24%	28%	22%	25%	88%	6%	3%	3%
Don't know	25	11	14	4	5	2	13	**	**	1	4	5	3	7	11	19	2	2	1
	3%	3%	3%	4%	3%	1%	5%	**	**	1%	1%	2%	1%	3%	7%	3%	3%	5%	4%
				c		c								ab					
		46%	54%	18%	19%	10%	53%	**	**	3%	16%	18%	10%	26%	45%	76%	9%	10%	5%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 148

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QH12A (QR1A). Does your household have Sky+? (SINGLE CODE)

Base : Those with Sky Satellite TV

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	1273	70	72	82	69	90	87	80	66	82	846	427	789	482	679	594
Effective Weighted Sample	837	65	68	80	65	86	85	76	62	78	655	196	527	316	429	408
Total	873	97	108	78	57	81	92	69	33	102	719	154	586	286	459	413
Yes	656	**	**	**	**	**	**	**	**	**	539	117	460	196	356	300
	75%	**	**	**	**	**	**	**	**	**	75%	76%	78%	68%	78%	73%
		**	**	**	**	**	**	**	**	**	82%	18%	70%	30%	54%	46%
No	192	**	**	**	**	**	**	**	**	**	158	34	113	78	92	99
	22%	**	**	**	**	**	**	**	**	**	22%	22%	19%	27%	20%	24%
		**	**	**	**	**	**	**	**	**	82%	18%	59%	41%	48%	52%
Don't know	25	**	**	**	**	**	**	**	**	**	22	3	13	12	11	14
	3%	**	**	**	**	**	**	**	**	**	3%	2%	2%	4%	2%	3%
		**	**	**	**	**	**	**	**	**	88%	12%	52%	48%	44%	56%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 149

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QH12B (QR1H). Does your household have Sky Q? (SINGLE CODE)

Base : Those with Sky Satellite TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1273	609	664	180	211	463	418	50	74	116	374	310	397	294	269	698	173	168	234
Effective Weighted Sample	837	401	435	115	151	297	285	34	52	79	267	211	263	196	177	616	108	117	206
Total	873	423	450	115	168	339	250	31	48	64	310	259	242	207	163	719	70	47	36
		48%	52%	13%	19%	39%	29%	**	**	7%	35%	30%	28%	24%	19%	82%	8%	5%	4%
Yes	185	86	99	21	50	70	44	**	**	15	69	63	46	48	28	156	12	10	6
	21%	20%	22%	18%	30%	21%	18%	**	**	23%	22%	24%	19%	23%	17%	22%	18%	21%	17%
		46%	54%	11%	27%	38%	24%	**	**	8%	37%	34%	25%	26%	15%	85%	7%	5%	3%
No	642	315	327	83	110	257	192	**	**	46	233	189	188	147	117	523	55	36	28
	74%	74%	73%	72%	66%	76%	77%	**	**	71%	75%	73%	77%	71%	72%	73%	79%	76%	77%
		49%	51%	13%	17%	40%	30%	**	**	7%	36%	29%	29%	23%	18%	81%	9%	6%	4%
Don't know	46	22	24	12	8	13	14	**	**	4	7	7	9	12	18	40	3	1	2
	5%	5%	5%	10%	5%	4%	5%	**	**	6%	2%	3%	4%	6%	11%	6%	4%	3%	6%
		47%	53%	26%	17%	28%	30%	**	**	8%	16%	16%	19%	26%	39%	87%	5%	3%	5%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QH12B (QR1H). Does your household have Sky Q? (SINGLE CODE)

Base : Those with Sky Satellite TV

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	1273	70	72	82	69	90	87	80	66	82	846	427	789	482	679	594
Effective Weighted Sample	837	65	68	80	65	86	85	76	62	78	655	196	527	316	429	408
Total	873	97	108	78	57	81	92	69	33	102	719	154	586	286	459	413
Yes	185	**	**	**	**	**	**	**	**	**	150	35	130	55	96	88
	21%	**	**	**	**	**	**	**	**	**	21%	23%	22%	19%	21%	21%
		**	**	**	**	**	**	**	**	**	81%	19%	70%	30%	52%	48%
No	642	**	**	**	**	**	**	**	**	**	529	113	427	214	341	301
	74%	**	**	**	**	**	**	**	**	**	74%	73%	73%	75%	74%	73%
		**	**	**	**	**	**	**	**	**	82%	18%	67%	33%	53%	47%
Don't know	46	**	**	**	**	**	**	**	**	**	40	6	29	17	22	24
	5%	**	**	**	**	**	**	**	**	**	6%	4%	5%	6%	5%	6%
		**	**	**	**	**	**	**	**	**	87%	13%	63%	37%	47%	53%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 150

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QH12A/QH12B (QR1A/QR1H). Does your household have Sky+/ Sky Q? (SINGLE CODE)

Base : Those with Sky Satellite TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	~a	~b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	1273	609	664	180	211	463	418	50	74	116	374	310	397	294	269	698	173	168	234
Effective Weighted Sample	837	401	435	115	151	297	285	34	52	79	267	211	263	196	177	616	108	117	206
Total	873	423	450	115	168	339	250	31	48	64	310	259	242	207	163	719	70	47	36
		48%	52%	13%	19%	39%	29%	**	**	7%	35%	30%	28%	24%	19%	82%	8%	5%	4%
Yes - Sky+	656	326	330	89	126	266	176	**	**	52	244	207	186	159	103	531	56	39	30
	75%	77%	73%	77%	75%	78%	70%	**	**	81%	79%	80%	77%	77%	63%	74%	80%	82%	82%
				d		d				d		d	d	d					a
		50%	50%	14%	19%	40%	27%	**	**	8%	37%	32%	28%	24%	16%	81%	9%	6%	5%
Yes - Sky Q	185	86	99	21	50	70	44	**	**	15	69	63	46	48	28	156	12	10	6
	21%	20%	22%	18%	30%	21%	18%	**	**	23%	22%	24%	19%	23%	17%	22%	18%	21%	17%
				acd															
		46%	54%	11%	27%	38%	24%	**	**	8%	37%	34%	25%	26%	15%	85%	7%	5%	3%
HAVE EITHER	700	343	357	94	137	284	184	**	**	55	258	217	198	173	112	570	58	42	30
	80%	81%	79%	81%	82%	84%	74%	**	**	86%	83%	84%	82%	83%	69%	79%	83%	88%	83%
				d		d				d		d	d	d					a
		49%	51%	13%	20%	41%	26%	**	**	8%	37%	31%	28%	25%	16%	81%	8%	6%	4%
Neither	157	73	85	18	28	54	57	**	**	9	49	40	42	31	43	136	10	5	5
	18%	17%	19%	16%	17%	16%	23%	**	**	14%	16%	15%	17%	15%	27%	19%	14%	11%	15%
				c										abc	c				
		46%	54%	12%	18%	34%	36%	**	**	6%	31%	25%	27%	20%	28%	87%	6%	3%	3%
Don't know	16	7	8	3	3	1	9	**	**	-	2	2	2	4	8	12	2	1	1
	2%	2%	2%	3%	2%	*%	4%	**	**	-%	1%	1%	1%	2%	5%	2%	3%	1%	2%
				c		c								ab					
		47%	53%	20%	18%	6%	56%	**	**	-%	15%	13%	12%	24%	50%	78%	13%	4%	5%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QH12A/QH12B (QR1A/QR1H). Does your household have Sky+/ Sky Q? (SINGLE CODE)

Base : Those with Sky Satellite TV

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	1273	70	72	82	69	90	87	80	66	82	846	427	789	482	679	594
Effective Weighted Sample	837	65	68	80	65	86	85	76	62	78	655	196	527	316	429	408
Total	873	97	108	78	57	81	92	69	33	102	719	154	586	286	459	413
Yes - Sky+	656	**	**	**	**	**	**	**	**	**	539	117	460	196	356	300
	75%	**	**	**	**	**	**	**	**	**	75%	76%	78%	68%	78%	73%
		**	**	**	**	**	**	**	**	**	82%	18%	70%	30%	54%	46%
Yes - Sky Q	185	**	**	**	**	**	**	**	**	**	150	35	130	55	96	88
	21%	**	**	**	**	**	**	**	**	**	21%	23%	22%	19%	21%	21%
		**	**	**	**	**	**	**	**	**	81%	19%	70%	30%	52%	48%
HAVE EITHER	700	**	**	**	**	**	**	**	**	**	574	126	487	212	379	321
	80%	**	**	**	**	**	**	**	**	**	80%	82%	83%	74%	82%	78%
		**	**	**	**	**	**	**	**	**	82%	18%	70%	30%	54%	46%
Neither	157	**	**	**	**	**	**	**	**	**	131	27	92	65	75	82
	18%	**	**	**	**	**	**	**	**	**	18%	17%	16%	23%	16%	20%
		**	**	**	**	**	**	**	**	**	83%	17%	58%	42%	48%	52%
Don't know	16	**	**	**	**	**	**	**	**	**	14	2	7	9	5	10
	2%	**	**	**	**	**	**	**	**	**	2%	1%	1%	3%	1%	3%
		**	**	**	**	**	**	**	**	**	90%	10%	44%	56%	34%	66%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 151

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QH12C (QR1B). Does your household have Virgin TiVo or V+ or the Virgin V6 box? (SINGLE CODE)

Base : Those with Virgin Media (Cable TV)

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~a	~b	c	d	~a	~b	~c	d	a	b	~c	d	a	~b	~c	~d
Unweighted total	500	232	268	86	83	168	163	13	35	34	126	130	163	99	108	369	62	36	33
Effective Weighted Sample	393	178	216	61	68	131	135	11	28	26	103	105	135	76	86	316	56	28	30
Total	416	180	235	64	78	147	127	9	30	25	120	132	121	79	83	356	43	11	6
		43%	57%	**	**	35%	31%	**	**	**	29%	32%	29%	**	20%	86%	**	**	**
Yes	301	133	168	**	**	107	90	**	**	**	90	100	90	**	53	253	**	**	**
	72%	74%	71%	**	**	72%	71%	**	**	**	75%	76%	74%	**	64%	71%	**	**	**
		44%	56%	**	**	35%	30%	**	**	**	30%	33%	30%	**	18%	84%	**	**	**
No	98	41	56	**	**	37	30	**	**	**	27	28	28	**	23	89	**	**	**
	23%	23%	24%	**	**	25%	23%	**	**	**	23%	21%	23%	**	27%	25%	**	**	**
		42%	58%	**	**	37%	30%	**	**	**	28%	28%	29%	**	23%	91%	**	**	**
Don't know	18	6	11	**	**	4	7	**	**	**	3	4	3	**	8	15	**	**	**
	4%	3%	5%	**	**	3%	6%	**	**	**	3%	3%	2%	**	9%	4%	**	**	**
		35%	65%	**	**	23%	40%	**	**	**	17%	24%	17%	**	b 43%	83%	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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QH12C (QR1B). Does your household have Virgin TiVo or V+ or the Virgin V6 box? (SINGLE CODE)

Base : Those with Virgin Media (Cable TV)

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	~b	a	b	a	b
Significance Level: 95%																
Unweighted total	500	37	32	30	45	55	35	32	47	56	462	38	283	215	210	290
Effective Weighted Sample	393	35	31	29	43	52	34	30	45	52	379	16	223	170	160	235
Total	416	52	52	24	32	47	34	27	24	65	405	11	248	167	180	236
		**	**	**	**	**	**	**	**	**	97%	**	60%	40%	43%	57%
Yes	301	**	**	**	**	**	**	**	**	**	295	**	185	115	138	163
	72%	**	**	**	**	**	**	**	**	**	73%	**	75%	69%	77%	69%
		**	**	**	**	**	**	**	**	**	98%	**	62%	38%	46%	54%
No	98	**	**	**	**	**	**	**	**	**	93	**	58	40	37	60
	23%	**	**	**	**	**	**	**	**	**	23%	**	23%	24%	21%	26%
		**	**	**	**	**	**	**	**	**	95%	**	59%	41%	38%	62%
Don't know	18	**	**	**	**	**	**	**	**	**	17	**	4	12	5	13
	4%	**	**	**	**	**	**	**	**	**	4%	**	2%	7%	3%	5%
		**	**	**	**	**	**	**	**	**		**	a			
		**	**	**	**	**	**	**	**	**	99%	**	25%	71%	27%	73%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 152

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH12D (QR1C). Does your Freesat set top box allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)

Base : Those with Freesat

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	158	85	73	13	17	44	84	12	11	21	37	54	43	32	29	100	19	26	13
Effective Weighted Sample	107	54	54	9	12	31	57	9	6	12	26	35	30	23	21	86	12	17	12
Total	113	60	52	10	11	38	54	6	7	14	26	41	28	25	19	98	7	6	2
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	87%	**	**	**
Yes	45	**	**	**	**	**	**	**	**	**	**	**	**	**	**	38	**	**	**
	40%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	38%	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	83%	**	**	**
No	60	**	**	**	**	**	**	**	**	**	**	**	**	**	**	55	**	**	**
	54%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	56%	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	92%	**	**	**
Don't know	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	5	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	5%	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	70%	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 152

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QH12D (QR1C). Does your Freesat set top box allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)

Base : Those with Freesat

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	~b	~a	~b	~a	~b
Unweighted total	158	10	12	19	9	8	16	15	9	2	106	52	74	84	95	63
Effective Weighted Sample	107	9	12	18	9	8	16	14	9	2	83	26	48	61	65	43
Total	113	14	20	16	7	6	17	12	4	3	92	21	57	55	71	41
Yes	45	**	**	**	**	**	**	**	**	**	35	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**	**	38%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	77%	**	**	**	**	**
No	60	**	**	**	**	**	**	**	**	**	52	**	**	**	**	**
	54%	**	**	**	**	**	**	**	**	**	56%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	86%	**	**	**	**	**
Don't know	7	**	**	**	**	**	**	**	**	**	5	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	6%	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	73%	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 153

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH12E (QR1D). Does your Freeview box or Freeview TV set allow to record and store TV programmes, and also pause and rewind live TV programmes (this includes Freeview Playback and Freeview Plus boxes)? (SINGLE CODE)

Base : Those with Freeview

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1500	760	740	175	189	409	727	190	141	165	282	287	393	296	517	889	186	209	216
Effective Weighted Sample	1029	523	506	117	133	284	507	136	99	106	211	192	265	203	372	778	124	146	192
Total	1028	531	498	121	140	321	446	126	96	114	232	213	238	228	343	855	86	57	29
		52%	48%	12%	14%	31%	43%	12%	9%	11%	23%	21%	23%	22%	33%	83%	8%	6%	3%
Yes	294	160	134	32	32	91	139	21	19	32	83	86	61	66	79	250	24	15	6
	29%	30%	27%	26%	23%	28%	31%	16%	20%	28%	36%	40%	26%	29%	23%	29%	27%	25%	22%
										a	ab	bcd			d				
		54%	46%	11%	11%	31%	47%	7%	6%	11%	28%	29%	21%	22%	27%	85%	8%	5%	2%
No	686	352	334	85	105	218	277	98	75	74	142	119	168	155	240	564	60	41	21
	67%	66%	67%	70%	75%	68%	62%	78%	78%	65%	61%	56%	71%	68%	70%	66%	70%	71%	70%
				d	d			cd	cd			a	a	a					
		51%	49%	12%	15%	32%	40%	14%	11%	11%	21%	17%	24%	23%	35%	82%	9%	6%	3%
Don't know	48	19	29	5	2	12	29	7	2	8	6	8	9	8	24	42	2	2	2
	5%	4%	6%	4%	2%	4%	7%	6%	3%	7%	3%	4%	4%	3%	7%	5%	2%	3%	8%
							b												bc
		39%	61%	10%	5%	25%	61%	15%	5%	16%	13%	16%	18%	16%	50%	87%	4%	4%	5%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QH12E (QR1D). Does your Freeview box or Freeview TV set allow to record and store TV programmes, and also pause and rewind live TV programmes (this includes Freeview Playback and Freeview Plus boxes)? (SINGLE CODE)

Base : Those with Freeview

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	c	d	~e	~f	g	~h	i	a	b	a	b	a	b
Unweighted total	1500	75	87	115	100	98	94	115	94	111	1046	454	666	831	734	766
Effective Weighted Sample	1029	70	83	110	93	93	90	109	90	105	839	202	454	584	495	534
Total	1028	97	133	103	77	82	92	94	46	132	873	155	503	523	505	523
		**	**	10%	7%	**	**	9%	**	13%	85%	15%	49%	51%	49%	51%
Yes	294	**	**	46	25	**	**	15	**	38	238	56	150	144	183	112
	29%	**	**	45%	33%	**	**	16%	**	29%	27%	36%	30%	27%	36%	21%
		**	**	gi	g	**	**	5%	**	g	81%	a	51%	49%	b	38%
		**	**	16%	9%	**	**		**	13%	19%				62%	
No	686	**	**	52	49	**	**	72	**	86	595	91	339	346	302	384
	67%	**	**	50%	64%	**	**	77%	**	65%	68%	58%	67%	66%	60%	73%
		**	**			**	**	cd	**	c	87%	b	49%	50%	a	56%
		**	**	8%	7%	**	**	11%	**	13%	13%				44%	
Don't know	48	**	**	6	3	**	**	6	**	8	40	8	14	34	20	28
	5%	**	**	5%	3%	**	**	7%	**	6%	5%	5%	3%	6%	4%	5%
		**	**			**	**		**				a			
		**	**	12%	5%	**	**	13%	**	17%	83%	17%	30%	70%	42%	58%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 154

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QH12F (QR1E). Does your TV service allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)

Base : Those with BT TV, TalkTalk TV, EE TV, NOW TV or YouView

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~a	~b	c	d	~a	~b	~c	d	a	b	~c	~d	a	~b	~c	~d
Unweighted total	457	211	246	49	77	159	172	18	30	57	151	127	151	86	93	273	61	67	56
Effective Weighted Sample	310	145	165	32	52	101	128	14	21	39	104	88	107	60	62	238	39	46	50
Total	329	152	177	34	61	114	119	13	23	43	108	106	96	70	57	278	26	17	8
		46%	54%	**	**	35%	36%	**	**	**	33%	32%	29%	**	**	84%	**	**	**
Yes	244	112	132	**	**	87	90	**	**	**	94	82	72	**	**	204	**	**	**
	74%	73%	75%	**	**	76%	75%	**	**	**	87%	77%	76%	**	**	73%	**	**	**
		46%	54%	**	**	36%	37%	**	**	**	38%	34%	30%	**	**	84%	**	**	**
No	79	37	42	**	**	25	28	**	**	**	14	24	23	**	**	69	**	**	**
	24%	24%	24%	**	**	22%	24%	**	**	**	13%	23%	24%	**	**	25%	**	**	**
		47%	53%	**	**	31%	36%	**	**	**	18%	31%	29%	**	**	88%	**	**	**
Don't know	6	4	3	**	**	3	1	**	**	**	-	-	*	**	**	4	**	**	**
	2%	2%	1%	**	**	2%	1%	**	**	**	-%	-%	1%	**	**	2%	**	**	**
		60%	40%	**	**	44%	22%	**	**	**	-%	-%	8%	**	**	68%	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QH12F (QR1E). Does your TV service allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)

Base : Those with BT TV, TalkTalk TV, EE TV, NOW TV or YouView

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	457	23	42	42	25	34	21	22	33	31	313	144	265	192	272	185
Effective Weighted Sample	310	21	39	41	23	33	20	21	32	29	249	65	177	136	173	137
Total	329	30	62	39	19	32	21	19	17	37	276	53	203	126	187	142
		**	**	**	**	**	**	**	**	**	84%	16%	62%	38%	57%	43%
Yes	244	**	**	**	**	**	**	**	**	**	203	41	148	96	143	101
	74%	**	**	**	**	**	**	**	**	**	73%	78%	73%	76%	76%	71%
		**	**	**	**	**	**	**	**	**	83%	17%	61%	39%	59%	41%
No	79	**	**	**	**	**	**	**	**	**	67	11	50	28	44	35
	24%	**	**	**	**	**	**	**	**	**	24%	22%	25%	22%	23%	25%
		**	**	**	**	**	**	**	**	**	85%	15%	64%	36%	56%	44%
Don't know	6	**	**	**	**	**	**	**	**	**	6	*	4	2	*	6
	2%	**	**	**	**	**	**	**	**	**	2%	1%	2%	2%	*%	4%
		**	**	**	**	**	**	**	**	**	95%	5%	66%	34%	5%	95%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 155

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DVR HOUSEHOLD OWNERSHIP

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
DVR IN HOUSEHOLD	1490	725	765	187	262	551	489	51	80	140	498	468	413	333	273	1233	135	75	46
	56%	56%	56%	52%	55%	60%	53%	27%	40%	57%	67%	66%	58%	57%	41%	55%	58%	57%	63%
						ad			a	ab	abc	bcd	d	d					a
		49%	51%	13%	18%	37%	33%	3%	5%	9%	33%	31%	28%	22%	18%	83%	9%	5%	3%
NO DVR IN HOUSEHOLD	1107	545	562	159	203	351	394	129	112	99	240	232	286	234	350	941	88	54	24
	41%	42%	41%	44%	43%	38%	42%	67%	57%	40%	32%	33%	40%	40%	53%	42%	38%	41%	33%
								bcd	cd	d		a	a	abc	d			d	
		49%	51%	14%	18%	32%	36%	12%	10%	9%	22%	21%	26%	21%	32%	85%	8%	5%	2%
UNSURE	78	30	48	13	9	13	44	12	6	8	7	12	15	14	38	63	10	3	3
	3%	2%	3%	4%	2%	1%	5%	6%	3%	3%	1%	2%	2%	2%	6%	3%	4%	2%	4%
				c			bc	d		d				abc					
		39%	61%	16%	11%	17%	56%	15%	7%	10%	9%	15%	19%	17%	48%	80%	12%	4%	4%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 155

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DVR HOUSEHOLD OWNERSHIP

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
DVR IN HOUSEHOLD	1490	139	200	145	110	149	126	101	70	194	1273	217	930	557	808	681
	56%	41%	55%	64%	58%	63%	51%	45%	61%	65%	55%	61%	60%	50%	63%	49%
		9%	ag	abfg	ag	afg	a	afg	abfg		85%	15%	62%	37%	54%	46%
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
NO DVR IN HOUSEHOLD	1107	194	154	73	76	73	116	113	43	98	976	131	600	504	446	661
	41%	57%	43%	33%	40%	31%	47%	50%	37%	33%	42%	37%	39%	45%	35%	48%
		bcdefhi	cei		e	cehi	cdehi				b		a		a	
		18%	14%	7%	7%	7%	11%	10%	4%	9%	88%	12%	54%	46%	40%	60%
UNSURE	78	7	6	7	5	13	4	13	2	6	71	7	22	56	32	47
	3%	2%	2%	3%	3%	6%	1%	6%	1%	2%	3%	2%	1%	5%	2%	3%
		9%	8%	8%	6%	17%	5%	16%	2%	8%	91%	9%	28%	71%	40%	60%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 156

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QH13 (QR5). SHOWCARD How often, if ever, do you use your DVR to watch recorded programmes? (SINGLE CODE)

Base : Those who own a DVR

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2077	1014	1063	281	328	726	741	82	116	208	606	557	645	450	421	1222	278	276	301
Effective Weighted Sample	1431	700	732	180	239	487	538	61	81	141	441	391	453	311	292	1072	192	191	266
Total	1490	725	765	187	262	551	489	51	80	140	498	468	413	333	273	1233	135	75	46
		49%	51%	13%	18%	37%	33%	**	5%	9%	33%	31%	28%	22%	18%	83%	9%	5%	3%
Every day	388	171	217	42	79	133	134	**	20	41	132	107	108	95	77	333	30	19	6
	26%	24%	28%	23%	30%	24%	27%	**	25%	30%	26%	23%	26%	28%	28%	27%	22%	25%	12%
		a	a	d	d	d	d	**	d	d	d	d	d	d	d	d	d	d	d
		44%	56%	11%	20%	34%	34%	**	5%	11%	34%	28%	28%	24%	20%	86%	8%	5%	1%
A few times a week	435	208	228	40	59	173	163	**	17	38	152	144	125	97	69	360	40	25	10
	29%	29%	30%	22%	23%	31%	33%	**	22%	27%	31%	31%	30%	29%	25%	29%	30%	33%	22%
		ab	ab	d	d	ab	ab	**	d	d	d	d	d	d	d	d	d	d	d
		48%	52%	9%	14%	40%	37%	**	4%	9%	35%	33%	29%	22%	16%	83%	9%	6%	2%
Once a week	167	86	81	25	20	67	55	**	8	19	59	54	49	39	24	144	9	8	6
	11%	12%	11%	13%	8%	12%	11%	**	10%	14%	12%	12%	12%	12%	9%	12%	6%	11%	13%
		b	b	b	b	b	b	**	b	b	b	b	b	b	b	b	b	b	b
		52%	48%	15%	12%	40%	33%	**	5%	12%	35%	32%	29%	24%	14%	86%	5%	5%	4%
A few times a month	118	66	52	24	29	38	27	**	11	10	38	37	33	22	25	94	14	4	6
	8%	9%	7%	13%	11%	7%	5%	**	14%	7%	8%	8%	8%	7%	9%	8%	10%	5%	12%
		cd	cd	cd	d	cd	cd	**	cd	cd	cd	cd	cd	cd	cd	cd	cd	cd	cd
		56%	44%	20%	24%	33%	23%	**	9%	8%	33%	32%	28%	19%	22%	80%	12%	3%	5%
Once a month	32	15	17	4	9	13	7	**	1	5	12	14	8	8	3	28	3	1	1
	2%	2%	2%	2%	3%	2%	1%	**	2%	4%	2%	3%	2%	2%	1%	2%	3%	1%	1%
		47%	53%	12%	27%	39%	22%	**	4%	16%	36%	42%	25%	24%	9%	85%	11%	2%	2%
Less often	123	72	50	17	24	44	36	**	9	10	53	51	32	16	23	93	17	4	8
	8%	10%	7%	9%	9%	8%	7%	**	12%	7%	11%	11%	8%	5%	9%	8%	13%	5%	18%
		b	b	b	b	b	b	**	b	b	b	b	b	b	b	b	b	b	b
		59%	41%	14%	20%	36%	30%	**	8%	8%	43%	42%	26%	13%	19%	76%	14%	3%	7%
Never	209	97	112	30	40	74	65	**	13	15	47	57	50	50	51	168	20	14	7
	14%	13%	15%	16%	15%	13%	13%	**	17%	11%	9%	12%	12%	15%	19%	14%	15%	19%	16%
		ab	ab	ab	ab	ab	ab	**	ab	ab	ab	ab	ab	ab	ab	ab	ab	ab	ab
		46%	54%	14%	19%	35%	31%	**	6%	7%	22%	27%	24%	24%	24%	80%	9%	7%	4%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 156

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH13 (QR5). SHOWCARD How often, if ever, do you use your DVR to watch recorded programmes? (SINGLE CODE)

Base : Those who own a DVR

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2077	1014	1063	281	328	726	741	82	116	208	606	557	645	450	421	1222	278	276	301
Effective Weighted Sample	1431	700	732	180	239	487	538	61	81	141	441	391	453	311	292	1072	192	191	266
Total	1490	725	765	187	262	551	489	51	80	140	498	468	413	333	273	1233	135	75	46
		49%	51%	13%	18%	37%	33%	**	5%	9%	33%	31%	28%	22%	18%	83%	9%	5%	3%
Don't know	18	10	8	5	3	8	2	**	-	1	5	3	8	6	1	13	2	*	3
	1%	1%	1%	3%	1%	2%	*%	**	-%	1%	1%	1%	2%	2%	*%	1%	1%	1%	6%
		54%	46%	d	d	d	d	**	-%	5%	28%	18%	43%	34%	5%	71%	11%	3%	15%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 156

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QH13 (QR5). SHOWCARD How often, if ever, do you use your DVR to watch recorded programmes? (SINGLE CODE)

Base : Those who own a DVR

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2077	96	132	160	137	166	123	116	134	158	1491	586	1216	857	1124	953
Effective Weighted Sample	1431	90	125	154	128	159	119	110	128	150	1179	267	838	601	750	683
Total	1490	139	200	145	110	149	126	101	70	194	1273	217	930	557	808	681
		**	13%	10%	7%	10%	8%	7%	5%	13%	85%	15%	62%	37%	54%	46%
Every day	388	**	40	53	29	28	48	28	29	58	321	67	239	149	212	176
	26%	**	20%	37%	26%	19%	38%	28%	41%	30%	25%	31%	26%	27%	26%	26%
		**	10%	14%	7%	7%	bde	7%	bdeg	e	83%	17%	62%	38%	55%	45%
A few times a week	435	**	53	45	42	47	30	31	25	58	367	69	267	168	266	170
	29%	**	27%	31%	38%	31%	24%	30%	36%	30%	29%	32%	29%	30%	33%	25%
		**	12%	10%	10%	11%	f	7%	6%	13%	84%	16%	61%	39%	61%	39%
Once a week	167	**	25	15	15	17	8	11	5	20	151	16	108	59	88	79
	11%	**	12%	11%	14%	12%	6%	10%	7%	10%	12%	7%	12%	11%	11%	12%
		**	15%	9%	9%	10%	5%	6%	3%	12%	91%	9%	65%	35%	53%	47%
A few times a month	118	**	25	3	6	12	4	8	3	20	99	19	79	38	62	56
	8%	**	12%	2%	5%	8%	3%	8%	4%	11%	8%	9%	9%	7%	8%	8%
		**	21%	2%	5%	10%	3%	7%	2%	17%	84%	16%	68%	32%	52%	48%
Once a month	32	**	7	2	2	4	5	2	1	2	26	6	18	13	19	14
	2%	**	3%	1%	1%	3%	4%	2%	1%	1%	2%	3%	2%	2%	2%	2%
		**	21%	5%	5%	13%	15%	7%	3%	6%	81%	19%	56%	41%	58%	42%
Less often	123	**	21	10	2	12	7	4	2	10	109	13	88	35	52	70
	8%	**	11%	7%	2%	8%	5%	4%	3%	5%	9%	6%	9%	6%	6%	10%
		**	17%	8%	2%	10%	5%	4%	2%	8%	89%	11%	72%	28%	43%	57%
Never	209	**	27	15	13	26	23	13	6	27	186	23	120	88	99	110
	14%	**	13%	11%	11%	18%	18%	13%	9%	14%	15%	10%	13%	16%	12%	16%
		**	13%	7%	6%	13%	11%	6%	3%	13%	89%	11%	58%	42%	47%	53%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 156

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH13 (QR5). SHOWCARD How often, if ever, do you use your DVR to watch recorded programmes? (SINGLE CODE)

Base : Those who own a DVR

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2077	96	132	160	137	166	123	116	134	158	1491	586	1216	857	1124	953
Effective Weighted Sample	1431	90	125	154	128	159	119	110	128	150	1179	267	838	601	750	683
Total	1490	139	200	145	110	149	126	101	70	194	1273	217	930	557	808	681
		**	13%	10%	7%	10%	8%	7%	5%	13%	85%	15%	62%	37%	54%	46%
Don't know	18	**	3	1	2	2	1	4	-	-	13	5	11	7	10	8
	1%	**	1%	1%	2%	1%	1%	4%	-%	-%	1%	2%	1%	1%	1%	1%
		**	14%	5%	12%	9%	5%	hi 22%	-%	-%	73%	27%	62%	38%	58%	42%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 157

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QH14 (QH71). SHOWCARD Does your household subscribe to any of these paid-for online on-demand services to watch TV programmes or films? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Netflix	861	409	452	185	198	339	139	24	47	65	321	262	264	193	142	714	79	42	27
	32%	31%	33%	51%	42%	37%	15%	13%	24%	26%	43%	37%	37%	33%	22%	32%	34%	32%	36%
				bcd	d	d			a	a	abc	d	d	d					
		48%	52%	21%	23%	39%	16%	3%	5%	8%	37%	30%	31%	22%	17%	83%	9%	5%	3%
Amazon Prime Video	377	204	173	62	87	152	76	8	9	21	182	136	121	76	43	318	35	21	4
	14%	16%	13%	17%	18%	17%	8%	4%	5%	8%	24%	19%	17%	13%	6%	14%	15%	16%	5%
		b	d	d	d	d				abc	cd	d	d	d		d	d	d	
		54%	46%	16%	23%	40%	20%	2%	2%	5%	48%	36%	32%	20%	11%	84%	9%	6%	1%
Now TV	145	63	82	28	32	56	30	3	4	16	60	48	44	28	26	123	10	8	3
	5%	5%	6%	8%	7%	6%	3%	2%	2%	6%	8%	7%	6%	5%	4%	6%	4%	6%	5%
				d	d	d				ab	ab	d							
		43%	57%	19%	22%	39%	21%	2%	3%	11%	41%	33%	30%	19%	18%	85%	7%	6%	2%
Disney Life	31	9	23	4	13	8	6	-	2	4	9	7	4	11	9	25	4	2	*
	1%	1%	2%	1%	3%	1%	1%	-%	1%	2%	1%	1%	1%	2%	1%	1%	2%	1%	1%
			a	cd										b					
		28%	72%	13%	42%	25%	21%	-%	7%	14%	28%	23%	12%	36%	29%	81%	12%	6%	2%
Hayu	10	1	9	5	1	4	1	-	-	*	4	3	5	1	1	6	4	*	-
	*%	*%	1%	1%	*%	*%	*%	-%	-%	*%	1%	*%	1%	*%	*%	*%	2%	*%	-%
			a	d													ad		
		10%	90%	47%	9%	38%	6%	-%	-%	2%	43%	26%	51%	11%	12%	55%	40%	4%	-%
Any other paid-for on-demand television services	12	4	8	2	1	6	3	*	-	1	6	2	6	-	3	9	1	1	*
	*%	*%	1%	1%	*%	1%	*%	*%	-%	*%	1%	*%	1%	-%	1%	*%	*%	1%	1%
			c										c						
		35%	65%	16%	8%	54%	23%	2%	-%	8%	53%	17%	54%	-%	29%	80%	8%	9%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 157

