

Digital Entertainment Survey 2013

D1. Firstly, we'd just like to ask you some questions about yourself, purely for classification purposes. Please indicate your gender and age.	1
Base: All respondents	
D2. Where do you live?	3
Base: All respondents	
D2. (recode) Where do you live?	5
Base: All respondents	
1. Please take a look at this list of activities. Do you do any of these or plan to start soon? Watch live scheduled television via Freeview or Freesat	7
Base: All respondents	
1. Please take a look at this list of activities. Do you do any of these or plan to start soon? Use social network sites	9
Base: All respondents	
1. Please take a look at this list of activities. Do you do any of these or plan to start soon? Watch live scheduled television via Sky, Virgin or other subscription TV service	11
Base: All respondents	
1. Please take a look at this list of activities. Do you do any of these or plan to start soon? Watch recorded television	13
Base: All respondents	
1. Please take a look at this list of activities. Do you do any of these or plan to start soon? Read paperback or hardback books / novels	15
Base: All respondents	
1. Please take a look at this list of activities. Do you do any of these or plan to start soon? Listen to AM/FM/DAB radio	17
Base: All respondents	
1. Please take a look at this list of activities. Do you do any of these or plan to start soon? Read paper magazines	19
Base: All respondents	
1. Please take a look at this list of activities. Do you do any of these or plan to start soon? Use mobile device (e.g. smartphone/tablet) to surf the internet	21
Base: All respondents	
1. Please take a look at this list of activities. Do you do any of these or plan to start soon? Play computer games online on PC or console	23
Base: All respondents	
1. Please take a look at this list of activities. Do you do any of these or plan to start soon? Download mobile Apps onto mobile phone/tablet	25
Base: All respondents	
1. Please take a look at this list of activities. Do you do any of these or plan to start soon? Go to the cinema	27
Base: All respondents	
1. Please take a look at this list of activities. Do you do any of these or plan to start soon? Play games on social network sites	29
Base: All respondents	
1. Please take a look at this list of activities. Do you do any of these or plan to start soon? Listen to radio streamed over the internet	31
Base: All respondents	
1. Please take a look at this list of activities. Do you do any of these or plan to start soon? Read e-books	33
Base: All respondents	
1. Please take a look at this list of activities. Do you do any of these or plan to start soon? Play games on a handheld gaming device e.g. PSP, Nintendo DS	35
Base: All respondents	
1. Please take a look at this list of activities. Do you do any of these or plan to start soon? Play games on a mobile device/smartphone/tablet	37
Base: All respondents	
1. Please take a look at this list of activities. Do you do any of these or plan to start soon? Watch Pay-per-view / On-demand movies via Sky or Virgin	39
Base: All respondents	
1. Please take a look at this list of activities. Do you do any of these or plan to start soon? Rent DVDs	41
Base: All respondents	
1. Please take a look at this list of activities. Do you do any of these or plan to start soon? Read other peoples' blogs	43
Base: All respondents	

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon? Listen to music for free but with adverts from streaming sites such as Spotify or We7 Base: All respondents	45
1. Please take a look at this list of activities. Do you do any of these or plan to start soon? Read magazines in a digital format (e.g. as a pdf, website, email) Base: All respondents	47
1. Please take a look at this list of activities. Do you do any of these or plan to start soon? Watch movies or TV programmes via games console Base: All respondents	49
1. Please take a look at this list of activities. Do you do any of these or plan to start soon? Swap files from hard drives or USB sticks Base: All respondents	51
1. Please take a look at this list of activities. Do you do any of these or plan to start soon? Subscribe to an online TV or movie service (e.g. Netflix, Lovefilm) Base: All respondents	53
1. Please take a look at this list of activities. Do you do any of these or plan to start soon? Watch TV programmes via catch up TV (e.g. iPlayer, 4OD, ITV Player) Base: All respondents	55
1. Please take a look at this list of activities. Do you do any of these or plan to start soon? Play on 3D games consoles Base: All respondents	57
1. Please take a look at this list of activities. Do you do any of these or plan to start soon? Watch films or TV programmes at home in 3D Base: All respondents	59
1. Please take a look at this list of activities. Do you do any of these or plan to start soon? Purchase digital enhancements for use in game Base: All respondents	61
1. Please take a look at this list of activities. Do you do any of these or plan to start soon? Pay a monthly fee to a music streaming service Base: All respondents	63
1. Please take a look at this list of activities. Do you do any of these or plan to start soon? Pay to download music (e.g. from iTunes) Base: All respondents	65
1. Please take a look at this list of activities. Do you do any of these or plan to start soon? Write your own blog Base: All respondents	67
1. Please take a look at this list of activities. Do you do any of these or plan to start soon? Watch Pay-per-view / On-demand movies on Mobile Base: All respondents	69
1. Please take a look at this list of activities. Do you do any of these or plan to start soon? Summary table Base: All respondents	71
2. And in the next few months do you expect that you'll be doing these activities more or less often than now? Watch live scheduled television via Freeview or Freesat Base: All who Watch live scheduled television via Freeview or Freesat	74
2. And in the next few months do you expect that you'll be doing these activities more or less often than now? Use social network sites Base: All who Use social network sites	76
2. And in the next few months do you expect that you'll be doing these activities more or less often than now? Watch live scheduled television via Sky, Virgin or other subscription TV service Base: All who Watch live scheduled television via Sky, Virgin or other subscription TV service	78
2. And in the next few months do you expect that you'll be doing these activities more or less often than now? Watch recorded television Base: All who Watch recorded television	80
2. And in the next few months do you expect that you'll be doing these activities more or less often than now? Read paperback or hardback books / novels Base: All who Read paperback or hardback books / novels	82
2. And in the next few months do you expect that you'll be doing these activities more or less often than now? Listen to AM/FM/DAB radio Base: All who Listen to AM/FM/DAB radio	84
2. And in the next few months do you expect that you'll be doing these activities more or less often than now? Read paper magazines Base: All who Read paper magazines	86
2. And in the next few months do you expect that you'll be doing these activities more or less often than now? Use mobile device (e.g. smartphone/tablet) to surf the internet Base: All who Use mobile device (e.g. smartphone/tablet) to surf the internet	88
2. And in the next few months do you expect that you'll be doing these activities more or less often than now? Play computer games online on PC or console ComRes	90

Digital Entertainment Survey 2013

Base: All who Play computer games online on PC or console

2. And in the next few months do you expect that you'll be doing these activities more or less often than now? Download mobile Apps onto mobile phone/tablet	92
Base: All who Download mobile Apps onto mobile phone/tablet	
2. And in the next few months do you expect that you'll be doing these activities more or less often than now? Go to the cinema	94
Base: All who Go to the cinema	
2. And in the next few months do you expect that you'll be doing these activities more or less often than now? Play games on social network sites	96
Base: All who Play games on social network sites	
2. And in the next few months do you expect that you'll be doing these activities more or less often than now? Listen to radio streamed over the internet	98
Base: All who Listen to radio streamed over the internet	
2. And in the next few months do you expect that you'll be doing these activities more or less often than now? Read e-books	100
Base: All who Read e-books	
2. And in the next few months do you expect that you'll be doing these activities more or less often than now? Play games on a handheld gaming device e.g. PSP, Nintendo DS	102
Base: All who Play games on a handheld gaming device e.g. PSP, Nintendo DS	
2. And in the next few months do you expect that you'll be doing these activities more or less often than now? Play games on a mobile device/smartphone/tablet	104
Base: All who Play games on a mobile device/smartphone/tablet	
2. And in the next few months do you expect that you'll be doing these activities more or less often than now? Watch Pay-per-view / On-demand movies via Sky or Virgin	106
Base: All who Watch Pay-per-view / On-demand movies via Sky or Virgin	
2. And in the next few months do you expect that you'll be doing these activities more or less often than now? Rent DVDs	108
Base: All who Rent DVDs	
2. And in the next few months do you expect that you'll be doing these activities more or less often than now? Read other peoples' blogs	110
Base: All who Read other peoples' blogs	
2. And in the next few months do you expect that you'll be doing these activities more or less often than now? Listen to music for free but with adverts from streaming sites such as Spotify or We7	112
Base: All who Listen to music for free but with adverts from streaming sites such as Spotify or We7	
2. And in the next few months do you expect that you'll be doing these activities more or less often than now? Read magazines in a digital format (e.g. as a pdf, website, email)	114
Base: All who Read magazines in a digital format (e.g. as a pdf, website, email)	
2. And in the next few months do you expect that you'll be doing these activities more or less often than now? Watch movies or TV programmes via games console	116
Base: All who Watch movies or TV programmes via games console	
2. And in the next few months do you expect that you'll be doing these activities more or less often than now? Swap files from hard drives or USB sticks	118
Base: All who Swap files from hard drives or USB sticks	
2. And in the next few months do you expect that you'll be doing these activities more or less often than now? Subscribe to an online TV or movie service (e.g. Netflix, Lovefilm)	120
Base: All who Subscribe to an online TV or movie service (e.g. Netflix, Lovefilm)	
2. And in the next few months do you expect that you'll be doing these activities more or less often than now? Watch TV programmes via catch up TV (e.g. iPlayer, 4OD, ITV Player)	122
Base: All who Watch TV programmes via catch up TV (e.g. iPlayer, 4OD, ITV Player)	
2. And in the next few months do you expect that you'll be doing these activities more or less often than now? Play on 3D games consoles	124
Base: All who Play on 3D games consoles	
2. And in the next few months do you expect that you'll be doing these activities more or less often than now? Watch films or TV programmes at home in 3D	126
Base: All who Watch films or TV programmes at home in 3D	
2. And in the next few months do you expect that you'll be doing these activities more or less often than now? Purchase digital enhancements for use in game	128
Base: All who Purchase digital enhancements for use in game	
2. And in the next few months do you expect that you'll be doing these activities more or less often than now? Pay a monthly fee to a music streaming service	130
Base: All who Pay a monthly fee to a music streaming service	
2. And in the next few months do you expect that you'll be doing these activities more or less often than now? Pay to download music (e.g. from iTunes)	132
Base: All who Pay to download music (e.g. from iTunes)	
2. And in the next few months do you expect that you'll be doing these activities more or less often than now? Write your own blog	134
Base: All who Write your own blog	

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now? Watch Pay-per-view / On-demand movies on Mobile	136
Base: All who Watch Pay-per-view / On-demand movies on Mobile	
2. And in the next few months do you expect that you'll be doing these activities more or less often than now? Summary table	138
Base: All who do any activities	
3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months? Any brand of computer (including PC and Apple products)	141
Base: All respondents	
3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months? Digital Camera (not on a mobile)	143
Base: All respondents	
3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months? A 'high definition' (HD) ready television set	145
Base: All respondents	
3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months? Smartphone	147
Base: All respondents	
3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months? DVD Recorder	149
Base: All respondents	
3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months? An external hard drive to store media	151
Base: All respondents	
3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months? Nintendo Wii	153
Base: All respondents	
3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months? Nintendo Wii U	155
Base: All respondents	
3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months? DAB radio	157
Base: All respondents	
3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months? Xbox 360	159
Base: All respondents	
3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months? PlayStation 3	161
Base: All respondents	
3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months? An e-book reader (e.g. ordinary Kindle, Kobo, Nook)	163
Base: All respondents	
3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months? Internet connected TV / Smart TV	165
Base: All respondents	
3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months? A Blu-ray player (not a PlayStation 3)	167
Base: All respondents	
3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months? Tablet (not an iPad)	169
Base: All respondents	
3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months? iPad	171
Base: All respondents	
3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months? Sony PSP	173
Base: All respondents	
3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months? Nintendo 3DS	175
Base: All respondents	
3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months? 3D television set	177
Base: All respondents	
3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months? PlayStation Vita	179
Base: All respondents	
3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months? Summary table	181

Digital Entertainment Survey 2013

Base: All respondents	183
4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months? Standard Sky box	183
Base: All respondents	
4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months? Sky+ which allows you to record programmes on to the box	185
Base: All respondents	
4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months? Sky+ HD which allows you to record programmes on to the box and access HD channels	187
Base: All respondents	
4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months? Standard Virgin Media box	189
Base: All respondents	
4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months? Virgin Media box which allows you to record programmes on to the box	191
Base: All respondents	
4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months? Virgin Media TiVo box	193
Base: All respondents	
4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months? Freeview box or Freeview-integrated TV	195
Base: All respondents	
4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months? Freeview+ box which allows you to record programmes on to the box	197
Base: All respondents	
4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months? Freesat box or Freesat-integrated TV	199
Base: All respondents	
4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months? Freesat+ box which allows you to record programmes on to the box	201
Base: All respondents	
4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months? Youview box, subscription-free TV purchased from a retailer	203
Base: All respondents	
4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months? Standard BT Vision box	205
Base: All respondents	
4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months? YouView box from BT Vision	207
Base: All respondents	
4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months? YouView box from TalkTalk TV	209
Base: All respondents	
4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months? Summary table	211
Base: All respondents	
5. Do you ever use any of the following? Facebook	213
Base: All respondents	
5. Do you ever use any of the following? YouTube	215
Base: All respondents	
5. Do you ever use any of the following? Twitter	217
Base: All respondents	
5. Do you ever use any of the following? Google+	219
Base: All respondents	
5. Do you ever use any of the following? Friends Reunited	221
Base: All respondents	
5. Do you ever use any of the following? LinkedIn	223
Base: All respondents	
5. Do you ever use any of the following? Yahoo! Groups	225
Base: All respondents	

Digital Entertainment Survey 2013

5. Do you ever use any of the following? MySpace	227
Base: All respondents	
5. Do you ever use any of the following? Flickr	229
Base: All respondents	
5. Do you ever use any of the following? MSN Groups	231
Base: All respondents	
5. Do you ever use any of the following? Bebo	233
Base: All respondents	
5. Do you ever use any of the following? MSN Spaces	235
Base: All respondents	
5. Do you ever use any of the following? Tumblr	237
Base: All respondents	
5. Do you ever use any of the following? StumbleUpon	239
Base: All respondents	
5. Do you ever use any of the following? hi5	241
Base: All respondents	
5. Do you ever use any of the following? Pinterest	243
Base: All respondents	
5. Do you ever use any of the following? Foursquare	245
Base: All respondents	
5. Do you ever use any of the following? Faceparty	247
Base: All respondents	
5. Do you ever use any of the following? Reddit	249
Base: All respondents	
5. Do you ever use any of the following? Daily Motion	251
Base: All respondents	
5. Do you ever use any of the following? Piczo	253
Base: All respondents	
5. Do you ever use any of the following? WAYN	255
Base: All respondents	
5. Do you ever use any of the following? Digg	257
Base: All respondents	
5. Do you ever use any of the following? Second Life	259
Base: All respondents	
5. Do you ever use any of the following? Metacafe	261
Base: All respondents	
5. Do you ever use any of the following? del.icio.us	263
Base: All respondents	
5. Do you ever use any of the following? Summary table	265
Base: All respondents	
6. Do you 'like' brands or businesses on Facebook?	267
Base: All who have a profile or browse on Facebook	
7. Have you ever purchased a product/service because...? You saw a picture of the product/service on a brand's Facebook page	269
Base: All who have a profile or browse on Facebook	
7. Have you ever purchased a product/service because...? A Facebook status update from a brand showed the product/service	271

Digital Entertainment Survey 2013

Base: All who have a profile or browse on Facebook

7. Have you ever purchased a product/service because...? A friend recommended the product/service on Facebook	273
Base: All who have a profile or browse on Facebook	
7. Have you ever purchased a product/service because...? You saw a video of the product/service on a brand's Facebook page	275
Base: All who have a profile or browse on Facebook	
7. Have you ever purchased a product/service because...? You received a discount or offer from a brand through Facebook	277
Base: All who have a profile or browse on Facebook	
7. Have you ever purchased a product/service because...? Other, please specify	279
Base: All who have a profile or browse on Facebook	
7. Have you ever purchased a product/service because...? Summary table	281
Base: All who have a profile or browse on Facebook	
8. To what extent, if at all, do you consider Facebook as a site where you can view goods and services you wish to purchase?	282
Base: All respondents	
9. Thinking about websites or search engines tracking your actions on the internet, to what extent do you agree or disagree with each of the following statements? I do not mind websites or search engines tracking my actions on the internet when I am browsing publicly (i.e. not in private browsing / incognito mode)	284
Base: All respondents	
9. Thinking about websites or search engines tracking your actions on the internet, to what extent do you agree or disagree with each of the following statements? Websites or search engines tracking my actions on the internet is an acceptable price to pay for the free service that they provide	286
Base: All respondents	
9. Thinking about websites or search engines tracking your actions on the internet, to what extent do you agree or disagree with each of the following statements? I am concerned about how much of what I do on the internet is tracked by websites or search engines	288
Base: All respondents	
9. Thinking about websites or search engines tracking your actions on the internet, to what extent do you agree or disagree with each of the following statements? Summary table	290
Base: All respondents	
10. To what extent do you agree or disagree with the following statement? "I would be prepared to allow information about what websites I visit to be tracked for a commercial purpose, provided I received offers or discounts from companies in return."	291
Base: All who agree with statement "I am concerned about how much of what I do on the internet is tracked by websites or search engines"	
11. Thinking about advertising online, to what extent do you agree or disagree with each of the following statements? I think that adverts tailored to my likes, location or personal purchasing habits are an invasion of my privacy	293
Base: All respondents	
11. Thinking about advertising online, to what extent do you agree or disagree with each of the following statements? I would rather see adverts that are tailored to my likes, location or personal purchasing habits (e.g. browsing, Twitter accounts followed, etc.) than adverts which are not targeted	295
Base: All respondents	
11. Thinking about advertising online, to what extent do you agree or disagree with each of the following statements? I would be willing to register my preferences to see adverts that are tailored to my likes, location or personal purchasing habits (e.g. browsing, Twitter accounts followed, etc.)	297
Base: All respondents	
11. Thinking about advertising online, to what extent do you agree or disagree with each of the following statements? Adverts specifically tailored to me are no more useful than ordinary adverts	299
Base: All respondents	
11. Thinking about advertising online, to what extent do you agree or disagree with each of the following statements? Summary table	301
Base: All respondents	
12. Thinking about when you have bought or downloaded a product on the internet or registered your details on a website, how often would you say that you have read the privacy policy within the terms and conditions before proceeding?	302
Base: All respondents	
13. You said that you read the terms and conditions more often than not/ rarely before proceeding. Which of the following factors, if any, determine whether you read the terms and conditions of a website or brand?	304
Base: All who read terms and conditions more often than not/rarely	
14. Do you ever use your mobile device to search for local shops, places or attractions when you are out and about?	306
Base: All who use a smartphone, tablet or iPad	
15. When searching for a local service, how often do you...? Search to find a local listing (e.g. restaurant, shop, attraction)	308
Base: All who use a search function on their smartphone	
15. When searching for a local service, how often do you...? Read reviews about places that are listed	310
Base: All who use a search function on their smartphone	
15. When searching for a local service, how often do you...? Visit the actual places that are listed	312

Digital Entertainment Survey 2013

Base: All who use a search function on their smartphone

15. When searching for a local service, how often do you...? Search for ideas on where to go locally 314

Base: All who use a search function on their smartphone

15. When searching for a local service, how often do you...? Check-in at places for promotions / deals 316

Base: All who use a search function on their smartphone

15. When searching for a local service, how often do you...? Check-in at places so friends will know where you are 318

Base: All who use a search function on their smartphone

15. When searching for a local service, how often do you...? Search for friends that may be in the same location 320

Base: All who use a search function on their smartphone

15. When searching for a local service, how often do you...? Write a review about a place you have visited 322

Base: All who use a search function on their smartphone

15. When searching for a local service, how often do you...? Summary table 324

Base: All respondents

16. When using a smartphone or tablet, you may choose to allow programmes or apps access to your location. These may include mapping services, social networks, or services that search for local shops, places or attractions. To what extent do you agree or disagree with the following statements? I am happy to allow programmes or apps access to my location 325

Base: All who use a smartphone, tablet or iPad

16. When using a smartphone or tablet, you may choose to allow programmes or apps access to your location. These may include mapping services, social networks, or services that search for local shops, places or attractions. To what extent do you agree or disagree with the following statements? I feel safe allowing programmes or apps access to my location 327

Base: All who use a smartphone, tablet or iPad

16. When using a smartphone or tablet, you may choose to allow programmes or apps access to your location. These may include mapping services, social networks, or services that search for local shops, places or attractions. To what extent do you agree or disagree with the following statements? I cannot keep track of which programmes or apps have access to my location 329

Base: All who use a smartphone, tablet or iPad

16. When using a smartphone or tablet, you may choose to allow programmes or apps access to your location. These may include mapping services, social networks, or services that search for local shops, places or attractions. To what extent do you agree or disagree with the following statements? Allowing programmes or apps access to my location can also allow them to access other data on my smartphone/tablet 331

Base: All who use a smartphone, tablet or iPad

16. When using a smartphone or tablet, you may choose to allow programmes or apps access to your location. These may include mapping services, social networks, or services that search for local shops, places or attractions. To what extent do you agree or disagree with the following statements? I am uncertain as to whether a programme or app that has access to my location may pass this information on to other companies 333

Base: All who use a smartphone, tablet or iPad

16. When using a smartphone or tablet, you may choose to allow programmes or apps access to your location. These may include mapping services, social networks, or services that search for local shops, places or attractions. To what extent do you agree or disagree with the following statements? I would be happy for my location to be shared automatically (i.e. instead of an application asking to use my location, my smartphone/tablet does it automatically) 335

Base: All who use a smartphone, tablet or iPad

16. When using a smartphone or tablet, you may choose to allow programmes or apps access to your location. These may include mapping services, social networks, or services that search for local shops, places or attractions. To what extent do you agree or disagree with the following statements? I do not consider my location to be personal data 337

Base: All who use a smartphone, tablet or iPad

16. When using a smartphone or tablet, you may choose to allow programmes or apps access to your location. These may include mapping services, social networks, or services that search for local shops, places or attractions. To what extent do you agree or disagree with the following statements? Summary table 339

Base: All respondents

18 Would you be willing to share your location in exchange for a free gift or incentive of some kind from a brand or organisation that you like? 340

Base: All who use a smartphone, tablet or iPad and disagree or don't know at Q16a

19. Thinking about the personal details that you provide online, how much do you agree or disagree with each of the following statements? I would like more information about who can access personal information that I provide online 342

Base: All respondents

19. Thinking about the personal details that you provide online, how much do you agree or disagree with each of the following statements? I would like more information about what is done with personal information that I provide online 344

Base: All respondents

19. Thinking about the personal details that you provide online, how much do you agree or disagree with each of the following statements? I am concerned about who uses the personal information that I provide online 346

Base: All respondents

19. Thinking about the personal details that you provide online, how much do you agree or disagree with each of the following statements? I would like more information on what social networks do with personal information provided online 348

Base: All respondents

Digital Entertainment Survey 2013

19. Thinking about the personal details that you provide online, how much do you agree or disagree with each of the following statements? I am concerned about who can access my personal details on social networks such as Facebook Base: All respondents	350
19. Thinking about the personal details that you provide online, how much do you agree or disagree with each of the following statements? I always provide accurate information when giving my personal details online Base: All respondents	352
19. Thinking about the personal details that you provide online, how much do you agree or disagree with each of the following statements? I am happy to provide personal information online in return for rewards and benefits Base: All respondents	354
19. Thinking about the personal details that you provide online, how much do you agree or disagree with each of the following statements? I never think about how organisations use personal information that I provide online Base: All respondents	356
19. Thinking about the personal details that you provide online, how much do you agree or disagree with each of the following statements? I never think about who has access to personal information that I provide online Base: All respondents	358
19. Thinking about the personal details that you provide online, how much do you agree or disagree with each of the following statements? Summary table Base: All respondents	360
20. Thinking about your location and your own personal data, to what extent do you agree or disagree with each of the following statements? I think that in five years' time it will not be possible to turn off automatically sharing your location and personal data Base: All respondents	361
20. Thinking about your location and your own personal data, to what extent do you agree or disagree with each of the following statements? Sharing one's location and other personal data gives more power to the consumer Base: All respondents	363
20. Thinking about your location and your own personal data, to what extent do you agree or disagree with each of the following statements? Sharing one's location and other personal data gives more power to retailers and companies Base: All respondents	365
20. Thinking about your location and your own personal data, to what extent do you agree or disagree with each of the following statements? I am happy for retailers and companies to use my location and other personal details, as long as I receive something in return Base: All respondents	367
20. Thinking about your location and your own personal data, to what extent do you agree or disagree with each of the following statements? I trust retailers and companies to use my location and other personal data in a way that does not infringe my privacy Base: All respondents	369
20. Thinking about your location and your own personal data, to what extent do you agree or disagree with each of the following statements? I do not understand why anyone else would want my location or personal data Base: All respondents	371
20. Thinking about your location and your own personal data, to what extent do you agree or disagree with each of the following statements? I should have complete control over who has access to my location and personal data Base: All respondents	373
20. Thinking about your location and your own personal data, to what extent do you agree or disagree with each of the following statements? Summary table Base: All respondents	375
21. You mentioned that you own or have access to an internet-connected TV. Is your TV currently connected to the internet, either through a network cable or a wireless home network? Base: All who own or have access to an internet-connected TV	376
22. How often do you do each of the following activities on your internet-connected TV? ... Watch live TV programmes Base: All who currently usually connect TV to the internet	378
22. How often do you do each of the following activities on your internet-connected TV? ... Watch catch-up TV (e.g. through iPlayer, 4OD, Sky+, Anytime) Base: All who currently usually connect TV to the internet	380
22. How often do you do each of the following activities on your internet-connected TV? ... General website browsing Base: All who currently usually connect TV to the internet	382
22. How often do you do each of the following activities on your internet-connected TV? ... Watch user-generated videos online (e.g. through YouTube) Base: All who currently usually connect TV to the internet	384
22. How often do you do each of the following activities on your internet-connected TV? ... Purchase goods/services online Base: All who currently usually connect TV to the internet	386
22. How often do you do each of the following activities on your internet-connected TV? ... Access social networks (e.g. Facebook and Twitter) Base: All who currently usually connect TV to the internet	388
22. How often do you do each of the following activities on your internet-connected TV? ... Communicate with friends through Skype Base: All who currently usually connect TV to the internet	390
22. How often do you do each of the following activities on your internet-connected TV? ... Use photo-sharing websites (e.g. Pinterest) ComRes	392

Digital Entertainment Survey 2013

Base: All who currently usually connect TV to the internet	
22. How often do you do each of the following activities on your internet-connected TV? ... Access news websites	394
Base: All who currently usually connect TV to the internet	
22. How often do you do each of the following activities on your internet-connected TV? ... Music streaming	396
Base: All who currently usually connect TV to the internet	
22. How often do you do each of the following activities on your internet-connected TV? ... Watch pay per view movies	398
Base: All who currently usually connect TV to the internet	
22. How often do you do each of the following activities on your internet-connected TV? ... Use online film or TV subscription services (e.g. Netflix, LoveFilm)	400
Base: All who currently usually connect TV to the internet	
22. How often do you do each of the following activities on your internet-connected TV? ...? Summary table	402
Base: All respondents	
23. How interested would you be in purchasing an internet-connected TV?	403
Base: Who who do not own nor have access to an internet-connected TV	
24. Why are you interested in purchasing an internet-connected TV?	405
Base: All who are interested in purchasing an internet-connected TV	
25. Why have you not connected your TV to the internet?	407
Base: All whose internet-connected TV is not connected to the internet	
26. How often do you do any of the following on a second device while watching TV? Interact with friends on social networks about the programme you are all watching on social networks	409
Base: All respondents	
26. How often do you do any of the following on a second device while watching TV? Interact with others about the programme on Twitter	411
Base: All respondents	
26. How often do you do any of the following on a second device while watching TV? Access the official programme, website or app to find out more about the programme	413
Base: All respondents	
26. How often do you do any of the following on a second device while watching TV? Access the official programme, website or app to interact with the programme by voting or entering a competition or similar	415
Base: All respondents	
26. How often do you do any of the following on a second device while watching TV? Access the unofficial programme, website or app to find out more about the programme	417
Base: All respondents	
26. How often do you do any of the following on a second device while watching TV? Access the unofficial programme, website or app to interact with the programme by voting or entering a competition or similar	419
Base: All respondents	
26. How often do you do any of the following on a second device while watching TV? Access sites or apps relating to the programme where it's unclear whether they are official/authorised or not	421
Base: All respondents	
26. How often do you do any of the following on a second device while watching TV? Watch another film or programme	423
Base: All respondents	
26. How often do you do any of the following on a second device while watching TV? Summary table	425
Base: All respondents	
27. You said that you use a second device while watching TV. Which device do you use?	426
Base: All who use a second device while watching TV	
28. How satisfied or dissatisfied were you with the experience you had interacting with a TV programme via an official programme, website or app on a second device?	428
Base: All who interacted with a TV programme via an official programme, website or app on a second device	
28. How satisfied or dissatisfied were you with the experience you had interacting with a TV programme via an unofficial programme, website or app on a second device?	430
Base: All who interacted with a TV programme via an unofficial programme, website or app on a second device	
28. How satisfied or dissatisfied were you with the experience you had interacting with a TV programme via a programme, website or app on a second device, where it was unclear whether the website or app was official or unofficial?	432
Base: All who interacted with a TV programme via a programme, website or app on a second device, where it was unclear whether the website or app was official or unofficial	
29. Thinking about how you might respond to a TV programme in the future, which of the following would you most prefer to use?	434
Base: All who access programme, website or app on a second device	

Digital Entertainment Survey 2013

30. How important or unimportant do you think it is that the following types of TV programmes have official websites, or apps? Sporting programmes Base: All respondents	436
30. How important or unimportant do you think it is that the following types of TV programmes have official websites, or apps? TV soaps Base: All respondents	438
30. How important or unimportant do you think it is that the following types of TV programmes have official websites, or apps? Films Base: All respondents	440
30. How important or unimportant do you think it is that the following types of TV programmes have official websites, or apps? Game shows Base: All respondents	442
30. How important or unimportant do you think it is that the following types of TV programmes have official websites, or apps? Reality shows Base: All respondents	444
30. How important or unimportant do you think it is that the following types of TV programmes have official websites, or apps? Documentaries Base: All respondents	446
30. How important or unimportant do you think it is that the following types of TV programmes have official websites, or apps? Music programmes Base: All respondents	448
30. How important or unimportant do you think it is that the following types of TV programmes have official websites, or apps? Comedy programmes Base: All respondents	450
30. How important or unimportant do you think it is that the following types of TV programmes have official websites, or apps? TV dramas Base: All respondents	452
30. How important or unimportant do you think it is that the following types of TV programmes have official websites, or apps? Children's programmes Base: All respondents	454
30. How important or unimportant do you think it is that the following types of TV programmes have official websites, or apps? Summary table Base: All respondents	456
31. Thinking about the TV that you watch, please rank each of the following where 1 = the medium you use the most for watching TV, 2 = the medium you use second most, 3 = the medium you use third most and 4 = the medium you use fourth most and 5 = the medium you use least? Scheduled TV Base: All respondents	457
31. Thinking about the TV that you watch, please rank each of the following where 1 = the medium you use the most for watching TV, 2 = the medium you use second most, 3 = the medium you use third most and 4 = the medium you use fourth most and 5 = the medium you use least? Catch up TV (TV that was aired in the last 30 days) Base: All respondents	459
31. Thinking about the TV that you watch, please rank each of the following where 1 = the medium you use the most for watching TV, 2 = the medium you use second most, 3 = the medium you use third most and 4 = the medium you use fourth most and 5 = the medium you use least? Extended on demand TV (TV that was aired more than 30 days ago) Base: All respondents	461
31. Thinking about the TV that you watch, please rank each of the following where 1 = the medium you use the most for watching TV, 2 = the medium you use second most, 3 = the medium you use third most and 4 = the medium you use fourth most and 5 = the medium you use least? TV series box sets Base: All respondents	463
31. Thinking about the TV that you watch, please rank each of the following where 1 = the medium you use the most for watching TV, 2 = the medium you use second most, 3 = the medium you use third most and 4 = the medium you use fourth most and 5 = the medium you use least? Self-recorded television (TiVo, Sky + etc.) Base: All respondents	465
31. Thinking about the TV that you watch, please rank each of the following where 1 = the medium you use the most for watching TV, 2 = the medium you use second most, 3 = the medium you use third most and 4 = the medium you use fourth more and 5 = the medium you use least? Summary table Base: All respondents	467
32. To what extent would you be interested in being able to immediately purchase any products or services you see when watching TV (irrespective of the device used), via an option provided on screen? Base: All respondents	468
34. Please indicate which devices, if any, you currently use to do each of the following activities. SMARTPHONE Base: All who own/use a smartphone	470
34. Please indicate which devices, if any, you currently use to do each of the following activities. COMPUTER Base: All who own/use any brand of computer	474

Digital Entertainment Survey 2013

34. Please indicate which devices, if any, you currently use to do each of the following activities. TABLET OR IPAD	478
Base: All who own/use a tablet or iPad	
35. Please indicate which activities you are most likely to use your tablet or iPad for over the next six months?	482
Base: All who own/use a tablet or iPad	
36. Why do you not own a tablet or iPad?	486
Base: 36. All who do not own a tablet or iPad	
37. You mentioned that you are likely to get a tablet or an iPad in the next 6 months. Please indicate which of the following do you intend to use your tablet or iPad for.	488
Base: All likely to get a tablet or an iPad in the next 6 months	
38. Over the next six months, which of the below tablets are you more likely to buy?	492
Base: All likely to get a tablet or an iPad in the next 6 months	
39. You said earlier that you were more likely to buy an (answer from Q38). Which of the following reasons, if any, explain this?	494
Base: All likely to get a tablet or an iPad in the next 6 months	
39. You said earlier that you were more likely to buy an (answer from Q38). Which of the following reasons, if any, explain this?	496
Base: All likely to get a tablet or an iPad in the next 6 months	
40. Thinking generally, to what extent do you agree or disagree with the following statement? "Products or services that are free are less valuable than ones that you have to pay for."	497
Base: All respondents	
41. In principle, if you were required to pay a subscription to continue to access a favourite, currently free site or service, which of the following would you be willing to pay for?	499
Base: All respondents	
42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these? My favourite online broadsheet newspaper	502
Base: All willing to pay for My favourite online broadsheet newspaper	
42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these? My favourite online tabloid newspaper	504
Base: All willing to pay for My favourite online tabloid newspaper	
42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these? My favourite online magazine	506
Base: All willing to pay for My favourite online magazine	
42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these? My favourite app	508
Base: All willing to pay for My favourite app	
42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these? My favourite blog	510
Base: All willing to pay for My favourite blog	
42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these? My favourite news websites	512
Base: All willing to pay for My favourite news websites	
42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these? Facebook	514
Base: All willing to pay for Facebook	
42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these? Twitter	516
Base: All willing to pay for Twitter	
42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these? YouTube	518
Base: All willing to pay for YouTube	
42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these? Music streaming	520
Base: All willing to pay for Music streaming	
42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these? My favourite online game	522
Base: All willing to pay for My favourite online game	
42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these? TV-streaming	524
Base: All willing to pay for TV-streaming	
42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these? My favoured form of catch up TV (e.g. iPlayer, 4OD, ITV Player)	526
Base: All willing to pay for My favoured form of catch up TV (e.g. iPlayer, 4OD, ITV Player)	
42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these? My favourite travel sites (e.g. TripAdvisor)	528

Digital Entertainment Survey 2013

Base: All willing to pay for My favourite travel sites (e.g. TripAdvisor)

43. You have said that you would be willing to pay for a favourite site or service. Which of the following reasons, if any, describe why you would be willing to pay for this?	530
Base: All willing to pay	
44. Thinking about paying for apps generally, would you prefer to pay an initial payment for an app with unlimited use therein, or download an app for free but pay for extras within the app if you wanted to?	532
Base: All who own a smart phone, tablet or iPad	
45. Please indicate how often, if at all, do you do the following Comment on a blog or article	534
Base: All respondents	
45. Please indicate how often, if at all, do you do the following Create videos and upload them to the internet	536
Base: All respondents	
45. Please indicate how often, if at all, do you do the following Comment on or rate online purchases	538
Base: All respondents	
45. Please indicate how often, if at all, do you do the following Write a blog	540
Base: All respondents	
45. Please indicate how often, if at all, do you do the following Submit a review	542
Base: All respondents	
45. Please indicate how often, if at all, do you do the following Upload material to Pinterest, Flickr or other similar websites	544
Base: All respondents	
45. Please indicate how often, if at all, do you do the following Contribute to discussions on internet forums	546
Base: All respondents	
45. Please indicate how often, if at all, do you do the following Create parodies of existing videos and upload them to the internet	548
Base: All respondents	
45. Please indicate how often, if at all, do you do the following Start or contribute to social media campaigns	550
Base: All respondents	
45. Please indicate how often, if at all, do you do the following Maintain your own profile by uploading materials to your own account (e.g. on Facebook, Twitter or other social networking site)	552
Base: All respondents	
45. Please indicate how often, if at all, do you do the following Post a tweet on Twitter	554
Base: All respondents	
45. Please indicate how often, if at all, do you do the following Summary table	556
Base: All respondents	
46. Please indicate whether you are likely to do any of the following in the future. Comment on a blog or article	557
Base: All respondents	
46. Please indicate whether you are likely to do any of the following in the future. Create videos and upload them to the internet	559
Base: All respondents	
46. Please indicate whether you are likely to do any of the following in the future. Comment on online purchases	561
Base: All respondents	
46. Please indicate whether you are likely to do any of the following in the future. Write a blog	563
Base: All respondents	
46. Please indicate whether you are likely to do any of the following in the future. Submit reviews	565
Base: All respondents	
46. Please indicate whether you are likely to do any of the following in the future. Upload material to Pinterest, Flickr or other similar websites	567
Base: All respondents	
46. Please indicate whether you are likely to do any of the following in the future. Contribute to discussions on internet forums	569
Base: All respondents	
46. Please indicate whether you are likely to do any of the following in the future. Create parodies of existing videos and upload them to the internet	571
Base: All respondents	

Digital Entertainment Survey 2013

46. Please indicate whether you are likely to do any of the following in the future. Start or contribute to social media campaigns Base: All respondents	573
46. Please indicate whether you are likely to do any of the following in the future. Maintain your own profile by uploading materials to your own account (e.g. on Facebook, Twitter or other social networking site) Base: All respondents	575
46. Please indicate whether you are likely to do any of the following in the future. Post a tweet on Twitter Base: All respondents	577
46. Please indicate whether you are likely to do any of the following in the future. Summary table Base: All respondents	579
47. Thinking generally, which of the following, if any, are reasons why you would share online content? Base: All respondents	580
48. To what extent would you trust user-generated reviews and reports from each of the following sources? Please rate this on a scale of 1 to 5, where 1 = do not trust at all and 5 = trust a great deal. General recommendations on Twitter Base: All respondents	582
48. To what extent would you trust user-generated reviews and reports from each of the following sources? Please rate this on a scale of 1 to 5, where 1 = do not trust at all and 5 = trust a great deal. Recommendations on Twitter from friends Base: All respondents	584
48. To what extent would you trust user-generated reviews and reports from each of the following sources? Please rate this on a scale of 1 to 5, where 1 = do not trust at all and 5 = trust a great deal. General recommendations on Facebook Base: All respondents	586
48. To what extent would you trust user-generated reviews and reports from each of the following sources? Please rate this on a scale of 1 to 5, where 1 = do not trust at all and 5 = trust a great deal. Recommendations on Facebook from friends Base: All respondents	588
48. To what extent would you trust user-generated reviews and reports from each of the following sources? Please rate this on a scale of 1 to 5, where 1 = do not trust at all and 5 = trust a great deal. User comments on travel sites (e.g. Trip Advisor) Base: All respondents	590
48. To what extent would you trust user-generated reviews and reports from each of the following sources? Please rate this on a scale of 1 to 5, where 1 = do not trust at all and 5 = trust a great deal. User comments on products (e.g. Amazon) Base: All respondents	592
48. To what extent would you trust user-generated reviews and reports from each of the following sources? Please rate this on a scale of 1 to 5, where 1 = do not trust at all and 5 = trust a great deal. User comments on blogs or articles Base: All respondents	594
48. To what extent would you trust user-generated reviews and reports from each of the following sources? Please rate this on a scale of 1 to 5, where 1 = do not trust at all and 5 = trust a great deal. Bloggers themselves Base: All respondents	596
48. To what extent would you trust user-generated reviews and reports from each of the following sources? Please rate this on a scale of 1 to 5, where 1 = do not trust at all and 5 = trust a great deal. Summary table Base: All respondents	598
49. Overall would you say that you currently watch more user-generated content, or more commercially produced content? Base: All respondents	599
50. Please take a look at this list of activities. Do you do any of these or plan to start soon? Download unauthorised films or TV programmes using linking and hosting sites Base: All respondents	601
50. Please take a look at this list of activities. Do you do any of these or plan to start soon? Download unauthorised films or TV programmes using filesharing sites Base: All respondents	603
50. Please take a look at this list of activities. Do you do any of these or plan to start soon? Stream unauthorised films or TV programmes using streaming sites Base: All respondents	605
50. Please take a look at this list of activities. Do you do any of these or plan to start soon? Download unauthorised music using file sharing sites Base: All respondents	607
50. Please take a look at this list of activities. Do you do any of these or plan to start soon? Download or stream unauthorised music using linking and hosting sites Base: All respondents	609
50. Please take a look at this list of activities. Do you do any of these or plan to start soon? Download unauthorised copies of e-books Base: All respondents	611
50. Please take a look at this list of activities. Do you do any of these or plan to start soon? Download unauthorised copies of magazines Base: All respondents	613
50. Please take a look at this list of activities. Do you do any of these or plan to start soon? Download unauthorised games ComRes	615

Digital Entertainment Survey 2013

Base: All respondents	
50. Please take a look at this list of activities. Do you do any of these or plan to start soon? Download unauthorised software applications	617
Base: All respondents	
50. Please take a look at this list of activities. Do you do any of these or plan to start soon? Summary table	619
Base: All respondents	
51. Below is a list of actions that you can perform with commercially-produced media. Which of the following actions do you think are legal or illegal under current British law? Borrowing a CD from a friend to listen to	620
Base: All respondents	
51. Below is a list of actions that you can perform with commercially-produced media. Which of the following actions do you think are legal or illegal under current British law? Borrowing a CD from a friend and burning it to your computer	622
Base: All respondents	
51. Below is a list of actions that you can perform with commercially-produced media. Which of the following actions do you think are legal or illegal under current British law? Copying an MP3 or other music file from a friend (both online or offline)	624
Base: All respondents	
51. Below is a list of actions that you can perform with commercially-produced media. Which of the following actions do you think are legal or illegal under current British law? Downloading an MP3 or other music file from the internet from a file sharing website	626
Base: All respondents	
51. Below is a list of actions that you can perform with commercially-produced media. Which of the following actions do you think are legal or illegal under current British law? Copying a film or TV show as a file from a friend	628
Base: All respondents	
51. Below is a list of actions that you can perform with commercially-produced media. Which of the following actions do you think are legal or illegal under current British law? Borrowing a film or TV show from a friend to watch	630
Base: All respondents	
51. Below is a list of actions that you can perform with commercially-produced media. Which of the following actions do you think are legal or illegal under current British law? Downloading a film or TV show as a file from the internet from a file sharing website	632
Base: All respondents	
51. Below is a list of actions that you can perform with commercially-produced media. Which of the following actions do you think are legal or illegal under current British law? Watching videos on the internet (e.g. YouTube, DailyMotion)	634
Base: All respondents	
51. Below is a list of actions that you can perform with commercially-produced media. Which of the following actions do you think are legal or illegal under current British law? Summary table	636
Base: All respondents	
52. Which of the following activities do you think are legal or illegal under current British law? Uploading a commercially-produced video to a video streaming site (e.g. YouTube, DailyMotion)	637
Base: All respondents	
52. Which of the following activities do you think are legal or illegal under current British law? Uploading a video you have made yourself to a video streaming site (e.g. YouTube, DailyMotion)	639
Base: All respondents	
52. Which of the following activities do you think are legal or illegal under current British law? Uploading a video you have made yourself that incorporates commercially produced media (e.g. video clips, music, etc) to a video streaming site (e.g. YouTube, DailyMotion)	641
Base: All respondents	
52. Which of the following activities do you think are legal or illegal under current British law? Uploading commercially produced media to a file-sharing website	643
Base: All respondents	
52. Which of the following activities do you think are legal or illegal under current British law? Downloading commercially produced media as a torrent (e.g. from BitTorrent)	645
Base: All respondents	
52. Which of the following activities do you think are legal or illegal under current British law? Summary table	647
Base: All respondents	
53. Please indicate how much you agree or disagree with each of the following statements. I have been a victim of cyber-bullying in the last 12 months	648
Base: All respondents	
53. Please indicate how much you agree or disagree with each of the following statements. A family member has been a victim of cyber bullying in the last 12 months	650
Base: All respondents	
53. Please indicate how much you agree or disagree with each of the following statements. I (or a family member) have been the victim of online identity theft as a result of using pirate websites	652
Base: All respondents	
53. Please indicate how much you agree or disagree with each of the following statements. I (or a family member) have encountered problems with viruses and/or malware obtained through the use of pirate websites	654
Base: All respondents	
53. Please indicate how much you agree or disagree with each of the following statements. Summary table	656
Base: All respondents	

Digital Entertainment Survey 2013

54. Please indicate how much you agree or disagree with the following statements? The internet requires more regulation to prevent individuals from downloading unauthorised content Base: All respondents	657
54. Please indicate how much you agree or disagree with the following statements? British law should be applied online in the same way as it is offline Base: All respondents	659
54. Please indicate how much you agree or disagree with the following statements? It is important to protect the creative industries from piracy Base: All respondents	661
54. Please indicate how much you agree or disagree with the following statements? I understand what copyright is there for and what it protects Base: All respondents	663
54. Please indicate how much you agree or disagree with the following statements? I can get all the content I want from legal services Base: All respondents	665
54. Please indicate how much you agree or disagree with the following statements? I understand that if I use the internet to break the law, my ISP (Internet Service Provider) can reveal my identity so that action can be taken against me Base: All respondents	667
54. Please indicate how much you agree or disagree with the following statements? If someone uses the internet to repeatedly break the law despite warnings to stop then it's right that their internet connection should be suspended Base: All respondents	669
54. Please indicate how much you agree or disagree with the following statements? If someone has their internet connection suspended they should be barred from signing up with another internet provider until their suspension period has ended Base: All respondents	671
54. Please indicate how much you agree or disagree with the following statements? More should be done to stop websites that promote or allow piracy Base: All respondents	673
54. Please indicate how much you agree or disagree with the following statements? It's better to block access to websites that allow piracy than taking action against individual internet users Base: All respondents	675
54. Please indicate how much you agree or disagree with the following statements? It's fair to slow down my internet speed if I continue to download or stream unauthorised content after receiving 3 warnings from my ISP (Internet Service Provider) Base: All respondents	677
54. Please indicate how much you agree or disagree with the following statements? Summary table Base: All respondents	679
55. Which of the following web browsers, if any, do you usually use when searching for or accessing content online? Base: All respondents	681
56. Do you regularly update your browser to the latest available version? Base: All respondents	683
57. When you visit a website which of the following do you do? Base: All respondents	685
58. Please indicate how much you agree or disagree with each of the following statements. Legitimate purchasers of CDs / DVDs / e-Books should be permitted under UK law to copy those items onto other devices (e.g., iPods / iPads) for their personal use Base: All respondents	687
58. Please indicate how much you agree or disagree with each of the following statements. Legitimate purchasers of CDs / DVDs / e-Books should be permitted under UK law to copy those items onto other devices for their own personal use and that of their immediate family Base: All respondents	689
58. Please indicate how much you agree or disagree with each of the following statements. Consumers should be permitted under UK law to store copies of music, films, TV programmes and e-Books legitimately purchased by them in the 'cloud' (i.e. on the internet so it can be accessed from anywhere) for access by themselves and their family and friends on any device Base: All respondents	691
58. Please indicate how much you agree or disagree with each of the following statements. Technologies that restrict copying (such as DRM - Digital Rights Management) should not be applied to e-Books Base: All respondents	693
58. Please indicate how much you agree or disagree with each of the following statements. I would pay more for an e-Book to obtain a copy that can be copied on to various devices Base: All respondents	695
58. Please indicate how much you agree or disagree with each of the following statements. A levy should be charged on products that allow the copying of digital content (such as discs and other media devices) to compensate copyright holders for any changes to current UK copyright law that permit private copying Base: All respondents	697
58. Please indicate how much you agree or disagree with each of the following statements. Summary table Base: All respondents	699

Digital Entertainment Survey 2013

59. When searching for online access to music, movies, games or e-books how easy would you say it is to distinguish between lawful websites and pirate sites? Base: All respondents	701
60. When searching online to download or stream music, movies, games or e- books, which of the following attributes would indicate to you that a site is legitimate and the content is legal? Base: All respondents	703
61. If a website that you use to access infringing content is blocked by your internet service provider (ISP), how likely would you be to...? Move to another internet service provider to allow you to access the site Base: All pirates	705
61. If a website that you use to access infringing content is blocked by your internet service provider (ISP), how likely would you be to...? Use a virtual private network (VPN) service to access it Base: All pirates	707
61. If a website that you use to access infringing content is blocked by your internet service provider (ISP), how likely would you be to...? Use a proxy service to access it Base: All pirates	709
61. If a website that you use to access infringing content is blocked by your internet service provider (ISP), how likely would you be to...? Download content from another website offering unauthorised content Base: All pirates	711
61. If a website that you use to access infringing content is blocked by your internet service provider (ISP), how likely would you be to...? Pay to download content from a legitimate website Base: All pirates	713
61. If a website that you use to access infringing content is blocked by your internet service provider (ISP), how likely would you be to...? Stop downloading infringing content Base: All pirates	715
61. If a website that you use to access infringing content is blocked by your internet service provider (ISP), how likely would you be to...? Summary table Base: All respondents	717
62. If you received a letter from your internet service provider (ISP) informing you that further action may be taken by your ISP if you continue to infringe and download unauthorised content (pirate music, films, e-books and games), how likely would you be to...? Stop downloading unauthorised content Base: All pirates	718
62. If you received a letter from your internet service provider (ISP) informing you that further action may be taken by your ISP if you continue to infringe and download unauthorised content (pirate music, films, e-books and games), how likely would you be to...? Hide your identity online Base: All pirates	720
62. If you received a letter from your internet service provider (ISP) informing you that further action may be taken by your ISP if you continue to infringe and download unauthorised content (pirate music, films, e-books and games), how likely would you be to...? Use a means of piracy where you can't be identified Base: All pirates	722
62. If you received a letter from your internet service provider (ISP) informing you that further action may be taken by your ISP if you continue to infringe and download unauthorised content (pirate music, films, e-books and games), how likely would you be to...? Summary table Base: All respondents	724
63. If you received a letter from your internet service provider (ISP) informing you that further action may be taken by a rights owner if you continue to infringe and download unauthorised content (pirate music, films, e-books and games), how likely would you be to...? Stop downloading unauthorised content Base: All pirates	725
63. If you received a letter from your internet service provider (ISP) informing you that further action may be taken by a rights owner if you continue to infringe and download unauthorised content (pirate music, films, e-books and games), how likely would you be to...? Hide your identity online Base: All pirates	727
63. If you received a letter from your internet service provider (ISP) informing you that further action may be taken by a rights owner if you continue to infringe and download unauthorised content (pirate music, films, e-books and games), how likely would you be to...? Use a means of piracy where you can't be identified Base: All pirates	729
63. If you received a letter from your internet service provider (ISP) informing you that further action may be taken by a rights owner if you continue to infringe and download unauthorised content (pirate music, films, e-books and games), how likely would you be to...? Summary table Base: All respondents	731
64. Which of the following types of websites do you use to download and/or stream/access unauthorised content (pirate music, films, e-books and/or games)? Base: All pirates	732
65. Please indicate how much you agree or disagree with each of the following statements I regularly use proxies to access infringing content online Base: All respondents	734
65. Please indicate how much you agree or disagree with each of the following statements I would be prepared to pay for a proxy service if it enabled me to continue accessing infringing content online from my preferred website(s) Base: All respondents	736
65. Please indicate how much you agree or disagree with each of the following statements I would rather pay for a proxy service to access infringing content than pay for legitimate content online Base: All respondents	738

Digital Entertainment Survey 2013

65. Please indicate how much you agree or disagree with each of the following statements I consider that proxy services that charge a fee aren't worth paying for	740
Base: All respondents	
65. Please indicate how much you agree or disagree with each of the following statements I have never used a proxy service to access infringing content online	742
Base: All respondents	
65. Please indicate how much you agree or disagree with each of the following statements Summary table	744
Base: All respondents	
66. Which of the following devices, if any, do you use to download or stream unauthorised content (pirate music, films, TV programmes, e-books or games)?	745
Base: All pirates	
67. If you could continue to download or stream content from your preferred unauthorised site but it would be legal if you paid a fee, which of the following would you do?	747
Base: All pirates	
68. Which of the following means do you use to find unauthorised content (pirate music, films, TV programmes, e-books and games)?	749
Base: All pirates	
69. How easy would you say it is to find unauthorised content (pirate music, films, TV programmes, e-books and games) using a search engine (e.g. Google, Bing, etc)?	751
Base: All pirates	
70. How often do you use search engines such as Google to search for unauthorised content (pirate music, films, TV programmes, e-books and games) that can be downloaded for free?	753
Base: All pirates	
71. Thinking about websites where it is possible to download or stream unauthorised content (pirate music, films, TV programmes, e-books and games), do you use these sites to access...?	755
Base: All respondents	
72. Which one of the following best describes you personally?	757
Base: All respondents	
73. Which of the following best describes your occupation?	759
Base: All respondents	
74. What is your family status?	763
Base: All respondents	
75. Are you a parent, and if so how old are your children?	765
Base: All respondents	

Digital Entertainment Survey 2013

D1. Firstly, we'd just like to ask you some questions about yourself, purely for classification purposes. Please indicate your gender and age.