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QH14 (QH71). SHOWCARD Does your household subscribe to any of these paid-for online on-demand services to watch TV programmes or films? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
No, none	1626	791	835	150	239	511	726	160	144	167	346	388	391	355	485	1360	145	77	43
	61%	61%	61%	42%	50%	56%	78%	83%	73%	68%	46%	55%	55%	61%	73%	61%	62%	59%	59%
					a	a	abc	bcd	d	d				ab	abc				
		49%	51%	9%	15%	31%	45%	10%	9%	10%	21%	24%	24%	22%	30%	84%	9%	5%	3%
Don't know	26	14	12	6	5	9	7	2	3	3	2	1	6	9	10	25	-	1	*
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	*%	*%	1%	1%	1%	1%	-%	1%	*%
														a	a	b			
		53%	47%	24%	18%	33%	25%	6%	10%	12%	9%	5%	25%	33%	37%	94%	-%	4%	1%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QH14 (QH71). SHOWCARD Does your household subscribe to any of these paid-for online on-demand services to watch TV programmes or films? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Netflix	861	71	128	74	60	71	74	89	50	97	742	119	614	242	422	440
	32%	21%	36%	33%	31%	30%	30%	39%	43%	33%	32%	34%	40%	22%	33%	32%
		a	a	a	a	a	a	aef	acdefi	a	b	b	b	b	a	b
		8%	15%	9%	7%	8%	9%	10%	6%	11%	86%	14%	71%	28%	49%	51%
Amazon Prime Video	377	39	56	42	29	30	40	25	18	39	312	65	279	97	212	165
	14%	11%	15%	19%	15%	13%	16%	11%	16%	13%	13%	18%	18%	9%	16%	12%
			ag	ag	ag	ag	ag	ag	ag	ag	ag	a	b	b	b	b
		10%	15%	11%	8%	8%	11%	7%	5%	10%	83%	17%	74%	26%	56%	44%
Now TV	145	12	30	16	8	11	11	8	10	18	116	28	109	36	73	71
	5%	4%	8%	7%	4%	5%	4%	3%	9%	6%	5%	8%	7%	3%	6%	5%
			ag	ag	ag	ag	ag	ag	ag	ag	ag	a	b	b	b	b
		8%	20%	11%	5%	7%	7%	5%	7%	13%	80%	20%	75%	25%	51%	49%
Disney Life	31	6	4	2	-	3	3	2	1	4	24	7	20	11	18	13
	1%	2%	1%	1%	-%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
		d	d	d	d	d	d	d	d	d	d	d	d	d	d	d
		19%	14%	6%	-%	10%	10%	6%	3%	12%	79%	21%	65%	35%	57%	43%
Hayu	10	-	-	-	-	1	1	2	*	2	9	1	8	2	4	6
	*%	-%	-%	-%	-%	*%	*%	1%	*%	1%	*%	*%	1%	*%	*%	*%
		-%	-%	-%	-%	10%	10%	16%	3%	17%	88%	12%	84%	16%	39%	61%
Any other paid-for on-demand television services	12	2	-	2	2	-	1	-	1	1	8	3	7	4	8	4
	*%	*%	-%	1%	1%	-%	*%	-%	1%	*%	*%	1%	*%	*%	1%	*%
		13%	-%	20%	16%	-%	7%	-%	12%	11%	71%	29%	64%	36%	64%	36%
No, none	1626	244	201	128	119	149	156	126	55	183	1428	198	814	811	763	863
	61%	72%	56%	57%	62%	63%	64%	55%	48%	61%	62%	56%	52%	73%	59%	62%
		bcdeghi	bcdeghi	bcdeghi	bcdeghi	bcdeghi	bcdeghi	bcdeghi	bcdeghi	bcdeghi	bcdeghi	b	a	a	a	a
		15%	12%	8%	7%	9%	10%	8%	3%	11%	88%	12%	50%	50%	47%	53%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QH14 (QH71). SHOWCARD Does your household subscribe to any of these paid-for online on-demand services to watch TV programmes or films? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Don't know	26	3	3	2	*	3	1	6	2	4	23	3	14	13	12	14
	1%	1%	1%	1%	*%	1%	*%	3%	2%	1%	1%	1%	1%	1%	1%	1%
		11%	13%	7%	2%	11%	3%	24%	8%	15%	89%	11%	51%	49%	45%	55%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QH15 (QH77). SHOWCARD Do you use any of these services to view online TV programmes or films via any type of device (including a mobile phone, tablet, or TV set)? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
BBC iPlayer	889	448	441	119	171	320	279	27	49	80	353	313	275	178	123	749	74	49	16
	33%	34%	32%	33%	36%	35%	30%	14%	25%	32%	47%	44%	38%	31%	19%	34%	32%	37%	22%
				d	d	d	d		a	a	abc	bcd	cd	d	d	d	d	d	d
		50%	50%	13%	19%	36%	31%	3%	5%	9%	40%	35%	31%	20%	14%	84%	8%	6%	2%
Netflix	743	354	390	160	192	281	110	23	40	56	293	226	231	162	124	622	67	33	21
	28%	27%	28%	44%	41%	31%	12%	12%	20%	23%	39%	32%	32%	28%	19%	28%	29%	25%	29%
				cd	cd	d	d		a	a	abc	d	d	d	d	d	d	d	d
		48%	52%	21%	26%	38%	15%	3%	5%	8%	39%	30%	31%	22%	17%	84%	9%	4%	3%
YouTube	446	239	206	111	102	159	73	24	34	38	173	135	142	93	75	375	36	24	10
	17%	18%	15%	31%	22%	17%	8%	12%	17%	15%	23%	19%	20%	16%	11%	17%	16%	18%	14%
		b	bcd	d	d	d	d		ac	d	d	d	d	d	d	d	d	d	d
		54%	46%	25%	23%	36%	16%	5%	8%	9%	39%	30%	32%	21%	17%	84%	8%	5%	2%
ITV Hub or STV Player	431	216	215	60	81	164	126	11	24	35	168	159	137	80	55	353	37	32	8
	16%	17%	16%	17%	17%	18%	14%	6%	12%	14%	23%	22%	19%	14%	8%	16%	16%	24%	11%
				d	d	d	d		a	a	abc	cd	cd	d	d	d	d	abd	d
		50%	50%	14%	19%	38%	29%	3%	5%	8%	39%	37%	32%	19%	13%	82%	9%	7%	2%
Amazon Prime Video	320	166	154	50	76	135	59	6	7	18	161	121	103	57	37	270	29	17	3
	12%	13%	11%	14%	16%	15%	6%	3%	4%	7%	22%	17%	14%	10%	6%	12%	12%	13%	5%
				d	d	d	d		abc	cd	cd	cd	cd	d	d	d	d	d	d
		52%	48%	16%	24%	42%	18%	2%	2%	6%	51%	38%	32%	18%	12%	85%	9%	5%	1%
All 4	245	136	109	48	65	84	48	8	16	24	82	80	80	54	30	195	24	17	9
	9%	10%	8%	13%	14%	9%	5%	4%	8%	10%	11%	11%	11%	9%	5%	9%	10%	13%	12%
		b	cd	cd	d	d	d		a	a	d	d	d	d	d	d	d	a	a
		55%	45%	20%	27%	34%	20%	3%	6%	10%	34%	33%	33%	22%	12%	80%	10%	7%	4%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
My 5	164	81	83	21	36	60	47	5	12	13	69	54	50	37	23	131	14	10	9
	6%	6%	6%	6%	8%	7%	5%	3%	6%	5%	9%	8%	7%	6%	4%	6%	6%	7%	12%
											ac	d	d	d				abc	
											42%	33%	30%	22%	14%	80%	9%	6%	5%
Facebook	161	74	87	44	37	63	18	8	7	14	56	37	47	38	37	123	24	9	5
	6%	6%	6%	12%	8%	7%	2%	4%	3%	6%	7%	5%	7%	7%	6%	6%	10%	7%	7%
				bcd	d	d					b						a		
				27%	23%	39%	11%	5%	4%	9%	35%	23%	29%	23%	23%	76%	15%	6%	3%
NOW TV	150	65	86	28	37	56	30	4	5	11	73	54	46	24	26	130	11	6	4
	6%	5%	6%	8%	8%	6%	3%	2%	2%	4%	10%	8%	6%	4%	4%	6%	5%	5%	5%
				d	d	d					abc	cd	d						
				43%	57%	18%	25%	37%	20%	3%	3%	7%	48%	36%	30%	16%	17%	86%	7%
Sky Go	132	68	64	22	37	47	26	4	2	11	58	46	35	35	16	118	6	6	3
	5%	5%	5%	6%	8%	5%	3%	2%	1%	4%	8%	7%	5%	6%	2%	5%	2%	4%	3%
				d	d	d					b	ab	d	d	d	b			
				17%	28%	36%	20%	3%	2%	8%	44%	35%	26%	26%	12%	89%	4%	4%	2%
BT TV (including BT Sport)	120	77	42	9	27	39	45	4	4	7	65	48	38	19	14	104	9	4	2
	4%	6%	3%	3%	6%	4%	5%	2%	2%	3%	9%	7%	5%	3%	2%	5%	4%	3%	3%
				b	a						abc	cd	d						
				64%	36%	8%	22%	32%	37%	3%	3%	6%	54%	40%	32%	16%	12%	87%	8%
Snapchat	73	33	40	42	17	11	2	1	1	6	14	15	24	18	16	61	7	4	1
	3%	3%	3%	12%	4%	1%	*%	*%	*%	3%	2%	2%	3%	3%	2%	3%	3%	3%	2%
				bcd	cd	d													
				46%	54%	58%	24%	15%	3%	1%	1%	9%	20%	21%	33%	25%	21%	83%	10%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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QH15 (QH77). SHOWCARD Do you use any of these services to view online TV programmes or films via any type of device (including a mobile phone, tablet, or TV set)? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Apple Music	63	29	35	13	10	30	11	2	2	4	29	26	20	11	6	52	4	6	1
	2%	2%	3%	4%	2%	3%	1%	1%	1%	1%	4%	4%	3%	2%	1%	2%	2%	5%	2%
				d		d					ab	d	d					abd	
		45%	55%	21%	15%	47%	17%	3%	4%	6%	47%	41%	32%	17%	10%	82%	6%	10%	2%
Twitter	45	20	26	18	10	11	6	1	4	2	13	12	13	15	6	39	4	1	1
	2%	2%	2%	5%	2%	1%	1%	*%	2%	1%	2%	2%	2%	3%	1%	2%	2%	1%	1%
				bcd	d									d					
		43%	57%	40%	22%	25%	13%	1%	8%	4%	29%	26%	28%	33%	14%	86%	9%	3%	2%
Virgin TV Anywhere	27	15	12	4	5	14	4	1	3	1	13	9	9	5	3	20	5	1	*
	1%	1%	1%	1%	1%	2%	*%	1%	2%	*%	2%	1%	1%	1%	*%	1%	2%	1%	1%
						d											ad		
		56%	44%	16%	17%	54%	13%	5%	12%	3%	47%	34%	34%	20%	12%	75%	20%	4%	1%
S4C (online or via an app)	14	9	5	3	2	9	1	1	-	1	8	4	5	3	2	9	2	3	*
	1%	1%	*%	1%	*%	1%	*%	*%	-%	*%	1%	1%	1%	1%	*%	*%	1%	2%	*%
						d												ad	
		67%	33%	18%	11%	64%	7%	6%	-%	5%	60%	30%	34%	21%	14%	66%	13%	20%	1%
TalkTalk TV Store	12	6	5	*	*	4	7	*	1	2	6	3	3	2	3	8	3	*	*
	*%	*%	*%	*%	*%	*%	1%	*%	*%	1%	1%	*%	*%	*%	*%	*%	1%	*%	*%
						a											a		
		55%	45%	3%	1%	33%	62%	1%	7%	21%	51%	29%	29%	17%	24%	72%	24%	2%	2%
Any other services	6	3	3	-	1	3	2	-	1	1	1	3	1	-	2	4	1	1	*
	*%	*%	*%	-%	*%	*%	*%	-%	1%	*%	*%	*%	*%	-%	*%	*%	*%	1%	*%
		57%	43%	-%	12%	50%	38%	-%	16%	9%	11%	53%	19%	-%	28%	68%	14%	15%	3%

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Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
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Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
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Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
ANY ON-DEMAND VIEWING	1423	707	716	229	295	540	360	56	85	121	522	444	432	291	254	1196	115	71	40
	53%	54%	52%	64%	62%	59%	39%	29%	43%	49%	70%	62%	61%	50%	38%	54%	50%	54%	55%
				d	d	d			a	a	abc	cd	cd	d					
		50%	50%	16%	21%	38%	25%	4%	6%	9%	37%	31%	30%	20%	18%	84%	8%	5%	3%
ANY PSB BROADCASTER SERVICE	940	474	466	134	186	334	287	28	52	83	371	326	291	189	133	791	79	52	18
	35%	36%	34%	37%	39%	36%	31%	15%	26%	34%	50%	46%	41%	33%	20%	35%	34%	39%	24%
				d	d	d			a	a	abc	cd	cd	d		d	d	d	
		50%	50%	14%	20%	36%	31%	3%	6%	9%	39%	35%	31%	20%	14%	84%	8%	6%	2%
ANY SUBSCRIPTION ON-DEMAND/ STREAMING SERVICE	901	437	464	176	216	345	163	29	44	65	368	289	279	184	148	754	77	44	25
	34%	34%	34%	49%	46%	38%	18%	15%	22%	26%	49%	41%	39%	32%	22%	34%	33%	33%	34%
				cd	cd	d			a	a	abc	cd	cd	d					
		49%	51%	20%	24%	38%	18%	3%	5%	7%	41%	32%	31%	20%	16%	84%	9%	5%	3%
ANY PAY TV/ HYBRID DTV/ IPTV PROVIDER SERVICE	260	145	115	34	61	94	72	10	7	21	124	93	79	55	34	224	21	10	5
	10%	11%	8%	9%	13%	10%	8%	5%	3%	8%	17%	13%	11%	9%	5%	10%	9%	8%	7%
		b			d					b	abc	d	d	d		d			
		56%	44%	13%	24%	36%	27%	4%	3%	8%	47%	36%	30%	21%	13%	86%	8%	4%	2%
ANY SOCIAL MEDIA SERVICE	518	261	257	128	122	185	83	28	37	47	191	146	162	113	95	431	47	27	12
	19%	20%	19%	36%	26%	20%	9%	14%	19%	19%	26%	20%	23%	19%	14%	19%	20%	21%	16%
				bcd	cd	d					abc	d	d	d					
		50%	50%	25%	23%	36%	16%	5%	7%	9%	37%	28%	31%	22%	18%	83%	9%	5%	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
None of these	1219	581	638	125	176	365	553	133	110	125	219	263	270	280	401	1011	115	60	33
	46%	45%	46%	35%	37%	40%	60%	69%	56%	51%	29%	37%	38%	48%	61%	45%	49%	46%	45%
		48%	52%	10%	14%	30%	45%	11%	9%	10%	18%	22%	22%	23%	33%	83%	9%	5%	3%
Don't know	32	12	20	5	4	10	13	3	2	-	4	5	12	9	7	29	2	1	*
	1%	1%	1%	1%	1%	1%	1%	2%	1%	-%	1%	1%	2%	2%	1%	1%	1%	*%	1%
		38%	62%	16%	11%	31%	41%	11%	6%	-%	13%	15%	37%	27%	21%	89%	7%	2%	1%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QH15 (QH77). SHOWCARD Do you use any of these services to view online TV programmes or films via any type of device (including a mobile phone, tablet, or TV set)? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
BBC iPlayer	889	33	177	112	47	55	88	58	52	127	743	146	596	293	532	357
	33%	10%	49%	50%	24%	24%	36%	26%	45%	43%	32%	41%	38%	26%	41%	26%
		4%	ade fg	ade fg	a	a	ade g	a	ade fg	ade g	84%	16%	67%	33%	60%	40%
			20%	13%	5%	6%	10%	7%	6%	14%						
Netflix	743	62	102	71	45	57	68	81	50	87	648	96	542	200	360	384
	28%	18%	28%	32%	24%	24%	28%	36%	43%	29%	28%	27%	35%	18%	28%	28%
		8%	a	a	a	a	ade	abc def i	a	a			b			
			14%	10%	6%	8%	9%	11%	7%	12%	87%	13%	73%	27%	48%	52%
YouTube	446	44	84	39	21	25	42	51	31	39	390	56	302	144	198	248
	17%	13%	23%	17%	11%	11%	17%	22%	27%	13%	17%	16%	19%	13%	15%	18%
			ade i	de	de	ade i	ac def i						b			
		10%	19%	9%	5%	6%	10%	11%	7%	9%	88%	12%	68%	32%	44%	56%
ITV Hub or STV Player	431	21	56	54	26	29	40	22	30	76	352	79	298	132	263	168
	16%	6%	16%	24%	14%	12%	16%	10%	26%	25%	15%	22%	19%	12%	20%	12%
		5%	ag	ab def g	a	a	ag	ab def g	ab def g	ab def g			b		b	
			13%	13%	6%	7%	9%	5%	7%	18%	82%	18%	69%	31%	61%	39%
Amazon Prime Video	320	31	47	38	21	21	42	20	16	35	260	60	236	83	183	136
	12%	9%	13%	17%	11%	9%	17%	9%	14%	12%	11%	17%	15%	7%	14%	10%
		10%	aeg	aeg	aeg	aeg	aeg				a		b		b	
			15%	12%	7%	7%	13%	6%	5%	11%	81%	19%	74%	26%	57%	43%
All 4	245	7	36	26	20	10	25	25	16	29	207	37	176	69	118	127
	9%	2%	10%	12%	10%	4%	10%	11%	14%	10%	9%	10%	11%	6%	9%	9%
			ae	ae	ae	ae	ae	ae	ae	ae			b			
		3%	15%	11%	8%	4%	10%	10%	6%	12%	85%	15%	72%	28%	48%	52%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QH15 (QH77). SHOWCARD Do you use any of these services to view online TV programmes or films via any type of device (including a mobile phone, tablet, or TV set)? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
My 5	164	5	25	25	11	5	18	9	12	22	136	28	108	55	104	60
	6%	2%	7%	11%	6%	2%	7%	4%	10%	7%	6%	8%	7%	5%	8%	4%
			ae	adeg	a		ae		ae	ae			b		b	
		3%	15%	15%	7%	3%	11%	5%	7%	13%	83%	17%	66%	34%	63%	37%
Facebook	161	7	27	16	9	8	14	23	9	10	135	27	106	54	78	83
	6%	2%	8%	7%	5%	3%	6%	10%	7%	3%	6%	7%	7%	5%	6%	6%
			aei	a			a	adei	a				b			
		4%	17%	10%	5%	5%	9%	14%	5%	6%	84%	16%	66%	33%	48%	52%
NOW TV	150	11	24	19	10	13	13	11	11	19	120	30	110	40	76	75
	6%	3%	7%	8%	5%	6%	5%	5%	9%	6%	5%	9%	7%	4%	6%	5%
			a						a			a	b			
		7%	16%	12%	7%	9%	9%	7%	7%	12%	80%	20%	73%	27%	50%	50%
Sky Go	132	7	16	19	11	5	17	15	8	19	107	25	92	40	79	53
	5%	2%	4%	8%	6%	2%	7%	7%	7%	6%	5%	7%	6%	4%	6%	4%
			ae	a			ae	ae	ae	ae		a	b		b	
		5%	12%	14%	8%	4%	13%	12%	6%	15%	81%	19%	70%	30%	60%	40%
BT TV (including BT Sport)	120	6	18	21	6	7	17	7	8	13	90	29	77	42	82	38
	4%	2%	5%	10%	3%	3%	7%	3%	7%	4%	4%	8%	5%	4%	6%	3%
			adegi				ae		adeg			a			b	
		5%	15%	18%	5%	6%	14%	6%	7%	11%	75%	25%	65%	35%	69%	31%
Snapchat	73	8	13	6	5	4	2	13	5	5	62	11	48	25	37	36
	3%	2%	4%	3%	3%	2%	1%	6%	4%	2%	3%	3%	3%	2%	3%	3%
			f					efi	f							
		10%	18%	9%	7%	5%	3%	18%	7%	7%	84%	16%	65%	34%	51%	49%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
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Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Apple Music	63	2	9	7	3	2	8	6	4	12	51	13	43	21	33	30
	2%	*%	3%	3%	1%	1%	3%	3%	4%	4%	2%	4%	3%	2%	3%	2%
			a	a	a	a	a	a	ae	ae						
		3%	14%	11%	4%	3%	12%	10%	6%	19%	80%	20%	68%	32%	53%	47%
Twitter	45	-	15	4	1	2	3	9	3	2	38	7	34	12	26	19
	2%	-%	4%	2%	1%	1%	1%	4%	3%	1%	2%	2%	2%	1%	2%	1%
			adei	a				adei	a				b			
		-%	32%	9%	3%	4%	7%	20%	6%	5%	84%	16%	75%	25%	58%	42%
Virgin TV Anywhere	27	2	4	3	2	1	-	1	1	6	26	1	19	7	14	13
	1%	1%	1%	1%	1%	1%	-%	*%	1%	2%	1%	*%	1%	1%	1%	1%
									f							
		7%	13%	11%	7%	5%	-%	2%	4%	23%	97%	3%	70%	28%	51%	49%
S4C (online or via an app)	14	-	2	4	1	-	1	-	-	1	13	1	13	1	8	6
	1%	-%	1%	2%	*%	-%	*%	-%	-%	*%	1%	*%	1%	*%	1%	*%
			aeg										b			
		-%	14%	28%	6%	-%	9%	-%	-%	10%	95%	5%	93%	7%	60%	40%
TalkTalk TV Store	12	2	5	-	-	-	-	-	1	-	10	1	7	5	5	7
	*%	1%	1%	-%	-%	-%	-%	-%	1%	-%	*%	*%	*%	*%	*%	1%
		15%	45%	-%	-%	-%	-%	-%	12%	-%	89%	11%	59%	41%	39%	61%
Any other services	6	-	-	2	-	-	-	1	1	1	5	1	2	4	2	4
	*%	-%	-%	1%	-%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%
		-%	-%	28%	-%	-%	-%	16%	9%	14%	79%	21%	38%	62%	39%	61%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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Base : All respondents

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		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
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Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
ANY ON-DEMAND VIEWING	1423	119	216	146	92	104	136	127	79	178	1214	209	952	468	739	685
	53%	35%	60%	65%	48%	44%	56%	56%	69%	60%	52%	59%	61%	42%	57%	49%
			ade	adefg	a	a	ae	ae	adefgi	ade		a	b		b	
		8%	15%	10%	6%	7%	10%	9%	6%	12%	85%	15%	67%	33%	52%	48%
ANY PSB BROADCASTER SERVICE	940	37	180	114	55	59	98	64	54	130	788	151	633	306	550	390
	35%	11%	50%	51%	29%	25%	40%	28%	47%	44%	34%	43%	41%	27%	43%	28%
			adefg	adefg	a	a	adeg	a	adeg	adeg		a	b		b	
		4%	19%	12%	6%	6%	10%	7%	6%	14%	84%	16%	67%	33%	59%	41%
ANY SUBSCRIPTION ON-DEMAND/ STREAMING SERVICE	901	81	126	88	57	68	89	87	56	102	769	131	649	250	449	451
	34%	24%	35%	39%	30%	29%	36%	38%	49%	34%	33%	37%	42%	22%	35%	33%
			a	ade			a	ade	abcdefgi	a			b			
		9%	14%	10%	6%	8%	10%	10%	6%	11%	85%	15%	72%	28%	50%	50%
ANY PAY TV/ HYBRID DTV/ IPTV PROVIDER SERVICE	260	15	41	34	17	12	31	22	16	36	213	48	175	85	159	102
	10%	4%	11%	15%	9%	5%	13%	10%	14%	12%	9%	13%	11%	8%	12%	7%
			ae	ade			ae	a	ae	ae		a	b		b	
		6%	16%	13%	6%	5%	12%	8%	6%	14%	82%	18%	67%	33%	61%	39%
ANY SOCIAL MEDIA SERVICE	518	49	92	44	27	30	49	61	35	45	449	69	349	167	233	284
	19%	14%	26%	20%	14%	13%	20%	27%	30%	15%	19%	19%	22%	15%	18%	20%
			adei	e			e	adei	acdefi				b			
		9%	18%	9%	5%	6%	9%	12%	7%	9%	87%	13%	67%	32%	45%	55%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
None of these	1219	219	138	75	100	128	106	92	35	117	1078	142	584	632	531	688
	46%	65%	38%	34%	52%	54%	43%	40%	31%	39%	46%	40%	38%	57%	41%	50%
		bcdefghi			bcghi	bcfghi	ch	h			b		a		a	
Don't know	32	2	6	3	-	3	3	9	*	3	27	5	16	16	17	16
	1%	1%	2%	1%	-%	1%	1%	4%	*%	1%	1%	1%	1%	1%	1%	1%
		d						adhi								
		5%	19%	8%	-%	10%	10%	27%	1%	8%	85%	15%	50%	50%	51%	49%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QH16 (QH78). SHOWCARD And which of these services, if any, have you used in the past week? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Netflix	585	276	308	134	165	201	84	19	32	38	232	187	180	117	100	485	55	27	17
	22%	21%	22%	37%	35%	22%	9%	10%	16%	16%	31%	26%	25%	20%	15%	22%	24%	21%	23%
				cd	cd	d				abc	cd	cd	d						
		47%	53%	23%	28%	34%	14%	3%	5%	7%	40%	32%	31%	20%	17%	83%	9%	5%	3%
BBC iPlayer	574	294	279	71	106	212	185	17	27	43	241	226	175	100	73	484	50	29	11
	21%	23%	20%	20%	22%	23%	20%	9%	14%	17%	32%	32%	25%	17%	11%	22%	21%	22%	14%
										a	abc	bcd	cd	d		d	d	d	
		51%	49%	12%	18%	37%	32%	3%	5%	7%	42%	39%	31%	17%	13%	84%	9%	5%	2%
YouTube	281	168	113	81	78	86	36	17	24	23	108	81	89	60	50	240	20	14	7
	11%	13%	8%	22%	17%	9%	4%	9%	12%	9%	14%	11%	13%	10%	8%	11%	8%	11%	10%
		b		bcd	cd	d				ac	d	d							
		60%	40%	29%	28%	31%	13%	6%	8%	8%	38%	29%	32%	21%	18%	85%	7%	5%	3%
Amazon Prime Video	214	112	102	37	51	87	38	6	5	12	106	85	68	33	28	179	19	13	3
	8%	9%	7%	10%	11%	10%	4%	3%	2%	5%	14%	12%	10%	6%	4%	8%	8%	10%	4%
				d	d	d				abc	cd	cd	cd			d	d	d	
		52%	48%	17%	24%	41%	18%	3%	2%	6%	50%	40%	32%	15%	13%	84%	9%	6%	1%
ITV Hub or STV Player	185	83	102	31	31	70	52	3	16	15	68	64	51	40	29	148	14	17	6
	7%	6%	7%	9%	7%	8%	6%	2%	8%	6%	9%	9%	7%	7%	4%	7%	6%	13%	9%
				d					a	a	a	d	d					abd	
		45%	55%	17%	17%	38%	28%	2%	9%	8%	37%	34%	28%	22%	16%	80%	7%	9%	3%
All 4	116	61	55	25	34	35	21	3	10	11	38	36	34	33	13	89	10	10	7
	4%	5%	4%	7%	7%	4%	2%	1%	5%	5%	5%	5%	5%	6%	2%	4%	4%	7%	10%
				cd	cd	a			a	a	a	d	d	d				a	ab
		53%	47%	22%	30%	30%	18%	2%	9%	10%	32%	31%	30%	28%	11%	77%	8%	8%	6%
Facebook	115	52	63	31	30	41	13	2	5	12	38	25	31	30	28	90	15	6	3
	4%	4%	5%	9%	6%	4%	1%	1%	2%	5%	5%	3%	4%	5%	4%	4%	6%	5%	5%
				cd	d	d				a	a								
		45%	55%	27%	26%	36%	11%	2%	4%	10%	34%	21%	27%	26%	24%	79%	13%	5%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QH16 (QH78). SHOWCARD And which of these services, if any, have you used in the past week? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
NOW TV	99	43	57	24	22	37	16	2	4	8	47	36	28	18	17	85	7	5	2
	4%	3%	4%	7%	5%	4%	2%	1%	2%	3%	6%	5%	4%	3%	3%	4%	3%	4%	3%
				d	d	d					ab	d							
		43%	57%	24%	22%	38%	16%	2%	4%	8%	47%	37%	28%	18%	17%	85%	7%	5%	2%
BT TV (including BT Sport)	77	52	25	6	16	21	33	3	4	4	42	35	17	15	9	66	7	2	1
	3%	4%	2%	2%	3%	2%	4%	1%	2%	2%	6%	5%	2%	3%	1%	3%	3%	2%	2%
		b									abc	bcd							
		67%	33%	8%	21%	28%	43%	4%	5%	5%	55%	46%	22%	20%	12%	86%	9%	3%	1%
My 5	71	36	35	10	16	24	20	2	7	7	28	22	18	18	13	56	4	3	8
	3%	3%	3%	3%	3%	3%	2%	1%	4%	3%	4%	3%	3%	3%	2%	2%	2%	2%	11%
											a								abc
		51%	49%	14%	23%	34%	29%	2%	10%	9%	40%	31%	25%	26%	18%	79%	6%	4%	12%
Sky Go	71	39	32	13	20	25	12	2	2	5	30	23	18	18	12	61	5	4	1
	3%	3%	2%	4%	4%	3%	1%	1%	1%	2%	4%	3%	3%	3%	2%	3%	2%	3%	2%
				d	d	d					ab								
		55%	45%	19%	29%	36%	17%	3%	3%	7%	42%	32%	26%	25%	17%	87%	7%	5%	2%
Snapchat	47	22	25	30	9	8	-	1	-	5	7	10	15	12	11	38	5	3	1
	2%	2%	2%	8%	2%	1%	-%	1%	-%	2%	1%	1%	2%	2%	2%	2%	2%	2%	1%
				bcd	d	d				b									
		46%	54%	64%	19%	16%	-%	1%	-%	11%	15%	21%	32%	25%	22%	81%	12%	6%	2%
Twitter	32	13	19	12	6	9	5	1	3	2	9	10	8	10	4	28	4	*	1
	1%	1%	1%	3%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%
				bcd										d			c		
		40%	60%	38%	19%	28%	15%	2%	10%	6%	29%	32%	24%	32%	12%	86%	12%	1%	2%
Apple Music	31	15	16	5	8	12	6	1	-	2	15	15	9	3	3	25	1	4	1
	1%	1%	1%	2%	2%	1%	1%	1%	-%	1%	2%	2%	1%	1%	1%	1%	1%	3%	1%
				d							b	cd						abd	
		48%	52%	18%	26%	39%	18%	2%	-%	8%	48%	49%	31%	9%	11%	80%	4%	14%	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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QH16 (QH78). SHOWCARD And which of these services, if any, have you used in the past week? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Virgin TV Anywhere	10	7	4	1	2	5	2	-	2	*	6	3	3	3	1	5	4	1	*
	10%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
		65%	35%	13%	22%	49%	16%	0%	23%	1%	59%	32%	32%	31%	5%	52%	36%	8%	4%
TalkTalk TV Store	6	3	3	-	-	2	4	-	1	1	4	-	2	1	2	6	-	-	*
	6%	1%	1%	0%	0%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	1%	0%	0%	1%
		47%	53%	0%	0%	38%	62%	0%	15%	13%	72%	0%	40%	17%	43%	96%	0%	0%	4%
S4C (online or via an app)	3	1	2	2	-	1	*	-	-	-	2	*	2	-	1	3	1	*	-
	3%	1%	1%	1%	0%	1%	1%	0%	0%	0%	1%	1%	1%	0%	1%	1%	1%	1%	0%
		35%	65%	55%	0%	43%	3%	0%	0%	0%	45%	3%	62%	0%	35%	78%	20%	3%	0%
Any other services	5	3	2	-	1	2	2	-	-	1	1	2	1	-	2	3	1	1	*
	5%	1%	1%	0%	1%	1%	1%	0%	0%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%
		68%	32%	0%	15%	38%	47%	0%	0%	11%	11%	45%	21%	0%	34%	63%	15%	18%	4%
ANY ON-DEMAND VIEWING	1166	587	579	199	254	434	280	43	69	90	445	380	352	225	207	979	96	59	33
	44%	45%	42%	55%	54%	47%	30%	22%	35%	37%	60%	53%	49%	39%	31%	44%	41%	44%	44%
				cd	cd	d			a	a	abc	cd	cd	d					
		50%	50%	17%	22%	37%	24%	4%	6%	8%	38%	33%	30%	19%	18%	84%	8%	5%	3%
ANY PSB BROADCASTER SERVICE	635	320	315	83	123	233	197	19	34	49	259	240	194	115	86	532	55	36	12
	24%	25%	23%	23%	26%	25%	21%	10%	17%	20%	35%	34%	27%	20%	13%	24%	24%	27%	16%
				d		d			a	a	abc	bcd	cd	d		d	d	d	
		50%	50%	13%	19%	37%	31%	3%	5%	8%	41%	38%	31%	18%	13%	84%	9%	6%	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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QH16 (QH78). SHOWCARD And which of these services, if any, have you used in the past week? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
ANY SUBSCRIPTION ON-DEMAND/ STREAMING SERVICE	709	342	367	150	186	253	120	25	36	46	289	238	216	132	123	591	63	35	20
	27%	26%	27%	42%	39%	28%	13%	13%	18%	19%	39%	33%	30%	23%	19%	26%	27%	27%	27%
				cd	cd	d				abc		cd	cd						
		48%	52%	21%	26%	36%	17%	4%	5%	6%	41%	33%	30%	19%	17%	83%	9%	5%	3%
ANY PAY TV/ HYBRID DTV/ IPTV PROVIDER SERVICE	149	89	60	20	36	49	45	5	6	10	74	57	37	32	24	127	13	6	3
	6%	7%	4%	6%	8%	5%	5%	3%	3%	4%	10%	8%	5%	6%	4%	6%	6%	5%	4%
		b		d						abc		bd							
		60%	40%	13%	24%	33%	30%	3%	4%	7%	50%	38%	25%	22%	16%	85%	9%	4%	2%
ANY SOCIAL MEDIA SERVICE	347	185	162	97	94	111	46	18	26	31	122	90	108	80	67	293	26	18	9
	13%	14%	12%	27%	20%	12%	5%	10%	13%	13%	16%	13%	15%	14%	10%	13%	11%	14%	13%
				bcd	cd	d				a		d	d						
		53%	47%	28%	27%	32%	13%	5%	8%	9%	35%	26%	31%	23%	19%	85%	8%	5%	3%
None of these	1472	699	772	154	215	470	633	146	127	155	293	323	349	346	447	1224	135	72	41
	55%	54%	56%	43%	45%	51%	68%	76%	64%	63%	39%	45%	49%	60%	68%	55%	58%	55%	55%
						ab	abc	bcd	d	d				ab	abc				
		48%	52%	10%	15%	32%	43%	10%	9%	11%	20%	22%	24%	23%	30%	83%	9%	5%	3%
Don't know	37	14	23	6	5	12	14	3	2	1	7	8	13	9	7	33	2	1	*
	1%	1%	2%	2%	1%	1%	2%	2%	1%	*%	1%	1%	2%	2%	1%	1%	1%	1%	1%
		37%	63%	16%	13%	32%	38%	9%	5%	2%	18%	22%	34%	26%	18%	89%	7%	3%	1%