Base: All respondents

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male 15 to 17	66 3%	66 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	9 3%	9 1%	21 3%	20 3%	3 2%	1 3%	3 2%
Male 18 to 19	84 3%	-	84 100%	-	-	-	-	-	-	-	-	-	-	-	-	21 7%	14 2%	16 3%	21 3%	5 4%	3 5%	4 2%
Male 20 to 24	150 6%	-	-	150 100%	-	-	-	-	-	-	-	-	-	-	-	28 9%	27 4%	30 5%	38 6%	12 10%	7 13%	8 5%
Male 25 to 34	250 10%	-	-	-	250 100%	-	-	-	-	-	-	-	-	-	-	38 13%	61 10%	60 10%	58 9%	9 7%	5 10%	18 11%
Male 35 to 44	275 11%	-	-	-	-	275 100%	-	-	-	-	-	-	-	-	-	35 12%	65 10%	70 11%	73 12%	9 8%	7 13%	17 10%
Male 45 to 54	225 9%	-	-	-	-	-	225 100%	-	-	-	-	-	-	-	-	27 9%	61 10%	45 7%	60 10%	12 10%	3 6%	18 11%
Male 55 to 64	200 8%	-	-	-	-	-	-	200 100%	-	-	-	-	-	-	-	16 5%	39 6%	56 9%	54 9%	7 6%	4 9%	23 14%
Female 15 to 17	62 2%	-	-	-	-	-	-	-	62 100%	-	-	-	-	-	-	9 3%	21 3%	15 2%	14 2%	1 1%	-	1 1%
Female 18 to 19	88 4%	-	-	-	-	-	-	-	-	88 100%	-	-	-	-	-	14 5%	28 5%	19 3%	18 3%	5 4%	1 2%	4 2%
Female 20 to 24	150 6%	-	-	-	-	-	-	-	-	-	150 100%	-	-	-	-	12 4%	32 5%	44 7%	38 6%	8 6%	3 6%	14 8%
Female 25 to 34	250 10%	-	-	-	-	-	-	-	-	-	-	250 100%	-	-	-	29 10%	57 9%	61 10%	70 11%	20 16%	1 2%	12 7%
Female 35 to 44	275 11%	-	-	-	-	-	-	-	-	-	-	-	275 100%	-	-	34 12%	81 13%	72 12%	52 8%	12 9%	6 13%	17 10%
Female 45 to 54	225 9%	-	-	-	-	-	-	-	-	-	-	-	-	225 100%	-	16 6%	59 10%	59 10%	56 9%	13 10%	5 9%	16 10%
Female 55 to 64	200 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	200 100%	10 3%	68 11%	45 7%	51 8%	10 8%	4 9%	13 8%

Digital Entertainment Survey 2013

D1. Firstly, we'd just like to ask you some questions about yourself, purely for classification purposes. Please indicate your gender and age.

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male 15 to 17	66	14	17	18	8	8	4	3	1	3	-	20	29	-	4	-	-	3	24	33	4	-	5	1	-	1	3	61
	3%	7%	3%	2%	2%	3%	2%	1%	*	1%	-	11%	25%	-	2%	-	-	4%	50%	4%	*	-	20%	*	-	*	*	5%
Male 18 to 19	84	16	24	32	8	5	9	14	5	4	3	29	14	3	3	-	-	-	1	71	8	-	4	3	-	1	7	74
	3%	7%	4%	3%	2%	2%	4%	6%	1%	1%	3%	16%	13%	8%	1%	-	-	-	3%	8%	1%	-	15%	1%	-	*	1%	6%
Male 20 to 24	150	38	48	42	14	8	20	23	32	8	1	32	11	4	15	-	-	5	1	112	34	1	2	11	2	3	3	132
	6%	17%	8%	4%	3%	3%	8%	10%	5%	2%	1%	17%	9%	14%	7%	-	-	8%	2%	12%	3%	*	8%	4%	1%	1%	1%	10%
Male 25 to 34	250	45	95	70	30	10	30	40	82	39	13	9	2	5	17	7	-	6	-	120	128	1	1	51	45	31	4	155
	10%	20%	17%	7%	6%	4%	12%	18%	14%	11%	15%	5%	2%	16%	8%	3%	-	9%	-	13%	10%	*	4%	17%	14%	11%	1%	12%
Male 35 to 44	275	34	81	102	40	18	28	38	77	73	16	3	-	1	24	11	2	2	-	75	177	21	2	54	87	69	28	116
	11%	15%	14%	11%	8%	7%	12%	17%	13%	21%	18%	2%	-	3%	12%	5%	1%	3%	-	8%	14%	9%	7%	18%	27%	24%	5%	9%
Male 45 to 54	225	13	48	96	50	18	28	24	54	53	13	-	-	4	30	9	8	1	-	56	138	31	-	7	31	49	89	89
	9%	6%	8%	10%	10%	7%	12%	11%	9%	15%	14%	-	-	12%	14%	4%	5%	1%	-	6%	11%	14%	-	3%	9%	17%	15%	7%
Male 55 to 64	200	4	28	98	47	23	15	20	27	29	7	-	-	2	22	3	71	4	-	26	145	29	-	-	4	4	134	63
	8%	2%	5%	10%	9%	10%	6%	9%	4%	8%	8%	-	-	6%	11%	1%	44%	6%	-	3%	11%	13%	-	-	1%	2%	23%	5%
Female 15 to 17	62	4	14	26	16	2	1	6	2	1	-	13	36	-	1	-	-	1	19	36	4	-	4	-	-	1	-	61
	2%	2%	2%	3%	3%	1%	*	3%	*	*	-	7%	32%	-	1%	-	-	2%	39%	4%	*	-	13%	-	-	*	-	5%
Female 18 to 19	88	7	18	38	20	6	7	2	5	2	4	40	15	2	4	4	-	4	-	74	11	-	4	5	-	1	-	82
	4%	3%	3%	4%	4%	2%	3%	1%	1%	1%	4%	22%	13%	7%	2%	2%	-	5%	-	8%	1%	-	13%	2%	-	*	-	6%
Female 20 to 24	150	15	39	55	31	11	16	12	33	10	6	31	5	1	15	18	-	5	1	90	56	2	2	35	9	2	3	107
	6%	7%	7%	6%	6%	4%	7%	5%	6%	3%	6%	17%	4%	3%	7%	8%	-	7%	2%	10%	4%	1%	7%	12%	3%	1%	*	8%
Female 25 to 34	250	15	69	101	49	16	20	11	91	43	7	5	1	4	22	42	-	5	1	97	149	2	1	77	49	20	4	148
	10%	7%	12%	11%	10%	7%	8%	5%	15%	12%	8%	3%	1%	11%	10%	19%	-	7%	2%	11%	11%	1%	3%	26%	15%	7%	1%	11%
Female 35 to 44	275	9	57	121	61	27	23	16	95	46	14	-	1	3	23	47	-	8	-	68	183	24	1	46	81	69	50	111
	11%	4%	10%	13%	12%	11%	9%	7%	16%	13%	15%	-	1%	9%	11%	21%	-	12%	-	7%	14%	11%	3%	16%	25%	24%	8%	8%
Female 45 to 54	225	3	22	87	72	41	26	13	59	23	5	2	-	1	21	56	3	16	1	35	141	48	-	5	19	35	121	80
	9%	1%	4%	9%	14%	17%	11%	6%	10%	7%	6%	1%	-	3%	10%	25%	2%	24%	2%	4%	11%	22%	-	2%	6%	12%	21%	6%
Female 55 to 64	200	4	16	69	64	47	14	6	36	18	2	-	-	3	11	25	78	9	-	15	121	62	2	-	1	4	142	56
	8%	2%	3%	7%	13%	20%	6%	3%	6%	5%	2%	-	-	8%	5%	11%	48%	13%	-	2%	9%	28%	7%	-	*	2%	24%	4%

Digital Entertainment Survey 2013

D2. Where do you live?

Base: All respondents

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
East Anglia	208	3	7	12	22	20	18	26	5	6	15	13	32	18	13	-	-	208	-	-	-	-
	8%	4%	8%	8%	9%	7%	8%	13%	8%	7%	10%	5%	12%	8%	7%	-	-	34%	-	-	-	-
East Midlands	194	7	1	10	21	22	18	15	7	6	12	24	17	20	14	-	-	194	-	-	-	-
	8%	10%	2%	7%	9%	8%	8%	8%	11%	7%	8%	10%	6%	9%	7%	-	-	32%	-	-	-	-
London	299	9	21	28	38	35	27	16	9	14	12	29	34	16	10	299	-	-	-	-	-	-
	12%	14%	25%	19%	15%	13%	12%	8%	15%	16%	8%	12%	13%	7%	5%	100%	-	-	-	-	-	-
North East	122	5	3	5	14	14	16	11	4	5	10	9	10	9	8	-	-	-	122	-	-	-
	5%	8%	3%	4%	6%	5%	7%	5%	6%	5%	6%	4%	4%	4%	4%	-	-	-	20%	-	-	-
North West	293	9	13	16	27	39	28	28	4	11	17	32	21	28	22	-	-	-	293	-	-	-
	12%	14%	16%	11%	11%	14%	12%	14%	6%	12%	11%	13%	8%	13%	11%	-	-	-	47%	-	-	-
Northern Ireland	50	1	3	7	5	7	3	4	-	1	3	1	6	5	4	-	-	-	-	-	50	-
	2%	2%	3%	4%	2%	2%	1%	2%	-	1%	2%	*	2%	2%	2%	-	-	-	-	-	100%	-
Scotland	167	3	4	8	18	17	18	23	1	4	14	12	17	16	13	-	-	-	-	-	-	167
	7%	4%	5%	5%	7%	6%	8%	12%	2%	4%	9%	5%	6%	7%	7%	-	-	-	-	-	-	100%
South East	391	4	8	15	32	45	43	29	15	18	21	36	48	39	38	-	391	-	-	-	-	-
	16%	6%	9%	10%	13%	16%	19%	14%	25%	20%	14%	14%	17%	17%	19%	-	63%	-	-	-	-	-
South West	232	5	7	12	30	20	18	11	6	11	11	21	33	20	30	-	232	-	-	-	-	-
	9%	8%	8%	8%	12%	7%	8%	5%	9%	12%	7%	8%	12%	9%	15%	-	37%	-	-	-	-	-
Wales	125	3	5	12	9	9	12	7	1	5	8	20	12	13	10	-	-	-	-	125	-	-
	5%	4%	6%	8%	4%	3%	5%	4%	2%	5%	5%	8%	4%	6%	5%	-	-	-	-	100%	-	-
West Midlands	212	12	8	9	16	28	9	15	4	7	18	24	24	21	18	-	-	212	-	-	-	-
	8%	18%	9%	6%	7%	10%	4%	8%	6%	8%	12%	10%	9%	9%	9%	-	-	35%	-	-	-	-
Yorkshire and Humber	207	5	5	16	17	20	16	15	7	2	12	30	22	18	21	-	-	-	207	-	-	-
	8%	8%	6%	11%	7%	7%	7%	8%	11%	3%	8%	12%	8%	8%	11%	-	-	-	33%	-	-	-

Digital Entertainment Survey 2013

D2. Where do you live?

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
East Anglia	208	16	42	79	51	21	29	12	53	29	10	17	7	1	18	16	10	6	1	65	118	20	3	18	21	26	52	113
	8%	7%	7%	8%	10%	9%	12%	5%	9%	8%	11%	9%	6%	3%	8%	7%	6%	8%	3%	7%	9%	9%	11%	6%	7%	9%	9%	8%
East Midlands	194	16	44	67	52	16	19	12	49	31	5	12	7	5	17	25	11	2	4	65	107	16	2	25	27	11	52	97
	8%	7%	8%	7%	10%	7%	8%	5%	8%	9%	5%	7%	6%	16%	8%	11%	7%	3%	8%	7%	8%	7%	9%	9%	8%	4%	9%	7%
London	299	40	86	114	33	26	23	30	61	55	22	19	21	10	22	18	12	8	7	130	139	15	7	34	39	42	34	182
	12%	18%	15%	12%	6%	11%	9%	13%	10%	16%	24%	10%	18%	32%	10%	8%	7%	11%	15%	14%	11%	7%	27%	12%	12%	14%	6%	14%
North East	122	15	26	50	18	13	16	9	30	10	3	13	4	1	12	13	6	5	-	45	62	14	1	12	21	9	29	65
	5%	7%	5%	5%	4%	5%	7%	4%	5%	3%	3%	7%	3%	3%	6%	6%	4%	7%	-	5%	5%	6%	5%	4%	6%	3%	5%	5%
North West	293	17	71	107	71	27	29	33	67	38	7	21	15	5	31	23	17	8	7	117	140	26	1	38	42	38	69	154
	12%	8%	12%	11%	14%	11%	12%	15%	11%	11%	8%	11%	13%	16%	14%	10%	10%	11%	16%	13%	11%	12%	4%	13%	13%	13%	12%	12%
Northern Ireland	50	2	10	15	13	10	3	7	8	9	1	5	2	-	6	3	5	1	-	19	25	6	-	6	6	4	14	28
	2%	1%	2%	2%	3%	4%	1%	3%	1%	2%	1%	3%	2%	-	3%	1%	3%	1%	-	2%	2%	3%	-	2%	2%	1%	2%	2%
Scotland	167	15	38	67	29	18	20	11	35	26	6	13	5	1	18	15	12	8	1	70	82	11	3	20	16	18	45	88
	7%	7%	7%	7%	6%	7%	8%	5%	6%	7%	6%	7%	4%	3%	8%	7%	7%	11%	3%	8%	6%	5%	10%	7%	5%	6%	8%	7%
South East	391	31	89	165	77	29	34	40	105	60	14	29	13	4	20	33	29	8	6	120	223	41	1	45	60	50	116	184
	16%	14%	15%	17%	15%	12%	14%	18%	18%	17%	15%	16%	12%	13%	10%	15%	18%	12%	13%	13%	17%	18%	4%	15%	18%	17%	20%	14%
South West	232	12	48	98	46	29	27	22	53	32	5	15	12	2	20	23	19	4	6	82	117	24	4	27	32	30	50	127
	9%	6%	8%	10%	9%	12%	11%	9%	9%	9%	6%	8%	10%	6%	10%	10%	12%	5%	12%	9%	9%	11%	13%	9%	10%	10%	9%	9%
Wales	125	13	25	41	32	14	5	10	38	15	2	10	7	1	13	12	5	8	-	50	61	14	1	16	12	11	29	71
	5%	6%	4%	4%	6%	6%	2%	5%	6%	4%	2%	5%	6%	3%	6%	5%	3%	12%	-	6%	5%	6%	4%	6%	4%	4%	5%	5%
West Midlands	212	16	54	80	46	18	18	14	47	21	11	17	12	1	21	26	19	5	8	76	107	19	2	28	25	24	48	115
	8%	7%	9%	8%	9%	7%	8%	6%	8%	6%	13%	9%	11%	3%	10%	12%	12%	7%	16%	8%	8%	9%	8%	10%	8%	8%	8%	9%
Yorkshire and Humber	207	27	42	72	44	22	17	28	55	25	5	14	10	1	13	15	18	7	7	67	115	16	1	24	25	28	48	111
	8%	12%	7%	8%	9%	9%	7%	12%	9%	7%	6%	8%	8%	3%	6%	7%	11%	10%	15%	7%	9%	7%	4%	8%	8%	10%	8%	8%

Digital Entertainment Survey 2013

D2. (recode) Where do you live?

Base: All respondents

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
London	299	9	21	28	38	35	27	16	9	14	12	29	34	16	10	299	-	-	-	-	-	-
	12%	14%	25%	19%	15%	13%	12%	8%	15%	16%	8%	12%	13%	7%	5%	100%	-	-	-	-	-	-
South	623	9	14	27	61	65	61	39	21	28	32	57	81	59	68	-	623	-	-	-	-	-
	25%	14%	17%	18%	24%	24%	27%	20%	34%	32%	21%	23%	29%	26%	34%	-	100%	-	-	-	-	-
Midlands	614	21	16	30	60	70	45	56	15	19	44	61	72	59	45	-	-	614	-	-	-	-
	25%	32%	19%	20%	24%	25%	20%	28%	25%	21%	29%	25%	26%	26%	22%	-	-	100%	-	-	-	-
North	622	20	21	38	58	73	60	54	14	18	38	70	52	56	51	-	-	-	622	-	-	-
	25%	30%	25%	25%	23%	26%	27%	27%	23%	20%	25%	28%	19%	25%	25%	-	-	-	100%	-	-	-
Wales	125	3	5	12	9	9	12	7	1	5	8	20	12	13	10	-	-	-	-	125	-	-
	5%	4%	6%	8%	4%	3%	5%	4%	2%	5%	5%	8%	4%	6%	5%	-	-	-	-	100%	-	-
NI	50	1	3	7	5	7	3	4	-	1	3	1	6	5	4	-	-	-	-	-	50	-
	2%	2%	3%	4%	2%	2%	1%	2%	-	1%	2%	*	2%	2%	2%	-	-	-	-	-	100%	-
Scotland	167	3	4	8	18	17	18	23	1	4	14	12	17	16	13	-	-	-	-	-	-	167
	7%	4%	5%	5%	7%	6%	8%	12%	2%	4%	9%	5%	6%	7%	7%	-	-	-	-	-	-	100%

Digital Entertainment Survey 2013

D2. (recode) Where do you live?

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
London	299	40	86	114	33	26	23	30	61	55	22	19	21	10	22	18	12	8	7	130	139	15	7	34	39	42	34	182
	12%	18%	15%	12%	6%	11%	9%	13%	10%	16%	24%	10%	18%	32%	10%	8%	7%	11%	15%	14%	11%	7%	27%	12%	12%	14%	6%	14%
South	623	43	137	263	122	58	61	61	158	92	19	44	25	6	41	56	48	12	12	203	339	64	5	72	92	80	166	310
	25%	20%	24%	28%	24%	24%	25%	27%	26%	26%	21%	24%	22%	19%	19%	25%	30%	17%	25%	22%	26%	29%	18%	25%	28%	27%	28%	23%
Midlands	614	47	139	226	148	54	67	39	149	81	26	46	26	7	56	66	39	12	13	207	333	54	7	72	73	61	152	325
	25%	21%	24%	24%	29%	23%	28%	17%	25%	23%	29%	25%	23%	21%	26%	30%	24%	18%	27%	23%	26%	25%	27%	24%	22%	21%	26%	24%
North	622	59	139	229	133	62	62	70	152	74	15	48	28	7	56	51	41	20	14	230	317	56	4	74	88	75	146	330
	25%	27%	24%	24%	26%	26%	26%	31%	25%	21%	17%	26%	24%	21%	27%	23%	25%	29%	30%	25%	24%	25%	14%	25%	27%	26%	25%	25%
Wales	125	13	25	41	32	14	5	10	38	15	2	10	7	1	13	12	5	8	-	50	61	14	1	16	12	11	29	71
	5%	6%	4%	4%	6%	6%	2%	5%	6%	4%	2%	5%	6%	3%	6%	5%	3%	12%	-	6%	5%	6%	4%	6%	4%	4%	5%	5%
NI	50	2	10	15	13	10	3	7	8	9	1	5	2	-	6	3	5	1	-	19	25	6	-	6	6	4	14	28
	2%	1%	2%	2%	3%	4%	1%	3%	1%	2%	1%	3%	2%	-	3%	1%	3%	1%	-	2%	2%	3%	-	2%	2%	1%	2%	2%
Scotland	167	15	38	67	29	18	20	11	35	26	6	13	5	1	18	15	12	8	1	70	82	11	3	20	16	18	45	88
	7%	7%	7%	7%	6%	7%	8%	5%	6%	7%	6%	7%	4%	3%	8%	7%	7%	11%	3%	8%	6%	5%	10%	7%	5%	6%	8%	7%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Watch live scheduled television via Freeview or Freesat

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	1066	24	37	52	89	116	105	100	16	35	61	101	124	105	101	125	283	246	275	53	17	68
	43%	36%	44%	35%	36%	42%	46%	50%	26%	40%	41%	40%	45%	47%	50%	42%	45%	40%	44%	43%	34%	41%
Yes - occasionally	450	13	21	40	52	54	32	34	19	18	27	35	47	30	28	60	110	107	111	15	6	40
	18%	20%	25%	27%	21%	20%	14%	17%	30%	20%	18%	14%	17%	13%	14%	20%	18%	17%	18%	12%	13%	24%
Yes - rarely	262	8	9	27	42	28	20	11	15	12	10	26	23	16	17	37	65	73	52	13	12	11
	10%	12%	11%	18%	17%	10%	9%	5%	25%	13%	6%	10%	8%	7%	8%	13%	10%	12%	8%	10%	25%	7%
No - plan to start in next 6 months	68	-	4	7	7	11	7	3	1	-	8	9	5	5	2	13	15	18	12	3	1	5
	3%	-	5%	4%	3%	4%	3%	1%	2%	-	5%	4%	2%	2%	1%	4%	2%	3%	2%	3%	2%	3%
No - no plans to start	570	12	9	18	54	61	58	46	7	21	36	70	71	60	46	55	127	154	151	36	12	36
	23%	18%	11%	12%	22%	22%	26%	23%	11%	24%	24%	28%	26%	27%	23%	18%	20%	25%	24%	29%	25%	21%
Not at all familiar with this	84	9	4	5	6	5	5	7	4	2	8	8	5	9	6	9	23	17	22	5	1	7
	3%	14%	5%	4%	2%	2%	2%	4%	6%	3%	5%	3%	2%	4%	3%	3%	4%	3%	3%	4%	2%	4%
NET - YES	1778	45	67	120	183	198	156	145	50	64	98	162	194	151	146	222	458	426	437	81	36	119
	71%	68%	80%	80%	73%	72%	69%	72%	81%	73%	66%	65%	70%	67%	73%	74%	74%	69%	70%	65%	72%	71%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Watch live scheduled television via Freeview or Freesat

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	1066	88	219	447	207	105	88	112	241	149	42	71	39	15	97	101	84	25	10	380	565	101	10	122	132	130	257	568
	43%	40%	38%	47%	41%	44%	37%	49%	40%	42%	46%	39%	34%	49%	46%	46%	52%	37%	21%	42%	44%	45%	37%	42%	40%	45%	44%	43%
Yes - occasionally	450	53	141	154	70	33	47	49	98	72	18	39	26	7	33	28	25	8	11	181	215	40	3	44	59	59	95	246
	18%	24%	25%	16%	14%	14%	20%	22%	16%	20%	20%	21%	23%	22%	16%	12%	15%	11%	23%	20%	17%	18%	13%	15%	18%	20%	16%	18%
Yes - rarely	262	28	67	100	45	23	30	19	62	36	14	23	22	4	18	16	11	8	14	106	122	18	3	33	33	29	49	156
	10%	13%	12%	10%	9%	10%	12%	8%	10%	10%	15%	12%	19%	12%	9%	7%	11%	29%	12%	9%	8%	11%	11%	10%	10%	10%	8%	12%
No - plan to start in next 6 months	68	8	23	21	11	6	8	8	17	11	4	4	1	1	3	5	3	4	1	29	33	3	2	9	11	13	11	34
	3%	4%	4%	2%	2%	2%	3%	4%	3%	3%	4%	2%	1%	3%	1%	2%	2%	6%	2%	3%	3%	1%	8%	3%	3%	4%	2%	3%
No - no plans to start	570	34	115	208	155	58	56	32	162	79	13	41	21	4	54	60	32	15	9	180	327	51	4	74	82	55	155	283
	23%	15%	20%	22%	30%	24%	23%	14%	27%	23%	15%	23%	18%	12%	26%	27%	20%	21%	18%	20%	25%	23%	13%	25%	25%	19%	26%	21%
Not at all familiar with this	84	10	9	26	22	16	10	7	19	4	-	5	5	1	6	10	6	10	3	31	35	10	5	11	8	5	19	46
	3%	4%	2%	3%	4%	7%	4%	3%	3%	1%	-	3%	4%	3%	3%	5%	4%	14%	7%	3%	3%	4%	17%	4%	3%	2%	3%	3%
NET - YES	1778	168	427	700	322	161	165	180	402	257	74	133	88	26	148	145	121	41	35	668	901	158	17	200	224	219	402	970
	71%	77%	74%	73%	63%	67%	69%	79%	67%	73%	81%	72%	76%	82%	70%	66%	75%	59%	73%	74%	70%	71%	62%	68%	69%	75%	68%	73%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Use social network sites

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	1394	39	55	90	146	156	97	60	49	67	115	179	162	101	77	146	364	352	333	79	32	89
	56%	60%	66%	60%	58%	57%	43%	30%	79%	76%	77%	71%	59%	45%	39%	49%	58%	57%	53%	63%	64%	53%
Yes - occasionally	422	11	16	27	47	47	41	47	8	9	17	24	42	37	48	64	108	113	87	16	8	26
	17%	16%	19%	18%	19%	17%	18%	24%	13%	11%	11%	10%	15%	17%	24%	21%	17%	18%	14%	13%	17%	16%
Yes - rarely	252	11	8	15	27	24	35	22	1	6	8	21	33	20	23	41	58	56	62	9	4	21
	10%	16%	9%	10%	11%	9%	15%	11%	2%	7%	5%	8%	12%	9%	11%	14%	9%	9%	10%	7%	7%	13%
No - plan to start in next 6 months	33	1	1	8	5	6	1	1	1	-	2	4	-	2	2	10	6	3	10	3	-	2
	1%	2%	2%	5%	2%	2%	*	*	2%	-	1%	1%	-	1%	1%	3%	1%	*	2%	2%	-	1%
No - no plans to start	344	3	3	9	21	36	47	62	1	5	8	17	33	60	39	29	79	76	116	16	5	23
	14%	4%	3%	6%	9%	13%	21%	31%	2%	5%	5%	7%	12%	27%	20%	10%	13%	12%	19%	13%	10%	14%
Not at all familiar with this	55	1	1	1	4	7	5	7	1	1	1	5	5	5	11	9	8	14	15	3	1	6
	2%	2%	2%	1%	2%	2%	2%	4%	2%	1%	1%	2%	2%	2%	5%	3%	1%	2%	2%	2%	2%	4%
NET - YES	2067	61	79	133	219	227	173	129	59	82	139	224	236	158	148	251	529	521	481	104	44	136
	83%	92%	94%	88%	88%	83%	77%	65%	94%	93%	93%	90%	86%	70%	74%	84%	85%	85%	77%	83%	88%	81%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Use social network sites

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	1394	143	363	531	275	82	137	111	327	205	40	133	84	23	115	126	60	34	30	564	684	101	14	206	184	166	257	782
	56%	65%	63%	56%	54%	34%	57%	49%	54%	58%	44%	73%	73%	72%	55%	57%	37%	49%	63%	62%	53%	46%	54%	70%	57%	57%	44%	59%
Yes - occasionally	422	38	103	163	68	50	28	50	104	58	26	23	16	3	36	34	34	9	9	124	239	45	4	41	63	52	118	211
	17%	18%	18%	17%	13%	21%	12%	22%	17%	16%	28%	12%	14%	10%	17%	16%	21%	13%	18%	14%	18%	21%	15%	14%	19%	18%	20%	16%
Yes - rarely	252	19	49	92	59	33	28	25	61	44	15	18	5	-	18	17	15	6	7	97	128	17	2	22	30	30	63	130
	10%	9%	9%	10%	12%	14%	12%	11%	10%	13%	16%	10%	4%	-	9%	8%	9%	9%	16%	11%	10%	8%	8%	7%	9%	10%	11%	10%
No - plan to start in next 6 months	33	2	12	12	1	6	5	8	6	5	-	2	1	-	2	3	1	1	-	16	15	2	-	4	5	3	7	17
	1%	1%	2%	1%	*	2%	2%	4%	1%	1%	-	1%	1%	-	1%	1%	1%	1%	-	2%	1%	1%	-	1%	1%	1%	1%	1%
No - no plans to start	344	11	41	137	98	58	38	30	90	34	10	8	6	6	33	32	45	14	1	91	200	48	4	16	38	33	123	166
	14%	5%	7%	14%	19%	24%	16%	13%	15%	10%	11%	4%	5%	18%	16%	14%	28%	20%	3%	10%	15%	22%	14%	5%	12%	11%	21%	12%
Not at all familiar with this	55	7	7	20	10	13	4	3	13	6	1	-	2	-	7	8	6	5	-	15	30	8	2	6	6	6	19	28
	2%	3%	1%	2%	2%	5%	2%	1%	2%	1%	-	2%	-	3%	4%	4%	7%	7%	-	2%	2%	4%	8%	2%	2%	2%	3%	2%
NET - YES	2067	200	515	786	402	165	193	186	491	307	80	174	105	26	169	178	109	49	46	785	1051	163	21	268	278	248	437	1122
	83%	91%	90%	82%	79%	68%	81%	82%	82%	87%	88%	95%	92%	82%	80%	81%	68%	71%	97%	86%	81%	74%	78%	91%	85%	86%	75%	84%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Watch live scheduled television via Sky, Virgin or other subscription TV service

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	1095	25	28	50	108	131	121	88	25	33	63	106	126	109	82	114	278	265	277	62	25	75
	44%	38%	33%	33%	43%	48%	54%	44%	40%	37%	42%	42%	46%	48%	41%	38%	45%	43%	44%	50%	50%	45%
Yes - occasionally	313	11	13	30	50	41	16	8	13	18	26	31	31	16	10	48	67	79	85	12	6	16
	13%	16%	16%	20%	20%	15%	7%	4%	21%	20%	18%	12%	11%	7%	5%	16%	11%	13%	14%	10%	12%	9%
Yes - rarely	177	9	16	27	21	12	7	5	11	4	16	24	15	2	8	37	41	47	33	5	5	9
	7%	14%	19%	18%	9%	4%	3%	3%	17%	4%	10%	10%	6%	1%	4%	12%	7%	8%	5%	4%	9%	5%
No - plan to start in next 6 months	119	1	7	7	19	12	6	4	7	11	14	6	14	7	5	17	33	22	30	5	3	10
	5%	2%	8%	4%	8%	4%	2%	2%	11%	12%	9%	3%	5%	3%	3%	6%	5%	4%	5%	4%	6%	6%
No - no plans to start	709	16	17	32	44	71	69	88	6	21	28	73	77	82	85	71	185	179	179	36	10	50
	28%	24%	20%	21%	18%	26%	31%	44%	9%	24%	19%	29%	28%	37%	43%	24%	30%	29%	29%	28%	20%	30%
Not at all familiar with this	88	4	4	4	7	8	7	6	1	2	3	10	13	9	10	13	20	21	19	5	2	8
	4%	6%	5%	3%	3%	3%	3%	3%	2%	3%	2%	4%	5%	4%	5%	4%	3%	3%	3%	4%	4%	5%
NET - YES	1585	45	57	108	180	185	144	102	48	54	105	161	172	126	100	198	386	391	394	80	35	100
	63%	68%	67%	72%	72%	67%	64%	51%	77%	61%	70%	64%	63%	56%	50%	66%	62%	64%	63%	64%	71%	60%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Watch live scheduled television via Sky, Virgin or other subscription TV service

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	1095	119	261	406	230	80	100	103	287	169	34	64	49	12	75	100	70	30	27	332	633	97	6	149	172	152	298	506
	44%	54%	45%	42%	45%	33%	42%	45%	48%	48%	38%	35%	42%	36%	36%	46%	44%	43%	57%	37%	49%	44%	22%	51%	53%	53%	51%	38%
Yes - occasionally	313	35	106	109	43	19	37	38	65	47	18	30	23	9	16	17	7	5	6	135	153	15	4	49	50	43	48	176
	13%	16%	18%	11%	8%	8%	16%	17%	11%	13%	19%	16%	20%	29%	8%	8%	4%	7%	13%	15%	12%	7%	16%	17%	15%	15%	8%	13%
Yes - rarely	177	25	51	62	27	13	16	18	39	35	7	18	11	1	13	10	5	4	6	81	75	11	3	24	25	25	17	107
	7%	11%	9%	6%	5%	5%	7%	8%	6%	10%	8%	10%	9%	3%	6%	5%	3%	6%	13%	9%	6%	5%	13%	8%	8%	8%	3%	8%
No - plan to start in next 6 months	119	6	29	56	15	12	13	15	24	16	3	17	8	-	8	9	1	5	3	55	49	10	1	17	20	10	14	71
	5%	3%	5%	6%	3%	5%	5%	7%	4%	5%	4%	9%	7%	-	4%	4%	1%	7%	7%	6%	4%	4%	4%	6%	6%	3%	2%	5%
No - no plans to start	709	28	111	294	180	97	63	48	164	78	24	49	23	9	94	70	71	17	5	278	337	82	6	45	50	53	192	424
	28%	13%	19%	31%	35%	40%	26%	21%	27%	22%	27%	27%	20%	28%	45%	32%	44%	24%	10%	31%	26%	37%	24%	15%	15%	18%	33%	32%
Not at all familiar with this	88	7	16	29	16	19	10	5	20	7	5	5	1	1	5	13	7	8	-	27	49	6	6	10	9	8	18	50
	4%	3%	3%	3%	3%	8%	4%	2%	3%	2%	5%	3%	1%	3%	2%	6%	4%	12%	-	3%	4%	3%	21%	3%	3%	3%	3%	4%
NET - YES	1585	179	418	577	300	112	153	159	391	251	59	112	83	22	104	128	83	39	39	548	861	123	14	222	247	220	363	788
	63%	81%	73%	60%	59%	47%	64%	70%	65%	72%	65%	61%	72%	69%	49%	58%	51%	57%	82%	60%	66%	56%	51%	76%	76%	76%	62%	59%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Watch recorded television

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	1160	25	33	46	108	139	120	88	23	36	63	113	134	121	110	107	317	272	288	69	26	81
	46%	38%	39%	30%	43%	51%	54%	44%	38%	41%	42%	45%	49%	54%	55%	36%	51%	44%	46%	55%	51%	49%
Yes - occasionally	549	13	17	40	70	52	52	52	15	26	36	47	52	38	38	70	136	143	148	19	5	29
	22%	20%	20%	27%	28%	19%	23%	26%	25%	29%	24%	19%	19%	17%	19%	23%	22%	23%	24%	15%	9%	17%
Yes - rarely	326	12	25	30	33	32	24	21	11	11	20	35	27	26	20	58	69	80	79	13	9	18
	13%	18%	30%	20%	13%	12%	11%	10%	17%	12%	14%	14%	10%	11%	10%	20%	11%	13%	13%	11%	18%	11%
No - plan to start in next 6 months	65	4	1	8	8	9	2	4	4	2	4	9	4	5	3	8	15	15	15	3	2	7
	3%	6%	2%	5%	3%	3%	1%	2%	6%	3%	3%	4%	1%	2%	1%	3%	2%	2%	2%	2%	4%	4%
No - no plans to start	351	9	7	21	27	38	23	30	8	11	25	41	52	33	26	43	78	93	83	18	9	27
	14%	14%	8%	14%	11%	14%	10%	15%	13%	12%	17%	16%	19%	15%	13%	14%	13%	15%	13%	15%	17%	16%
Not at all familiar with this	48	3	1	5	4	5	3	5	1	2	1	5	5	3	4	12	8	10	9	4	-	5
	2%	4%	2%	4%	2%	2%	1%	3%	2%	3%	1%	2%	2%	1%	2%	4%	1%	2%	1%	3%	-	3%
NET - YES	2036	50	75	116	211	223	197	161	49	73	120	195	213	185	168	236	521	496	515	101	39	128
	81%	76%	89%	78%	84%	81%	88%	80%	79%	83%	80%	78%	78%	82%	84%	79%	84%	81%	83%	80%	78%	77%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Watch recorded television

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	1160	121	282	447	239	72	91	112	306	170	41	70	47	10	88	109	85	29	20	365	671	97	7	153	166	150	304	573
	46%	55%	49%	47%	47%	30%	38%	49%	51%	48%	46%	38%	41%	32%	42%	49%	53%	42%	42%	40%	52%	44%	25%	52%	51%	52%	52%	43%
Yes - occasionally	549	54	139	228	90	39	67	56	111	71	22	46	28	10	38	51	38	12	10	203	281	50	6	66	83	77	131	270
	22%	25%	24%	24%	18%	16%	28%	25%	18%	20%	24%	25%	24%	31%	18%	23%	24%	17%	21%	22%	22%	23%	23%	23%	25%	26%	22%	20%
Yes - rarely	326	23	86	121	63	33	28	23	75	59	11	37	15	7	29	21	13	10	8	145	150	20	3	33	31	28	63	198
	13%	10%	15%	13%	12%	14%	11%	10%	12%	17%	12%	20%	13%	21%	14%	9%	8%	14%	18%	16%	12%	9%	11%	11%	9%	10%	11%	15%
No - plan to start in next 6 months	65	4	15	18	18	10	9	10	9	13	3	3	5	-	5	3	4	3	2	31	20	11	2	7	9	4	12	37
	3%	2%	3%	2%	4%	4%	4%	4%	1%	4%	3%	2%	4%	-	2%	1%	2%	4%	4%	3%	2%	5%	7%	2%	3%	1%	2%	3%
No - no plans to start	351	12	46	132	91	70	40	21	93	35	9	26	18	3	46	31	17	11	5	150	150	40	6	29	32	28	70	228
	14%	5%	8%	14%	18%	29%	17%	9%	16%	10%	10%	14%	16%	9%	22%	14%	10%	15%	10%	17%	12%	18%	21%	10%	10%	10%	12%	17%
Not at all familiar with this	48	6	7	10	9	16	5	5	6	4	4	1	1	2	5	5	4	5	2	14	24	4	3	6	6	4	7	28
	2%	3%	1%	1%	2%	7%	2%	2%	1%	1%	5%	1%	1%	7%	2%	2%	3%	8%	5%	2%	2%	2%	13%	2%	2%	1%	1%	2%
NET - YES	2036	198	506	796	392	144	186	191	492	300	74	153	90	27	156	181	137	50	38	713	1102	167	16	253	280	255	498	1041
	81%	90%	88%	83%	77%	60%	78%	84%	82%	85%	82%	83%	78%	84%	74%	82%	85%	73%	80%	79%	85%	75%	60%	86%	86%	88%	85%	78%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Read paperback or hardback books / novels

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	1028	11	14	36	85	105	88	80	19	41	51	109	144	134	111	113	276	243	250	57	20	69
	41%	16%	17%	24%	34%	38%	39%	40%	30%	47%	34%	44%	52%	60%	56%	38%	44%	40%	40%	46%	40%	41%
Yes - occasionally	615	22	32	37	60	71	50	46	22	22	43	60	62	45	44	69	154	152	157	28	13	42
	25%	34%	38%	25%	24%	26%	22%	23%	36%	25%	29%	24%	22%	20%	22%	23%	25%	25%	25%	22%	27%	25%
Yes - rarely	473	12	21	45	60	46	40	36	15	13	27	53	49	27	28	73	112	117	111	21	11	28
	19%	18%	25%	30%	24%	17%	18%	18%	25%	15%	18%	21%	18%	12%	14%	24%	18%	19%	18%	17%	22%	17%
No - plan to start in next 6 months	63	1	7	7	11	8	5	3	-	2	5	6	3	2	4	6	11	13	21	3	2	7
	3%	2%	8%	4%	4%	3%	2%	1%	-	3%	3%	3%	1%	1%	2%	2%	2%	2%	3%	2%	4%	4%
No - no plans to start	280	12	11	24	29	39	40	35	5	7	19	18	16	16	11	31	60	79	75	11	4	20
	11%	18%	13%	16%	11%	14%	18%	17%	8%	8%	12%	7%	6%	7%	6%	11%	10%	13%	12%	9%	7%	12%
Not at all familiar with this	42	8	-	2	5	7	2	1	1	2	6	4	2	1	2	6	9	11	8	5	-	2
	2%	12%	-	1%	2%	2%	1%	*	2%	3%	4%	1%	1%	*	1%	2%	2%	2%	1%	4%	-	1%
NET - YES	2115	45	67	117	205	221	178	162	56	76	121	222	254	207	183	255	543	512	517	106	44	138
	85%	68%	80%	78%	82%	80%	79%	81%	91%	87%	81%	89%	92%	92%	92%	85%	87%	83%	83%	85%	89%	82%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Read paperback or hardback books / novels

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	1028	74	203	414	224	112	81	69	268	157	46	65	37	13	82	102	76	31	14	333	557	117	7	107	141	124	271	529
	41%	34%	35%	43%	44%	47%	34%	30%	45%	45%	51%	35%	33%	40%	39%	46%	47%	45%	30%	37%	43%	53%	25%	37%	43%	43%	46%	40%
Yes - occasionally	615	60	162	229	123	41	63	61	134	92	22	57	33	10	37	53	39	13	13	223	319	49	11	74	73	72	136	329
	25%	27%	28%	24%	24%	17%	26%	27%	22%	26%	24%	31%	29%	31%	18%	24%	24%	19%	28%	25%	25%	22%	41%	25%	22%	25%	23%	25%
Yes - rarely	473	43	125	179	83	42	44	50	121	66	14	39	24	4	38	39	26	8	11	191	237	31	3	64	59	54	106	253
	19%	20%	22%	19%	16%	17%	19%	22%	20%	19%	15%	21%	14%	18%	18%	16%	11%	23%	21%	18%	14%	10%	22%	18%	19%	18%	19%	
No - plan to start in next 6 months	63	10	17	23	6	8	9	7	15	10	2	4	5	-	6	4	1	1	-	27	31	3	2	9	12	5	10	38
	3%	4%	3%	2%	1%	3%	4%	3%	3%	3%	2%	2%	4%	-	3%	2%	1%	1%	-	3%	2%	1%	7%	3%	4%	2%	2%	3%
No - no plans to start	280	26	58	96	70	30	36	35	55	24	6	16	12	5	41	20	18	14	5	121	130	22	2	31	35	31	57	164
	11%	12%	10%	10%	14%	12%	15%	16%	9%	7%	6%	9%	10%	15%	19%	9%	11%	20%	10%	13%	10%	10%	9%	11%	11%	11%	10%	12%
Not at all familiar with this	42	7	10	13	5	8	6	5	7	4	1	2	4	-	6	3	2	2	4	14	22	-	2	8	5	4	7	22
	2%	3%	2%	1%	1%	3%	3%	2%	1%	1%	1%	3%	-	3%	1%	1%	3%	8%	2%	2%	-	9%	3%	1%	1%	1%	1%	2%
NET - YES	2115	177	490	823	430	195	189	180	522	314	82	161	94	27	158	194	141	52	39	746	1113	196	20	246	274	251	512	1110
	85%	81%	85%	86%	84%	81%	79%	79%	87%	89%	91%	88%	82%	85%	75%	88%	87%	76%	82%	82%	86%	89%	75%	84%	84%	86%	87%	83%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Listen to AM/FM/DAB radio

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	1050	21	18	35	97	139	133	95	21	25	40	105	128	111	82	107	297	248	259	52	22	64
	42%	32%	22%	23%	39%	51%	59%	47%	34%	28%	27%	42%	47%	49%	41%	36%	48%	40%	42%	41%	45%	38%
Yes - occasionally	578	12	29	43	70	57	37	44	18	25	34	60	52	41	55	85	135	137	141	30	9	41
	23%	18%	34%	29%	28%	21%	17%	22%	28%	28%	23%	24%	19%	18%	28%	28%	22%	22%	23%	24%	17%	24%
Yes - rarely	357	12	17	35	37	29	24	25	14	18	31	38	33	26	19	46	80	98	81	15	11	25
	14%	18%	20%	23%	15%	11%	11%	13%	23%	20%	21%	15%	12%	11%	10%	15%	13%	16%	13%	12%	22%	15%
No - plan to start in next 6 months	56	1	7	2	10	5	2	3	1	1	7	3	5	5	4	9	13	11	15	1	-	6
	2%	2%	8%	1%	4%	2%	1%	1%	2%	1%	5%	1%	2%	2%	2%	3%	2%	2%	2%	1%	-	4%
No - no plans to start	397	16	11	30	31	40	25	30	7	16	31	38	49	37	37	40	84	104	109	24	8	28
	16%	24%	13%	20%	12%	14%	11%	15%	11%	19%	21%	15%	18%	16%	18%	13%	13%	17%	18%	19%	16%	17%
Not at all familiar with this	62	4	3	4	5	5	4	4	1	4	7	6	8	5	3	12	14	15	15	3	-	3
	2%	6%	3%	3%	2%	2%	2%	2%	2%	4%	5%	3%	3%	2%	1%	4%	2%	2%	2%	2%	-	2%
NET - YES	1985	45	64	113	204	226	194	163	53	67	105	203	213	177	157	238	512	483	482	98	42	130
	79%	68%	77%	75%	82%	82%	86%	82%	85%	76%	70%	81%	77%	79%	79%	80%	82%	79%	77%	78%	84%	78%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Listen to AM/FM/DAB radio

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	1050	92	263	413	194	88	81	102	286	176	55	39	41	9	75	83	77	26	17	338	594	91	10	116	153	141	274	522
	42%	42%	46%	43%	38%	37%	34%	45%	48%	50%	61%	21%	36%	29%	35%	38%	47%	38%	35%	37%	46%	41%	36%	39%	47%	48%	47%	39%
Yes - occasionally	578	60	143	230	104	41	64	62	135	91	10	58	24	8	38	45	29	15	13	209	295	57	4	78	80	67	135	291
	23%	28%	25%	24%	20%	17%	27%	27%	22%	26%	11%	32%	21%	25%	18%	20%	18%	22%	28%	23%	23%	26%	15%	27%	25%	23%	23%	22%
Yes - rarely	357	33	86	140	70	28	38	29	65	47	13	40	22	6	27	41	22	7	9	148	171	26	4	49	42	39	67	211
	14%	15%	15%	15%	14%	12%	16%	13%	11%	13%	15%	22%	19%	20%	13%	18%	14%	10%	18%	16%	13%	12%	14%	17%	13%	13%	11%	16%
No - plan to start in next 6 months	56	7	13	16	12	8	4	8	13	6	4	7	2	-	4	3	2	3	-	28	22	6	-	8	9	4	11	32
	2%	3%	2%	2%	2%	3%	2%	4%	2%	2%	5%	4%	2%	-	2%	1%	4%	-	-	3%	2%	3%	-	3%	3%	1%	2%	2%
No - no plans to start	397	22	60	135	120	60	46	22	86	30	7	33	24	6	60	42	27	15	6	165	182	39	5	36	36	34	90	239
	16%	10%	11%	14%	24%	25%	19%	10%	14%	8%	7%	18%	21%	18%	28%	19%	17%	22%	14%	18%	14%	18%	17%	12%	11%	12%	15%	18%
Not at all familiar with this	62	6	8	21	11	16	7	5	14	3	1	6	1	2	8	6	4	3	2	20	33	3	5	8	6	6	9	39
	2%	3%	1%	2%	2%	7%	3%	2%	2%	1%	1%	4%	1%	8%	4%	3%	3%	5%	5%	2%	3%	1%	18%	3%	2%	2%	2%	3%
NET - YES	1985	185	492	783	368	157	183	192	486	313	79	137	87	23	140	169	128	48	39	696	1060	173	17	243	275	247	476	1023
	79%	84%	86%	82%	72%	65%	76%	84%	81%	89%	87%	75%	76%	74%	66%	77%	79%	70%	81%	77%	82%	78%	65%	82%	84%	85%	81%	77%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Read paper magazines

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	709	9	11	21	70	82	74	74	16	15	32	60	90	80	75	95	177	170	174	33	13	48
	28%	14%	13%	14%	28%	30%	33%	37%	26%	17%	21%	24%	33%	35%	38%	32%	28%	28%	28%	26%	26%	28%
Yes - occasionally	716	12	25	46	78	77	58	47	20	34	46	65	80	70	59	96	185	165	159	40	18	52
	29%	18%	30%	30%	31%	28%	26%	24%	32%	39%	31%	26%	29%	31%	29%	32%	30%	27%	26%	32%	36%	31%
Yes - rarely	558	30	30	49	53	56	41	36	14	22	30	77	48	45	27	62	134	145	148	24	8	36
	22%	46%	36%	33%	21%	20%	18%	18%	23%	25%	20%	31%	17%	20%	14%	21%	22%	24%	24%	19%	17%	22%
No - plan to start in next 6 months	60	1	3	4	9	6	4	3	4	4	6	6	5	3	4	9	15	15	13	2	1	5
	2%	2%	3%	3%	4%	2%	2%	1%	6%	4%	4%	3%	2%	1%	2%	3%	2%	3%	2%	2%	2%	3%
No - no plans to start	408	9	14	26	32	51	48	38	6	11	31	34	48	27	33	30	99	110	115	23	9	23
	16%	14%	17%	17%	13%	18%	21%	19%	9%	12%	21%	14%	17%	12%	17%	10%	16%	18%	18%	18%	19%	13%
Not at all familiar with this	48	4	1	4	8	4	1	2	2	2	5	7	5	1	2	7	12	9	14	3	-	3
	2%	6%	2%	3%	3%	1%	*	1%	4%	3%	3%	3%	2%	*	1%	2%	2%	1%	2%	3%	-	2%
NET - YES	1983	51	66	115	201	215	173	157	50	71	108	202	217	195	161	253	497	480	481	97	40	136
	79%	78%	78%	77%	80%	78%	77%	79%	81%	81%	72%	81%	79%	87%	81%	85%	80%	78%	77%	78%	80%	82%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Read paper magazines

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	709	78	158	276	128	70	60	72	161	123	39	32	18	5	49	68	61	22	13	214	395	81	6	83	103	98	190	354
	28%	35%	28%	29%	25%	29%	25%	32%	27%	35%	43%	17%	16%	15%	23%	31%	38%	32%	28%	24%	30%	36%	22%	28%	31%	34%	32%	27%
Yes - occasionally	716	56	175	285	140	60	68	75	174	105	23	52	37	9	45	61	48	18	10	266	381	53	6	89	92	87	161	374
	29%	26%	30%	30%	27%	25%	29%	33%	29%	30%	25%	28%	33%	28%	21%	28%	30%	27%	20%	29%	29%	24%	22%	30%	28%	30%	27%	28%
Yes - rarely	558	53	132	219	106	48	63	46	138	64	15	61	36	9	43	46	26	12	18	228	269	37	7	62	69	56	118	321
	22%	24%	23%	23%	21%	20%	26%	20%	23%	18%	17%	33%	31%	27%	20%	21%	16%	17%	37%	25%	21%	17%	24%	21%	21%	19%	20%	24%
No - plan to start in next 6 months	60	5	16	19	14	8	5	6	13	7	2	5	2	-	8	10	1	2	2	31	25	2	-	12	11	5	9	31
	2%	2%	3%	2%	3%	3%	2%	3%	2%	2%	3%	3%	2%	-	4%	4%	1%	3%	5%	3%	2%	1%	-	4%	3%	2%	2%	2%
No - no plans to start	408	22	82	143	114	46	36	24	105	47	10	30	19	8	59	32	24	13	4	147	205	46	6	43	46	39	101	226
	16%	10%	14%	15%	22%	19%	15%	11%	17%	13%	12%	17%	16%	24%	28%	15%	15%	19%	8%	16%	16%	21%	21%	15%	14%	13%	17%	17%
Not at all familiar with this	48	5	11	14	8	10	8	3	9	5	1	4	2	2	7	4	2	1	1	22	21	2	2	6	7	6	7	28
	2%	2%	2%	1%	2%	4%	3%	2%	1%	1%	1%	2%	2%	7%	3%	2%	1%	2%	2%	2%	2%	1%	9%	2%	2%	2%	1%	2%
NET - YES	1983	187	465	779	375	177	191	193	473	292	77	144	91	22	137	175	135	52	40	708	1045	171	19	233	264	241	469	1049
	79%	85%	81%	82%	73%	74%	80%	85%	79%	83%	85%	79%	79%	70%	65%	79%	84%	76%	85%	78%	81%	77%	69%	79%	81%	83%	80%	79%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Use mobile device (e.g. smartphone/tablet) to surf the internet

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	1103	37	49	77	137	132	80	48	41	55	89	148	125	49	36	136	269	262	267	56	34	80
	44%	56%	58%	51%	55%	48%	36%	24%	66%	63%	59%	59%	45%	22%	18%	45%	43%	43%	43%	44%	68%	48%
Yes - occasionally	445	13	18	38	49	57	29	33	12	18	30	39	52	33	24	68	116	112	97	19	6	25
	18%	20%	22%	25%	20%	21%	13%	17%	19%	20%	20%	16%	19%	15%	12%	23%	19%	18%	16%	15%	13%	15%
Yes - rarely	226	5	7	15	30	30	22	17	7	4	8	21	24	20	18	26	53	60	67	9	2	10
	9%	8%	8%	10%	12%	11%	10%	8%	11%	4%	5%	8%	9%	9%	9%	9%	9%	10%	11%	7%	4%	6%
No - plan to start in next 6 months	103	3	5	3	12	8	7	13	-	4	6	6	12	19	4	14	23	28	24	8	-	6
	4%	4%	6%	2%	5%	3%	3%	7%	-	4%	4%	3%	4%	9%	2%	5%	4%	5%	4%	7%	-	4%
No - no plans to start	555	7	5	14	18	44	81	81	-	7	15	31	57	91	104	48	145	138	148	30	8	39
	22%	10%	6%	9%	7%	16%	36%	41%	-	8%	10%	12%	21%	41%	52%	16%	23%	22%	24%	24%	16%	24%
Not at all familiar with this	68	1	-	2	4	3	5	7	2	1	3	5	6	12	16	7	16	14	19	4	-	7
	3%	2%	-	1%	2%	1%	2%	4%	4%	1%	2%	2%	2%	5%	8%	2%	3%	2%	3%	4%	-	4%
NET - YES	1774	55	74	130	215	219	132	98	60	76	127	208	200	102	77	230	439	434	431	83	42	114
	71%	84%	88%	87%	86%	80%	59%	49%	96%	87%	84%	83%	73%	46%	39%	77%	70%	71%	69%	66%	84%	68%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Use mobile device (e.g. smartphone/tablet) to surf the internet

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	1103	152	353	409	148	40	87	107	271	173	48	112	79	11	64	86	40	24	31	443	560	54	15	180	178	141	172	608
	44%	69%	62%	43%	29%	17%	36%	47%	45%	49%	53%	61%	69%	35%	30%	39%	25%	35%	64%	49%	43%	24%	56%	61%	55%	48%	29%	46%
Yes - occasionally	445	42	111	176	87	29	48	45	112	67	17	35	18	5	31	40	21	6	8	163	239	32	2	54	60	63	96	239
	18%	19%	19%	18%	17%	12%	20%	20%	19%	19%	19%	19%	16%	16%	15%	18%	13%	9%	18%	18%	18%	14%	9%	19%	19%	22%	16%	18%
Yes - rarely	226	12	40	106	43	25	21	26	53	38	9	12	5	4	19	21	13	6	3	83	117	20	2	17	31	35	58	116
	9%	5%	7%	11%	8%	10%	9%	12%	9%	11%	10%	6%	4%	12%	9%	10%	8%	8%	7%	9%	9%	9%	8%	6%	10%	12%	10%	9%
No - plan to start in next 6 months	103	4	21	45	21	13	13	6	22	17	5	8	3	2	12	7	4	2	-	42	43	16	2	9	13	9	30	55
	4%	2%	4%	5%	4%	5%	6%	3%	4%	5%	6%	4%	3%	6%	6%	3%	3%	3%	-	5%	3%	7%	8%	3%	4%	3%	5%	4%
No - no plans to start	555	8	43	198	191	114	61	35	130	49	11	16	7	9	77	60	72	28	4	164	294	91	3	30	41	41	206	279
	22%	4%	8%	21%	37%	48%	26%	15%	22%	14%	12%	9%	6%	27%	37%	27%	44%	41%	8%	18%	23%	41%	11%	10%	12%	14%	35%	21%
Not at all familiar with this	68	2	5	21	20	20	8	7	13	7	1	1	2	1	7	6	11	3	1	14	42	9	2	4	3	2	25	36
	3%	1%	1%	2%	4%	8%	4%	3%	2%	2%	1%	1%	2%	4%	4%	3%	7%	4%	2%	2%	3%	4%	8%	1%	1%	1%	4%	3%
NET - YES	1774	206	505	692	278	93	157	179	435	277	73	159	101	20	114	147	75	36	43	689	917	106	20	251	270	239	326	964
	71%	94%	88%	72%	54%	39%	65%	79%	73%	79%	81%	86%	89%	63%	54%	67%	46%	52%	89%	76%	71%	48%	74%	85%	83%	82%	56%	72%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Play computer games online on PC or console

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	755	41	42	73	102	95	61	32	22	23	48	75	65	39	37	94	183	176	200	37	13	53
	30%	62%	50%	49%	41%	35%	27%	16%	36%	27%	32%	30%	24%	17%	18%	31%	29%	29%	32%	29%	25%	32%
Yes - occasionally	490	11	17	38	54	66	41	21	8	30	36	52	52	37	26	68	129	116	115	23	13	25
	20%	16%	20%	25%	22%	24%	18%	10%	13%	35%	24%	21%	19%	17%	13%	23%	21%	19%	18%	18%	27%	15%
Yes - rarely	371	7	16	25	31	49	31	25	14	19	30	44	47	21	13	50	81	103	91	16	9	20
	15%	10%	19%	17%	12%	18%	14%	13%	23%	21%	20%	18%	17%	9%	7%	17%	13%	17%	15%	13%	19%	12%
No - plan to start in next 6 months	65	3	3	5	8	7	5	4	2	2	5	5	5	5	4	14	14	13	16	-	1	6
	3%	4%	3%	4%	3%	2%	2%	2%	4%	3%	3%	2%	2%	2%	2%	5%	2%	2%	3%	-	2%	3%
No - no plans to start	737	4	7	8	46	53	81	109	13	13	25	66	91	116	105	65	197	184	177	45	13	56
	29%	6%	8%	5%	18%	19%	36%	54%	21%	15%	17%	26%	33%	52%	53%	22%	32%	30%	29%	36%	27%	33%
Not at all familiar with this	82	1	-	1	9	6	7	9	2	-	6	7	14	5	14	7	19	22	22	5	-	7
	3%	2%	-	1%	4%	2%	3%	4%	4%	-	4%	3%	5%	2%	7%	2%	3%	4%	4%	4%	-	4%
NET - YES	1616	58	75	136	187	210	133	78	45	73	114	171	164	98	76	212	393	395	407	76	35	99
	65%	88%	89%	91%	75%	76%	59%	39%	72%	83%	76%	69%	60%	43%	38%	71%	63%	64%	65%	60%	71%	59%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Play computer games online on PC or console

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	755	117	226	260	121	32	68	88	157	112	29	80	48	12	64	49	36	14	20	301	372	47	15	105	123	101	126	419
	30%	53%	39%	27%	24%	13%	28%	39%	26%	32%	32%	43%	41%	39%	30%	22%	22%	21%	42%	33%	29%	21%	57%	36%	38%	35%	21%	31%
Yes - occasionally	490	45	134	191	85	35	37	62	108	64	23	44	24	10	37	47	20	15	11	194	242	37	5	80	74	62	89	263
	20%	20%	23%	20%	17%	14%	15%	27%	18%	18%	25%	24%	21%	32%	18%	21%	12%	21%	23%	21%	19%	17%	20%	27%	23%	21%	15%	20%
Yes - rarely	371	26	81	168	69	27	42	31	92	56	16	30	17	3	31	31	13	8	9	147	188	25	2	43	56	54	72	198
	15%	12%	14%	18%	14%	11%	18%	14%	15%	16%	17%	16%	15%	9%	15%	14%	8%	12%	19%	16%	15%	11%	8%	15%	17%	19%	12%	15%
No - plan to start in next 6 months	65	8	6	28	13	11	11	4	13	12	1	5	4	-	5	4	4	4	1	26	28	9	-	5	8	11	15	34
	3%	4%	1%	3%	2%	5%	4%	2%	2%	3%	1%	2%	3%	-	2%	2%	2%	5%	2%	3%	2%	4%	-	2%	3%	4%	3%	3%
No - no plans to start	737	20	116	276	206	118	71	39	214	99	20	22	19	6	65	78	79	25	6	219	417	92	3	53	59	57	264	373
	29%	9%	20%	29%	40%	49%	30%	17%	36%	28%	22%	12%	17%	20%	31%	35%	49%	36%	13%	24%	32%	41%	11%	18%	18%	20%	45%	28%
Not at all familiar with this	82	4	11	33	17	17	11	4	16	9	3	3	2	-	10	10	11	4	-	22	49	11	1	8	6	6	21	47
	3%	2%	2%	3%	3%	7%	5%	2%	3%	3%	3%	2%	2%	-	5%	5%	7%	5%	-	2%	4%	5%	3%	3%	2%	2%	4%	3%
NET - YES	1616	188	440	619	275	94	147	180	357	232	67	153	89	25	132	128	68	37	40	641	802	109	23	228	253	217	287	880
	65%	86%	77%	65%	54%	39%	61%	79%	60%	66%	74%	84%	78%	80%	63%	58%	42%	54%	85%	71%	62%	49%	86%	78%	78%	75%	49%	66%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Download mobile Apps onto mobile phone/tablet

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	578	28	30	43	69	80	39	19	26	34	45	69	62	19	15	80	140	114	153	33	15	43
	23%	42%	36%	29%	28%	29%	17%	9%	42%	39%	30%	27%	23%	9%	7%	27%	22%	19%	25%	26%	30%	26%
Yes - occasionally	641	14	36	59	80	70	45	38	19	27	46	77	66	43	23	91	158	165	146	29	15	37
	26%	22%	42%	39%	32%	25%	20%	19%	30%	31%	31%	31%	24%	19%	11%	30%	25%	27%	24%	23%	31%	22%
Yes - rarely	384	9	4	24	49	50	28	33	8	9	28	44	45	28	24	44	92	110	91	16	9	22
	15%	14%	5%	16%	20%	18%	12%	17%	13%	11%	19%	18%	16%	13%	12%	15%	15%	18%	15%	13%	19%	13%
No - plan to start in next 6 months	109	3	5	3	13	8	8	8	4	4	9	9	16	12	8	18	24	26	26	3	1	12
	4%	4%	6%	2%	5%	3%	4%	4%	6%	4%	6%	4%	6%	5%	4%	6%	4%	4%	4%	2%	2%	7%
No - no plans to start	681	9	8	15	33	61	93	93	4	11	20	45	76	104	109	54	183	176	176	39	8	46
	27%	14%	9%	10%	13%	22%	41%	46%	6%	12%	14%	18%	28%	46%	54%	18%	29%	29%	28%	31%	15%	27%
Not at all familiar with this	106	3	1	5	6	7	11	9	2	4	2	6	9	18	22	12	26	23	31	6	1	7
	4%	4%	2%	4%	2%	2%	5%	4%	4%	4%	1%	3%	3%	8%	11%	4%	4%	4%	5%	5%	2%	4%
NET - YES	1604	51	70	126	198	200	112	90	53	70	119	190	174	91	61	215	390	389	390	78	40	103
	64%	78%	83%	84%	79%	73%	50%	45%	85%	80%	79%	76%	63%	40%	31%	72%	63%	63%	63%	62%	80%	62%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Download mobile Apps onto mobile phone/tablet

Base: All respondents

	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	578	106	193	212	53	15	42	55	140	94	27	60	53	6	30	41	18	13	21	236	284	29	8	92	92	82	82	323
	23%	48%	34%	22%	10%	6%	17%	24%	23%	27%	30%	33%	46%	20%	14%	19%	11%	19%	44%	26%	22%	13%	31%	31%	28%	28%	14%	24%
Yes - occasionally	641	73	203	249	93	23	62	72	146	97	26	61	30	5	48	57	27	11	13	244	341	35	8	96	102	88	107	348
	26%	33%	35%	26%	18%	9%	26%	32%	24%	28%	28%	33%	26%	16%	23%	26%	16%	16%	28%	27%	26%	16%	30%	32%	31%	30%	18%	26%
Yes - rarely	384	24	83	165	82	31	41	37	97	62	15	20	15	4	25	38	21	8	6	146	202	30	1	50	56	52	87	193
	15%	11%	14%	17%	16%	13%	17%	16%	16%	18%	17%	11%	13%	12%	17%	13%	12%	12%	12%	16%	16%	14%	4%	17%	17%	18%	15%	14%
No - plan to start in next 6 months	109	5	23	46	20	15	5	12	25	20	4	10	3	5	9	9	4	4	2	47	44	15	1	10	16	10	29	61
	4%	2%	4%	5%	4%	6%	2%	5%	4%	6%	5%	5%	3%	15%	4%	4%	2%	5%	5%	5%	3%	7%	4%	4%	5%	4%	5%	5%
No - no plans to start	681	9	65	246	233	128	76	46	170	67	16	28	11	10	85	66	81	27	4	208	370	95	5	39	50	51	243	357
	27%	4%	11%	26%	46%	53%	32%	20%	28%	19%	17%	15%	9%	30%	40%	30%	50%	40%	8%	23%	29%	43%	18%	13%	15%	18%	41%	27%
Not at all familiar with this	106	3	7	37	30	29	14	6	21	11	3	4	4	2	14	9	11	5	1	27	56	18	3	6	10	6	39	51
	4%	2%	1%	4%	6%	12%	6%	3%	4%	3%	3%	2%	3%	7%	7%	4%	7%	7%	2%	3%	4%	8%	13%	2%	3%	2%	7%	4%
NET - YES	1604	202	479	626	228	69	145	164	383	253	68	141	97	15	103	136	66	33	40	626	827	94	17	238	250	222	276	864
	64%	92%	83%	66%	45%	29%	61%	72%	64%	72%	75%	77%	85%	49%	49%	62%	41%	48%	84%	69%	64%	43%	65%	81%	77%	77%	47%	65%



Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Go to the cinema

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	446	13	20	30	64	60	36	18	12	16	25	43	56	31	20	69	110	90	105	27	11	35
	18%	20%	23%	20%	26%	22%	16%	9%	19%	19%	17%	17%	20%	14%	10%	23%	18%	15%	17%	21%	22%	21%
Yes - occasionally	825	16	34	64	94	88	59	49	35	49	55	88	94	61	39	116	205	186	208	38	19	52
	33%	24%	41%	43%	38%	32%	26%	25%	57%	56%	36%	35%	34%	27%	20%	39%	33%	30%	34%	30%	39%	31%
Yes - rarely	766	25	24	41	65	81	79	53	15	16	56	88	79	70	72	71	196	219	189	32	13	46
	31%	38%	28%	28%	26%	29%	35%	26%	25%	19%	38%	35%	29%	31%	36%	24%	31%	36%	30%	25%	26%	28%
No - plan to start in next 6 months	77	4	3	3	5	8	8	7	-	1	5	5	14	8	5	10	25	16	17	3	3	3
	3%	6%	3%	2%	2%	3%	4%	4%	-	1%	3%	2%	5%	4%	3%	3%	4%	3%	3%	2%	6%	2%
No - no plans to start	347	5	4	9	17	36	38	66	-	4	7	20	32	52	58	27	83	96	91	20	3	26
	14%	8%	5%	6%	7%	13%	17%	33%	-	4%	5%	8%	12%	23%	29%	9%	13%	16%	15%	16%	6%	16%
Not at all familiar with this	39	3	-	2	4	2	4	7	-	1	2	6	1	2	5	6	5	6	11	5	1	5
	2%	4%	-	1%	2%	1%	2%	4%	-	1%	1%	3%	*	1%	3%	2%	1%	1%	2%	4%	2%	3%
NET - YES	2037	54	78	136	223	229	175	120	62	82	136	219	229	163	132	255	510	495	503	97	43	133
	81%	82%	92%	91%	89%	83%	78%	60%	100%	93%	91%	88%	83%	72%	66%	85%	82%	81%	81%	77%	87%	80%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Go to the cinema

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	446	79	140	158	53	16	41	58	104	88	28	42	18	2	21	19	18	7	7	173	223	34	9	58	78	70	75	240
	18%	36%	24%	17%	10%	7%	17%	26%	17%	25%	31%	23%	16%	7%	10%	9%	11%	10%	15%	19%	17%	15%	34%	20%	24%	24%	13%	18%
Yes - occasionally	825	73	225	334	144	48	67	86	220	128	35	70	62	13	41	64	31	10	18	321	429	53	5	109	128	95	165	451
	33%	33%	39%	35%	28%	20%	28%	38%	37%	36%	38%	38%	54%	40%	19%	29%	19%	14%	38%	35%	33%	24%	18%	37%	39%	33%	28%	34%
Yes - rarely	766	40	153	301	186	86	72	50	192	102	22	61	24	11	72	86	49	25	16	274	400	71	5	92	77	93	187	411
	31%	18%	27%	31%	36%	36%	30%	22%	32%	29%	25%	33%	21%	35%	34%	39%	30%	36%	34%	30%	31%	32%	20%	31%	23%	32%	32%	31%
No - plan to start in next 6 months	77	5	11	23	23	14	11	8	15	8	-	3	5	-	12	7	5	3	4	18	42	12	1	11	17	11	24	29
	3%	2%	2%	2%	4%	6%	5%	3%	2%	2%	-	2%	4%	-	5%	3%	4%	7%	7%	2%	3%	5%	4%	4%	5%	4%	4%	2%
No - no plans to start	347	16	37	128	101	65	42	24	63	24	4	8	6	5	59	41	52	21	3	112	180	48	5	18	25	21	128	181
	14%	7%	7%	13%	20%	27%	17%	10%	11%	7%	5%	4%	5%	15%	28%	19%	32%	30%	6%	12%	14%	22%	19%	6%	8%	7%	22%	14%
Not at all familiar with this	39	5	6	11	5	12	7	2	6	2	1	-	-	1	6	4	7	3	-	10	23	4	1	6	2	1	7	24
	2%	2%	1%	1%	1%	5%	3%	1%	1%	1%	1%	-	-	3%	3%	2%	4%	5%	-	1%	2%	2%	5%	2%	1%	*	1%	2%
NET - YES	2037	192	519	793	383	150	180	193	516	318	85	173	104	26	134	169	98	42	41	768	1051	157	19	259	283	258	427	1101
	81%	88%	90%	83%	75%	62%	75%	85%	86%	90%	94%	94%	91%	82%	64%	77%	60%	61%	87%	85%	81%	71%	72%	88%	87%	89%	73%	83%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Play games on social network sites

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	464	14	18	24	60	60	36	10	8	20	36	55	62	35	25	57	110	114	116	26	8	33
	19%	22%	22%	16%	24%	22%	16%	5%	13%	23%	24%	22%	22%	15%	13%	19%	18%	19%	19%	21%	16%	20%
Yes - occasionally	381	9	20	35	59	39	19	11	9	16	37	48	40	23	17	64	80	100	94	14	3	26
	15%	14%	23%	23%	24%	14%	8%	5%	15%	19%	25%	19%	14%	10%	8%	21%	13%	16%	15%	11%	5%	15%
Yes - rarely	355	13	28	42	39	37	25	13	22	25	18	36	24	19	13	47	101	77	85	13	13	19
	14%	20%	33%	28%	16%	13%	11%	7%	36%	28%	12%	14%	9%	9%	7%	16%	16%	13%	14%	10%	25%	11%
No - plan to start in next 6 months	83	4	1	5	9	8	11	6	1	1	9	6	11	5	4	12	19	20	17	5	2	7
	3%	6%	2%	4%	4%	3%	5%	3%	2%	1%	6%	3%	4%	2%	2%	4%	3%	3%	3%	4%	4%	4%
No - no plans to start	1099	20	17	41	73	119	125	146	19	25	44	92	125	131	122	105	287	273	273	63	23	75
	44%	30%	20%	28%	29%	43%	56%	73%	30%	28%	29%	37%	45%	58%	61%	35%	46%	45%	44%	50%	46%	45%
Not at all familiar with this	118	5	-	2	9	12	8	13	2	1	7	13	14	13	18	14	25	29	36	5	2	7
	5%	8%	-	1%	4%	4%	4%	7%	4%	1%	5%	5%	5%	6%	9%	5%	4%	5%	6%	4%	4%	4%
NET - YES	1200	37	66	101	158	136	80	34	40	61	91	139	126	77	55	168	291	291	296	53	23	78
	48%	56%	78%	67%	63%	49%	36%	17%	64%	69%	60%	56%	46%	34%	28%	56%	47%	47%	48%	42%	47%	46%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Play games on social network sites

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	464	70	116	151	97	31	50	52	97	56	16	33	20	9	42	53	22	14	10	167	241	39	7	90	85	76	89	219
	19%	32%	20%	16%	19%	13%	21%	23%	16%	16%	18%	18%	18%	28%	20%	24%	14%	21%	21%	18%	19%	18%	27%	31%	26%	26%	15%	16%
Yes - occasionally	381	50	120	135	54	22	39	50	93	61	15	27	20	4	25	30	9	7	10	146	203	20	3	68	62	50	55	198
	15%	23%	21%	14%	11%	9%	16%	22%	16%	17%	17%	15%	18%	13%	12%	14%	5%	10%	20%	16%	16%	9%	11%	23%	19%	17%	9%	15%
Yes - rarely	355	41	94	144	50	24	32	32	71	41	14	53	36	10	29	21	7	10	14	168	147	21	5	40	44	44	58	217
	14%	19%	16%	15%	10%	10%	13%	14%	12%	12%	15%	29%	31%	30%	14%	10%	4%	14%	29%	18%	11%	10%	18%	14%	14%	15%	10%	16%
No - plan to start in next 6 months	83	11	18	29	14	11	12	10	23	12	2	6	1	-	5	7	2	3	3	37	37	5	-	7	8	15	21	43
	3%	5%	3%	3%	3%	4%	5%	4%	4%	4%	2%	3%	1%	-	2%	3%	1%	4%	7%	4%	3%	2%	-	2%	2%	5%	4%	3%
No - no plans to start	1099	42	203	454	275	125	93	75	287	169	41	60	34	9	96	96	109	28	11	362	594	124	8	76	111	98	329	597
	44%	19%	35%	48%	54%	52%	39%	33%	48%	48%	45%	33%	29%	29%	45%	44%	68%	41%	23%	40%	46%	56%	32%	26%	34%	34%	56%	45%
Not at all familiar with this	118	5	23	42	21	27	13	8	29	12	3	4	4	-	14	13	12	7	-	28	75	12	3	13	16	7	34	59
	5%	2%	4%	4%	4%	11%	6%	4%	5%	3%	3%	2%	3%	-	7%	6%	8%	10%	-	3%	6%	5%	12%	5%	5%	3%	6%	4%
NET - YES	1200	161	330	430	201	78	121	134	261	158	45	114	76	22	96	104	38	31	33	481	590	80	15	199	192	170	202	635
	48%	73%	57%	45%	39%	32%	50%	59%	44%	45%	49%	62%	66%	71%	46%	47%	24%	45%	70%	53%	46%	36%	57%	68%	59%	59%	34%	48%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Listen to radio streamed over the internet

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	380	14	20	26	56	47	38	16	12	20	25	39	38	16	12	69	86	85	89	16	9	27
	15%	22%	23%	17%	22%	17%	17%	8%	19%	23%	17%	16%	14%	7%	6%	23%	14%	14%	14%	13%	18%	16%
Yes - occasionally	536	9	21	49	67	65	49	54	11	20	27	41	50	41	32	73	141	104	147	22	12	38
	21%	14%	25%	33%	27%	24%	22%	27%	17%	23%	18%	16%	18%	18%	16%	24%	23%	17%	24%	17%	23%	23%
Yes - rarely	520	12	24	37	53	72	36	31	20	21	34	65	51	37	28	66	139	136	110	24	12	33
	21%	18%	28%	25%	21%	26%	16%	16%	32%	24%	23%	26%	18%	16%	14%	22%	22%	22%	18%	19%	24%	20%
No - plan to start in next 6 months	91	5	1	10	9	9	11	5	2	1	6	12	9	3	7	14	23	24	18	7	-	6
	4%	8%	2%	7%	4%	3%	5%	3%	4%	1%	4%	5%	3%	1%	4%	5%	4%	4%	3%	5%	-	4%
No - no plans to start	858	22	17	23	56	71	83	83	13	21	48	83	118	114	106	64	216	235	226	53	15	50
	34%	34%	20%	15%	22%	26%	37%	42%	21%	24%	32%	33%	43%	51%	53%	21%	35%	38%	36%	42%	30%	30%
Not at all familiar with this	114	3	1	5	8	11	7	11	5	5	10	11	10	14	14	13	17	31	32	5	3	13
	5%	4%	2%	4%	3%	4%	3%	5%	8%	5%	6%	4%	4%	6%	7%	5%	3%	5%	5%	4%	6%	8%
NET - YES	1437	36	64	112	177	184	124	101	42	61	87	144	138	94	73	208	366	325	346	61	32	98
	57%	54%	77%	75%	71%	67%	55%	50%	68%	69%	58%	58%	50%	42%	36%	70%	59%	53%	56%	49%	65%	59%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Listen to radio streamed over the internet

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	380	68	113	135	46	18	24	47	85	68	23	39	26	6	17	19	13	12	10	165	179	24	3	55	57	47	58	218
	15%	31%	20%	14%	9%	7%	10%	21%	14%	19%	25%	21%	23%	18%	8%	8%	8%	17%	20%	18%	14%	11%	10%	19%	17%	16%	10%	16%
Yes - occasionally	536	50	169	202	82	33	49	59	130	99	22	38	21	3	30	37	39	9	11	190	283	45	7	66	77	74	117	276
	21%	23%	29%	21%	16%	14%	21%	26%	22%	28%	25%	20%	18%	11%	14%	17%	24%	13%	23%	21%	22%	21%	26%	22%	24%	26%	20%	21%
Yes - rarely	520	52	120	215	97	36	49	47	125	72	19	47	32	6	54	35	23	11	12	218	247	39	4	62	62	50	101	309
	21%	24%	21%	22%	19%	15%	20%	21%	21%	20%	21%	26%	28%	18%	26%	16%	14%	16%	26%	24%	19%	18%	15%	21%	19%	17%	17%	23%
No - plan to start in next 6 months	91	11	20	40	13	7	12	10	22	17	3	3	2	2	7	8	4	1	2	41	44	5	-	14	10	14	19	48
	4%	5%	3%	4%	3%	3%	5%	4%	4%	5%	3%	2%	2%	7%	3%	4%	2%	1%	5%	4%	3%	2%	-	5%	3%	5%	3%	4%
No - no plans to start	858	32	136	322	248	120	92	55	214	84	20	49	30	14	91	105	73	31	9	265	481	94	10	83	106	92	257	429
	34%	15%	24%	34%	48%	50%	39%	24%	36%	24%	22%	27%	26%	43%	43%	48%	45%	45%	18%	29%	37%	42%	37%	28%	32%	32%	44%	32%
Not at all familiar with this	114	6	15	41	24	27	13	9	23	11	4	7	2	1	12	16	9	6	4	30	63	14	3	14	15	13	34	54
	5%	3%	3%	4%	5%	11%	6%	4%	4%	3%	4%	4%	2%	4%	6%	7%	5%	8%	8%	3%	5%	6%	13%	5%	5%	4%	6%	4%
NET - YES	1437	170	402	552	226	86	122	154	340	240	64	124	79	15	101	91	76	31	33	573	709	108	14	183	196	171	276	803
	57%	78%	70%	58%	44%	36%	51%	68%	57%	68%	71%	68%	69%	47%	48%	41%	47%	46%	69%	63%	55%	49%	51%	62%	60%	59%	47%	60%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Read e-books

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	468	5	9	15	50	55	35	31	12	16	29	57	76	45	32	65	114	106	111	25	7	39
	19%	8%	11%	10%	20%	20%	15%	16%	19%	19%	19%	23%	28%	20%	16%	22%	18%	17%	18%	20%	13%	24%
Yes - occasionally	393	13	14	29	61	47	26	31	11	14	25	31	40	24	26	62	97	86	102	20	8	18
	16%	20%	17%	20%	24%	17%	12%	16%	17%	16%	17%	12%	14%	11%	13%	21%	16%	14%	16%	16%	17%	11%
Yes - rarely	321	9	25	40	33	38	23	11	11	8	24	40	29	16	15	45	91	73	72	16	7	17
	13%	14%	30%	27%	13%	14%	10%	5%	17%	9%	16%	16%	11%	7%	7%	15%	15%	12%	12%	13%	14%	10%
No - plan to start in next 6 months	221	4	7	17	22	16	26	20	7	8	18	26	17	16	16	32	52	50	64	7	3	13
	9%	6%	8%	12%	9%	6%	12%	10%	11%	9%	12%	10%	6%	7%	8%	11%	8%	8%	10%	6%	5%	8%
No - no plans to start	983	24	26	43	77	110	108	97	15	36	46	87	100	114	98	82	244	272	237	54	24	70
	39%	36%	31%	29%	31%	40%	48%	49%	25%	41%	31%	35%	37%	51%	49%	28%	39%	44%	38%	43%	48%	42%
Not at all familiar with this	115	11	3	4	7	9	7	10	7	5	8	10	13	10	12	12	24	27	37	4	1	10
	5%	16%	3%	3%	3%	3%	3%	5%	11%	5%	5%	4%	5%	4%	6%	4%	4%	4%	6%	3%	2%	6%
NET - YES	1182	28	49	85	144	139	84	73	33	39	79	127	145	84	74	173	302	265	285	60	22	74
	47%	42%	58%	57%	58%	51%	37%	37%	53%	44%	53%	51%	53%	37%	37%	58%	49%	43%	46%	48%	44%	44%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Read e-books

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	468	61	140	177	61	29	37	41	119	85	25	24	19	6	29	42	29	11	7	136	276	42	7	62	76	73	116	221
	19%	28%	24%	19%	12%	12%	15%	18%	20%	24%	28%	13%	17%	19%	14%	19%	18%	15%	14%	15%	21%	19%	25%	21%	23%	25%	20%	17%
Yes - occasionally	393	54	123	144	53	19	35	43	99	75	13	32	16	4	18	27	21	10	8	138	220	21	6	62	58	55	75	200
	16%	25%	21%	15%	10%	8%	15%	19%	17%	21%	14%	17%	14%	12%	9%	12%	13%	15%	16%	15%	17%	10%	22%	21%	18%	19%	13%	15%
Yes - rarely	321	29	95	123	54	21	28	30	73	47	17	40	21	6	18	20	13	8	7	137	161	14	1	44	53	41	51	185
	13%	13%	17%	13%	10%	9%	12%	13%	12%	13%	19%	22%	18%	19%	8%	9%	8%	11%	15%	15%	12%	7%	5%	15%	16%	14%	9%	14%
No - plan to start in next 6 months	221	23	47	97	41	12	29	25	54	29	8	16	15	2	16	9	12	8	5	91	97	26	2	22	24	24	48	123
	9%	10%	8%	10%	8%	5%	12%	11%	9%	8%	9%	8%	13%	6%	7%	4%	7%	11%	10%	10%	7%	12%	8%	7%	8%	8%	8%	9%
No - no plans to start	983	50	149	375	278	131	100	80	230	104	24	64	36	12	119	110	78	26	11	373	486	104	8	89	106	88	267	542
	39%	23%	26%	39%	54%	54%	42%	35%	38%	30%	26%	35%	32%	38%	57%	50%	48%	38%	24%	41%	38%	47%	32%	30%	32%	30%	46%	41%
Not at all familiar with this	115	3	19	39	24	28	12	9	25	11	4	8	7	2	11	12	8	6	10	34	55	14	2	15	8	9	29	63
	5%	2%	3%	4%	5%	12%	5%	4%	4%	3%	4%	4%	6%	6%	5%	6%	5%	9%	21%	4%	4%	6%	8%	5%	3%	3%	5%	5%
NET - YES	1182	144	358	444	167	69	100	114	291	207	55	96	56	16	65	89	64	29	21	411	658	77	14	168	188	169	242	606
	47%	65%	62%	46%	33%	29%	42%	50%	49%	59%	61%	52%	49%	50%	31%	40%	40%	42%	45%	45%	51%	35%	53%	57%	57%	58%	41%	45%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Play games on a handheld gaming device e.g. PSP, Nintendo DS

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	309	21	14	33	51	36	13	5	13	11	23	30	28	17	14	39	75	75	74	15	9	24
	12%	32%	17%	22%	20%	13%	6%	3%	21%	12%	16%	12%	10%	8%	7%	13%	12%	12%	12%	12%	17%	14%
Yes - occasionally	389	14	36	29	53	45	21	7	9	14	38	43	43	20	15	66	97	82	102	13	8	20
	16%	22%	42%	20%	21%	16%	10%	4%	15%	16%	25%	17%	15%	9%	7%	22%	16%	13%	16%	10%	17%	12%
Yes - rarely	396	7	12	35	38	50	25	10	20	30	29	44	60	23	14	46	99	111	92	21	6	21
	16%	10%	14%	23%	15%	18%	11%	5%	32%	35%	19%	18%	22%	10%	7%	15%	16%	18%	15%	17%	11%	13%
No - plan to start in next 6 months	103	3	7	10	14	12	7	4	1	5	7	15	10	4	4	16	22	22	26	6	1	9
	4%	4%	8%	7%	6%	4%	3%	2%	2%	5%	5%	6%	4%	2%	2%	5%	4%	4%	4%	5%	2%	5%
No - no plans to start	1185	16	16	40	84	125	148	160	16	26	46	104	121	148	135	119	302	294	297	65	26	82
	47%	24%	19%	27%	33%	46%	66%	80%	26%	29%	31%	42%	44%	66%	68%	40%	49%	48%	48%	52%	53%	49%
Not at all familiar with this	118	5	-	3	10	7	9	13	2	2	7	14	14	13	18	13	27	30	31	6	-	11
	5%	8%	-	2%	4%	2%	4%	7%	4%	3%	5%	5%	5%	6%	9%	4%	4%	5%	5%	5%	-	7%
NET - YES	1094	42	62	97	142	131	60	22	42	55	91	117	130	60	43	151	271	268	268	49	23	65
	44%	64%	73%	64%	57%	48%	27%	11%	68%	63%	60%	47%	47%	27%	21%	51%	44%	44%	43%	39%	45%	39%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Play games on a handheld gaming device e.g. PSP, Nintendo DS

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	309	59	100	104	31	15	30	44	47	47	16	36	24	5	21	23	10	6	14	124	152	14	6	55	65	52	41	162
	12%	27%	17%	11%	6%	6%	12%	19%	8%	13%	18%	20%	21%	16%	10%	10%	6%	9%	29%	14%	12%	6%	22%	19%	20%	18%	7%	12%
Yes - occasionally	389	49	128	148	53	10	42	45	95	52	20	35	24	5	26	31	5	7	10	160	195	21	2	67	86	66	63	186
	16%	22%	22%	15%	10%	4%	18%	20%	16%	15%	23%	19%	21%	17%	12%	14%	3%	9%	21%	18%	15%	9%	9%	23%	26%	23%	11%	14%
Yes - rarely	396	42	92	168	69	24	36	32	100	61	15	41	22	6	20	42	12	10	10	148	210	21	8	63	70	63	62	207
	16%	19%	16%	18%	14%	10%	15%	14%	17%	17%	17%	22%	19%	10%	19%	7%	15%	21%	21%	16%	16%	10%	29%	21%	21%	22%	11%	16%
No - plan to start in next 6 months	103	14	17	45	14	12	8	11	21	15	4	5	9	2	9	11	2	5	4	43	43	11	1	14	8	11	23	58
	4%	6%	3%	5%	3%	5%	3%	5%	4%	4%	5%	3%	8%	6%	4%	5%	1%	7%	8%	5%	3%	5%	4%	5%	3%	4%	4%	4%
No - no plans to start	1185	50	220	449	317	149	105	86	311	165	33	63	32	11	123	100	119	38	9	402	626	143	6	80	88	90	368	656
	47%	23%	38%	47%	62%	62%	44%	38%	52%	47%	36%	34%	28%	35%	58%	46%	74%	54%	19%	44%	48%	65%	21%	27%	27%	31%	63%	49%
Not at all familiar with this	118	5	16	41	25	30	18	10	26	12	2	3	2	2	11	13	14	4	1	31	70	12	4	15	9	8	29	65
	5%	2%	3%	4%	5%	12%	8%	4%	4%	3%	2%	2%	2%	7%	5%	6%	9%	6%	2%	3%	5%	5%	16%	5%	3%	3%	5%	5%
NET - YES	1094	151	321	419	154	50	108	120	242	159	52	112	71	17	68	96	27	23	34	432	557	56	16	185	221	181	166	556
	44%	69%	56%	44%	30%	21%	45%	53%	40%	45%	57%	61%	62%	52%	32%	44%	16%	33%	71%	48%	43%	25%	60%	63%	68%	62%	28%	42%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Play games on a mobile device/smartphone/tablet

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	690	36	37	58	87	81	36	10	32	38	56	82	82	33	24	90	166	165	176	37	12	43
	28%	54%	44%	38%	35%	29%	16%	5%	51%	43%	37%	33%	30%	15%	12%	30%	27%	27%	28%	30%	24%	26%
Yes - occasionally	493	5	28	37	56	57	40	20	16	25	43	62	57	33	14	67	113	128	122	21	16	27
	20%	8%	33%	25%	22%	21%	18%	10%	26%	28%	29%	25%	21%	15%	7%	22%	18%	21%	20%	17%	32%	16%
Yes - rarely	325	12	9	30	44	43	17	24	12	14	26	32	33	16	12	51	87	88	66	8	6	19
	13%	18%	11%	20%	18%	16%	7%	12%	19%	16%	18%	13%	12%	7%	6%	17%	14%	14%	11%	7%	12%	11%
No - plan to start in next 6 months	83	4	7	4	15	8	7	6	-	-	6	9	8	3	4	17	15	19	22	1	2	5
	3%	6%	8%	3%	6%	3%	3%	3%	-	-	4%	4%	3%	1%	2%	6%	2%	3%	4%	1%	4%	3%
No - no plans to start	819	7	4	17	44	76	118	130	1	11	15	58	85	125	128	65	224	191	207	53	14	65
	33%	10%	5%	12%	18%	28%	52%	65%	2%	12%	10%	23%	31%	56%	64%	22%	36%	31%	33%	42%	29%	39%
Not at all familiar with this	91	3	-	3	4	8	7	10	1	1	5	7	10	15	18	9	18	23	29	5	-	9
	4%	4%	-	2%	2%	3%	3%	5%	2%	1%	3%	3%	4%	7%	9%	3%	3%	4%	5%	4%	-	5%
NET - YES	1508	53	74	125	187	182	93	54	60	76	125	176	172	82	50	207	366	381	364	67	34	89
	60%	80%	88%	83%	75%	66%	41%	27%	96%	87%	83%	70%	63%	37%	25%	69%	59%	62%	59%	53%	68%	53%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Play games on a mobile device/smartphone/tablet

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	690	123	218	248	78	23	58	76	159	98	34	73	59	11	36	52	21	12	25	277	346	31	10	116	118	98	90	389
	28%	56%	38%	26%	15%	10%	24%	34%	27%	28%	38%	40%	51%	33%	17%	24%	13%	18%	52%	31%	27%	14%	38%	39%	36%	34%	15%	29%
Yes - occasionally	493	44	150	196	78	25	44	55	107	69	16	54	26	4	41	52	14	12	10	189	257	32	6	87	86	77	83	247
	20%	20%	26%	20%	15%	10%	18%	24%	18%	20%	18%	29%	23%	12%	19%	24%	9%	17%	20%	21%	20%	14%	22%	29%	26%	27%	14%	19%
Yes - rarely	325	25	85	132	66	16	32	26	85	54	14	26	20	2	22	26	13	4	10	136	155	21	2	30	41	38	58	190
	13%	12%	15%	14%	13%	7%	13%	11%	14%	15%	16%	14%	18%	6%	10%	12%	8%	6%	22%	15%	12%	9%	9%	10%	13%	13%	10%	14%
No - plan to start in next 6 months	83	6	20	36	12	10	11	6	19	15	1	6	1	2	9	5	2	5	1	41	30	9	1	5	10	10	16	49
	3%	3%	3%	4%	2%	4%	4%	3%	3%	4%	1%	3%	1%	6%	4%	2%	1%	7%	3%	5%	2%	4%	4%	2%	3%	4%	3%	4%
No - no plans to start	819	17	94	316	252	139	80	56	211	106	21	24	7	13	95	76	98	32	1	246	452	115	4	48	60	57	306	416
	33%	8%	16%	33%	49%	58%	33%	25%	35%	30%	23%	13%	6%	42%	45%	34%	60%	46%	3%	27%	35%	52%	16%	16%	18%	20%	52%	31%
Not at all familiar with this	91	4	7	28	25	27	15	8	18	9	3	2	1	-	8	9	13	4	-	19	57	13	3	8	10	9	32	42
	4%	2%	1%	3%	5%	11%	6%	4%	3%	3%	3%	1%	1%	-	4%	4%	8%	6%	-	2%	4%	6%	12%	3%	3%	3%	6%	3%
NET - YES	1508	193	453	575	222	64	134	157	351	221	65	152	105	16	99	130	49	28	45	603	757	84	19	232	246	214	232	827
	60%	88%	79%	60%	43%	27%	56%	69%	59%	63%	72%	83%	92%	52%	47%	59%	30%	41%	94%	66%	58%	38%	69%	79%	75%	74%	40%	62%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Watch Pay-per-view / On-demand movies via Sky or Virgin

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	216	7	7	9	38	36	19	5	9	7	11	28	20	16	6	36	47	46	54	11	6	16
	9%	10%	8%	6%	15%	13%	8%	3%	15%	8%	7%	11%	7%	7%	3%	12%	7%	7%	9%	9%	12%	10%
Yes - occasionally	308	12	16	32	57	39	15	12	8	12	18	27	39	10	12	53	81	68	74	14	4	15
	12%	18%	19%	21%	23%	14%	7%	6%	13%	13%	12%	11%	14%	4%	6%	18%	13%	11%	12%	12%	8%	9%
Yes - rarely	329	4	20	27	30	32	26	16	9	16	22	36	49	31	11	44	94	70	73	15	10	23
	13%	6%	23%	18%	12%	12%	12%	8%	15%	19%	15%	14%	18%	14%	5%	15%	15%	11%	12%	12%	20%	14%
No - plan to start in next 6 months	146	1	7	16	12	17	12	9	5	2	19	12	21	7	6	22	34	35	32	5	2	17
	6%	2%	8%	11%	5%	6%	5%	4%	8%	3%	12%	5%	8%	3%	3%	7%	5%	6%	5%	4%	4%	10%
No - no plans to start	1359	36	30	62	103	138	147	146	23	43	71	131	130	149	148	129	332	354	356	75	26	86
	54%	54%	36%	41%	41%	50%	65%	73%	38%	49%	47%	52%	47%	66%	74%	43%	53%	58%	57%	60%	53%	51%
Not at all familiar with this	142	7	5	4	10	13	7	11	7	7	10	16	16	12	17	15	36	40	34	5	2	10
	6%	10%	6%	3%	4%	5%	3%	5%	11%	8%	6%	6%	6%	5%	8%	5%	6%	7%	5%	4%	4%	6%
NET - YES	854	22	42	67	124	106	60	34	27	35	51	91	108	57	29	133	221	184	201	41	19	55
	34%	34%	50%	45%	50%	39%	27%	17%	43%	40%	34%	36%	39%	25%	14%	44%	35%	30%	32%	32%	39%	33%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Watch Pay-per-view / On-demand movies via Sky or Virgin

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	216	49	79	62	18	8	17	35	41	44	20	13	13	2	12	12	6	-	9	77	118	11	-	42	50	44	38	95
	9%	22%	14%	6%	4%	3%	7%	15%	7%	12%	22%	7%	11%	6%	6%	5%	4%	-	20%	9%	9%	5%	-	14%	15%	15%	7%	7%
Yes - occasionally	308	55	111	92	39	11	24	45	75	53	19	20	19	3	11	22	7	8	9	115	167	13	5	53	61	54	55	140
	12%	25%	19%	10%	8%	4%	10%	20%	13%	15%	21%	11%	17%	10%	5%	10%	4%	11%	18%	13%	13%	6%	18%	18%	19%	19%	9%	10%
Yes - rarely	329	38	86	134	54	18	33	34	79	65	4	32	10	6	12	29	14	13	5	114	183	25	3	63	44	48	70	161
	13%	17%	15%	14%	11%	7%	14%	15%	13%	19%	4%	17%	8%	19%	6%	13%	9%	18%	10%	13%	14%	11%	13%	21%	13%	17%	12%	12%
No - plan to start in next 6 months	146	17	34	59	24	12	20	13	35	19	5	10	10	-	10	11	6	6	4	67	62	10	2	13	19	18	23	90
	6%	8%	6%	6%	5%	5%	8%	6%	6%	5%	5%	5%	9%	-	5%	5%	4%	9%	9%	7%	5%	5%	8%	4%	6%	6%	4%	7%
No - no plans to start	1359	52	241	558	348	159	127	87	341	156	40	99	54	19	149	134	118	35	18	492	689	149	11	108	135	116	370	766
	54%	24%	42%	58%	68%	66%	53%	38%	57%	44%	44%	54%	47%	59%	71%	61%	73%	51%	38%	54%	53%	67%	39%	37%	42%	40%	63%	57%
Not at all familiar with this	142	8	23	50	27	33	17	14	29	14	3	9	8	2	16	13	10	7	2	43	77	13	6	14	17	10	30	82
	6%	4%	4%	5%	5%	14%	7%	6%	5%	4%	3%	5%	7%	7%	8%	6%	6%	10%	5%	5%	6%	6%	21%	5%	5%	3%	5%	6%
NET - YES	854	142	275	288	112	37	75	114	195	162	43	65	42	11	36	63	28	20	23	306	468	49	8	158	155	146	164	396
	34%	64%	48%	30%	22%	15%	31%	50%	32%	46%	48%	36%	36%	35%	17%	29%	17%	30%	48%	34%	36%	22%	31%	54%	48%	50%	28%	30%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Rent DVDs

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	213	4	5	13	32	33	20	7	5	5	16	30	26	11	7	32	53	43	48	10	7	20
	9%	6%	6%	9%	13%	12%	9%	4%	8%	5%	10%	12%	10%	5%	4%	11%	8%	7%	8%	8%	14%	12%
Yes - occasionally	301	7	13	26	50	28	18	16	9	13	15	33	31	28	14	42	80	73	69	11	8	18
	12%	10%	16%	17%	20%	10%	8%	8%	15%	15%	10%	13%	11%	13%	7%	14%	13%	12%	11%	9%	15%	11%
Yes - rarely	461	12	29	36	54	48	36	30	13	23	33	48	46	26	26	63	134	98	104	22	17	25
	18%	18%	34%	24%	22%	17%	16%	15%	21%	27%	22%	19%	17%	11%	13%	21%	22%	16%	17%	17%	33%	15%
No - plan to start in next 6 months	123	4	4	11	12	15	13	5	8	4	9	8	13	11	6	17	23	30	31	3	5	13
	5%	6%	5%	7%	5%	5%	6%	3%	13%	4%	6%	3%	5%	5%	3%	6%	4%	5%	5%	2%	10%	8%
No - no plans to start	1289	30	30	59	93	139	134	133	22	40	70	121	147	137	134	132	305	346	335	74	14	83
	52%	46%	36%	39%	37%	51%	59%	67%	36%	45%	47%	48%	53%	61%	67%	44%	49%	56%	54%	59%	28%	49%
Not at all familiar with this	113	9	3	5	9	11	5	8	5	4	8	10	13	12	12	14	27	24	34	6	-	8
	5%	14%	3%	4%	4%	4%	2%	4%	8%	4%	5%	4%	5%	5%	6%	5%	4%	4%	5%	4%	-	5%
NET - YES	975	22	47	75	136	109	74	54	27	41	63	111	103	65	47	137	267	213	221	42	31	63
	39%	34%	56%	50%	54%	40%	33%	27%	43%	47%	42%	44%	38%	29%	24%	46%	43%	35%	36%	34%	63%	38%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Rent DVDs

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	213	49	48	74	29	12	21	22	63	37	11	13	6	2	14	16	4	3	2	82	110	16	2	35	40	32	27	118
	9%	22%	8%	8%	6%	5%	9%	10%	10%	11%	12%	7%	5%	6%	7%	7%	3%	4%	5%	9%	9%	7%	8%	12%	12%	11%	5%	9%
Yes - occasionally	301	34	103	105	45	14	29	56	60	58	21	17	13	3	13	21	7	3	8	111	161	20	1	51	57	57	56	136
	12%	16%	18%	11%	9%	6%	12%	25%	10%	16%	23%	9%	12%	9%	6%	10%	4%	4%	18%	12%	12%	9%	5%	17%	18%	20%	10%	10%
Yes - rarely	461	49	119	184	77	31	39	42	119	82	19	36	31	3	25	39	18	8	12	173	249	24	4	64	70	66	88	243
	18%	23%	21%	19%	15%	13%	16%	18%	20%	23%	21%	20%	27%	11%	12%	18%	11%	11%	25%	19%	19%	11%	13%	22%	21%	23%	15%	18%
No - plan to start in next 6 months	123	14	36	39	24	9	14	15	20	14	5	11	10	4	10	8	5	7	2	57	48	14	2	16	20	14	32	60
	5%	7%	6%	4%	5%	4%	6%	7%	3%	4%	6%	6%	9%	11%	5%	3%	3%	10%	5%	6%	4%	6%	8%	5%	6%	5%	6%	4%
No - no plans to start	1289	64	248	515	312	149	122	84	317	146	32	99	46	18	137	129	116	43	15	457	666	137	14	114	127	113	360	715
	52%	29%	43%	54%	61%	62%	51%	37%	53%	42%	35%	54%	41%	56%	65%	58%	72%	62%	31%	50%	51%	62%	52%	39%	39%	39%	61%	54%
Not at all familiar with this	113	8	19	38	24	25	14	9	20	14	2	8	7	2	13	8	11	6	8	29	62	11	4	15	11	8	23	63
	5%	4%	3%	4%	5%	10%	6%	4%	3%	4%	2%	4%	6%	7%	6%	4%	7%	9%	16%	3%	5%	5%	14%	5%	3%	3%	4%	5%
NET - YES	975	133	271	363	151	57	89	120	242	177	52	66	51	8	52	76	29	13	23	366	520	59	7	150	167	155	171	496
	39%	60%	47%	38%	30%	24%	37%	53%	40%	50%	57%	36%	44%	26%	25%	34%	18%	19%	47%	40%	40%	27%	26%	51%	51%	53%	29%	37%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Read other peoples' blogs

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	311	8	13	22	48	32	23	14	7	13	26	44	35	16	10	44	74	66	81	20	4	23
	12%	12%	16%	14%	19%	12%	10%	7%	11%	15%	18%	18%	13%	7%	5%	15%	12%	11%	13%	16%	8%	14%
Yes - occasionally	560	14	21	50	78	73	39	36	14	26	34	51	51	39	33	86	137	126	131	25	14	43
	22%	22%	25%	33%	31%	27%	17%	18%	23%	29%	23%	21%	18%	17%	17%	29%	22%	21%	21%	20%	28%	26%
Yes - rarely	548	13	20	50	59	58	53	36	19	19	33	59	47	46	37	68	150	132	132	21	16	29
	22%	20%	23%	33%	24%	21%	24%	18%	30%	21%	22%	23%	17%	20%	18%	23%	24%	22%	21%	17%	33%	17%
No - plan to start in next 6 months	84	4	5	7	7	8	3	7	5	5	6	10	10	4	5	12	20	28	16	2	-	5
	3%	6%	6%	4%	3%	3%	1%	4%	8%	5%	4%	4%	4%	2%	3%	4%	3%	5%	3%	2%	-	3%
No - no plans to start	873	20	24	18	49	91	98	97	13	22	42	75	116	109	99	79	210	235	225	52	13	60
	35%	30%	28%	12%	20%	33%	44%	49%	21%	25%	28%	30%	42%	48%	50%	26%	34%	38%	36%	41%	26%	36%
Not at all familiar with this	123	7	1	3	9	12	8	10	5	4	9	11	16	12	16	9	32	27	38	6	3	8
	5%	10%	2%	2%	4%	4%	4%	5%	8%	4%	6%	4%	6%	5%	8%	3%	5%	4%	6%	5%	6%	5%
NET - YES	1420	36	54	122	185	164	116	86	40	57	94	154	133	101	80	198	361	324	343	66	34	94
	57%	54%	64%	81%	74%	60%	51%	43%	64%	65%	62%	62%	48%	45%	40%	66%	58%	53%	55%	52%	69%	56%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Read other peoples' blogs

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	311	53	92	105	46	15	24	29	61	59	17	32	19	8	21	20	12	9	9	136	145	17	3	42	50	47	44	180
	12%	24%	16%	11%	9%	6%	10%	13%	10%	17%	19%	17%	16%	25%	10%	9%	7%	13%	18%	15%	11%	8%	13%	14%	15%	16%	8%	13%
Yes - occasionally	560	75	159	208	97	21	38	61	130	99	24	55	27	5	45	46	21	11	5	244	276	32	4	74	76	61	110	315
	22%	34%	28%	22%	19%	9%	16%	27%	22%	28%	26%	30%	24%	15%	21%	21%	13%	15%	10%	27%	21%	14%	15%	25%	23%	21%	19%	24%
Yes - rarely	548	40	139	225	91	53	56	49	151	75	17	49	28	5	38	39	31	11	14	207	276	45	6	66	79	65	110	299
	22%	18%	24%	24%	18%	22%	23%	22%	25%	21%	19%	27%	24%	16%	18%	18%	19%	16%	30%	23%	21%	20%	21%	23%	24%	22%	19%	22%
No - plan to start in next 6 months	84	8	20	33	10	13	16	13	11	12	1	4	1	-	9	11	2	3	-	35	40	7	2	15	7	14	20	39
	3%	4%	3%	3%	2%	6%	7%	6%	2%	4%	1%	2%	1%	-	4%	5%	1%	5%	-	4%	3%	3%	9%	5%	2%	5%	3%	3%
No - no plans to start	873	35	144	347	235	113	92	68	221	91	28	32	36	11	88	92	85	28	14	260	486	106	8	83	98	86	268	441
	35%	16%	25%	36%	46%	47%	38%	30%	37%	26%	31%	17%	32%	35%	42%	42%	53%	41%	29%	29%	37%	48%	28%	28%	30%	30%	46%	33%
Not at all familiar with this	123	7	18	39	32	26	14	8	25	15	4	11	4	3	10	12	11	7	6	26	72	14	4	14	16	18	34	61
	5%	3%	3%	4%	6%	11%	6%	3%	4%	4%	4%	6%	3%	9%	5%	5%	7%	10%	13%	3%	6%	6%	14%	5%	5%	6%	6%	5%
NET - YES	1420	169	391	537	234	89	117	139	342	232	58	136	73	18	105	105	64	31	28	587	698	95	13	182	205	173	264	794
	57%	77%	68%	56%	46%	37%	49%	61%	57%	66%	64%	74%	64%	56%	50%	48%	40%	45%	58%	65%	54%	43%	49%	62%	63%	60%	45%	60%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Listen to music for free but with adverts from streaming sites such as Spotify or We7