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QH16 (QH78). SHOWCARD And which of these services, if any, have you used in the past week? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Netflix	585	50	78	55	36	41	60	63	39	62	512	72	414	169	281	304
	22%	15%	22%	25%	19%	18%	24%	28%	34%	21%	22%	20%	27%	15%	22%	22%
			a	a	a	a	ade	ade	abcdefi	abc			b			
		9%	13%	9%	6%	7%	10%	11%	7%	11%	88%	12%	71%	29%	48%	52%
BBC iPlayer	574	21	118	65	30	37	66	36	31	81	490	84	382	191	351	223
	21%	6%	33%	29%	16%	16%	27%	16%	27%	27%	21%	23%	25%	17%	27%	16%
			adeg	adeg	a	a	adeg	a	adeg	adeg			b		b	
		4%	21%	11%	5%	7%	11%	6%	5%	14%	85%	15%	67%	33%	61%	39%
YouTube	281	33	52	28	13	12	32	31	21	18	245	36	182	99	118	163
	11%	10%	14%	12%	7%	5%	13%	14%	19%	6%	11%	10%	12%	9%	9%	12%
			dei	dei			dei	dei	adei				b		a	
		12%	18%	10%	5%	4%	11%	11%	8%	6%	87%	13%	65%	35%	42%	58%
Amazon Prime Video	214	20	30	27	16	15	28	18	6	19	173	41	157	57	122	91
	8%	6%	8%	12%	8%	6%	11%	8%	5%	6%	7%	12%	10%	5%	10%	7%
			aehi				ah					a	b		b	
		10%	14%	13%	7%	7%	13%	8%	3%	9%	81%	19%	73%	27%	57%	43%
ITV Hub or STV Player	185	10	22	20	9	10	21	9	13	33	152	33	122	63	108	77
	7%	3%	6%	9%	5%	4%	8%	4%	11%	11%	7%	9%	8%	6%	8%	6%
			aeg				ag		abdeg	adeg		a	b		b	
		6%	12%	11%	5%	6%	11%	5%	7%	18%	82%	18%	66%	34%	59%	41%
All 4	116	6	17	11	6	5	19	10	5	9	100	16	76	40	57	59
	4%	2%	5%	5%	3%	2%	8%	5%	4%	3%	4%	5%	5%	4%	4%	4%
			a				adei									
		5%	15%	10%	6%	5%	17%	9%	4%	7%	86%	14%	66%	34%	49%	51%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Facebook	115	6	20	11	9	5	10	15	7	8	98	17	78	35	55	60
	4%	2%	5%	5%	5%	2%	4%	7%	6%	3%	4%	5%	5%	3%	4%	4%
		a	a	a	a	a	a	aei	aei	a	a	a	b	b	a	a
		5%	17%	9%	8%	5%	9%	13%	6%	7%	85%	15%	68%	31%	48%	52%
NOW TV	99	9	19	10	8	6	9	6	7	11	84	15	75	24	52	48
	4%	3%	5%	4%	4%	3%	4%	2%	6%	4%	4%	4%	5%	2%	4%	3%
		g	g	g	g	g	g	g	g	g	g	g	b	b	b	b
		9%	19%	10%	8%	7%	9%	6%	7%	11%	84%	16%	76%	24%	52%	48%
BT TV (including BT Sport)	77	4	13	12	4	4	12	1	5	10	60	17	43	34	54	23
	3%	1%	4%	5%	2%	2%	5%	*%	5%	3%	3%	5%	3%	3%	4%	2%
		g	aeg	aeg	ag	ag	ag	g	ag	g	a	a	b	b	b	b
		5%	17%	15%	6%	6%	16%	1%	7%	13%	78%	22%	55%	45%	70%	30%
My 5	71	2	12	9	9	3	8	4	4	6	59	12	43	28	49	22
	3%	1%	3%	4%	4%	1%	3%	2%	4%	2%	3%	3%	3%	2%	4%	2%
		a	ae	ae	ae	a	a	a	a	a	a	a	b	b	b	b
		3%	17%	13%	12%	4%	12%	5%	6%	8%	83%	17%	61%	39%	69%	31%
Sky Go	71	3	8	10	5	2	14	8	2	10	57	14	49	22	39	32
	3%	1%	2%	4%	3%	1%	6%	4%	2%	3%	2%	4%	3%	2%	3%	2%
		ae	ae	ae	ae	ae	ae	ae	ae	ae	ae	ae	ae	ae	ae	ae
		4%	11%	14%	7%	3%	19%	12%	3%	14%	81%	19%	69%	31%	55%	45%
Snapchat	47	3	9	4	3	2	2	8	2	5	39	8	31	16	28	19
	2%	1%	2%	2%	1%	1%	1%	3%	2%	2%	2%	2%	2%	1%	2%	1%
		e	e	e	e	e	e	e	e	e	e	e	e	e	e	e
		7%	18%	9%	6%	3%	5%	16%	5%	11%	82%	18%	66%	33%	60%	40%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 159

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QH16 (QH78). SHOWCARD And which of these services, if any, have you used in the past week? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Twitter	32	-	10	3	1	1	2	8	2	-	27	5	27	5	20	13
	1%	-%	3%	1%	1%	*%	1%	4%	2%	-%	1%	2%	2%	*%	2%	1%
			aei					ade	ai				b			
		-%	31%	9%	4%	3%	6%	25%	7%	-%	83%	17%	85%	15%	61%	39%
Apple Music	31	-	-	3	2	1	6	3	3	6	25	6	19	12	15	15
	1%	-%	-%	1%	1%	1%	3%	1%	2%	2%	1%	2%	1%	1%	1%	1%
		-%	-%	10%	6%	4%	21%	11%	9%	20%	81%	19%	62%	38%	50%	50%
Virgin TV Anywhere	10	-	2	1	*	1	-	-	1	-	10	1	6	3	5	5
	*%	-%	1%	*%	*%	1%	-%	-%	*%	-%	*%	*%	*%	*%	*%	*%
		-%	20%	8%	5%	14%	-%	-%	5%	-%	94%	6%	61%	31%	50%	50%
TalkTalk TV Store	6	2	3	-	-	-	-	-	1	-	6	*	4	2	2	4
	*%	1%	1%	-%	-%	-%	-%	-%	1%	-%	*%	*%	*%	*%	*%	*%
		29%	50%	-%	-%	-%	-%	-%	17%	-%	96%	4%	68%	32%	33%	67%
S4C (online or via an app)	3	-	-	-	-	-	1	-	-	1	3	*	3	*	2	2
	*%	-%	-%	-%	-%	-%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%
		-%	-%	-%	-%	-%	35%	-%	-%	43%	97%	3%	97%	3%	45%	55%
Any other services	5	-	-	2	-	-	-	-	1	1	4	1	1	4	2	3
	*%	-%	-%	1%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%
		-%	-%	35%	-%	-%	-%	-%	11%	17%	78%	22%	23%	77%	45%	55%
ANY ON-DEMAND VIEWING	1166	96	173	121	73	83	122	102	69	140	1000	167	776	388	610	557
	44%	28%	48%	54%	38%	35%	49%	45%	61%	47%	43%	47%	50%	35%	47%	40%
			ade	adeg	a		ade	ae	abdefgi	ae			b		b	
		8%	15%	10%	6%	7%	10%	9%	6%	12%	86%	14%	67%	33%	52%	48%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QH16 (QH78). SHOWCARD And which of these services, if any, have you used in the past week? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
ANY PSB BROADCASTER SERVICE	635	25	123	73	35	41	77	39	34	87	541	94	422	212	379	256
	24%	7%	34%	33%	18%	17%	31%	17%	30%	29%	23%	26%	27%	19%	29%	18%
		4%	adeq	adeq	a	a	adeq	a	adeq	adeq	85%	15%	66%	33%	60%	40%
			19%	11%	5%	6%	12%	6%	5%	14%						
ANY SUBSCRIPTION ON-DEMAND/ STREAMING SERVICE	709	68	95	66	46	51	75	71	45	75	614	95	501	207	352	357
	27%	20%	26%	29%	24%	22%	30%	31%	39%	25%	26%	27%	32%	19%	27%	26%
			ae	ae	ae	ae	ae	ae	abcdei	ae			b			
		10%	13%	9%	7%	7%	11%	10%	6%	11%	87%	13%	71%	29%	50%	50%
ANY PAY TV/ HYBRID DTV/ IPTV PROVIDER SERVICE	149	9	24	20	9	7	25	9	7	18	123	27	93	56	91	59
	6%	3%	7%	9%	4%	3%	10%	4%	6%	6%	5%	8%	6%	5%	7%	4%
			a	aeg			adeq		a						b	
		6%	16%	13%	6%	5%	16%	6%	5%	12%	82%	18%	62%	37%	61%	39%
ANY SOCIAL MEDIA SERVICE	347	37	62	33	18	15	38	39	25	26	299	47	226	120	152	195
	13%	11%	17%	15%	10%	6%	16%	17%	22%	9%	13%	13%	15%	11%	12%	14%
			dei	ei			ei	dei	acdei				b			
		11%	18%	10%	5%	4%	11%	11%	7%	7%	86%	14%	65%	35%	44%	56%
None of these	1472	242	181	101	118	148	118	116	45	155	1289	183	758	711	657	815
	55%	71%	50%	45%	61%	63%	48%	51%	39%	52%	56%	51%	49%	64%	51%	59%
		bcdgghi	h		bcdgghi	bcdgghi		h		h			a		a	
		16%	12%	7%	8%	10%	8%	8%	3%	11%	88%	12%	51%	48%	45%	55%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Don't know	37	2	6	3	1	3	6	10	*	3	31	6	19	18	20	17
	1%	1%	2%	1%	*%	1%	2%	4%	*%	1%	1%	2%	1%	2%	2%	1%
		5%	16%	7%	2%	9%	16%	h acdhi 26%	1%	7%	84%	16%	51%	49%	54%	46%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QH17 (QH79). SHOWCARD Do you use any of these online TV services to watch channels or programmes live at the time they are broadcast? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
BBC iPlayer	203	111	91	33	44	80	46	8	12	16	85	73	61	39	29	168	20	13	2
	8%	9%	7%	9%	9%	9%	5%	4%	6%	7%	11%	10%	9%	7%	4%	7%	9%	9%	3%
				d	d	d					abc	cd	d			d	d	d	
		55%	45%	16%	22%	39%	23%	4%	6%	8%	42%	36%	30%	19%	14%	83%	10%	6%	1%
YouTube	63	42	21	21	10	24	8	4	2	5	24	18	20	13	13	52	3	6	3
	2%	3%	2%	6%	2%	3%	1%	2%	1%	2%	3%	2%	3%	2%	2%	2%	1%	4%	4%
		b		bcd	d	d												ab	b
		67%	33%	33%	16%	38%	13%	6%	3%	8%	38%	28%	32%	20%	20%	82%	4%	9%	4%
ITV Hub or STV Player	55	27	28	14	6	22	13	2	5	2	17	19	15	9	11	44	4	7	1
	2%	2%	2%	4%	1%	2%	1%	1%	2%	1%	2%	3%	2%	2%	2%	2%	2%	5%	1%
				bd														abd	
		49%	51%	26%	10%	40%	24%	3%	8%	3%	31%	35%	28%	17%	20%	80%	7%	13%	1%
Amazon Prime Video	51	26	25	2	7	27	14	1	2	4	27	19	15	7	10	36	9	4	2
	2%	2%	2%	1%	1%	3%	2%	1%	1%	1%	4%	3%	2%	1%	2%	2%	4%	3%	2%
				ad							a						a		
		51%	49%	4%	14%	54%	28%	2%	5%	7%	54%	37%	29%	14%	20%	72%	17%	8%	3%
BT TV (including BT Sport)	50	38	13	5	6	14	26	2	2	2	23	25	14	6	5	44	3	2	1
	2%	3%	1%	1%	1%	2%	3%	1%	1%	1%	3%	3%	2%	1%	1%	2%	1%	1%	2%
		b									c	cd							
		74%	26%	9%	11%	28%	51%	4%	4%	4%	45%	49%	27%	13%	11%	88%	7%	3%	3%
Sky Go	48	30	18	5	16	20	7	1	1	4	21	14	13	14	8	42	4	2	1
	2%	2%	1%	1%	3%	2%	1%	*	1%	2%	3%	2%	2%	2%	1%	2%	2%	1%	1%
				d	d	d					a								
		63%	37%	11%	33%	42%	15%	2%	3%	9%	43%	28%	26%	29%	17%	87%	8%	3%	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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QH17 (QH79). SHOWCARD Do you use any of these online TV services to watch channels or programmes live at the time they are broadcast? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
NOW TV	47	23	24	3	9	25	10	3	2	3	24	21	12	5	9	42	1	2	2
	2%	2%	2%	1%	2%	3%	1%	1%	1%	1%	3%	3%	2%	1%	1%	2%	*	2%	2%
						d						c							b
		49%	51%	7%	18%	54%	21%	6%	3%	6%	51%	44%	26%	11%	19%	90%	2%	4%	3%
Facebook	24	15	9	9	5	8	2	2	1	3	7	5	7	4	8	17	3	3	1
	1%	1%	1%		1%	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%
				cd														a	
		61%	39%	38%	19%	33%	9%	7%	4%	13%	31%	22%	28%	17%	33%	72%	12%	14%	2%
All 4	23	12	10	9	5	6	2	1	1	2	12	7	6	8	2	17	3	2	*
	1%	1%	1%	3%	1%	1%	*%	*%	1%	1%	2%	1%	1%	1%	*%	1%	1%	2%	*%
				cd	d									d			d	d	
		54%	46%	41%	22%	27%	11%	4%	4%	7%	52%	31%	27%	35%	8%	77%	14%	9%	*%
Snapchat	6	2	4	4	1	-	-	-	-	*	-	2	1	-	2	5	-	1	-
	*%	*%	*%	1%	*%	-%	-%	-%	-%	*%	-%	*%	*%	-%	*%	*%	-%	1%	-%
				cd															
		31%	69%	81%	19%	-%	-%	-%	-%	8%	-%	42%	21%	-%	37%	85%	-%	15%	-%
Twitter	2	1	1	2	-	*	-	-	-	-	1	2	-	*	-	2	-	-	*
	*%	*%	*%	1%	-%	*%	-%	-%	-%	-%	*%	*%	-%	*%	-%	*%	-%	-%	*%
				cd															
		50%	50%	94%	-%	6%	-%	-%	-%	-%	56%	95%	-%	5%	-%	88%	-%	-%	12%
None of these	2236	1060	1176	285	384	736	831	174	177	216	562	553	590	501	583	1875	194	105	61
	84%	81%	86%	79%	81%	80%	90%	91%	90%	88%	75%	78%	83%	86%	88%	84%	83%	80%	83%
				a			abc	d	d	d		a	a	ab					
		47%	53%	13%	17%	33%	37%	8%	8%	10%	25%	25%	26%	22%	26%	84%	9%	5%	3%
Don't know	19	6	13	3	5	5	5	-	*	1	7	8	2	5	3	12	3	*	2
	1%	*%	1%	1%	1%	1%	1%	-%	*%	*%	1%	1%	*%	1%	1%	1%	1%	*%	3%
																			ac
		32%	68%	18%	27%	29%	27%	-%	2%	3%	37%	42%	13%	26%	19%	66%	18%	2%	13%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
ANY LIVE BROADCAST SERVICES	421	235	186	71	85	174	91	18	20	29	176	151	121	75	74	349	35	26	10
	16%	18%	14%	20%	18%	19%	10%	9%	10%	12%	24%	21%	17%	13%	11%	16%	15%	20%	14%
		b	d	d	d	d					abc	bcd	cd					ad	
		56%	44%	17%	20%	41%	22%	4%	5%	7%	42%	36%	29%	18%	18%	83%	8%	6%	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
BBC iPlayer	203	10	42	18	13	14	29	16	7	19	178	25	143	59	114	89
	8%	3%	12%	8%	7%	6%	12%	7%	7%	6%	8%	7%	9%	5%	9%	6%
			ae	a			ae	a					b		b	
		5%	21%	9%	6%	7%	14%	8%	4%	9%	88%	12%	71%	29%	56%	44%
YouTube	63	13	5	6	6	3	5	7	1	5	58	5	44	18	20	43
	2%	4%	1%	3%	3%	1%	2%	3%	1%	2%	3%	1%	3%	2%	2%	3%
													b		a	
		21%	8%	10%	9%	4%	9%	11%	2%	9%	93%	7%	70%	29%	32%	68%
ITV Hub or STV Player	55	2	5	6	4	8	6	4	1	7	43	12	36	19	33	22
	2%	1%	1%	3%	2%	3%	2%	2%	1%	2%	2%	3%	2%	2%	3%	2%
						a						a				
		3%	10%	11%	7%	15%	11%	8%	2%	13%	78%	22%	66%	34%	60%	40%
Amazon Prime Video	51	8	5	2	6	3	7	4	*	2	43	8	38	13	24	27
	2%	2%	1%	1%	3%	1%	3%	2%	1%	1%	2%	2%	2%	1%	2%	2%
					h		h						b			
		15%	10%	4%	12%	5%	14%	7%	1%	4%	84%	16%	74%	26%	48%	52%
BT TV (including BT Sport)	50	3	9	10	3	4	7	-	5	2	38	12	29	22	35	15
	2%	1%	3%	5%	2%	2%	3%	-%	4%	1%	2%	3%	2%	2%	3%	1%
			g	agi	g	g	g		agi			a			b	
		6%	18%	20%	7%	8%	13%	-%	10%	4%	76%	24%	57%	43%	70%	30%
Sky Go	48	-	1	8	4	1	7	7	2	11	40	8	30	18	29	20
	2%	-%	*%	4%	2%	1%	3%	3%	2%	4%	2%	2%	2%	2%	2%	1%
				abe	a		abe	abe	a	abe						
		-%	2%	17%	8%	3%	15%	14%	5%	24%	83%	17%	63%	37%	59%	41%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QH17 (QH79). SHOWCARD Do you use any of these online TV services to watch channels or programmes live at the time they are broadcast? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH	
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b	
Significance Level: 95%																	
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908	
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379	
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389	
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%	
NOW TV	47	7	8	3	4	3	2	6	3	4	40	7	36	11	25	22	
	2%	2%	2%	1%	2%	1%	1%	3%	3%	1%	2%	2%	2%	1%	2%	2%	
		16%	18%	7%	9%	6%	5%	13%	7%	8%	85%	15%	77%	23%	54%	46%	
Facebook	24	2	3	1	4	1	3	1	1	1	21	4	14	9	9	15	
	1%	1%	1%	*%	2%	*%	1%	*%	*%	*%	1%	1%	1%	1%	1%	1%	
		10%	14%	4%	18%	4%	12%	3%	2%	6%	85%	15%	60%	38%	39%	61%	
All 4	23	-	3	2	4	1	3	2	1	-	20	3	18	4	10	12	
	1%	-%	1%	1%	2%	*%	1%	1%	1%	-%	1%	1%	1%	*%	1%	1%	
		-%	15%	10%	19%	4%	15%	8%	5%	-%	88%	12%	80%	20%	46%	54%	
Snapchat	6	-	-	-	*	1	-	2	-	1	5	*	3	2	1	4	
	*%	-%	-%	-%	*%	*%	-%	1%	-%	*%	*%	*%	*%	*%	*%	*%	
		-%	-%	-%	7%	19%	-%	32%	-%	27%	93%	7%	50%	43%	26%	74%	
Twitter	2	-	-	1	-	-	-	1	-	-	1	1	*	2	2	-	
	*%	-%	-%	*%	-%	-%	-%	*%	-%	-%	*%	*%	*%	*%	*%	-%	
		-%	-%	45%	-%	-%	-%	44%	-%	-%	44%	56%	12%	88%	100%	-%	
None of these	2236	299	294	186	154	207	196	195	98	246	1941	294	1249	982	1064	1172	
	84%	88%	82%	83%	80%	88%	80%	86%	85%	83%	84%	83%	80%	88%	83%	84%	
		df				df							a				
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	56%	44%	48%	52%	
Don't know	19	-	1	1	1	-	1	-	-	7	17	1	14	4	7	11	
	1%	-%	*%	1%	1%	-%	1%	-%	-%	2%	1%	*%	1%	*%	1%	1%	
		-%	6%	6%	7%	-%	8%	-%	-%	aegh 38%	92%	8%	78%	22%	40%	60%	

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QH17 (QH79). SHOWCARD Do you use any of these online TV services to watch channels or programmes live at the time they are broadcast? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
ANY LIVE BROADCAST SERVICES	421	41	65	37	36	28	48	33	17	45	361	60	289	131	215	205
	16%	12%	18%	17%	19%	12%	19%	14%	15%	15%	16%	17%	19%	12%	17%	15%
				ae	ae								b			
		10%	15%	9%	9%	7%	11%	8%	4%	11%	86%	14%	69%	31%	51%	49%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QH18 (QH75). SHOWCARD Which, if any, of these would encourage you to watch more online TV programmes or films than you currently do - using broadcaster services like BBC iPlayer or subscription services like Netflix or Amazon Prime Video, or pay per view services like iTunes or Google Play? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
Cheaper subscriptions/ cost of pay per view	635	324	311	93	125	257	160	43	49	64	208	173	186	142	134	527	48	37	23
	24%	25%	23%	26%	26%	28%	17%	22%	25%	26%	28%	24%	26%	24%	20%	24%	20%	28%	32%
		49%	51%	d	d	d							d					b	ab
		51%	49%	15%	20%	41%	25%	7%	8%	10%	33%	27%	29%	22%	21%	83%	8%	6%	4%
More back catalogues of TV series	278	141	137	47	70	107	54	8	19	23	121	99	88	47	43	245	14	15	4
	10%	11%	10%	13%	15%	12%	6%	4%	10%	9%	16%	14%	12%	8%	7%	11%	6%	11%	5%
				d	d	d			a	a	abc	cd	cd			bd		bd	
		51%	49%	17%	25%	38%	19%	3%	7%	8%	43%	36%	32%	17%	16%	88%	5%	5%	1%
More exclusive content	277	153	125	56	59	100	62	7	18	24	98	94	77	61	45	225	26	17	9
	10%	12%	9%	16%	12%	11%	7%	4%	9%	10%	13%	13%	11%	10%	7%	10%	11%	13%	13%
		b		cd	d	d			a	a	a	d	d	d					
		55%	45%	20%	21%	36%	22%	3%	7%	9%	35%	34%	28%	22%	16%	81%	9%	6%	3%
Faster broadband	276	143	133	41	61	117	56	9	17	23	121	92	92	52	40	235	21	12	8
	10%	11%	10%	12%	13%	13%	6%	5%	9%	9%	16%	13%	13%	9%	6%	11%	9%	9%	11%
				d	d	d					abc	cd	cd						
		52%	48%	15%	22%	42%	20%	3%	6%	8%	44%	33%	33%	19%	15%	85%	8%	4%	3%
Higher mobile allowance	114	60	54	26	31	44	13	9	9	13	42	41	34	15	23	90	12	6	6
	4%	5%	4%	7%	6%	5%	1%	5%	4%	5%	6%	6%	5%	3%	3%	4%	5%	5%	7%
				d	d	d						cd							a
		52%	48%	23%	27%	39%	11%	8%	8%	12%	36%	36%	30%	13%	20%	79%	10%	6%	5%
None of these	1422	657	765	145	209	456	612	117	111	132	337	361	354	301	398	1191	127	77	27
	53%	51%	56%	40%	44%	50%	66%	61%	56%	54%	45%	51%	50%	52%	60%	53%	54%	59%	36%
			a			a	abc	d	d	d					abc	d	d	d	
		46%	54%	10%	15%	32%	43%	8%	8%	9%	24%	25%	25%	21%	28%	84%	9%	5%	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QH18 (QH75). SHOWCARD Which, if any, of these would encourage you to watch more online TV programmes or films than you currently do - using broadcaster services like BBC iPlayer or subscription services like Netflix or Amazon Prime Video, or pay per view services like iTunes or Google Play? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Don't know	207	92	115	35	43	69	60	18	6	12	46	45	52	54	56	166	22	3	14
	8%	7%	8%	10%	9%	8%	6%	9%	3%	5%	6%	6%	7%	9%	8%	7%	10%	3%	20%
				d				b								c	c		abc
		44%	56%	17%	21%	33%	29%	9%	3%	6%	22%	22%	25%	26%	27%	81%	11%	2%	7%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Cheaper subscriptions/ cost of pay per view	635	61	107	59	31	57	30	64	48	70	548	87	434	199	303	332
	24%	18%	30%	26%	16%	24%	12%	28%	42%	23%	24%	25%	28%	18%	24%	24%
			adf	adf		df		adf	abcdefgi	f			b			
		10%	17%	9%	5%	9%	5%	10%	8%	11%	86%	14%	68%	31%	48%	52%
More back catalogues of TV series	278	41	52	29	13	19	22	14	16	39	246	32	201	76	147	130
	10%	12%	14%	13%	7%	8%	9%	6%	14%	13%	11%	9%	13%	7%	11%	9%
		g	deg	dg					deg	dg			b			
		15%	19%	10%	5%	7%	8%	5%	6%	14%	88%	12%	72%	28%	53%	47%
More exclusive content	277	45	43	26	13	15	14	22	17	29	241	36	193	84	143	134
	10%	13%	12%	12%	7%	6%	6%	9%	15%	10%	10%	10%	12%	7%	11%	10%
		def	ef	ef					def				b			
		16%	15%	9%	5%	5%	5%	8%	6%	11%	87%	13%	70%	30%	52%	48%
Faster broadband	276	44	50	27	13	17	25	21	17	20	237	39	191	84	121	155
	10%	13%	14%	12%	7%	7%	10%	9%	15%	7%	10%	11%	12%	7%	9%	11%
		dei	dei	i					dei				b			
		16%	18%	10%	5%	6%	9%	8%	6%	7%	86%	14%	69%	30%	44%	56%
Higher mobile allowance	114	24	17	6	5	4	10	13	6	5	98	16	83	31	52	62
	4%	7%	5%	3%	3%	2%	4%	6%	5%	2%	4%	4%	5%	3%	4%	4%
		cdei						ei	e				b			
		21%	15%	6%	4%	4%	8%	11%	5%	5%	86%	14%	72%	28%	46%	54%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
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Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
None of these	1422	199	165	127	112	125	152	110	52	151	1230	192	728	693	695	727
	53%	59%	46%	56%	58%	53%	62%	48%	45%	51%	53%	54%	47%	62%	54%	52%
		bgh		bh	bgh		bghi							a		
		14%	12%	9%	8%	9%	11%	8%	4%	11%	87%	13%	51%	49%	49%	51%
Don't know	207	13	12	7	22	29	18	30	2	33	187	20	118	87	82	125
	8%	4%	3%	3%	12%	12%	7%	13%	2%	11%	8%	6%	8%	8%	6%	9%
					abch	abch	ch	abcfh		abch						a
		6%	6%	3%	11%	14%	9%	15%	1%	16%	90%	10%	57%	42%	40%	60%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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Table 162

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QH19 (QH62). Are any of your TV sets "Smart TVs"? These are newer types of TV that are connected to the internet and can stream video directly onto your television screen, without the need for a computer, set-top box or games console. IF NECESSARY - It's a TV that allows you to surf the internet and stream movies, TV shows and videos using services such as BBC iPlayer, Netflix and YouTube. They are also sometimes referred to as a Connected TV or a Hybrid TV.

Base : Those with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3544	1720	1824	470	532	1125	1416	276	272	351	849	808	1044	727	956	2134	467	459	484
Effective Weighted Sample	2454	1185	1269	319	387	768	1008	199	194	230	625	563	735	504	678	1863	319	320	430
Total	2538	1228	1310	328	430	877	904	180	190	236	709	678	672	556	625	2119	221	126	72
		48%	52%	13%	17%	35%	36%	7%	7%	9%	28%	27%	26%	22%	25%	84%	9%	5%	3%
Yes	1106	586	520	151	211	442	303	31	53	99	422	369	323	227	184	919	103	53	31
	44%	48%	40%	46%	49%	50%	33%	17%	28%	42%	59%	54%	48%	41%	29%	43%	47%	42%	43%
		b	d	d	d	d	d		a	ab	abc	bcd	cd	d					
		53%	47%	14%	19%	40%	27%	3%	5%	9%	38%	33%	29%	21%	17%	83%	9%	5%	3%
No	1354	618	736	165	212	413	565	141	133	130	274	290	327	316	417	1136	109	71	39
	53%	50%	56%	50%	49%	47%	62%	78%	70%	55%	39%	43%	49%	57%	67%	54%	49%	56%	54%
			a				abc	cd	cd	d			a	ab	abc				
		46%	54%	12%	16%	31%	42%	10%	10%	10%	20%	21%	24%	23%	31%	84%	8%	5%	3%
Don't know	77	23	54	12	7	22	36	8	4	8	13	19	22	13	23	64	9	1	3
	3%	2%	4%	4%	2%	2%	4%	5%	2%	3%	2%	3%	3%	2%	4%	3%	4%	1%	4%
			a				b	d									c		c
		30%	70%	16%	9%	28%	47%	11%	5%	10%	17%	24%	28%	17%	30%	83%	12%	2%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 162

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH19 (QH62). Are any of your TV sets "Smart TVs"? These are newer types of TV that are connected to the internet and can stream video directly onto your television screen, without the need for a computer, set-top box or games console. IF NECESSARY - It's a TV that allows you to surf the internet and stream movies, TV shows and videos using services such as BBC iPlayer, Netflix and YouTube. They are also sometimes referred to as a Connected TV or a Hybrid TV.

Base : Those with a TV in the household

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3544	217	229	241	233	263	235	256	214	246	2572	972	1877	1661	1768	1776
Effective Weighted Sample	2454	201	217	231	218	251	226	242	203	232	2045	437	1302	1173	1173	1283
Total	2538	294	347	217	181	228	238	215	107	293	2195	343	1464	1070	1254	1284
		12%	14%	9%	7%	9%	9%	8%	4%	12%	87%	13%	58%	42%	49%	51%
Yes	1106	139	152	106	84	77	108	84	54	114	945	162	751	352	598	508
	44%	47%	44%	49%	46%	34%	46%	39%	51%	39%	43%	47%	51%	33%	48%	40%
		e	e	egi	e		e		egi				b		b	
		13%	14%	10%	8%	7%	10%	8%	5%	10%	85%	15%	68%	32%	54%	46%
No	1354	153	186	106	86	145	124	115	51	170	1183	171	676	677	614	740
	53%	52%	54%	49%	47%	64%	52%	54%	47%	58%	54%	50%	46%	63%	49%	58%
						abcdfgh				dh				a		a
		11%	14%	8%	6%	11%	9%	8%	4%	13%	87%	13%	50%	50%	45%	55%
Don't know	77	2	9	4	12	5	5	16	2	9	68	10	37	41	41	36
	3%	1%	2%	2%	7%	2%	2%	7%	2%	3%	3%	3%	3%	4%	3%	3%
					abcefh			abcephi								
		2%	11%	6%	15%	7%	7%	21%	3%	12%	87%	13%	47%	53%	53%	47%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 163

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QH20 (QH80). And are any of your Smart TV sets connected to your home broadband service? EXPLANATION PROVIDED IF NECESSARY (SINGLE CODE)

Base : Those with a 'Smart TV' in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1509	808	701	231	257	573	448	48	73	141	511	430	491	313	272	900	213	196	200
Effective Weighted Sample	1046	558	488	145	189	389	332	32	51	97	375	303	353	214	188	789	145	133	178
Total	1106	586	520	151	211	442	303	31	53	99	422	369	323	227	184	919	103	53	31
		53%	47%	14%	19%	40%	27%	**	**	9%	38%	33%	29%	21%	17%	83%	9%	5%	3%
Yes, connected	916	486	430	123	183	373	238	**	**	80	375	318	269	192	136	769	83	42	22
	83%	83%	83%	81%	87%	84%	79%	**	**	82%	89%	86%	83%	85%	74%	84%	81%	79%	71%
				d	d	d	d			d	d	d	d	d	d	d	d	d	d
		53%	47%	13%	20%	41%	26%	**	**	9%	41%	35%	29%	21%	15%	84%	9%	5%	2%
No, not connected	156	84	71	18	20	60	57	**	**	17	40	42	44	27	41	120	17	10	8
	14%	14%	14%	12%	10%	14%	19%	**	**	17%	9%	11%	14%	12%	22%	13%	17%	19%	26%
				b	b	b	b			d	d	d	d	d	abc	d	d	d	ab
		54%	46%	12%	13%	39%	37%	**	**	11%	25%	27%	28%	17%	26%	77%	11%	7%	5%
Don't know	34	15	19	9	8	9	8	**	**	1	7	10	10	8	7	29	3	1	1
	3%	3%	4%	6%	4%	2%	3%	**	**	1%	2%	3%	3%	3%	4%	3%	3%	2%	3%
				c	c	c	c			3%	22%	28%	29%	23%	19%	86%	9%	3%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QH20 (QH80). And are any of your Smart TV sets connected to your home broadband service? EXPLANATION PROVIDED IF NECESSARY (SINGLE CODE)

Base : Those with a 'Smart TV' in the household

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	~e	f	~g	h	~i	a	b	a	b	a	b
Unweighted total	1509	102	101	114	108	83	103	94	103	92	1075	434	962	542	832	677
Effective Weighted Sample	1046	94	95	110	101	80	100	90	99	87	860	198	670	380	552	495
Total	1106	139	152	106	84	77	108	84	54	114	945	162	751	352	598	508
		13%	14%	10%	8%	**	10%	**	5%	**	85%	15%	68%	32%	54%	46%
Yes, connected	916	101	130	89	67	**	94	**	50	**	778	139	644	269	502	414
	83%	73%	85%	84%	80%	**	87%	**	91%	**	82%	86%	86%	76%	84%	81%
		a	a	a	a	a	a	a	ad	a	b	b	b	b	a	b
		11%	14%	10%	7%	**	10%	**	5%	**	85%	15%	70%	29%	55%	45%
No, not connected	156	33	12	14	16	**	12	**	4	**	137	19	89	67	78	78
	14%	24%	8%	13%	19%	**	11%	**	6%	**	14%	12%	12%	19%	13%	15%
		bcbf			bh									a		
		21%	8%	9%	10%	**	7%	**	2%	**	88%	12%	57%	43%	50%	50%
Don't know	34	5	10	3	1	**	3	**	1	**	30	4	18	16	18	16
	3%	4%	7%	3%	1%	**	3%	**	2%	**	3%	2%	2%	5%	3%	3%
		d	d	d	d	d	d	d	d	d	d	d	d	a	d	d
		15%	29%	9%	2%	**	9%	**	4%	**	88%	12%	52%	48%	54%	46%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 164

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QH21 (QH45). SHOWCARD Have you or has anyone in your household connected your TV to the internet to watch something on the TV screen - using any of these devices - in the last 12 months? Please note this does not include access to the internet via a 'Smart TV' set. (MULTI CODE)

Base : Those with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3544	1720	1824	470	532	1125	1416	276	272	351	849	808	1044	727	956	2134	467	459	484
Effective Weighted Sample	2454	1185	1269	319	387	768	1008	199	194	230	625	563	735	504	678	1863	319	320	430
Total	2538	1228	1310	328	430	877	904	180	190	236	709	678	672	556	625	2119	221	126	72
		48%	52%	13%	17%	35%	36%	7%	7%	9%	28%	27%	26%	22%	25%	84%	9%	5%	3%
Games console	508	260	249	121	132	210	45	15	23	32	188	145	147	119	97	424	39	32	13
	20%	21%	19%	37%	31%	24%	5%	9%	12%	14%	27%	21%	22%	21%	16%	20%	18%	26%	18%
				cd	cd	d				abc	d	d	d					abd	
		51%	49%	24%	26%	41%	9%	3%	4%	6%	37%	29%	29%	23%	19%	83%	8%	6%	3%
Set top box with access to digital or cable TV broadcasts (such as Sky+, Virgin TiVo, YouView)	358	173	185	47	82	140	90	4	18	27	161	120	110	82	45	297	49	9	4
	14%	14%	14%	14%	19%	16%	10%	2%	10%	12%	23%	18%	16%	15%	7%	14%	22%	7%	6%
				d	d	d			a	a	abc	d	d	d		cd	acd		
		48%	52%	13%	23%	39%	25%	1%	5%	8%	45%	34%	31%	23%	13%	83%	14%	2%	1%
Laptop/ desktop PC	356	201	155	57	74	155	69	9	17	20	171	131	114	67	44	311	21	19	5
	14%	16%	12%	17%	17%	18%	8%	5%	9%	8%	24%	19%	17%	12%	7%	15%	9%	15%	7%
		b		d	d	d				abc	cd	cd	cd	d		bd		bd	
		56%	44%	16%	21%	43%	19%	3%	5%	6%	48%	37%	32%	19%	12%	87%	6%	5%	1%
Internet-connected dongle or set-top box (such as NOW TV set-top box, Roku, Google Chrome, Amazon Fire TV Stick, Amazon Fire TV, Apple TV)	281	137	143	35	64	121	61	4	14	13	144	90	95	60	36	232	27	17	5
	11%	11%	11%	11%	15%	14%	7%	2%	7%	6%	20%	13%	14%	11%	6%	11%	12%	13%	7%
				d	d	d			a		abc	d	d	d		d	d	d	
		49%	51%	13%	23%	43%	22%	2%	5%	5%	51%	32%	34%	21%	13%	83%	10%	6%	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 164