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	294	12	14	33	52	33	15	9	14	20	26	28	24	10	4	47	73	62	72	11	5	26
	12%	18%	17%	22%	21%	12%	7%	4%	23%	23%	18%	11%	9%	4%	2%	16%	12%	10%	12%	8%	9%	15%
Yes - occasionally	383	11	24	30	56	51	26	22	18	25	22	42	30	16	10	64	94	80	96	18	6	25
	15%	16%	28%	20%	22%	18%	12%	11%	28%	28%	15%	17%	11%	7%	5%	22%	15%	13%	15%	14%	11%	15%
Yes - rarely	326	13	24	36	36	47	24	13	9	14	19	32	31	14	14	41	80	86	76	15	12	16
	13%	20%	28%	24%	14%	17%	11%	7%	15%	16%	13%	13%	11%	6%	7%	14%	13%	14%	12%	12%	24%	10%
No - plan to start in next 6 months	143	1	7	7	15	21	16	7	4	7	10	18	21	5	6	22	36	30	37	9	2	7
	6%	2%	8%	4%	6%	8%	7%	4%	6%	8%	6%	7%	8%	2%	3%	7%	6%	5%	6%	8%	4%	4%
No - no plans to start	1170	22	13	37	82	105	135	137	13	18	63	112	141	151	140	105	295	308	292	67	25	79
	47%	34%	16%	25%	33%	38%	60%	68%	21%	20%	42%	45%	51%	67%	70%	35%	47%	50%	47%	53%	50%	47%
Not at all familiar with this	184	7	3	8	9	18	8	12	5	5	9	18	28	29	26	19	45	49	49	6	1	14
	7%	10%	3%	5%	4%	7%	4%	6%	8%	5%	6%	7%	10%	13%	13%	7%	7%	8%	8%	5%	2%	8%
NET - YES	1003	36	62	99	144	131	65	45	41	59	68	102	85	40	27	152	247	228	244	43	22	68
	40%	54%	73%	66%	58%	48%	29%	22%	66%	67%	45%	41%	31%	18%	14%	51%	40%	37%	39%	34%	45%	41%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Listen to music for free but with adverts from streaming sites such as Spotify or We7

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	294	65	94	81	43	10	29	37	54	54	16	38	20	4	18	14	4	8	12	132	133	10	7	47	43	40	32	175
	12%	30%	16%	9%	8%	4%	12%	16%	9%	15%	18%	20%	17%	13%	8%	6%	2%	12%	24%	15%	10%	5%	26%	16%	13%	14%	5%	13%
Yes - occasionally	383	35	132	159	43	13	23	58	99	52	17	39	24	7	20	21	13	10	7	167	178	28	3	51	69	47	49	213
	15%	16%	23%	17%	8%	6%	10%	25%	17%	15%	19%	21%	21%	21%	9%	10%	8%	14%	15%	18%	14%	13%	12%	17%	21%	16%	8%	16%
Yes - rarely	326	38	94	123	51	21	40	28	75	49	9	31	24	3	24	25	12	6	10	131	167	16	4	46	43	41	66	182
	13%	17%	16%	13%	10%	9%	17%	12%	12%	14%	10%	17%	21%	9%	11%	11%	8%	9%	21%	14%	13%	7%	13%	16%	13%	14%	11%	14%
No - plan to start in next 6 months	143	20	36	52	25	10	23	17	23	23	6	7	10	2	9	14	5	3	-	71	55	15	2	24	19	18	21	83
	6%	9%	6%	5%	5%	4%	10%	7%	4%	6%	7%	4%	8%	6%	4%	7%	3%	5%	-	8%	4%	7%	7%	8%	6%	6%	4%	6%
No - no plans to start	1170	50	202	476	297	145	103	79	305	157	38	56	32	13	120	125	108	32	15	366	651	131	7	101	127	125	361	595
	47%	23%	35%	50%	58%	60%	43%	35%	51%	45%	42%	31%	28%	42%	57%	57%	67%	47%	32%	40%	50%	59%	25%	34%	39%	43%	62%	45%
Not at all familiar with this	184	11	16	63	51	41	21	9	43	17	4	12	5	3	20	21	20	10	4	41	112	23	4	24	25	18	57	87
	7%	5%	3%	7%	10%	17%	9%	4%	7%	5%	4%	7%	4%	9%	9%	9%	12%	14%	8%	5%	9%	10%	16%	8%	8%	6%	10%	6%
NET - YES	1003	138	320	364	137	45	92	122	228	155	42	108	68	14	62	60	29	24	29	430	478	53	14	145	155	129	148	569
	40%	63%	56%	38%	27%	19%	38%	54%	38%	44%	47%	59%	59%	43%	29%	27%	18%	35%	61%	47%	37%	24%	52%	49%	48%	44%	25%	43%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Read magazines in a digital format (e.g. as a pdf, website, email)

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	303	11	13	22	49	27	19	17	6	12	21	33	42	21	11	55	75	59	78	10	8	17
	12%	16%	16%	14%	20%	10%	8%	8%	9%	13%	14%	13%	15%	9%	5%	19%	12%	10%	13%	8%	16%	10%
Yes - occasionally	458	12	24	42	58	54	42	28	15	16	23	44	44	28	26	77	114	95	105	26	7	33
	18%	18%	28%	28%	23%	20%	19%	14%	25%	19%	16%	18%	16%	13%	13%	26%	18%	16%	17%	20%	14%	20%
Yes - rarely	469	18	20	34	44	73	39	34	11	20	24	46	46	30	31	58	118	115	115	21	11	31
	19%	28%	23%	22%	18%	26%	17%	17%	17%	23%	16%	18%	17%	13%	15%	19%	19%	19%	18%	17%	21%	19%
No - plan to start in next 6 months	115	1	5	9	12	8	12	8	8	7	10	11	11	8	4	14	36	26	20	8	1	9
	5%	2%	6%	6%	5%	3%	5%	4%	13%	8%	6%	4%	4%	4%	2%	5%	6%	4%	3%	7%	2%	5%
No - no plans to start	1037	17	20	39	80	103	106	104	18	32	64	102	116	123	113	84	253	288	270	55	20	68
	41%	26%	23%	26%	32%	37%	47%	52%	28%	36%	43%	41%	42%	55%	57%	28%	41%	47%	43%	44%	41%	41%
Not at all familiar with this	119	7	3	4	7	11	7	9	5	1	7	14	16	14	15	11	27	31	34	5	3	9
	5%	10%	3%	3%	3%	4%	3%	4%	8%	1%	5%	5%	6%	6%	7%	4%	4%	5%	5%	4%	6%	5%
NET - YES	1230	41	57	98	151	154	100	79	32	48	69	124	132	80	68	191	307	270	298	57	25	82
	49%	62%	67%	65%	60%	56%	44%	39%	51%	55%	46%	49%	48%	35%	34%	64%	49%	44%	48%	45%	51%	49%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Read magazines in a digital format (e.g. as a pdf, website, email)

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	303	63	93	107	23	16	19	33	62	60	25	27	13	5	15	18	16	10	5	119	157	15	6	52	47	43	50	162
	12%	29%	16%	11%	4%	7%	8%	15%	10%	17%	28%	15%	11%	16%	7%	8%	10%	15%	10%	13%	12%	7%	23%	18%	14%	15%	9%	12%
Yes - occasionally	458	66	140	166	60	24	38	55	112	82	18	34	28	5	24	32	23	7	8	173	238	34	5	57	67	56	89	251
	18%	30%	24%	17%	12%	10%	16%	24%	19%	23%	20%	18%	24%	16%	11%	15%	14%	11%	18%	19%	18%	15%	17%	19%	21%	19%	15%	19%
Yes - rarely	469	34	138	192	74	31	43	42	108	80	18	50	25	8	29	35	24	7	16	180	238	32	3	53	71	60	90	254
	19%	16%	24%	20%	15%	13%	18%	18%	18%	23%	19%	27%	22%	25%	14%	16%	15%	10%	34%	20%	18%	14%	13%	18%	22%	21%	15%	19%
No - plan to start in next 6 months	115	12	18	47	29	9	15	13	30	14	2	10	4	1	10	10	4	2	2	51	49	11	1	10	15	12	24	64
	5%	5%	3%	5%	6%	4%	6%	6%	5%	4%	2%	5%	4%	3%	5%	5%	3%	3%	5%	6%	4%	5%	4%	4%	5%	4%	4%	5%
No - no plans to start	1037	39	173	399	292	134	108	74	261	108	26	56	40	12	121	114	83	33	12	355	549	112	9	105	111	105	302	543
	41%	18%	30%	42%	57%	56%	45%	33%	44%	31%	29%	31%	35%	37%	58%	52%	52%	48%	25%	39%	42%	51%	32%	36%	34%	36%	51%	41%
Not at all familiar with this	119	5	12	43	32	27	16	10	26	8	2	6	5	1	13	12	11	9	4	30	65	17	3	17	15	14	31	59
	5%	2%	2%	4%	6%	11%	7%	4%	4%	2%	2%	3%	4%	3%	6%	5%	7%	14%	8%	3%	5%	8%	12%	6%	5%	5%	5%	4%
NET - YES	1230	164	371	466	158	71	101	131	282	221	61	111	66	18	67	85	63	25	29	473	633	81	14	162	186	159	230	668
	49%	75%	65%	49%	31%	29%	42%	57%	47%	63%	67%	60%	57%	57%	32%	38%	39%	36%	62%	52%	49%	37%	52%	55%	57%	55%	39%	50%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Watch movies or TV programmes via games console

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	261	20	16	28	45	32	7	3	15	9	27	27	22	7	2	48	60	47	63	11	9	21
	10%	30%	19%	19%	18%	12%	3%	1%	25%	11%	18%	11%	8%	3%	1%	16%	10%	8%	10%	9%	18%	13%
Yes - occasionally	326	16	21	35	57	39	21	4	15	16	22	38	26	8	7	44	73	77	97	13	5	17
	13%	24%	25%	23%	23%	14%	10%	2%	25%	19%	15%	15%	10%	4%	4%	15%	12%	13%	16%	10%	9%	10%
Yes - rarely	314	12	26	41	34	44	21	5	9	18	21	32	31	15	4	48	79	75	76	14	6	17
	13%	18%	31%	28%	13%	16%	10%	3%	15%	20%	14%	13%	11%	7%	2%	16%	13%	12%	12%	11%	11%	10%
No - plan to start in next 6 months	111	3	5	8	15	12	7	6	1	7	7	11	14	6	9	16	28	28	23	4	4	9
	4%	4%	6%	5%	6%	4%	3%	3%	2%	8%	5%	4%	5%	3%	4%	5%	5%	5%	4%	3%	8%	5%
No - no plans to start	1328	11	13	34	91	135	157	165	19	35	59	129	162	166	153	128	340	346	323	76	25	91
	53%	16%	16%	22%	36%	49%	70%	83%	30%	40%	40%	52%	59%	74%	76%	43%	55%	56%	52%	61%	49%	54%
Not at all familiar with this	160	5	3	4	8	13	10	17	2	2	13	14	21	22	25	14	43	42	40	7	2	12
	6%	8%	3%	3%	3%	5%	5%	8%	4%	3%	8%	5%	8%	10%	13%	5%	7%	7%	6%	5%	4%	7%
NET - YES	900	47	63	104	136	115	50	12	40	43	71	97	79	30	13	141	211	199	236	39	20	56
	36%	72%	75%	70%	54%	42%	22%	6%	64%	49%	47%	39%	29%	13%	7%	47%	34%	32%	38%	31%	39%	33%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Watch movies or TV programmes via games console

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	261	69	77	81	20	13	25	37	50	38	16	28	24	5	16	18	1	2	15	107	133	4	2	44	55	39	31	148
	10%	31%	13%	8%	4%	5%	11%	16%	8%	11%	18%	15%	21%	14%	8%	8%	1%	3%	31%	12%	10%	2%	9%	15%	17%	13%	5%	11%
Yes - occasionally	326	48	120	105	41	12	34	43	71	47	12	40	21	5	16	30	3	4	13	140	155	14	4	64	53	58	29	176
	13%	22%	21%	11%	8%	5%	14%	19%	12%	13%	13%	22%	18%	15%	8%	14%	2%	6%	27%	15%	12%	6%	15%	22%	16%	20%	5%	13%
Yes - rarely	314	38	92	121	46	17	31	33	67	48	10	32	31	2	20	20	9	10	8	141	147	14	5	41	42	48	47	179
	13%	17%	16%	13%	9%	7%	13%	15%	11%	14%	11%	18%	27%	7%	10%	9%	6%	15%	16%	15%	11%	6%	19%	14%	13%	17%	8%	13%
No - plan to start in next 6 months	111	8	29	49	20	5	11	14	23	17	5	11	8	2	9	4	4	5	3	48	49	11	-	12	12	14	23	63
	4%	3%	5%	5%	4%	2%	4%	6%	4%	5%	6%	6%	7%	6%	4%	2%	3%	7%	7%	5%	4%	5%	-	4%	4%	5%	4%	5%
No - no plans to start	1328	49	233	533	354	159	120	88	354	182	45	63	28	18	131	132	126	40	9	432	720	157	10	113	145	119	407	691
	53%	22%	41%	56%	69%	66%	50%	39%	59%	52%	50%	34%	25%	57%	62%	60%	78%	59%	18%	48%	56%	71%	37%	38%	45%	41%	69%	52%
Not at all familiar with this	160	8	23	66	30	34	18	12	34	20	3	9	2	-	19	17	19	8	-	41	92	22	5	19	19	12	49	77
	6%	4%	4%	7%	6%	14%	8%	5%	6%	6%	3%	5%	2%	-	9%	8%	11%	11%	-	5%	7%	10%	20%	7%	6%	4%	8%	6%
NET - YES	900	154	289	307	107	43	91	114	188	132	38	100	76	12	52	68	13	16	35	387	435	31	12	150	150	145	108	504
	36%	70%	50%	32%	21%	18%	38%	50%	31%	38%	42%	55%	66%	37%	25%	31%	8%	24%	74%	43%	34%	14%	43%	51%	46%	50%	18%	38%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Swap files from hard drives or USB sticks

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	494	25	29	48	65	60	37	39	13	30	30	50	35	17	14	63	120	104	120	31	16	40
	20%	38%	34%	32%	26%	22%	17%	20%	21%	35%	20%	20%	13%	8%	7%	21%	19%	17%	19%	25%	31%	24%
Yes - occasionally	567	14	22	33	65	60	61	47	20	22	36	54	69	39	24	69	151	132	146	19	10	40
	23%	22%	27%	22%	26%	22%	27%	24%	32%	25%	24%	22%	25%	17%	12%	23%	24%	21%	24%	15%	20%	24%
Yes - rarely	507	16	20	47	50	68	38	31	15	21	34	58	43	37	30	77	128	146	104	22	6	25
	20%	24%	23%	31%	20%	25%	17%	16%	25%	24%	23%	23%	15%	16%	15%	26%	20%	24%	17%	17%	12%	15%
No - plan to start in next 6 months	94	4	7	7	15	11	4	5	2	1	9	8	13	4	4	20	19	20	24	3	1	7
	4%	6%	8%	4%	6%	4%	2%	3%	4%	1%	6%	3%	5%	2%	2%	7%	3%	3%	4%	2%	2%	4%
No - no plans to start	706	3	5	14	47	60	80	70	7	13	35	64	96	108	104	57	177	180	189	44	14	46
	28%	4%	6%	9%	19%	22%	36%	35%	11%	15%	23%	26%	35%	48%	52%	19%	28%	29%	30%	35%	27%	27%
Not at all familiar with this	132	4	1	2	7	15	5	7	5	-	6	16	20	20	24	12	29	33	39	7	4	10
	5%	6%	2%	1%	3%	5%	2%	4%	8%	-	4%	6%	7%	9%	12%	4%	5%	5%	6%	5%	7%	6%
NET - YES	1568	55	71	127	181	188	136	118	48	74	100	162	147	93	68	210	398	381	371	72	31	104
	63%	84%	84%	85%	72%	68%	61%	59%	77%	84%	67%	65%	53%	41%	34%	70%	64%	62%	60%	57%	63%	62%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Swap files from hard drives or USB sticks

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	494	78	157	184	60	14	42	47	98	93	23	73	41	6	27	18	13	12	12	215	238	21	8	66	70	59	73	297
	20%	36%	27%	19%	12%	6%	18%	21%	16%	26%	25%	40%	36%	20%	13%	8%	8%	17%	26%	24%	18%	10%	28%	22%	21%	20%	12%	22%
Yes - occasionally	567	59	167	227	96	18	42	61	135	96	23	49	23	8	49	42	30	10	12	211	294	47	4	69	78	71	113	311
	23%	27%	29%	24%	19%	7%	18%	27%	22%	27%	25%	27%	20%	24%	23%	19%	19%	14%	25%	23%	23%	21%	16%	23%	24%	25%	19%	23%
Yes - rarely	507	37	124	211	96	39	38	49	136	67	19	35	31	8	46	41	24	12	10	205	252	36	3	61	63	63	98	291
	20%	17%	22%	22%	19%	16%	16%	21%	23%	19%	21%	19%	27%	25%	22%	19%	15%	18%	21%	23%	19%	16%	13%	21%	19%	22%	17%	22%
No - plan to start in next 6 months	94	15	26	29	14	10	11	10	20	15	7	5	4	-	7	6	5	4	5	37	45	5	2	16	13	13	18	51
	4%	7%	5%	3%	3%	4%	4%	4%	3%	4%	8%	3%	3%	-	3%	3%	3%	5%	10%	4%	3%	2%	9%	6%	4%	4%	3%	4%
No - no plans to start	706	20	87	263	209	128	88	53	183	68	16	15	12	8	69	95	75	25	4	213	389	94	6	66	81	73	241	327
	28%	9%	15%	28%	41%	53%	37%	23%	31%	19%	17%	8%	10%	25%	33%	43%	47%	37%	8%	24%	30%	42%	23%	22%	25%	25%	41%	25%
Not at all familiar with this	132	11	12	41	36	33	19	8	28	13	3	6	4	2	12	18	14	6	5	27	78	19	3	16	22	12	43	56
	5%	5%	2%	4%	7%	14%	8%	4%	5%	4%	3%	3%	3%	6%	6%	8%	9%	8%	10%	3%	6%	9%	12%	5%	7%	4%	7%	4%
NET - YES	1568	174	449	622	253	70	123	156	368	255	65	157	96	22	123	101	67	34	34	631	783	104	15	196	210	193	283	899
	63%	79%	78%	65%	49%	29%	51%	69%	61%	73%	72%	86%	83%	70%	58%	46%	41%	50%	72%	69%	60%	47%	57%	67%	64%	66%	48%	67%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Subscribe to an online TV or movie service (e.g. Netflix, Lovefilm)

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	364	12	9	22	57	53	28	10	11	12	26	43	49	23	10	40	98	85	95	9	10	28
	15%	18%	11%	14%	23%	19%	12%	5%	17%	13%	18%	17%	18%	10%	5%	13%	16%	14%	15%	7%	20%	17%
Yes - occasionally	197	8	13	20	47	18	8	3	6	9	16	25	15	4	5	43	48	41	44	9	1	11
	8%	12%	16%	13%	19%	7%	4%	1%	9%	11%	10%	10%	6%	2%	3%	14%	8%	7%	7%	7%	2%	7%
Yes - rarely	183	5	16	34	26	17	6	4	6	14	15	18	16	6	2	33	41	43	42	6	6	11
	7%	8%	19%	22%	10%	6%	2%	2%	9%	16%	10%	7%	6%	3%	1%	11%	7%	7%	7%	5%	12%	7%
No - plan to start in next 6 months	260	13	14	20	31	25	21	16	19	14	18	29	21	8	12	37	64	51	65	18	9	17
	10%	20%	17%	13%	12%	9%	9%	8%	30%	16%	12%	12%	8%	4%	6%	13%	10%	8%	10%	14%	18%	10%
No - no plans to start	1365	21	28	51	84	146	155	156	15	35	68	124	157	168	156	125	344	358	345	79	24	91
	55%	32%	33%	34%	33%	53%	69%	78%	25%	40%	45%	49%	57%	75%	78%	42%	55%	58%	55%	63%	49%	54%
Not at all familiar with this	131	7	4	4	6	16	7	12	6	4	8	11	16	16	15	20	28	37	32	5	-	10
	5%	10%	5%	3%	2%	6%	3%	6%	9%	4%	5%	4%	6%	7%	7%	7%	4%	6%	5%	4%	-	6%
NET - YES	744	25	38	75	130	88	42	16	22	35	56	87	81	33	17	117	187	169	181	24	17	50
	30%	38%	45%	50%	52%	32%	19%	8%	36%	40%	38%	35%	29%	15%	8%	39%	30%	27%	29%	19%	34%	30%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Subscribe to an online TV or movie service (e.g. Netflix, Lovefilm)

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	364	62	107	134	46	15	29	41	107	64	12	31	14	4	27	24	7	4	6	132	200	20	5	56	74	64	49	201
	15%	28%	19%	14%	9%	6%	12%	18%	18%	18%	13%	17%	12%	12%	13%	11%	4%	5%	14%	14%	15%	9%	19%	19%	23%	22%	8%	15%
Yes - occasionally	197	39	74	52	20	12	21	29	47	37	16	13	11	3	6	8	4	3	5	76	106	9	1	37	36	25	18	101
	8%	18%	13%	5%	4%	5%	9%	13%	8%	10%	17%	7%	10%	10%	3%	4%	2%	5%	10%	8%	8%	4%	5%	13%	11%	9%	3%	8%
Yes - rarely	183	26	56	69	21	11	23	24	27	26	10	22	18	2	10	12	4	4	5	93	77	5	4	31	30	27	21	105
	7%	12%	10%	7%	4%	4%	10%	11%	5%	7%	11%	12%	16%	6%	5%	6%	2%	6%	10%	10%	6%	2%	16%	11%	9%	9%	4%	8%
No - plan to start in next 6 months	260	35	75	92	41	17	21	25	52	38	6	23	31	2	15	24	13	10	15	118	104	18	5	37	30	28	57	144
	10%	16%	13%	10%	8%	7%	9%	11%	9%	11%	7%	12%	27%	7%	7%	11%	8%	14%	31%	13%	8%	8%	19%	13%	9%	10%	10%	11%
No - no plans to start	1365	49	243	558	355	161	128	98	346	169	44	86	37	18	140	138	121	41	12	453	738	153	9	120	143	135	404	714
	55%	22%	42%	58%	69%	67%	53%	43%	58%	48%	48%	47%	32%	57%	66%	63%	75%	59%	26%	50%	57%	69%	32%	41%	44%	47%	69%	54%
Not at all familiar with this	131	9	19	50	28	25	18	11	20	18	3	9	4	2	12	13	13	7	5	37	70	16	2	12	14	11	37	70
	5%	4%	3%	5%	5%	10%	8%	5%	3%	5%	3%	5%	3%	7%	6%	6%	8%	11%	10%	4%	5%	7%	9%	4%	4%	4%	6%	5%
NET - YES	744	127	237	255	87	38	73	94	181	126	38	65	43	9	44	45	14	11	16	300	384	34	11	125	140	116	89	406
	30%	58%	41%	27%	17%	16%	30%	41%	30%	36%	42%	36%	38%	29%	21%	20%	9%	16%	33%	33%	30%	15%	40%	42%	43%	40%	15%	30%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Watch TV programmes via catch up TV (e.g. iPlayer, 4OD, ITV Player)

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	790	25	30	54	92	87	67	36	20	40	56	90	71	67	54	106	214	171	204	30	14	52
	32%	38%	36%	36%	37%	32%	30%	18%	32%	45%	38%	36%	26%	30%	27%	35%	34%	28%	33%	24%	28%	31%
Yes - occasionally	793	13	33	47	70	84	69	71	27	29	44	75	89	80	62	91	209	194	190	41	16	51
	32%	20%	39%	31%	28%	30%	31%	36%	43%	33%	29%	30%	32%	35%	31%	30%	34%	32%	31%	33%	33%	31%
Yes - rarely	472	18	17	36	39	61	41	41	8	13	25	51	59	30	32	47	113	145	105	23	9	30
	19%	28%	20%	24%	16%	22%	18%	21%	13%	15%	17%	21%	21%	13%	16%	16%	18%	24%	17%	18%	18%	18%
No - plan to start in next 6 months	80	-	1	4	11	7	6	7	6	4	4	7	10	8	5	13	17	23	15	4	2	6
	3%	-	2%	3%	4%	2%	2%	4%	9%	4%	3%	3%	4%	4%	3%	4%	3%	4%	2%	3%	4%	3%
No - no plans to start	308	8	3	7	30	32	39	38	1	2	19	20	40	33	37	31	57	70	96	24	7	22
	12%	12%	3%	4%	12%	12%	17%	19%	2%	3%	12%	8%	14%	15%	18%	10%	9%	11%	15%	19%	15%	13%
Not at all familiar with this	57	1	-	2	8	5	3	6	-	-	2	6	6	7	10	11	12	10	13	4	1	7
	2%	2%	-	1%	3%	2%	1%	3%	-	-	1%	3%	2%	3%	5%	4%	2%	2%	2%	3%	2%	4%
NET - YES	2055	57	80	137	201	232	177	148	55	82	126	217	219	177	148	244	536	511	499	94	39	133
	82%	86%	95%	91%	80%	84%	79%	74%	89%	93%	84%	87%	80%	78%	74%	82%	86%	83%	80%	75%	79%	79%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Watch TV programmes via catch up TV (e.g. iPlayer, 4OD, ITV Player)

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	790	108	230	276	129	48	64	77	186	126	30	79	42	11	65	59	37	14	18	316	373	70	12	105	126	100	152	435
	32%	49%	40%	29%	25%	20%	27%	34%	31%	36%	33%	43%	37%	35%	31%	27%	23%	20%	39%	35%	29%	32%	46%	36%	39%	34%	26%	33%
Yes - occasionally	793	68	182	334	148	61	72	76	191	126	25	55	40	11	54	69	52	23	13	269	443	64	4	85	94	106	198	408
	32%	31%	32%	35%	29%	25%	30%	34%	32%	36%	28%	30%	35%	34%	26%	31%	32%	33%	28%	30%	34%	29%	16%	29%	29%	37%	34%	31%
Yes - rarely	472	22	95	196	115	44	51	36	118	57	22	33	20	5	41	45	30	14	14	175	241	38	5	54	54	45	114	261
	19%	10%	17%	21%	23%	18%	21%	16%	20%	16%	24%	18%	17%	19%	20%	19%	21%	30%	30%	19%	19%	17%	17%	18%	17%	16%	19%	20%
No - plan to start in next 6 months	80	9	22	18	21	11	9	7	24	10	2	2	5	-	6	11	2	4	-	32	37	11	1	15	10	8	16	42
	3%	4%	4%	2%	4%	5%	4%	3%	4%	3%	2%	1%	4%	-	3%	5%	1%	6%	-	3%	3%	5%	4%	5%	3%	3%	3%	3%
No - no plans to start	308	9	38	112	88	62	37	27	68	27	10	12	7	4	38	31	35	12	1	106	165	33	2	25	36	26	89	161
	12%	4%	7%	12%	17%	26%	16%	12%	11%	8%	11%	7%	6%	11%	18%	14%	21%	17%	3%	12%	13%	15%	9%	9%	11%	9%	15%	12%
Not at all familiar with this	57	4	7	19	11	16	7	4	13	6	2	2	-	1	8	6	6	2	-	11	38	6	2	10	6	5	16	27
	2%	2%	1%	2%	2%	7%	3%	2%	2%	2%	2%	1%	-	3%	4%	3%	4%	3%	-	1%	3%	3%	8%	4%	2%	2%	3%	2%
NET - YES	2055	197	508	807	392	152	187	189	495	309	77	167	103	27	159	172	119	51	46	760	1056	171	21	244	274	252	465	1104
	82%	90%	89%	84%	77%	63%	78%	83%	83%	88%	85%	91%	90%	86%	76%	78%	74%	74%	97%	84%	82%	77%	78%	83%	84%	87%	79%	83%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Play on 3D games consoles

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	152	12	8	15	28	30	9	1	6	4	13	8	11	5	4	28	37	30	36	6	2	12
	6%	18%	9%	10%	11%	11%	4%	*	9%	4%	8%	3%	4%	2%	2%	10%	6%	5%	6%	5%	4%	7%
Yes - occasionally	193	9	16	27	43	21	9	3	1	7	19	15	14	4	5	42	40	37	52	10	2	10
	8%	14%	19%	18%	17%	8%	4%	1%	2%	8%	12%	6%	5%	2%	3%	14%	6%	6%	8%	8%	4%	6%
Yes - rarely	185	3	16	18	32	21	6	3	7	9	17	25	24	5	1	39	47	43	37	5	5	10
	7%	4%	19%	12%	13%	8%	2%	1%	11%	11%	10%	10%	9%	2%	*	13%	7%	7%	6%	4%	9%	6%
No - plan to start in next 6 months	207	8	14	24	29	34	14	4	2	6	18	21	21	6	6	32	41	48	55	10	7	15
	8%	12%	17%	16%	11%	12%	6%	2%	4%	7%	12%	8%	8%	3%	3%	11%	7%	8%	9%	8%	13%	9%
No - no plans to start	1543	28	26	54	105	146	172	171	35	54	74	157	179	180	161	139	402	396	383	86	32	105
	62%	42%	31%	36%	42%	53%	76%	86%	57%	61%	49%	63%	65%	80%	80%	46%	65%	65%	62%	68%	64%	63%
Not at all familiar with this	220	7	4	11	14	24	15	18	11	8	11	23	26	26	24	19	57	59	59	9	3	16
	9%	10%	5%	7%	6%	9%	7%	9%	17%	9%	7%	9%	10%	11%	12%	6%	9%	10%	9%	7%	6%	9%
NET - YES	530	24	39	61	102	72	24	6	14	20	48	49	49	13	10	109	124	110	126	21	8	32
	21%	36%	47%	41%	41%	26%	11%	3%	23%	23%	32%	19%	18%	6%	5%	37%	20%	18%	20%	17%	17%	19%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Play on 3D games consoles

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	152	40	50	48	11	3	15	26	23	28	11	15	8	3	14	4	4	1	4	71	63	9	5	32	25	20	16	89
	6%	18%	9%	5%	2%	1%	6%	11%	4%	8%	13%	8%	7%	9%	7%	2%	2%	1%	8%	8%	5%	4%	18%	11%	8%	7%	3%	7%
Yes - occasionally	193	43	70	54	13	13	22	35	35	30	16	22	10	4	9	5	2	4	5	79	98	5	6	29	42	33	17	100
	8%	20%	12%	6%	3%	5%	9%	15%	6%	9%	17%	12%	8%	13%	4%	2%	1%	6%	10%	9%	8%	2%	23%	10%	13%	11%	3%	7%
Yes - rarely	185	35	60	63	17	10	14	23	41	32	9	19	14	2	9	15	2	5	8	68	100	4	4	36	40	34	28	96
	7%	16%	10%	7%	3%	4%	6%	10%	7%	9%	10%	10%	12%	7%	4%	7%	1%	7%	17%	8%	8%	2%	16%	12%	12%	12%	5%	7%
No - plan to start in next 6 months	207	38	63	70	25	10	22	27	46	36	4	18	13	1	14	16	4	8	2	92	97	15	-	37	35	38	29	106
	8%	18%	11%	7%	5%	4%	9%	12%	8%	10%	5%	10%	11%	3%	6%	7%	2%	11%	5%	10%	8%	7%	-	13%	11%	13%	5%	8%
No - no plans to start	1543	52	295	635	391	169	137	101	408	199	44	98	61	20	141	158	134	40	25	529	818	164	7	133	162	145	441	827
	62%	24%	51%	67%	76%	70%	57%	44%	68%	57%	48%	53%	53%	64%	67%	72%	83%	58%	52%	58%	63%	74%	26%	45%	50%	50%	75%	62%
Not at all familiar with this	220	11	36	85	54	35	28	16	46	26	6	13	9	1	25	22	17	11	4	69	120	24	5	26	22	20	56	116
	9%	5%	6%	9%	11%	15%	12%	7%	8%	7%	7%	8%	4%	12%	10%	10%	16%	8%	8%	9%	11%	18%	9%	7%	7%	10%	9%	
NET - YES	530	118	180	164	41	26	52	83	99	91	36	55	32	9	31	24	7	10	17	218	262	18	15	97	107	87	61	285
	21%	54%	31%	17%	8%	11%	22%	37%	17%	26%	40%	30%	27%	29%	15%	11%	4%	15%	36%	24%	20%	8%	56%	33%	33%	30%	10%	21%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Watch films or TV programmes at home in 3D

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	141	8	7	5	29	22	9	7	4	4	8	20	13	4	4	26	29	35	31	4	3	12
	6%	12%	8%	4%	11%	8%	4%	4%	6%	4%	5%	8%	5%	2%	2%	9%	5%	6%	5%	3%	6%	7%
Yes - occasionally	213	4	12	32	33	23	12	2	6	6	18	23	19	16	10	42	46	45	59	12	3	7
	9%	6%	14%	21%	13%	8%	5%	1%	9%	7%	12%	9%	7%	7%	5%	14%	7%	7%	9%	9%	5%	4%
Yes - rarely	191	5	20	21	29	21	11	6	12	5	15	23	15	4	6	37	55	35	41	8	3	12
	8%	8%	23%	14%	11%	8%	5%	3%	19%	5%	10%	9%	6%	2%	3%	12%	9%	6%	7%	6%	7%	7%
No - plan to start in next 6 months	256	3	14	20	31	33	20	12	8	14	21	25	33	12	11	40	65	54	64	15	3	16
	10%	4%	17%	13%	12%	12%	9%	6%	13%	16%	14%	10%	12%	5%	5%	13%	10%	9%	10%	12%	6%	9%
No - no plans to start	1516	33	29	62	114	156	161	160	25	54	80	144	172	174	153	136	387	401	376	80	35	102
	61%	50%	34%	41%	46%	57%	71%	80%	40%	61%	53%	58%	63%	77%	76%	45%	62%	65%	60%	64%	70%	61%
Not at all familiar with this	182	13	3	11	15	21	12	12	8	6	9	14	24	16	18	18	41	43	52	7	3	19
	7%	20%	3%	7%	6%	8%	5%	6%	13%	7%	6%	6%	9%	7%	9%	6%	7%	7%	8%	5%	6%	11%
NET - YES	546	17	38	58	90	65	33	15	21	14	40	66	47	23	19	106	130	115	131	23	9	31
	22%	26%	45%	38%	36%	24%	15%	8%	34%	16%	27%	26%	17%	10%	10%	35%	21%	19%	21%	19%	18%	19%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Watch films or TV programmes at home in 3D

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	141	44	49	34	10	4	11	17	25	32	13	10	5	2	10	10	3	3	4	46	78	8	6	33	28	29	26	62
	6%	20%	9%	4%	2%	2%	5%	7%	4%	9%	15%	6%	4%	6%	5%	5%	2%	4%	8%	5%	6%	4%	21%	11%	8%	10%	4%	5%
Yes - occasionally	213	45	77	60	24	8	27	35	42	32	17	11	12	5	9	14	4	5	6	85	108	13	1	39	44	31	36	101
	9%	20%	13%	6%	5%	3%	11%	16%	7%	9%	18%	6%	10%	15%	4%	6%	3%	7%	12%	9%	8%	6%	5%	13%	14%	11%	6%	8%
Yes - rarely	191	31	56	67	20	18	12	25	43	33	8	15	19	-	11	14	7	4	11	83	84	8	4	33	35	21	20	109
	8%	14%	10%	7%	4%	7%	5%	11%	7%	9%	9%	8%	17%	-	5%	6%	4%	6%	22%	9%	7%	4%	16%	11%	11%	7%	3%	8%
No - plan to start in next 6 months	256	34	79	106	26	11	27	36	52	45	6	26	16	2	12	18	8	7	1	104	127	24	1	37	42	43	44	139
	10%	16%	14%	11%	5%	4%	11%	16%	9%	13%	6%	14%	14%	7%	6%	8%	5%	11%	2%	11%	10%	11%	4%	12%	13%	15%	8%	10%
No - no plans to start	1516	51	284	623	389	169	141	99	398	194	42	108	51	19	147	150	127	40	17	533	805	151	10	134	160	150	414	824
	61%	23%	49%	65%	76%	70%	59%	44%	66%	55%	46%	59%	44%	60%	70%	68%	79%	57%	36%	59%	62%	68%	36%	46%	49%	52%	71%	62%
Not at all familiar with this	182	15	30	65	42	31	21	15	40	17	4	12	12	4	21	14	12	10	9	57	95	17	4	18	18	17	46	98
	7%	7%	5%	7%	8%	13%	9%	6%	7%	5%	5%	7%	11%	11%	10%	6%	8%	15%	18%	6%	7%	8%	17%	6%	5%	6%	8%	7%
NET - YES	546	120	181	161	54	30	51	77	109	96	38	36	36	7	31	38	14	12	20	214	270	29	11	105	107	81	82	272
	22%	54%	32%	17%	11%	12%	21%	34%	18%	27%	42%	20%	31%	21%	15%	17%	9%	17%	43%	24%	21%	13%	43%	36%	33%	28%	14%	20%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Purchase digital enhancements for use in game

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	125	9	4	15	36	20	4	1	2	4	11	9	8	1	2	20	31	25	35	5	-	8
	5%	14%	5%	10%	14%	7%	2%	*	4%	4%	7%	4%	3%	*	1%	7%	5%	4%	6%	4%	-	5%
Yes - occasionally	263	14	24	34	46	38	14	6	4	8	19	30	18	5	4	47	53	59	63	18	4	19
	11%	22%	28%	22%	18%	14%	6%	3%	6%	9%	12%	12%	7%	2%	2%	16%	9%	10%	10%	14%	7%	11%
Yes - rarely	291	12	21	41	46	40	16	5	13	12	21	27	30	5	1	43	73	62	76	13	7	18
	12%	18%	25%	28%	18%	15%	7%	3%	21%	13%	14%	11%	11%	2%	*	14%	12%	10%	12%	10%	15%	11%
No - plan to start in next 6 months	119	5	11	5	19	11	14	4	2	4	9	13	12	5	5	26	28	21	27	6	1	11
	5%	8%	13%	4%	8%	4%	6%	2%	4%	4%	6%	5%	4%	2%	3%	9%	4%	3%	4%	5%	2%	7%
No - no plans to start	1440	18	20	45	90	143	159	165	32	53	73	138	175	175	154	139	366	375	357	74	33	97
	58%	28%	23%	30%	36%	52%	71%	83%	51%	60%	49%	55%	64%	78%	77%	46%	59%	61%	57%	59%	66%	58%
Not at all familiar with this	262	7	5	10	13	23	19	19	9	8	18	33	32	33	34	25	73	72	64	10	5	14
	10%	10%	6%	7%	5%	8%	8%	9%	15%	9%	12%	13%	12%	15%	17%	8%	12%	12%	10%	8%	10%	8%
NET - YES	679	36	49	90	128	98	34	12	19	23	51	66	56	12	6	109	157	146	174	36	11	46
	27%	54%	58%	60%	51%	36%	15%	6%	30%	27%	34%	26%	20%	5%	3%	37%	25%	24%	28%	28%	22%	27%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Purchase digital enhancements for use in game

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	125	44	48	28	2	3	11	23	24	29	8	11	8	3	-	6	1	2	5	47	66	3	4	30	30	20	7	67
	5%	20%	8%	3%	*	1%	5%	10%	4%	8%	8%	6%	7%	10%	-	3%	1%	3%	11%	5%	5%	1%	14%	10%	9%	7%	1%	5%
Yes - occasionally	263	65	95	82	14	7	25	52	53	45	17	19	14	4	21	8	4	-	8	109	133	9	5	44	48	45	29	136
	11%	30%	17%	9%	3%	3%	11%	23%	9%	13%	19%	10%	12%	13%	10%	4%	2%	-	16%	12%	10%	4%	17%	15%	15%	16%	5%	10%
Yes - rarely	291	34	113	94	33	16	21	28	68	38	14	40	24	4	18	25	4	8	9	137	130	11	4	50	54	40	32	180
	12%	16%	20%	10%	7%	7%	9%	12%	11%	11%	15%	22%	21%	14%	8%	11%	2%	12%	20%	15%	10%	5%	14%	17%	17%	14%	5%	13%
No - plan to start in next 6 months	119	20	27	52	14	6	16	20	25	13	3	9	7	2	5	9	3	8	3	59	47	8	2	15	21	24	22	57
	5%	9%	5%	5%	3%	2%	7%	9%	4%	4%	3%	5%	6%	7%	2%	4%	2%	11%	6%	7%	4%	4%	8%	5%	6%	8%	4%	4%
No - no plans to start	1440	50	254	598	378	159	135	87	368	194	44	89	51	15	139	149	130	39	20	476	775	160	8	122	148	142	429	758
	58%	23%	44%	63%	74%	66%	56%	38%	61%	55%	48%	48%	45%	47%	66%	68%	80%	57%	43%	52%	60%	73%	31%	42%	45%	49%	73%	57%
Not at all familiar with this	262	7	36	101	69	49	32	18	62	32	5	15	11	3	28	24	21	12	2	80	145	30	4	33	25	18	69	136
	10%	3%	6%	11%	14%	20%	13%	8%	10%	9%	6%	8%	9%	9%	13%	11%	13%	17%	5%	9%	11%	13%	16%	11%	8%	6%	12%	10%
NET - YES	679	143	257	204	49	26	57	102	145	112	38	70	46	11	39	39	8	10	22	293	329	23	12	124	132	106	67	383
	27%	65%	45%	21%	10%	11%	24%	45%	24%	32%	42%	38%	40%	36%	19%	18%	5%	15%	47%	32%	25%	10%	45%	42%	41%	37%	11%	29%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Pay a monthly fee to a music streaming service

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	132	5	9	13	33	22	7	1	4	6	12	12	7	2	1	28	26	23	36	9	1	9
	5%	8%	11%	9%	13%	8%	3%	*	6%	7%	8%	5%	3%	1%	*	9%	4%	4%	6%	7%	2%	5%
Yes - occasionally	127	1	9	17	27	12	7	3	2	5	14	19	12	-	-	33	25	27	27	7	1	7
	5%	2%	11%	12%	11%	4%	3%	1%	4%	5%	9%	8%	4%	-	-	11%	4%	4%	4%	6%	2%	4%
Yes - rarely	125	3	8	16	23	21	5	3	4	1	11	14	14	4	1	34	31	21	26	6	3	5
	5%	4%	9%	11%	9%	8%	2%	1%	6%	1%	7%	5%	5%	2%	*	11%	5%	3%	4%	5%	6%	3%
No - plan to start in next 6 months	164	4	12	12	24	19	14	7	6	7	8	17	21	7	6	21	45	33	47	4	4	11
	7%	6%	14%	8%	10%	7%	6%	4%	9%	8%	5%	7%	8%	3%	3%	7%	7%	5%	8%	3%	7%	6%
No - no plans to start	1762	39	42	84	134	182	181	173	38	63	95	170	197	194	170	162	454	461	438	89	36	123
	70%	60%	50%	56%	53%	66%	80%	87%	60%	72%	64%	68%	72%	86%	85%	54%	73%	75%	70%	71%	73%	73%
Not at all familiar with this	189	13	4	8	9	20	12	13	9	6	11	19	24	18	22	21	42	49	49	10	5	13
	8%	20%	5%	5%	4%	7%	5%	7%	15%	7%	7%	8%	9%	8%	11%	7%	7%	8%	8%	8%	10%	8%
NET - YES	385	9	26	47	83	55	18	6	9	12	36	44	33	5	2	95	82	71	89	22	5	21
	15%	14%	31%	31%	33%	20%	8%	3%	15%	13%	24%	18%	12%	2%	1%	32%	13%	12%	14%	18%	9%	13%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Pay a monthly fee to a music streaming service

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	132	37	52	34	5	4	12	24	28	30	11	13	7	-	5	1	1	1	1	56	62	7	6	26	27	26	9	70
	5%	17%	9%	4%	1%	2%	5%	10%	5%	9%	12%	7%	6%	-	2%	*	1%	1%	3%	6%	5%	3%	23%	9%	8%	9%	2%	5%
Yes - occasionally	127	35	42	36	8	6	13	28	27	23	10	6	7	2	5	4	1	3	1	62	58	5	1	24	23	18	10	68
	5%	16%	7%	4%	2%	2%	5%	13%	5%	7%	11%	3%	6%	6%	2%	2%	1%	4%	2%	7%	4%	2%	5%	8%	7%	6%	2%	5%
Yes - rarely	125	25	42	41	7	10	6	23	26	27	11	9	4	3	4	9	1	3	4	50	68	4	1	27	29	25	13	59
	5%	11%	7%	4%	1%	4%	2%	10%	4%	8%	12%	5%	3%	4%	2%	4%	1%	4%	8%	5%	5%	2%	3%	9%	9%	9%	2%	4%
No - plan to start in next 6 months	164	26	52	62	19	6	15	21	42	25	5	17	8	1	5	16	4	6	4	61	86	9	4	34	34	28	31	78
	7%	12%	9%	6%	4%	2%	6%	9%	7%	7%	5%	10%	7%	3%	2%	7%	3%	9%	9%	7%	7%	4%	13%	12%	11%	10%	5%	6%
No - no plans to start	1762	86	353	715	427	182	171	116	441	222	50	129	76	24	175	172	139	48	26	626	923	176	10	159	187	171	474	961
	70%	39%	61%	75%	83%	76%	71%	51%	74%	63%	55%	70%	66%	75%	83%	78%	86%	70%	55%	69%	71%	80%	39%	54%	57%	59%	81%	72%
Not at all familiar with this	189	10	33	68	44	33	24	16	36	24	5	10	14	2	17	19	15	8	11	53	99	21	4	24	26	21	49	97
	8%	5%	6%	7%	9%	14%	10%	7%	6%	7%	5%	5%	12%	7%	8%	8%	9%	12%	23%	6%	8%	9%	16%	8%	8%	7%	8%	7%
NET - YES	385	97	137	111	21	19	30	75	81	80	32	28	17	5	14	14	3	7	6	167	188	15	9	77	79	70	33	198
	15%	44%	24%	12%	4%	8%	12%	33%	13%	23%	35%	15%	15%	16%	7%	6%	2%	10%	13%	18%	14%	7%	32%	26%	24%	24%	6%	15%



Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Pay to download music (e.g. from iTunes)

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	309	20	14	28	48	32	17	8	18	16	29	31	32	10	6	50	79	57	75	15	7	26
	12%	30%	17%	19%	19%	12%	7%	4%	28%	19%	19%	12%	12%	4%	3%	17%	13%	9%	12%	12%	14%	15%
Yes - occasionally	477	12	30	35	58	62	28	24	15	19	28	61	55	30	18	63	108	110	122	26	13	34
	19%	18%	36%	23%	23%	23%	12%	12%	25%	21%	19%	25%	20%	13%	9%	21%	17%	18%	20%	21%	27%	20%
Yes - rarely	461	14	17	42	55	61	35	21	11	25	30	53	43	32	21	62	121	115	104	18	11	31
	18%	22%	20%	28%	22%	22%	15%	11%	17%	28%	20%	21%	16%	14%	11%	21%	19%	19%	17%	14%	21%	19%
No - plan to start in next 6 months	106	1	7	8	11	9	11	6	2	6	11	9	14	5	5	14	27	33	21	6	3	3
	4%	2%	8%	5%	4%	3%	5%	3%	4%	7%	7%	4%	5%	2%	3%	5%	4%	5%	3%	5%	6%	2%
No - no plans to start	1032	16	14	33	71	100	129	129	13	18	47	82	115	131	134	92	264	273	266	56	14	66
	41%	24%	17%	22%	29%	36%	57%	65%	21%	20%	31%	33%	42%	58%	67%	31%	42%	45%	43%	45%	28%	39%
Not at all familiar with this	115	3	1	4	6	10	6	11	4	5	5	14	16	16	15	17	25	26	33	5	2	8
	5%	4%	2%	3%	2%	4%	2%	5%	6%	5%	3%	5%	6%	7%	7%	6%	4%	4%	5%	4%	4%	5%
NET - YES	1247	46	62	105	161	155	79	54	43	60	88	145	130	72	46	176	307	282	302	59	31	91
	50%	70%	73%	70%	64%	57%	35%	27%	70%	68%	58%	58%	47%	32%	23%	59%	49%	46%	49%	47%	62%	54%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Pay to download music (e.g. from iTunes)

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	309	69	105	103	23	9	24	34	66	53	24	39	21	3	16	14	5	9	13	137	139	11	9	46	51	44	34	183
	12%	31%	18%	11%	4%	4%	10%	15%	11%	15%	27%	21%	18%	9%	8%	6%	3%	13%	28%	15%	11%	5%	32%	16%	16%	15%	6%	14%
Yes - occasionally	477	62	154	179	63	18	36	52	123	86	17	42	29	6	22	31	20	13	12	191	236	34	3	73	74	68	80	256
	19%	28%	27%	19%	12%	8%	15%	23%	20%	25%	19%	23%	26%	20%	10%	14%	12%	20%	26%	21%	18%	15%	13%	25%	23%	23%	14%	19%
Yes - rarely	461	40	132	189	76	24	40	38	123	74	16	38	30	5	34	39	19	7	11	194	230	22	5	60	65	52	86	256
	18%	18%	23%	20%	15%	10%	17%	17%	20%	21%	17%	21%	26%	16%	16%	18%	12%	10%	23%	21%	18%	10%	18%	20%	20%	18%	15%	19%
No - plan to start in next 6 months	106	11	19	42	24	10	12	14	24	12	3	9	6	-	11	9	6	1	-	47	43	15	2	12	16	13	14	63
	4%	5%	3%	4%	5%	4%	5%	6%	4%	3%	3%	5%	5%	-	5%	4%	4%	1%	-	5%	3%	7%	7%	4%	5%	4%	2%	5%
No - no plans to start	1032	33	150	397	301	151	115	81	240	114	26	48	27	15	117	116	100	32	10	315	575	127	5	92	104	103	338	519
	41%	15%	26%	42%	59%	63%	48%	36%	40%	32%	29%	26%	23%	48%	55%	52%	62%	47%	21%	35%	44%	57%	17%	31%	32%	36%	58%	39%
Not at all familiar with this	115	4	14	44	24	28	13	8	25	12	5	7	2	2	12	12	12	6	1	25	73	13	3	11	17	11	33	57
	5%	2%	2%	5%	5%	12%	6%	3%	4%	3%	5%	4%	2%	7%	6%	5%	7%	9%	2%	3%	6%	6%	13%	4%	5%	4%	6%	4%
NET - YES	1247	171	391	472	162	51	100	124	311	214	57	120	80	14	71	84	44	30	37	522	605	67	17	179	190	163	200	696
	50%	78%	68%	49%	32%	21%	42%	55%	52%	61%	63%	65%	69%	46%	34%	38%	27%	43%	77%	57%	47%	30%	63%	61%	58%	56%	34%	52%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Write your own blog

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	129	5	3	12	24	15	7	4	9	5	13	17	8	5	1	20	32	31	28	8	1	9
	5%	8%	3%	8%	10%	5%	3%	2%	15%	5%	8%	7%	3%	2%	*	7%	5%	5%	5%	6%	2%	5%
Yes - occasionally	222	5	13	25	42	22	13	7	2	14	18	23	17	13	7	34	54	49	52	6	5	21
	9%	8%	16%	17%	17%	8%	6%	4%	4%	16%	12%	9%	6%	6%	4%	11%	9%	8%	8%	5%	10%	13%
Yes - rarely	240	3	16	24	36	31	18	17	2	9	19	23	28	5	10	36	66	57	55	8	1	16
	10%	4%	19%	16%	14%	11%	8%	8%	4%	11%	13%	9%	10%	2%	5%	12%	11%	9%	9%	6%	2%	10%
No - plan to start in next 6 months	205	5	8	21	23	23	9	10	11	16	14	22	22	13	9	40	51	42	42	12	7	11
	8%	8%	9%	14%	9%	8%	4%	5%	17%	19%	9%	9%	8%	6%	4%	13%	8%	7%	7%	10%	14%	7%
No - no plans to start	1517	36	36	63	114	162	164	149	32	38	77	144	178	173	152	151	380	391	387	79	31	99
	61%	54%	42%	42%	46%	59%	73%	75%	51%	43%	51%	58%	65%	77%	76%	50%	61%	64%	62%	63%	61%	59%
Not at all familiar with this	188	12	9	5	10	23	14	12	6	6	10	21	22	16	22	19	40	44	57	13	5	11
	8%	18%	11%	4%	4%	8%	6%	6%	9%	7%	6%	8%	8%	7%	11%	6%	6%	7%	9%	10%	11%	7%
NET - YES	590	13	32	61	102	68	37	29	14	28	50	63	53	23	18	89	152	138	136	21	7	46
	24%	20%	38%	41%	41%	25%	17%	14%	23%	32%	33%	25%	19%	10%	9%	30%	24%	22%	22%	17%	14%	28%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Write your own blog