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QH21 (QH45). SHOWCARD Have you or has anyone in your household connected your TV to the internet to watch something on the TV screen - using any of these devices - in the last 12 months? Please note this does not include access to the internet via a 'Smart TV' set. (MULTI CODE)

Base : Those with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3544	1720	1824	470	532	1125	1416	276	272	351	849	808	1044	727	956	2134	467	459	484
Effective Weighted Sample	2454	1185	1269	319	387	768	1008	199	194	230	625	563	735	504	678	1863	319	320	430
Total	2538	1228	1310	328	430	877	904	180	190	236	709	678	672	556	625	2119	221	126	72
None of these	1506	706	800	155	200	466	685	151	141	161	306	346	359	335	461	1257	127	74	48
	59%	57%	61%	47%	47%	53%	76%	84%	74%	68%	43%	51%	53%	60%	74%	59%	57%	59%	67%
Don't know	55	23	32	7	10	19	19	2	3	2	6	15	18	11	10	42	7	2	4
	2%	2%	2%	2%	2%	2%	2%	1%	1%	1%	1%	2%	3%	2%	2%	2%	3%	2%	5%
ANY DEVICES CONNECTING TV TO THE INTERNET INCLUDING SMART TV AT QH80	1323	676	647	206	273	521	324	36	67	112	504	430	390	284	219	1110	117	65	31
	52%	55%	49%	63%	63%	59%	36%	20%	35%	47%	71%	63%	58%	51%	35%	52%	53%	52%	43%
		b	d	d	d	d			a	ab	abc	bcd	cd	d	d	d	d	d	
		51%	49%	16%	21%	39%	24%	3%	5%	8%	38%	32%	29%	21%	17%	84%	9%	5%	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QH21 (QH45). SHOWCARD Have you or has anyone in your household connected your TV to the internet to watch something on the TV screen - using any of these devices - in the last 12 months? Please note this does not include access to the internet via a 'Smart TV' set. (MULTI CODE)

Base : Those with a TV in the household

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3544	217	229	241	233	263	235	256	214	246	2572	972	1877	1661	1768	1776
Effective Weighted Sample	2454	201	217	231	218	251	226	242	203	232	2045	437	1302	1173	1173	1283
Total	2538	294	347	217	181	228	238	215	107	293	2195	343	1464	1070	1254	1284
		12%	14%	9%	7%	9%	9%	8%	4%	12%	87%	13%	58%	42%	49%	51%
Games console	508	30	73	45	41	45	53	52	22	63	427	81	364	143	257	251
	20%	10%	21%	21%	23%	20%	22%	24%	21%	21%	19%	24%	25%	13%	21%	20%
		6%	14%	9%	8%	9%	10%	10%	4%	12%	84%	16%	72%	28%	51%	49%
Set top box with access to digital or cable TV broadcasts (such as Sky+, Virgin TiVo, YouView)	358	31	63	39	41	24	20	27	6	46	320	39	267	91	192	167
	14%	11%	18%	18%	22%	11%	8%	13%	6%	16%	15%	11%	18%	9%	15%	13%
		9%	18%	11%	11%	7%	6%	8%	2%	13%	89%	11%	75%	25%	54%	46%
Laptop/ desktop PC	356	71	55	26	22	23	38	26	11	40	326	30	259	97	162	194
	14%	24%	16%	12%	12%	10%	16%	12%	10%	14%	15%	9%	18%	9%	13%	15%
		bcdefghi									b		b			
		20%	15%	7%	6%	6%	11%	7%	3%	11%	92%	8%	73%	27%	45%	55%
Internet-connected dongle or set-top box (such as NOW TV set-top box, Roku, Google Chrome, Amazon Fire TV Stick, Amazon Fire TV, Apple TV)	281	28	44	30	24	24	23	11	18	29	234	47	219	61	168	113
	11%	10%	13%	14%	13%	10%	10%	5%	17%	10%	11%	14%	15%	6%	13%	9%
		10%	16%	11%	8%	8%	8%	4%	aefgi	7%	83%	17%	78%	22%	60%	40%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QH21 (QH45). SHOWCARD Have you or has anyone in your household connected your TV to the internet to watch something on the TV screen - using any of these devices - in the last 12 months? Please note this does not include access to the internet via a 'Smart TV' set. (MULTI CODE)

Base : Those with a TV in the household

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3544	217	229	241	233	263	235	256	214	246	2572	972	1877	1661	1768	1776
Effective Weighted Sample	2454	201	217	231	218	251	226	242	203	232	2045	437	1302	1173	1173	1283
Total	2538	294	347	217	181	228	238	215	107	293	2195	343	1464	1070	1254	1284
None of these	1506	189	180	112	98	145	147	124	69	193	1312	194	747	757	707	798
	59%	64%	52%	52%	54%	64%	62%	58%	64%	66%	60%	57%	51%	71%	56%	62%
		bcd				bcd	bc		bcd	bcd				a		a
		13%	12%	7%	6%	10%	10%	8%	5%	13%	87%	13%	50%	50%	47%	53%
Don't know	55	4	7	4	4	5	2	13	*	2	46	9	29	26	28	27
	2%	1%	2%	2%	2%	2%	1%	6%	abc	1%	2%	3%	2%	2%	2%	2%
								defghi								
		6%	13%	8%	6%	9%	3%	24%	1%	4%	84%	16%	53%	47%	52%	48%
ANY DEVICES CONNECTING TV TO THE INTERNET INCLUDING SMART TV AT QH80	1323	128	218	130	95	98	128	108	65	140	1132	192	907	414	703	620
	52%	44%	63%	60%	52%	43%	54%	50%	61%	48%	52%	56%	62%	39%	56%	48%
			adegi	aegi			ae		aegi				b		b	
		10%	16%	10%	7%	7%	10%	8%	5%	11%	86%	14%	69%	31%	53%	47%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 165

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH22A (QH65A). How frequently, if at all, do you watch each of these channels - RTE1? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	~a	~b	c	d	~a	~b	~c	~d	~a	b	c	d	~a	~b	~c	d
Significance Level: 95%																			
Unweighted total	484	235	249	80	71	169	163	37	31	52	79	80	142	107	154	-	-	-	484
Effective Weighted Sample	430	207	223	70	63	153	145	33	27	47	70	73	129	98	142	-	-	-	430
Total	72	35	37	13	11	26	23	5	4	7	11	16	17	18	22	-	-	-	72
		49%	51%	**	**	35%	32%	**	**	**	**	**	24%	24%	30%	**	**	**	100%
Every day	7	3	4	**	**	2	4	**	**	**	**	**	1	2	3	**	**	**	7
	10%	9%	10%	**	**	6%	19%	**	**	**	**	**	5%	10%	14%	**	**	**	10%
						c	b												
		45%	55%	**	**	23%	64%	**	**	**	**	**	13%	24%	42%	**	**	**	100%
At least weekly	12	6	6	**	**	4	5	**	**	**	**	**	3	3	3	**	**	**	12
	17%	18%	15%	**	**	16%	20%	**	**	**	**	**	20%	17%	13%	**	**	**	17%
		53%	47%	**	**	35%	38%	**	**	**	**	**	29%	26%	23%	**	**	**	100%
At least monthly	5	2	3	**	**	2	2	**	**	**	**	**	1	1	2	**	**	**	5
	7%	7%	7%	**	**	7%	8%	**	**	**	**	**	7%	5%	8%	**	**	**	7%
		48%	52%	**	**	37%	36%	**	**	**	**	**	23%	19%	33%	**	**	**	100%
Less often than monthly	9	5	5	**	**	3	3	**	**	**	**	**	2	3	2	**	**	**	9
	13%	13%	13%	**	**	12%	12%	**	**	**	**	**	12%	15%	9%	**	**	**	13%
		49%	51%	**	**	33%	30%	**	**	**	**	**	23%	27%	21%	**	**	**	100%
Never	39	18	20	**	**	15	10	**	**	**	**	**	10	9	12	**	**	**	39
	53%	53%	54%	**	**	58%	41%	**	**	**	**	**	56%	51%	57%	**	**	**	53%
						d													
		48%	52%	**	**	38%	25%	**	**	**	**	**	25%	23%	32%	**	**	**	100%
AT LEAST MONTHLY	24	12	12	**	**	8	11	**	**	**	**	**	5	6	7	**	**	**	24
	33%	34%	33%	**	**	30%	47%	**	**	**	**	**	32%	32%	34%	**	**	**	33%
						c													
		49%	51%	**	**	32%	45%	**	**	**	**	**	23%	24%	31%	**	**	**	100%
EVER WATCH	33	16	17	**	**	11	14	**	**	**	**	**	8	8	9	**	**	**	33
	46%	47%	46%	**	**	42%	59%	**	**	**	**	**	44%	47%	43%	**	**	**	46%
						c													
		49%	51%	**	**	32%	41%	**	**	**	**	**	23%	25%	28%	**	**	**	100%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 165

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QH22A (QH65A). How frequently, if at all, do you watch each of these channels - RTE1? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~a	~b	c	d	~a	~b	~c	~d	~a	b	c	d	~a	~b	~c	d
Unweighted total	484	235	249	80	71	169	163	37	31	52	79	80	142	107	154	-	-	-	484
Effective Weighted Sample	430	207	223	70	63	153	145	33	27	47	70	73	129	98	142	-	-	-	430
Total	72	35	37	13	11	26	23	5	4	7	11	16	17	18	22	-	-	-	72
		49%	51%	**	**	35%	32%	**	**	**	**	**	24%	24%	30%	**	**	**	100%
Don't know	*	*	*	**	**	-	-	**	**	**	**	**	-	*	-	**	**	**	*
	1%	1%	*%	**	**	-%	-%	**	**	**	**	**	-%	2%	-%	**	**	**	1%
		65%	35%	**	**	-%	-%	**	**	**	**	**	-%	100%	-%	**	**	**	100%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QH22A (QH65A). How frequently, if at all, do you watch each of these channels - RTE1? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b	
Significance Level: 95%																	
Unweighted total	484	-	-	-	-	-	-	-	-	-	237	247	268	215	236	248	
Effective Weighted Sample	430	-	-	-	-	-	-	-	-	-	225	237	239	191	208	222	
Total	72	-	-	-	-	-	-	-	-	-	45	27	40	32	36	36	
		**	**	**	**	**	**	**	**	**	62%	38%	56%	44%	50%	50%	
Every day	7	**	**	**	**	**	**	**	**	**	2	5	2	4	3	3	
	10%	**	**	**	**	**	**	**	**	**	5%	17%	6%	14%	9%	10%	
		**	**	**	**	**	**	**	**	**	33%	67%	35%	65%	50%	50%	
At least weekly	12	**	**	**	**	**	**	**	**	**	5	7	6	6	7	5	
	17%	**	**	**	**	**	**	**	**	**	11%	26%	15%	19%	19%	14%	
		**	**	**	**	**	**	**	**	**	40%	60%	49%	51%	56%	44%	
At least monthly	5	**	**	**	**	**	**	**	**	**	3	2	3	2	2	3	
	7%	**	**	**	**	**	**	**	**	**	6%	9%	7%	7%	7%	7%	
		**	**	**	**	**	**	**	**	**	52%	48%	56%	44%	49%	51%	
Less often than monthly	9	**	**	**	**	**	**	**	**	**	7	2	7	3	5	4	
	13%	**	**	**	**	**	**	**	**	**	15%	9%	17%	9%	15%	11%	
		**	**	**	**	**	**	**	**	**	b		b		58%	42%	
Never	39	**	**	**	**	**	**	**	**	**	28	11	22	16	18	21	
	53%	**	**	**	**	**	**	**	**	**	62%	39%	55%	51%	49%	58%	
		**	**	**	**	**	**	**	**	**	b		b		45%	55%	
AT LEAST MONTHLY	24	**	**	**	**	**	**	**	**	**	10	14	11	13	13	11	
	33%	**	**	**	**	**	**	**	**	**	22%	52%	28%	40%	35%	31%	
		**	**	**	**	**	**	**	**	**	a		a		53%	47%	
EVER WATCH	33	**	**	**	**	**	**	**	**	**	17	17	18	16	18	15	
	46%	**	**	**	**	**	**	**	**	**	37%	61%	44%	49%	51%	42%	
		**	**	**	**	**	**	**	**	**	a		a		54%	46%	
		**	**	**	**	**	**	**	**	**	50%	50%	53%	47%	54%	46%	

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 165

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH22A (QH65A). How frequently, if at all, do you watch each of these channels - RTE1? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	484	-	-	-	-	-	-	-	-	-	237	247	268	215	236	248
Effective Weighted Sample	430	-	-	-	-	-	-	-	-	-	225	237	239	191	208	222
Total	72	-	-	-	-	-	-	-	-	-	45	27	40	32	36	36
		**	**	**	**	**	**	**	**	**	62%	38%	56%	44%	50%	50%
Don't know	*	**	**	**	**	**	**	**	**	**	*	*	*	*	*	*
	1%	**	**	**	**	**	**	**	**	**	1%	*%	1%	*%	1%	*%
		**	**	**	**	**	**	**	**	**	65%	35%	65%	35%	65%	35%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 166

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH22B (QH65B). How frequently, if at all, do you watch each of these channels - RTE2? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	~a	~b	c	d	~a	~b	~c	~d	~a	b	c	d	~a	~b	~c	d
Significance Level: 95%																			
Unweighted total	484	235	249	80	71	169	163	37	31	52	79	80	142	107	154	-	-	-	484
Effective Weighted Sample	430	207	223	70	63	153	145	33	27	47	70	73	129	98	142	-	-	-	430
Total	72	35	37	13	11	26	23	5	4	7	11	16	17	18	22	-	-	-	72
		49%	51%	**	**	35%	32%	**	**	**	**	**	24%	24%	30%	**	**	**	100%
Every day	5	2	3	**	**	1	3	**	**	**	**	**	*	1	2	**	**	**	5
	7%	7%	7%	**	**	4%	14%	**	**	**	**	**	2%	7%	11%	**	**	**	7%
						c									b				
		47%	53%	**	**	19%	64%	**	**	**	**	**	7%	23%	48%	**	**	**	100%
At least weekly	9	4	5	**	**	3	5	**	**	**	**	**	2	2	2	**	**	**	9
	13%	13%	13%	**	**	11%	21%	**	**	**	**	**	12%	13%	12%	**	**	**	13%
						c													
		48%	52%	**	**	32%	53%	**	**	**	**	**	23%	25%	27%	**	**	**	100%
At least monthly	6	2	4	**	**	3	2	**	**	**	**	**	2	1	2	**	**	**	6
	8%	7%	10%	**	**	11%	10%	**	**	**	**	**	10%	7%	7%	**	**	**	8%
		40%	60%	**	**	47%	38%	**	**	**	**	**	30%	22%	27%	**	**	**	100%
Less often than monthly	10	6	4	**	**	3	3	**	**	**	**	**	2	3	2	**	**	**	10
	13%	16%	11%	**	**	11%	12%	**	**	**	**	**	12%	17%	10%	**	**	**	13%
		58%	42%	**	**	28%	29%	**	**	**	**	**	21%	31%	22%	**	**	**	100%
Never	42	20	22	**	**	16	10	**	**	**	**	**	11	10	13	**	**	**	42
	58%	56%	59%	**	**	63%	43%	**	**	**	**	**	64%	54%	59%	**	**	**	58%
						d													
		48%	52%	**	**	39%	24%	**	**	**	**	**	26%	23%	31%	**	**	**	100%
AT LEAST MONTHLY	20	9	11	**	**	7	10	**	**	**	**	**	4	5	7	**	**	**	20
	28%	26%	30%	**	**	26%	45%	**	**	**	**	**	25%	27%	30%	**	**	**	28%
						c													
		46%	54%	**	**	33%	52%	**	**	**	**	**	21%	23%	32%	**	**	**	100%
EVER WATCH	30	15	15	**	**	9	13	**	**	**	**	**	6	8	9	**	**	**	30
	42%	42%	41%	**	**	37%	57%	**	**	**	**	**	36%	44%	41%	**	**	**	42%
						c													
		49%	51%	**	**	31%	44%	**	**	**	**	**	21%	26%	29%	**	**	**	100%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 166

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QH22B (QH65B). How frequently, if at all, do you watch each of these channels - RTE2? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~a	~b	c	d	~a	~b	~c	~d	~a	b	c	d	~a	~b	~c	d
Unweighted total	484	235	249	80	71	169	163	37	31	52	79	80	142	107	154	-	-	-	484
Effective Weighted Sample	430	207	223	70	63	153	145	33	27	47	70	73	129	98	142	-	-	-	430
Total	72	35	37	13	11	26	23	5	4	7	11	16	17	18	22	-	-	-	72
		49%	51%	**	**	35%	32%	**	**	**	**	**	24%	24%	30%	**	**	**	100%
Don't know	1	1	*	**	**	-	-	**	**	**	**	**	-	*	-	**	**	**	1
	1%	2%	*%	**	**	-%	-%	**	**	**	**	**	-%	2%	-%	**	**	**	1%
		80%	20%	**	**	-%	-%	**	**	**	**	**	-%	58%	-%	**	**	**	100%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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QH22B (QH65B). How frequently, if at all, do you watch each of these channels - RTE2? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	484	-	-	-	-	-	-	-	-	-	237	247	268	215	236	248
Effective Weighted Sample	430	-	-	-	-	-	-	-	-	-	225	237	239	191	208	222
Total	72	-	-	-	-	-	-	-	-	-	45	27	40	32	36	36
		**	**	**	**	**	**	**	**	**	62%	38%	56%	44%	50%	50%
Every day	5	**	**	**	**	**	**	**	**	**	2	3	2	3	3	2
	7%	**	**	**	**	**	**	**	**	**	4%	12%	5%	10%	8%	6%
		**	**	**	**	**	**	**	**	**	38%	62%	38%	62%	58%	42%
At least weekly	9	**	**	**	**	**	**	**	**	**	3	6	4	5	5	4
	13%	**	**	**	**	**	**	**	**	**	6%	23%	11%	16%	14%	12%
		**	**	**	**	**	**	**	**	**	31%	69%	46%	54%	55%	45%
At least monthly	6	**	**	**	**	**	**	**	**	**	3	2	3	3	2	4
	8%	**	**	**	**	**	**	**	**	**	8%	9%	7%	9%	7%	10%
		**	**	**	**	**	**	**	**	**	58%	42%	51%	49%	40%	60%
Less often than monthly	10	**	**	**	**	**	**	**	**	**	6	4	7	3	5	4
	13%	**	**	**	**	**	**	**	**	**	13%	13%	16%	10%	15%	12%
		**	**	**	**	**	**	**	**	**	62%	38%	68%	32%	54%	46%
Never	42	**	**	**	**	**	**	**	**	**	30	12	24	18	20	22
	58%	**	**	**	**	**	**	**	**	**	67%	42%	59%	55%	55%	60%
		**	**	**	**	**	**	**	**	**	b					
		**	**	**	**	**	**	**	**	**	72%	28%	58%	42%	47%	53%
AT LEAST MONTHLY	20	**	**	**	**	**	**	**	**	**	8	12	9	11	10	10
	28%	**	**	**	**	**	**	**	**	**	18%	44%	23%	35%	29%	27%
		**	**	**	**	**	**	**	**	**	41%	59%	46%	54%	51%	49%
EVER WATCH	30	**	**	**	**	**	**	**	**	**	14	16	16	14	16	14
	42%	**	**	**	**	**	**	**	**	**	32%	57%	39%	45%	44%	40%
		**	**	**	**	**	**	**	**	**	a					
		**	**	**	**	**	**	**	**	**	48%	52%	53%	47%	52%	48%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 166

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH22B (QH65B). How frequently, if at all, do you watch each of these channels - RTE2? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	484	-	-	-	-	-	-	-	-	-	237	247	268	215	236	248
Effective Weighted Sample	430	-	-	-	-	-	-	-	-	-	225	237	239	191	208	222
Total	72	-	-	-	-	-	-	-	-	-	45	27	40	32	36	36
		**	**	**	**	**	**	**	**	**	62%	38%	56%	44%	50%	50%
Don't know	1	**	**	**	**	**	**	**	**	**	1	*	1	*	1	*
	1%	**	**	**	**	**	**	**	**	**	1%	*%	1%	*%	1%	*%
		**	**	**	**	**	**	**	**	**	80%	20%	80%	20%	80%	20%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 167

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH22C (QH65C). How frequently, if at all, do you watch each of these channels - TV3? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	~a	~b	c	d	~a	~b	~c	~d	~a	b	c	d	~a	~b	~c	d
Significance Level: 95%																			
Unweighted total	484	235	249	80	71	169	163	37	31	52	79	80	142	107	154	-	-	-	484
Effective Weighted Sample	430	207	223	70	63	153	145	33	27	47	70	73	129	98	142	-	-	-	430
Total	72	35	37	13	11	26	23	5	4	7	11	16	17	18	22	-	-	-	72
		49%	51%	**	**	35%	32%	**	**	**	**	**	24%	24%	30%	**	**	**	100%
Every day	3	1	2	**	**	1	2	**	**	**	**	**	*	1	2	**	**	**	3
	4%	4%	5%	**	**	3%	9%	**	**	**	**	**	1%	3%	9%	**	**	**	4%
						c									b				
		41%	59%	**	**	26%	68%	**	**	**	**	**	6%	18%	63%	**	**	**	100%
At least weekly	10	5	5	**	**	3	5	**	**	**	**	**	2	2	3	**	**	**	10
	14%	14%	14%	**	**	13%	22%	**	**	**	**	**	14%	12%	14%	**	**	**	14%
						c													
		49%	51%	**	**	32%	52%	**	**	**	**	**	24%	21%	30%	**	**	**	100%
At least monthly	5	2	3	**	**	2	2	**	**	**	**	**	2	2	1	**	**	**	5
	7%	7%	7%	**	**	8%	7%	**	**	**	**	**	9%	9%	6%	**	**	**	7%
		46%	54%	**	**	40%	33%	**	**	**	**	**	30%	30%	27%	**	**	**	100%
Less often than monthly	9	5	5	**	**	3	3	**	**	**	**	**	2	2	3	**	**	**	9
	13%	13%	12%	**	**	11%	12%	**	**	**	**	**	12%	10%	13%	**	**	**	13%
		51%	49%	**	**	32%	31%	**	**	**	**	**	23%	20%	30%	**	**	**	100%
Never	44	22	23	**	**	17	11	**	**	**	**	**	11	11	12	**	**	**	44
	61%	62%	61%	**	**	65%	49%	**	**	**	**	**	64%	65%	57%	**	**	**	61%
						d													
		49%	51%	**	**	37%	26%	**	**	**	**	**	25%	26%	28%	**	**	**	100%
AT LEAST MONTHLY	18	9	10	**	**	6	9	**	**	**	**	**	4	4	6	**	**	**	18
	25%	24%	26%	**	**	24%	39%	**	**	**	**	**	24%	24%	29%	**	**	**	25%
						c													
		47%	53%	**	**	33%	50%	**	**	**	**	**	23%	23%	35%	**	**	**	100%
EVER WATCH	28	13	14	**	**	9	12	**	**	**	**	**	6	6	9	**	**	**	28
	38%	38%	38%	**	**	35%	51%	**	**	**	**	**	36%	34%	42%	**	**	**	38%
						c													
		48%	52%	**	**	33%	43%	**	**	**	**	**	23%	22%	33%	**	**	**	100%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 167

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH22C (QH65C). How frequently, if at all, do you watch each of these channels - TV3? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~a	~b	c	d	~a	~b	~c	~d	~a	b	c	d	~a	~b	~c	d
Unweighted total	484	235	249	80	71	169	163	37	31	52	79	80	142	107	154	-	-	-	484
Effective Weighted Sample	430	207	223	70	63	153	145	33	27	47	70	73	129	98	142	-	-	-	430
Total	72	35	37	13	11	26	23	5	4	7	11	16	17	18	22	-	-	-	72
		49%	51%	**	**	35%	32%	**	**	**	**	**	24%	24%	30%	**	**	**	100%
Don't know	*	*	*	**	**	*	-	**	**	**	**	**	-	*	*	**	**	**	*
	1%	*%	1%	**	**	*%	-%	**	**	**	**	**	-%	1%	*%	**	**	**	1%
		39%	61%	**	**	25%	-%	**	**	**	**	**	-%	36%	25%	**	**	**	100%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 167

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH22C (QH65C). How frequently, if at all, do you watch each of these channels - TV3? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	484	-	-	-	-	-	-	-	-	-	237	247	268	215	236	248
Effective Weighted Sample	430	-	-	-	-	-	-	-	-	-	225	237	239	191	208	222
Total	72	-	-	-	-	-	-	-	-	-	45	27	40	32	36	36
		**	**	**	**	**	**	**	**	**	62%	38%	56%	44%	50%	50%
Every day	3	**	**	**	**	**	**	**	**	**	1	2	1	2	2	1
	4%	**	**	**	**	**	**	**	**	**	3%	7%	2%	8%	5%	4%
		**	**	**	**	**	**	**	**	**	38%	62%	22%	78%	54%	46%
At least weekly	10	**	**	**	**	**	**	**	**	**	4	6	4	6	5	5
	14%	**	**	**	**	**	**	**	**	**	8%	23%	10%	18%	14%	14%
		**	**	**	**	**	**	**	**	**	38%	62%	41%	59%	51%	49%
At least monthly	5	**	**	**	**	**	**	**	**	**	3	2	3	2	2	3
	7%	**	**	**	**	**	**	**	**	**	7%	8%	7%	7%	6%	8%
		**	**	**	**	**	**	**	**	**	59%	41%	58%	42%	41%	59%
Less often than monthly	9	**	**	**	**	**	**	**	**	**	5	4	6	4	5	4
	13%	**	**	**	**	**	**	**	**	**	12%	15%	14%	11%	14%	11%
		**	**	**	**	**	**	**	**	**	57%	43%	61%	39%	55%	45%
Never	44	**	**	**	**	**	**	**	**	**	32	13	27	17	22	23
	61%	**	**	**	**	**	**	**	**	**	70%	47%	66%	55%	60%	62%
		**	**	**	**	**	**	**	**	**	b		b			
		**	**	**	**	**	**	**	**	**	71%	29%	60%	39%	49%	51%
AT LEAST MONTHLY	18	**	**	**	**	**	**	**	**	**	8	10	8	10	9	9
	25%	**	**	**	**	**	**	**	**	**	18%	37%	19%	33%	25%	26%
		**	**	**	**	**	**	**	**	**	44%	56%	43%	57%	49%	51%
EVER WATCH	28	**	**	**	**	**	**	**	**	**	13	14	13	14	14	14
	38%	**	**	**	**	**	**	**	**	**	30%	52%	33%	44%	39%	37%
		**	**	**	**	**	**	**	**	**	a		a			
		**	**	**	**	**	**	**	**	**	48%	52%	49%	51%	51%	49%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 167

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QH22C (QH65C). How frequently, if at all, do you watch each of these channels - TV3? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	484	-	-	-	-	-	-	-	-	-	237	247	268	215	236	248
Effective Weighted Sample	430	-	-	-	-	-	-	-	-	-	225	237	239	191	208	222
Total	72	-	-	-	-	-	-	-	-	-	45	27	40	32	36	36
		**	**	**	**	**	**	**	**	**	62%	38%	56%	44%	50%	50%
Don't know	*	**	**	**	**	**	**	**	**	**	-	*	*	*	*	*
	1%	**	**	**	**	**	**	**	**	**	-%	1%	*%	1%	*%	1%
		**	**	**	**	**	**	**	**	**	-%	100%	39%	61%	39%	61%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 168

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH22D (QH65D). How frequently, if at all, do you watch each of these channels - TG4? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	~a	~b	c	d	~a	~b	~c	~d	~a	b	c	d	~a	~b	~c	d
Significance Level: 95%																			
Unweighted total	484	235	249	80	71	169	163	37	31	52	79	80	142	107	154	-	-	-	484
Effective Weighted Sample	430	207	223	70	63	153	145	33	27	47	70	73	129	98	142	-	-	-	430
Total	72	35	37	13	11	26	23	5	4	7	11	16	17	18	22	-	-	-	72
		49%	51%	**	**	35%	32%	**	**	**	**	**	24%	24%	30%	**	**	**	100%
Every day	2	1	1	**	**	1	1	**	**	**	**	**	*	1	1	**	**	**	2
	3%	3%	2%	**	**	2%	5%	**	**	**	**	**	%	5%	3%	**	**	**	3%
				**	**	30%	64%	**	**	**	**	**	4%	47%	29%	**	**	**	100%
At least weekly	10	4	5	**	**	3	6	**	**	**	**	**	2	1	4	**	**	**	10
	13%	12%	14%	**	**	10%	24%	**	**	**	**	**	11%	8%	19%	**	**	**	13%
				**	**	27%	59%	**	**	**	**	**	20%	16%	42%	**	**	**	100%
At least monthly	4	2	2	**	**	1	2	**	**	**	**	**	1	1	1	**	**	**	4
	5%	6%	4%	**	**	5%	7%	**	**	**	**	**	6%	5%	5%	**	**	**	5%
		56%	44%	**	**	34%	48%	**	**	**	**	**	29%	25%	30%	**	**	**	100%
Less often than monthly	11	5	5	**	**	4	3	**	**	**	**	**	3	3	3	**	**	**	11
	15%	15%	15%	**	**	17%	13%	**	**	**	**	**	15%	16%	14%	**	**	**	15%
		50%	50%	**	**	41%	29%	**	**	**	**	**	23%	26%	27%	**	**	**	100%
Never	46	22	24	**	**	17	11	**	**	**	**	**	12	11	13	**	**	**	46
	64%	63%	64%	**	**	66%	49%	**	**	**	**	**	68%	64%	60%	**	**	**	64%
				**	**	37%	25%	**	**	**	**	**	26%	25%	28%	**	**	**	100%
AT LEAST MONTHLY	15	7	8	**	**	4	9	**	**	**	**	**	3	3	6	**	**	**	15
	21%	21%	21%	**	**	17%	37%	**	**	**	**	**	17%	19%	26%	**	**	**	21%
				**	**	29%	57%	**	**	**	**	**	20%	22%	37%	**	**	**	100%
EVER WATCH	26	13	13	**	**	9	12	**	**	**	**	**	6	6	9	**	**	**	26
	36%	37%	35%	**	**	34%	50%	**	**	**	**	**	32%	35%	40%	**	**	**	36%
				**	**	34%	45%	**	**	**	**	**	21%	24%	33%	**	**	**	100%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 168

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QH22D (QH65D). How frequently, if at all, do you watch each of these channels - TG4? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~a	~b	c	d	~a	~b	~c	~d	~a	b	c	d	~a	~b	~c	d
Unweighted total	484	235	249	80	71	169	163	37	31	52	79	80	142	107	154	-	-	-	484
Effective Weighted Sample	430	207	223	70	63	153	145	33	27	47	70	73	129	98	142	-	-	-	430
Total	72	35	37	13	11	26	23	5	4	7	11	16	17	18	22	-	-	-	72
		49%	51%	**	**	35%	32%	**	**	**	**	**	24%	24%	30%	**	**	**	100%
Don't know	*	*	*	**	**	-	*	**	**	**	**	**	-	*	-	**	**	**	*
	1%	*%	1%	**	**	-%	1%	**	**	**	**	**	-%	1%	-%	**	**	**	1%
		35%	65%	**	**	-%	33%	**	**	**	**	**	-%	32%	-%	**	**	**	100%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 168

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QH22D (QH65D). How frequently, if at all, do you watch each of these channels - TG4? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	484	-	-	-	-	-	-	-	-	-	237	247	268	215	236	248
Effective Weighted Sample	430	-	-	-	-	-	-	-	-	-	225	237	239	191	208	222
Total	72	-	-	-	-	-	-	-	-	-	45	27	40	32	36	36
		**	**	**	**	**	**	**	**	**	62%	38%	56%	44%	50%	50%
Every day	2	**	**	**	**	**	**	**	**	**	1	1	1	1	1	1
	3%	**	**	**	**	**	**	**	**	**	2%	4%	2%	4%	3%	3%
		**	**	**	**	**	**	**	**	**	43%	57%	41%	59%	48%	52%
At least weekly	10	**	**	**	**	**	**	**	**	**	4	5	3	6	5	5
	13%	**	**	**	**	**	**	**	**	**	10%	19%	8%	19%	13%	13%
		**	**	**	**	**	**	**	**	**	46%	54%	35%	65%	50%	50%
At least monthly	4	**	**	**	**	**	**	**	**	**	2	2	2	2	1	2
	5%	**	**	**	**	**	**	**	**	**	4%	7%	4%	6%	4%	6%
		**	**	**	**	**	**	**	**	**	47%	53%	43%	57%	42%	58%
Less often than monthly	11	**	**	**	**	**	**	**	**	**	7	4	7	4	6	5
	15%	**	**	**	**	**	**	**	**	**	15%	15%	17%	13%	17%	13%
		**	**	**	**	**	**	**	**	**	62%	38%	63%	37%	56%	44%
Never	46	**	**	**	**	**	**	**	**	**	31	15	27	18	22	24
	64%	**	**	**	**	**	**	**	**	**	70%	54%	68%	58%	62%	65%
		**	**	**	**	**	**	**	**	**	b		b			
		**	**	**	**	**	**	**	**	**	68%	32%	60%	40%	49%	51%
AT LEAST MONTHLY	15	**	**	**	**	**	**	**	**	**	7	8	6	9	7	8
	21%	**	**	**	**	**	**	**	**	**	15%	30%	14%	29%	20%	22%
		**	**	**	**	**	**	**	**	**	46%	54%	38%	62%	48%	52%
EVER WATCH	26	**	**	**	**	**	**	**	**	**	14	12	13	13	13	13
	36%	**	**	**	**	**	**	**	**	**	30%	45%	31%	42%	37%	35%
		**	**	**	**	**	**	**	**	**	a		a			
		**	**	**	**	**	**	**	**	**	53%	47%	48%	52%	51%	49%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 168

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QH22D (QH65D). How frequently, if at all, do you watch each of these channels - TG4? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	b	a	b
Unweighted total	484	-	-	-	-	-	-	-	-	-	237	247	268	215	236	248
Effective Weighted Sample	430	-	-	-	-	-	-	-	-	-	225	237	239	191	208	222
Total	72	-	-	-	-	-	-	-	-	-	45	27	40	32	36	36
		**	**	**	**	**	**	**	**	**	62%	38%	56%	44%	50%	50%
Don't know	*	**	**	**	**	**	**	**	**	**	-	*	*	*	*	*
	1%	**	**	**	**	**	**	**	**	**	-%	2%	1%	*%	1%	*%
		**	**	**	**	**	**	**	**	**	-%	100%	68%	32%	68%	32%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QCHECK. Can I just check that you have the following services? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Landline phone	2157	1060	1098	231	311	755	860	119	155	191	638	642	579	465	464	1804	186	105	62
	81%	81%	80%	64%	66%	83%	93%	62%	78%	78%	86%	90%	81%	80%	70%	81%	80%	80%	84%
						ab	abc		a	a	abc	bcd	d	d					
		49%	51%	11%	14%	35%	40%	6%	7%	9%	30%	30%	27%	22%	22%	84%	9%	5%	3%
Mobile phone	2528	1230	1298	354	466	900	808	155	180	237	737	696	690	550	583	2116	219	123	70
	94%	95%	94%	99%	98%	98%	87%	80%	91%	96%	99%	98%	97%	95%	88%	95%	94%	93%	94%
				d	d	d			a	ab	abc	cd	d	d					
		49%	51%	14%	18%	36%	32%	6%	7%	9%	29%	28%	27%	22%	23%	84%	9%	5%	3%
Fixed broadband internet access	2141	1059	1081	279	386	800	675	85	133	196	699	651	603	461	420	1805	177	99	59
	80%	81%	79%	78%	82%	87%	73%	44%	67%	79%	94%	91%	84%	79%	64%	81%	76%	75%	80%
				d	d	abd			a	ab	abc	bcd	cd	d		bc			
		49%	51%	13%	18%	37%	32%	4%	6%	9%	33%	30%	28%	22%	20%	84%	8%	5%	3%
Mobile broadband internet access	65	31	34	9	18	23	15	2	1	6	25	17	24	17	7	57	3	4	1
	2%	2%	2%	2%	4%	3%	2%	1%	1%	3%	3%	2%	3%	3%	1%	3%	1%	3%	1%
				d	d					b			d	d		d		d	
		48%	52%	14%	28%	36%	23%	3%	2%	10%	39%	26%	38%	25%	11%	88%	4%	7%	1%
Narrowband internet access	19	10	9	4	2	7	5	*	2	2	3	3	7	4	5	14	5	*	*
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
																	acd		
		51%	49%	20%	13%	39%	28%	1%	11%	12%	14%	16%	35%	23%	26%	74%	25%	1%	1%
TV service with additional channels you pay to receive	1533	715	819	202	289	573	469	51	95	124	507	470	439	339	284	1282	136	68	47
	57%	55%	60%	56%	61%	63%	51%	26%	48%	50%	68%	66%	61%	58%	43%	57%	58%	52%	63%
		a	a	d	d	ad			a	a	abc	cd	d	d					ac
		47%	53%	13%	19%	37%	31%	3%	6%	8%	33%	31%	29%	22%	19%	84%	9%	4%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QCHECK. Can I just check that you have the following services? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
No, none of these	11	7	3	2	2	3	4	6	-	-	-	-	-	1	10	7	3	1	-
	*%	1%	*%	1%	*%	*%	*%	3%	-%	-%	-%	-%	-%	*%	1%	*%	1%	1%	-%
								bcd							abc		ad		
		68%	32%	21%	19%	25%	34%	56%	-%	-%	-%	-%	-%	8%	92%	65%	25%	10%	-%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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QCHECK. Can I just check that you have the following services? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b	
Significance Level: 95%																	
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908	
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379	
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389	
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%	
Landline phone	2157	261	320	198	146	188	206	155	96	234	1839	318	1250	902	1119	1038	
	81%	77%	89%	88%	76%	80%	84%	68%	84%	79%	79%	89%	81%	81%	87%	75%	
		g	adegi	adegi	g	dg	g	dg	g	g	a	a	a	a	b	b	
		12%	15%	9%	7%	9%	10%	7%	4%	11%	85%	15%	58%	42%	52%	48%	
Mobile phone	2528	322	340	216	185	223	231	215	110	274	2189	339	1528	993	1221	1307	
	94%	95%	94%	96%	97%	95%	94%	94%	96%	92%	94%	95%	98%	89%	95%	94%	
					i								b	b	b	b	
		13%	13%	9%	7%	9%	9%	9%	4%	11%	87%	13%	60%	39%	48%	52%	
Fixed broadband internet access	2141	272	310	204	153	176	200	154	98	238	1842	299	1345	790	1075	1066	
	80%	80%	86%	91%	80%	75%	82%	68%	86%	80%	79%	84%	87%	71%	84%	77%	
		g	eg	adefgi	g	g	g	g	eg	g	a	a	b	b	b	b	
		13%	14%	10%	7%	8%	9%	7%	5%	11%	86%	14%	63%	37%	50%	50%	
Mobile broadband internet access	65	9	15	7	4	6	10	2	2	3	58	7	47	18	28	37	
	2%	3%	4%	3%	2%	2%	4%	1%	2%	1%	3%	2%	3%	2%	2%	3%	
			gi				gi						b	b	b	b	
		14%	22%	10%	7%	9%	16%	2%	3%	4%	89%	11%	73%	27%	44%	56%	
Narrowband internet access	19	-	1	-	3	2	2	3	-	3	17	2	10	9	8	11	
	1%	-%	*%	-%	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	
		-%	7%	-%	15%	10%	13%	16%	-%	15%	89%	11%	53%	47%	42%	58%	
TV service with additional channels you pay to receive	1533	166	212	127	104	153	140	113	71	197	1334	200	981	550	777	757	
	57%	49%	59%	56%	54%	65%	57%	50%	62%	66%	58%	56%	63%	49%	60%	54%	
			ag			acd	g		ag	acdfg	b	b	b	b	b	b	
		11%	14%	8%	7%	10%	9%	7%	5%	13%	87%	13%	64%	36%	51%	49%	

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QCHECK. Can I just check that you have the following services? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
No, none of these	11	-	2	-	1	-	-	3	-	1	10	*	-	11	3	8
	*%	-%	*%	-%	*%	-%	-%	2%	-%	*%	*%	*%	-%	1%	*%	1%
								e						a		
		-%	15%	-%	7%	-%	-%	33%	-%	10%	98%	2%	-%	100%	24%	76%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QG1. Do you receive more than one of these services as part of an overall deal or package from the same supplier? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Yes	1665	800	865	149	274	646	597	68	120	157	577	512	465	363	324	1406	136	80	42
	62%	61%	63%	41%	58%	71%	64%	36%	61%	64%	77%	72%	65%	63%	49%	63%	59%	61%	57%
					a	abd	ab		a	a	abc	bcd	d	d	d	d	d		
		48%	52%	9%	16%	39%	36%	4%	7%	9%	35%	31%	28%	22%	19%	84%	8%	5%	3%
No	926	466	460	166	187	259	313	121	77	88	158	178	226	196	320	759	91	50	27
	35%	36%	33%	46%	40%	28%	34%	63%	39%	36%	21%	25%	32%	34%	48%	34%	39%	38%	37%
				cd	cd		c	bcd	d	d		a	a	abc					
		50%	50%	18%	20%	28%	34%	13%	8%	9%	17%	19%	24%	21%	35%	82%	10%	5%	3%
Don't know	84	35	49	44	13	10	16	3	1	2	10	22	23	22	17	71	6	2	4
	3%	3%	4%	12%	3%	1%	2%	2%	*	1%	1%	3%	3%	4%	3%	3%	3%	2%	6%
				bcd	c														abc
		42%	58%	53%	16%	12%	19%	4%	1%	2%	12%	26%	27%	26%	21%	85%	7%	3%	5%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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QG1. Do you receive more than one of these services as part of an overall deal or package from the same supplier? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Yes	1665	170	242	169	129	146	167	104	85	195	1441	224	1027	636	884	781
	62%	50%	67%	75%	67%	62%	68%	46%	74%	66%	62%	63%	66%	57%	69%	56%
		10%	ag	aegi	ag	ag	ag	6%	aegi	ag	87%	13%	62%	38%	53%	47%
			15%	10%	8%	9%	10%		5%	12%						
No	926	167	108	49	56	82	75	103	26	92	811	115	492	431	362	565
	35%	49%	30%	22%	29%	35%	30%	45%	23%	31%	35%	32%	32%	39%	28%	41%
		bcdefhi	c			ch	c	bcdefhi		c				a	a	a
		18%	12%	5%	6%	9%	8%	11%	3%	10%	88%	12%	53%	46%	39%	61%
Don't know	84	3	10	7	7	6	4	21	3	11	67	17	34	50	41	43
	3%	1%	3%	3%	4%	3%	2%	9%	3%	4%	3%	5%	2%	4%	3%	3%
					a			abcdefhi		a				a		
		3%	11%	8%	8%	8%	5%	25%	4%	13%	80%	20%	40%	60%	49%	51%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QG2 (QG3A). SHOWCARD Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	2290	1104	1186	212	341	821	915	97	163	239	674	619	712	481	475	1418	282	314	276
Effective Weighted Sample	1601	767	834	140	250	566	664	74	122	158	509	433	511	331	344	1237	196	214	244
Total	1665	800	865	149	274	646	597	68	120	157	577	512	465	363	324	1406	136	80	42
		48%	52%	9%	16%	39%	36%	**	7%	9%	35%	31%	28%	22%	19%	84%	8%	5%	3%
Landline phone	1499	730	769	132	215	594	558	**	112	144	519	469	420	327	281	1263	124	74	39
	90%	91%	89%	89%	78%	92%	93%	**	94%	92%	90%	92%	90%	90%	87%	90%	91%	92%	92%
				b	b	b	b					d							
		49%	51%	9%	14%	40%	37%	**	7%	10%	35%	31%	28%	22%	19%	84%	8%	5%	3%
One mobile phone	129	62	67	4	12	49	65	**	14	20	37	47	32	21	29	100	19	8	2
	8%	8%	8%	2%	4%	8%	11%	**	12%	13%	6%	9%	7%	6%	9%	7%	14%	10%	4%
				a	abc	a	abc		d	d							ad	d	
		48%	52%	3%	9%	38%	50%	**	11%	16%	28%	36%	25%	16%	22%	77%	15%	6%	1%
More than one mobile phone	68	28	40	3	14	29	22	**	2	6	31	26	11	17	14	55	8	4	1
	4%	4%	5%	2%	5%	5%	4%	**	2%	4%	5%	5%	2%	5%	4%	4%	6%	5%	2%
				b	b	b	b					b					d		
		42%	58%	4%	20%	43%	33%	**	3%	8%	45%	38%	17%	25%	20%	81%	12%	6%	1%
Internet - Fixed Broadband access	1561	749	811	139	259	614	549	**	105	149	551	483	437	341	298	1326	120	75	40
	94%	94%	94%	93%	95%	95%	92%	**	88%	95%	96%	94%	94%	94%	92%	94%	88%	94%	95%
				d	d	d	d		b	b						b	b	b	
		48%	52%	9%	17%	39%	35%	**	7%	10%	35%	31%	28%	22%	19%	85%	8%	5%	3%
Internet - Mobile Broadband access	8	7	1	-	2	3	3	**	-	-	2	1	2	1	3	7	*	-	*
	*%	1%	*%	-%	1%	*%	1%	**	-%	-%	*%	*%	1%	*%	1%	1%	*%	-%	*%
		84%	16%	-%	23%	37%	40%	**	-%	-%	32%	16%	31%	18%	36%	92%	6%	-%	2%
TV service	910	423	487	87	171	361	291	**	56	81	320	276	251	200	181	764	88	36	22
	55%	53%	56%	58%	63%	56%	49%	**	47%	52%	56%	54%	54%	55%	56%	54%	64%	45%	52%
				d	d	d									c	acd			
		47%	53%	10%	19%	40%	32%	**	6%	9%	35%	30%	28%	22%	20%	84%	10%	4%	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 171

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QG2 (QG3A). SHOWCARD Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2290	1104	1186	212	341	821	915	97	163	239	674	619	712	481	475	1418	282	314	276
Effective Weighted Sample	1601	767	834	140	250	566	664	74	122	158	509	433	511	331	344	1237	196	214	244
Total	1665	800	865	149	274	646	597	68	120	157	577	512	465	363	324	1406	136	80	42
		48%	52%	9%	16%	39%	36%	**	7%	9%	35%	31%	28%	22%	19%	84%	8%	5%	3%
Don't know	9	7	2	2	1	2	4	**	1	-	2	3	3	1	2	9	*	-	-
	1%	1%	*%	2%	*%	*%	1%	**	*%	-%	*%	1%	1%	*%	1%	1%	*%	-%	-%
		b																	
		81%	19%	25%	9%	23%	42%	**	6%	-%	27%	33%	35%	6%	26%	98%	2%	-%	-%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QG2 (QG3A). SHOWCARD Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2290	129	159	186	167	165	161	117	168	166	1666	624	1328	959	1218	1072
Effective Weighted Sample	1601	119	150	180	156	157	156	113	159	156	1334	287	926	684	818	786
Total	1665	170	242	169	129	146	167	104	85	195	1441	224	1027	636	884	781
		10%	15%	10%	8%	9%	10%	6%	5%	12%	87%	13%	62%	38%	53%	47%
Landline phone	1499	159	221	150	116	128	154	87	77	171	1290	209	915	583	814	685
	90%	93%	91%	89%	90%	88%	92%	84%	91%	88%	90%	93%	89%	92%	92%	88%
		g				g									b	
		11%	15%	10%	8%	9%	10%	6%	5%	11%	86%	14%	61%	39%	54%	46%
One mobile phone	129	13	18	11	12	8	13	11	5	10	107	22	62	67	76	53
	8%	8%	8%	6%	9%	5%	8%	10%	6%	5%	7%	10%	6%	11%	9%	7%
														a		
		10%	14%	8%	9%	6%	10%	8%	4%	7%	83%	17%	48%	52%	59%	41%
More than one mobile phone	68	7	7	4	10	2	9	4	3	10	60	8	49	19	29	39
	4%	4%	3%	3%	8%	1%	5%	4%	3%	5%	4%	4%	5%	3%	3%	5%
					bce		e			e						
		11%	10%	6%	15%	2%	13%	6%	4%	14%	88%	12%	72%	28%	43%	57%
Internet - Fixed Broadband access	1561	163	227	160	122	141	152	96	84	182	1347	214	973	586	838	723
	94%	96%	94%	95%	95%	97%	91%	92%	99%	93%	93%	95%	95%	92%	95%	92%
					f				bdfgi				b			
		10%	15%	10%	8%	9%	10%	6%	5%	12%	86%	14%	62%	38%	54%	46%
Internet - Mobile Broadband access	8	-	1	1	1	2	1	-	*	1	6	2	5	2	4	3
	*%	-%	1%	1%	*%	1%	1%	-%	*%	1%	*%	1%	1%	*%	*%	*%
		-%	18%	12%	7%	24%	12%	-%	5%	15%	74%	26%	69%	31%	57%	43%
TV service	910	89	132	82	67	98	72	46	54	125	805	105	588	320	448	462
	55%	52%	55%	49%	52%	67%	43%	44%	64%	64%	56%	47%	57%	50%	51%	59%
			f			abcdfg			acdfg	cdfg	b		b		a	
		10%	15%	9%	7%	11%	8%	5%	6%	14%	88%	12%	65%	35%	49%	51%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 171

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QG2 (QG3A). SHOWCARD Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2290	129	159	186	167	165	161	117	168	166	1666	624	1328	959	1218	1072
Effective Weighted Sample	1601	119	150	180	156	157	156	113	159	156	1334	287	926	684	818	786
Total	1665	170	242	169	129	146	167	104	85	195	1441	224	1027	636	884	781
		10%	15%	10%	8%	9%	10%	6%	5%	12%	87%	13%	62%	38%	53%	47%
Don't know	9	-	3	1	-	2	2	1	-	-	8	1	2	6	4	5
	1%	-%	1%	1%	-%	2%	1%	1%	-%	-%	1%	*%	*%	1%	*%	1%
		-%	32%	12%	-%	27%	20%	8%	-%	-%	90%	10%	26%	65%	46%	54%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QG2 (QG3A). SHOWCARD Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Landline phone	1499	730	769	132	215	594	558	59	112	144	519	469	420	327	281	1263	124	74	39
	56%	56%	56%	37%	45%	65%	60%	31%	57%	58%	70%	66%	59%	56%	43%	56%	53%	56%	53%
					a	abd	ab		a	a	abc	bcd	d	d					
		49%	51%	9%	14%	40%	37%	4%	7%	10%	35%	31%	28%	22%	19%	84%	8%	5%	3%
One mobile phone	129	62	67	4	12	49	65	7	14	20	37	47	32	21	29	100	19	8	2
	5%	5%	5%	1%	3%	5%	7%	4%	7%	8%	5%	7%	5%	4%	4%	4%	8%	6%	2%
						ab	ab					c				d	ad	d	
		48%	52%	3%	9%	38%	50%	6%	11%	16%	28%	36%	25%	16%	22%	77%	15%	6%	1%
More than one mobile phone	68	28	40	3	14	29	22	1	2	6	31	26	11	17	14	55	8	4	1
	3%	2%	3%	1%	3%	3%	2%	*%	1%	2%	4%	4%	2%	3%	2%	2%	3%	3%	1%
					a	a					ab	b					d		
		42%	58%	4%	20%	43%	33%	1%	3%	8%	45%	38%	17%	25%	20%	81%	12%	6%	1%
Internet - Fixed Broadband access	1561	749	811	139	259	614	549	63	105	149	551	483	437	341	298	1326	120	75	40
	58%	58%	59%	39%	55%	67%	59%	33%	53%	61%	74%	68%	61%	59%	45%	59%	51%	57%	54%
					a	abd	a		a	a	abc	bcd	d	d		b			
		48%	52%	9%	17%	39%	35%	4%	7%	10%	35%	31%	28%	22%	19%	85%	8%	5%	3%
Internet - Mobile Broadband access	8	7	1	-	2	3	3	2	-	-	2	1	2	1	3	7	*	-	*
	*%	*%	*%	-%	*%	*%	*%	1%	-%	-%	*%	*%	*%	*%	*%	*%	*%	-%	*%
		84%	16%	-%	23%	37%	40%	22%	-%	-%	32%	16%	31%	18%	36%	92%	6%	-%	2%
TV service	910	423	487	87	171	361	291	29	56	81	320	276	251	200	181	764	88	36	22
	34%	33%	35%	24%	36%	39%	31%	15%	28%	33%	43%	39%	35%	35%	27%	34%	38%	27%	30%
					a	ad	a		a	a	abc	d	d	d		c	cd		
		47%	53%	10%	19%	40%	32%	3%	6%	9%	35%	30%	28%	22%	20%	84%	10%	4%	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QG2 (QG3A). SHOWCARD Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Don't know	9	7	2	2	1	2	4	-	1	-	2	3	3	1	2	9	*	-	-
	9%	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	0%
		81%	19%	25%	9%	23%	42%	0%	6%	0%	27%	33%	35%	6%	26%	98%	2%	0%	0%
DO NOT HAVE A PACKAGE/ BUNDLE OF SERVICES	1010	501	509	210	201	269	329	124	78	90	168	200	248	217	337	830	97	52	32
	38%	39%	37%	59%	42%	29%	36%	64%	39%	36%	23%	28%	35%	37%	51%	37%	41%	39%	43%
				bcd	cd		c	bcd	d	d			a	a	abc				a
		50%	50%	21%	20%	27%	33%	12%	8%	9%	17%	20%	25%	22%	33%	82%	10%	5%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Landline phone	1499	159	221	150	116	128	154	87	77	171	1290	209	915	583	814	685
	56%	47%	61%	67%	60%	55%	62%	38%	67%	57%	56%	59%	59%	52%	63%	49%
			ag	aegi	ag	g	ag		aegi	ag			b		b	
		11%	15%	10%	8%	9%	10%	6%	5%	11%	86%	14%	61%	39%	54%	46%
One mobile phone	129	13	18	11	12	8	13	11	5	10	107	22	62	67	76	53
	5%	4%	5%	5%	6%	3%	5%	5%	4%	3%	5%	6%	4%	6%	6%	4%
													a		b	
		10%	14%	8%	9%	6%	10%	8%	4%	7%	83%	17%	48%	52%	59%	41%
More than one mobile phone	68	7	7	4	10	2	9	4	3	10	60	8	49	19	29	39
	3%	2%	2%	2%	5%	1%	4%	2%	3%	3%	3%	2%	3%	2%	2%	3%
					eg		e			e			b			
		11%	10%	6%	15%	2%	13%	6%	4%	14%	88%	12%	72%	28%	43%	57%
Internet - Fixed Broadband access	1561	163	227	160	122	141	152	96	84	182	1347	214	973	586	838	723
	58%	48%	63%	71%	64%	60%	62%	42%	73%	61%	58%	60%	63%	52%	65%	52%
			ag	aefgi	ag	ag	ag		abdefgi	ag			b		b	
		10%	15%	10%	8%	9%	10%	6%	5%	12%	86%	14%	62%	38%	54%	46%
Internet - Mobile Broadband access	8	-	1	1	1	2	1	-	*	1	6	2	5	2	4	3
	*%	-%	*%	*%	*%	1%	*%	-%	*%	*%	*%	1%	*%	*%	*%	*%
		-%	18%	12%	7%	24%	12%	-%	5%	15%	74%	26%	69%	31%	57%	43%
TV service	910	89	132	82	67	98	72	46	54	125	805	105	588	320	448	462
	34%	26%	37%	36%	35%	42%	29%	20%	47%	42%	35%	29%	38%	29%	35%	33%
			ag	ag	ag	afg	g		abcdfg	afg			b			
		10%	15%	9%	7%	11%	8%	5%	6%	14%	88%	12%	65%	35%	49%	51%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 172

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QG2 (QG3A). SHOWCARD Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Don't know	9	-	3	1	-	2	2	1	-	-	8	1	2	6	4	5
	*%	-%	1%	*%	-%	1%	1%	*%	-%	-%	*%	*%	*%	1%	*%	*%
		-%	32%	12%	-%	27%	20%	8%	-%	-%	90%	10%	26%	65%	46%	54%
DO NOT HAVE A PACKAGE/ BUNDLE OF SERVICES	1010	170	118	56	63	89	79	124	30	103	878	132	525	480	402	607
	38%	50%	33%	25%	33%	38%	32%	54%	26%	34%	38%	37%	34%	43%	31%	44%
		bcdefhi				ch		bcdefhi		ch				a		a
		17%	12%	6%	6%	9%	8%	12%	3%	10%	87%	13%	52%	48%	40%	60%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 173

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2290	1104	1186	212	341	821	915	97	163	239	674	619	712	481	475	1418	282	314	276
Effective Weighted Sample	1601	767	834	140	250	566	664	74	122	158	509	433	511	331	344	1237	196	214	244
Total	1665	800	865	149	274	646	597	68	120	157	577	512	465	363	324	1406	136	80	42
		48%	52%	9%	16%	39%	36%	**	7%	9%	35%	31%	28%	22%	19%	84%	8%	5%	3%
BT	484	255	229	35	60	172	217	**	35	39	176	173	137	100	73	405	37	28	14
	29%	32%	26%	23%	22%	27%	36%	**	29%	25%	31%	34%	30%	28%	22%	29%	27%	35%	33%
		b				abc		**				d	d						
		53%	47%	7%	12%	36%	45%	**	7%	8%	37%	36%	28%	21%	15%	84%	8%	6%	3%
Sky	455	212	243	49	105	193	107	**	27	42	164	120	121	115	97	375	42	20	18
	27%	27%	28%	33%	38%	30%	18%	**	22%	27%	28%	23%	26%	32%	30%	27%	31%	25%	43%
				d	cd	d		**						a	a				abc
		47%	53%	11%	23%	43%	24%	**	6%	9%	36%	26%	27%	25%	21%	82%	9%	4%	4%
Virgin Media	374	160	214	38	62	150	125	**	29	27	124	119	102	73	79	322	38	11	3
	22%	20%	25%	26%	23%	23%	21%	**	24%	17%	21%	23%	22%	20%	25%	23%	28%	14%	8%
			a					**								cd	cd	d	
		43%	57%	10%	17%	40%	33%	**	8%	7%	33%	32%	27%	20%	21%	86%	10%	3%	1%
Talk Talk/ Carphone Warehouse	144	72	73	16	18	39	71	**	11	21	39	35	41	35	33	121	9	10	4
	9%	9%	8%	11%	7%	6%	12%	**	10%	14%	7%	7%	9%	10%	10%	9%	7%	13%	10%
				c		bc		**			d							ab	
		50%	50%	11%	12%	27%	49%	**	8%	15%	27%	24%	28%	24%	23%	84%	6%	7%	3%
EE	67	30	37	4	13	31	20	**	3	6	27	24	19	12	12	61	2	3	*
	4%	4%	4%	2%	5%	5%	3%	**	2%	4%	5%	5%	4%	3%	4%	4%	1%	4%	1%
								**							d			d	
		45%	55%	5%	19%	46%	30%	**	4%	9%	40%	36%	29%	17%	18%	91%	3%	5%	1%
Plusnet	43	23	20	3	4	23	13	**	4	3	19	17	12	5	8	36	4	2	1
	3%	3%	2%	2%	2%	4%	2%	**	4%	2%	3%	3%	3%	1%	3%	3%	3%	2%	2%
		54%	46%	7%	10%	53%	31%	**	10%	8%	45%	40%	27%	12%	19%	85%	9%	4%	2%
Utility Warehouse	18	8	10	*	1	8	9	**	2	4	7	8	5	4	1	17	*	2	-
	1%	1%	1%	0%	0%	1%	2%	**	1%	2%	1%	2%	1%	1%	0%	1%	0%	2%	0%
								**										d	
		45%	55%	1%	4%	46%	49%	**	8%	19%	37%	45%	29%	19%	7%	90%	1%	9%	0%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 173

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QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	2290	1104	1186	212	341	821	915	97	163	239	674	619	712	481	475	1418	282	314	276
Effective Weighted Sample	1601	767	834	140	250	566	664	74	122	158	509	433	511	331	344	1237	196	214	244
Total	1665	800	865	149	274	646	597	68	120	157	577	512	465	363	324	1406	136	80	42
		48%	52%	9%	16%	39%	36%	**	7%	9%	35%	31%	28%	22%	19%	84%	8%	5%	3%
Post Office	18	10	8	1	3	4	10	**	2	5	4	3	7	4	4	15	1	1	1
	1%	1%	1%	*%	1%	1%	2%	**	2%	3%	1%	1%	2%	1%	1%	1%	1%	2%	1%
		55%	45%	3%	16%	24%	57%	**	11%	25%	22%	17%	40%	20%	24%	83%	7%	7%	3%
Vodafone	13	6	7	-	4	5	4	**	1	2	6	2	2	7	2	12	*	1	*
	1%	1%	1%	-%	2%	1%	1%	**	1%	1%	1%	*%	*%	2%	*%	1%	*%	1%	*%
		46%	54%	-%	32%	41%	27%	**	11%	15%	49%	19%	17%	52%	12%	90%	1%	7%	1%
KComm	7	5	2	*	2	2	2	**	1	1	4	-	1	2	4	7	-	-	-
	*%	1%	*%	*%	1%	*%	*%	**	1%	1%	1%	-%	*%	1%	1%	*%	-%	-%	-%
		67%	33%	7%	35%	28%	30%	**	9%	20%	53%	-%	20%	27%	54%	100%	-%	-%	-%
NOW TV	6	2	3	1	2	3	*	**	1	-	3	1	1	-	4	5	-	1	*
	*%	*%	*%	*%	1%	*%	*%	**	*%	-%	*%	*%	*%	-%	1%	*%	-%	1%	*%
		41%	59%	13%	30%	56%	1%	**	10%	-%	48%	19%	17%	-%	64%	88%	-%	11%	1%
AOL	3	3	-	-	-	3	-	**	-	-	-	2	1	-	-	3	-	-	-
	*%	*%	-%	-%	-%	1%	-%	**	-%	-%	-%	*%	*%	-%	-%	*%	-%	-%	-%
		100%	-%	-%	-%	100%	-%	**	-%	-%	-%	56%	44%	-%	-%	100%	-%	-%	-%
'3'	2	1	1	-	-	*	2	**	-	-	1	1	1	-	1	1	1	-	*
	*%	*%	*%	-%	-%	*%	*%	**	-%	-%	*%	*%	*%	-%	*%	*%	1%	-%	*%
		59%	41%	-%	-%	4%	96%	**	-%	-%	41%	37%	41%	-%	22%	59%	37%	-%	4%
First Utility	1	1	-	-	-	1	-	**	1	-	-	-	-	-	1	1	-	-	-
	*%	*%	-%	-%	-%	*%	-%	**	1%	-%	-%	-%	-%	-%	*%	*%	-%	-%	-%
		100%	-%	-%	-%	100%	-%	**	100%	-%	-%	-%	-%	-%	100%	100%	-%	-%	-%
Tesco	1	1	-	-	-	-	1	**	-	1	-	-	1	-	-	1	-	-	-
	*%	*%	-%	-%	-%	-%	*%	**	-%	*%	-%	-%	*%	-%	-%	*%	-%	-%	-%
		100%	-%	-%	-%	-%	100%	**	-%	100%	-%	-%	100%	-%	-%	100%	-%	-%	-%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 173

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QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2290	1104	1186	212	341	821	915	97	163	239	674	619	712	481	475	1418	282	314	276
Effective Weighted Sample	1601	767	834	140	250	566	664	74	122	158	509	433	511	331	344	1237	196	214	244
Total	1665	800	865	149	274	646	597	68	120	157	577	512	465	363	324	1406	136	80	42
		48%	52%	9%	16%	39%	36%	**	7%	9%	35%	31%	28%	22%	19%	84%	8%	5%	3%
T-Mobile	*	*	-	*	-	-	-	**	-	*	-	-	*	-	-	-	-	*	-
	*%	*%	-%	*%	-%	-%	-%	**	-%	*%	-%	-%	*%	-%	-%	-%	-%	1%	-%
		100%	-%	100%	-%	-%	-%	**	-%	100%	-%	-%	100%	-%	-%	-%	-%	100%	-%
Other	26	9	16	2	-	8	16	**	4	4	3	5	11	4	5	23	2	1	*
	2%	1%	2%	1%	-%	1%	3%	**	3%	2%	1%	1%	2%	1%	2%	2%	2%	1%	*%
							b	**	d									a	
		37%	63%	7%	-%	32%	62%	**	15%	14%	13%	20%	44%	17%	19%	89%	8%	3%	*%
Don't know	3	*	3	-	-	3	*	**	-	2	-	*	-	2	1	3	-	*	*
	*%	*%	*%	-%	-%	*%	*%	**	-%	1%	-%	*%	-%	*%	*%	*%	-%	*%	1%
							d	**	d										
		8%	92%	-%	-%	92%	8%	**	-%	60%	-%	8%	-%	60%	33%	84%	-%	8%	8%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2290	129	159	186	167	165	161	117	168	166	1666	624	1328	959	1218	1072
Effective Weighted Sample	1601	119	150	180	156	157	156	113	159	156	1334	287	926	684	818	786
Total	1665	170	242	169	129	146	167	104	85	195	1441	224	1027	636	884	781
		10%	15%	10%	8%	9%	10%	6%	5%	12%	87%	13%	62%	38%	53%	47%
BT	484	45	83	63	32	35	64	22	18	42	387	97	281	202	325	159
	29%	26%	34%	37%	25%	24%	38%	22%	21%	22%	27%	43%	27%	32%	37%	20%
		9%	ghi	adeghi	7%	7%	adeghi	5%	4%	9%	80%	20%	58%	42%	67%	33%
			17%	13%			13%									
Sky	455	44	56	43	30	52	44	31	23	53	386	69	311	143	206	249
	27%	26%	23%	25%	23%	35%	26%	30%	27%	27%	27%	31%	30%	22%	23%	32%
		10%	12%	9%	7%	bcd	11%	10%	7%	5%	12%	85%	15%	68%	31%	45%
Virgin Media	374	37	56	26	30	35	35	20	21	63	365	10	237	136	174	200
	22%	22%	23%	15%	23%	24%	21%	20%	24%	32%	25%	4%	23%	21%	20%	26%
		10%	15%	7%	8%	c	9%	9%	5%	5%	17%	97%	3%	63%	36%	47%
Talk Talk/ Carphone Warehouse	144	15	20	17	10	17	6	10	13	12	128	16	77	68	72	72
	9%	9%	8%	10%	8%	12%	4%	9%	15%	6%	9%	7%	7%	11%	8%	9%
		10%	14%	12%	7%	f	f	7%	9%	9%	89%	11%	53%	47%	50%	50%
EE	67	11	7	8	9	5	8	5	5	4	56	10	41	25	30	37
	4%	6%	3%	5%	7%	4%	5%	4%	5%	2%	4%	5%	4%	4%	3%	5%
		16%	11%	12%	i	13%	8%	11%	7%	7%	6%	84%	16%	62%	38%	45%
Plusnet	43	4	3	5	7	-	2	4	1	10	35	8	26	17	22	21
	3%	2%	1%	3%	6%	-	1%	4%	1%	5%	2%	3%	3%	3%	3%	3%
		10%	6%	12%	e	befh	17%	-	5%	9%	3%	23%	82%	18%	60%	40%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b	
Significance Level: 95%																	
Unweighted total	2290	129	159	186	167	165	161	117	168	166	1666	624	1328	959	1218	1072	
Effective Weighted Sample	1601	119	150	180	156	157	156	113	159	156	1334	287	926	684	818	786	
Total	1665	170	242	169	129	146	167	104	85	195	1441	224	1027	636	884	781	
		10%	15%	10%	8%	9%	10%	6%	5%	12%	87%	13%	62%	38%	53%	47%	
Utility Warehouse	18	3	2	3	-	-	2	1	2	5	15	4	11	8	11	7	
	1%	2%	1%	2%	-%	-%	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%	
		16%	10%	15%	-%	-%	10%	5%	9%	25%	80%	20%	58%	42%	62%	38%	
Post Office	18	3	3	1	2	1	1	1	1	2	17	1	8	10	7	12	
	1%	2%	1%	*%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	
		19%	15%	4%	13%	6%	5%	7%	5%	9%	92%	8%	44%	56%	36%	64%	
Vodafone	13	2	2	-	2	-	2	-	1	2	10	3	8	5	10	3	
	1%	1%	1%	-%	2%	-%	1%	-%	1%	1%	1%	1%	1%	1%	1%	*%	
		12%	15%	-%	19%	-%	17%	-%	9%	17%	80%	20%	64%	36%	79%	21%	
KComm	7	-	-	-	-	-	-	7	-	-	7	-	5	2	4	3	
	*%	-%	-%	-%	-%	-%	-%	7%	-%	-%	*%	-%	*%	*%	*%	*%	
								abcdefhi									
		-%	-%	-%	-%	-%	-%	100%	-%	-%	100%	-%	70%	30%	52%	48%	
NOW TV	6	-	-	-	2	-	-	2	1	-	4	2	4	1	3	2	
	*%	-%	-%	-%	2%	-%	-%	2%	1%	-%	*%	1%	*%	*%	*%	*%	
		-%	-%	-%	41%	-%	-%	36%	10%	-%	70%	30%	77%	23%	57%	43%	
AOL	3	3	-	-	-	-	-	-	-	-	3	-	3	-	3	-	
	*%	2%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	*%	-%	
		100%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	100%	-%	100%	-%	
'3'	2	-	-	-	1	-	1	-	-	-	2	*	1	1	1	2	
	*%	-%	-%	-%	*%	-%	1%	-%	-%	-%	*%	*%	*%	*%	*%	*%	
		-%	-%	-%	22%	-%	37%	-%	-%	-%	96%	4%	37%	63%	37%	63%	
First Utility	1	-	-	1	-	-	-	-	-	-	1	-	-	1	1	-	
	*%	-%	-%	1%	-%	-%	-%	-%	-%	-%	*%	-%	-%	*%	*%	-%	
		-%	-%	100%	-%	-%	-%	-%	-%	-%	100%	-%	-%	100%	100%	-%	