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	129	27	46	36	11	10	8	14	16	33	16	11	12	3	5	2	1	7	7	54	60	6	2	27	26	15	9	73
	5%	12%	8%	4%	2%	4%	3%	6%	3%	9%	18%	6%	10%	11%	2%	1%	1%	10%	16%	6%	5%	3%	8%	9%	8%	5%	2%	5%
Yes - occasionally	222	34	76	74	26	11	15	37	49	39	15	26	9	4	8	12	4	3	2	97	109	9	5	29	38	31	38	121
	9%	16%	13%	8%	5%	4%	6%	16%	8%	11%	17%	14%	8%	13%	4%	5%	3%	5%	4%	11%	8%	4%	17%	10%	12%	11%	6%	9%
Yes - rarely	240	45	80	78	27	10	26	26	73	35	8	22	5	2	16	16	7	4	1	104	122	9	4	37	35	43	37	125
	10%	21%	14%	8%	5%	4%	11%	11%	12%	10%	9%	12%	4%	6%	7%	4%	6%	6%	2%	11%	9%	4%	14%	12%	11%	15%	6%	9%
No - plan to start in next 6 months	205	25	54	86	23	16	22	18	33	38	5	23	21	5	15	15	5	4	4	90	92	17	1	35	36	22	30	117
	8%	12%	9%	9%	5%	7%	9%	8%	5%	11%	5%	13%	18%	16%	7%	7%	3%	6%	7%	10%	7%	8%	5%	12%	11%	8%	5%	9%
No - no plans to start	1517	74	289	619	374	161	140	115	389	187	42	88	61	18	147	156	130	46	25	508	811	163	10	137	171	157	423	807
	61%	34%	50%	65%	73%	67%	58%	51%	65%	53%	46%	48%	53%	55%	70%	71%	80%	66%	53%	56%	63%	74%	38%	47%	52%	54%	72%	60%
Not at all familiar with this	188	14	29	63	49	34	29	17	40	19	5	12	7	-	20	19	14	5	9	55	102	17	5	29	20	22	50	91
	8%	6%	5%	7%	10%	14%	12%	8%	7%	5%	5%	7%	6%	-	10%	9%	9%	7%	18%	6%	8%	8%	17%	10%	6%	8%	8%	7%
NET - YES	590	107	202	187	64	30	49	77	138	108	39	60	25	9	29	30	12	14	11	255	291	24	11	93	99	89	84	319
	24%	49%	35%	20%	13%	12%	21%	34%	23%	31%	43%	33%	22%	29%	14%	14%	8%	21%	22%	28%	22%	11%	39%	31%	30%	31%	14%	24%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Watch Pay-per-view / On-demand movies on Mobile

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	98	1	3	8	21	19	4	1	1	2	8	15	13	2	1	29	24	20	21	-	1	4
	4%	2%	3%	5%	9%	7%	2%	*	2%	3%	5%	6%	5%	1%	*	10%	4%	3%	3%	-	2%	2%
Yes - occasionally	199	9	18	14	42	33	7	2	6	6	13	16	21	7	4	42	45	36	48	13	2	13
	8%	14%	22%	9%	17%	12%	3%	1%	9%	7%	8%	6%	8%	3%	2%	14%	7%	6%	8%	10%	4%	8%
Yes - rarely	213	8	14	25	28	25	17	5	7	6	15	25	28	6	4	39	48	46	51	11	8	11
	9%	12%	17%	17%	11%	9%	7%	3%	11%	7%	10%	10%	10%	3%	2%	13%	8%	7%	8%	9%	15%	6%
No - plan to start in next 6 months	167	3	12	13	20	16	16	7	6	12	13	18	17	10	4	16	49	28	44	10	4	16
	7%	4%	14%	9%	8%	6%	7%	4%	9%	13%	8%	7%	6%	4%	2%	5%	8%	5%	7%	8%	8%	9%
No - no plans to start	1644	34	30	82	131	164	169	173	34	54	92	155	177	182	168	154	405	443	409	84	35	114
	66%	52%	36%	54%	52%	60%	75%	87%	55%	61%	61%	62%	64%	81%	84%	51%	65%	72%	66%	67%	71%	68%
Not at all familiar with this	178	11	7	9	8	18	12	12	8	8	11	20	19	17	19	18	52	41	49	8	-	10
	7%	16%	8%	6%	3%	7%	5%	6%	13%	9%	7%	8%	7%	8%	10%	6%	8%	7%	8%	6%	-	6%
NET - YES	511	18	36	47	91	77	28	8	14	14	35	57	62	16	9	111	117	102	120	24	10	27
	20%	28%	42%	31%	36%	28%	12%	4%	23%	16%	23%	23%	22%	7%	4%	37%	19%	17%	19%	19%	21%	16%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Watch Pay-per-view / On-demand movies on Mobile

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - regularly	98	39	30	21	4	5	5	19	17	19	16	5	2	3	2	8	1	-	2	36	58	2	1	32	29	24	12	34
	4%	18%	5%	2%	1%	2%	2%	9%	3%	5%	18%	3%	2%	9%	1%	4%	1%	-	5%	4%	4%	1%	4%	11%	9%	8%	2%	3%
Yes - occasionally	199	34	76	62	16	11	16	36	49	41	8	14	14	2	5	7	3	4	6	78	103	8	4	32	40	36	23	102
	8%	16%	13%	7%	3%	4%	7%	16%	8%	12%	9%	8%	13%	7%	2%	3%	2%	6%	13%	9%	8%	4%	14%	11%	12%	12%	4%	8%
Yes - rarely	213	36	84	65	18	11	20	30	53	36	9	10	16	3	9	18	5	4	8	86	107	10	2	43	36	35	33	103
	9%	16%	15%	7%	4%	4%	9%	13%	9%	10%	10%	6%	14%	9%	4%	8%	3%	6%	17%	9%	8%	5%	8%	15%	11%	12%	6%	8%
No - plan to start in next 6 months	167	27	40	69	25	5	24	19	28	24	6	19	13	-	9	13	4	8	2	73	75	14	2	26	27	22	28	93
	7%	12%	7%	7%	5%	2%	10%	8%	5%	7%	7%	10%	11%	-	4%	6%	3%	11%	5%	8%	6%	6%	8%	9%	8%	8%	5%	7%
No - no plans to start	1644	74	321	671	411	168	153	110	421	211	48	123	56	21	165	157	136	44	21	580	860	170	13	140	173	156	448	904
	66%	34%	56%	70%	80%	70%	64%	48%	70%	60%	53%	67%	49%	68%	78%	71%	84%	63%	44%	64%	66%	77%	48%	48%	53%	54%	76%	68%
Not at all familiar with this	178	9	23	66	37	42	21	13	32	21	4	11	13	2	21	18	12	10	7	56	93	17	5	22	21	17	42	97
	7%	4%	4%	7%	7%	18%	9%	6%	5%	6%	4%	6%	12%	7%	10%	8%	8%	14%	16%	6%	7%	8%	18%	7%	7%	6%	7%	7%
NET - YES	511	109	190	148	37	26	42	85	119	96	33	30	33	8	16	33	9	8	17	200	267	20	7	107	105	95	69	240
	20%	50%	33%	16%	7%	11%	17%	38%	20%	27%	36%	16%	29%	26%	7%	15%	6%	11%	35%	22%	21%	9%	27%	36%	32%	33%	12%	18%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Summary table

Base: All respondents

	Total	Yes - regularly	Yes - occasionally	Yes - rarely	No - plan to start in next 6 months	No - no plans to start	Not at all familiar with this	NET - YES
Watch live scheduled television via Freeview or Freesat	2500	1066	450	262	68	570	84	1778
	100%	43%	18%	10%	3%	23%	3%	71%
Use social network sites	2500	1394	422	252	33	344	55	2067
	100%	56%	17%	10%	1%	14%	2%	83%
Watch live scheduled television via Sky, Virgin or other subscription TV service	2500	1095	313	177	119	709	88	1585
	100%	44%	13%	7%	5%	28%	4%	63%
Watch recorded television	2500	1160	549	326	65	351	48	2036
	100%	46%	22%	13%	3%	14%	2%	81%
Read paperback or hardback books / novels	2500	1028	615	473	63	280	42	2115
	100%	41%	25%	19%	3%	11%	2%	85%
Listen to AM/FM/DAB radio	2500	1050	578	357	56	397	62	1985
	100%	42%	23%	14%	2%	16%	2%	79%
Read paper magazines	2500	709	716	558	60	408	48	1983
	100%	28%	29%	22%	2%	16%	2%	79%
Use mobile device (e.g. smartphone/tablet) to surf the internet	2500	1103	445	226	103	555	68	1774
	100%	44%	18%	9%	4%	22%	3%	71%
Play computer games online on PC or console	2500	755	490	371	65	737	82	1616
	100%	30%	20%	15%	3%	29%	3%	65%
Download mobile Apps onto mobile phone/tablet	2500	578	641	384	109	681	106	1604
	100%	23%	26%	15%	4%	27%	4%	64%
Go to the cinema	2500	446	825	766	77	347	39	2037
	100%	18%	33%	31%	3%	14%	2%	81%
Play games on social network sites	2500	464	381	355	83	1099	118	1200
	100%	19%	15%	14%	3%	44%	5%	48%
Listen to radio streamed over the internet	2500	380	536	520	91	858	114	1437
	100%	15%	21%	21%	4%	34%	5%	57%
Read e-books	2500	468	393	321	221	983	115	1182
	100%	19%	16%	13%	9%	39%	5%	47%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Summary table

Base: All respondents

	Total	Yes - regularly	Yes - occasionally	Yes - rarely	No - plan to start in next 6 months	No - no plans to start	Not at all familiar with this	NET - YES
Play games on a handheld gaming device e.g. PSP, Nintendo DS	2500 100%	309 12%	389 16%	396 16%	103 4%	1185 47%	118 5%	1094 44%
Play games on a mobile device/smartphone/tablet	2500 100%	690 28%	493 20%	325 13%	83 3%	819 33%	91 4%	1508 60%
Watch Pay-per-view / On-demand movies via Sky or Virgin	2500 100%	216 9%	308 12%	329 13%	146 6%	1359 54%	142 6%	854 34%
Rent DVDs	2500 100%	213 9%	301 12%	461 18%	123 5%	1289 52%	113 5%	975 39%
Read other peoples' blogs	2500 100%	311 12%	560 22%	548 22%	84 3%	873 35%	123 5%	1420 57%
Listen to music for free but with adverts from streaming sites such as Spotify or We7	2500 100%	294 12%	383 15%	326 13%	143 6%	1170 47%	184 7%	1003 40%
Read magazines in a digital format (e.g. as a pdf, website, email)	2500 100%	303 12%	458 18%	469 19%	115 5%	1037 41%	119 5%	1230 49%
Watch movies or TV programmes via games console	2500 100%	261 10%	326 13%	314 13%	111 4%	1328 53%	160 6%	900 36%
Swap files from hard drives or USB sticks	2500 100%	494 20%	567 23%	507 20%	94 4%	706 28%	132 5%	1568 63%
Subscribe to an online TV or movie service (e.g. Netflix, Lovefilm)	2500 100%	364 15%	197 8%	183 7%	260 10%	1365 55%	131 5%	744 30%
Watch TV programmes via catch up TV (e.g. iPlayer, 4OD, ITV Player)	2500 100%	790 32%	793 32%	472 19%	80 3%	308 12%	57 2%	2055 82%
Play on 3D games consoles	2500 100%	152 6%	193 8%	185 7%	207 8%	1543 62%	220 9%	530 21%
Watch films or TV programmes at home in 3D	2500 100%	141 6%	213 9%	191 8%	256 10%	1516 61%	182 7%	546 22%

Digital Entertainment Survey 2013

1. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Summary table

Base: All respondents

	Total	Yes - regularly	Yes - occasionally	Yes - rarely	No - plan to start in next 6 months	No - no plans to start	Not at all familiar with this	NET - YES
Purchase digital enhancements for use in game	2500 100%	125 5%	263 11%	291 12%	119 5%	1440 58%	262 10%	679 27%
Pay a monthly fee to a music streaming service	2500 100%	132 5%	127 5%	125 5%	164 7%	1762 70%	189 8%	385 15%
Pay to download music (e.g. from iTunes)	2500 100%	309 12%	477 19%	461 18%	106 4%	1032 41%	115 5%	1247 50%
Write your own blog	2500 100%	129 5%	222 9%	240 10%	205 8%	1517 61%	188 8%	590 24%
Watch Pay-per-view / On-demand movies on Mobile	2500 100%	98 4%	199 8%	213 9%	167 7%	1644 66%	178 7%	511 20%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Watch live scheduled television via Freeview or Freesat

Base: All who Watch live scheduled television via Freeview or Freesat

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1837	34	51	110	179	210	167	162	43	55	101	180	214	165	166	223	476	441	451	84	36	126
Weighted Total	1778	45	67	120	183	198	156	145	50	64	98	162	194	151	146	222	458	426	437	81	36	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	313	13	25	30	36	36	17	12	13	18	26	30	27	13	18	50	78	79	76	10	4	15
	18%	29%	37%	25%	20%	18%	11%	9%	26%	27%	27%	18%	14%	8%	12%	23%	17%	19%	17%	12%	12%	13%
No change in next 12 months	1370	25	37	79	130	154	132	130	29	38	69	127	161	135	125	157	358	327	339	66	27	96
	77%	56%	55%	66%	71%	78%	84%	90%	58%	58%	70%	78%	83%	90%	86%	71%	78%	77%	78%	82%	75%	80%
Do less in next 12 months	94	7	5	10	17	8	7	2	8	9	3	5	5	3	4	15	22	19	21	5	5	8
	5%	15%	8%	8%	9%	4%	5%	1%	16%	15%	3%	3%	3%	2%	2%	7%	5%	4%	5%	6%	13%	7%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Watch live scheduled television via Freeview or Freesat

Base: All who Watch live scheduled television via Freeview or Freesat

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	1837	163	433	730	340	171	170	183	424	273	77	117	73	26	156	159	136	43	28	654	966	174	15	210	240	233	442	966
Weighted Total	1778	168	427	700	322	161	165	180	402	257	74	133	88	26	148	145	121	41	35	668	901	158	17	200	224	219	402	970
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	313	51	81	112	41	28	31	54	51	32	18	43	21	2	19	24	12	7	9	141	140	17	7	56	43	43	48	171
	18%	30%	19%	16%	13%	17%	19%	30%	13%	12%	25%	32%	24%	7%	13%	17%	10%	16%	25%	21%	16%	11%	40%	28%	19%	20%	12%	18%
No change in next 12 months	1370	99	318	562	265	126	125	122	331	208	52	75	55	22	122	120	107	31	19	483	728	133	8	138	170	167	342	733
	77%	59%	74%	80%	82%	78%	76%	68%	82%	81%	71%	57%	63%	85%	83%	83%	89%	76%	54%	72%	81%	84%	47%	69%	76%	76%	85%	76%
Do less in next 12 months	94	18	28	25	16	7	9	5	20	17	3	15	12	2	6	1	1	3	7	45	33	7	2	7	11	9	12	65
	5%	11%	7%	4%	5%	5%	6%	3%	5%	7%	4%	11%	14%	8%	4%	1%	1%	7%	21%	7%	4%	5%	13%	3%	5%	4%	3%	7%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Use social network sites

Base: All who Use social network sites

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2128	46	60	122	215	241	185	145	50	70	143	248	261	173	169	252	550	538	494	107	45	142
Weighted Total	2067	61	79	133	219	227	173	129	59	82	139	224	236	158	148	251	529	521	481	104	44	136
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	385	21	32	37	38	47	22	11	20	21	30	38	41	18	10	73	89	80	89	17	10	26
	19%	35%	40%	28%	17%	21%	13%	8%	34%	26%	22%	17%	17%	12%	7%	29%	17%	15%	19%	17%	23%	19%
No change in next 12 months	1549	33	43	87	166	170	139	113	28	48	98	173	180	135	133	158	400	412	359	82	34	105
	75%	54%	55%	66%	76%	75%	81%	88%	48%	59%	71%	77%	76%	86%	90%	63%	76%	79%	75%	79%	77%	77%
Do less in next 12 months	133	7	4	9	15	9	11	5	11	13	11	13	15	5	5	20	40	29	33	5	-	5
	6%	11%	5%	7%	7%	4%	6%	4%	18%	16%	8%	6%	7%	3%	4%	8%	8%	6%	7%	5%	-	4%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Use social network sites

Base: All who Use social network sites

	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2128	195	522	815	423	173	199	188	520	326	84	154	88	26	176	193	123	51	38	767	1125	180	18	282	297	265	481	1112
Weighted Total	2067	200	515	786	402	165	193	186	491	307	80	174	105	26	169	178	109	49	46	785	1051	163	21	268	278	248	437	1122
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	385	74	118	118	47	28	41	55	65	56	24	41	35	3	27	24	8	6	13	173	177	17	6	64	56	59	51	215
	19%	37%	23%	15%	12%	17%	21%	30%	13%	18%	30%	24%	33%	11%	16%	14%	7%	12%	27%	22%	17%	10%	28%	24%	20%	24%	12%	19%
No change in next 12 months	1549	116	370	621	321	121	139	120	407	233	50	120	57	21	124	140	99	39	24	548	824	141	13	193	209	180	364	819
	75%	58%	72%	79%	80%	73%	72%	65%	83%	76%	62%	69%	54%	81%	74%	79%	91%	79%	52%	70%	78%	86%	61%	72%	75%	72%	83%	73%
Do less in next 12 months	133	10	26	48	33	15	13	11	19	18	7	13	13	2	18	13	2	4	10	64	50	6	2	11	13	9	22	88
	6%	5%	5%	6%	8%	9%	7%	6%	4%	6%	8%	7%	13%	8%	10%	7%	2%	9%	21%	8%	5%	4%	11%	4%	5%	4%	5%	8%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Watch live scheduled television via Sky, Virgin or other subscription TV service

Base: All who Watch live scheduled television via Sky, Virgin or other subscription TV service

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1631	34	43	99	176	196	154	114	41	46	108	178	190	138	114	198	402	403	406	81	36	105
Weighted Total	1585	45	57	108	180	185	144	102	48	54	105	161	172	126	100	198	386	391	394	80	35	100
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	275	9	18	24	47	32	9	6	13	19	19	23	27	13	14	43	64	68	64	8	7	19
	17%	21%	33%	22%	26%	17%	6%	6%	27%	35%	19%	15%	16%	10%	14%	22%	17%	17%	16%	10%	21%	19%
No change in next 12 months	1223	28	34	72	122	146	129	95	26	29	79	126	142	110	85	143	302	298	308	69	26	77
	77%	62%	60%	67%	68%	79%	90%	93%	54%	54%	75%	79%	83%	87%	85%	72%	78%	76%	78%	87%	73%	77%
Do less in next 12 months	87	8	4	12	10	7	6	1	9	6	7	11	3	4	1	13	19	26	22	2	2	4
	6%	18%	7%	11%	6%	4%	4%	1%	20%	11%	6%	7%	2%	3%	1%	6%	5%	7%	5%	2%	5%	4%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Watch live scheduled television via Sky, Virgin or other subscription TV service

Base: All who Watch live scheduled television via Sky, Virgin or other subscription TV service

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	1631	175	423	598	316	119	157	161	414	266	61	99	69	22	109	139	93	41	32	533	919	135	12	233	264	234	398	776
Weighted Total	1585	179	418	577	300	112	153	159	391	251	59	112	83	22	104	128	83	39	39	548	861	123	14	222	247	220	363	788
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	275	60	79	86	33	17	29	42	50	38	12	33	19	2	14	21	9	5	9	115	132	14	5	48	46	36	42	152
	17%	33%	19%	15%	11%	15%	19%	26%	13%	15%	21%	29%	23%	9%	13%	16%	11%	13%	22%	21%	15%	11%	39%	22%	19%	16%	11%	19%
No change in next 12 months	1223	108	325	459	247	84	115	112	328	195	42	67	51	18	86	103	74	32	20	395	697	105	6	167	193	175	309	573
	77%	60%	78%	80%	82%	75%	75%	70%	84%	78%	72%	59%	62%	81%	82%	80%	89%	82%	50%	72%	81%	85%	44%	75%	78%	80%	85%	73%
Do less in next 12 months	87	11	14	32	19	11	8	6	13	17	4	13	12	2	5	5	-	2	11	38	32	5	2	7	8	8	12	63
	6%	6%	3%	5%	6%	10%	5%	4%	3%	7%	6%	11%	15%	10%	5%	4%	-	5%	28%	7%	4%	4%	17%	3%	3%	4%	3%	8%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Watch recorded television

Base: All who Watch recorded television

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2109	38	57	107	207	237	211	180	42	62	123	216	236	202	191	238	544	515	533	103	40	136
Weighted Total	2036	50	75	116	211	223	197	161	49	73	120	195	213	185	168	236	521	496	515	101	39	128
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	410	13	33	35	45	46	19	13	16	21	35	40	48	26	20	53	100	99	115	14	7	23
	20%	26%	44%	30%	21%	21%	9%	8%	33%	29%	29%	20%	22%	14%	12%	22%	19%	20%	22%	14%	18%	18%
No change in next 12 months	1546	32	36	70	152	174	174	141	27	48	79	150	163	157	145	164	403	382	381	83	30	103
	76%	63%	47%	60%	72%	78%	88%	88%	55%	66%	66%	77%	76%	85%	86%	70%	77%	77%	74%	83%	77%	80%
Do less in next 12 months	80	5	7	12	14	3	5	6	6	4	6	5	3	2	3	19	19	16	19	3	2	2
	4%	11%	9%	10%	7%	1%	2%	4%	12%	5%	5%	3%	1%	1%	2%	8%	4%	3%	4%	3%	5%	2%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Watch recorded television

Base: All who Watch recorded television

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2109	193	516	830	416	154	192	195	522	318	78	135	75	27	163	197	154	53	31	698	1182	184	14	265	299	272	547	1037
Weighted Total	2036	198	506	796	392	144	186	191	492	300	74	153	90	27	156	181	137	50	38	713	1102	167	16	253	280	255	498	1041
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	410	78	122	135	56	19	41	57	75	47	17	52	32	7	22	41	13	6	15	163	210	15	6	69	61	52	69	223
	20%	39%	24%	17%	14%	13%	22%	30%	15%	16%	23%	34%	35%	27%	14%	22%	10%	13%	39%	23%	19%	9%	37%	27%	22%	20%	14%	21%
No change in next 12 months	1546	111	357	643	320	114	139	130	405	241	51	89	49	19	124	137	121	41	18	504	869	147	9	172	212	197	420	764
	76%	56%	71%	81%	82%	79%	75%	68%	82%	80%	69%	58%	54%	70%	80%	76%	88%	81%	46%	71%	79%	88%	55%	68%	76%	77%	84%	73%
Do less in next 12 months	80	9	27	18	16	11	6	4	12	12	6	11	9	1	9	3	3	3	6	45	23	5	1	12	7	6	8	53
	4%	4%	5%	2%	4%	7%	3%	2%	2%	4%	8%	7%	11%	3%	6%	2%	2%	6%	15%	6%	2%	3%	7%	5%	2%	2%	2%	5%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Read paperback or hardback books / novels

Base: All who Read paperback or hardback books / novels

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2200	34	51	108	201	235	191	181	48	65	124	246	281	226	209	258	567	535	538	111	45	146
Weighted Total	2115	45	67	117	205	221	178	162	56	76	121	222	254	207	183	255	543	512	517	106	44	138
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	465	13	25	35	58	41	21	13	29	42	31	41	52	27	35	59	107	104	128	28	7	31
	22%	29%	37%	30%	28%	19%	12%	8%	52%	55%	26%	18%	20%	13%	19%	23%	20%	20%	25%	26%	17%	23%
No change in next 12 months	1500	26	38	71	138	160	145	134	23	28	82	162	185	169	139	171	393	376	357	72	30	100
	71%	59%	57%	60%	67%	72%	81%	83%	42%	37%	68%	73%	73%	82%	76%	67%	72%	74%	69%	68%	69%	73%
Do less in next 12 months	150	5	4	12	9	20	12	14	4	6	8	19	18	10	10	25	43	31	32	7	6	7
	7%	12%	6%	10%	4%	9%	7%	9%	6%	8%	6%	9%	7%	5%	5%	10%	8%	6%	6%	6%	15%	5%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Read paperback or hardback books / novels

Base: All who Read paperback or hardback books / novels

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2200	173	500	862	456	209	197	183	556	335	86	144	79	27	167	212	159	55	32	736	1197	217	18	259	293	268	564	1114
Weighted Total	2115	177	490	823	430	195	189	180	522	314	82	161	94	27	158	194	141	52	39	746	1113	196	20	246	274	251	512	1110
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	465	67	111	160	84	42	50	49	93	51	15	66	46	7	27	30	17	13	21	221	181	35	6	45	54	50	79	289
	22%	38%	23%	19%	20%	22%	26%	27%	18%	16%	18%	41%	49%	26%	17%	16%	12%	25%	53%	30%	16%	18%	32%	18%	20%	20%	15%	26%
No change in next 12 months	1500	101	331	614	320	134	123	118	391	240	61	83	43	18	121	156	111	36	15	483	844	148	9	179	199	180	399	750
	71%	57%	68%	75%	74%	69%	65%	66%	75%	76%	74%	51%	46%	66%	77%	80%	79%	70%	38%	65%	76%	75%	45%	73%	73%	72%	78%	68%
Do less in next 12 months	150	8	48	49	26	19	16	12	39	23	6	13	5	2	10	8	13	3	4	42	88	13	5	22	21	21	34	71
	7%	5%	10%	6%	6%	10%	8%	7%	7%	7%	7%	8%	5%	8%	6%	4%	9%	6%	9%	6%	8%	7%	23%	9%	8%	8%	7%	6%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Listen to AM/FM/DAB radio

Base: All who Listen to AM/FM/DAB radio

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2061	34	49	104	200	240	208	183	45	57	108	225	235	194	179	240	534	505	501	101	43	137
Weighted Total	1985	45	64	113	204	226	194	163	53	67	105	203	213	177	157	238	512	483	482	98	42	130
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	305	14	20	24	36	33	18	12	13	18	22	31	30	19	16	47	86	59	74	16	6	17
	15%	32%	31%	21%	18%	15%	9%	7%	24%	26%	21%	15%	14%	11%	10%	20%	17%	12%	15%	16%	13%	13%
No change in next 12 months	1612	29	42	79	155	187	168	151	38	42	80	165	179	156	139	179	406	412	394	78	35	107
	81%	65%	65%	70%	76%	83%	87%	92%	71%	63%	76%	81%	84%	88%	89%	75%	79%	85%	82%	80%	84%	82%
Do less in next 12 months	69	1	3	10	13	6	8	1	2	7	3	7	4	2	2	12	20	12	14	4	1	6
	3%	3%	4%	9%	7%	3%	4%	1%	4%	11%	3%	4%	2%	1%	1%	5%	4%	3%	3%	4%	2%	5%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Listen to AM/FM/DAB radio

Base: All who Listen to AM/FM/DAB radio

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2061	181	502	820	389	169	190	195	517	333	83	122	72	24	147	184	144	50	32	686	1136	191	16	255	294	263	523	1026
Weighted Total	1985	185	492	783	368	157	183	192	486	313	79	137	87	23	140	169	128	48	39	696	1060	173	17	243	275	247	476	1023
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	305	48	81	115	35	26	34	40	60	44	17	27	23	3	14	26	7	9	11	128	146	16	3	39	44	44	55	169
	15%	26%	16%	15%	10%	16%	19%	21%	12%	14%	21%	20%	27%	12%	10%	15%	6%	18%	28%	18%	14%	9%	18%	16%	16%	18%	12%	17%
No change in next 12 months	1612	127	387	651	320	126	147	144	414	257	57	100	60	18	120	136	120	38	28	538	878	155	13	190	216	197	416	815
	81%	69%	79%	83%	87%	81%	80%	75%	85%	82%	73%	73%	69%	79%	86%	80%	94%	80%	72%	77%	83%	90%	75%	78%	79%	80%	87%	80%
Do less in next 12 months	69	10	25	17	12	5	2	8	12	12	5	10	3	2	5	8	1	1	-	30	36	2	1	13	15	6	6	39
	3%	5%	5%	2%	3%	3%	1%	4%	2%	4%	6%	7%	4%	9%	4%	4%	1%	2%	-	4%	3%	1%	8%	6%	6%	2%	1%	4%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Read paper magazines

Base: All who Read paper magazines

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2057	39	50	106	197	228	185	176	43	61	111	224	240	213	184	255	518	499	498	102	41	144
Weighted Total	1983	51	66	115	201	215	173	157	50	71	108	202	217	195	161	253	497	480	481	97	40	136
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	266	11	20	25	43	19	14	9	12	23	25	18	20	13	15	52	55	65	64	14	1	16
	13%	21%	30%	22%	21%	9%	8%	6%	23%	33%	23%	9%	9%	7%	9%	21%	11%	14%	13%	14%	2%	11%
No change in next 12 months	1557	33	43	73	139	177	148	142	34	35	76	163	184	172	139	177	402	380	382	73	34	108
	79%	64%	66%	63%	69%	82%	85%	90%	67%	49%	70%	81%	85%	88%	86%	70%	81%	79%	80%	75%	87%	79%
Do less in next 12 months	160	8	3	17	19	19	11	6	5	13	7	21	14	10	8	24	39	35	35	11	4	13
	8%	15%	4%	15%	10%	9%	6%	4%	9%	18%	6%	10%	6%	5%	5%	9%	8%	7%	7%	11%	11%	9%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Read paper magazines

Base: All who Read paper magazines

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2057	182	473	815	398	189	197	197	503	312	81	127	76	22	144	191	152	55	33	697	1121	189	17	246	282	257	516	1049
Weighted Total	1983	187	465	779	375	177	191	193	473	292	77	144	91	22	137	175	135	52	40	708	1045	171	19	233	264	241	469	1049
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	266	55	68	98	27	19	29	46	46	22	16	38	20	6	11	13	10	10	9	120	116	14	7	40	38	36	33	158
	13%	29%	15%	13%	7%	11%	15%	24%	10%	7%	21%	26%	22%	28%	8%	7%	7%	19%	22%	17%	11%	8%	36%	17%	14%	15%	7%	15%
No change in next 12 months	1557	111	344	626	329	147	150	134	386	237	56	97	58	16	114	151	120	39	28	525	846	148	11	170	205	183	409	799
	79%	59%	74%	80%	88%	83%	79%	69%	81%	81%	73%	67%	64%	72%	83%	86%	89%	74%	69%	74%	81%	86%	58%	73%	78%	76%	87%	76%
Do less in next 12 months	160	21	54	56	19	11	12	13	41	34	5	9	13	-	12	11	5	4	4	63	83	9	1	23	21	22	27	92
	8%	11%	12%	7%	5%	6%	6%	7%	9%	12%	6%	6%	15%	-	9%	6%	4%	8%	9%	9%	8%	5%	6%	10%	8%	9%	6%	9%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Use mobile device (e.g. smartphone/tablet) to surf the internet

Base: All who Use mobile device (e.g. smartphone/tablet) to surf the internet

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1810	42	56	120	211	233	141	110	51	65	130	230	221	112	88	228	451	445	440	85	43	118
Weighted Total	1774	55	74	130	215	219	132	98	60	76	127	208	200	102	77	230	439	434	431	83	42	114
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	521	22	39	46	54	47	39	13	35	36	39	53	58	20	18	78	121	126	120	30	9	36
	29%	40%	54%	35%	25%	21%	30%	14%	59%	48%	31%	26%	29%	20%	23%	34%	28%	29%	28%	36%	22%	31%
No change in next 12 months	1186	30	30	80	147	166	82	83	21	35	86	149	137	82	56	139	302	291	295	51	31	76
	67%	55%	41%	62%	68%	76%	62%	85%	35%	46%	68%	72%	69%	80%	73%	60%	69%	67%	68%	62%	74%	66%
Do less in next 12 months	67	3	4	4	14	7	10	2	4	5	2	5	5	-	4	13	15	17	16	2	2	3
	4%	5%	5%	3%	7%	3%	8%	2%	6%	6%	2%	3%	2%	-	5%	6%	3%	4%	4%	2%	4%	3%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Use mobile device (e.g. smartphone/tablet) to surf the internet

Base: All who Use mobile device (e.g. smartphone/tablet) to surf the internet

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	1810	200	513	714	288	95	159	179	458	294	77	140	85	20	119	159	84	36	35	667	975	116	17	264	288	254	355	945
Weighted Total	1774	206	505	692	278	93	157	179	435	277	73	159	101	20	114	147	75	36	43	689	917	106	20	251	270	239	326	964
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	521	84	154	191	70	21	49	64	92	74	20	63	47	9	28	45	14	16	20	225	242	20	13	82	78	66	80	295
	29%	41%	30%	28%	25%	23%	31%	36%	21%	27%	27%	40%	46%	43%	25%	30%	19%	44%	48%	33%	26%	19%	68%	32%	29%	28%	24%	31%
No change in next 12 months	1186	114	341	478	193	60	103	106	337	194	45	87	49	11	77	98	59	18	19	437	642	82	6	162	181	161	238	629
	67%	55%	68%	69%	69%	65%	66%	59%	77%	70%	61%	55%	49%	57%	68%	67%	79%	51%	44%	63%	70%	78%	32%	65%	67%	67%	73%	65%
Do less in next 12 months	67	8	10	23	14	12	5	9	6	10	8	8	5	-	9	4	2	2	4	27	33	4	-	8	10	12	8	40
	4%	4%	2%	3%	5%	12%	3%	5%	1%	4%	12%	5%	5%	-	8%	3%	2%	5%	9%	4%	4%	3%	-	3%	4%	5%	2%	4%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Play computer games online on PC or console

Base: All who Play computer games online on PC or console

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1643	44	57	125	183	223	142	87	38	62	117	190	181	107	87	210	403	403	414	76	36	101
Weighted Total	1616	58	75	136	187	210	133	78	45	73	114	171	164	98	76	212	393	395	407	76	35	99
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	341	28	29	47	49	35	16	4	11	22	34	29	24	6	8	51	82	86	75	16	10	20
	21%	48%	39%	34%	26%	17%	12%	5%	24%	31%	30%	17%	15%	7%	10%	24%	21%	22%	18%	21%	27%	21%
No change in next 12 months	1151	22	38	74	123	161	109	70	25	41	70	134	131	88	65	138	284	281	294	57	25	73
	71%	39%	51%	54%	66%	77%	82%	90%	55%	56%	62%	78%	80%	90%	85%	65%	72%	71%	72%	75%	70%	74%
Do less in next 12 months	124	8	8	15	14	14	7	4	9	9	10	9	8	4	4	23	26	27	38	3	1	6
	8%	14%	11%	11%	8%	7%	6%	6%	21%	13%	9%	5%	5%	4%	5%	11%	7%	7%	9%	4%	3%	6%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Play computer games online on PC or console

Base: All who Play computer games online on PC or console

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	1643	182	443	635	286	97	149	181	374	245	70	135	75	25	137	138	77	37	33	619	851	120	20	238	270	230	313	859
Weighted Total	1616	188	440	619	275	94	147	180	357	232	67	153	89	25	132	128	68	37	40	641	802	109	23	228	253	217	287	880
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	341	76	96	112	40	16	36	55	53	35	11	51	30	7	30	20	5	8	11	169	136	16	8	57	46	40	30	214
	21%	41%	22%	18%	15%	17%	25%	30%	15%	15%	16%	33%	33%	28%	23%	15%	8%	21%	28%	26%	17%	15%	37%	25%	18%	19%	10%	24%
No change in next 12 months	1151	99	313	455	217	67	99	114	279	182	50	84	46	15	94	99	63	26	20	416	615	88	11	158	197	161	241	588
	71%	53%	71%	73%	79%	71%	68%	63%	78%	79%	74%	54%	52%	59%	71%	77%	92%	71%	51%	65%	77%	81%	48%	69%	78%	74%	84%	67%
Do less in next 12 months	124	12	31	52	18	11	11	11	25	14	7	19	13	3	8	9	-	3	9	56	52	5	3	13	10	16	16	79
	8%	6%	7%	8%	6%	12%	8%	6%	7%	6%	10%	12%	15%	13%	6%	7%	-	9%	21%	9%	6%	4%	15%	6%	4%	7%	6%	9%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Download mobile Apps onto mobile phone/tablet

Base: All who Download mobile Apps onto mobile phone/tablet

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1633	39	53	116	194	212	120	101	45	60	122	210	192	99	70	214	400	397	396	79	41	106
Weighted Total	1604	51	70	126	198	200	112	90	53	70	119	190	174	91	61	215	390	389	390	78	40	103
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	400	18	32	42	44	43	22	10	28	26	30	42	41	12	9	63	93	88	96	23	8	27
	25%	36%	45%	34%	22%	22%	20%	11%	53%	37%	25%	22%	23%	13%	14%	29%	24%	23%	25%	30%	20%	26%
No change in next 12 months	1127	30	32	82	143	152	85	78	21	41	81	137	128	70	48	142	278	279	278	49	29	72
	70%	59%	45%	65%	72%	76%	76%	86%	40%	58%	68%	72%	73%	78%	79%	66%	71%	72%	71%	64%	73%	70%
Do less in next 12 months	77	3	7	2	11	5	5	3	4	4	8	10	5	8	4	10	19	22	16	5	3	4
	5%	5%	9%	2%	6%	2%	4%	3%	7%	5%	7%	5%	3%	9%	7%	4%	5%	6%	4%	6%	7%	4%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Download mobile Apps onto mobile phone/tablet

Base: All who Download mobile Apps onto mobile phone/tablet

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	1633	197	485	646	235	70	147	164	403	267	71	124	81	15	107	147	74	33	33	604	878	103	15	249	267	236	301	845
Weighted Total	1604	202	479	626	228	69	145	164	383	253	68	141	97	15	103	136	66	33	40	626	827	94	17	238	250	222	276	864
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	400	78	130	131	44	17	49	54	76	53	14	42	38	6	22	26	12	8	16	195	166	15	8	63	52	55	43	238
	25%	39%	27%	21%	19%	24%	34%	33%	20%	21%	21%	30%	39%	42%	21%	19%	18%	24%	40%	31%	20%	16%	48%	27%	21%	25%	15%	28%
No change in next 12 months	1127	114	335	465	168	44	93	104	293	189	50	91	52	8	71	102	53	22	20	403	623	74	7	168	186	163	217	583
	70%	56%	70%	74%	74%	64%	64%	63%	76%	75%	74%	65%	54%	52%	69%	75%	80%	68%	49%	64%	75%	78%	40%	71%	74%	73%	79%	67%
Do less in next 12 months	77	10	14	30	16	8	4	6	14	10	4	8	7	1	10	8	2	3	4	28	38	6	2	7	12	4	16	43
	5%	5%	3%	5%	7%	11%	3%	4%	4%	4%	6%	6%	8%	6%	10%	6%	3%	8%	11%	4%	5%	6%	12%	3%	5%	2%	6%	5%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Go to the cinema

Base: All who Go to the cinema

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2095	41	59	125	219	243	187	134	53	70	140	243	253	178	150	257	527	513	516	99	44	139
Weighted Total	2037	54	78	136	223	229	175	120	62	82	136	219	229	163	132	255	510	495	503	97	43	133
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	488	16	39	45	68	49	21	14	30	25	42	54	40	28	16	71	108	117	128	23	9	32
	24%	29%	51%	33%	31%	21%	12%	12%	49%	30%	31%	25%	17%	17%	12%	28%	21%	24%	26%	23%	22%	24%
No change in next 12 months	1426	33	37	78	143	168	148	100	29	47	84	149	176	125	110	170	379	340	343	69	31	95
	70%	61%	47%	58%	64%	73%	84%	84%	47%	57%	61%	68%	77%	77%	83%	67%	74%	69%	68%	72%	72%	71%
Do less in next 12 months	123	5	1	13	12	12	6	5	2	11	11	16	13	9	6	14	23	39	32	5	3	7
	6%	10%	2%	10%	5%	5%	3%	4%	4%	13%	8%	7%	6%	6%	5%	5%	5%	8%	6%	5%	7%	5%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Go to the cinema

Base: All who Go to the cinema

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2095	187	528	821	401	158	184	196	545	338	90	153	87	26	140	183	110	43	34	748	1123	173	17	272	302	275	467	1090
Weighted Total	2037	192	519	793	383	150	180	193	516	318	85	173	104	26	134	169	98	42	41	768	1051	157	19	259	283	258	427	1101
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	488	80	150	156	75	28	60	67	98	63	19	62	42	6	24	23	16	9	18	245	195	22	9	67	57	55	62	308
	24%	41%	29%	20%	19%	19%	33%	35%	19%	20%	23%	36%	40%	24%	18%	14%	16%	22%	43%	32%	19%	14%	46%	26%	20%	21%	15%	28%
No change in next 12 months	1426	100	347	590	285	105	112	118	397	233	62	95	58	18	101	128	77	27	21	479	794	124	7	172	212	187	345	725
	70%	52%	67%	74%	74%	70%	62%	61%	77%	73%	73%	55%	55%	68%	75%	76%	79%	65%	51%	62%	76%	79%	37%	66%	75%	73%	81%	66%
Do less in next 12 months	123	13	22	47	24	17	8	8	22	22	4	16	5	2	10	18	4	5	3	44	62	11	3	20	13	16	19	68
	6%	7%	4%	6%	6%	12%	5%	4%	4%	7%	4%	9%	5%	8%	7%	10%	5%	13%	6%	6%	6%	7%	18%	8%	5%	6%	5%	6%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Play games on social network sites

Base: All who Play games on social network sites

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1213	28	50	93	155	144	86	38	34	52	93	154	139	84	63	165	297	297	298	53	24	79
Weighted Total	1200	37	66	101	158	136	80	34	40	61	91	139	126	77	55	168	291	291	296	53	23	78
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	211	9	18	22	34	23	5	4	12	13	22	23	18	6	4	42	42	49	54	10	2	12
	18%	25%	28%	22%	21%	17%	6%	11%	29%	21%	25%	16%	14%	8%	6%	25%	14%	17%	18%	19%	10%	15%
No change in next 12 months	846	22	34	62	100	105	65	26	20	35	58	105	100	67	47	104	212	212	206	38	17	57
	71%	61%	52%	61%	63%	77%	81%	76%	50%	58%	65%	75%	79%	87%	86%	62%	73%	73%	70%	71%	74%	74%
Do less in next 12 months	142	5	13	17	24	8	10	4	8	13	10	12	8	4	4	23	38	30	35	5	4	9
	12%	14%	20%	17%	15%	6%	13%	13%	21%	21%	11%	8%	6%	5%	8%	13%	13%	10%	12%	10%	16%	11%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Play games on social network sites

Base: All who Play games on social network sites

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	1213	156	332	436	209	80	122	134	273	165	46	100	64	22	100	112	43	32	27	462	623	88	13	207	204	180	219	615
Weighted Total	1200	161	330	430	201	78	121	134	261	158	45	114	76	22	96	104	38	31	33	481	590	80	15	199	192	170	202	635
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	211	63	55	55	19	18	28	38	33	27	9	18	20	1	13	17	4	3	9	87	102	8	6	49	42	34	22	107
	18%	39%	17%	13%	10%	23%	24%	28%	13%	17%	20%	16%	27%	5%	13%	16%	9%	9%	26%	18%	17%	10%	40%	25%	22%	20%	11%	17%
No change in next 12 months	846	80	229	327	161	49	82	87	202	115	26	70	41	18	72	79	29	25	17	317	438	66	8	132	131	122	162	438
	71%	50%	69%	76%	80%	63%	68%	65%	77%	73%	59%	61%	54%	80%	75%	76%	77%	81%	52%	66%	74%	82%	53%	66%	68%	71%	80%	69%
Do less in next 12 months	142	18	45	48	20	11	10	10	26	15	9	26	14	3	12	8	5	3	7	77	50	6	1	18	19	15	18	91
	12%	11%	14%	11%	10%	14%	8%	7%	10%	10%	20%	23%	19%	15%	12%	8%	14%	10%	22%	16%	8%	8%	7%	9%	10%	9%	9%	14%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Listen to radio streamed over the internet

Base: All who Listen to radio streamed over the internet

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1469	27	49	103	173	195	133	113	36	52	89	160	153	103	83	207	378	334	352	62	33	103
Weighted Total	1437	36	64	112	177	184	124	101	42	61	87	144	138	94	73	208	366	325	346	61	32	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	281	12	28	30	37	35	13	9	11	15	20	26	26	15	4	46	58	70	72	16	5	15
	20%	33%	43%	27%	21%	19%	11%	9%	25%	25%	24%	18%	19%	16%	6%	22%	16%	21%	21%	26%	16%	16%
No change in next 12 months	1081	20	33	76	129	145	106	90	28	38	59	109	105	78	65	147	291	237	260	41	26	78
	75%	56%	51%	68%	73%	79%	86%	89%	67%	62%	69%	76%	76%	83%	89%	71%	80%	73%	75%	67%	80%	79%
Do less in next 12 months	75	4	4	5	11	4	5	2	4	8	7	9	7	2	4	15	17	18	14	4	1	5
	5%	11%	6%	5%	6%	2%	4%	2%	8%	13%	8%	6%	5%	2%	5%	7%	5%	5%	4%	7%	4%	5%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Listen to radio streamed over the internet

Base: All who Listen to radio streamed over the internet

	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	1469	165	408	570	235	91	124	155	356	254	67	111	66	15	105	99	85	32	27	558	753	119	12	192	208	181	302	791
Weighted Total	1437	170	402	552	226	86	122	154	340	240	64	124	79	15	101	91	76	31	33	573	709	108	14	183	196	171	276	803
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	281	57	83	99	31	12	26	42	56	39	16	33	23	4	13	15	5	10	1	141	123	13	3	35	43	33	27	178
	20%	33%	21%	18%	14%	13%	21%	27%	16%	16%	25%	26%	29%	27%	13%	16%	7%	33%	4%	25%	17%	12%	23%	19%	22%	19%	10%	22%
No change in next 12 months	1081	105	295	432	180	69	88	107	271	191	41	83	47	9	80	74	70	20	29	398	553	91	9	138	140	133	242	577
	75%	62%	73%	78%	80%	80%	72%	70%	80%	80%	65%	66%	59%	60%	79%	82%	93%	64%	89%	70%	78%	84%	67%	75%	71%	78%	88%	72%
Do less in next 12 months	75	8	24	21	15	6	9	5	14	10	7	9	10	2	8	2	-	1	2	33	33	4	1	10	13	6	7	48
	5%	5%	6%	4%	7%	7%	7%	3%	4%	4%	11%	7%	12%	13%	8%	2%	-	3%	8%	6%	5%	4%	10%	6%	7%	3%	3%	6%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Read e-books

Base: All who Read e-books

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1216	21	37	78	141	148	90	82	28	33	81	141	160	92	84	171	314	274	294	62	23	78
Weighted Total	1182	28	49	85	144	139	84	73	33	39	79	127	145	84	74	173	302	265	285	60	22	74
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	450	9	22	28	67	44	27	14	14	20	36	46	61	30	31	62	115	104	109	22	8	29
	38%	33%	46%	33%	47%	32%	32%	20%	43%	52%	46%	36%	42%	36%	42%	36%	38%	39%	38%	36%	38%	40%
No change in next 12 months	682	17	22	47	70	91	56	59	12	16	38	76	81	53	43	98	175	150	165	38	14	44
	58%	62%	46%	55%	49%	66%	67%	80%	36%	42%	48%	60%	56%	63%	58%	56%	58%	57%	58%	62%	62%	59%
Do less in next 12 months	49	1	4	10	6	4	1	-	7	2	5	5	3	1	-	13	12	11	11	1	-	1
	4%	5%	8%	12%	4%	3%	1%	-	21%	6%	6%	4%	2%	1%	-	8%	4%	4%	4%	2%	-	1%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Read e-books

Base: All who Read e-books

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	1216	141	364	461	177	73	102	114	307	219	58	86	47	16	68	97	72	30	18	400	701	85	12	176	200	180	265	599
Weighted Total	1182	144	358	444	167	69	100	114	291	207	55	96	56	16	65	89	64	29	21	411	658	77	14	168	188	169	242	606
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	450	62	156	160	53	19	47	44	105	77	16	44	23	7	21	32	23	12	9	167	238	27	8	63	65	62	90	239
	38%	43%	44%	36%	32%	28%	47%	39%	36%	37%	29%	46%	40%	43%	32%	36%	36%	41%	44%	41%	36%	35%	59%	37%	34%	37%	37%	39%
No change in next 12 months	682	76	185	271	107	44	45	62	181	124	37	45	30	8	42	53	41	15	11	217	400	50	5	95	116	101	149	338
	58%	53%	52%	61%	64%	63%	46%	54%	62%	60%	66%	47%	53%	49%	65%	60%	64%	52%	51%	53%	61%	65%	32%	57%	62%	60%	61%	56%
Do less in next 12 months	49	6	17	14	7	6	7	8	5	6	3	7	4	1	2	4	-	2	1	27	20	-	1	10	7	6	3	29
	4%	4%	5%	3%	4%	9%	7%	7%	2%	3%	5%	8%	6%	7%	3%	4%	-	7%	5%	6%	3%	-	8%	6%	4%	4%	1%	5%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Play games on a handheld gaming device e.g. PSP, Nintendo DS

Base: All who Play games on a handheld gaming device e.g. PSP, Nintendo DS

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1100	32	47	89	139	139	64	25	36	47	93	130	144	66	49	148	274	270	269	49	23	67
Weighted Total	1094	42	62	97	142	131	60	22	42	55	91	117	130	60	43	151	271	268	268	49	23	65
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	194	13	17	26	33	19	7	-	8	11	19	19	14	6	3	28	35	54	48	10	1	18
	18%	31%	28%	27%	23%	14%	11%	-	19%	19%	22%	16%	10%	11%	6%	19%	13%	20%	18%	20%	6%	28%
No change in next 12 months	767	18	29	58	94	99	47	20	23	35	62	89	106	50	37	99	200	182	192	34	19	41
	70%	44%	47%	60%	66%	76%	78%	88%	56%	64%	69%	76%	81%	83%	86%	66%	74%	68%	72%	70%	84%	63%
Do less in next 12 months	133	11	16	13	15	13	7	3	11	9	9	9	11	4	4	23	36	32	28	5	2	6
	12%	25%	26%	13%	11%	10%	11%	12%	25%	17%	10%	8%	8%	6%	8%	15%	13%	12%	11%	10%	10%	9%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Play games on a handheld gaming device e.g. PSP, Nintendo DS

Base: All who Play games on a handheld gaming device e.g. PSP, Nintendo DS

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	1100	145	322	425	157	51	108	120	252	167	54	98	59	16	69	104	30	23	28	409	588	61	14	193	235	192	180	529
Weighted Total	1094	151	321	419	154	50	108	120	242	159	52	112	71	17	68	96	27	23	34	432	557	56	16	185	221	181	166	556
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	194	49	64	62	12	7	24	28	33	26	5	27	17	4	13	14	-	4	5	90	88	6	6	35	31	26	12	118
	18%	32%	20%	15%	8%	15%	22%	23%	14%	16%	9%	24%	24%	23%	19%	14%	-	20%	15%	21%	16%	10%	36%	19%	14%	14%	7%	21%
No change in next 12 months	767	87	221	306	116	37	74	81	183	118	37	60	40	10	45	75	26	17	20	284	412	46	7	129	172	138	134	361
	70%	58%	69%	73%	75%	75%	69%	67%	76%	74%	70%	54%	57%	63%	66%	78%	97%	76%	59%	66%	74%	82%	42%	70%	78%	76%	81%	65%
Do less in next 12 months	133	15	36	51	26	5	10	12	26	15	11	25	14	2	10	8	1	1	9	58	58	5	4	21	17	17	20	77
	12%	10%	11%	12%	17%	10%	9%	10%	11%	9%	21%	22%	19%	13%	15%	8%	3%	4%	26%	13%	10%	8%	22%	12%	8%	9%	12%	14%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Play games on a mobile device/smartphone/tablet

Base: All who Play games on a mobile device/smartphone/tablet

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1523	40	56	115	183	193	100	60	51	65	128	195	190	90	57	205	372	388	367	67	34	90
Weighted Total	1508	53	74	125	187	182	93	54	60	76	125	176	172	82	50	207	366	381	364	67	34	89
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	349	16	28	45	37	39	13	5	25	23	27	39	36	11	6	54	86	81	82	19	9	18
	23%	30%	38%	36%	20%	21%	14%	10%	41%	31%	22%	22%	21%	13%	12%	26%	24%	21%	22%	28%	27%	21%
No change in next 12 months	1062	30	38	72	140	135	74	45	27	47	85	131	130	68	41	131	254	275	259	47	25	70
	70%	58%	52%	57%	75%	74%	79%	83%	45%	62%	68%	74%	76%	82%	82%	63%	70%	72%	71%	71%	73%	79%
Do less in next 12 months	97	7	8	9	10	8	7	4	8	6	13	6	5	4	3	22	25	25	23	1	-	-
	6%	13%	11%	7%	5%	5%	7%	7%	14%	8%	10%	4%	3%	4%	5%	11%	7%	7%	6%	2%	-	-

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Play games on a mobile device/smartphone/tablet

Base: All who Play games on a mobile device/smartphone/tablet

	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	1523	188	456	587	227	65	135	156	368	233	68	134	88	16	102	140	55	28	37	577	801	92	16	243	262	227	251	800
Weighted Total	1508	193	453	575	222	64	134	157	351	221	65	152	105	16	99	130	49	28	45	603	757	84	19	232	246	214	232	827
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	349	74	95	131	36	13	40	56	68	36	14	46	35	3	20	17	6	7	15	161	147	17	9	51	52	48	36	214
	23%	38%	21%	23%	16%	20%	30%	36%	19%	16%	22%	30%	33%	21%	20%	13%	13%	26%	33%	27%	19%	21%	51%	22%	21%	23%	15%	26%
No change in next 12 months	1062	109	338	407	164	43	84	95	264	170	46	94	58	12	71	106	43	19	23	408	565	62	5	167	178	155	184	557
	70%	57%	75%	71%	74%	67%	63%	60%	75%	77%	71%	62%	56%	72%	72%	82%	87%	66%	51%	68%	75%	74%	24%	72%	72%	72%	80%	67%
Do less in next 12 months	97	9	20	38	21	9	10	6	19	15	5	12	12	1	8	7	-	2	7	34	46	5	5	14	16	11	12	56
	6%	5%	4%	7%	10%	13%	8%	4%	5%	7%	7%	8%	11%	7%	8%	5%	-	8%	17%	6%	6%	5%	25%	6%	7%	5%	5%	7%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Watch Pay-per-view / On-demand movies via Sky or Virgin

Base: All who Watch Pay-per-view / On-demand movies via Sky or Virgin

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	868	17	32	62	122	113	64	38	23	30	52	101	119	62	33	131	229	188	203	41	20	56
Weighted Total	854	22	42	67	124	106	60	34	27	35	51	91	108	57	29	133	221	184	201	41	19	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	190	5	16	14	35	26	14	2	8	8	12	22	19	7	2	45	40	33	53	5	2	13
	22%	24%	38%	21%	28%	25%	23%	5%	30%	23%	23%	24%	18%	13%	6%	34%	18%	18%	26%	13%	10%	23%
No change in next 12 months	598	17	22	48	80	75	40	31	15	20	32	64	81	45	26	74	161	141	136	32	16	38
	70%	76%	53%	71%	64%	71%	67%	92%	57%	57%	63%	70%	76%	79%	91%	56%	73%	76%	68%	77%	81%	70%
Do less in next 12 months	66	-	4	5	10	5	6	1	4	7	7	5	7	5	1	14	20	11	12	4	2	4
	8%	-	9%	8%	8%	4%	9%	3%	13%	20%	13%	6%	7%	8%	3%	11%	9%	6%	6%	10%	9%	7%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Watch Pay-per-view / On-demand movies via Sky or Virgin

Base: All who Watch Pay-per-view / On-demand movies via Sky or Virgin

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	868	138	280	295	116	39	75	113	203	171	45	57	35	11	38	68	31	21	19	294	495	53	7	165	165	154	177	384
Weighted Total	854	142	275	288	112	37	75	114	195	162	43	65	42	11	36	63	28	20	23	306	468	49	8	158	155	146	164	396
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	190	58	58	57	14	3	21	37	36	35	14	19	5	2	5	9	3	4	6	68	101	9	6	40	43	37	27	89
	22%	41%	21%	20%	13%	9%	28%	32%	18%	22%	33%	29%	11%	18%	13%	15%	10%	20%	25%	22%	22%	19%	74%	25%	28%	26%	16%	23%
No change in next 12 months	598	71	200	214	82	31	47	72	146	117	24	39	30	8	28	48	23	14	15	210	334	37	2	107	103	98	126	275
	70%	50%	73%	74%	73%	84%	63%	63%	75%	72%	56%	60%	72%	74%	79%	76%	84%	70%	64%	69%	71%	76%	26%	68%	66%	67%	77%	69%
Do less in next 12 months	66	12	18	18	16	3	6	5	12	10	5	7	7	1	3	6	2	2	2	28	33	3	-	11	9	11	11	32
	8%	9%	6%	6%	14%	8%	8%	4%	6%	6%	11%	11%	17%	8%	8%	9%	7%	10%	10%	9%	7%	6%	-	7%	6%	7%	7%	8%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Rent DVDs

Base: All who Rent DVDs

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	995	17	36	69	133	116	79	60	23	35	65	123	114	71	54	135	277	217	226	43	32	65
Weighted Total	975	22	47	75	136	109	74	54	27	41	63	111	103	65	47	137	267	213	221	42	31	63
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	130	4	14	14	30	14	3	4	5	6	9	13	9	3	4	26	29	31	35	3	2	4
	13%	18%	31%	19%	22%	13%	4%	7%	17%	14%	14%	11%	9%	4%	7%	19%	11%	14%	16%	7%	7%	6%
No change in next 12 months	615	11	29	49	77	70	53	37	14	22	38	70	63	48	35	91	167	129	131	30	21	46
	63%	47%	61%	65%	56%	64%	72%	68%	52%	54%	60%	63%	61%	73%	74%	67%	63%	60%	59%	70%	68%	74%
Do less in next 12 months	230	8	4	12	30	25	18	13	8	13	17	28	31	15	9	20	70	54	55	10	8	13
	24%	35%	8%	16%	22%	23%	24%	25%	30%	31%	26%	25%	30%	23%	19%	14%	26%	25%	25%	24%	25%	20%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Rent DVDs

Base: All who Rent DVDs

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	995	128	275	374	158	60	90	119	254	187	54	58	42	8	54	82	33	14	19	354	551	65	6	157	178	163	187	486
Weighted Total	975	133	271	363	151	57	89	120	242	177	52	66	51	8	52	76	29	13	23	366	520	59	7	150	167	155	171	496
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	130	33	48	37	9	4	11	33	21	16	6	13	11	1	6	8	2	3	4	58	58	7	3	23	23	25	9	73
	13%	25%	18%	10%	6%	6%	12%	27%	9%	9%	12%	19%	21%	12%	11%	11%	6%	22%	16%	16%	11%	12%	49%	15%	14%	16%	5%	15%
No change in next 12 months	615	79	152	237	102	44	59	64	161	120	33	40	21	7	33	52	20	7	9	236	328	39	2	93	102	89	116	310
	63%	59%	56%	65%	68%	77%	66%	53%	66%	68%	64%	60%	41%	88%	63%	68%	67%	50%	42%	64%	63%	66%	32%	62%	61%	58%	68%	63%
Do less in next 12 months	230	21	71	89	40	9	19	23	61	41	12	13	20	-	13	15	8	4	9	72	134	13	1	34	42	40	46	113
	24%	15%	26%	25%	26%	16%	22%	19%	25%	23%	24%	20%	39%	-	26%	20%	27%	28%	42%	20%	26%	22%	19%	23%	25%	26%	27%	23%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Read other peoples' blogs

Base: All who Read other peoples' blogs

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1453	27	41	112	181	174	124	96	34	49	96	171	147	110	91	199	372	332	350	67	35	98
Weighted Total	1420	36	54	122	185	164	116	86	40	57	94	154	133	101	80	198	361	324	343	66	34	94
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	248	8	17	23	40	23	9	4	19	20	20	26	24	13	4	45	54	57	61	12	2	17
	17%	22%	32%	19%	22%	14%	8%	4%	47%	35%	22%	17%	18%	13%	4%	23%	15%	18%	18%	18%	5%	18%
No change in next 12 months	1080	28	28	88	131	136	99	79	15	33	65	120	102	87	69	133	287	241	269	50	27	73
	76%	78%	51%	72%	71%	83%	85%	93%	38%	57%	70%	78%	77%	86%	87%	67%	80%	74%	78%	76%	80%	78%
Do less in next 12 months	92	-	9	11	14	6	7	3	6	5	8	8	7	1	7	21	19	26	13	4	5	4
	6%	-	17%	9%	8%	3%	6%	3%	15%	8%	8%	5%	5%	1%	9%	11%	5%	8%	4%	6%	15%	4%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Read other peoples' blogs

Base: All who Read other peoples' blogs

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	1453	165	397	553	244	94	119	140	358	247	61	121	62	18	109	114	72	32	23	571	743	104	12	192	218	184	289	783
Weighted Total	1420	169	391	537	234	89	117	139	342	232	58	136	73	18	105	105	64	31	28	587	698	95	13	182	205	173	264	794
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	248	52	73	83	30	10	26	36	42	30	12	37	21	5	13	17	2	8	7	125	100	10	6	40	34	30	30	147
	17%	31%	19%	15%	13%	12%	22%	26%	12%	13%	21%	27%	29%	29%	12%	16%	3%	27%	27%	21%	14%	11%	45%	22%	17%	17%	11%	19%
No change in next 12 months	1080	107	295	421	192	64	78	95	282	189	39	90	44	13	85	83	60	22	18	421	553	81	6	129	161	135	220	591
	76%	63%	76%	78%	82%	72%	66%	68%	83%	81%	68%	66%	60%	71%	81%	80%	93%	70%	65%	72%	79%	85%	48%	71%	79%	78%	83%	74%
Do less in next 12 months	92	9	23	33	12	15	13	8	18	13	7	9	8	-	7	5	3	1	2	40	45	4	1	13	9	8	14	55
	6%	6%	6%	6%	5%	16%	11%	6%	5%	6%	11%	7%	12%	-	7%	5%	4%	3%	8%	7%	6%	4%	7%	7%	5%	5%	5%	7%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Listen to music for free but with adverts from streaming sites such as Spotify or We7

Base: All who Listen to music for free but with adverts from streaming sites such as Spotify or We7

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1002	27	47	91	141	139	70	50	35	50	70	113	94	44	31	148	249	229	242	43	22	69
Weighted Total	1003	36	62	99	144	131	65	45	41	59	68	102	85	40	27	152	247	228	244	43	22	68
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	211	11	20	24	38	20	8	3	16	8	18	22	16	6	2	41	46	49	53	5	3	14
	21%	30%	32%	24%	26%	15%	13%	6%	40%	14%	26%	21%	19%	16%	6%	27%	18%	22%	22%	11%	15%	21%
No change in next 12 months	714	21	36	68	91	104	49	41	21	41	44	75	66	34	24	97	182	158	173	34	17	52
	71%	59%	57%	69%	63%	79%	76%	92%	51%	70%	64%	73%	78%	84%	87%	64%	74%	70%	71%	79%	76%	77%
Do less in next 12 months	78	4	7	7	15	8	7	1	4	9	7	5	3	-	2	14	19	20	18	4	2	1
	8%	11%	11%	7%	11%	6%	11%	2%	9%	16%	10%	5%	3%	-	6%	9%	8%	9%	7%	10%	9%	1%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Listen to music for free but with adverts from streaming sites such as Spotify or We7

Base: All who Listen to music for free but with adverts from streaming sites such as Spotify or We7

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	1002	132	319	367	139	45	92	121	236	162	44	94	57	13	63	64	32	24	24	408	500	58	12	150	165	135	159	545
Weighted Total	1003	138	320	364	137	45	92	122	228	155	42	108	68	14	62	60	29	24	29	430	478	53	14	145	155	129	148	569
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	211	51	70	66	20	4	20	32	43	33	11	22	18	3	12	10	3	6	10	95	94	6	6	38	38	28	22	122
	21%	37%	22%	18%	15%	8%	21%	26%	19%	22%	25%	20%	26%	22%	20%	16%	9%	25%	36%	22%	20%	11%	46%	26%	24%	21%	15%	21%
No change in next 12 months	714	77	233	267	103	35	62	89	170	110	24	73	45	11	43	45	26	16	16	297	349	46	6	97	105	95	117	398
	71%	55%	73%	74%	75%	78%	67%	73%	75%	71%	56%	68%	66%	78%	70%	76%	91%	66%	55%	69%	73%	86%	46%	67%	68%	73%	79%	70%
Do less in next 12 months	78	11	16	30	14	6	11	2	15	11	8	13	5	-	6	5	-	2	3	38	34	2	1	10	13	7	8	49
	8%	8%	5%	8%	10%	14%	12%	2%	7%	7%	19%	12%	7%	-	10%	8%	-	9%	9%	9%	7%	3%	8%	7%	8%	5%	6%	9%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Read magazines in a digital format (e.g. as a pdf, website, email)

Base: All who Read magazines in a digital format (e.g. as a pdf, website, email)

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1256	31	43	90	148	163	107	88	27	41	71	137	146	87	77	191	316	277	303	58	26	85
Weighted Total	1230	41	57	98	151	154	100	79	32	48	69	124	132	80	68	191	307	270	298	57	25	82
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	312	9	24	27	42	39	22	8	12	20	19	35	31	16	9	58	72	62	83	9	4	24
	25%	23%	42%	28%	28%	25%	22%	10%	37%	41%	27%	28%	23%	21%	13%	31%	23%	23%	28%	17%	16%	29%
No change in next 12 months	865	30	30	63	102	112	74	68	18	22	46	84	96	63	57	123	222	191	204	45	21	58
	70%	74%	53%	64%	68%	73%	74%	86%	56%	46%	66%	68%	73%	79%	84%	65%	72%	71%	68%	80%	84%	71%
Do less in next 12 months	53	1	3	8	7	3	4	3	2	6	5	5	5	-	2	9	13	17	11	2	-	-
	4%	3%	5%	8%	5%	2%	4%	3%	7%	12%	7%	4%	4%	-	3%	5%	4%	6%	4%	4%	-	-

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Read magazines in a digital format (e.g. as a pdf, website, email)

Base: All who Read magazines in a digital format (e.g. as a pdf, website, email)

	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	1256	159	377	481	165	74	101	131	296	236	63	98	54	18	71	92	71	25	24	459	672	89	12	169	198	168	251	656
Weighted Total	1230	164	371	466	158	71	101	131	282	221	61	111	66	18	67	85	63	25	29	473	633	81	14	162	186	159	230	668
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	312	63	106	100	25	18	23	45	54	50	21	38	23	7	10	21	11	9	10	142	138	16	6	49	55	45	43	171
	25%	38%	29%	22%	16%	25%	23%	35%	19%	23%	34%	34%	34%	40%	15%	25%	17%	37%	33%	30%	22%	20%	45%	30%	30%	28%	19%	26%
No change in next 12 months	865	94	248	348	125	50	71	81	224	163	35	66	38	9	54	58	52	15	17	309	471	62	7	103	122	109	182	466
	70%	58%	67%	75%	79%	70%	70%	62%	79%	74%	58%	60%	58%	48%	80%	68%	82%	59%	59%	65%	74%	76%	47%	64%	66%	69%	79%	70%
Do less in next 12 months	53	7	17	18	8	3	6	4	5	8	5	7	5	2	3	6	1	1	2	22	24	3	1	10	8	5	5	31
	4%	4%	5%	4%	5%	4%	6%	3%	2%	4%	8%	6%	7%	12%	4%	7%	1%	4%	8%	5%	4%	3%	8%	6%	5%	3%	2%	5%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Watch movies or TV programmes via games console

Base: All who Watch movies or TV programmes via games console

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	888	36	48	96	133	122	54	13	34	37	73	107	87	33	15	135	212	197	232	37	19	56
Weighted Total	900	47	63	104	136	115	50	12	40	43	71	97	79	30	13	141	211	199	236	39	20	56
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	245	9	29	28	43	23	7	1	11	14	30	27	16	2	4	42	54	57	63	9	4	16
	27%	19%	46%	27%	32%	20%	15%	8%	26%	32%	42%	28%	21%	6%	33%	30%	26%	29%	27%	23%	22%	28%
No change in next 12 months	583	33	28	68	80	87	38	9	22	23	38	67	55	27	7	83	134	129	157	28	14	37
	65%	69%	44%	66%	59%	75%	76%	77%	56%	54%	53%	69%	70%	91%	53%	59%	64%	65%	66%	74%	71%	66%
Do less in next 12 months	73	5	7	8	13	6	5	2	7	6	3	3	7	1	2	16	23	13	16	1	1	3
	8%	11%	10%	7%	10%	5%	9%	15%	18%	14%	4%	3%	9%	3%	13%	11%	11%	7%	7%	3%	7%	5%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Watch movies or TV programmes via games console

Base: All who Watch movies or TV programmes via games console

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	888	148	287	305	107	41	90	112	194	137	39	87	63	11	52	73	14	16	29	361	454	34	10	155	159	153	114	473
Weighted Total	900	154	289	307	107	43	91	114	188	132	38	100	76	12	52	68	13	16	35	387	435	31	12	150	150	145	108	504
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	245	66	73	74	18	13	31	46	41	34	9	31	16	5	12	15	3	2	8	116	108	7	5	47	37	36	17	146
	27%	43%	25%	24%	17%	31%	34%	41%	22%	25%	24%	31%	21%	44%	23%	22%	21%	12%	23%	30%	25%	23%	44%	32%	25%	24%	16%	29%
No change in next 12 months	583	80	191	212	78	20	53	62	130	89	24	59	49	5	39	52	8	11	20	239	296	23	4	93	102	101	80	314
	65%	52%	66%	69%	73%	48%	58%	55%	69%	67%	64%	58%	65%	46%	75%	77%	64%	69%	56%	62%	68%	74%	36%	62%	68%	69%	74%	62%
Do less in next 12 months	73	8	25	20	11	9	7	5	17	10	5	11	11	1	1	1	2	3	7	32	31	1	2	10	10	9	10	43
	8%	5%	9%	7%	10%	21%	8%	5%	9%	7%	13%	11%	14%	10%	2%	1%	14%	19%	20%	8%	7%	3%	19%	6%	7%	6%	10%	9%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Swap files from hard drives or USB sticks

Base: All who Swap files from hard drives or USB sticks

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1595	42	54	117	177	200	146	132	41	63	103	179	162	102	77	209	409	389	377	73	31	107
Weighted Total	1568	55	71	127	181	188	136	118	48	74	100	162	147	93	68	210	398	381	371	72	31	104
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	282	16	26	32	45	26	14	7	15	26	20	23	21	6	4	45	52	68	79	10	7	20
	18%	29%	37%	25%	25%	14%	10%	6%	32%	35%	20%	14%	14%	7%	6%	22%	13%	18%	21%	14%	24%	19%
No change in next 12 months	1204	36	43	85	128	153	120	109	26	42	70	130	121	84	58	149	326	294	272	59	22	82
	77%	64%	61%	67%	71%	81%	88%	92%	54%	57%	70%	80%	83%	90%	86%	71%	82%	77%	73%	82%	70%	79%
Do less in next 12 months	82	4	1	11	8	9	3	2	7	6	10	9	5	3	5	15	20	20	20	3	2	2
	5%	7%	2%	9%	5%	5%	2%	2%	15%	8%	10%	6%	3%	3%	8%	7%	5%	5%	5%	4%	6%	2%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Swap files from hard drives or USB sticks

Base: All who Swap files from hard drives or USB sticks

	Ownership of technology devices						Which of the following best describes your occupation?											What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	1595	169	453	640	262	71	124	156	388	271	68	139	80	22	128	109	75	35	28	608	832	114	13	205	224	204	310	881
Weighted Total	1568	174	449	622	253	70	123	156	368	255	65	157	96	22	123	101	67	34	34	631	783	104	15	196	210	193	283	899
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	282	54	83	103	30	12	31	41	47	36	10	51	27	5	14	8	3	8	11	141	111	14	5	44	38	32	21	186
	18%	31%	18%	17%	12%	17%	25%	26%	13%	14%	15%	33%	28%	23%	12%	8%	4%	23%	32%	22%	14%	13%	34%	22%	18%	17%	8%	21%
No change in next 12 months	1204	110	347	488	210	49	85	105	299	211	48	100	60	15	103	89	63	24	21	456	634	84	9	140	161	152	253	667
	77%	63%	77%	78%	83%	69%	69%	67%	81%	83%	74%	63%	63%	67%	84%	88%	95%	72%	61%	72%	81%	81%	59%	71%	76%	79%	89%	74%
Do less in next 12 months	82	10	19	31	12	10	6	10	23	9	7	6	8	2	5	4	1	2	2	34	38	6	1	12	11	9	9	47
	5%	6%	4%	5%	5%	14%	5%	6%	6%	3%	11%	4%	8%	9%	4%	4%	1%	5%	7%	5%	5%	6%	8%	6%	5%	5%	3%	5%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Subscribe to an online TV or movie service (e.g. Netflix, Lovefilm)

Base: All who Subscribe to an online TV or movie service (e.g. Netflix, Lovefilm)

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	747	19	29	69	127	93	45	18	19	30	58	96	89	36	19	115	190	168	182	24	17	51
Weighted Total	744	25	38	75	130	88	42	16	22	35	56	87	81	33	17	117	187	169	181	24	17	50
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	169	4	14	13	35	26	7	3	6	8	16	14	19	5	1	37	41	33	38	8	2	10
	23%	16%	38%	17%	27%	30%	16%	17%	26%	23%	28%	16%	24%	14%	5%	31%	22%	20%	21%	33%	12%	20%
No change in next 12 months	491	16	22	49	80	59	29	12	12	18	33	66	53	27	15	68	126	111	123	13	15	35
	66%	63%	59%	65%	61%	68%	69%	72%	53%	50%	59%	76%	66%	83%	89%	58%	68%	66%	68%	53%	88%	70%
Do less in next 12 months	84	5	1	13	15	2	7	2	5	9	8	7	8	1	1	12	19	25	20	3	-	5
	11%	21%	3%	17%	12%	2%	16%	11%	21%	27%	14%	8%	10%	3%	5%	10%	10%	15%	11%	14%	-	10%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Subscribe to an online TV or movie service (e.g. Netflix, Lovefilm)

Base: All who Subscribe to an online TV or movie service (e.g. Netflix, Lovefilm)

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	747	124	237	258	89	39	73	92	188	133	39	58	36	9	44	48	16	11	13	286	401	37	10	129	148	122	96	392
Weighted Total	744	127	237	255	87	38	73	94	181	126	38	65	43	9	44	45	14	11	16	300	384	34	11	125	140	116	89	406
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	169	53	47	50	12	7	16	25	27	38	11	20	8	3	11	7	2	1	2	73	85	5	4	33	33	30	18	89
	23%	42%	20%	20%	14%	18%	22%	26%	15%	30%	29%	31%	19%	32%	25%	17%	13%	9%	15%	24%	22%	14%	40%	26%	24%	26%	20%	22%
No change in next 12 months	491	64	164	173	64	25	46	66	138	80	21	33	22	6	29	30	12	7	9	185	264	26	5	76	98	77	64	265
	66%	50%	69%	68%	74%	66%	64%	71%	76%	63%	56%	50%	50%	68%	66%	68%	87%	64%	61%	62%	69%	78%	50%	61%	70%	66%	73%	65%
Do less in next 12 months	84	10	25	32	11	6	11	3	17	8	6	12	13	-	4	7	-	3	4	42	35	3	1	16	9	9	7	52
	11%	8%	11%	13%	12%	16%	15%	3%	9%	7%	15%	19%	31%	-	9%	15%	-	27%	24%	14%	9%	8%	11%	13%	6%	8%	7%	13%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Watch TV programmes via catch up TV (e.g. iPlayer, 4OD, ITV Player)

Base: All who Watch TV programmes via catch up TV (e.g. iPlayer, 4OD, ITV Player)

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2119	43	61	126	197	246	190	166	47	70	129	240	242	193	169	244	557	528	514	97	40	139
Weighted Total	2055	57	80	137	201	232	177	148	55	82	126	217	219	177	148	244	536	511	499	94	39	133
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	490	18	38	35	52	57	27	20	28	32	39	45	50	27	23	67	122	116	127	19	11	28
	24%	33%	48%	25%	26%	24%	15%	13%	51%	39%	31%	21%	23%	15%	15%	27%	23%	23%	25%	20%	29%	21%
No change in next 12 months	1482	32	36	89	135	172	148	128	22	45	80	164	163	148	120	159	394	368	358	74	26	102
	72%	56%	44%	65%	67%	74%	84%	86%	40%	54%	64%	76%	74%	84%	81%	65%	74%	72%	72%	79%	66%	77%
Do less in next 12 months	84	7	7	13	14	3	2	1	5	6	7	7	6	2	5	18	20	27	14	1	2	3
	4%	12%	8%	10%	7%	1%	1%	1%	9%	7%	5%	3%	3%	1%	4%	7%	4%	5%	3%	1%	5%	2%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Watch TV programmes via catch up TV (e.g. iPlayer, 4OD, ITV Player)

Base: All who Watch TV programmes via catch up TV (e.g. iPlayer, 4OD, ITV Player)

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2119	192	516	839	411	161	192	191	524	328	81	147	86	27	167	188	134	54	38	742	1131	189	19	257	293	268	510	1095
Weighted Total	2055	197	508	807	392	152	187	189	495	309	77	167	103	27	159	172	119	51	46	760	1056	171	21	244	274	252	465	1104
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	490	74	139	182	70	24	51	64	89	66	25	68	39	6	22	31	19	10	16	211	223	27	12	65	72	71	84	274
	24%	37%	27%	23%	18%	16%	27%	34%	18%	21%	33%	41%	38%	22%	14%	18%	16%	19%	35%	28%	21%	16%	57%	26%	26%	28%	18%	25%
No change in next 12 months	1482	114	349	602	302	115	131	118	394	235	46	88	54	19	128	134	97	38	24	507	804	139	7	168	193	175	369	776
	72%	58%	69%	75%	77%	76%	70%	62%	80%	76%	60%	53%	53%	69%	80%	78%	81%	75%	51%	67%	76%	81%	32%	69%	70%	69%	79%	70%
Do less in next 12 months	84	10	20	23	19	13	5	7	12	8	6	11	10	2	9	7	4	3	6	42	29	5	2	12	8	6	11	54
	4%	5%	4%	3%	5%	9%	3%	4%	2%	2%	7%	7%	10%	8%	6%	4%	3%	6%	14%	6%	3%	3%	11%	5%	3%	3%	2%	5%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Play on 3D games consoles

Base: All who Play on 3D games consoles

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	524	18	30	56	100	76	26	7	12	17	49	54	54	14	11	106	126	109	123	20	8	32
Weighted Total	530	24	39	61	102	72	24	6	14	20	48	49	49	13	10	109	124	110	126	21	8	32
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	174	9	17	20	42	24	8	-	4	6	18	14	7	3	3	40	28	44	40	11	1	8
	33%	39%	43%	32%	41%	34%	35%	-	25%	29%	37%	28%	15%	21%	27%	37%	23%	40%	32%	53%	11%	27%
No change in next 12 months	303	11	16	37	53	43	13	5	7	13	21	32	35	10	6	57	83	58	71	9	4	21
	57%	44%	40%	61%	52%	61%	54%	86%	50%	65%	45%	67%	72%	79%	64%	52%	67%	53%	56%	41%	47%	67%
Do less in next 12 months	53	4	7	4	7	4	3	1	4	1	9	3	6	-	1	12	12	8	15	1	4	2
	10%	17%	17%	7%	7%	5%	12%	14%	25%	6%	18%	6%	13%	-	9%	11%	9%	7%	12%	5%	43%	6%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Play on 3D games consoles

Base: All who Play on 3D games consoles

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	524	114	180	164	40	26	51	81	102	94	37	49	26	9	31	26	8	10	14	207	270	20	13	100	113	91	64	270
Weighted Total	530	118	180	164	41	26	52	83	99	91	36	55	32	9	31	24	7	10	17	218	262	18	15	97	107	87	61	285
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	174	56	58	46	8	5	23	34	33	29	11	16	7	1	11	5	2	3	4	79	81	3	7	32	34	26	14	98
	33%	47%	32%	28%	20%	20%	45%	41%	33%	32%	30%	28%	24%	10%	34%	20%	25%	31%	21%	36%	31%	15%	47%	32%	31%	30%	23%	34%
No change in next 12 months	303	54	105	100	28	16	24	44	60	54	20	32	17	7	19	17	4	6	10	117	156	15	6	60	64	56	41	154
	57%	46%	59%	61%	67%	62%	46%	52%	60%	59%	54%	59%	54%	79%	59%	72%	50%	61%	59%	54%	60%	80%	38%	61%	60%	65%	67%	54%
Do less in next 12 months	53	8	16	19	5	4	5	6	7	8	6	7	7	1	2	2	2	1	3	22	25	1	2	6	9	5	6	33
	10%	7%	9%	11%	12%	17%	10%	7%	7%	9%	16%	13%	22%	11%	7%	8%	25%	9%	20%	10%	9%	5%	15%	6%	9%	5%	10%	12%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Watch films or TV programmes at home in 3D

Base: All who Watch films or TV programmes at home in 3D

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	547	13	29	53	88	69	35	17	18	12	41	73	52	25	22	103	133	116	131	23	9	32
Weighted Total	546	17	38	58	90	65	33	15	21	14	40	66	47	23	19	106	130	115	131	23	9	31
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	167	7	20	10	35	16	13	2	4	5	14	22	9	6	6	35	34	32	43	7	3	13
	31%	38%	52%	17%	39%	25%	40%	12%	17%	33%	34%	33%	19%	28%	32%	33%	26%	28%	33%	29%	34%	42%
No change in next 12 months	327	9	14	38	45	47	19	13	14	8	21	38	31	16	12	54	87	70	82	13	5	17
	60%	54%	38%	66%	50%	72%	57%	88%	67%	58%	54%	58%	65%	72%	64%	51%	67%	61%	62%	54%	52%	55%
Do less in next 12 months	52	1	4	10	10	2	1	-	4	1	5	6	7	-	1	17	10	13	6	4	1	1
	10%	8%	10%	17%	11%	3%	3%	-	17%	8%	12%	10%	15%	-	5%	16%	8%	11%	5%	17%	14%	3%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Watch films or TV programmes at home in 3D

Base: All who Watch films or TV programmes at home in 3D

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	547	117	183	162	55	30	50	75	113	99	39	33	30	7	32	41	16	12	17	204	284	32	10	109	113	84	88	261
Weighted Total	546	120	181	161	54	30	51	77	109	96	38	36	36	7	31	38	14	12	20	214	270	29	11	105	107	81	82	272
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	167	47	59	44	11	6	16	20	33	30	16	17	10	3	7	10	4	3	6	69	77	10	5	32	36	23	20	89
	31%	39%	33%	27%	20%	20%	31%	25%	30%	31%	41%	47%	27%	42%	21%	27%	25%	26%	30%	32%	28%	35%	40%	30%	34%	29%	25%	33%
No change in next 12 months	327	63	109	100	35	20	25	55	67	59	18	16	19	4	23	24	10	7	10	122	172	17	6	66	61	46	57	157
	60%	53%	60%	62%	65%	66%	49%	72%	62%	61%	48%	45%	53%	58%	72%	64%	69%	57%	50%	57%	64%	59%	52%	62%	57%	57%	69%	58%
Do less in next 12 months	52	9	13	18	8	4	10	2	9	8	4	3	7	-	2	4	1	2	4	23	22	2	1	8	9	12	5	26
	10%	8%	7%	11%	16%	14%	21%	3%	8%	8%	11%	9%	20%	-	6%	10%	6%	17%	21%	11%	8%	6%	8%	8%	9%	15%	6%	10%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Purchase digital enhancements for use in game

Base: All who Purchase digital enhancements for use in game

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	669	27	37	83	125	104	36	14	16	20	52	73	62	13	7	106	157	143	171	35	11	46
Weighted Total	679	36	49	90	128	98	34	12	19	23	51	66	56	12	6	109	157	146	174	36	11	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	138	9	18	20	26	23	3	2	6	4	11	9	7	2	-	31	26	35	31	7	-	9
	20%	26%	38%	22%	20%	23%	8%	14%	31%	15%	21%	14%	13%	15%	-	28%	16%	24%	18%	19%	-	19%
No change in next 12 months	463	22	21	61	92	66	28	11	8	14	34	50	44	7	4	65	109	99	124	20	9	36
	68%	63%	43%	67%	72%	67%	83%	86%	44%	60%	67%	75%	79%	62%	71%	59%	69%	68%	71%	56%	83%	79%
Do less in next 12 months	78	4	9	10	10	9	3	-	5	6	6	7	5	3	2	14	22	12	19	9	2	1
	11%	11%	19%	11%	8%	10%	8%	-	25%	25%	12%	11%	8%	23%	29%	13%	14%	8%	11%	25%	17%	2%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Purchase digital enhancements for use in game

Base: All who Purchase digital enhancements for use in game

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	669	138	258	200	48	25	54	101	149	117	39	61	38	11	39	41	9	10	18	276	340	25	10	127	140	111	71	361
Weighted Total	679	143	257	204	49	26	57	102	145	112	38	70	46	11	39	39	8	10	22	293	329	23	12	124	132	106	67	383
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	138	47	39	31	14	7	19	29	16	24	10	17	11	3	5	4	-	1	4	65	59	3	7	32	29	16	9	80
	20%	33%	15%	15%	29%	27%	32%	28%	11%	21%	26%	24%	23%	28%	13%	10%	-	10%	17%	22%	18%	12%	62%	26%	22%	15%	13%	21%
No change in next 12 months	463	82	188	152	29	12	32	70	112	78	21	41	27	7	30	31	8	7	11	197	237	16	1	80	91	80	53	250
	68%	57%	73%	75%	59%	44%	55%	68%	77%	69%	55%	58%	58%	62%	76%	80%	100%	70%	50%	67%	72%	72%	8%	65%	69%	76%	79%	65%
Do less in next 12 months	78	15	29	20	6	8	7	4	17	10	7	13	8	1	4	4	-	2	7	31	32	4	4	12	12	10	6	52
	11%	10%	11%	10%	12%	29%	12%	4%	12%	9%	19%	18%	18%	10%	10%	10%	-	20%	32%	11%	10%	16%	30%	10%	9%	9%	8%	14%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Pay a monthly fee to a music streaming service

Base: All who Pay a monthly fee to a music streaming service

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	383	7	20	43	81	58	19	7	8	10	37	49	36	6	2	92	84	71	88	22	5	21
Weighted Total	385	9	26	47	83	55	18	6	9	12	36	44	33	5	2	95	82	71	89	22	5	21
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	109	3	13	10	31	13	4	-	4	4	14	6	7	2	-	29	18	22	27	4	-	9
	28%	29%	50%	21%	37%	24%	21%	-	38%	30%	38%	14%	22%	33%	-	30%	22%	31%	31%	19%	-	44%
No change in next 12 months	222	3	9	34	40	36	11	5	4	7	19	29	22	3	2	49	53	41	54	14	3	8
	58%	29%	35%	72%	48%	66%	63%	86%	38%	60%	51%	65%	67%	50%	100%	52%	65%	58%	61%	61%	61%	37%
Do less in next 12 months	54	4	4	3	12	6	3	1	2	1	4	9	4	1	-	17	11	8	8	4	2	4
	14%	43%	15%	7%	15%	10%	16%	14%	25%	10%	11%	20%	11%	17%	-	18%	13%	11%	8%	20%	39%	19%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Pay a monthly fee to a music streaming service

Base: All who Pay a monthly fee to a music streaming service

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	383	94	137	111	21	20	29	73	82	83	32	25	15	5	14	15	3	7	5	161	194	16	7	79	83	72	33	191
Weighted Total	385	97	137	111	21	19	30	75	81	80	32	28	17	5	14	14	3	7	6	167	188	15	9	77	79	70	33	198
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	109	29	44	29	2	6	11	27	16	18	8	10	7	2	4	3	-	5	2	54	48	2	3	23	22	17	7	61
	28%	30%	32%	26%	10%	30%	35%	35%	20%	22%	24%	36%	38%	39%	32%	20%	-	73%	41%	32%	25%	12%	40%	30%	28%	25%	20%	31%
No change in next 12 months	222	57	74	69	13	9	14	43	56	50	19	13	6	3	9	6	2	2	4	85	117	12	4	43	47	43	22	109
	58%	59%	54%	62%	65%	46%	46%	57%	69%	62%	59%	46%	36%	61%	62%	46%	67%	27%	59%	51%	62%	81%	45%	56%	59%	62%	67%	55%
Do less in next 12 months	54	11	19	14	5	5	6	6	9	12	5	5	4	-	1	5	1	-	-	29	23	1	1	11	10	9	4	28
	14%	12%	14%	12%	25%	24%	19%	8%	11%	15%	17%	18%	26%	-	7%	34%	33%	-	-	17%	12%	6%	15%	14%	13%	13%	12%	14%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Pay to download music (e.g. from iTunes)

Base: All who Pay to download music (e.g. from iTunes)

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1261	35	47	97	158	165	85	60	37	51	90	161	144	79	52	173	313	286	305	59	32	93
Weighted Total	1247	46	62	105	161	155	79	54	43	60	88	145	130	72	46	176	307	282	302	59	31	91
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	266	12	26	29	40	29	10	3	15	20	22	27	21	6	4	47	66	53	67	16	1	16
	21%	26%	43%	28%	25%	19%	13%	5%	35%	33%	26%	19%	16%	9%	10%	27%	21%	19%	22%	27%	4%	18%
No change in next 12 months	854	32	29	65	101	108	62	46	16	32	57	104	98	63	40	109	211	196	207	35	27	67
	68%	69%	47%	62%	63%	70%	78%	87%	38%	53%	66%	71%	75%	87%	88%	62%	69%	70%	69%	60%	88%	74%
Do less in next 12 months	128	3	7	11	20	18	7	4	12	8	8	14	12	3	1	20	30	32	28	8	3	7
	10%	6%	11%	10%	13%	12%	9%	8%	27%	14%	9%	10%	9%	4%	2%	11%	10%	11%	9%	13%	9%	8%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Pay to download music (e.g. from iTunes)

Base: All who Pay to download music (e.g. from iTunes)

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	1261	165	396	481	167	52	100	123	326	226	59	105	66	14	73	90	49	30	30	503	640	73	15	186	202	173	217	677
Weighted Total	1247	171	391	472	162	51	100	124	311	214	57	120	80	14	71	84	44	30	37	522	605	67	17	179	190	163	200	696
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	266	66	84	77	29	10	21	38	58	38	10	40	24	5	9	15	2	6	10	134	109	7	6	44	41	33	24	164
	21%	39%	21%	16%	18%	20%	21%	30%	19%	18%	18%	33%	30%	37%	13%	18%	4%	20%	26%	26%	18%	11%	35%	25%	21%	20%	12%	24%
No change in next 12 months	854	89	273	349	112	31	66	78	226	154	41	64	40	8	55	59	41	21	20	339	431	56	8	112	127	113	158	459
	68%	52%	70%	74%	69%	60%	66%	63%	73%	72%	72%	54%	50%	57%	78%	70%	94%	70%	54%	65%	71%	84%	46%	62%	67%	69%	79%	66%
Do less in next 12 months	128	17	34	46	21	10	13	9	27	22	6	16	15	1	6	10	1	3	7	49	65	4	3	23	22	17	19	72
	10%	10%	9%	10%	13%	20%	13%	7%	9%	10%	11%	13%	19%	6%	9%	11%	2%	10%	20%	9%	11%	5%	18%	13%	12%	10%	9%	10%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Write your own blog

Base: All who Write your own blog

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	595	10	24	56	100	72	40	32	12	24	51	70	59	25	20	88	156	138	137	22	7	47
Weighted Total	590	13	32	61	102	68	37	29	14	28	50	63	53	23	18	89	152	138	136	21	7	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	203	9	18	18	31	24	9	4	11	11	19	20	18	8	3	33	39	60	48	6	2	16
	34%	70%	58%	30%	30%	36%	25%	16%	75%	38%	37%	31%	34%	36%	15%	37%	25%	43%	35%	30%	30%	34%
No change in next 12 months	348	1	13	36	63	41	22	23	2	15	28	40	34	15	13	45	98	76	79	15	5	30
	59%	10%	42%	59%	62%	61%	60%	81%	17%	54%	57%	63%	64%	64%	75%	50%	65%	55%	58%	70%	70%	66%
Do less in next 12 months	38	3	-	7	8	2	6	1	1	2	3	4	1	-	2	12	15	2	9	-	-	-
	7%	20%	-	11%	8%	3%	15%	3%	8%	8%	6%	6%	2%	-	10%	13%	10%	1%	7%	-	-	-

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Write your own blog

Base: All who Write your own blog

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	595	103	205	190	66	31	49	76	142	114	41	53	22	9	29	32	14	14	9	246	305	26	9	96	105	93	91	309
Weighted Total	590	107	202	187	64	30	49	77	138	108	39	60	25	9	29	30	12	14	11	255	291	24	11	93	99	89	84	319
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	203	40	72	65	17	9	20	22	39	36	13	30	15	2	5	10	3	9	9	93	90	7	5	31	29	28	22	126
	34%	38%	36%	35%	27%	30%	41%	28%	28%	33%	34%	50%	58%	23%	17%	34%	21%	66%	82%	37%	31%	31%	44%	33%	29%	32%	26%	40%
No change in next 12 months	348	59	115	115	42	18	26	51	92	63	22	26	10	5	21	18	9	5	1	145	185	15	3	56	60	55	59	175
	59%	55%	57%	61%	65%	60%	53%	67%	67%	59%	56%	44%	38%	55%	75%	59%	72%	34%	9%	57%	64%	62%	32%	61%	61%	61%	70%	55%
Do less in next 12 months	38	8	15	8	5	3	3	4	7	9	4	3	1	2	2	2	1	-	1	17	16	2	2	6	10	6	3	18
	7%	7%	7%	4%	8%	10%	6%	5%	5%	8%	10%	6%	5%	23%	8%	7%	7%	-	9%	7%	6%	8%	24%	6%	10%	7%	3%	6%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Watch Pay-per-view / On-demand movies on Mobile

Base: All who Watch Pay-per-view / On-demand movies on Mobile

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	512	14	27	43	89	82	30	9	12	12	36	63	68	17	10	107	120	103	119	24	11	28
Weighted Total	511	18	36	47	91	77	28	8	14	14	35	57	62	16	9	111	117	102	120	24	10	27
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	130	5	11	15	31	19	5	3	2	5	8	10	13	4	1	39	23	29	29	5	1	4
	25%	29%	30%	33%	34%	24%	17%	33%	17%	33%	22%	17%	21%	24%	10%	35%	20%	29%	24%	22%	9%	15%
No change in next 12 months	317	9	17	26	53	51	19	4	8	8	20	40	44	10	8	55	81	62	76	14	8	21
	62%	50%	48%	56%	58%	66%	67%	44%	58%	58%	58%	70%	72%	65%	90%	50%	69%	61%	64%	57%	73%	78%
Do less in next 12 months	63	4	8	5	7	8	5	2	4	1	7	7	5	2	-	17	13	10	15	5	2	2
	12%	21%	22%	12%	8%	10%	17%	22%	25%	8%	19%	13%	7%	12%	-	15%	11%	10%	12%	21%	18%	7%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Watch Pay-per-view / On-demand movies on Mobile

Base: All who Watch Pay-per-view / On-demand movies on Mobile

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	512	106	191	151	38	26	41	84	123	100	34	26	27	8	16	35	10	8	14	191	279	22	6	111	111	99	73	229
Weighted Total	511	109	190	148	37	26	42	85	119	96	33	30	33	8	16	33	9	8	17	200	267	20	7	107	105	95	69	240
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do more in next 12 months	130	34	45	38	7	6	14	26	26	27	9	10	6	2	2	5	2	1	4	50	68	4	4	29	26	25	12	61
	25%	31%	23%	26%	18%	25%	34%	30%	22%	28%	26%	35%	18%	26%	12%	15%	20%	13%	23%	25%	26%	18%	53%	27%	25%	27%	18%	26%
No change in next 12 months	317	63	125	90	24	16	21	52	83	59	18	14	18	6	13	22	7	6	8	124	169	13	3	68	70	61	47	146
	62%	58%	66%	61%	63%	61%	51%	60%	69%	61%	54%	46%	55%	74%	82%	67%	80%	74%	49%	62%	63%	63%	47%	64%	67%	64%	68%	61%
Do less in next 12 months	63	12	21	20	7	4	6	8	11	10	7	6	9	-	1	6	-	1	5	25	30	4	-	10	8	9	10	32
	12%	11%	11%	13%	19%	14%	15%	9%	9%	11%	20%	19%	27%	-	6%	18%	-	13%	28%	13%	11%	19%	-	9%	7%	9%	14%	13%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Summary table

Base: All who do any activities

	Total	Do more in next 12 months	No change in next 12 months	Do less in next 12 months
Watch live scheduled television via Freeview or Freesat	1778	313	1370	94
	100%	18%	77%	5%
Use social network sites	2067	385	1549	133
	100%	19%	75%	6%
Watch live scheduled television via Sky, Virgin or other subscription TV service	1585	275	1223	87
	100%	17%	77%	6%
Watch recorded television	2036	410	1546	80
	100%	20%	76%	4%
Read paperback or hardback books / novels	2115	465	1500	150
	100%	22%	71%	7%
Listen to AM/FM/DAB radio	1985	305	1612	69
	100%	15%	81%	3%
Read paper magazines	1983	266	1557	160
	100%	13%	79%	8%
Use mobile device (e.g. smartphone/tablet) to surf the internet	1774	521	1186	67
	100%	29%	67%	4%
Play computer games online on PC or console	1616	341	1151	124
	100%	21%	71%	8%
Download mobile Apps onto mobile phone/tablet	1604	400	1127	77
	100%	25%	70%	5%
Go to the cinema	2037	488	1426	123
	100%	24%	70%	6%
Play games on social network sites	1200	211	846	142
	100%	18%	71%	12%
Listen to radio streamed over the internet	1437	281	1081	75
	100%	20%	75%	5%
Read e-books	1182	450	682	49
	100%	38%	58%	4%
Play games on a handheld gaming device e.g. PSP, Nintendo DS	1094	194	767	133
	100%	18%	70%	12%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Summary table

Base: All who do any activities

	Total	Do more in next 12 months	No change in next 12 months	Do less in next 12 months
Play games on a mobile device/smartphone/tablet	1508 100%	349 23%	1062 70%	97 6%
Watch Pay-per-view / On-demand movies via Sky or Virgin	854 100%	190 22%	598 70%	66 8%
Rent DVDs	975 100%	130 13%	615 63%	230 24%
Read other peoples' blogs	1420 100%	248 17%	1080 76%	92 6%
Listen to music for free but with adverts from streaming sites such as Spotify or We7	1003 100%	211 21%	714 71%	78 8%
Read magazines in a digital format (e.g. as a pdf, website, email)	1230 100%	312 25%	865 70%	53 4%
Watch movies or TV programmes via games console	900 100%	245 27%	583 65%	73 8%
Swap files from hard drives or USB sticks	1568 100%	282 18%	1204 77%	82 5%
Subscribe to an online TV or movie service (e.g. Netflix, Lovefilm)	744 100%	169 23%	491 66%	84 11%
Watch TV programmes via catch up TV (e.g. iPlayer, 4OD, ITV Player)	2055 100%	490 24%	1482 72%	84 4%
Play on 3D games consoles	530 100%	174 33%	303 57%	53 10%
Watch films or TV programmes at home in 3D	546 100%	167 31%	327 60%	52 10%
Purchase digital enhancements for use in game	679 100%	138 20%	463 68%	78 11%

Digital Entertainment Survey 2013

2. And in the next few months do you expect that you'll be doing these activities more or less often than now?

Summary table

Base: All who do any activities

	Total	Do more in next 12 months	No change in next 12 months	Do less in next 12 months
Pay a monthly fee to a music streaming service	385 100%	109 28%	222 58%	54 14%
Pay to download music (e.g. from iTunes)	1247 100%	266 21%	854 68%	128 10%
Write your own blog	590 100%	203 34%	348 59%	38 7%
Watch Pay-per-view / On-demand movies on Mobile	511 100%	130 25%	317 62%	63 12%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

Any brand of computer (including PC and Apple products)

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	1896	53	66	113	180	215	172	170	39	68	114	193	197	164	154	201	474	485	466	90	42	138
	76%	80%	78%	75%	72%	78%	76%	85%	62%	77%	76%	77%	72%	73%	77%	67%	76%	79%	75%	72%	85%	83%
Access as if my own	126	3	9	16	21	8	6	2	12	6	13	14	11	5	2	29	28	30	31	5	-	4
	5%	4%	11%	11%	9%	3%	2%	1%	19%	7%	8%	5%	4%	2%	1%	10%	5%	5%	5%	4%	-	2%
Don't own but will get in next 6 months	120	7	3	11	17	11	9	4	7	6	8	11	16	5	6	28	38	21	21	4	5	4
	5%	10%	3%	7%	7%	4%	4%	2%	11%	7%	5%	4%	6%	2%	3%	9%	6%	3%	3%	3%	9%	2%
Don't own & will not get in next 6 months	357	4	7	10	32	41	38	25	5	8	16	32	51	51	38	41	83	79	104	27	3	21
	14%	6%	8%	7%	13%	15%	17%	13%	8%	9%	10%	13%	18%	23%	19%	14%	13%	13%	17%	21%	6%	13%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

Any brand of computer (including PC and Apple products)

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	1896	174	468	729	383	142	170	161	464	279	66	150	90	24	155	161	129	46	32	675	1006	169	13	221	253	227	452	1006
	76%	79%	82%	76%	75%	59%	71%	71%	77%	80%	73%	82%	78%	75%	74%	73%	80%	67%	68%	74%	78%	77%	50%	75%	78%	78%	77%	75%
Access as if my own	126	18	35	42	17	13	13	14	30	15	5	13	7	1	12	7	3	5	5	60	53	6	3	16	18	18	13	79
	5%	8%	6%	4%	3%	5%	6%	6%	5%	4%	6%	7%	6%	3%	6%	3%	2%	8%	10%	7%	4%	3%	13%	6%	6%	6%	2%	6%
Don't own but will get in next 6 months	120	11	39	41	19	10	9	21	16	23	8	8	8	2	6	9	3	7	7	45	54	8	6	22	19	13	20	59
	5%	5%	7%	4%	4%	4%	4%	9%	3%	7%	9%	4%	7%	6%	3%	4%	2%	9%	14%	5%	4%	4%	21%	7%	6%	5%	3%	4%
Don't own & will not get in next 6 months	357	16	32	142	91	76	47	31	89	34	11	12	10	5	38	42	27	11	4	128	183	38	4	35	36	31	101	189
	14%	7%	6%	15%	18%	32%	20%	14%	15%	10%	12%	6%	8%	16%	18%	19%	17%	16%	8%	14%	14%	17%	16%	12%	11%	11%	17%	14%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

Digital Camera (not on a mobile)

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	1803	33	39	78	171	199	174	167	33	63	104	202	212	177	150	183	480	450	444	96	39	111
	72%	50%	47%	52%	69%	72%	77%	83%	53%	72%	69%	81%	77%	79%	75%	61%	77%	73%	71%	77%	78%	66%
Access as if my own	207	16	20	22	27	24	9	3	16	11	17	17	13	3	11	44	47	51	39	9	5	12
	8%	24%	23%	14%	11%	9%	4%	1%	26%	12%	11%	7%	5%	1%	6%	15%	7%	8%	6%	7%	9%	7%
Don't own but will get in next 6 months	100	3	12	12	14	7	5	2	4	5	12	7	10	5	4	21	20	22	26	5	1	5
	4%	4%	14%	8%	6%	2%	2%	1%	6%	5%	8%	3%	4%	2%	2%	7%	3%	4%	4%	4%	2%	3%
Don't own & will not get in next 6 months	390	14	13	38	38	46	37	29	9	9	18	23	41	39	35	50	76	91	112	16	6	39
	16%	22%	16%	25%	15%	17%	17%	14%	15%	11%	12%	9%	15%	17%	18%	17%	12%	15%	18%	13%	11%	23%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

Digital Camera (not on a mobile)

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	1803	149	431	707	365	151	164	155	456	272	69	121	69	18	128	174	137	39	29	578	1024	157	15	227	248	231	457	900
	72%	68%	75%	74%	72%	63%	68%	68%	76%	77%	77%	66%	60%	58%	61%	79%	85%	57%	60%	64%	79%	71%	56%	77%	76%	80%	78%	67%
Access as if my own	207	35	51	76	29	16	20	32	31	31	7	28	19	5	11	12	6	6	8	90	94	9	5	25	27	29	29	128
	8%	16%	9%	8%	6%	7%	8%	14%	5%	9%	7%	15%	17%	15%	5%	5%	4%	9%	18%	10%	7%	4%	17%	8%	8%	10%	5%	10%
Don't own but will get in next 6 months	100	11	28	40	15	7	4	8	24	18	4	10	11	1	7	6	2	6	6	56	32	5	1	15	14	5	15	61
	4%	5%	5%	4%	3%	3%	2%	4%	4%	5%	5%	5%	10%	3%	3%	3%	1%	9%	12%	6%	2%	2%	4%	5%	4%	2%	3%	5%
Don't own & will not get in next 6 months	390	25	64	132	102	67	53	33	89	30	10	24	15	8	65	29	17	17	5	184	146	50	6	28	37	25	86	245
	16%	12%	11%	14%	20%	28%	22%	14%	15%	9%	11%	13%	13%	25%	31%	13%	10%	25%	10%	20%	11%	22%	22%	10%	11%	9%	15%	18%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

A 'high definition' (HD) ready television set

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	1647	39	46	90	164	204	165	148	27	42	76	157	200	150	137	168	422	404	431	82	33	109
	66%	60%	55%	60%	66%	74%	73%	74%	43%	48%	51%	63%	73%	67%	68%	56%	68%	66%	69%	65%	66%	65%
Access as if my own	207	9	20	25	29	15	2	3	20	18	27	18	11	6	4	38	48	56	39	11	5	9
	8%	14%	23%	17%	11%	5%	1%	1%	32%	20%	18%	7%	4%	3%	2%	13%	8%	9%	6%	9%	9%	5%
Don't own but will get in next 6 months	149	5	7	13	15	10	16	9	4	4	18	15	16	9	8	33	34	31	30	6	3	11
	6%	8%	8%	9%	6%	4%	7%	4%	6%	4%	12%	6%	6%	4%	4%	11%	6%	5%	5%	5%	5%	7%
Don't own & will not get in next 6 months	498	12	12	22	42	45	42	40	12	25	29	60	48	59	51	60	118	123	122	27	10	39
	20%	18%	14%	14%	17%	16%	19%	20%	19%	28%	19%	24%	17%	26%	25%	20%	19%	20%	20%	21%	19%	23%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