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 173

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2290	129	159	186	167	165	161	117	168	166	1666	624	1328	959	1218	1072
Effective Weighted Sample	1601	119	150	180	156	157	156	113	159	156	1334	287	926	684	818	786
Total	1665	170	242	169	129	146	167	104	85	195	1441	224	1027	636	884	781
		10%	15%	10%	8%	9%	10%	6%	5%	12%	87%	13%	62%	38%	53%	47%
Tesco	1	1	-	-	-	-	-	-	-	-	1	-	1	-	-	1
	*%	*%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	-%	*%
		100%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	100%	-%	-%	100%
T-Mobile	*	-	-	-	-	-	-	-	-	-	*	-	*	-	-	*
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	-%	*%
		-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	100%	-%	-%	100%
Other	26	1	11	2	2	1	2	1	*	3	21	5	10	16	14	12
	2%	1%	4%	1%	2%	*%	1%	1%	1%	1%	1%	2%	1%	3%	2%	1%
			eh											a		
		6%	42%	9%	8%	2%	7%	3%	2%	10%	82%	18%	37%	63%	55%	45%
Don't know	3	2	-	-	1	-	-	-	-	-	3	-	2	1	-	3
	*%	1%	-%	-%	1%	-%	-%	-%	-%	-%	*%	-%	*%	*%	-%	*%
		60%	-%	-%	25%	-%	-%	-%	-%	-%	100%	-%	67%	33%	-%	100%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 174

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BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Base for %	2597	1258	1339	332	467	901	896	185	195	240	740	695	699	555	641	2170	228	127	71
		48%	52%	13%	18%	35%	35%	7%	7%	9%	28%	27%	27%	21%	25%	84%	9%	5%	3%
LANDLINE AND BROADBAND	812	409	404	99	136	295	281	42	67	76	267	235	237	168	167	690	55	41	26
	31%	32%	30%	30%	29%	33%	31%	23%	34%	32%	36%	34%	34%	30%	26%	32%	24%	32%	36%
									a	a	a	d	d		b		b	b	
									8%	9%	33%	29%	29%	21%	21%	85%	7%	5%	3%
LANDLINE, BROADBAND AND PAY TV	798	377	421	99	178	313	209	23	38	66	286	237	226	181	152	664	82	29	23
	31%	30%	31%	30%	38%	35%	23%	12%	20%	28%	39%	34%	32%	33%	24%	31%	36%	23%	33%
				d	ad	d			a	a	abc	d	d	d		c	ac		c
				12%	22%	39%	26%	3%	5%	8%	36%	30%	28%	23%	19%	83%	10%	4%	3%
LANDLINE AND PAY TV	32	13	19	3	4	6	19	2	7	1	5	8	10	5	10	27	1	2	2
	1%	1%	1%	1%	1%	1%	2%	1%	3%	1%	1%	1%	1%	1%	2%	1%	1%	2%	2%
							c		cd										b
							59%	6%	20%	2%	15%	24%	30%	15%	32%	85%	4%	7%	5%
LANDLINE, BROADBAND, MOBILE AND PAY TV	137	58	79	8	11	56	61	2	11	19	37	45	38	30	24	118	14	4	1
	5%	5%	6%	2%	2%	6%	7%	1%	6%	8%	5%	7%	5%	5%	4%	5%	6%	3%	1%
						ab	ab		a	a	a	d			d	d	d		
						41%	45%	2%	8%	14%	27%	33%	27%	22%	18%	86%	10%	3%	1%
MOBILE AND BROADBAND	35	11	24	4	12	7	11	3	3	4	8	8	10	7	10	30	1	2	1
	1%	1%	2%	1%	3%	1%	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	2%
			a		c														
			69%	10%	35%	21%	33%	8%	8%	11%	23%	23%	28%	21%	29%	87%	4%	5%	3%
OTHER BUNDLE	246	129	117	34	42	88	81	12	14	22	76	80	62	48	55	211	17	13	5
	9%	10%	9%	10%	9%	10%	9%	7%	7%	9%	10%	12%	9%	9%	9%	10%	7%	11%	6%
															d	d	d		
															86%	7%	5%	2%	

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 174

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BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
NO BUNDLE	537	262	276	85	84	135	234	101	55	52	62	81	117	116	222	430	58	35	14
	21%	21%	21%	26%	18%	15%	26%	55%	28%	22%	8%	12%	17%	21%	35%	20%	25%	28%	20%
				bc			bc	bcd	d	d		a	a	abc		a	ad		
		49%	51%	16%	16%	25%	44%	19%	10%	10%	11%	15%	22%	22%	41%	80%	11%	7%	3%
DON'T KNOW FOR ANY PROVIDER	78	43	36	27	7	14	30	7	3	6	5	17	14	25	20	66	5	5	3

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 174

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BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b	
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908	
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379	
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389	
Base for %	2597	13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%	
		335	353	218	184	229	239	217	110	285	2256	341	1516	1078	1243	1354	
		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	41%	48%	52%	
LANDLINE AND BROADBAND	812	113	124	92	54	46	91	63	30	77	683	129	491	320	439	374	
	31%	34%	35%	42%	29%	20%	38%	29%	27%	27%	30%	38%	32%	30%	35%	28%	
		e	e	deghi	e		deghi	e			a				b		
		14%	15%	11%	7%	6%	11%	8%	4%	9%	84%	16%	60%	39%	54%	46%	
LANDLINE, BROADBAND AND PAY TV	798	74	117	73	55	86	65	41	46	107	710	88	534	263	375	423	
	31%	22%	33%	33%	30%	38%	27%	19%	41%	38%	31%	26%	35%	24%	30%	31%	
		9%	ag	ag	g	afg	g		adfg	afg	b		b				
			15%	9%	7%	11%	8%	5%	6%	13%	89%	11%	67%	33%	47%	53%	
LANDLINE AND PAY TV	32	4	6	3	2	2	4	3	*	3	28	4	10	22	16	16	
	1%	1%	2%	1%	1%	1%	2%	1%	*%	1%	1%	1%	1%	2%	1%	1%	
														a			
			11%	19%	9%	7%	6%	13%	10%	2%	8%	88%	12%	31%	69%	50%	50%
LANDLINE, BROADBAND, MOBILE AND PAY TV	137	22	22	9	8	13	9	14	6	16	123	14	80	57	69	68	
	5%	7%	6%	4%	4%	6%	4%	7%	6%	6%	5%	4%	5%	5%	6%	5%	
		16%	16%	6%	6%	9%	7%	10%	4%	12%	90%	10%	58%	42%	50%	50%	
MOBILE AND BROADBAND	35	4	2	4	8	1	2	4	3	2	30	5	21	13	21	14	
	1%	1%	1%	2%	4%	*%	1%	2%	2%	1%	1%	1%	1%	1%	2%	1%	
					befi				e								
			12%	6%	11%	22%	2%	7%	12%	8%	7%	86%	14%	62%	38%	61%	39%
OTHER BUNDLE	246	39	29	16	22	25	25	19	10	25	211	35	147	98	117	128	
	9%	12%	8%	7%	12%	11%	11%	9%	9%	9%	9%	10%	10%	9%	9%	9%	
		16%	12%	7%	9%	10%	10%	8%	4%	10%	86%	14%	60%	40%	48%	52%	

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
NO BUNDLE	537	78	53	22	36	57	42	73	15	55	471	66	233	304	206	331
	21%	23%	15%	10%	20%	25%	17%	33%	14%	19%	21%	19%	15%	28%	17%	24%
		bch		c	bch	c	abcdefhi	c					a	a		a
		15%	10%	4%	7%	11%	8%	14%	3%	10%	88%	12%	43%	56%	38%	62%
DON'T KNOW FOR ANY PROVIDER	78	5	7	6	7	6	7	10	4	13	64	15	37	39	44	35

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 175

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SUMMARY OF BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Base for %	2597	1258	1339	332	467	901	896	185	195	240	740	695	699	555	641	2170	228	127	71
		48%	52%	13%	18%	35%	35%	7%	7%	9%	28%	27%	27%	21%	25%	84%	9%	5%	3%
DOUBLE PLAY	1124	561	563	140	194	397	392	59	90	103	355	331	318	228	242	958	75	59	33
	43%	45%	42%	42%	42%	44%	44%	32%	46%	43%	48%	48%	46%	41%	38%	44%	33%	46%	46%
									a	a	a	cd	d		b		b	b	
		50%	50%	12%	17%	35%	35%	5%	8%	9%	32%	29%	28%	20%	22%	85%	7%	5%	3%
TRIPLE PLAY	798	377	421	99	178	313	209	23	38	66	286	237	226	181	152	664	82	29	23
	31%	30%	31%	30%	38%	35%	23%	12%	20%	28%	39%	34%	32%	33%	24%	31%	36%	23%	33%
				d	ad	d			a	a	abc	d	d	d		c	ac		c
		47%	53%	12%	22%	39%	26%	3%	5%	8%	36%	30%	28%	23%	19%	83%	10%	4%	3%
QUAD PLAY	137	58	79	8	11	56	61	2	11	19	37	45	38	30	24	118	14	4	1
	5%	5%	6%	2%	2%	6%	7%	1%	6%	8%	5%	7%	5%	5%	4%	5%	6%	3%	1%
						ab	ab		a	a	a	d				d	d		
		42%	58%	6%	8%	41%	45%	2%	8%	14%	27%	33%	27%	22%	18%	86%	10%	3%	1%
NO BUNDLE	537	262	276	85	84	135	234	101	55	52	62	81	117	116	222	430	58	35	14
	21%	21%	21%	26%	18%	15%	26%	55%	28%	22%	8%	12%	17%	21%	35%	20%	25%	28%	20%
				bc			bc	bcd	d	d			a	a	abc		a	ad	
		49%	51%	16%	16%	25%	44%	19%	10%	10%	11%	15%	22%	22%	41%	80%	11%	7%	3%
DON'T KNOW FOR ANY PROVIDER	78	43	36	27	7	14	30	7	3	6	5	17	14	25	20	66	5	5	3

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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SUMMARY OF BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
Base for %	2597	13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	41%	48%	52%
DOUBLE PLAY	1124	160	162	115	86	74	123	89	43	107	951	173	669	454	593	532
	43%	48%	46%	53%	46%	32%	51%	41%	39%	37%	42%	51%	44%	42%	48%	39%
		ei	e	eghi	e		eghi	e			a				b	
		14%	14%	10%	8%	7%	11%	8%	4%	10%	85%	15%	60%	40%	53%	47%
TRIPLE PLAY	798	74	117	73	55	86	65	41	46	107	710	88	534	263	375	423
	31%	22%	33%	33%	30%	38%	27%	19%	41%	38%	31%	26%	35%	24%	30%	31%
			ag	ag	g	afg	g		adfg	afg	b		b			
		9%	15%	9%	7%	11%	8%	5%	6%	13%	89%	11%	67%	33%	47%	53%
QUAD PLAY	137	22	22	9	8	13	9	14	6	16	123	14	80	57	69	68
	5%	7%	6%	4%	4%	6%	4%	7%	6%	6%	5%	4%	5%	5%	6%	5%
		16%	16%	6%	6%	9%	7%	10%	4%	12%	90%	10%	58%	42%	50%	50%
NO BUNDLE	537	78	53	22	36	57	42	73	15	55	471	66	233	304	206	331
	21%	23%	15%	10%	20%	25%	17%	33%	14%	19%	21%	19%	15%	28%	17%	24%
		bch			c	bch	c	abcdefhi		c			a		a	
		15%	10%	4%	7%	11%	8%	14%	3%	10%	88%	12%	43%	56%	38%	62%
DON'T KNOW FOR ANY PROVIDER	78	5	7	6	7	6	7	10	4	13	64	15	37	39	44	35

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 176

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

Base : Those using the same supplier for two or more services

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2821	1373	1448	350	467	987	1016	122	197	284	801	728	896	580	610	1728	364	351	378
Effective Weighted Sample	1954	946	1008	235	341	669	728	89	143	185	591	509	634	398	433	1508	246	241	335
Total	2059	996	1063	247	383	766	663	84	140	188	678	614	582	439	419	1740	170	92	57
		48%	52%	12%	19%	37%	32%	4%	7%	9%	33%	30%	28%	21%	20%	84%	8%	4%	3%
Base for %	2059	996	1063	247	383	766	663	84	140	188	678	614	582	439	419	1740	170	92	57
		48%	52%	12%	19%	37%	32%	4%	7%	9%	33%	30%	28%	21%	20%	84%	8%	4%	3%
LANDLINE AND BROADBAND	812	409	404	99	136	295	281	42	67	76	267	235	237	168	167	690	55	41	26
	39%	41%	38%	40%	36%	39%	42%	50%	48%	40%	39%	38%	41%	38%	40%	40%	33%	45%	45%
							b								b		b	b	
				12%	17%	36%	35%	5%	8%	9%	33%	29%	29%	21%	21%	85%	7%	5%	3%
LANDLINE, BROADBAND AND PAY TV	798	377	421	99	178	313	209	23	38	66	286	237	226	181	152	664	82	29	23
	39%	38%	40%	40%	46%	41%	32%	27%	27%	35%	42%	39%	39%	41%	36%	38%	48%	32%	41%
				d	d	d				ab						c	ac		c
		47%	53%	12%	22%	39%	26%	3%	5%	8%	36%	30%	28%	23%	19%	83%	10%	4%	3%
LANDLINE AND PAY TV	32	13	19	3	4	6	19	2	7	1	5	8	10	5	10	27	1	2	2
	2%	1%	2%	1%	1%	1%	3%	2%	5%	*	1%	1%	2%	1%	2%	2%	1%	2%	3%
							c		cd										
		41%	59%	10%	11%	19%	59%	6%	20%	2%	15%	24%	30%	15%	32%	85%	4%	7%	5%
LANDLINE, BROADBAND, MOBILE AND PAY TV	137	58	79	8	11	56	61	2	11	19	37	45	38	30	24	118	14	4	1
	7%	6%	7%	3%	3%	7%	9%	3%	8%	10%	5%	7%	6%	7%	6%	7%	8%	5%	2%
						ab	ab			ad						d	d	d	
		42%	58%	6%	8%	41%	45%	2%	8%	14%	27%	33%	27%	22%	18%	86%	10%	3%	1%
MOBILE AND BROADBAND	35	11	24	4	12	7	11	3	3	4	8	8	10	7	10	30	1	2	1
	2%	1%	2%	1%	3%	1%	2%	4%	2%	2%	1%	1%	2%	2%	2%	2%	1%	2%	2%
			a		c														
		31%	69%	10%	35%	21%	33%	8%	8%	11%	23%	23%	28%	21%	29%	87%	4%	5%	3%
OTHER BUNDLE	246	129	117	34	42	88	81	12	14	22	76	80	62	48	55	211	17	13	5
	12%	13%	11%	14%	11%	12%	12%	14%	10%	12%	11%	13%	11%	11%	13%	12%	10%	15%	8%
															d		d	d	
		52%	48%	14%	17%	36%	33%	5%	6%	9%	31%	33%	25%	19%	23%	86%	7%	5%	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 176

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

Base : Those using the same supplier for two or more services

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2821	192	197	218	190	194	189	167	188	193	2045	776	1645	1172	1440	1381
Effective Weighted Sample	1954	177	186	210	178	185	183	159	178	181	1629	351	1139	828	955	1001
Total	2059	256 12%	300 15%	196 10%	148 7%	172 8%	197 10%	145 7%	95 5%	231 11%	1784 87%	275 13%	1283 62%	774 38%	1037 50%	1023 50%
Base for %	2059	256 12%	300 15%	196 10%	148 7%	172 8%	197 10%	145 7%	95 5%	231 11%	1784 87%	275 13%	1283 62%	774 38%	1037 50%	1023 50%
LANDLINE AND BROADBAND	812 39%	113 44% ehi 14%	124 41% e 15%	92 47% dehi 11%	54 36% e 7%	46 27% 50% 11%	91 46% ehi 11%	63 43% eh 8%	30 32% 48% 6%	77 33% 47% 13%	683 38% a 16%	129 47% b 11%	491 38% b 67%	320 41% 34% 33%	439 42% b 47%	374 37% a 53%
LANDLINE, BROADBAND AND PAY TV	798 39%	74 29% 9% 11%	117 39% ag 15%	73 37% 9% 9%	55 37% 7% 7%	86 50% abcdfg 11%	65 33% 8% 13%	41 29% 5% 10%	46 48% acdfg 6%	107 47% afg 13%	710 40% b 89%	88 32% b 11%	534 42% b 67%	263 34% 33% 33%	375 36% 47% 47%	423 41% a 53%
LANDLINE AND PAY TV	32 2%	4 1% 11%	6 2% 19%	3 1% 9%	2 1% 7%	2 1% 6%	4 2% 13%	3 2% 10%	* 1% 2%	3 1% 8%	28 2% 88%	4 1% 12%	10 1% 31%	22 3% 69%	16 2% 50%	16 2% 50%
LANDLINE, BROADBAND, MOBILE AND PAY TV	137 7%	22 9% 16%	22 7% 16%	9 4% 6%	8 5% 6%	13 7% 9%	9 5% 7%	14 10% 10%	6 6% 4%	16 7% 12%	123 7% 90%	14 5% 10%	80 6% 58%	57 7% 42%	69 7% 50%	68 7% 50%
MOBILE AND BROADBAND	35 2%	4 2% 12%	2 1% 6%	4 2% 11%	8 5% befi 22%	1 *% 2%	2 1% 7%	4 3% 12%	3 3% 8%	2 1% 7%	30 2% 86%	5 2% 14%	21 2% 62%	13 2% 38%	21 2% 61%	14 1% 39%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE

Base : Those using the same supplier for two or more services

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2821	192	197	218	190	194	189	167	188	193	2045	776	1645	1172	1440	1381
Effective Weighted Sample	1954	177	186	210	178	185	183	159	178	181	1629	351	1139	828	955	1001
Total	2059	256	300	196	148	172	197	145	95	231	1784	275	1283	774	1037	1023
		12%	15%	10%	7%	8%	10%	7%	5%	11%	87%	13%	62%	38%	50%	50%
OTHER BUNDLE	246	39	29	16	22	25	25	19	10	25	211	35	147	98	117	128
	12%	15%	10%	8%	15%	15%	13%	13%	10%	11%	12%	13%	11%	13%	11%	13%
		c	c	c	c	c	c	c	c	c	c	c	c	c	c	c
		16%	12%	7%	9%	10%	10%	8%	4%	10%	86%	14%	60%	40%	48%	52%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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SUMMARY OF BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES

Base : Those using the same supplier for two or more services

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2821	1373	1448	350	467	987	1016	122	197	284	801	728	896	580	610	1728	364	351	378
Effective Weighted Sample	1954	946	1008	235	341	669	728	89	143	185	591	509	634	398	433	1508	246	241	335
Total	2059	996	1063	247	383	766	663	84	140	188	678	614	582	439	419	1740	170	92	57
		48%	52%	12%	19%	37%	32%	4%	7%	9%	33%	30%	28%	21%	20%	84%	8%	4%	3%
Base for %	2059	996	1063	247	383	766	663	84	140	188	678	614	582	439	419	1740	170	92	57
		48%	52%	12%	19%	37%	32%	4%	7%	9%	33%	30%	28%	21%	20%	84%	8%	4%	3%
DOUBLE PLAY	1124	561	563	140	194	397	392	59	90	103	355	331	318	228	242	958	75	59	33
	55%	56%	53%	57%	51%	52%	59%	70%	65%	55%	52%	54%	55%	52%	58%	55%	44%	64%	58%
							bc	cd	d							b		ab	b
		50%	50%	12%	17%	35%	35%	5%	8%	9%	32%	29%	28%	20%	22%	85%	7%	5%	3%
TRIPLE PLAY	798	377	421	99	178	313	209	23	38	66	286	237	226	181	152	664	82	29	23
	39%	38%	40%	40%	46%	41%	32%	27%	27%	35%	42%	39%	39%	41%	36%	38%	48%	32%	41%
				d	d	d					ab					c	ac		c
		47%	53%	12%	22%	39%	26%	3%	5%	8%	36%	30%	28%	23%	19%	83%	10%	4%	3%
QUAD PLAY	137	58	79	8	11	56	61	2	11	19	37	45	38	30	24	118	14	4	1
	7%	6%	7%	3%	3%	7%	9%	3%	8%	10%	5%	7%	6%	7%	6%	7%	8%	5%	2%
						ab	ab			ad						d	d	d	
		42%	58%	6%	8%	41%	45%	2%	8%	14%	27%	33%	27%	22%	18%	86%	10%	3%	1%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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SUMMARY OF BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES

Base : Those using the same supplier for two or more services

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2821	192	197	218	190	194	189	167	188	193	2045	776	1645	1172	1440	1381
Effective Weighted Sample	1954	177	186	210	178	185	183	159	178	181	1629	351	1139	828	955	1001
Total	2059	256	300	196	148	172	197	145	95	231	1784	275	1283	774	1037	1023
		12%	15%	10%	7%	8%	10%	7%	5%	11%	87%	13%	62%	38%	50%	50%
Base for %	2059	256	300	196	148	172	197	145	95	231	1784	275	1283	774	1037	1023
		12%	15%	10%	7%	8%	10%	7%	5%	11%	87%	13%	62%	38%	50%	50%
DOUBLE PLAY	1124	160	162	115	86	74	123	89	43	107	951	173	669	454	593	532
	55%	63%	54%	58%	58%	43%	62%	62%	46%	46%	53%	63%	52%	59%	57%	52%
		ehi	e	ehi	ehi	ehi	ehi	ehi	ehi	ehi	a	a	a	a	b	b
		14%	14%	10%	8%	7%	11%	8%	4%	10%	85%	15%	60%	40%	53%	47%
TRIPLE PLAY	798	74	117	73	55	86	65	41	46	107	710	88	534	263	375	423
	39%	29%	39%	37%	37%	50%	33%	29%	48%	47%	40%	32%	42%	34%	36%	41%
		ag	ag	ag	ag	abcdfg	abcdfg	abcdfg	abcdfg	abcdfg	b	b	b	b	a	a
		9%	15%	9%	7%	11%	8%	5%	6%	13%	89%	11%	67%	33%	47%	53%
QUAD PLAY	137	22	22	9	8	13	9	14	6	16	123	14	80	57	69	68
	7%	9%	7%	4%	5%	7%	5%	10%	6%	7%	7%	5%	6%	7%	7%	7%
		c	c	c	c	c	c	c	c	c	c	c	c	c	c	c
		16%	16%	6%	6%	9%	7%	10%	4%	12%	90%	10%	58%	42%	50%	50%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES

Base : Those with fixed broadband at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2925	1455	1470	399	476	1022	1027	124	190	294	823	774	928	598	617	1783	376	374	392
Effective Weighted Sample	2025	1000	1025	266	346	694	740	93	135	192	608	542	654	412	437	1559	255	256	347
Total	2141	1059	1081	279	386	800	675	85	133	196	699	651	603	461	420	1805	177	99	59
		49%	51%	13%	18%	37%	32%	4%	6%	9%	33%	30%	28%	22%	20%	84%	8%	5%	3%
Base for %	2076	1025	1051	253	379	786	658	83	129	190	695	637	588	441	405	1751	173	94	57
		49%	51%	12%	18%	38%	32%	4%	6%	9%	33%	31%	28%	21%	20%	84%	8%	5%	3%
FIXED BROADBAND STANDALONE - DON'T USE FIXED BROADBAND SUPPLIER FOR ANY OTHER SERVICE	147	79	67	25	21	60	41	7	6	8	34	51	42	30	23	122	12	9	4
	7%	8%	6%	10%	6%	8%	6%	8%	5%	4%	5%	8%	7%	7%	6%	7%	7%	10%	6%
		54%	46%	17%	15%	41%	28%	4%	4%	6%	23%	35%	29%	21%	16%	83%	8%	6%	2%
SAME PROVIDER FOR ANY OTHER SERVICE	1929	946	984	228	358	726	617	77	123	182	661	586	546	411	382	1629	161	85	54
	93%	92%	94%	90%	94%	92%	94%	92%	95%	96%	95%	92%	93%	93%	94%	93%	93%	90%	94%
		49%	51%	12%	19%	38%	32%	4%	6%	9%	34%	30%	28%	21%	20%	84%	8%	4%	3%
DON'T KNOW AT ANY SERVICE	65	34	31	26	7	15	17	2	4	5	4	14	15	20	15	54	4	4	2

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 178

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FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES

Base : Those with fixed broadband at home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2925	202	203	225	195	197	192	177	193	199	2112	813	1723	1196	1489	1436
Effective Weighted Sample	2025	187	193	217	181	188	186	169	183	187	1679	369	1192	846	990	1036
Total	2141	272 13%	310 14%	204 10%	153 7%	176 8%	200 9%	154 7%	98 5%	238 11%	1842 86%	299 14%	1345 63%	790 37%	1075 50%	1066 50%
Base for %	2076	268 13%	305 15%	198 10%	148 7%	172 8%	193 9%	146 7%	94 5%	227 11%	1787 86%	288 14%	1312 63%	762 37%	1042 50%	1033 50%
FIXED BROADBAND STANDALONE - DON'T USE FIXED BROADBAND SUPPLIER FOR ANY OTHER SERVICE	147 7%	35 13% bcdefhi	20 7%	9 5%	8 6%	6 4%	11 6%	19 13% bcdefhi	3 3%	10 4%	124 7%	23 8%	94 7%	52 7%	75 7%	72 7%
SAME PROVIDER FOR ANY OTHER SERVICE	1929 93%	233 87%	285 93% ag	188 95% ag	139 94% ag	166 96% ag	183 94% ag	127 87% ag	91 97% ag	217 96% ag	1664 93%	265 92%	1217 93%	709 93%	968 93%	961 93%
DON'T KNOW AT ANY SERVICE	65	4 12%	5 15%	7 10%	5 7%	4 9%	7 9%	8 7%	4 5%	11 11%	55 86%	10 14%	34 63%	29 37%	33 50%	32 50%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 179

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FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Base for %	2610	1266	1344	333	467	900	910	190	194	241	741	698	699	560	646	2182	229	128	72
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	21%	25%	84%	9%	5%	3%
FIXED BROADBAND STANDALONE - DON'T USE FIXED BROADBAND SUPPLIER FOR ANY OTHER SERVICE	147	79	67	25	21	60	41	7	6	8	34	51	42	30	23	122	12	9	4
	6%	6%	5%	7%	5%	7%	4%	3%	3%	4%	5%	7%	6%	5%	4%	6%	5%	7%	5%
		54%	46%	17%	15%	41%	28%	4%	4%	6%	23%	35%	29%	21%	16%	83%	8%	6%	2%
SAME PROVIDER FOR ANY OTHER SERVICE	1929	946	984	228	358	726	617	77	123	182	661	586	546	411	382	1629	161	85	54
	74%	75%	73%	69%	77%	81%	68%	40%	63%	75%	89%	84%	78%	73%	59%	75%	70%	67%	75%
		ad	ad	ad	ad	ad	ad	a	ab	abc	abc	bcd	cd	d	c	c	c	c	c
		49%	51%	12%	19%	38%	32%	4%	6%	9%	34%	30%	28%	21%	20%	84%	8%	4%	3%
DON'T KNOW AT ANY SERVICE	65	34	31	26	7	15	17	2	4	5	4	14	15	20	15	54	4	4	2

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
Base for %	2610	336	355	218	186	231	239	219	111	287	2265	345	1519	1088	1254	1356
		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
FIXED BROADBAND STANDALONE - DON'T USE FIXED BROADBAND SUPPLIER FOR ANY OTHER SERVICE	147	35	20	9	8	6	11	19	3	10	124	23	94	52	75	72
	6%	10%	6%	4%	4%	3%	4%	9%	3%	3%	5%	7%	6%	5%	6%	5%
		cdefhi						cehi								
		24%	14%	6%	6%	4%	7%	13%	2%	7%	84%	16%	64%	36%	51%	49%
SAME PROVIDER FOR ANY OTHER SERVICE	1929	233	285	188	139	166	183	127	91	217	1664	265	1217	709	968	961
	74%	69%	80%	86%	75%	72%	77%	58%	82%	76%	73%	77%	80%	65%	77%	71%
		g	aeg	adefgi	g	g	g		aeg	g			b		b	
		12%	15%	10%	7%	9%	9%	7%	5%	11%	86%	14%	63%	37%	50%	50%
DON'T KNOW AT ANY SERVICE	65	4	5	7	5	4	7	8	4	11	55	10	34	29	33	32

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 180

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LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QE48)

Base : Those with a landline phone at home - including those who pay line rental for fixed broadband

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3254	1580	1674	376	475	1041	1362	201	243	311	828	806	985	670	784	1959	424	432	439
Effective Weighted Sample	2237	1082	1155	251	344	705	966	140	173	203	608	560	691	461	550	1710	286	297	391
Total	2339	1136	1202	264	390	813	871	128	169	208	695	677	627	510	517	1964	196	112	66
		49%	51%	11%	17%	35%	37%	5%	7%	9%	30%	29%	27%	22%	22%	84%	8%	5%	3%
Base for %	2261	1096	1165	240	383	799	839	121	163	203	689	663	612	482	499	1898	191	108	64
		48%	52%	11%	17%	35%	37%	5%	7%	9%	30%	29%	27%	21%	22%	84%	8%	5%	3%
FIXED LINE STANDALONE - DON'T USE LANDLINE SUPPLIER FOR ANY OTHER SERVICE	343	161	182	16	35	77	215	42	35	30	53	82	73	70	118	279	28	24	11
	15%	15%	16%	7%	9%	10%	26%	34%	21%	15%	8%	12%	12%	14%	24%	15%	15%	22%	18%
		47%	53%	5%	10%	22%	63%	12%	10%	9%	15%	24%	21%	20%	34%	81%	8%	7%	3%
SAME PROVIDER FOR ANY OTHER SERVICE	1918	935	984	224	348	722	624	79	128	173	637	581	539	412	381	1619	163	84	52
	85%	85%	84%	93%	91%	90%	74%	66%	79%	85%	92%	88%	88%	86%	76%	85%	85%	78%	82%
		49%	51%	12%	18%	38%	33%	4%	7%	9%	33%	30%	28%	21%	20%	84%	8%	4%	3%
DON'T KNOW AT ANY SERVICE	78	41	37	24	7	15	32	7	6	5	6	14	15	28	18	66	5	4	2

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 180

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LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QE48)

Base : Those with a landline phone at home - including those who pay line rental for fixed broadband

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3254	218	222	240	206	228	211	201	208	225	2326	928	1761	1486	1657	1597
Effective Weighted Sample	2237	201	211	231	191	217	203	191	198	212	1849	416	1218	1037	1095	1144
Total	2339	292 12%	334 14%	216 9%	162 7%	198 8%	216 9%	173 7%	104 4%	269 12%	2009 86%	330 14%	1377 59%	956 41%	1176 50%	1162 50%
Base for %	2261	287 13%	326 14%	209 9%	155 7%	193 9%	210 9%	164 7%	100 4%	255 11%	1945 86%	316 14%	1340 59%	917 41%	1133 50%	1127 50%
FIXED LINE STANDALONE - DON'T USE LANDLINE SUPPLIER FOR ANY OTHER SERVICE	343 15%	45 16%	42 13%	20 9%	17 11%	36 19%	28 13%	41 25%	12 12%	38 15%	291 15%	52 16%	145 11%	196 21%	160 14%	182 16%
		c				cd		abcdfhi					a			
SAME PROVIDER FOR ANY OTHER SERVICE	1918 85%	242 84%	284 87%	189 91%	138 89%	157 81%	182 87%	122 75%	88 88%	217 85%	1654 85%	264 84%	1195 89%	722 79%	973 86%	945 84%
		g	g	aeg	eg	g	g	g	g	g			b			
		13%	15%	10%	7%	8%	10%	6%	5%	11%	86%	14%	62%	38%	51%	49%
DON'T KNOW AT ANY SERVICE	78	5	9	8	7	5	6	9	4	14	64	14	36	38	43	35

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 181

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LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QE48)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Base for %	2597	1260	1337	335	467	901	895	185	192	241	739	697	698	553	643	2170	228	128	72
		49%	51%	13%	18%	35%	34%	7%	7%	9%	28%	27%	27%	21%	25%	84%	9%	5%	3%
FIXED LINE STANDALONE - DON'T USE LANDLINE SUPPLIER FOR ANY OTHER SERVICE	343	161	182	16	35	77	215	42	35	30	53	82	73	70	118	279	28	24	11
	13%	13%	14%	5%	8%	9%	24%	22%	18%	13%	7%	12%	10%	13%	18%	13%	12%	19%	16%
		47%	53%	5%	10%	22%	63%	12%	10%	9%	15%	24%	21%	20%	34%	81%	8%	7%	3%
SAME PROVIDER FOR ANY OTHER SERVICE	1918	935	984	224	348	722	624	79	128	173	637	581	539	412	381	1619	163	84	52
	74%	74%	74%	67%	74%	80%	70%	43%	67%	72%	86%	83%	77%	75%	59%	75%	71%	65%	73%
		49%	51%	12%	18%	38%	33%	4%	7%	9%	33%	30%	28%	21%	20%	84%	8%	4%	3%
DON'T KNOW AT ANY SERVICE	78	41	37	24	7	15	32	7	6	5	6	14	15	28	18	66	5	4	2

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 181

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LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QE48)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Base for %	2597	335	351	217	184	230	240	218	110	284	2255	342	1516	1078	1244	1354
		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
FIXED LINE STANDALONE - DON'T USE LANDLINE SUPPLIER FOR ANY OTHER SERVICE	343	45	42	20	17	36	28	41	12	38	291	52	145	196	160	182
	13%	13%	12%	9%	9%	16%	12%	19%	11%	13%	13%	15%	10%	18%	13%	13%
		13%	12%	6%	5%	11%	8%	12%	4%	11%	85%	15%	42%	57%	47%	53%
SAME PROVIDER FOR ANY OTHER SERVICE	1918	242	284	189	138	157	182	122	88	217	1654	264	1195	722	973	945
	74%	72%	81%	87%	75%	68%	76%	56%	80%	76%	73%	77%	79%	67%	78%	70%
		g	aeg	adefghi	g	g	g	g	eg	eg			b		b	
		13%	15%	10%	7%	8%	10%	6%	5%	11%	86%	14%	62%	38%	51%	49%
DON'T KNOW AT ANY SERVICE	78	5	9	8	7	5	6	9	4	14	64	14	36	38	43	35

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 182

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MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3505	1708	1797	512	577	1153	1262	240	254	353	874	830	1068	710	887	2128	462	449	466
Effective Weighted Sample	2430	1182	1248	348	419	787	905	173	184	232	646	578	756	493	631	1852	316	314	413
Total	2528	1230	1298	354	466	900	808	155	180	237	737	696	690	550	583	2116	219	123	70
		49%	51%	14%	18%	36%	32%	6%	7%	9%	29%	28%	27%	22%	23%	84%	9%	5%	3%
Base for %	2430	1176	1254	317	454	883	776	148	174	228	729	673	669	519	562	2032	213	118	66
		48%	52%	13%	19%	36%	32%	6%	7%	9%	30%	28%	28%	21%	23%	84%	9%	5%	3%
MOBILE (PERSONAL) STANDALONE - DON'T USE MOBILE NETWORK FOR ANY OTHER SERVICE	2027	983	1044	273	391	734	630	123	146	173	622	557	565	433	467	1683	181	102	62
	83%	84%	83%	86%	86%	83%	81%	83%	84%	76%	85%	83%	84%	83%	83%	83%	85%	86%	93%
				d	d				c		c								abc
		48%	52%	13%	19%	36%	31%	6%	7%	9%	31%	27%	28%	21%	23%	83%	9%	5%	3%
SAME PROVIDER FOR ANY OTHER SERVICE	403	193	210	45	63	149	146	25	28	54	107	117	104	87	95	349	32	17	4
	17%	16%	17%	14%	14%	17%	19%	17%	16%	24%	15%	17%	16%	17%	17%	17%	15%	14%	7%
							ab			bd						d	d	d	
		48%	52%	11%	16%	37%	36%	6%	7%	14%	27%	29%	26%	21%	24%	87%	8%	4%	1%
DON'T KNOW AT ANY SERVICE	98	53	44	36	12	17	32	7	6	9	8	23	21	31	21	84	6	5	3