A 'high definition' (HD) ready television set

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	1647	155	414	646	317	115	157	150	420	257	64	89	60	18	118	156	116	43	27	501	964	142	12	208	251	215	436	794
	66%	70%	72%	68%	62%	48%	66%	66%	70%	73%	70%	48%	52%	55%	56%	71%	72%	62%	56%	55%	74%	64%	45%	71%	77%	74%	74%	60%
Access as if my own	207	28	68	66	28	17	19	22	29	27	9	42	17	4	17	10	2	6	10	126	62	6	2	21	18	22	17	150
	8%	13%	12%	7%	6%	7%	8%	10%	5%	8%	10%	23%	15%	14%	8%	5%	1%	9%	20%	14%	5%	3%	9%	7%	6%	8%	3%	11%
Don't own but will get in next 6 months	149	17	36	64	24	8	15	21	30	23	2	7	14	1	14	13	7	2	2	65	67	13	1	19	19	22	32	79
	6%	8%	6%	7%	5%	3%	6%	9%	5%	7%	2%	4%	12%	3%	6%	6%	4%	3%	5%	7%	5%	6%	5%	7%	6%	7%	5%	6%
Don't own & will not get in next 6 months	498	20	55	180	142	101	48	34	120	44	16	45	23	9	62	41	37	18	9	216	203	60	11	46	39	32	102	310
	20%	9%	10%	19%	28%	42%	20%	15%	20%	13%	17%	25%	20%	28%	29%	19%	23%	26%	18%	24%	16%	27%	40%	16%	12%	11%	17%	23%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

Smartphone

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	1702	42	62	104	191	211	132	106	47	71	116	207	204	121	88	198	422	418	426	84	39	115
	68%	64%	73%	70%	76%	77%	59%	53%	75%	81%	77%	83%	74%	54%	44%	66%	68%	68%	69%	67%	78%	69%
Access as if my own	92	5	5	14	16	8	4	4	5	4	5	7	10	2	3	28	13	19	19	7	1	6
	4%	8%	6%	9%	7%	3%	2%	2%	8%	4%	3%	3%	4%	1%	1%	9%	2%	3%	3%	6%	2%	4%
Don't own but will get in next 6 months	177	5	8	12	16	17	20	12	4	2	15	14	16	16	20	19	56	49	45	3	1	5
	7%	8%	9%	8%	7%	6%	9%	6%	6%	3%	10%	5%	6%	7%	10%	6%	9%	8%	7%	2%	2%	3%
Don't own & will not get in next 6 months	528	13	9	20	27	39	70	77	7	11	15	23	44	86	89	54	132	129	132	31	9	41
	21%	20%	11%	13%	11%	14%	31%	38%	11%	12%	10%	9%	16%	38%	45%	18%	21%	21%	21%	25%	18%	25%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

Smartphone

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	1702	188	475	674	277	87	157	158	425	272	70	134	85	22	120	145	81	35	31	630	906	118	18	243	259	225	339	907
	68%	86%	83%	71%	54%	36%	65%	69%	71%	77%	77%	73%	74%	68%	57%	66%	50%	51%	64%	69%	70%	53%	68%	82%	79%	78%	58%	68%
Access as if my own	92	13	27	34	11	8	10	15	20	14	4	6	7	1	1	6	3	6	4	34	51	2	1	14	12	16	15	49
	4%	6%	5%	4%	2%	3%	4%	7%	3%	4%	4%	3%	6%	3%	1%	3%	2%	8%	8%	4%	4%	1%	4%	5%	4%	6%	2%	4%
Don't own but will get in next 6 months	177	10	32	74	46	15	15	16	42	22	6	15	6	1	18	11	12	12	6	71	80	18	2	11	19	9	43	103
	7%	4%	6%	8%	9%	6%	6%	7%	7%	6%	7%	8%	5%	3%	9%	5%	8%	17%	12%	8%	6%	8%	8%	4%	6%	3%	7%	8%
Don't own & will not get in next 6 months	528	9	40	173	176	131	58	39	113	43	11	29	17	8	71	58	66	16	8	173	259	84	5	26	36	39	189	274
	21%	4%	7%	18%	35%	54%	24%	17%	19%	12%	12%	16%	15%	25%	34%	26%	41%	24%	16%	19%	20%	38%	19%	9%	11%	13%	32%	21%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

DVD Recorder

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	1077	18	25	39	88	131	126	112	16	21	48	80	125	123	125	114	290	249	267	53	26	77
	43%	28%	30%	26%	35%	48%	56%	56%	26%	24%	32%	32%	45%	55%	62%	38%	47%	41%	43%	42%	52%	46%
Access as if my own	215	13	20	33	33	17	3	1	12	23	18	15	12	7	9	35	46	65	45	13	5	6
	9%	20%	23%	22%	13%	6%	1%	*	19%	27%	12%	6%	4%	3%	4%	12%	7%	11%	7%	10%	10%	4%
Don't own but will get in next 6 months	150	4	8	14	29	15	6	3	7	6	15	16	15	8	4	31	38	34	35	4	1	7
	6%	6%	9%	9%	11%	5%	2%	1%	11%	7%	10%	6%	6%	4%	2%	10%	6%	6%	6%	4%	2%	4%
Don't own & will not get in next 6 months	1058	30	32	64	101	112	91	85	27	38	70	138	123	86	62	119	249	266	275	55	18	76
	42%	46%	38%	43%	40%	41%	40%	42%	43%	43%	47%	55%	45%	38%	31%	40%	40%	43%	44%	44%	36%	46%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

DVD Recorder

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	1077	109	268	414	202	84	100	110	261	166	50	46	33	7	70	108	96	31	14	310	638	108	7	139	157	152	330	483
	43%	50%	47%	43%	39%	35%	42%	49%	44%	47%	55%	25%	29%	23%	33%	49%	59%	44%	30%	34%	49%	49%	27%	47%	48%	52%	56%	36%
Access as if my own	215	34	54	78	30	19	23	27	29	23	6	43	18	6	17	13	5	5	6	123	71	8	6	26	27	22	24	142
	9%	16%	9%	8%	6%	8%	10%	12%	5%	6%	6%	24%	16%	19%	8%	6%	3%	7%	13%	14%	6%	4%	22%	9%	8%	8%	4%	11%
Don't own but will get in next 6 months	150	15	42	54	28	12	12	20	43	22	4	7	13	3	16	5	1	4	6	64	67	10	2	21	25	20	20	83
	6%	7%	7%	6%	5%	5%	5%	9%	7%	6%	4%	4%	11%	9%	8%	2%	1%	6%	12%	7%	5%	5%	8%	7%	8%	7%	3%	6%
Don't own & will not get in next 6 months	1058	61	210	409	252	127	104	69	267	142	31	88	50	15	108	95	60	29	21	411	520	95	12	108	118	96	212	626
	42%	28%	37%	43%	49%	53%	43%	30%	44%	40%	35%	48%	44%	48%	51%	43%	37%	42%	45%	45%	40%	43%	43%	37%	36%	33%	36%	47%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

An external hard drive to store media

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	1093	26	41	82	129	150	112	104	18	28	57	114	102	68	64	120	279	274	269	54	22	76
	44%	40%	48%	54%	51%	54%	50%	52%	28%	32%	38%	45%	37%	30%	32%	40%	45%	45%	43%	43%	44%	45%
Access as if my own	204	7	20	20	35	16	7	1	14	15	15	26	12	5	13	50	48	36	45	7	5	13
	8%	10%	23%	13%	14%	6%	3%	*	23%	17%	10%	10%	4%	2%	7%	17%	8%	6%	7%	6%	10%	8%
Don't own but will get in next 6 months	210	9	12	17	24	20	19	9	8	11	14	22	24	16	6	35	50	48	54	7	6	10
	8%	14%	14%	12%	10%	7%	8%	4%	13%	12%	9%	9%	9%	7%	3%	12%	8%	8%	9%	6%	12%	6%
Don't own & will not get in next 6 months	993	24	12	32	62	89	88	87	22	34	64	88	137	136	117	94	245	256	254	57	17	69
	40%	36%	14%	21%	25%	33%	39%	43%	36%	39%	43%	35%	50%	61%	58%	31%	39%	42%	41%	45%	35%	41%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

An external hard drive to store media

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	1093	124	311	433	183	42	91	104	276	181	48	83	45	15	88	74	69	20	13	383	618	71	8	133	154	128	232	598
	44%	56%	54%	45%	36%	18%	38%	46%	46%	51%	53%	45%	39%	47%	42%	34%	43%	29%	26%	42%	48%	32%	30%	45%	47%	44%	40%	45%
Access as if my own	204	34	59	63	29	18	16	30	42	28	16	22	13	2	8	18	4	4	7	89	99	6	3	34	34	24	34	111
	8%	16%	10%	7%	6%	8%	7%	13%	7%	8%	17%	12%	12%	6%	4%	8%	3%	6%	14%	10%	8%	3%	10%	12%	10%	8%	6%	8%
Don't own but will get in next 6 months	210	28	67	70	28	17	20	18	47	34	5	25	17	2	14	13	8	7	10	92	90	13	5	27	23	24	37	122
	8%	13%	12%	7%	6%	7%	8%	8%	8%	10%	5%	14%	15%	7%	7%	6%	5%	11%	21%	10%	7%	6%	20%	9%	7%	8%	6%	9%
Don't own & will not get in next 6 months	993	34	137	388	271	163	113	75	234	109	23	53	40	13	100	115	80	38	18	344	488	132	11	100	115	114	283	503
	40%	15%	24%	41%	53%	68%	47%	33%	39%	31%	25%	29%	35%	40%	47%	52%	49%	55%	38%	38%	38%	60%	40%	34%	35%	39%	48%	38%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

Nintendo Wii

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	950	26	37	49	99	116	79	34	32	45	65	115	135	73	46	86	252	242	239	51	21	59
	38%	40%	44%	33%	40%	42%	35%	17%	51%	51%	44%	46%	49%	33%	23%	29%	40%	39%	38%	40%	43%	35%
Access as if my own	238	8	24	27	33	24	11	4	13	9	18	26	24	12	6	49	53	54	55	9	3	15
	10%	12%	28%	18%	13%	9%	5%	2%	21%	11%	12%	10%	9%	5%	3%	16%	9%	9%	9%	7%	6%	9%
Don't own but will get in next 6 months	95	3	3	10	14	7	7	2	1	6	11	14	9	5	5	24	19	19	20	5	3	5
	4%	4%	3%	7%	6%	2%	3%	1%	2%	7%	7%	6%	3%	2%	3%	8%	3%	3%	3%	4%	6%	3%
Don't own & will not get in next 6 months	1217	29	21	64	104	128	128	161	16	28	56	95	108	135	143	139	298	299	308	61	23	88
	49%	44%	25%	43%	42%	47%	57%	80%	26%	32%	38%	38%	39%	60%	71%	47%	48%	49%	49%	49%	46%	53%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

Nintendo Wii

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	950	98	257	357	176	63	90	91	251	137	36	75	52	10	56	98	33	20	19	326	542	54	9	152	197	166	204	439
	38%	45%	45%	37%	34%	26%	38%	40%	42%	39%	40%	41%	45%	32%	27%	45%	20%	29%	41%	36%	42%	24%	33%	52%	61%	57%	35%	33%
Access as if my own	238	34	70	90	29	16	18	35	47	37	12	37	18	3	11	14	3	5	9	102	113	10	4	36	40	46	34	129
	10%	15%	12%	9%	6%	6%	7%	15%	8%	11%	13%	20%	16%	10%	5%	6%	2%	7%	20%	11%	9%	5%	14%	12%	12%	16%	6%	10%
Don't own but will get in next 6 months	95	17	29	30	12	8	7	10	23	13	7	4	5	3	8	9	3	4	2	42	45	5	1	15	17	10	12	53
	4%	8%	5%	3%	2%	3%	3%	4%	4%	4%	7%	2%	4%	9%	4%	4%	2%	6%	5%	5%	3%	2%	4%	5%	5%	3%	2%	4%
Don't own & will not get in next 6 months	1217	71	218	478	295	155	125	92	279	164	37	67	40	16	136	99	123	40	17	438	596	153	13	90	71	69	337	713
	49%	32%	38%	50%	58%	64%	52%	40%	47%	47%	40%	37%	35%	49%	64%	45%	76%	58%	35%	48%	46%	69%	49%	31%	22%	24%	58%	53%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

Nintendo Wii U

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	139	5	9	14	26	20	8	3	4	2	7	11	16	5	9	25	36	29	32	5	4	8
	6%	8%	11%	9%	10%	7%	4%	1%	6%	3%	5%	4%	6%	2%	4%	8%	6%	5%	5%	4%	7%	5%
Access as if my own	114	3	13	9	23	12	6	-	-	6	12	14	11	2	4	32	25	29	19	5	-	3
	5%	4%	16%	6%	9%	4%	2%	-	-	7%	8%	5%	4%	1%	2%	11%	4%	5%	3%	4%	-	2%
Don't own but will get in next 6 months	229	4	11	26	47	29	12	4	2	9	17	31	27	5	4	34	58	44	59	8	7	18
	9%	6%	13%	17%	19%	11%	5%	2%	4%	11%	11%	12%	10%	2%	2%	11%	9%	7%	9%	6%	15%	11%
Don't own & will not get in next 6 months	2018	54	51	101	154	214	199	193	56	70	115	195	221	212	182	208	503	512	511	107	39	138
	81%	82%	61%	67%	62%	78%	88%	96%	91%	80%	77%	78%	80%	94%	91%	69%	81%	83%	82%	85%	78%	82%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

Nintendo Wii U

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	139	26	58	34	10	11	17	29	30	20	7	7	4	2	7	9	4	3	2	55	76	4	1	25	40	29	23	65
	6%	12%	10%	4%	2%	5%	7%	13%	5%	6%	8%	4%	3%	7%	3%	4%	2%	5%	5%	6%	6%	2%	5%	8%	12%	10%	4%	5%
Access as if my own	114	24	41	35	8	7	9	24	17	28	7	10	5	1	2	8	2	2	4	46	64	1	-	27	22	23	20	48
	5%	11%	7%	4%	2%	3%	4%	10%	3%	8%	8%	5%	5%	3%	1%	3%	1%	3%	7%	5%	5%	*	-	9%	7%	8%	3%	4%
Don't own but will get in next 6 months	229	51	72	74	21	11	25	27	49	47	14	18	8	4	12	17	3	6	2	95	117	10	5	46	53	46	33	106
	9%	23%	13%	8%	4%	5%	11%	12%	8%	13%	15%	10%	7%	13%	5%	8%	2%	8%	5%	10%	9%	5%	18%	16%	16%	16%	6%	8%
Don't own & will not get in next 6 months	2018	119	403	813	472	212	188	147	505	257	62	149	98	24	190	186	154	58	39	713	1039	205	21	196	212	192	511	1115
	81%	54%	70%	85%	92%	88%	79%	65%	84%	73%	68%	81%	85%	77%	90%	84%	95%	84%	83%	78%	80%	93%	77%	67%	65%	66%	87%	84%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

DAB radio

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	895	17	24	32	89	118	105	93	13	19	34	73	90	103	86	99	266	207	210	48	15	51
	36%	26%	28%	21%	36%	43%	47%	46%	21%	21%	23%	29%	33%	46%	43%	33%	43%	34%	34%	38%	30%	30%
Access as if my own	189	9	20	26	24	15	7	2	7	11	14	19	20	8	8	36	41	47	50	6	3	5
	8%	14%	23%	17%	10%	5%	3%	1%	11%	12%	9%	8%	7%	4%	4%	12%	7%	8%	8%	5%	6%	3%
Don't own but will get in next 6 months	210	3	8	11	27	25	21	16	7	2	15	32	24	10	11	34	45	53	49	10	5	14
	8%	4%	9%	7%	11%	9%	9%	8%	11%	3%	10%	13%	9%	4%	5%	11%	7%	9%	8%	8%	10%	8%
Don't own & will not get in next 6 months	1206	37	33	82	110	117	92	89	35	56	88	126	142	103	96	129	271	307	313	62	27	98
	48%	56%	39%	54%	44%	42%	41%	45%	57%	64%	58%	51%	52%	46%	48%	43%	44%	50%	50%	49%	54%	59%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

DAB radio

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	895	89	240	330	161	75	74	95	227	151	41	41	23	10	55	82	77	18	10	257	529	93	7	100	132	125	261	418
	36%	40%	42%	35%	32%	31%	31%	42%	38%	43%	45%	22%	20%	32%	26%	37%	48%	26%	20%	28%	41%	42%	24%	34%	40%	43%	44%	31%
Access as if my own	189	29	57	71	25	7	20	32	34	31	6	21	12	6	4	14	5	4	6	83	89	8	2	29	28	26	25	106
	8%	13%	10%	7%	5%	3%	8%	14%	6%	9%	7%	11%	11%	20%	2%	6%	3%	6%	13%	9%	7%	4%	8%	10%	9%	9%	4%	8%
Don't own but will get in next 6 months	210	30	56	88	27	9	20	25	56	36	11	5	12	1	15	12	11	5	4	78	109	16	1	30	31	24	48	102
	8%	14%	10%	9%	5%	4%	8%	11%	9%	10%	12%	3%	11%	3%	7%	5%	7%	7%	9%	9%	8%	7%	4%	10%	9%	8%	8%	8%
Don't own & will not get in next 6 months	1206	72	221	467	297	150	126	76	282	134	32	116	67	14	137	112	68	42	27	490	569	104	17	135	136	116	253	707
	48%	33%	38%	49%	58%	62%	53%	33%	47%	38%	36%	63%	58%	45%	65%	51%	42%	61%	58%	54%	44%	47%	63%	46%	42%	40%	43%	53%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

Xbox 360

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	641	36	39	78	107	86	41	18	13	21	39	61	62	32	7	79	128	150	187	30	18	48
	26%	54%	47%	52%	43%	31%	18%	9%	21%	24%	26%	25%	23%	14%	4%	26%	21%	24%	30%	24%	37%	29%
Access as if my own	202	-	17	18	20	13	8	3	15	20	27	23	21	10	6	32	52	59	39	10	2	7
	8%	-	20%	12%	8%	5%	4%	1%	25%	23%	18%	9%	8%	4%	3%	11%	8%	10%	6%	8%	5%	4%
Don't own but will get in next 6 months	118	3	7	12	15	10	7	-	8	5	13	18	11	5	4	37	27	24	21	6	-	4
	5%	4%	8%	8%	6%	4%	3%	-	13%	5%	8%	7%	4%	2%	2%	12%	4%	4%	3%	4%	-	2%
Don't own & will not get in next 6 months	1539	28	21	41	107	166	168	179	26	42	71	148	181	178	182	151	416	380	374	80	29	109
	62%	42%	25%	28%	43%	60%	75%	90%	42%	48%	47%	59%	66%	79%	91%	51%	67%	62%	60%	64%	59%	65%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

Xbox 360

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	641	108	213	216	79	25	68	87	150	100	26	65	35	4	38	53	7	8	14	248	342	28	10	118	128	118	91	324
	26%	49%	37%	23%	15%	10%	28%	38%	25%	28%	28%	36%	31%	11%	18%	24%	4%	12%	29%	27%	26%	12%	36%	40%	39%	41%	16%	24%
Access as if my own	202	28	51	70	36	17	18	25	48	21	6	27	12	3	13	21	3	6	6	81	102	10	3	26	25	40	38	106
	8%	13%	9%	7%	7%	7%	8%	11%	8%	6%	6%	15%	10%	10%	6%	9%	2%	9%	12%	9%	8%	5%	12%	9%	8%	14%	7%	8%
Don't own but will get in next 6 months	118	18	35	41	16	8	8	14	19	17	7	14	9	3	6	13	1	6	5	52	53	5	3	22	18	14	13	69
	5%	8%	6%	4%	3%	3%	3%	6%	3%	5%	8%	8%	8%	9%	3%	6%	1%	8%	10%	6%	4%	2%	12%	7%	5%	5%	2%	5%
Don't own & will not get in next 6 months	1539	66	275	628	379	191	146	102	382	214	52	77	58	22	154	134	151	49	23	527	800	179	11	128	156	118	445	835
	62%	30%	48%	66%	74%	79%	61%	45%	64%	61%	58%	42%	51%	70%	73%	61%	93%	71%	49%	58%	62%	81%	40%	43%	48%	41%	76%	63%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

PlayStation 3

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	503	28	29	45	86	87	32	11	13	8	44	51	47	18	6	76	105	125	124	28	9	35
	20%	42%	34%	30%	34%	32%	14%	5%	21%	9%	29%	20%	17%	8%	3%	25%	17%	20%	20%	22%	18%	21%
Access as if my own	186	7	11	20	29	20	6	1	6	15	19	19	22	9	5	41	38	38	47	13	2	6
	7%	10%	13%	13%	11%	7%	2%	*	9%	17%	12%	8%	8%	4%	3%	14%	6%	6%	8%	11%	4%	3%
Don't own but will get in next 6 months	124	3	13	14	18	14	5	2	4	6	13	15	13	4	2	26	21	28	35	5	2	8
	5%	4%	16%	9%	7%	5%	2%	1%	6%	7%	8%	6%	5%	2%	1%	9%	3%	5%	6%	4%	4%	5%
Don't own & will not get in next 6 months	1687	29	32	72	117	154	183	187	40	59	75	165	194	194	187	156	458	422	416	79	37	118
	67%	44%	38%	48%	47%	56%	81%	93%	64%	67%	50%	66%	70%	86%	93%	52%	74%	69%	67%	63%	74%	71%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

PlayStation 3

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	503	87	178	162	56	20	48	64	112	80	29	44	35	5	30	35	5	13	17	198	263	20	5	91	91	83	75	263
	20%	39%	31%	17%	11%	8%	20%	28%	19%	23%	33%	24%	31%	16%	14%	16%	3%	19%	37%	22%	20%	9%	17%	31%	28%	28%	13%	20%
Access as if my own	186	38	50	60	27	11	20	27	45	22	4	23	13	2	7	20	2	3	5	77	94	9	1	29	31	28	28	101
	7%	17%	9%	6%	5%	5%	8%	12%	8%	6%	4%	12%	11%	6%	3%	9%	1%	4%	10%	8%	7%	4%	5%	10%	10%	10%	5%	8%
Don't own but will get in next 6 months	124	17	34	55	8	10	12	15	21	22	10	13	10	1	8	11	1	1	4	56	56	8	1	22	20	16	12	74
	5%	8%	6%	6%	1%	4%	5%	7%	3%	6%	11%	7%	9%	3%	4%	5%	1%	1%	7%	6%	4%	3%	5%	8%	6%	6%	2%	6%
Don't own & will not get in next 6 months	1687	77	312	678	420	199	159	121	422	228	48	104	56	24	166	154	154	52	22	578	883	184	20	152	184	164	472	895
	67%	35%	54%	71%	82%	83%	66%	53%	70%	65%	53%	57%	49%	74%	79%	70%	95%	76%	46%	64%	68%	83%	73%	52%	56%	56%	80%	67%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

An e-book reader (e.g. ordinary Kindle, Kobo, Nook)

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	633	5	16	23	60	79	44	56	14	19	39	69	92	61	55	72	158	150	160	33	13	48
	25%	8%	19%	15%	24%	29%	20%	28%	23%	21%	26%	28%	34%	27%	28%	24%	25%	24%	26%	27%	25%	28%
Access as if my own	188	8	13	22	38	24	10	5	12	7	10	16	15	5	3	41	44	33	52	12	2	5
	8%	12%	16%	14%	15%	9%	5%	3%	19%	8%	6%	6%	6%	2%	1%	14%	7%	5%	8%	9%	4%	3%
Don't own but will get in next 6 months	296	5	12	24	37	28	28	10	9	12	29	33	33	17	18	47	73	61	73	17	6	19
	12%	8%	14%	16%	15%	10%	12%	5%	15%	13%	19%	13%	12%	8%	9%	16%	12%	10%	12%	13%	12%	11%
Don't own & will not get in next 6 months	1383	47	43	82	115	143	143	129	27	50	72	131	135	142	124	138	347	370	338	64	29	96
	55%	72%	52%	54%	46%	52%	63%	64%	43%	57%	48%	52%	49%	63%	62%	46%	56%	60%	54%	51%	59%	58%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

An e-book reader (e.g. ordinary Kindle, Kobo, Nook)

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	633	71	174	252	102	35	57	59	161	116	33	30	22	7	31	59	49	11	11	170	394	54	4	88	105	107	166	281
	25%	32%	30%	26%	20%	14%	24%	26%	27%	33%	36%	16%	19%	21%	14%	27%	30%	16%	23%	19%	30%	25%	15%	30%	32%	37%	28%	21%
Access as if my own	188	35	54	62	28	8	21	24	48	31	7	16	15	2	8	8	4	4	4	81	101	3	-	33	33	39	30	93
	8%	16%	9%	7%	5%	3%	9%	11%	8%	9%	7%	9%	13%	7%	4%	4%	2%	6%	7%	9%	8%	1%	-	11%	10%	13%	5%	7%
Don't own but will get in next 6 months	296	34	82	115	47	18	20	35	81	43	14	30	16	6	10	20	11	10	6	131	130	23	6	35	39	29	54	170
	12%	15%	14%	12%	9%	8%	8%	16%	13%	12%	15%	16%	14%	19%	5%	9%	7%	14%	12%	14%	10%	10%	22%	12%	12%	10%	9%	13%
Don't own & will not get in next 6 months	1383	80	264	525	334	179	142	109	309	160	38	108	62	17	162	133	99	44	28	526	671	141	17	138	148	115	336	791
	55%	37%	46%	55%	65%	74%	59%	48%	52%	46%	41%	59%	54%	53%	77%	60%	61%	63%	58%	58%	52%	64%	62%	47%	45%	40%	57%	59%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

Internet connected TV / Smart TV

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	572	17	28	32	58	72	47	39	12	19	33	65	62	49	39	85	149	120	157	22	12	28
	23%	26%	33%	21%	23%	26%	21%	20%	19%	21%	22%	26%	23%	22%	20%	28%	24%	19%	25%	17%	25%	16%
Access as if my own	155	8	16	15	30	10	2	2	11	9	18	16	14	3	2	26	35	47	33	4	5	5
	6%	12%	19%	10%	12%	4%	1%	1%	17%	11%	12%	6%	5%	1%	1%	9%	6%	8%	5%	3%	11%	3%
Don't own but will get in next 6 months	306	4	12	30	45	40	32	21	7	8	15	32	35	11	15	46	82	66	63	17	7	24
	12%	6%	14%	20%	18%	14%	14%	10%	11%	9%	10%	13%	13%	5%	7%	16%	13%	11%	10%	13%	15%	15%
Don't own & will not get in next 6 months	1467	37	29	73	117	154	145	138	33	52	85	136	163	162	144	142	357	382	369	83	25	110
	59%	56%	34%	49%	47%	56%	64%	69%	53%	59%	56%	55%	59%	72%	72%	47%	57%	62%	59%	66%	50%	66%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

Internet connected TV / Smart TV

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	572	81	178	207	73	33	54	63	135	103	35	30	25	2	33	45	35	15	10	175	340	42	6	101	97	83	118	272
	23%	37%	31%	22%	14%	14%	22%	28%	23%	29%	39%	16%	22%	6%	15%	20%	21%	21%	20%	19%	26%	19%	21%	34%	30%	29%	20%	20%
Access as if my own	155	37	48	43	15	12	17	28	22	18	9	23	11	4	10	6	2	3	2	86	63	1	4	24	17	19	16	100
	6%	17%	8%	4%	3%	5%	7%	13%	4%	5%	10%	13%	10%	14%	5%	3%	1%	5%	5%	9%	5%	*	13%	8%	5%	7%	3%	7%
Don't own but will get in next 6 months	306	32	105	132	26	11	26	39	68	69	10	18	13	6	10	25	13	10	6	115	166	20	-	47	53	47	66	144
	12%	15%	18%	14%	5%	5%	11%	17%	11%	20%	11%	10%	11%	20%	5%	11%	8%	14%	12%	13%	13%	9%	-	16%	16%	16%	11%	11%
Don't own & will not get in next 6 months	1467	69	243	573	397	184	143	98	374	161	36	113	66	19	158	145	112	41	30	533	728	158	18	122	160	141	386	817
	59%	31%	42%	60%	78%	77%	60%	43%	62%	46%	40%	62%	58%	61%	75%	66%	69%	60%	63%	59%	56%	71%	66%	42%	49%	49%	66%	61%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

A Blu-ray player (not a PlayStation 3)

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	549	12	22	32	83	77	57	42	6	14	17	51	58	40	39	67	143	118	139	24	15	44
	22%	18%	27%	21%	33%	28%	25%	21%	9%	16%	11%	20%	21%	18%	20%	23%	23%	19%	22%	19%	30%	26%
Access as if my own	151	9	22	15	27	13	4	1	7	6	19	13	10	4	3	29	30	44	34	7	1	7
	6%	14%	27%	10%	11%	5%	2%	*	11%	7%	12%	5%	4%	2%	1%	10%	5%	7%	6%	5%	2%	4%
Don't own but will get in next 6 months	225	5	9	25	27	31	19	7	9	2	19	29	24	10	8	47	44	60	56	10	2	8
	9%	8%	11%	17%	11%	11%	8%	4%	15%	3%	13%	12%	9%	4%	4%	16%	7%	10%	9%	8%	4%	5%
Don't own & will not get in next 6 months	1574	39	30	78	114	154	146	150	40	66	95	158	183	171	150	156	406	392	393	85	32	109
	63%	60%	36%	52%	46%	56%	65%	75%	64%	75%	64%	63%	66%	76%	75%	52%	65%	64%	63%	68%	64%	65%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

A Blu-ray player (not a PlayStation 3)

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	549	85	180	192	65	26	48	73	130	94	32	31	15	2	33	52	29	11	9	160	343	35	3	72	98	93	140	252
	22%	39%	31%	20%	13%	11%	20%	32%	22%	27%	35%	17%	13%	6%	16%	24%	18%	16%	19%	18%	26%	16%	11%	24%	30%	32%	24%	19%
Access as if my own	151	37	45	47	15	6	21	16	21	23	11	18	12	1	14	8	-	5	3	90	52	4	3	22	15	14	15	100
	6%	17%	8%	5%	3%	3%	9%	7%	3%	7%	12%	10%	11%	4%	7%	3%	-	8%	6%	10%	4%	2%	10%	7%	5%	5%	3%	7%
Don't own but will get in next 6 months	225	26	76	87	29	8	22	34	52	38	6	15	13	5	13	17	4	5	5	82	123	14	1	43	47	37	35	105
	9%	12%	13%	9%	6%	3%	9%	15%	9%	11%	7%	8%	11%	15%	6%	8%	3%	7%	10%	9%	9%	6%	5%	14%	14%	13%	6%	8%
Don't own & will not get in next 6 months	1574	70	272	629	402	201	148	104	397	197	42	119	74	24	151	143	128	48	31	576	778	169	20	158	166	147	396	877
	63%	32%	47%	66%	79%	83%	62%	46%	66%	56%	46%	65%	65%	74%	71%	65%	79%	69%	64%	63%	60%	76%	74%	54%	51%	50%	68%	66%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

Tablet (not an iPad)

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	509	13	16	29	68	77	45	41	8	11	30	48	69	27	26	65	127	115	131	30	11	31
	20%	20%	19%	20%	27%	28%	20%	21%	13%	12%	20%	19%	25%	12%	13%	22%	20%	19%	21%	24%	22%	18%
Access as if my own	186	5	18	24	31	17	14	1	14	11	16	16	11	5	4	40	38	42	42	9	4	12
	7%	8%	22%	16%	12%	6%	6%	*	23%	12%	10%	6%	4%	2%	2%	13%	6%	7%	7%	7%	8%	7%
Don't own but will get in next 6 months	309	5	17	14	37	36	26	16	11	11	26	35	41	16	19	48	71	67	80	15	9	20
	12%	8%	20%	9%	15%	13%	12%	8%	17%	12%	18%	14%	15%	7%	10%	16%	11%	11%	13%	12%	18%	12%
Don't own & will not get in next 6 months	1495	42	33	83	114	145	140	142	29	56	78	151	155	177	151	147	387	390	370	71	26	105
	60%	64%	39%	55%	46%	53%	62%	71%	47%	64%	52%	60%	56%	78%	75%	49%	62%	63%	59%	57%	53%	63%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

Tablet (not an iPad)

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	509	81	155	185	64	25	50	60	111	97	23	18	25	5	28	47	30	14	10	143	321	29	7	77	102	90	120	228
	20%	37%	27%	19%	12%	11%	21%	26%	19%	28%	26%	10%	22%	15%	13%	21%	19%	20%	20%	16%	25%	13%	24%	26%	31%	31%	20%	17%
Access as if my own	186	31	64	60	25	7	16	31	28	24	8	23	18	3	8	18	2	7	7	90	82	6	1	35	31	35	24	99
	7%	14%	11%	6%	5%	3%	7%	14%	5%	7%	9%	13%	16%	10%	4%	8%	1%	10%	14%	10%	6%	3%	5%	12%	10%	12%	4%	7%
Don't own but will get in next 6 months	309	35	84	130	46	14	29	30	70	53	11	29	18	2	20	22	12	14	7	131	142	28	1	47	45	38	58	168
	12%	16%	15%	14%	9%	6%	12%	13%	12%	15%	12%	16%	15%	6%	10%	10%	7%	21%	15%	14%	11%	13%	4%	16%	14%	13%	10%	13%
Don't own & will not get in next 6 months	1495	74	271	580	376	195	144	106	390	177	49	113	53	22	155	134	118	34	24	544	751	158	18	135	148	128	385	839
	60%	34%	47%	61%	74%	81%	60%	47%	65%	50%	54%	62%	47%	69%	73%	61%	73%	49%	50%	60%	58%	71%	66%	46%	45%	44%	66%	63%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

iPad

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	472	21	17	27	56	71	31	24	13	15	35	62	51	27	21	73	118	110	114	22	7	27
	19%	32%	20%	18%	22%	26%	14%	12%	21%	17%	23%	25%	18%	12%	11%	24%	19%	18%	18%	17%	14%	16%
Access as if my own	193	4	17	20	31	16	7	2	15	14	19	21	17	3	7	41	38	43	51	6	5	10
	8%	6%	20%	13%	12%	6%	3%	1%	25%	16%	13%	8%	6%	1%	4%	14%	6%	7%	8%	5%	9%	6%
Don't own but will get in next 6 months	301	7	16	30	33	31	21	11	13	13	21	30	40	21	15	47	77	65	68	15	4	24
	12%	10%	19%	20%	13%	11%	9%	5%	21%	15%	14%	12%	14%	9%	7%	16%	12%	11%	11%	12%	8%	14%
Don't own & will not get in next 6 months	1535	34	34	73	131	157	166	163	21	46	74	137	167	174	157	138	390	396	389	83	34	106
	61%	52%	41%	49%	52%	57%	74%	82%	34%	52%	49%	55%	61%	77%	79%	46%	63%	64%	62%	66%	68%	63%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

iPad

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	472	79	180	151	38	23	38	45	110	103	27	33	25	5	20	31	27	7	11	148	285	22	6	88	95	86	83	221
	19%	36%	31%	16%	7%	10%	16%	20%	18%	29%	30%	18%	22%	16%	9%	14%	17%	11%	23%	16%	22%	10%	21%	30%	29%	30%	14%	17%
Access as if my own	193	33	64	58	31	7	18	21	43	29	6	30	15	1	7	13	4	6	7	90	89	4	3	26	33	32	22	114
	8%	15%	11%	6%	6%	3%	8%	9%	7%	8%	7%	16%	13%	3%	3%	6%	2%	9%	14%	10%	7%	2%	12%	9%	10%	11%	4%	9%
Don't own but will get in next 6 months	301	38	78	131	38	15	24	40	70	44	18	20	24	4	17	21	10	10	10	125	139	24	3	52	39	31	65	154
	12%	17%	14%	14%	8%	6%	10%	18%	12%	12%	19%	11%	21%	13%	8%	10%	6%	14%	20%	14%	11%	11%	12%	18%	12%	11%	11%	12%
Don't own & will not get in next 6 months	1535	70	251	614	403	196	159	121	377	175	40	100	50	22	167	155	122	46	20	545	783	172	14	128	159	141	416	846
	61%	32%	44%	64%	79%	82%	66%	53%	63%	50%	44%	55%	44%	68%	79%	70%	75%	67%	42%	60%	60%	78%	54%	44%	49%	48%	71%	63%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

Sony PSP

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	302	17	24	40	45	46	16	8	9	5	19	29	24	16	3	51	68	77	68	12	8	18
	12%	26%	28%	27%	18%	17%	7%	4%	15%	5%	13%	12%	9%	7%	1%	17%	11%	13%	11%	10%	17%	11%
Access as if my own	165	9	12	17	29	19	6	2	6	9	19	13	15	7	3	37	34	40	33	7	2	12
	7%	14%	14%	12%	11%	7%	2%	1%	9%	11%	12%	5%	6%	3%	1%	12%	5%	7%	5%	6%	5%	7%
Don't own but will get in next 6 months	104	1	5	7	24	13	4	2	6	2	11	15	9	3	2	26	20	18	30	2	3	5
	4%	2%	6%	4%	10%	5%	2%	1%	9%	3%	7%	6%	3%	1%	1%	9%	3%	3%	5%	2%	6%	3%
Don't own & will not get in next 6 months	1929	38	43	86	152	197	200	188	41	71	101	193	226	198	193	185	501	479	492	104	36	132
	77%	58%	52%	57%	61%	72%	89%	94%	66%	81%	68%	77%	82%	88%	96%	62%	80%	78%	79%	83%	73%	79%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

Sony PSP

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	302	68	92	98	32	12	27	38	57	51	16	34	24	4	22	23	3	3	12	127	147	14	1	50	60	56	52	158
	12%	31%	16%	10%	6%	5%	11%	17%	9%	15%	18%	18%	21%	13%	10%	10%	2%	5%	26%	14%	11%	6%	4%	17%	18%	19%	9%	12%
Access as if my own	165	35	54	50	14	12	20	29	32	27	10	12	12	1	7	12	1	3	6	66	88	3	3	30	28	38	21	81
	7%	16%	9%	5%	3%	5%	8%	13%	5%	8%	11%	6%	11%	3%	3%	5%	1%	4%	12%	7%	7%	1%	10%	10%	9%	13%	4%	6%
Don't own but will get in next 6 months	104	21	29	33	8	12	11	20	23	16	6	4	6	1	5	6	1	5	6	41	52	3	2	18	19	16	12	51
	4%	10%	5%	3%	2%	5%	4%	9%	4%	5%	7%	2%	5%	3%	2%	3%	1%	7%	12%	5%	4%	1%	9%	6%	6%	6%	2%	4%
Don't own & will not get in next 6 months	1929	95	399	773	456	205	182	140	488	257	59	134	72	26	177	180	157	58	24	674	1009	202	21	196	219	181	502	1045
	77%	43%	70%	81%	89%	85%	76%	62%	81%	73%	65%	73%	63%	81%	84%	82%	97%	84%	50%	74%	78%	91%	77%	67%	67%	62%	86%	78%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

Nintendo 3DS

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	243	11	9	24	33	38	7	5	8	8	24	30	26	11	10	25	57	71	58	12	5	15
	10%	16%	11%	16%	13%	14%	3%	3%	13%	9%	16%	12%	10%	5%	5%	8%	9%	12%	9%	9%	9%	9%
Access as if my own	156	7	13	22	27	20	7	3	2	7	12	11	17	5	4	32	33	30	42	8	4	7
	6%	10%	16%	14%	11%	7%	3%	1%	4%	8%	8%	4%	6%	2%	2%	11%	5%	5%	7%	6%	8%	4%
Don't own but will get in next 6 months	162	4	17	18	29	12	10	-	4	6	15	25	15	4	3	38	35	32	36	7	2	11
	6%	6%	20%	12%	11%	4%	5%	-	6%	7%	10%	10%	6%	2%	1%	13%	6%	5%	6%	6%	5%	7%
Don't own & will not get in next 6 months	1939	45	45	86	162	205	202	192	48	67	99	184	216	205	183	203	498	481	487	98	39	134
	78%	68%	53%	57%	65%	75%	90%	96%	77%	76%	66%	74%	79%	91%	92%	68%	80%	78%	78%	78%	78%	80%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

Nintendo 3DS

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	243	46	80	77	24	16	21	27	55	44	13	26	16	2	16	14	8	3	9	81	133	13	8	52	60	43	36	115
	10%	21%	14%	8%	5%	7%	9%	12%	9%	13%	14%	14%	14%	6%	8%	6%	5%	4%	18%	9%	10%	6%	29%	18%	19%	15%	6%	9%
Access as if my own	156	30	44	55	16	11	19	29	31	28	7	14	7	2	5	10	1	2	7	69	72	7	-	27	29	33	26	76
	6%	14%	8%	6%	3%	4%	8%	13%	5%	8%	8%	8%	7%	8%	2%	5%	1%	3%	14%	8%	6%	3%	-	9%	9%	11%	4%	6%
Don't own but will get in next 6 months	162	35	58	48	12	9	18	27	24	26	9	14	10	5	12	12	-	6	4	75	72	5	5	30	30	25	18	88
	6%	16%	10%	5%	2%	4%	7%	12%	4%	7%	10%	8%	8%	16%	6%	5%	-	9%	9%	8%	6%	2%	19%	10%	9%	9%	3%	7%
Don't own & will not get in next 6 months	1939	108	391	775	459	205	182	144	490	253	62	130	82	22	178	184	153	58	28	682	1019	196	14	186	206	190	507	1055
	78%	49%	68%	81%	90%	85%	76%	63%	82%	72%	68%	71%	72%	70%	85%	84%	95%	84%	58%	75%	79%	89%	53%	63%	63%	65%	86%	79%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

3D television set

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	260	7	11	15	40	41	23	12	5	6	10	32	29	17	11	42	64	58	68	12	3	13
	10%	10%	13%	10%	16%	15%	10%	6%	8%	7%	6%	13%	11%	8%	6%	14%	10%	9%	11%	10%	5%	8%
Access as if my own	128	4	12	22	23	10	2	-	5	6	15	15	8	1	5	30	28	26	29	7	-	8
	5%	6%	14%	14%	9%	4%	1%	-	8%	7%	10%	6%	3%	*	3%	10%	4%	4%	5%	6%	-	5%
Don't own but will get in next 6 months	270	8	17	28	45	36	21	11	5	7	18	26	31	7	11	36	60	61	74	17	7	15
	11%	12%	20%	19%	18%	13%	10%	5%	8%	8%	12%	10%	11%	3%	5%	12%	10%	10%	12%	13%	15%	9%
Don't own & will not get in next 6 months	1842	47	45	85	142	187	178	177	48	69	108	176	207	199	173	191	471	469	451	89	40	130
	74%	72%	53%	57%	57%	68%	79%	88%	77%	79%	72%	70%	75%	89%	86%	64%	76%	76%	73%	71%	80%	78%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

3D television set

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	260	56	88	74	28	14	23	33	60	44	19	13	10	2	15	25	11	6	6	82	149	21	2	52	61	49	54	110
	10%	25%	15%	8%	5%	6%	9%	15%	10%	13%	20%	7%	9%	6%	7%	12%	7%	8%	12%	9%	11%	9%	9%	18%	19%	17%	9%	8%
Access as if my own	128	32	47	35	8	6	18	21	25	22	8	11	7	3	4	5	2	3	3	57	59	5	4	25	17	12	13	73
	5%	14%	8%	4%	2%	2%	8%	9%	4%	6%	8%	6%	6%	9%	2%	2%	1%	4%	7%	6%	5%	2%	14%	9%	5%	4%	2%	5%
Don't own but will get in next 6 months	270	45	94	94	26	10	26	41	57	48	11	21	12	3	16	17	9	9	5	107	143	15	1	42	41	44	49	138
	11%	21%	16%	10%	5%	4%	11%	18%	9%	14%	12%	11%	11%	9%	7%	8%	6%	13%	10%	12%	11%	7%	4%	14%	13%	15%	8%	10%
Don't own & will not get in next 6 months	1842	87	344	752	448	210	172	133	458	237	53	138	85	24	176	173	140	51	34	662	946	181	20	175	207	186	471	1013
	74%	40%	60%	79%	88%	87%	72%	58%	76%	67%	59%	75%	74%	75%	84%	79%	87%	74%	70%	73%	73%	82%	73%	59%	63%	64%	80%	76%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

PlayStation Vita

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	104	5	8	18	28	16	2	1	2	2	8	7	5	1	-	25	21	25	23	2	1	6
	4%	8%	9%	12%	11%	6%	1%	*	4%	3%	5%	3%	2%	*	-	8%	3%	4%	4%	2%	3%	3%
Access as if my own	108	5	9	15	27	9	4	1	5	1	10	12	10	-	1	30	21	25	22	5	-	5
	4%	8%	11%	10%	11%	3%	2%	*	8%	1%	6%	5%	4%	-	*	10%	3%	4%	4%	4%	-	3%
Don't own but will get in next 6 months	174	7	18	14	31	20	6	3	4	9	20	22	14	3	4	34	31	40	45	7	5	13
	7%	10%	22%	9%	12%	7%	2%	1%	6%	11%	14%	9%	5%	1%	2%	11%	5%	6%	7%	5%	11%	8%
Don't own & will not get in next 6 months	2114	49	49	102	165	230	214	196	52	75	112	209	246	221	195	210	550	523	532	111	43	144
	85%	74%	58%	68%	66%	84%	95%	98%	83%	85%	75%	84%	89%	98%	97%	70%	88%	85%	86%	89%	87%	86%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

PlayStation Vita

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	104	32	37	23	7	5	10	21	14	26	7	7	5	3	4	5	-	2	4	49	49	3	-	20	25	22	11	52
	4%	15%	6%	2%	1%	2%	4%	9%	2%	8%	8%	4%	4%	10%	2%	2%	-	3%	8%	5%	4%	1%	-	7%	8%	8%	2%	4%
Access as if my own	108	26	36	35	7	4	12	25	17	19	9	7	7	2	4	3	1	2	5	49	52	1	1	20	20	21	10	53
	4%	12%	6%	4%	1%	2%	5%	11%	3%	6%	10%	4%	6%	6%	2%	1%	1%	3%	9%	5%	4%	*	5%	7%	6%	7%	2%	4%
Don't own but will get in next 6 months	174	38	50	55	21	10	19	29	31	21	9	18	13	2	11	12	2	7	5	80	80	7	1	31	30	25	18	102
	7%	18%	9%	6%	4%	4%	8%	13%	5%	6%	10%	10%	11%	7%	5%	5%	1%	10%	10%	9%	6%	3%	5%	11%	9%	9%	3%	8%
Don't own & will not get in next 6 months	2114	123	451	842	476	222	198	153	538	285	66	152	89	24	191	201	159	58	35	730	1115	210	24	223	251	223	548	1127
	85%	56%	79%	88%	93%	92%	83%	67%	90%	81%	72%	83%	78%	77%	91%	91%	98%	84%	73%	80%	86%	95%	90%	76%	77%	77%	93%	84%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

Summary table

Base: All respondents

	Total	Own this	Access as if my own	Don't own but will get in next 6 months	Don't own & will not get in next 6 months
Any brand of computer (including PC and Apple products)	2500 100%	1896 76%	126 5%	120 5%	357 14%
Digital Camera (not on a mobile)	2500 100%	1803 72%	207 8%	100 4%	390 16%
A 'high definition' (HD) ready television set	2500 100%	1647 66%	207 8%	149 6%	498 20%
Smartphone	2500 100%	1702 68%	92 4%	177 7%	528 21%
DVD Recorder	2500 100%	1077 43%	215 9%	150 6%	1058 42%
An external hard drive to store media	2500 100%	1093 44%	204 8%	210 8%	993 40%
Nintendo Wii	2500 100%	950 38%	238 10%	95 4%	1217 49%
Nintendo Wii U	2500 100%	139 6%	114 5%	229 9%	2018 81%
DAB radio	2500 100%	895 36%	189 8%	210 8%	1206 48%
Xbox 360	2500 100%	641 26%	202 8%	118 5%	1539 62%
PlayStation 3	2500 100%	503 20%	186 7%	124 5%	1687 67%
An e-book reader (e.g. ordinary Kindle, Kobo, Nook)	2500 100%	633 25%	188 8%	296 12%	1383 55%
Internet connected TV / Smart TV	2500 100%	572 23%	155 6%	306 12%	1467 59%
A Blu-ray player (not a PlayStation 3)	2500 100%	549 22%	151 6%	225 9%	1574 63%
Tablet (not an iPad)	2500 100%	509 20%	186 7%	309 12%	1495 60%

Digital Entertainment Survey 2013

3. Please indicate which of the following devices you currently own or are seriously considering buying in the next few months?

Summary table

Base: All respondents

	Total	Own this	Access as if my own	Don't own but will get in next 6 months	Don't own & will not get in next 6 months
iPad	2500 100%	472 19%	193 8%	301 12%	1535 61%
Sony PSP	2500 100%	302 12%	165 7%	104 4%	1929 77%
Nintendo 3DS	2500 100%	243 10%	156 6%	162 6%	1939 78%
3D television set	2500 100%	260 10%	128 5%	270 11%	1842 74%
PlayStation Vita	2500 100%	104 4%	108 4%	174 7%	2114 85%

Digital Entertainment Survey 2013

4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months?

Standard Sky box

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	395	13	25	22	52	40	31	27	18	12	20	31	49	32	25	53	82	97	94	22	16	31
	16%	20%	30%	14%	21%	14%	14%	13%	28%	13%	14%	12%	18%	14%	12%	18%	13%	16%	15%	18%	32%	19%
Access as if my own	153	14	20	24	20	8	2	2	6	9	19	14	11	4	1	34	33	44	29	6	1	6
	6%	22%	23%	16%	8%	3%	1%	1%	9%	11%	12%	6%	4%	2%	*	11%	5%	7%	5%	4%	3%	4%
Don't own but will get in next 6 months	95	3	5	15	12	12	5	-	4	6	7	13	10	3	1	25	19	15	23	6	2	5
	4%	4%	6%	10%	5%	4%	2%	-	6%	7%	5%	5%	4%	1%	*	8%	3%	2%	4%	5%	4%	3%
Don't own & will not get in next 6 months	1857	36	34	89	165	216	188	171	35	61	104	192	205	187	174	187	490	458	476	91	31	125
	74%	54%	41%	59%	66%	78%	83%	86%	57%	69%	69%	77%	75%	83%	87%	63%	79%	75%	76%	73%	62%	75%

Digital Entertainment Survey 2013

4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months?

Standard Sky box

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	395	60	94	137	73	31	42	57	84	51	15	21	26	3	20	38	21	15	11	148	206	28	2	63	63	60	96	189
	16%	27%	16%	14%	14%	13%	18%	25%	14%	15%	17%	12%	23%	9%	10%	17%	13%	22%	23%	16%	16%	13%	8%	22%	19%	21%	16%	14%
Access as if my own	153	29	52	47	14	11	15	23	28	14	9	21	15	7	11	5	1	4	8	86	49	5	5	17	19	21	13	100
	6%	13%	9%	5%	3%	5%	6%	10%	5%	4%	10%	12%	13%	21%	5%	2%	1%	6%	18%	9%	4%	2%	19%	6%	6%	7%	2%	8%
Don't own but will get in next 6 months	95	21	26	35	5	7	6	19	18	16	4	9	7	1	8	5	-	3	2	44	40	7	1	13	18	12	6	53
	4%	10%	5%	4%	1%	3%	2%	8%	3%	5%	4%	5%	6%	3%	4%	2%	-	4%	5%	5%	3%	3%	4%	5%	6%	4%	1%	4%
Don't own & will not get in next 6 months	1857	110	401	736	418	192	177	128	470	270	62	132	66	21	172	172	139	47	26	630	1001	182	18	200	225	198	472	991
	74%	50%	70%	77%	82%	80%	74%	57%	78%	77%	69%	72%	57%	67%	82%	78%	86%	68%	55%	69%	77%	82%	68%	68%	69%	68%	81%	74%

Digital Entertainment Survey 2013

4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months?

Sky+ which allows you to record programmes on to the box

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	618	17	22	27	73	74	56	44	14	18	29	67	77	55	44	59	151	147	152	37	21	50
	25%	26%	27%	18%	29%	27%	25%	22%	23%	20%	19%	27%	28%	24%	22%	20%	24%	24%	25%	29%	42%	30%
Access as if my own	172	8	22	26	30	15	2	1	16	12	16	14	7	2	2	36	35	41	41	9	2	8
	7%	12%	27%	17%	12%	5%	1%	*	26%	13%	10%	5%	3%	1%	1%	12%	6%	7%	7%	7%	5%	5%
Don't own but will get in next 6 months	121	5	7	17	16	15	6	2	2	7	12	11	14	3	4	24	25	23	34	8	2	5
	5%	8%	8%	12%	7%	5%	2%	1%	4%	8%	8%	4%	5%	1%	2%	8%	4%	4%	5%	6%	4%	3%
Don't own & will not get in next 6 months	1590	36	33	79	131	170	162	154	29	52	94	159	177	166	150	179	412	403	394	72	25	105
	64%	54%	39%	53%	52%	62%	72%	77%	47%	59%	62%	64%	64%	74%	75%	60%	66%	66%	63%	57%	50%	62%

Digital Entertainment Survey 2013

4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months?

Sky+ which allows you to record programmes on to the box

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	618	75	158	216	131	38	57	73	155	91	23	32	25	4	34	67	42	16	12	188	363	51	4	99	107	104	166	256
	25%	34%	28%	23%	26%	16%	24%	32%	26%	26%	26%	17%	22%	13%	16%	30%	26%	23%	26%	21%	28%	23%	14%	34%	33%	36%	28%	19%
Access as if my own	172	35	56	56	16	10	9	28	31	24	9	24	24	6	9	3	2	4	9	105	52	3	2	25	22	18	14	114
	7%	16%	10%	6%	3%	4%	4%	12%	5%	7%	10%	13%	21%	19%	4%	1%	1%	6%	20%	12%	4%	1%	9%	8%	7%	6%	2%	9%
Don't own but will get in next 6 months	121	26	34	46	9	6	16	19	23	18	4	10	7	1	10	5	3	5	3	52	58	6	1	15	19	14	14	72
	5%	12%	6%	5%	2%	3%	7%	8%	4%	5%	4%	5%	6%	3%	5%	2%	2%	7%	7%	6%	4%	3%	4%	5%	6%	5%	2%	5%
Don't own & will not get in next 6 months	1590	84	326	638	355	187	157	108	391	219	54	118	59	21	158	146	115	44	22	564	823	161	19	156	178	154	392	891
	64%	38%	57%	67%	69%	78%	66%	47%	65%	62%	60%	64%	51%	65%	75%	66%	71%	64%	47%	62%	63%	73%	72%	53%	55%	53%	67%	67%

Digital Entertainment Survey 2013

4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months?