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES

Base : Those who personally use a mobile phone

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3505	238	224	240	238	256	226	256	220	230	2558	947	1954	1543	1716	1789
Effective Weighted Sample	2430	220	212	231	221	245	218	242	208	216	2030	427	1358	1093	1138	1295
Total	2528	322	340	216	185	223	231	215	110	274	2189	339	1528	993	1221	1307
		13%	13%	9%	7%	9%	9%	9%	4%	11%	87%	13%	60%	39%	48%	52%
Base for %	2430	309	329	209	178	216	222	203	105	262	2105	325	1477	949	1173	1257
		13%	14%	9%	7%	9%	9%	8%	4%	11%	87%	13%	61%	39%	48%	52%
MOBILE (PERSONAL) STANDALONE - DON'T USE MOBILE NETWORK FOR ANY OTHER SERVICE	2027	239	282	177	134	188	193	161	88	219	1756	271	1238	786	975	1052
	83%	77%	86%	85%	76%	87%	87%	79%	84%	84%	83%	83%	84%	83%	83%	84%
			ad	ad		adg	adg		d	d						
		12%	14%	9%	7%	9%	10%	8%	4%	11%	87%	13%	61%	39%	48%	52%
SAME PROVIDER FOR ANY OTHER SERVICE	403	70	47	32	43	27	28	42	17	42	349	54	240	163	198	205
	17%	23%	14%	15%	24%	13%	13%	21%	16%	16%	17%	17%	16%	17%	17%	16%
		bcef			bcefhi			ef								
		17%	12%	8%	11%	7%	7%	10%	4%	11%	87%	13%	60%	40%	49%	51%
DON'T KNOW AT ANY SERVICE	98	13	10	7	7	7	10	12	5	12	84	14	51	44	48	50

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 183

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MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Base for %	2577	1247	1330	323	462	898	895	186	192	237	737	689	692	549	640	2153	227	127	70
		48%	52%	13%	18%	35%	35%	7%	7%	9%	29%	27%	27%	21%	25%	84%	9%	5%	3%
MOBILE (PERSONAL) STANDALONE - DON'T USE MOBILE NETWORK FOR ANY OTHER SERVICE	2027	983	1044	273	391	734	630	123	146	173	622	557	565	433	467	1683	181	102	62
	79%	79%	79%	85%	85%	82%	70%	66%	76%	73%	84%	81%	82%	79%	73%	78%	80%	80%	88%
				d	d	d			a		abc	d	d	d					abc
		48%	52%	13%	19%	36%	31%	6%	7%	9%	31%	27%	28%	21%	23%	83%	9%	5%	3%
SAME PROVIDER FOR ANY OTHER SERVICE	403	193	210	45	63	149	146	25	28	54	107	117	104	87	95	349	32	17	4
	16%	15%	16%	14%	14%	17%	16%	13%	14%	23%	15%	17%	15%	16%	15%	16%	14%	13%	6%
										abd						d	d	d	
		48%	52%	11%	16%	37%	36%	6%	7%	14%	27%	29%	26%	21%	24%	87%	8%	4%	1%
DON'T KNOW AT ANY SERVICE	98	53	44	36	12	17	32	7	6	9	8	23	21	31	21	84	6	5	3

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 183

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MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
Base for %	2577	327	350	217	184	228	236	215	109	285	2236	342	1501	1073	1238	1339
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
MOBILE (PERSONAL) STANDALONE - DON'T USE MOBILE NETWORK FOR ANY OTHER SERVICE	2027	239	282	177	134	188	193	161	88	219	1756	271	1238	786	975	1052
	79%	73%	81%	82%	73%	83%	82%	75%	81%	77%	79%	79%	82%	73%	79%	79%
		12%	14%	9%	7%	9%	10%	8%	4%	11%	87%	13%	61%	39%	48%	52%
SAME PROVIDER FOR ANY OTHER SERVICE	403	70	47	32	43	27	28	42	17	42	349	54	240	163	198	205
	16%	21%	14%	15%	24%	12%	12%	19%	15%	15%	16%	16%	16%	15%	16%	15%
		bef			bceffhi			ef								
		17%	12%	8%	11%	7%	7%	10%	4%	11%	87%	13%	60%	40%	49%	51%
DON'T KNOW AT ANY SERVICE	98	13	10	7	7	7	10	12	5	12	84	14	51	44	48	50

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 184

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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
		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	2096	992	1104	296	349	748	702	74	129	192	609	535	672	455	431	1271	282	243	300
Effective Weighted Sample	1457	686	771	196	257	502	516	56	94	130	444	381	482	314	302	1109	195	171	265
Total	1533	715	819	202	289	573	469	51	95	124	507	470	439	339	284	1282	136	68	47
		47%	53%	13%	19%	37%	31%	**	6%	8%	33%	31%	29%	22%	19%	84%	9%	4%	3%
Base for %	1514	702	812	201	286	568	458	50	94	121	502	469	433	335	275	1264	136	68	46
		46%	54%	13%	19%	38%	30%	**	6%	8%	33%	31%	29%	22%	18%	84%	9%	4%	3%
PAY TV STANDALONE - DON'T USE PAY TV SUPPLIER FOR ANY OTHER SERVICE	420	196	225	61	69	156	134	**	30	24	143	149	117	91	63	349	31	24	16
	28%	28%	28%	30%	24%	27%	29%	**	32%	20%	29%	32%	27%	27%	23%	28%	23%	36%	36%
		47%	53%	15%	16%	37%	32%	**	c	c	c	d	d	d	15%	83%	7%	6%	4%
									7%	6%	34%	35%	28%	22%	15%	83%	7%	6%	4%
SAME PROVIDER FOR ANY OTHER SERVICE	1092	505	587	140	218	412	322	**	64	97	359	320	316	243	213	914	105	44	30
	72%	72%	72%	70%	76%	73%	70%	**	68%	80%	71%	68%	73%	72%	77%	72%	77%	64%	64%
		46%	54%	13%	20%	38%	30%	**	6%	9%	33%	29%	29%	22%	19%	84%	10%	4%	3%
									bd	bd	bd	a	a	a	a	cd	cd	cd	cd
DON'T KNOW AT ANY SERVICE	20	13	7	1	2	5	11	**	1	3	6	1	6	4	9	18	*	*	1

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 184

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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		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	2096	120	139	139	134	171	136	131	138	163	1541	555	1261	831	1081	1015
Effective Weighted Sample	1457	111	131	134	125	163	131	124	131	154	1222	253	879	585	713	746
Total	1533	166	212	127	104	153	140	113	71	197	1334	200	981	550	777	757
		11%	14%	8%	7%	10%	9%	7%	5%	13%	87%	13%	64%	36%	51%	49%
Base for %	1514	166	210	126	102	152	139	107	71	191	1315	199	969	542	768	746
		11%	14%	8%	7%	10%	9%	7%	5%	13%	87%	13%	64%	36%	51%	49%
PAY TV STANDALONE - DON'T USE PAY TV SUPPLIER FOR ANY OTHER SERVICE	420	55	53	32	30	30	47	36	13	52	342	78	265	154	253	167
	28%	33%	25%	26%	29%	20%	34%	34%	18%	27%	26%	39%	27%	28%	33%	22%
		eh			h		eh	eh				a			b	
		13%	13%	8%	7%	7%	11%	9%	3%	12%	82%	18%	63%	37%	60%	40%
SAME PROVIDER FOR ANY OTHER SERVICE	1092	111	158	94	73	122	91	71	58	137	971	121	702	388	513	579
	72%	67%	75%	74%	71%	80%	66%	66%	82%	72%	74%	61%	72%	72%	67%	78%
					afg				adfg		b				a	
		10%	14%	9%	7%	11%	8%	6%	5%	13%	89%	11%	64%	36%	47%	53%
DON'T KNOW AT ANY SERVICE	20	-	1	1	2	1	1	6	-	6	19	1	12	8	8	11

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 185

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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	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Base for %	2655	1288	1368	358	472	910	916	192	196	243	739	711	708	576	652	2218	233	132	73
		48%	52%	13%	18%	34%	34%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
PAY TV STANDALONE - DON'T USE PAY TV SUPPLIER FOR ANY OTHER SERVICE	420	196	225	61	69	156	134	18	30	24	143	149	117	91	63	349	31	24	16
	16%	15%	16%	17%	15%	17%	15%	10%	15%	10%	19%	21%	17%	16%	10%	16%	13%	18%	22%
		47%	53%	15%	16%	37%	32%	4%	7%	6%	34%	35%	28%	22%	15%	83%	7%	6%	4%
											ac	bcd	d	d					ab
SAME PROVIDER FOR ANY OTHER SERVICE	1092	505	587	140	218	412	322	30	64	97	359	320	316	243	213	914	105	44	30
	41%	39%	43%	39%	46%	45%	35%	16%	32%	40%	48%	45%	45%	42%	33%	41%	45%	33%	41%
					ad	d			a	a	abc	d	d	d		c	c		c
		46%	54%	13%	20%	38%	30%	3%	6%	9%	33%	29%	29%	22%	19%	84%	10%	4%	3%
DON'T KNOW AT ANY SERVICE	20	13	7	1	2	5	11	1	1	3	6	1	6	4	9	18	*	*	1

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Base for %	2655	340	359	224	190	234	244	222	114	292	2301	355	1540	1109	1278	1378
		13%	14%	8%	7%	9%	9%	8%	4%	11%	87%	13%	58%	42%	48%	52%
PAY TV STANDALONE - DON'T USE PAY TV SUPPLIER FOR ANY OTHER SERVICE	420	55	53	32	30	30	47	36	13	52	342	78	265	154	253	167
	16%	16%	15%	14%	16%	13%	19%	16%	11%	18%	15%	22%	17%	14%	20%	12%
							h			h		a	b		b	
		13%	13%	8%	7%	7%	11%	9%	3%	12%	82%	18%	63%	37%	60%	40%
SAME PROVIDER FOR ANY OTHER SERVICE	1092	111	158	94	73	122	91	71	58	137	971	121	702	388	513	579
	41%	33%	44%	42%	38%	52%	37%	32%	50%	47%	42%	34%	46%	35%	40%	42%
			ag	ag		acdfg			adfg	afg		b	b			
		10%	14%	9%	7%	11%	8%	6%	5%	13%	89%	11%	64%	36%	47%	53%
DON'T KNOW AT ANY SERVICE	20	-	1	1	2	1	1	6	-	6	19	1	12	8	8	11

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 186

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QZ1 (QZ10). SHOWCARD How would you describe your national identity? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
English	1544	749	795	190	263	488	603	120	117	144	426	390	418	343	389	1517	8	15	3
	58%	58%	58%	53%	55%	53%	65%	63%	59%	58%	57%	55%	59%	59%	59%	68%	3%	11%	5%
							abc								bcd			bd	
		49%	51%	12%	17%	32%	39%	8%	8%	9%	28%	25%	27%	22%	25%	98%	1%	1%	1%
Scottish	209	102	107	31	31	70	78	19	16	25	64	44	58	51	56	17	191	1	-
	8%	8%	8%	9%	7%	8%	8%	10%	8%	10%	9%	6%	8%	9%	9%	1%	82%	1%	-%
																acd			
		49%	51%	15%	15%	34%	37%	9%	8%	12%	30%	21%	28%	24%	27%	8%	91%	1%	1%
Welsh	82	38	44	12	11	24	34	9	8	10	10	18	22	18	24	7	-	75	-
	3%	3%	3%	3%	2%	3%	4%	5%	4%	4%	1%	2%	3%	3%	4%	1%	-%	57%	-%
								d	d	d								abd	
		46%	54%	15%	14%	30%	42%	11%	9%	12%	12%	21%	27%	22%	30%	9%	-%	91%	-%
Northern Irish	29	13	16	6	3	10	10	2	2	2	6	7	8	5	8	3	*	*	25
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	34%
																			abc
		46%	54%	22%	12%	33%	33%	8%	7%	8%	19%	25%	28%	17%	26%	12%	1%	1%	85%
British	575	280	295	77	92	237	169	29	34	45	171	200	152	110	112	493	18	37	28
	22%	22%	21%	21%	19%	26%	18%	15%	17%	18%	23%	28%	21%	19%	17%	22%	8%	28%	37%
						bd				a		bcd	d		b		ab	abc	abc
		49%	51%	13%	16%	41%	29%	5%	6%	8%	30%	35%	26%	19%	19%	86%	3%	6%	5%
Irish	32	18	14	4	3	8	16	3	4	1	5	9	8	8	7	11	3	1	17
	1%	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	23%
															*		a	*	abc
		56%	44%	12%	11%	26%	51%	10%	12%	5%	14%	27%	24%	26%	23%	35%	11%	2%	53%
Other	204	100	103	39	70	78	17	10	17	19	65	45	48	45	65	187	12	4	1
	8%	8%	8%	11%	15%	8%	2%	5%	8%	8%	9%	6%	7%	8%	10%	8%	5%	3%	2%
				d	cd	d									ab	bcd	d		
		49%	51%	19%	34%	38%	8%	5%	8%	9%	32%	22%	24%	22%	32%	92%	6%	2%	1%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 186

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ1 (QZ10). SHOWCARD How would you describe your national identity? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
English	1544	130	237	159	149	178	165	200	84	215	1342	202	856	687	817	727
	58%	38%	66%	71%	78%	76%	67%	88%	74%	72%	58%	57%	55%	61%	63%	52%
		8%	15%	10%	10%	12%	11%	13%	5%	14%	87%	13%	55%	44%	53%	47%
Scottish	209	1	4	1	-	3	4	1	1	2	176	33	114	95	89	120
	8%	*%	1%	*%	-%	1%	2%	*%	*%	1%	8%	9%	7%	9%	7%	9%
		1%	2%	*%	-%	2%	2%	*%	*%	1%	84%	16%	55%	45%	43%	57%
Welsh	82	-	2	2	-	2	1	-	-	1	66	16	42	39	37	44
	3%	-%	*%	1%	-%	1%	*%	-%	-%	*%	3%	4%	3%	4%	3%	3%
		-%	2%	2%	-%	2%	1%	-%	-%	2%	81%	19%	52%	48%	46%	54%
Northern Irish	29	-	-	1	-	-	-	1	-	2	19	10	14	14	16	13
	1%	-%	-%	*%	-%	-%	-%	*%	-%	1%	1%	3%	1%	1%	1%	1%
		-%	-%	3%	-%	-%	-%	2%	-%	7%	64%	36%	48%	49%	54%	46%
British	575	145	96	48	34	32	46	13	26	52	499	76	370	203	267	308
	22%	43%	27%	22%	18%	14%	19%	6%	23%	17%	22%	21%	24%	18%	21%	22%
		bcdefghi	defgi	eg	g	g	g	g	eg	g	87%	13%	b	35%	46%	54%
		25%	17%	8%	6%	6%	8%	2%	5%	9%	64%	35%	64%	35%	46%	54%
Irish	32	-	1	2	2	1	2	1	-	2	21	11	16	15	17	15
	1%	-%	*%	1%	1%	*%	1%	*%	-%	1%	1%	3%	1%	1%	1%	1%
		-%	4%	5%	7%	3%	5%	3%	-%	7%	66%	34%	52%	48%	54%	46%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QZ1 (QZ10). SHOWCARD How would you describe your national identity? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Other	204	63	20	12	6	19	28	12	3	23	197	7	139	63	43	160
	8%	19%	6%	5%	3%	8%	11%	5%	3%	8%	8%	2%	9%	6%	3%	12%
		bcdefghi				dh	bcdgh			dh	b		b			a
		31%	10%	6%	3%	9%	14%	6%	2%	11%	97%	3%	68%	31%	21%	79%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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Q22. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
WHITE																			
British	1355	644	710	167	219	463	506	98	106	122	390	372	368	295	316	1229	30	50	46
	51%	50%	52%	47%	46%	51%	55%	51%	53%	50%	52%	52%	52%	51%	48%	55%	13%	38%	63%
		48%	52%	12%	16%	34%	37%	7%	8%	9%	29%	27%	27%	22%	23%	91%	2%	4%	3%
English	645	331	314	69	106	200	270	46	37	64	166	165	173	144	159	627	6	12	1
	24%	25%	23%	19%	22%	22%	29%	24%	19%	26%	22%	23%	24%	25%	24%	28%	2%	9%	2%
		51%	49%	11%	16%	31%	42%	7%	6%	10%	26%	26%	27%	22%	25%	97%	1%	2%	*%
Scottish	195	96	100	30	30	68	68	19	16	23	59	40	54	48	53	12	182	1	-
	7%	7%	7%	8%	6%	7%	7%	10%	8%	9%	8%	6%	8%	8%	8%	1%	78%	1%	-%
		49%	51%	15%	15%	35%	35%	10%	8%	12%	30%	21%	28%	24%	27%	6%	93%	*%	-%
Welsh	70	33	36	10	9	21	29	8	6	8	8	14	18	16	22	5	-	64	-
	3%	3%	3%	3%	2%	2%	3%	4%	3%	3%	1%	2%	3%	3%	3%	*%	-%	49%	-%
		48%	52%	15%	13%	30%	42%	11%	9%	11%	11%	20%	26%	23%	32%	8%	-%	92%	-%
Irish	42	23	19	6	4	12	20	4	5	2	7	11	10	10	11	13	4	1	25
	2%	2%	1%	2%	1%	1%	2%	2%	2%	1%	1%	1%	1%	2%	2%	1%	2%	1%	33%
		55%	45%	14%	10%	28%	48%	9%	11%	4%	17%	25%	23%	23%	26%	30%	9%	2%	58%
Any other white background	118	51	67	24	42	45	7	5	8	12	48	31	26	33	27	107	8	2	1
	4%	4%	5%	7%	9%	5%	1%	3%	4%	5%	6%	4%	4%	6%	4%	5%	3%	1%	1%
		43%	57%	20%	36%	38%	6%	4%	7%	10%	41%	26%	22%	28%	23%	91%	7%	2%	1%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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Q22. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
MIXED																			
White and Black Caribbean	11	6	5	3	4	3	1	1	-	*	1	5	2	2	2	11	-	*	-
	*%	*%	*%	1%	1%	*%	*%	*%	-%	*%	*%	1%	*%	*%	*%	*%	-%	*%	-%
				d	d														
		53%	47%	26%	40%	28%	7%	7%	-%	4%	7%	45%	17%	22%	15%	96%	-%	4%	-%
White and Black African	17	7	10	2	7	8	-	-	1	-	3	7	6	-	4	16	1	-	*
	1%	1%	1%	*%	2%	1%	-%	-%	1%	-%	*%	1%	1%	-%	1%	1%	*%	-%	*%
				d	d	d						c	c						
		41%	59%	9%	43%	48%	-%	-%	8%	-%	17%	42%	36%	-%	22%	94%	5%	-%	1%
White and Asian	17	13	4	7	3	6	1	-	1	2	2	4	5	3	4	17	-	-	-
	1%	1%	*%	2%	1%	1%	*%	-%	1%	1%	*%	1%	1%	1%	1%	1%	-%	-%	-%
		b		cd															
		77%	23%	43%	16%	33%	8%	-%	7%	10%	13%	22%	31%	20%	26%	100%	-%	-%	-%
Any other mixed/ multiple ethnic background	7	4	3	1	4	1	1	2	-	-	4	3	2	-	2	7	-	-	-
	*%	*%	*%	*%	1%	*%	*%	1%	-%	-%	1%	*%	*%	-%	*%	*%	-%	-%	-%
				d															
		56%	44%	20%	54%	16%	10%	21%	-%	-%	55%	47%	32%	-%	21%	100%	-%	-%	-%
ASIAN AND BRITISH ASIAN																			
Indian	27	12	15	7	8	10	3	1	1	-	12	12	6	2	7	26	1	-	*
	1%	1%	1%	2%	2%	1%	*%	*%	*%	-%	2%	2%	1%	*%	1%	1%	*%	-%	*%
				d	d	d					c	c				c			
		44%	56%	24%	30%	36%	10%	3%	3%	-%	46%	45%	22%	8%	24%	96%	4%	-%	1%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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Q22. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Pakistani	31	19	12	4	13	11	4	-	2	3	9	6	8	4	13	31	-	-	-
	1%	1%	1%	1%	3%	1%	*%	-%	1%	1%	1%	1%	1%	1%	2%	100%	-%	-%	-%
		61%	39%	13%	40%	34%	13%	-%	8%	11%	29%	19%	24%	14%	43%	100%	-%	-%	-%
Bangladeshi	14	6	9	2	5	5	3	1	-	1	4	3	3	2	7	14	-	1	-
	1%	*%	1%	1%	1%	1%	*%	1%	-%	*%	1%	*%	*%	*%	1%	1%	-%	*%	-%
		40%	60%	17%	31%	32%	19%	8%	-%	7%	30%	19%	20%	16%	45%	96%	-%	4%	-%
Any other Asian background	7	5	2	3	1	3	-	-	1	-	1	1	1	3	2	7	-	-	-
	*%	*%	*%	1%	*%	*%	-%	-%	*%	-%	*%	*%	*%	1%	*%	*%	-%	-%	-%
		73%	27%	45%	16%	39%	-%	-%	12%	-%	12%	16%	12%	45%	27%	100%	-%	-%	-%
BLACK AND BLACK BRITISH																			
Caribbean	24	5	19	4	2	10	8	3	1	1	4	9	8	1	6	24	-	-	-
	1%	*%	1%	1%	*%	1%	1%	2%	1%	*%	1%	1%	1%	*%	1%	100%	-%	-%	-%
		22%	78%	18%	8%	43%	31%	12%	4%	3%	17%	37%	32%	4%	27%	100%	-%	-%	-%
African	43	25	19	11	3	27	2	4	7	5	14	9	11	10	13	42	1	*	*
	2%	2%	1%	3%	1%	3%	*%	2%	4%	2%	2%	1%	2%	2%	2%	2%	1%	*%	*%
		57%	43%	26%	7%	62%	5%	10%	16%	11%	33%	21%	26%	23%	30%	96%	3%	*%	*%
Any other black background	4	1	3	-	1	3	-	-	-	-	1	-	2	2	-	4	-	-	-
	*%	*%	*%	-%	*%	*%	-%	-%	-%	-%	*%	-%	*%	*%	-%	*%	-%	-%	-%
		29%	71%	-%	29%	71%	-%	-%	-%	-%	29%	-%	58%	42%	-%	100%	-%	-%	-%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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Q22. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
CHINESE OR OTHER ETHNIC GROUP																			
Chinese	9	2	6	2	6	-	*	*	*	-	2	5	2	-	2	8	-	-	*
	1%	1%	1%	1%	1%	-	1%	1%	1%	-	1%	1%	1%	-	1%	1%	-	-	1%
				cd	cd														
		26%	74%	27%	71%	-	2%	3%	3%	-	21%	60%	22%	-	18%	98%	-	-	2%
Any other background	27	11	16	5	4	14	3	-	4	3	9	10	5	4	8	25	1	1	-
	1%	1%	1%	1%	1%	2%	1%	-	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-
				d	d	d			a							d			
		41%	59%	18%	17%	54%	11%	-	14%	9%	35%	38%	18%	15%	30%	94%	4%	2%	-
Refused	6	3	2	-	1	3	2	-	1	-	1	3	2	*	-	5	-	-	*
	1%	1%	1%	-	1%	1%	1%	-	1%	-	1%	1%	1%	1%	-	1%	-	-	1%
		60%	40%	-	19%	53%	28%	-	24%	-	15%	58%	34%	8%	-	92%	-	-	8%
TOTAL WHITE	2425	1178	1246	305	410	809	900	179	178	231	677	633	650	545	588	1993	229	130	73
	91%	91%	91%	85%	87%	88%	97%	93%	90%	94%	91%	89%	91%	94%	89%	89%	98%	98%	99%
				abc										ad			a	a	a
		49%	51%	13%	17%	33%	37%	7%	7%	10%	28%	26%	27%	22%	24%	82%	9%	5%	3%
TOTAL MIXED/ MULTIPLE	52	30	22	13	18	18	3	2	2	2	10	19	15	6	11	50	1	*	*
	2%	2%	2%	4%	4%	2%	1%	1%	1%	1%	1%	3%	2%	1%	2%	2%	1%	1%	1%
				d	cd	d						c				bcd			
		57%	43%	25%	35%	34%	5%	4%	5%	4%	19%	37%	30%	11%	22%	97%	2%	1%	1%
TOTAL ASIAN/ BRITISH ASIAN	80	42	38	16	26	28	10	2	4	4	27	22	17	12	28	79	1	1	*
	3%	3%	3%	5%	6%	3%	1%	1%	2%	2%	4%	3%	2%	2%	4%	4%	1%	1%	1%
				d	cd	d									bc	bcd			
		53%	47%	20%	33%	35%	12%	3%	5%	6%	33%	28%	22%	15%	35%	98%	1%	1%	1%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 187

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q22. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
TOTAL BLACK/ BLACK BRITISH	72	31	41	16	6	40	10	7	8	5	20	18	22	13	19	70	1	*	*
	3%	2%	3%	4%	1%	4%	1%	4%	4%	2%	3%	3%	3%	2%	3%	3%	1%	1%	1%
				bd		bd										bcd			
		43%	57%	22%	8%	56%	13%	10%	11%	7%	27%	25%	30%	18%	27%	98%	2%	1%	1%
MIDDLE EAST AND ARABIC ORIGIN																			
Middle Eastern, including Arabic origin	6	3	3	1	2	3	-	1	-	1	-	1	*	-	4	5	-	*	-
	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%	0%	1%	1%	0%	1%	1%	0%	1%	0%
		47%	53%	20%	28%	51%	0%	20%	0%	18%	0%	20%	8%	0%	71%	91%	0%	9%	0%
TOTAL MIDDLE EAST AND ARABIC ORIGIN	6	3	3	1	2	3	-	1	-	1	-	1	*	-	4	5	-	*	-
	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%	0%	1%	1%	0%	1%	1%	0%	1%	0%
		47%	53%	20%	28%	51%	0%	20%	0%	18%	0%	20%	8%	0%	71%	91%	0%	9%	0%
TOTAL CHINESE OR OTHER ETHNIC GROUP	35	13	22	7	11	14	3	*	4	3	11	15	7	4	10	34	1	1	*
	1%	1%	2%	2%	2%	2%	1%	1%	2%	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%
				d	d	d						c				d			
		37%	63%	20%	30%	41%	9%	1%	12%	7%	32%	43%	19%	11%	27%	95%	3%	2%	1%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
WHITE																
British	1355	133	189	128	88	131	154	178	78	150	1160	195	793	559	703	652
	51%	39%	53%	57%	46%	56%	63%	78%	68%	50%	50%	55%	51%	50%	55%	47%
		10%	a	ad	6%	ad	abdi	abcdefhi	abcdei	a	86%	14%	59%	41%	b	48%
English	645	39	129	78	89	69	52	26	31	113	553	92	347	297	367	279
	24%	12%	36%	35%	47%	29%	21%	11%	27%	38%	24%	26%	22%	27%	28%	20%
		6%	afgh	afg	abcefg	afg	ag	8%	ag	aefgh	86%	14%	54%	46%	a	43%
Scottish	195	-	2	2	-	3	3	-	1	1	163	32	108	88	85	111
	7%	-%	1%	1%	-%	1%	1%	-%	1%	1%	7%	9%	7%	8%	7%	8%
		-%	1%	1%	-%	1%	2%	-%	1%	1%	84%	16%	55%	45%	43%	57%
Welsh	70	-	2	2	-	1	-	-	-	1	57	13	36	33	34	35
	3%	-%	3%	1%	-%	1%	-%	-%	-%	1%	2%	4%	2%	3%	3%	3%
		-%	2%	2%	-%	1%	-%	-%	-%	2%	81%	19%	52%	48%	49%	51%
Irish	42	-	1	2	2	1	2	2	-	3	26	16	21	20	20	22
	2%	-%	3%	1%	1%	3%	1%	1%	-%	1%	1%	5%	1%	2%	2%	2%
		-%	3%	4%	6%	2%	4%	4%	-%	7%	61%	39%	49%	48%	47%	53%
Any other white background	118	52	12	9	2	1	17	6	1	8	115	2	88	30	33	85
	4%	15%	3%	4%	1%	1%	7%	3%	1%	3%	5%	1%	6%	3%	3%	6%
		bcd efghi	e	de		deghi	e	e	e	e	b		b		a	
		44%	10%	8%	2%	1%	14%	5%	1%	7%	98%	2%	75%	25%	28%	72%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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Q22. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
MIXED																
White and Black Caribbean	11	4	-	-	1	3	1	1	-	1	11	-	6	5	2	9
	*%	1%	-%	-%	1%	1%	*%	*%	-%	*%	*%	-%	*%	*%	*%	1%
		33%	-%	-%	12%	28%	8%	8%	-%	7%	100%	-%	54%	46%	18%	82%
White and Black African	17	7	2	1	-	-	5	1	1	1	17	*	14	3	2	15
	1%	2%	*%	*%	-%	-%	2%	*%	*%	*%	1%	*%	1%	*%	*%	1%
		de					deg								a	
		39%	9%	3%	-%	-%	32%	3%	3%	5%	99%	1%	81%	19%	12%	88%
White and Asian	17	1	2	-	-	8	1	3	-	1	15	1	12	5	5	12
	1%	*%	*%	-%	-%	4%	*%	2%	-%	*%	1%	*%	1%	*%	*%	1%
						abcdfhi										
		5%	10%	-%	-%	50%	7%	21%	-%	8%	92%	8%	71%	29%	28%	72%
Any other mixed/ multiple ethnic background	7	2	-	1	-	1	2	1	*	-	6	1	4	3	3	4
	*%	1%	-%	1%	-%	1%	1%	*%	*%	-%	*%	*%	*%	*%	*%	*%
		24%	-%	16%	-%	16%	25%	11%	7%	-%	86%	14%	53%	47%	46%	54%
ASIAN AND BRITISH ASIAN																
Indian	27	17	2	-	-	5	-	-	-	2	27	-	15	13	6	21
	1%	5%	1%	-%	-%	2%	-%	-%	-%	1%	1%	-%	1%	1%	*%	2%
		bcdgghi				cdgfh					b				a	
		62%	8%	-%	-%	18%	-%	-%	-%	8%	100%	-%	53%	47%	23%	77%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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Q22. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL		
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH	
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b	
Significance Level: 95%																	
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908	
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379	
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389	
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%	
Pakistani	31	8	4	-	2	5	-	6	-	8	31	-	20	11	2	29	
	1%	2%	1%	-%	1%	2%	-%	2%	-%	3%	1%	-%	1%	1%	*%	2%	
		cfh				cfh		cfh		cfh	b				a	a	
		24%	12%	-%	6%	15%	-%	18%	-%	25%	100%	-%	63%	37%	6%	94%	
Bangladeshi	14	7	1	-	1	-	3	-	1	1	14	-	7	8	6	9	
	1%	2%	*%	-%	*%	-%	1%	-%	*%	*%	1%	-%	*%	1%	*%	1%	
		ceg															
		50%	10%	-%	5%	-%	22%	-%	4%	6%	100%	-%	46%	54%	41%	59%	
Any other Asian background	7	4	-	-	1	-	1	1	-	-	7	-	3	4	2	5	
	*%	1%	-%	-%	*%	-%	*%	*%	-%	-%	*%	-%	*%	*%	*%	*%	
		57%	-%	-%	12%	-%	16%	15%	-%	-%	100%	-%	43%	57%	27%	73%	
BLACK AND BLACK BRITISH																	
Caribbean	24	17	1	2	1	1	-	*	-	1	23	1	14	10	6	18	
	1%	5%	*%	1%	1%	1%	-%	*%	-%	*%	1%	*%	1%	1%	*%	1%	
		bcd efghi														a	
		70%	5%	7%	5%	6%	-%	2%	-%	5%	95%	5%	59%	41%	26%	74%	
African	43	24	9	-	1	-	3	2	-	3	43	*	34	9	1	42	
	2%	7%	2%	-%	1%	-%	1%	1%	-%	1%	2%	*%	2%	1%	*%	3%	
		bcd efghi	ceh								b		b		a	a	
		54%	20%	-%	3%	-%	8%	4%	-%	7%	100%	*%	79%	21%	3%	97%	
Any other black background	4	4	-	-	-	-	-	-	-	-	4	-	2	2	-	4	
	*%	1%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	*%	-%	*%	
		100%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	42%	58%	-%	100%	

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Significance Level: 95%																
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
CHINESE OR OTHER ETHNIC GROUP																
Chinese	9	7	-	-	-	-	-	-	2	-	9	-	4	5	2	6
	*%	2%	-%	-%	-%	-%	-%	-%	1%	-%	*%	-%	*%	*%	*%	*%
		bcdefgi														
		78%	-%	-%	-%	-%	-%	-%	20%	-%	100%	-%	46%	54%	27%	73%
Any other background	27	13	1	1	3	5	-	1	-	-	25	2	21	6	4	23
	1%	4%	*%	*%	2%	2%	-%	*%	-%	-%	1%	1%	1%	1%	*%	2%
		bcfghi			fi	fhi							b		a	
		50%	6%	3%	12%	18%	-%	4%	-%	-%	93%	7%	77%	22%	15%	85%
Refused	6	1	2	-	-	-	-	-	-	2	6	-	3	1	2	4
	*%	*%	1%	-%	-%	-%	-%	-%	-%	1%	*%	-%	*%	*%	*%	*%
		15%	33%	-%	-%	-%	-%	-%	-%	43%	100%	-%	48%	19%	32%	68%
TOTAL WHITE	2425	224	336	220	181	205	228	212	111	276	2074	350	1393	1027	1241	1184
	91%	66%	93%	98%	95%	87%	93%	93%	97%	93%	89%	98%	90%	92%	96%	85%
			ae	abdefgi	ae	a	a	ae	ae	ae		a			b	
		9%	14%	9%	7%	8%	9%	9%	5%	11%	86%	14%	57%	42%	51%	49%
TOTAL MIXED/ MULTIPLE	52	13	3	2	1	13	9	6	1	3	49	2	35	16	12	40
	2%	4%	1%	1%	1%	5%	4%	3%	1%	1%	2%	1%	2%	1%	1%	3%
		bcdhi				bcdhi	bcdi				b				a	
		25%	6%	3%	3%	24%	18%	11%	2%	5%	95%	5%	68%	32%	23%	77%
TOTAL ASIAN/ BRITISH ASIAN	80	36	7	-	3	9	4	7	1	11	80	-	44	36	16	64
	3%	11%	2%	-%	2%	4%	2%	3%	*%	4%	3%	-%	3%	3%	1%	5%
		bcdefghi	c		c	ch	c	ch	ch	ch	b				a	
		45%	9%	-%	4%	12%	5%	8%	1%	13%	100%	-%	55%	45%	20%	80%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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Q22. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
TOTAL BLACK/ BLACK BRITISH	72	45	10	2	3	1	3	2	-	4	71	1	51	21	8	64
	3%	13%	3%	1%	1%	1%	1%	1%	-%	1%	3%	*%	3%	2%	1%	5%
		bcdefghi	h								b		b		a	a
		62%	14%	3%	4%	2%	5%	3%	-%	6%	98%	2%	70%	30%	11%	89%
MIDDLE EAST AND ARABIC ORIGIN																
Middle Eastern, including Arabic origin	6	1	-	-	-	1	1	-	*	1	6	-	1	4	1	4
	*%	*%	-%	-%	-%	*%	*%	-%	*%	*%	*%	-%	*%	*%	*%	*%
		18%	-%	-%	-%	20%	20%	-%	8%	25%	100%	-%	27%	73%	20%	80%
TOTAL MIDDLE EAST AND ARABIC ORIGIN	6	1	-	-	-	1	1	-	*	1	6	-	1	4	1	4
	*%	*%	-%	-%	-%	*%	*%	-%	*%	*%	*%	-%	*%	*%	*%	*%
		18%	-%	-%	-%	20%	20%	-%	8%	25%	100%	-%	27%	73%	20%	80%
TOTAL CHINESE OR OTHER ETHNIC GROUP	35	20	1	1	3	5	-	1	2	-	33	2	24	10	6	29
	1%	6%	*%	*%	2%	2%	-%	*%	1%	-%	1%	1%	2%	1%	*%	2%
		bcdefghi			fi	fi									a	a
		57%	4%	2%	9%	14%	-%	3%	5%	-%	95%	5%	69%	30%	18%	82%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QZ3 (QZ5A). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Cannot walk far or manage stairs or can only do so with difficulty	145 5%	63 5%	82 6%	3 1%	3 1%	28 3%	111 12%	34 18%	22 11%	9 4%	15 2%	17 2%	22 3%	32 5%	74 11%	116 5%	14 6%	13 9%	2 3%
		44%	56%	2%	2%	19%	77%	23%	15%	6%	10%	12%	15%	22%	51%	80%	10%	9%	2%
Breathlessness or chest pains	107 4%	54 4%	53 4%	7 2%	8 2%	13 1%	80 9%	20 10%	12 6%	14 6%	5 1%	12 2%	19 3%	24 4%	52 8%	87 4%	14 6%	5 4%	2 2%
		51%	49%	7%	7%	12%	75%	18%	11%	13%	5%	11%	18%	22%	48%	81%	13%	4%	2%
Mental health problems or difficulties	82 3%	42 3%	40 3%	11 3%	12 2%	32 4%	27 3%	16 8%	18 9%	7 3%	5 1%	8 1%	13 2%	15 3%	45 7%	62 3%	13 5%	6 4%	1 1%
		51%	49%	13%	14%	40%	33%	20%	21%	8%	7%	10%	16%	19%	55%	76%	16%	7%	1%
Poor hearing, partial hearing or deafness	61 2%	33 3%	28 2%	1 *%	1 *%	9 1%	50 5%	9 5%	6 3%	12 5%	10 1%	14 2%	10 1%	13 2%	23 4%	45 2%	12 5%	4 3%	* 1%
		54%	46%	1%	2%	16%	81%	15%	9%	20%	16%	23%	16%	22%	38%	74%	19%	6%	1%
Poor vision, partial sight or blindness	54 2%	25 2%	29 2%	4 1%	3 1%	12 1%	36 4%	10 5%	6 3%	7 3%	8 1%	10 1%	7 1%	10 2%	27 4%	43 2%	7 3%	3 2%	* 1%
		46%	54%	7%	5%	23%	66%	18%	11%	13%	15%	19%	12%	18%	50%	80%	14%	5%	1%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 188

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QZ3 (QZ5A). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Limited ability to reach	44	17	28	1	2	10	31	7	6	3	8	6	5	8	26	38	3	2	1
	2%	1%	2%	%	%	1%	3%	3%	3%	1%	1%	1%	1%	1%	4%	2%	1%	2%	1%
							abc	d						abc					
		37%	63%	3%	4%	22%	70%	15%	14%	6%	19%	14%	11%	17%	58%	86%	7%	5%	2%
Dyslexia	29	15	13	9	3	11	6	3	4	5	7	8	5	9	7	22	3	3	*
	1%	1%	1%	3%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	2%	%
				bd														ad	
		53%	47%	32%	10%	38%	21%	9%	14%	16%	25%	27%	17%	30%	25%	77%	11%	11%	1%
Cannot walk at all / use a wheelchair	26	14	11	-	1	10	15	4	4	3	2	2	4	7	13	23	1	2	*
	1%	1%	1%	-%	%	1%	2%	2%	2%	1%	%	%	1%	1%	2%	1%	%	1%	%
							ab	d	d					ab					
		56%	44%	-%	2%	38%	60%	14%	17%	13%	9%	8%	14%	28%	50%	89%	3%	6%	1%
Difficulty in speaking or in communicating	16	9	7	-	1	6	9	1	1	1	4	4	1	4	6	15	1	*	*
	1%	1%	1%	-%	%	1%	1%	1%	%	%	1%	1%	%	1%	1%	1%	%	%	%
														b					
		54%	46%	-%	4%	37%	58%	6%	4%	5%	28%	28%	8%	25%	39%	93%	6%	1%	1%
Other illnesses or health problems which limit your daily activities or the work that you can do	119	61	58	8	15	25	71	21	19	10	13	19	18	24	59	90	21	7	1
	4%	5%	4%	2%	3%	3%	8%	11%	10%	4%	2%	3%	2%	4%	9%	4%	9%	6%	2%
							abc	cd	cd	d				abc	d	ad	d		
		51%	49%	7%	12%	21%	60%	17%	16%	9%	11%	16%	15%	20%	49%	75%	18%	6%	1%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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QZ3 (QZ5A). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
None	2219	1073	1146	325	441	811	641	114	134	193	688	635	637	475	464	1875	174	103	67
	83%	82%	83%	91%	93%	89%	69%	60%	68%	78%	92%	89%	89%	82%	70%	84%	75%	78%	90%
				d	cd	d				ab	abc	cd	cd	d		bc			abc
		48%	52%	15%	20%	37%	29%	5%	6%	9%	31%	29%	29%	21%	21%	84%	8%	5%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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QZ3 (QZ5A). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Cannot walk far or manage stairs or can only do so with difficulty	145	5	10	21	7	13	14	16	10	20	117	28	13	132	74	71
	5%	1%	3%	9%	4%	5%	6%	7%	8%	7%	5%	8%	1%	12%	6%	5%
			abd	a	a	a	ab	ab	ab	ab		a		a		
		3%	7%	14%	5%	9%	10%	11%	7%	14%	81%	19%	9%	91%	51%	49%
Breathlessness or chest pains	107	9	15	9	7	11	4	12	6	14	92	15	19	89	50	57
	4%	3%	4%	4%	4%	5%	2%	5%	5%	5%	4%	4%	1%	8%	4%	4%
				f	f									a		
		9%	14%	8%	7%	11%	4%	11%	6%	13%	86%	14%	17%	83%	47%	53%
Mental health problems or difficulties	82	1	5	11	4	7	8	8	7	10	68	14	17	65	38	44
	3%	*%	1%	5%	2%	3%	3%	4%	7%	3%	3%	4%	1%	6%	3%	3%
			ab	a	a	a	a	abd	a					a		
		1%	6%	13%	5%	9%	10%	10%	9%	12%	83%	17%	21%	79%	46%	54%
Poor hearing, partial hearing or deafness	61	5	9	5	3	7	5	3	3	7	47	13	14	47	32	28
	2%	1%	2%	2%	1%	3%	2%	1%	3%	2%	2%	4%	1%	4%	3%	2%
				a								a		a		
		8%	14%	8%	4%	11%	7%	5%	5%	11%	78%	22%	23%	77%	53%	47%
Poor vision, partial sight or blindness	54	2	9	8	5	4	4	3	3	7	42	12	14	40	28	26
	2%	1%	2%	3%	2%	2%	2%	1%	3%	2%	2%	3%	1%	4%	2%	2%
			a											a		
		4%	17%	14%	8%	7%	7%	5%	6%	13%	78%	22%	26%	74%	51%	49%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QZ3 (QZ5A). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Limited ability to reach	44	-	8	4	2	3	8	6	3	5	36	8	1	43	23	22
	2%	-%	2%	2%	1%	1%	3%	2%	2%	2%	2%	2%	1%	4%	2%	2%
			a	a			a	a	a				*	a		
		-%	19%	10%	5%	6%	17%	13%	6%	11%	82%	18%	3%	97%	51%	49%
Dyslexia	29	-	5	2	-	2	6	4	2	1	20	9	13	16	11	17
	1%	-%	1%	1%	-%	1%	2%	2%	2%	1%	1%	3%	1%	1%	1%	1%
							ad	ad	ad			a				
		-%	17%	8%	-%	6%	20%	13%	9%	5%	68%	32%	45%	55%	39%	61%
Cannot walk at all / use a wheelchair	26	5	3	3	2	2	1	1	1	5	22	4	3	23	11	14
	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%
							*	*	*				*	a		
		21%	11%	13%	8%	7%	3%	2%	4%	21%	85%	15%	11%	89%	45%	55%
Difficulty in speaking or in communicating	16	-	3	3	1	2	2	3	*	1	9	7	2	13	11	5
	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
												a		a		
		-%	17%	18%	4%	15%	12%	19%	3%	4%	57%	43%	15%	85%	68%	32%
Other illnesses or health problems which limit your daily activities or the work that you can do	119	2	11	16	3	11	8	16	8	16	102	18	18	101	53	66
	4%	1%	3%	7%	2%	5%	3%	7%	7%	5%	4%	5%	1%	9%	4%	5%
			a	ad		a	a	ad	ad	ad				a		
		1%	9%	13%	3%	9%	7%	13%	7%	13%	85%	15%	15%	85%	45%	55%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QZ3 (QZ5A). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
None	2219	315	306	179	167	195	208	174	89	242	1936	283	1455	759	1073	1146
	83%	93%	85%	80%	87%	83%	85%	76%	78%	81%	83%	80%	94%	68%	83%	83%
		bcefg	g		cgh	g							b			
		14%	14%	8%	8%	9%	9%	8%	4%	11%	87%	13%	66%	34%	48%	52%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QZ4 (QZ11). Do you need to wear glasses or contact lenses in order to watch TV, go online or use a phone? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Yes	1254	590	664	88	112	358	696	107	103	117	307	339	327	249	338	1042	121	63	28
	47%	45%	48%	25%	24%	39%	75%	56%	52%	48%	41%	48%	46%	43%	51%	47%	52%	48%	38%
						ab	abc	d	d						bc	d	d	d	
		47%	53%	7%	9%	29%	55%	9%	8%	9%	24%	27%	26%	20%	27%	83%	10%	5%	2%
No	1421	710	711	271	362	557	231	85	95	129	438	373	387	332	323	1195	112	69	45
	53%	55%	52%	75%	76%	61%	25%	44%	48%	52%	59%	52%	54%	57%	49%	53%	48%	52%	62%
				cd	cd	d					ab		d	d					abc
		50%	50%	19%	25%	39%	16%	6%	7%	9%	31%	26%	27%	23%	23%	84%	8%	5%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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QZ4 (QZ11). Do you need to wear glasses or contact lenses in order to watch TV, go online or use a phone? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Yes	1254	98	176	128	94	112	126	114	50	143	1067	187	586	666	671	583
	47%	29%	49%	57%	49%	48%	51%	50%	44%	48%	46%	53%	38%	60%	52%	42%
		a	a	aehi	a	a	a	a	a	a	a	a	a	a	b	a
		8%	14%	10%	7%	9%	10%	9%	4%	11%	85%	15%	47%	53%	53%	47%
No	1421	242	184	96	98	122	119	114	64	155	1252	169	966	451	615	805
	53%	71%	51%	43%	51%	52%	49%	50%	56%	52%	54%	47%	62%	40%	48%	58%
		bcd efghi			c				c	c	b		b		a	
		17%	13%	7%	7%	9%	8%	8%	5%	11%	88%	12%	68%	32%	43%	57%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 190

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QZ5 (QZ12). Do you need to use a hearing aid or other hearing assistance in order to watch TV, go online or use a phone? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Yes	130	62	68	1	5	15	109	17	13	16	18	31	28	30	41	106	16	6	2
	5%	5%	5%	*%	1%	2%	12%	9%	7%	6%	2%	4%	4%	5%	6%	5%	7%	4%	2%
							abc	d	d	d					b	d	d		
		48%	52%	1%	4%	11%	84%	13%	10%	12%	14%	24%	21%	23%	31%	82%	13%	4%	1%
No	2545	1238	1306	358	470	900	818	175	184	230	727	681	686	551	620	2130	217	126	72
	95%	95%	95%	100%	99%	98%	88%	91%	93%	94%	98%	96%	96%	95%	94%	95%	93%	96%	98%
				d	d	d					abc		d						ab
		49%	51%	14%	18%	35%	32%	7%	7%	9%	29%	27%	27%	22%	24%	84%	9%	5%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QZ5 (QZ12). Do you need to use a hearing aid or other hearing assistance in order to watch TV, go online or use a phone? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Yes	130	8	12	14	8	20	11	8	5	22	112	18	25	104	71	59
	5%	2%	3%	6%	4%	9%	4%	3%	4%	7%	5%	5%	2%	9%	6%	4%
			a	a	abdg			a		a			a			
		6%	9%	10%	6%	16%	8%	6%	4%	17%	86%	14%	19%	80%	55%	45%
No	2545	332	348	211	184	214	235	220	110	276	2207	338	1527	1013	1215	1330
	95%	98%	97%	94%	96%	91%	96%	97%	96%	93%	95%	95%	98%	91%	94%	96%
		cei	e	e	e	e	e	e		b			b			
		13%	14%	8%	7%	8%	9%	9%	4%	11%	87%	13%	60%	40%	48%	52%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QZ6. SHOWCARD Which of these best describes your sight? (SINGLE CODE)

Base : Those with poor vision, partial sight or blindness

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI	
		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	
Significance Level: 95%																				
Unweighted total	81	38	43	6	4	13	58	18	8	8	11	13	12	15	41	49	16	13	3	
Effective Weighted Sample	58	28	30	5	2	10	44	13	8	6	9	9	9	9	32	42	12	9	3	
Total	54	25	29	4	3	12	36	10	6	7	8	10	7	10	27	43	7	3	*	
Cannot see the shapes of furniture in the room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend if close to his or her face	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a newspaper headline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a large print book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend across a room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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QZ6. SHOWCARD Which of these best describes your sight? (SINGLE CODE)

Base : Those with poor vision, partial sight or blindness

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	81	38	43	6	4	13	58	18	8	8	11	13	12	15	41	49	16	13	3
Effective Weighted Sample	58	28	30	5	2	10	44	13	8	6	9	9	9	9	32	42	12	9	3
Total	54	25	29	4	3	12	36	10	6	7	8	10	7	10	27	43	7	3	*
Cannot see well enough to recognise a friend across a road	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Have no problems as long as I am wearing glasses/ contact lenses	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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QZ6. SHOWCARD Which of these best describes your sight? (SINGLE CODE)

Base : Those with poor vision, partial sight or blindness

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~a	~b	~a	~b
Significance Level: 95%																
Unweighted total	81	2	7	9	7	5	4	3	6	6	55	26	13	68	42	39
Effective Weighted Sample	58	2	6	9	7	5	4	3	6	5	44	15	10	51	26	33
Total	54	2	9	8	5	4	4	3	3	7	42	12	14	40	28	26
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see the shapes of furniture in the room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend if close to his or her face	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a newspaper headline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a large print book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend across a room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QZ6. SHOWCARD Which of these best describes your sight? (SINGLE CODE)

Base : Those with poor vision, partial sight or blindness

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~a	~b	~a	~b
Unweighted total	81	2	7	9	7	5	4	3	6	6	55	26	13	68	42	39
Effective Weighted Sample	58	2	6	9	7	5	4	3	6	5	44	15	10	51	26	33
Total	54	2	9	8	5	4	4	3	3	7	42	12	14	40	28	26
Cannot see well enough to recognise a friend across a road	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Have no problems as long as I am wearing glasses/ contact lenses	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QZ7. SHOWCARD Which of these best describes your hearing? (SINGLE CODE)

Base : Those with poor hearing, partial hearing or deafness

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	97	48	49	1	1	14	81	16	11	17	10	19	20	19	39	49	25	19	4
Effective Weighted Sample	67	34	33	1	1	11	54	11	6	12	9	13	15	14	28	43	19	13	4
Total	61	33	28	1	1	9	50	9	6	12	10	14	10	13	23	45	12	4	*
Cannot hear sounds at all	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot follow a TV programme with the volume turned up	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Have difficulty hearing someone talking in a loud voice in a quiet room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot hear a doorbell, alarm clock or telephone bell	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot follow a TV programme at a volume others find acceptable	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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QZ7. SHOWCARD Which of these best describes your hearing? (SINGLE CODE)

Base : Those with poor hearing, partial hearing or deafness

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Significance Level: 95%																			
Unweighted total	97	48	49	1	1	14	81	16	11	17	10	19	20	19	39	49	25	19	4
Effective Weighted Sample	67	34	33	1	1	11	54	11	6	12	9	13	15	14	28	43	19	13	4
Total	61	33	28	1	1	9	50	9	6	12	10	14	10	13	23	45	12	4	*
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Difficulty hearing someone talking in a normal voice in a quiet room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Difficulty following a conversation against background noise	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

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QZ7. SHOWCARD Which of these best describes your hearing? (SINGLE CODE)

Base : Those with poor hearing, partial hearing or deafness

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~a	~b	~a	~b
Unweighted total	97	4	6	5	3	9	5	4	7	6	59	38	16	81	57	40
Effective Weighted Sample	67	4	6	5	3	9	5	4	7	6	50	19	13	55	35	32
Total	61	5	9	5	3	7	5	3	3	7	47	13	14	47	32	28
Cannot hear sounds at all	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot follow a TV programme with the volume turned up	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Have difficulty hearing someone talking in a loud voice in a quiet room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot hear a doorbell, alarm clock or telephone bell	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot follow a TV programme at a volume others find acceptable	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

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QZ7. SHOWCARD Which of these best describes your hearing? (SINGLE CODE)

Base : Those with poor hearing, partial hearing or deafness

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~a	~b	~a	~b
Unweighted total	97	4	6	5	3	9	5	4	7	6	59	38	16	81	57	40
Effective Weighted Sample	67	4	6	5	3	9	5	4	7	6	50	19	13	55	35	32
Total	61	5	9	5	3	7	5	3	3	7	47	13	14	47	32	28
Difficulty hearing someone talking in a normal voice in a quiet room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Difficulty following a conversation against background noise	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 193

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ9 (SGA). Do you ever work from home? (SINGLE CODE)

Base : Those working full or part time

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1979	1021	958	244	434	903	398	45	96	205	722	513	695	484	281	1202	256	247	274
Effective Weighted Sample	1376	712	665	169	313	620	283	35	68	135	530	366	489	331	203	1056	175	176	244
Total	1552	800	752	185	365	733	269	33	74	148	618	467	474	392	214	1305	133	74	41
		52%	48%	12%	24%	47%	17%	**	**	10%	40%	30%	31%	25%	14%	84%	9%	5%	3%
Yes	398	214	184	15	79	213	91	**	**	19	178	205	130	44	18	342	29	17	10
	26%	27%	24%	8%	22%	29%	34%	**	**	13%	29%	44%	27%	11%	9%	26%	22%	24%	23%
				a	a	ab	ab			c	c	bcd	cd						
		54%	46%	4%	20%	54%	23%	**	**	5%	45%	52%	33%	11%	5%	86%	7%	4%	2%
No	1154	586	568	170	286	520	178	**	**	129	440	262	344	348	195	963	104	56	31
	74%	73%	76%	92%	78%	71%	66%	**	**	87%	71%	56%	73%	89%	91%	74%	78%	76%	77%
				bcd	cd					d	d	a	ab	ab					
		51%	49%	15%	25%	45%	15%	**	**	11%	38%	23%	30%	30%	17%	83%	9%	5%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 193

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QZ9 (SGA). Do you ever work from home? (SINGLE CODE)

Base : Those working full or part time

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	~b	a	b
Unweighted total	1979	173	140	120	124	140	123	140	120	122	1458	521	1979	-	990	989
Effective Weighted Sample	1376	161	133	116	116	134	120	133	115	115	1157	237	1376	-	660	717
Total	1552	247	224	117	103	131	137	125	65	156	1355	197	1552	-	758	794
		16%	14%	8%	7%	8%	9%	8%	4%	10%	87%	13%	100%	**	49%	51%
Yes	398	62	61	40	25	36	29	31	12	45	332	65	398	**	235	163
	26%	25%	27%	34%	25%	28%	21%	25%	19%	29%	25%	33%	26%	**	31%	21%
		16%	15%	10%	6%	9%	7%	8%	3%	11%	84%	a	100%	**	b	41%
		16%	15%	10%	6%	9%	7%	8%	3%	11%	84%	16%	100%	**	59%	41%
No	1154	185	163	77	78	95	107	94	53	111	1023	131	1154	**	523	631
	74%	75%	73%	66%	75%	72%	79%	75%	81%	71%	75%	67%	74%	**	69%	79%
		16%	14%	7%	7%	8%	c	c	c	b	b	67%	74%	**	a	a
		16%	14%	7%	7%	8%	9%	8%	5%	10%	89%	11%	100%	**	45%	55%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 194

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QZ10 (SGB). Would you say that you work from home most of the time or just occasionally? (SINGLE CODE)

Base : Those who ever work from home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~a	~b	c	d	~a	~b	~c	d	a	b	~c	~d	a	~b	~c	~d
Unweighted total	495	263	232	17	91	264	123	7	18	25	213	233	179	60	23	310	57	67	61
Effective Weighted Sample	348	185	162	12	66	182	88	5	13	20	155	165	130	38	17	275	39	46	54
Total	398	214	184	15	79	213	91	4	16	19	178	205	130	44	18	342	29	17	10
		54%	46%	**	**	54%	23%	**	**	**	45%	52%	33%	**	**	86%	**	**	**
Most of the time	145	66	80	**	**	75	37	**	**	**	59	66	48	**	**	129	**	**	**
	37%	31%	43%	**	**	35%	41%	**	**	**	33%	32%	37%	**	**	38%	**	**	**
		a																	
		45%	55%	**	**	52%	25%	**	**	**	40%	46%	33%	**	**	89%	**	**	**
Just occasionally	252	148	104	**	**	138	54	**	**	**	119	139	82	**	**	213	**	**	**
	63%	69%	57%	**	**	65%	59%	**	**	**	67%	68%	63%	**	**	62%	**	**	**
		b																	
		59%	41%	**	**	55%	21%	**	**	**	47%	55%	33%	**	**	84%	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 194

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QZ10 (SGB). Would you say that you work from home most of the time or just occasionally? (SINGLE CODE)

Base : Those who ever work from home

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	a	~b	a	b
Unweighted total	495	42	40	40	32	38	28	33	23	34	342	153	495	-	294	201
Effective Weighted Sample	348	40	38	39	31	36	27	32	22	32	277	75	348	-	199	149
Total	398	62	61	40	25	36	29	31	12	45	332	65	398	-	235	163
		**	**	**	**	**	**	**	**	**	84%	16%	100%	**	59%	41%
Most of the time	145	**	**	**	**	**	**	**	**	**	115	30	145	**	84	62
	37%	**	**	**	**	**	**	**	**	**	35%	46%	37%	**	36%	38%
		**	**	**	**	**	**	**	**	**	79%	21%	100%	**	58%	42%
Just occasionally	252	**	**	**	**	**	**	**	**	**	217	35	252	**	151	101
	63%	**	**	**	**	**	**	**	**	**	65%	54%	63%	**	64%	62%
		**	**	**	**	**	**	**	**	**	86%	14%	100%	**	60%	40%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 195

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QZ11 (QZ14). Are any other adults in the household working either full time or part time?

Base : Those who are not working who live in a household of two or more adults

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1249	566	683	256	136	217	639	98	116	121	147	261	317	212	458	777	147	150	175
Effective Weighted Sample	877	392	485	171	107	153	449	69	83	81	114	182	230	154	321	686	102	97	154
Total	823	364	460	162	102	155	404	65	76	75	118	200	184	149	289	703	59	35	25
		44%	56%	20%	12%	19%	49%	**	9%	9%	14%	24%	22%	18%	35%	85%	7%	4%	3%
Yes, somebody in the household is working	353	128	225	106	56	91	101	**	20	32	75	95	94	89	75	309	18	15	11
	43%	35%	49%	65%	55%	58%	25%	**	27%	43%	64%	48%	51%	60%	26%	44%	30%	43%	42%
		a	d	d	d	d	d	**	b	bc	d	d	d	ad	b	b	a	a	a
		36%	64%	30%	16%	26%	28%	**	6%	9%	21%	27%	27%	25%	21%	88%	5%	4%	3%
No member of the household is working	458	230	228	54	45	58	302	**	54	43	42	102	88	60	207	384	40	20	14
	56%	63%	50%	33%	44%	37%	75%	**	71%	57%	36%	51%	48%	40%	72%	55%	67%	57%	57%
		b	abc	abc	abc	abc	abc	**	d	d	d	d	d	abc	abc	a	a	a	a
		50%	50%	12%	10%	13%	66%	**	12%	9%	9%	22%	19%	13%	45%	84%	9%	4%	3%
Don't know/ refused to say	12	5	7	2	2	7	1	**	2	-	-	3	2	-	6	10	1	*	*
	1%	1%	1%	1%	2%	5%	*%	**	2%	-%	-%	2%	1%	-%	2%	1%	2%	*%	1%
		d	d	d	d	d	d	**	d	-	-	d	d	-	abc	abc	a	a	a
		44%	56%	15%	15%	60%	9%	**	14%	-%	-%	29%	19%	-%	53%	85%	11%	1%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QZ11 (QZ14). Are any other adults in the household working either full time or part time?

Base : Those who are not working who live in a household of two or more adults

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		~a	~b	c	~d	~e	~f	~g	~h	~i	a	b	~a	b	a	b
Unweighted total	1249	69	74	100	98	99	81	91	77	88	888	361	-	1242	593	656
Effective Weighted Sample	877	64	71	97	90	95	78	87	73	83	724	159	-	872	390	489
Total	823	81	104	84	72	79	78	71	35	99	701	122	-	818	383	440
		**	**	10%	**	**	**	**	**	**	85%	15%	**	99%	47%	53%
Yes, somebody in the household is working	353	**	**	38	**	**	**	**	**	**	294	59	**	350	157	196
	43%	**	**	45%	**	**	**	**	**	**	42%	48%	**	43%	41%	45%
		**	**	11%	**	**	**	**	**	**	83%	17%	**	99%	44%	56%
No member of the household is working	458	**	**	45	**	**	**	**	**	**	396	62	**	458	222	236
	56%	**	**	54%	**	**	**	**	**	**	56%	51%	**	56%	58%	54%
		**	**	10%	**	**	**	**	**	**	86%	14%	**	100%	48%	52%
Don't know/ refused to say	12	**	**	1	**	**	**	**	**	**	11	1	**	10	4	8
	1%	**	**	1%	**	**	**	**	**	**	2%	1%	**	1%	1%	2%
		**	**	8%	**	**	**	**	**	**	89%	11%	**	81%	32%	68%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QZ13. SHOWCARD Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Up to £199 per week/ £10,399 per year	192	87	105	32	28	39	94	192	-	-	-	4	24	17	148	154	20	13	5
	7%	7%	8%	9%	6%	4%	10%	100%	-%	-%	-%	*%	3%	3%	22%	7%	9%	10%	7%
				c			bc	bcd					a	a	abc				
		45%	55%	16%	14%	20%	49%	100%	-%	-%	-%	2%	13%	9%	77%	80%	10%	7%	3%
From £200 to £299 per week/ £10,400 to £15,599 per year	198	85	112	21	19	61	96	-	198	-	-	20	38	51	88	161	21	11	4
	7%	7%	8%	6%	4%	7%	10%	-%	100%	-%	-%	3%	5%	9%	13%	7%	9%	8%	6%
							abc		acd				a	ab	abc				
		43%	57%	11%	10%	31%	49%	-%	100%	-%	-%	10%	19%	26%	45%	81%	11%	6%	2%
From £300 to £499 per week/ £15,600 to £25,599 per year	246	111	135	24	40	78	104	-	-	246	-	41	73	77	55	195	29	15	7
	9%	9%	10%	7%	8%	8%	11%	-%	-%	100%	-%	6%	10%	13%	8%	9%	12%	12%	10%
							a			abd			a	ad			a		
		45%	55%	10%	16%	32%	42%	-%	-%	100%	-%	17%	30%	31%	22%	79%	12%	6%	3%
From £500 to £699 per week/ £26,000 to £36,399 per year	292	156	136	15	67	137	73	-	-	-	292	84	90	81	38	247	32	9	5
	11%	12%	10%	4%	14%	15%	8%	-%	-%	-%	39%	12%	13%	14%	6%	11%	14%	7%	7%
					ad	ad	a				abc	d	d	d		cd	cd		
		53%	47%	5%	23%	47%	25%	-%	-%	-%	100%	29%	31%	28%	13%	84%	11%	3%	2%
From £700 to £999 per week/ £36,400 to £51,999 per year	248	124	124	19	66	130	33	-	-	-	248	92	87	58	11	214	24	6	4
	9%	10%	9%	5%	14%	14%	4%	-%	-%	-%	33%	13%	12%	10%	2%	10%	10%	4%	5%
					ad	ad					abc	d	d	d		cd	cd		
		50%	50%	8%	27%	52%	13%	-%	-%	-%	100%	37%	35%	23%	4%	86%	10%	2%	1%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QZ13. SHOWCARD Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER 10.4K	10.4K-15.59K	15.6K-25.99K	26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	3730	1816	1914	516	584	1172	1457	297	286	365	882	847	1111	754	1008	2253	493	487	497
Effective Weighted Sample	2581	1253	1328	351	424	801	1035	213	204	239	653	590	782	524	714	1963	337	339	442
Total	2675	1301	1374	359	474	915	927	192	198	246	745	712	714	580	661	2236	233	132	74
		49%	51%	13%	18%	34%	35%	7%	7%	9%	28%	27%	27%	22%	25%	84%	9%	5%	3%
£1,000 per week and above/ £52,000 and above per year	205	120	85	13	34	117	42	-	-	-	205	125	52	22	3	185	14	4	2
	8%	9%	6%	3%	7%	13%	4%	-%	-%	-%	27%	18%	7%	4%	*%	8%	6%	3%	2%
		b			ad	abd					abc	bcd	cd	d	cd	d			
		59%	41%	6%	16%	57%	20%	-%	-%	-%	100%	61%	26%	11%	2%	90%	7%	2%	1%
Don't know/ Refused	1294	617	676	235	220	354	485	-	-	-	-	346	349	274	319	1080	94	74	46
	48%	47%	49%	65%	46%	39%	52%	-%	-%	-%	-%	49%	49%	47%	48%	48%	40%	56%	63%
				bcd	c		bc								b		ab	ab	
		48%	52%	18%	17%	27%	37%	-%	-%	-%	-%	27%	27%	21%	25%	83%	7%	6%	4%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

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QZ13. SHOWCARD Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	a	b	a	b
Unweighted total	3730	252	238	250	246	272	242	273	230	250	2717	1013	1979	1743	1822	1908
Effective Weighted Sample	2581	233	226	240	228	260	233	258	218	236	2158	453	1376	1228	1205	1379
Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
Up to £199 per week/ £10,399 per year	192	7	26	9	14	12	15	29	10	33	176	16	33	159	71	121
	7%	2%	7%	4%	7%	5%	6%	13%	8%	11%	8%	5%	2%	14%	6%	9%
		a	a	a	a	a	a	abcef	a	acef	b	b	a	a	a	a
		4%	13%	5%	7%	6%	8%	15%	5%	17%	92%	8%	17%	83%	37%	63%
From £200 to £299 per week/ £10,400 to £15,599 per year	198	13	39	14	10	11	22	21	10	20	175	23	74	124	89	109
	7%	4%	11%	6%	5%	5%	9%	9%	9%	7%	8%	6%	5%	11%	7%	8%
		a	ade	a	a	a	a	a	a	a	a	a	a	a	a	a
		7%	20%	7%	5%	6%	11%	11%	5%	10%	88%	12%	37%	63%	45%	55%
From £300 to £499 per week/ £15,600 to £25,599 per year	246	34	38	15	20	10	17	15	12	34	216	30	148	98	102	144
	9%	10%	11%	7%	10%	4%	7%	6%	11%	11%	9%	8%	10%	9%	8%	10%
		e	e	e	e	e	e	e	e	e	e	e	e	e	e	a
		14%	16%	6%	8%	4%	7%	6%	5%	14%	88%	12%	60%	40%	42%	58%
From £500 to £699 per week/ £26,000 to £36,399 per year	292	31	50	28	24	10	33	33	13	25	254	39	229	64	138	155
	11%	9%	14%	12%	13%	4%	13%	14%	11%	8%	11%	11%	15%	6%	11%	11%
		e	e	e	e	e	e	ei	e	e	e	e	b	b	b	b
		11%	17%	9%	8%	4%	11%	11%	4%	9%	87%	13%	78%	22%	47%	53%
From £700 to £999 per week/ £36,400 to £51,999 per year	248	45	40	21	22	5	33	14	12	22	223	25	215	33	135	113
	9%	13%	11%	10%	11%	2%	13%	6%	11%	7%	10%	7%	14%	3%	11%	8%
		egi	e	e	eg	e	egi	e	e	e	e	e	b	b	b	b
		18%	16%	9%	9%	2%	13%	6%	5%	9%	90%	10%	87%	13%	55%	45%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b

OFCOM NATIONS & REGIONS TECHNOLOGY TRACKER - H1 2018. 3rd January to 28th February 2018.

Table 196

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ13. SHOWCARD Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

	Total	ENGLAND REGIONS									URBANITY		WORKING		DEPRIVATION LEVEL	
		LONDON	SOUTH EAST	SOUTH WEST	EAST MIDS	WEST MIDS	EAST OF ENG	YORKS& HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	YES	NO	LOW	MEDIUM/HIGH
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Total	2675	340	360	224	192	235	246	228	114	298	2319	356	1552	1117	1286	1389
		13%	13%	8%	7%	9%	9%	9%	4%	11%	87%	13%	58%	42%	48%	52%
£1,000 per week and above/ £52,000 and above per year	205	43	31	32	2	16	33	12	6	10	164	41	174	30	121	84
	8%	13%	9%	14%	1%	7%	13%	5%	5%	3%	7%	11%	11%	3%	9%	6%
		deghi	di	deghi	d	deghi	d	d	d	d	a	a	b	b	b	b
		21%	15%	16%	1%	8%	16%	6%	3%	5%	80%	20%	85%	15%	59%	41%
Don't know/ Refused	1294	165	137	105	99	170	93	105	52	154	1111	183	679	609	630	663
	48%	49%	38%	47%	52%	72%	38%	46%	45%	52%	48%	51%	44%	55%	49%	48%
		bf	f	f	bf	abcdfghi	bf	bf	bf	bf	a	a	a	a	a	a
		13%	11%	8%	8%	13%	7%	8%	4%	12%	86%	14%	52%	47%	49%	51%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b - a,b