Sky+ HD which allows you to record programmes on to the box and access HD channels

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	562	18	16	36	71	72	49	35	16	20	29	52	68	45	35	60	132	137	139	37	16	42
	22%	28%	19%	24%	29%	26%	22%	17%	26%	23%	19%	21%	25%	20%	18%	20%	21%	22%	22%	29%	33%	25%
Access as if my own	146	9	14	28	24	13	2	1	8	8	14	11	7	3	3	31	30	34	32	8	2	9
	6%	14%	17%	19%	10%	5%	1%	*	13%	9%	9%	4%	3%	1%	1%	10%	5%	6%	5%	6%	4%	6%
Don't own but will get in next 6 months	151	4	13	11	22	15	11	3	4	8	13	17	21	5	4	34	33	27	43	7	1	5
	6%	6%	16%	7%	9%	5%	5%	1%	6%	9%	8%	7%	8%	2%	2%	11%	5%	4%	7%	5%	3%	3%
Don't own & will not get in next 6 months	1641	34	41	75	132	175	163	162	34	52	94	170	179	173	158	174	427	416	408	74	30	111
	66%	52%	48%	50%	53%	64%	73%	81%	55%	59%	63%	68%	65%	77%	79%	58%	69%	68%	66%	59%	61%	66%

Digital Entertainment Survey 2013

4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months?

Sky+ HD which allows you to record programmes on to the box and access HD channels

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	562	77	173	192	88	33	47	64	151	86	22	28	26	4	32	56	30	16	12	170	348	28	4	97	105	101	135	238
	22%	35%	30%	20%	17%	14%	20%	28%	25%	25%	25%	15%	23%	13%	15%	25%	19%	23%	26%	19%	27%	13%	14%	33%	32%	35%	23%	18%
Access as if my own	146	37	41	47	14	6	16	24	19	22	9	23	14	4	9	2	1	3	10	86	46	3	1	17	18	19	14	94
	6%	17%	7%	5%	3%	3%	7%	10%	3%	6%	10%	12%	13%	13%	4%	1%	1%	4%	20%	9%	4%	1%	5%	6%	6%	7%	2%	7%
Don't own but will get in next 6 months	151	23	46	53	16	13	14	22	25	24	12	9	11	3	9	11	4	7	5	63	72	8	3	28	34	19	16	80
	6%	10%	8%	6%	3%	6%	6%	9%	4%	7%	13%	5%	9%	10%	4%	5%	2%	10%	10%	7%	6%	4%	12%	10%	10%	6%	3%	6%
Don't own & will not get in next 6 months	1641	84	313	664	393	188	162	118	404	219	48	124	63	21	160	152	127	43	21	589	830	182	19	152	169	151	422	923
	66%	38%	55%	69%	77%	78%	68%	52%	67%	62%	53%	67%	55%	65%	76%	69%	78%	63%	44%	65%	64%	82%	70%	52%	52%	52%	72%	69%

Digital Entertainment Survey 2013

4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months?

Standard Virgin Media box

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	267	9	8	16	34	34	22	19	7	11	14	23	30	19	22	40	65	65	72	7	5	14
	11%	14%	9%	11%	13%	12%	10%	9%	11%	12%	9%	9%	11%	9%	11%	13%	10%	11%	12%	5%	10%	8%
Access as if my own	112	7	13	18	20	14	2	2	5	2	13	10	3	3	1	40	19	19	24	4	-	6
	4%	10%	16%	12%	8%	5%	1%	1%	8%	3%	8%	4%	1%	1%	*	13%	3%	3%	4%	4%	-	3%
Don't own but will get in next 6 months	105	3	7	16	23	7	3	-	5	2	10	15	8	4	3	26	28	23	18	2	-	8
	4%	4%	8%	11%	9%	2%	1%	-	8%	3%	6%	6%	3%	2%	1%	9%	5%	4%	3%	2%	-	5%
Don't own & will not get in next 6 months	2016	47	57	99	172	220	198	179	46	73	114	202	234	199	175	193	510	507	509	112	45	140
	81%	72%	67%	66%	69%	80%	88%	90%	74%	83%	76%	81%	85%	89%	87%	65%	82%	83%	82%	89%	90%	84%

Digital Entertainment Survey 2013

4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months?

Standard Virgin Media box

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	267	31	60	96	54	26	30	29	60	42	8	18	15	2	27	20	11	5	9	94	133	28	2	29	38	30	62	144
	11%	14%	11%	10%	10%	11%	12%	13%	10%	12%	8%	10%	13%	6%	13%	9%	7%	8%	20%	10%	10%	13%	9%	10%	12%	10%	11%	11%
Access as if my own	112	24	35	36	10	8	6	24	21	22	8	13	5	2	4	4	1	4	8	47	50	3	4	20	16	19	12	62
	4%	11%	6%	4%	2%	3%	2%	10%	3%	6%	9%	7%	4%	7%	2%	2%	1%	6%	17%	5%	4%	1%	15%	7%	5%	6%	2%	5%
Don't own but will get in next 6 months	105	28	31	31	8	7	12	13	23	14	8	8	11	2	5	6	-	3	1	57	42	5	-	17	18	15	10	60
	4%	13%	5%	3%	2%	3%	5%	6%	4%	4%	9%	4%	9%	6%	2%	3%	-	4%	3%	6%	3%	2%	-	6%	5%	5%	2%	5%
Don't own & will not get in next 6 months	2016	137	448	792	439	200	192	161	495	273	67	145	85	26	175	191	149	56	29	711	1071	185	21	228	255	226	502	1068
	81%	62%	78%	83%	86%	83%	80%	71%	83%	78%	74%	79%	74%	81%	83%	87%	92%	82%	60%	78%	83%	84%	77%	78%	78%	78%	86%	80%

Digital Entertainment Survey 2013

4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months?

Virgin Media box which allows you to record programmes on to the box

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	274	8	8	18	34	37	29	26	6	8	16	22	31	15	18	37	64	63	77	9	5	18
	11%	12%	9%	12%	13%	13%	13%	13%	9%	9%	10%	9%	11%	7%	9%	12%	10%	10%	12%	8%	10%	11%
Access as if my own	121	8	17	21	24	11	3	-	4	2	12	9	6	3	1	42	20	25	24	2	-	7
	5%	12%	20%	14%	10%	4%	1%	-	6%	3%	8%	4%	2%	1%	*	14%	3%	4%	4%	2%	-	4%
Don't own but will get in next 6 months	134	1	8	18	18	17	8	2	5	6	11	19	9	6	5	28	27	35	26	5	3	10
	5%	2%	9%	12%	7%	6%	4%	1%	8%	7%	7%	8%	3%	3%	3%	9%	4%	6%	4%	4%	6%	6%
Don't own & will not get in next 6 months	1971	49	51	92	173	210	185	172	48	71	112	200	229	201	176	192	512	490	495	108	41	132
	79%	74%	61%	62%	69%	76%	82%	86%	77%	81%	75%	80%	83%	89%	88%	64%	82%	80%	80%	86%	83%	79%

Digital Entertainment Survey 2013

4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months?

Virgin Media box which allows you to record programmes on to the box

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	274	39	75	93	48	18	29	30	68	49	12	14	11	4	13	20	16	7	7	81	161	25	-	45	52	37	72	119
	11%	18%	13%	10%	9%	8%	12%	13%	11%	14%	13%	8%	10%	12%	6%	9%	10%	11%	15%	9%	12%	11%	-	15%	16%	13%	12%	9%
Access as if my own	121	33	39	33	8	7	13	25	22	24	8	13	5	3	3	2	-	3	7	60	47	2	5	19	23	19	12	70
	5%	15%	7%	3%	2%	3%	6%	11%	4%	7%	9%	7%	4%	10%	1%	1%	-	4%	15%	7%	4%	1%	20%	6%	7%	7%	2%	5%
Don't own but will get in next 6 months	134	25	37	51	10	11	14	20	27	24	7	8	14	2	5	7	2	4	4	56	64	11	-	20	21	16	25	71
	5%	11%	7%	5%	2%	5%	6%	9%	5%	7%	8%	4%	12%	6%	2%	3%	1%	6%	8%	6%	5%	5%	-	7%	6%	6%	4%	5%
Don't own & will not get in next 6 months	1971	122	422	778	445	205	184	152	482	255	63	149	85	23	190	191	144	55	30	712	1025	184	22	210	230	218	479	1073
	79%	56%	74%	81%	87%	85%	77%	67%	80%	73%	70%	81%	74%	72%	90%	87%	89%	79%	63%	78%	79%	83%	80%	71%	71%	75%	82%	80%

Digital Entertainment Survey 2013

4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months?

Virgin Media TiVo box

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	246	4	11	8	40	34	21	19	4	12	15	28	30	9	14	37	63	48	74	9	3	12
	10%	6%	13%	5%	16%	12%	9%	9%	6%	13%	10%	11%	11%	4%	7%	12%	10%	8%	12%	7%	6%	7%
Access as if my own	96	7	9	22	20	10	3	-	4	1	5	7	6	-	2	31	21	24	13	4	1	2
	4%	10%	11%	14%	8%	4%	1%	-	6%	1%	3%	3%	2%	-	1%	11%	3%	4%	2%	3%	2%	1%
Don't own but will get in next 6 months	170	4	12	20	21	22	14	4	5	7	14	21	11	11	5	33	38	35	40	8	2	13
	7%	6%	14%	13%	9%	8%	6%	2%	8%	8%	9%	8%	4%	5%	3%	11%	6%	6%	7%	6%	4%	8%
Don't own & will not get in next 6 months	1988	51	53	101	168	209	188	177	50	68	117	194	228	205	179	197	501	507	495	104	44	141
	80%	78%	63%	67%	67%	76%	83%	88%	81%	77%	78%	78%	83%	91%	89%	66%	80%	83%	80%	83%	88%	84%

Digital Entertainment Survey 2013

4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months?

Virgin Media TiVo box

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	246	45	70	77	38	15	25	37	54	43	12	9	11	2	13	19	14	7	5	74	147	20	-	42	51	38	60	105
	10%	21%	12%	8%	8%	6%	10%	16%	9%	12%	14%	5%	9%	6%	6%	8%	9%	11%	11%	8%	11%	9%	-	14%	15%	13%	10%	8%
Access as if my own	96	20	35	24	10	7	10	19	15	18	7	12	7	1	4	1	-	2	7	48	36	2	3	16	14	12	7	60
	4%	9%	6%	3%	2%	3%	4%	8%	2%	5%	8%	6%	6%	3%	2%	*	-	3%	15%	5%	3%	1%	10%	6%	4%	4%	1%	5%
Don't own but will get in next 6 months	170	34	51	59	16	10	17	22	44	31	9	17	6	4	10	6	2	3	1	71	74	20	4	25	27	26	33	89
	7%	16%	9%	6%	3%	4%	7%	10%	7%	9%	10%	9%	5%	13%	5%	3%	1%	4%	3%	8%	6%	9%	13%	9%	8%	9%	6%	7%
Don't own & will not get in next 6 months	1988	120	418	795	447	208	188	149	487	258	62	146	91	25	184	195	146	57	34	715	1040	179	21	210	234	215	487	1079
	80%	55%	73%	83%	87%	86%	78%	66%	81%	74%	68%	80%	79%	78%	87%	88%	90%	82%	71%	79%	80%	81%	77%	71%	72%	74%	83%	81%

Digital Entertainment Survey 2013

4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months?

Freeview box or Freeview-integrated TV

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	1232	26	38	67	100	146	131	122	26	35	52	106	132	123	127	137	316	296	319	56	26	80
	49%	40%	45%	45%	40%	53%	58%	61%	42%	40%	34%	42%	48%	55%	64%	46%	51%	48%	51%	45%	53%	48%
Access as if my own	174	13	18	23	27	15	4	1	11	13	19	13	9	4	5	45	37	38	42	5	1	7
	7%	20%	22%	15%	11%	5%	2%	*	17%	15%	13%	5%	3%	2%	3%	15%	6%	6%	7%	4%	3%	4%
Don't own but will get in next 6 months	97	7	4	17	16	8	4	3	-	6	7	12	7	3	4	18	22	27	21	4	1	4
	4%	10%	5%	12%	7%	3%	2%	1%	-	7%	5%	5%	3%	1%	2%	6%	4%	4%	3%	3%	2%	2%
Don't own & will not get in next 6 months	997	20	24	42	107	105	87	74	26	34	72	120	127	95	64	99	248	254	239	60	21	76
	40%	30%	28%	28%	43%	38%	39%	37%	42%	39%	48%	48%	46%	42%	32%	33%	40%	41%	39%	48%	42%	45%

Digital Entertainment Survey 2013

4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months?

Freeview box or Freeview-integrated TV

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	1232	95	271	494	262	109	116	118	281	173	40	72	51	13	121	113	104	29	11	445	645	122	9	123	143	144	335	647
	49%	43%	47%	52%	51%	45%	49%	52%	47%	49%	44%	39%	44%	42%	57%	51%	64%	42%	23%	49%	50%	55%	33%	42%	44%	50%	57%	49%
Access as if my own	174	35	48	63	18	10	14	29	28	19	12	27	14	5	13	5	4	5	12	86	68	5	2	27	20	25	12	110
	7%	16%	8%	7%	3%	4%	6%	13%	5%	5%	13%	15%	12%	14%	6%	2%	2%	7%	26%	9%	5%	2%	8%	9%	6%	8%	2%	8%
Don't own but will get in next 6 months	97	18	29	30	13	7	5	10	28	14	9	9	7	2	7	4	-	2	5	42	42	7	1	14	18	8	12	53
	4%	8%	5%	3%	3%	3%	2%	4%	5%	4%	10%	5%	6%	4%	2%	-	3%	10%	5%	3%	3%	5%	5%	5%	3%	2%	4%	
Don't own & will not get in next 6 months	997	71	226	368	218	114	104	71	262	145	30	75	43	12	69	99	54	33	20	336	541	86	15	131	145	113	227	524
	40%	33%	39%	39%	43%	47%	43%	31%	44%	41%	33%	41%	38%	37%	33%	45%	34%	48%	41%	37%	42%	39%	54%	45%	44%	39%	39%	39%

Digital Entertainment Survey 2013

4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months?

Freeview+ box which allows you to record programmes on to the box

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	371	8	14	14	46	43	36	37	7	12	15	35	38	29	37	48	92	73	107	17	6	28
	15%	12%	17%	9%	18%	16%	16%	18%	11%	13%	10%	14%	14%	13%	18%	16%	15%	12%	17%	14%	12%	16%
Access as if my own	129	8	11	18	30	13	3	1	5	5	13	11	8	3	2	37	25	26	29	4	2	4
	5%	12%	13%	12%	12%	5%	1%	*	8%	5%	8%	4%	3%	1%	1%	12%	4%	4%	5%	4%	5%	2%
Don't own but will get in next 6 months	189	7	16	18	16	19	10	6	9	16	17	16	17	9	11	33	47	49	43	6	3	8
	8%	10%	19%	12%	7%	7%	5%	3%	15%	19%	11%	6%	6%	4%	6%	11%	8%	8%	7%	5%	7%	5%
Don't own & will not get in next 6 months	1811	43	43	99	158	200	176	156	41	55	106	188	212	184	150	181	458	465	443	98	38	128
	72%	66%	52%	66%	63%	73%	78%	78%	66%	63%	71%	75%	77%	82%	75%	61%	74%	76%	71%	78%	77%	77%

Digital Entertainment Survey 2013

4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months?

Freeview+ box which allows you to record programmes on to the box

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	371	32	100	139	74	27	34	46	75	58	19	22	9	6	30	27	34	13	2	137	192	36	3	45	45	53	94	192
	15%	15%	17%	15%	14%	11%	14%	20%	13%	16%	20%	12%	8%	19%	14%	12%	21%	19%	5%	15%	15%	16%	13%	15%	14%	18%	16%	14%
Access as if my own	129	32	42	39	8	8	8	29	24	26	13	4	11	1	8	2	2	2	6	56	60	4	2	22	23	20	14	73
	5%	15%	7%	4%	2%	3%	3%	13%	4%	7%	14%	2%	9%	3%	4%	1%	1%	3%	13%	6%	5%	2%	9%	7%	7%	7%	2%	5%
Don't own but will get in next 6 months	189	29	45	73	28	14	19	18	40	28	5	22	23	1	14	12	4	4	7	97	68	14	3	18	20	21	31	113
	8%	13%	8%	8%	5%	6%	8%	8%	7%	8%	5%	12%	20%	4%	6%	5%	2%	5%	14%	11%	5%	6%	12%	6%	6%	7%	5%	8%
Don't own & will not get in next 6 months	1811	126	387	704	401	192	180	134	460	239	55	135	72	23	160	180	123	50	32	619	975	167	18	209	238	196	448	957
	72%	58%	68%	74%	79%	80%	75%	59%	77%	68%	60%	74%	63%	73%	76%	82%	76%	72%	68%	68%	75%	75%	67%	71%	73%	68%	76%	72%

Digital Entertainment Survey 2013

4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months?

Freesat box or Freesat-integrated TV

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	442	20	20	15	46	55	36	46	15	12	23	33	44	37	40	57	119	101	106	21	8	30
	18%	30%	23%	10%	18%	20%	16%	23%	25%	13%	16%	13%	16%	16%	20%	19%	19%	16%	17%	16%	16%	18%
Access as if my own	120	5	13	16	21	10	3	2	6	5	13	13	7	3	4	30	27	29	25	5	1	4
	5%	8%	16%	11%	9%	4%	1%	1%	9%	5%	8%	5%	3%	1%	2%	10%	4%	5%	4%	4%	2%	2%
Don't own but will get in next 6 months	116	1	11	13	20	12	7	3	1	8	9	16	8	4	2	31	30	19	26	3	2	6
	5%	2%	13%	9%	8%	4%	3%	1%	2%	9%	6%	6%	3%	2%	1%	10%	5%	3%	4%	3%	4%	4%
Don't own & will not get in next 6 months	1822	39	41	105	162	198	178	150	40	63	105	188	215	182	154	181	447	466	465	97	39	127
	73%	60%	48%	70%	65%	72%	79%	75%	64%	72%	70%	75%	78%	81%	77%	61%	72%	76%	75%	77%	78%	76%

Digital Entertainment Survey 2013

4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months?

Freesat box or Freesat-integrated TV

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	442	57	114	163	73	36	42	56	81	76	23	29	28	5	25	33	30	14	12	146	231	46	6	44	53	57	116	230
	18%	26%	20%	17%	14%	15%	17%	25%	14%	22%	26%	16%	24%	15%	12%	15%	19%	20%	26%	16%	18%	21%	23%	15%	16%	20%	20%	17%
Access as if my own	120	23	37	45	5	10	10	28	28	17	9	10	4	2	4	6	1	2	5	56	57	3	-	21	19	22	11	67
	5%	10%	7%	5%	1%	4%	4%	12%	5%	5%	10%	5%	3%	6%	2%	3%	1%	3%	10%	6%	4%	1%	-	7%	6%	8%	2%	5%
Don't own but will get in next 6 months	116	26	38	36	12	4	11	15	25	20	8	14	5	2	8	4	2	3	-	52	57	5	2	20	23	14	19	60
	5%	12%	7%	4%	2%	2%	4%	6%	4%	6%	9%	7%	4%	6%	4%	2%	1%	4%	-	6%	4%	2%	8%	7%	7%	5%	3%	5%
Don't own & will not get in next 6 months	1822	114	384	711	420	192	177	128	465	238	50	131	79	23	173	178	129	50	31	654	951	167	18	209	230	197	441	977
	73%	52%	67%	74%	82%	80%	74%	56%	78%	68%	55%	71%	69%	73%	82%	81%	80%	73%	64%	72%	73%	76%	69%	71%	71%	68%	75%	73%

Digital Entertainment Survey 2013

4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months?

Freesat+ box which allows you to record programmes on to the box

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	192	8	17	8	27	23	13	25	4	4	6	14	20	14	11	36	54	35	44	7	5	12
	8%	12%	20%	5%	11%	8%	6%	13%	6%	4%	4%	6%	7%	6%	6%	12%	9%	6%	7%	5%	9%	7%
Access as if my own	121	7	16	17	26	10	5	-	5	5	12	9	7	2	2	28	22	30	29	3	2	7
	5%	10%	19%	12%	10%	4%	2%	-	8%	5%	8%	4%	3%	1%	1%	9%	4%	5%	5%	3%	4%	4%
Don't own but will get in next 6 months	135	4	5	12	22	16	7	6	6	7	13	14	10	5	6	23	33	30	32	5	2	9
	5%	6%	6%	8%	9%	6%	3%	3%	9%	8%	8%	6%	4%	2%	3%	8%	5%	5%	5%	4%	4%	5%
Don't own & will not get in next 6 months	2052	47	46	113	176	226	200	169	48	73	120	212	238	204	181	211	513	519	517	110	41	140
	82%	72%	55%	75%	70%	82%	89%	84%	77%	83%	80%	85%	87%	91%	90%	71%	82%	85%	83%	88%	83%	84%

Digital Entertainment Survey 2013

4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months?

Freesat+ box which allows you to record programmes on to the box

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	192	34	59	69	21	9	20	34	32	30	16	6	6	1	8	16	18	5	-	65	113	10	5	39	33	34	52	81
	8%	16%	10%	7%	4%	4%	8%	15%	5%	8%	18%	3%	5%	3%	4%	7%	11%	7%	-	7%	9%	4%	18%	13%	10%	12%	9%	6%
Access as if my own	121	27	40	36	8	10	9	29	18	22	6	11	9	3	6	3	2	4	5	66	47	3	1	16	14	21	14	69
	5%	12%	7%	4%	2%	4%	4%	13%	3%	6%	7%	6%	8%	10%	3%	1%	1%	6%	10%	7%	4%	1%	5%	6%	4%	7%	2%	5%
Don't own but will get in next 6 months	135	29	33	47	18	9	21	12	27	22	9	11	12	2	9	7	2	2	7	58	59	10	1	17	24	15	16	77
	5%	13%	6%	5%	3%	4%	9%	5%	4%	6%	10%	6%	10%	6%	4%	3%	1%	3%	15%	6%	5%	5%	4%	6%	7%	5%	3%	6%
Don't own & will not get in next 6 months	2052	129	442	804	464	213	189	152	523	278	59	157	88	26	187	195	140	58	36	719	1078	199	20	222	255	221	505	1107
	82%	59%	77%	84%	91%	88%	79%	67%	87%	79%	65%	85%	77%	81%	89%	88%	87%	84%	75%	79%	83%	90%	74%	75%	78%	76%	86%	83%

Digital Entertainment Survey 2013

4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months?

Youview box, subscription-free TV purchased from a retailer

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	110	7	16	10	22	10	4	5	5	-	6	9	10	4	3	32	19	18	25	6	3	7
	4%	10%	19%	7%	9%	4%	2%	3%	8%	-	4%	4%	4%	2%	1%	11%	3%	3%	4%	5%	6%	4%
Access as if my own	83	3	7	17	24	6	1	-	2	2	8	8	2	3	-	21	16	19	16	3	2	6
	3%	4%	8%	12%	10%	2%	*	-	4%	3%	5%	3%	1%	1%	-	7%	3%	3%	3%	2%	4%	4%
Don't own but will get in next 6 months	144	5	9	11	20	25	9	4	4	9	10	14	14	2	8	26	33	36	36	7	1	5
	6%	8%	11%	7%	8%	9%	4%	2%	6%	11%	6%	5%	5%	1%	4%	9%	5%	6%	6%	6%	3%	3%
Don't own & will not get in next 6 months	2163	51	53	112	183	234	211	190	52	76	127	219	250	217	189	220	554	541	545	109	43	149
	87%	78%	63%	75%	73%	85%	94%	95%	83%	87%	84%	88%	91%	96%	95%	74%	89%	88%	88%	87%	87%	89%

Digital Entertainment Survey 2013

4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months?

Youview box, subscription-free TV purchased from a retailer

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	110	29	36	31	8	5	7	28	21	19	8	5	8	1	3	6	3	2	5	49	53	2	1	22	21	18	13	55
	4%	13%	6%	3%	2%	2%	3%	12%	3%	5%	8%	3%	7%	3%	1%	3%	2%	3%	10%	5%	4%	1%	5%	7%	6%	6%	2%	4%
Access as if my own	83	23	29	20	6	6	13	18	16	12	8	4	3	2	2	1	-	2	3	44	32	3	-	18	11	11	8	47
	3%	10%	5%	2%	1%	2%	6%	8%	3%	3%	9%	2%	3%	6%	1%	*	-	3%	7%	5%	2%	1%	-	6%	3%	4%	1%	3%
Don't own but will get in next 6 months	144	32	47	46	12	8	10	22	30	29	7	14	8	2	9	7	2	4	3	51	72	13	6	19	24	28	23	69
	6%	14%	8%	5%	2%	3%	4%	9%	5%	8%	8%	8%	7%	6%	4%	3%	1%	5%	6%	6%	6%	21%	6%	7%	10%	4%	5%	
Don't own & will not get in next 6 months	2163	136	462	858	486	222	209	159	532	291	68	160	95	27	197	207	157	61	37	764	1139	204	20	235	270	233	543	1163
	87%	62%	80%	90%	95%	92%	87%	70%	89%	83%	75%	87%	83%	84%	94%	94%	97%	88%	77%	84%	88%	92%	74%	80%	83%	80%	93%	87%

Digital Entertainment Survey 2013

4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months?

Standard BT Vision box

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	116	3	11	5	17	16	7	6	2	5	7	7	8	12	10	25	27	22	28	2	4	8
	5%	4%	13%	4%	7%	6%	3%	3%	4%	5%	5%	3%	3%	5%	5%	8%	4%	4%	5%	2%	7%	5%
Access as if my own	109	7	14	15	24	11	2	2	4	2	15	5	5	1	1	31	16	25	23	4	1	9
	4%	10%	17%	10%	10%	4%	1%	1%	6%	3%	10%	2%	2%	*	*	10%	3%	4%	4%	3%	2%	5%
Don't own but will get in next 6 months	102	5	3	17	17	11	7	-	6	4	8	13	8	-	4	29	25	20	22	1	-	5
	4%	8%	3%	12%	7%	4%	3%	-	9%	4%	5%	5%	3%	-	2%	10%	4%	3%	4%	1%	-	3%
Don't own & will not get in next 6 months	2173	51	57	112	191	236	209	192	50	77	121	225	253	212	186	214	555	547	549	118	45	145
	87%	78%	67%	75%	76%	86%	93%	96%	81%	88%	81%	90%	92%	94%	93%	72%	89%	89%	88%	94%	91%	87%

Digital Entertainment Survey 2013

4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months?

Standard BT Vision box

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	116	20	30	51	6	10	14	12	30	23	8	9	4	4	2	3	5	3	1	40	67	7	1	20	22	21	31	53
	5%	9%	5%	5%	1%	4%	6%	5%	5%	7%	9%	5%	3%	12%	1%	1%	3%	4%	2%	4%	5%	3%	3%	7%	7%	7%	5%	4%
Access as if my own	109	27	35	30	9	8	8	25	19	27	11	8	6	1	1	3	-	-	5	54	45	2	3	18	19	21	11	57
	4%	12%	6%	3%	2%	3%	3%	11%	3%	8%	13%	4%	5%	3%	1%	1%	-	-	10%	6%	3%	1%	10%	6%	6%	7%	2%	4%
Don't own but will get in next 6 months	102	29	32	31	5	5	11	16	19	19	5	6	8	3	9	-	1	4	5	47	45	4	2	16	18	13	15	55
	4%	13%	6%	3%	1%	2%	5%	7%	3%	5%	5%	3%	7%	9%	4%	-	1%	6%	10%	5%	3%	2%	8%	6%	5%	4%	2%	4%
Don't own & will not get in next 6 months	2173	144	477	843	491	218	207	174	532	282	66	160	97	24	199	215	155	62	37	767	1140	208	21	240	268	235	530	1169
	87%	66%	83%	88%	96%	90%	86%	77%	89%	80%	73%	87%	84%	75%	94%	97%	96%	90%	78%	84%	88%	94%	79%	82%	82%	81%	90%	88%

Digital Entertainment Survey 2013

4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months?

YouView box from BT Vision

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	86	4	11	5	19	10	4	2	2	1	7	5	7	5	4	27	18	15	18	5	1	3
	3%	6%	13%	4%	8%	4%	2%	1%	4%	1%	5%	2%	3%	2%	2%	9%	3%	2%	3%	4%	3%	2%
Access as if my own	85	7	11	14	18	8	3	-	6	4	7	6	1	-	1	32	15	19	14	1	-	4
	3%	10%	13%	9%	7%	3%	1%	-	9%	4%	5%	3%	*	-	*	11%	2%	3%	2%	1%	-	2%
Don't own but will get in next 6 months	130	5	8	16	19	15	10	4	4	5	10	12	13	4	5	23	33	25	31	4	4	10
	5%	8%	9%	11%	8%	5%	5%	2%	6%	5%	6%	5%	5%	2%	3%	8%	5%	4%	5%	3%	8%	6%
Don't own & will not get in next 6 months	2199	50	55	114	193	241	208	194	50	79	127	227	254	217	190	217	557	555	559	116	44	150
	88%	76%	66%	76%	77%	88%	93%	97%	81%	89%	84%	91%	92%	96%	95%	73%	89%	90%	90%	92%	89%	90%

Digital Entertainment Survey 2013

4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months?

YouView box from BT Vision

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	86	17	28	27	5	9	8	19	17	18	8	9	-	-	2	1	2	2	-	38	46	2	-	14	17	15	14	44
	3%	8%	5%	3%	1%	4%	4%	8%	3%	5%	9%	5%	-	-	1%	*	1%	3%	-	4%	4%	1%	-	5%	5%	5%	2%	3%
Access as if my own	85	28	29	22	3	3	7	23	12	19	5	6	7	2	2	2	-	-	7	42	33	-	3	14	12	12	6	49
	3%	13%	5%	2%	1%	1%	3%	10%	2%	5%	6%	3%	6%	7%	1%	1%	-	-	15%	5%	3%	-	10%	5%	4%	4%	1%	4%
Don't own but will get in next 6 months	130	27	40	46	8	9	13	15	24	30	8	7	12	2	10	2	4	4	6	51	64	8	1	16	23	22	28	66
	5%	12%	7%	5%	1%	4%	5%	6%	4%	9%	9%	4%	11%	6%	5%	1%	2%	6%	13%	6%	5%	3%	5%	6%	7%	8%	5%	5%
Don't own & will not get in next 6 months	2199	147	477	860	495	220	211	171	547	284	69	162	95	28	197	216	156	63	35	776	1153	212	23	250	274	241	539	1174
	88%	67%	83%	90%	97%	91%	88%	75%	91%	81%	76%	88%	83%	87%	93%	98%	97%	91%	73%	85%	89%	96%	85%	85%	84%	83%	92%	88%

Digital Entertainment Survey 2013

4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months?

YouView box from TalkTalk TV

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	97	4	7	4	20	12	6	4	6	4	8	6	7	5	4	20	28	13	24	5	1	6
	4%	6%	8%	3%	8%	4%	2%	2%	9%	4%	5%	3%	3%	2%	2%	7%	4%	2%	4%	4%	3%	3%
Access as if my own	93	5	8	22	17	10	4	-	-	1	11	8	5	1	1	30	15	21	17	3	2	5
	4%	8%	9%	14%	7%	4%	2%	-	-	1%	7%	3%	2%	*	*	10%	2%	3%	3%	2%	4%	3%
Don't own but will get in next 6 months	123	4	14	14	20	12	8	1	6	5	10	13	7	1	8	33	33	20	29	4	2	4
	5%	6%	17%	9%	8%	4%	4%	*	9%	5%	6%	5%	3%	*	4%	11%	5%	3%	5%	3%	4%	2%
Don't own & will not get in next 6 months	2187	53	55	110	192	240	207	195	50	79	122	223	256	218	188	215	548	560	553	113	45	153
	87%	80%	66%	73%	77%	87%	92%	97%	81%	89%	81%	89%	93%	97%	94%	72%	88%	91%	89%	90%	90%	91%

Digital Entertainment Survey 2013

4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months?

YouView box from TalkTalk TV

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Own this	97	23	29	24	12	9	9	20	16	17	8	6	2	-	4	5	6	4	1	37	50	7	1	19	19	16	10	55
	4%	10%	5%	3%	2%	4%	4%	9%	3%	5%	9%	3%	2%	-	2%	2%	4%	6%	3%	4%	4%	3%	5%	6%	6%	6%	2%	4%
Access as if my own	93	21	35	25	5	6	8	20	15	17	8	9	7	1	3	5	-	-	6	42	41	4	-	19	18	13	9	45
	4%	10%	6%	3%	1%	2%	3%	9%	3%	5%	8%	5%	6%	3%	1%	2%	-	-	12%	5%	3%	2%	-	6%	6%	4%	2%	3%
Don't own but will get in next 6 months	123	32	31	41	12	7	10	22	28	19	5	11	8	4	9	1	3	4	4	57	55	5	3	13	19	18	20	71
	5%	15%	5%	4%	2%	3%	4%	10%	5%	6%	6%	6%	7%	12%	4%	*	2%	6%	8%	6%	4%	2%	10%	5%	6%	6%	3%	5%
Don't own & will not get in next 6 months	2187	143	479	865	481	218	212	166	541	298	70	157	97	27	195	210	153	61	37	773	1149	205	23	243	270	243	547	1163
	87%	65%	83%	91%	94%	91%	88%	73%	90%	85%	77%	86%	85%	84%	93%	95%	95%	88%	78%	85%	89%	93%	85%	83%	83%	84%	93%	87%

Digital Entertainment Survey 2013

4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months?

Summary table

Base: All respondents

	Total	Own this	Access as if my own	Don't own but will get in next 6 months	Don't own & will not get in next 6 months
Standard Sky box	2500 100%	395 16%	153 6%	95 4%	1857 74%
Sky+ which allows you to record programmes on to the box	2500 100%	618 25%	172 7%	121 5%	1590 64%
Sky+ HD which allows you to record programmes on to the box and access HD channels	2500 100%	562 22%	146 6%	151 6%	1641 66%
Standard Virgin Media box	2500 100%	267 11%	112 4%	105 4%	2016 81%
Virgin Media box which allows you to record programmes on to the box	2500 100%	274 11%	121 5%	134 5%	1971 79%
Virgin Media TiVo box	2500 100%	246 10%	96 4%	170 7%	1988 80%
Freeview box or Freeview-integrated TV	2500 100%	1232 49%	174 7%	97 4%	997 40%
Freeview+ box which allows you to record programmes on to the box	2500 100%	371 15%	129 5%	189 8%	1811 72%
Freesat box or Freesat-integrated TV	2500 100%	442 18%	120 5%	116 5%	1822 73%
Freesat+ box which allows you to record programmes on to the box	2500 100%	192 8%	121 5%	135 5%	2052 82%
Youview box, subscription-free TV purchased from a retailer	2500 100%	110 4%	83 3%	144 6%	2163 87%
Standard BT Vision box	2500 100%	116 5%	109 4%	102 4%	2173 87%
YouView box from BT Vision	2500 100%	86 3%	85 3%	130 5%	2199 88%

Digital Entertainment Survey 2013

4. Please indicate which of the below TV services/boxes you currently own or are seriously considering buying in the next few months?

Summary table

Base: All respondents

YouView box from TalkTalk TV

Total	Own this	Access as if my own	Don't own but will get in next 6 months	Don't own & will not get in next 6 months
2500 100%	97 4%	93 4%	123 5%	2187 87%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

Facebook

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	1801	55	68	121	189	200	135	104	52	77	130	209	204	142	115	208	468	462	421	91	39	111
	72%	84%	81%	80%	76%	73%	60%	52%	83%	88%	86%	84%	74%	63%	57%	69%	75%	75%	68%	72%	79%	66%
Yes, but only browse	235	4	12	9	27	24	25	21	6	5	7	11	24	24	39	35	56	49	59	14	4	19
	9%	6%	14%	6%	11%	9%	11%	11%	9%	5%	5%	4%	9%	11%	19%	12%	9%	8%	9%	11%	7%	11%
NET YES	2036	59	80	129	215	223	161	126	57	82	136	220	227	166	154	242	525	511	480	105	43	130
	81%	90%	95%	86%	86%	81%	71%	63%	92%	93%	91%	88%	83%	74%	77%	81%	84%	83%	77%	83%	86%	78%
No, don't use it	427	4	4	17	27	50	58	71	4	5	11	28	46	59	45	41	94	96	134	21	7	34
	17%	6%	5%	12%	11%	18%	26%	36%	6%	5%	7%	11%	17%	26%	22%	14%	15%	16%	22%	17%	14%	20%
Never heard of it	37	3	-	3	8	2	7	3	1	1	3	2	2	1	2	15	4	7	8	-	-	3
	1%	4%	-	2%	3%	1%	3%	1%	2%	1%	2%	1%	1%	*	1%	5%	1%	1%	1%	-	-	2%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

Facebook

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	1801	178	465	678	350	131	169	152	432	262	57	163	96	25	147	166	85	47	35	700	908	140	18	253	242	212	366	990
	72%	81%	81%	71%	68%	54%	70%	67%	72%	75%	63%	89%	84%	79%	70%	75%	53%	68%	73%	77%	70%	63%	66%	86%	74%	73%	62%	74%
Yes, but only browse	235	19	41	94	46	36	26	32	58	34	11	7	8	1	21	11	23	3	8	77	123	24	3	16	24	25	72	119
	9%	8%	7%	10%	9%	15%	11%	14%	10%	10%	12%	4%	7%	3%	10%	5%	14%	4%	17%	8%	9%	11%	12%	5%	8%	9%	12%	9%
NET YES	2036	197	506	772	395	167	195	184	490	296	68	170	104	26	168	177	108	49	43	777	1031	164	21	269	266	236	437	1109
	81%	90%	88%	81%	77%	69%	81%	81%	82%	84%	75%	93%	91%	82%	80%	80%	67%	72%	90%	86%	80%	74%	78%	91%	82%	81%	75%	83%
No, don't use it	427	17	61	171	110	68	42	39	101	51	15	10	8	6	43	42	53	18	5	119	242	57	5	23	53	51	145	205
	17%	8%	11%	18%	22%	28%	18%	17%	17%	15%	17%	5%	7%	18%	20%	19%	32%	26%	10%	13%	19%	26%	19%	8%	16%	17%	25%	15%
Never heard of it	37	6	7	13	5	6	2	4	9	4	8	3	2	-	-	2	1	2	-	13	23	-	1	3	7	3	4	20
	1%	3%	1%	1%	1%	2%	1%	2%	1%	1%	8%	2%	2%	-	-	1%	1%	3%	-	1%	2%	-	3%	1%	2%	1%	1%	2%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

YouTube

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	944	53	64	102	131	110	71	31	38	57	85	97	58	32	15	140	231	232	219	46	19	57
	38%	80%	77%	68%	52%	40%	32%	16%	60%	65%	56%	39%	21%	14%	7%	47%	37%	38%	35%	36%	38%	34%
Yes, but only browse	1121	8	14	36	89	122	112	105	21	28	52	117	164	132	120	117	289	265	287	55	29	78
	45%	12%	17%	24%	36%	45%	50%	53%	34%	32%	34%	47%	60%	59%	60%	39%	46%	43%	46%	44%	58%	47%
NET YES	2065	61	79	138	219	233	183	137	59	86	136	215	222	164	135	257	520	497	507	101	48	135
	83%	92%	94%	92%	88%	85%	81%	68%	94%	97%	91%	86%	81%	73%	68%	86%	84%	81%	81%	80%	96%	81%
No, don't use it	386	5	4	8	21	39	36	62	2	2	10	31	49	55	61	30	92	105	107	20	2	29
	15%	8%	5%	5%	9%	14%	16%	31%	4%	3%	6%	12%	18%	24%	31%	10%	15%	17%	17%	16%	4%	17%
Never heard of it	49	-	1	4	9	4	6	1	1	-	4	5	5	6	4	12	10	11	8	5	-	3
	2%	-	2%	3%	4%	1%	2%	*	2%	-	3%	2%	2%	3%	2%	4%	2%	2%	1%	4%	-	2%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

YouTube

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	944	152	288	316	144	44	98	97	189	127	33	129	85	14	74	58	18	23	33	470	392	37	13	129	122	98	118	603
	38%	69%	50%	33%	28%	18%	41%	43%	31%	36%	36%	70%	74%	45%	35%	26%	11%	33%	68%	52%	30%	17%	47%	44%	37%	34%	20%	45%
Yes, but only browse	1121	46	213	486	251	124	99	93	308	167	40	48	23	12	99	110	92	29	11	318	646	132	14	122	148	145	319	543
	45%	21%	37%	51%	49%	51%	41%	41%	51%	48%	44%	26%	20%	38%	47%	50%	57%	42%	23%	35%	50%	60%	53%	41%	45%	50%	54%	41%
NET YES	2065	198	501	802	396	168	198	190	497	294	73	177	109	26	173	168	109	52	43	788	1038	169	27	250	270	243	437	1146
	83%	90%	87%	84%	77%	70%	82%	84%	83%	84%	80%	96%	95%	83%	82%	76%	68%	75%	91%	87%	80%	76%	100%	85%	83%	84%	74%	86%
No, don't use it	386	16	57	138	111	63	36	35	89	46	10	6	5	5	38	46	50	17	3	106	229	48	-	30	45	40	142	172
	15%	7%	10%	14%	22%	26%	15%	15%	15%	13%	11%	4%	4%	17%	18%	21%	31%	25%	7%	12%	18%	22%	-	10%	14%	14%	24%	13%
Never heard of it	49	5	15	15	4	9	6	2	14	11	8	-	1	-	-	7	2	-	1	14	29	5	-	13	11	8	8	15
	2%	2%	3%	2%	1%	4%	2%	1%	2%	3%	8%	-	1%	-	-	3%	1%	-	2%	2%	2%	2%	-	5%	4%	3%	1%	1%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

Twitter

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	860	30	50	80	114	109	49	29	39	43	69	107	77	39	24	111	216	221	197	49	16	50
	34%	46%	59%	54%	46%	40%	22%	14%	62%	49%	46%	43%	28%	17%	12%	37%	35%	36%	32%	39%	33%	30%
Yes, but only browse	356	7	20	22	34	40	32	22	9	19	19	28	43	31	30	55	89	74	90	12	11	25
	14%	10%	23%	14%	13%	15%	14%	11%	15%	21%	13%	11%	16%	14%	15%	18%	14%	12%	14%	9%	22%	15%
NET YES	1216	37	70	102	148	150	80	51	48	62	89	135	120	70	54	166	305	295	287	61	27	75
	49%	56%	83%	68%	59%	54%	36%	25%	77%	71%	59%	54%	44%	31%	27%	56%	49%	48%	46%	48%	55%	45%
No, don't use it	1191	21	12	42	92	118	133	144	12	23	56	108	144	147	139	110	303	299	315	56	22	86
	48%	32%	14%	28%	37%	43%	59%	72%	19%	27%	37%	43%	52%	65%	70%	37%	49%	49%	51%	45%	44%	51%
Never heard of it	93	8	3	5	10	8	12	5	2	2	6	6	11	7	7	23	15	20	20	9	1	7
	4%	12%	3%	4%	4%	3%	5%	3%	4%	3%	4%	3%	4%	3%	4%	8%	2%	3%	3%	7%	2%	4%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

Twitter

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	860	138	263	289	131	38	76	82	204	131	31	96	60	16	72	51	19	21	26	384	403	37	9	125	121	110	106	527
	34%	63%	46%	30%	26%	16%	32%	36%	34%	37%	34%	52%	52%	49%	34%	23%	12%	31%	54%	42%	31%	17%	34%	42%	37%	38%	18%	40%
Yes, but only browse	356	25	80	150	66	35	30	32	85	61	11	28	22	1	23	37	19	6	8	145	171	27	5	36	53	32	86	194
	14%	12%	14%	16%	13%	15%	13%	14%	14%	17%	13%	15%	20%	3%	11%	17%	12%	8%	17%	16%	13%	12%	18%	12%	16%	11%	15%	15%
NET YES	1216	164	343	438	198	74	107	114	290	192	43	124	82	17	95	88	37	27	34	529	574	65	14	161	174	142	192	721
	49%	75%	60%	46%	39%	31%	44%	50%	48%	55%	47%	68%	72%	53%	45%	40%	23%	39%	71%	58%	44%	29%	52%	55%	53%	49%	33%	54%
No, don't use it	1191	42	215	483	300	151	121	103	291	149	39	55	26	14	111	125	118	40	11	348	672	150	10	119	140	138	376	567
	48%	19%	37%	51%	59%	63%	50%	45%	49%	42%	43%	30%	23%	43%	53%	57%	73%	58%	23%	38%	52%	68%	39%	40%	43%	47%	64%	43%
Never heard of it	93	13	16	34	13	16	12	11	19	10	9	4	6	1	5	7	6	2	3	31	50	7	2	14	12	10	18	45
	4%	6%	3%	4%	3%	7%	5%	5%	3%	3%	10%	2%	5%	4%	2%	3%	4%	3%	6%	3%	4%	3%	9%	5%	4%	4%	3%	3%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

Google+

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	522	29	37	49	81	69	25	21	20	26	41	54	37	22	12	69	125	136	124	24	12	33
	21%	44%	44%	33%	32%	25%	11%	10%	32%	29%	27%	22%	13%	10%	6%	23%	20%	22%	20%	19%	23%	20%
Yes, but only browse	440	11	21	35	41	42	35	29	18	16	22	42	52	32	44	66	121	88	107	25	7	26
	18%	16%	25%	23%	16%	15%	15%	15%	28%	19%	15%	17%	19%	14%	22%	22%	19%	14%	17%	20%	14%	15%
NET YES	962	39	58	84	121	111	60	50	38	42	63	97	89	54	56	135	246	224	231	49	18	59
	38%	60%	69%	56%	49%	40%	27%	25%	60%	48%	42%	39%	32%	24%	28%	45%	39%	36%	37%	39%	37%	35%
No, don't use it	1339	24	26	61	107	150	146	129	21	41	75	135	155	146	123	134	338	344	331	69	30	94
	54%	36%	31%	41%	43%	54%	65%	65%	34%	47%	50%	54%	56%	65%	61%	45%	54%	56%	53%	55%	59%	56%
Never heard of it	199	3	-	5	21	14	20	21	4	5	12	18	32	25	21	30	39	47	60	7	2	14
	8%	4%	-	4%	9%	5%	9%	10%	6%	5%	8%	7%	12%	11%	11%	10%	6%	8%	10%	6%	4%	9%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

Google+

Base: All respondents

	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	522	99	162	177	56	28	46	64	106	87	21	57	36	5	41	31	11	17	12	242	241	19	8	86	78	64	72	307
	21%	45%	28%	19%	11%	12%	19%	28%	18%	25%	23%	31%	32%	16%	19%	14%	7%	24%	24%	27%	19%	9%	31%	29%	24%	22%	12%	23%
Yes, but only browse	440	50	117	163	71	39	45	56	97	54	13	32	31	9	27	38	31	7	15	155	217	48	4	62	59	69	109	220
	18%	23%	20%	17%	14%	16%	19%	25%	16%	15%	14%	17%	27%	30%	13%	17%	19%	10%	32%	17%	17%	22%	16%	21%	18%	24%	19%	16%
NET YES	962	148	279	340	127	67	91	120	203	141	33	89	67	15	68	70	42	23	27	397	458	67	13	148	137	132	181	526
	38%	68%	49%	36%	25%	28%	38%	53%	34%	40%	37%	49%	58%	46%	32%	32%	26%	34%	56%	44%	35%	30%	47%	50%	42%	46%	31%	39%
No, don't use it	1339	56	266	541	342	134	134	94	335	181	44	89	43	14	129	134	105	38	18	452	720	138	11	115	154	140	349	723
	54%	26%	46%	57%	67%	56%	56%	41%	56%	52%	49%	48%	37%	44%	61%	61%	65%	56%	37%	50%	56%	63%	41%	39%	47%	48%	59%	54%
Never heard of it	199	15	29	74	42	40	15	13	61	30	13	6	5	3	14	17	15	7	3	59	118	16	3	32	35	18	57	85
	8%	7%	5%	8%	8%	17%	6%	6%	10%	8%	15%	3%	4%	9%	7%	8%	9%	11%	7%	6%	9%	7%	12%	11%	11%	6%	10%	6%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

Friends Reunited

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	317	3	5	5	30	42	41	34	1	-	12	32	41	38	32	38	68	91	78	17	4	22
	13%	4%	6%	4%	12%	15%	18%	17%	2%	-	8%	13%	15%	17%	16%	13%	11%	15%	13%	13%	7%	13%
Yes, but only browse	324	1	13	12	32	45	36	29	-	5	10	23	45	31	41	47	94	77	65	17	6	16
	13%	2%	16%	8%	13%	16%	16%	15%	-	5%	6%	9%	16%	14%	21%	16%	15%	13%	10%	14%	13%	10%
NET YES	641	4	18	17	61	88	77	63	1	5	21	55	86	70	74	85	162	168	144	34	10	39
	26%	6%	22%	12%	24%	32%	34%	32%	2%	5%	14%	22%	31%	31%	37%	28%	26%	27%	23%	27%	20%	23%
No, don't use it	1527	37	49	98	156	160	125	121	33	68	99	159	166	144	112	154	400	367	399	75	29	103
	61%	56%	58%	65%	62%	58%	56%	61%	53%	77%	66%	64%	60%	64%	56%	51%	64%	60%	64%	59%	58%	62%
Never heard of it	333	25	17	35	33	27	22	15	28	15	29	36	24	12	14	60	60	79	80	17	11	25
	13%	38%	20%	23%	13%	10%	10%	8%	45%	17%	19%	14%	9%	5%	7%	20%	10%	13%	13%	13%	22%	15%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

Friends Reunited

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	317	46	66	120	59	26	29	36	90	56	13	6	-	5	20	31	27	4	-	69	222	25	1	53	62	60	107	106
	13%	21%	12%	13%	11%	11%	12%	16%	15%	16%	15%	3%	-	15%	10%	14%	17%	5%	-	8%	17%	11%	5%	18%	19%	21%	18%	8%
Yes, but only browse	324	26	72	140	60	27	28	37	79	61	18	5	7	5	27	18	32	7	4	99	169	49	2	30	47	49	113	124
	13%	12%	13%	15%	12%	11%	12%	16%	13%	17%	20%	3%	6%	15%	13%	8%	20%	11%	9%	11%	13%	22%	8%	10%	14%	17%	19%	9%
NET YES	641	72	138	260	118	53	57	73	169	117	31	12	7	9	47	49	59	11	4	167	391	74	4	83	109	109	220	231
	26%	33%	24%	27%	23%	22%	24%	32%	28%	33%	34%	6%	6%	29%	22%	22%	36%	16%	9%	18%	30%	34%	13%	28%	33%	38%	38%	17%
No, don't use it	1527	103	357	583	336	147	138	130	369	203	47	125	66	18	139	147	93	52	22	595	767	132	10	162	184	157	324	888
	61%	47%	62%	61%	66%	61%	58%	57%	61%	58%	52%	68%	57%	56%	66%	67%	58%	75%	47%	66%	59%	60%	36%	55%	57%	54%	55%	67%
Never heard of it	333	44	78	113	56	41	45	24	62	31	12	46	42	5	25	24	10	6	21	146	138	14	14	49	33	24	42	215
	13%	20%	14%	12%	11%	17%	19%	11%	10%	9%	14%	25%	37%	15%	12%	11%	6%	9%	43%	16%	11%	7%	51%	17%	10%	8%	7%	16%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

LinkedIn

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	411	1	3	25	52	82	51	29	4	5	22	47	50	22	18	62	110	111	77	21	4	26
	16%	2%	3%	17%	21%	30%	23%	14%	6%	5%	15%	19%	18%	10%	9%	21%	18%	18%	12%	17%	8%	16%
Yes, but only browse	256	7	17	25	36	26	16	16	2	6	17	31	29	10	19	53	75	48	57	9	5	9
	10%	10%	20%	17%	14%	10%	7%	8%	4%	7%	11%	12%	11%	4%	10%	18%	12%	8%	9%	7%	9%	5%
NET YES	667	8	20	50	88	108	67	45	6	11	39	78	79	32	38	115	185	159	134	30	9	35
	27%	12%	23%	33%	35%	39%	30%	22%	9%	12%	26%	31%	29%	14%	19%	38%	30%	26%	22%	24%	17%	21%
No, don't use it	1423	38	51	78	134	138	126	127	33	48	87	144	151	149	120	142	350	349	381	77	28	96
	57%	58%	61%	52%	53%	50%	56%	63%	53%	55%	58%	57%	55%	66%	60%	48%	56%	57%	61%	61%	57%	57%
Never heard of it	410	20	13	22	29	29	32	29	23	29	24	29	45	44	42	42	87	106	107	19	13	36
	16%	30%	16%	14%	11%	11%	14%	14%	38%	33%	16%	12%	16%	20%	21%	14%	14%	17%	17%	15%	25%	22%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

LinkedIn

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	411	66	134	139	56	15	22	36	125	126	28	21	4	4	21	7	13	4	1	136	247	25	1	62	79	69	73	206
	16%	30%	23%	15%	11%	6%	9%	16%	21%	36%	31%	11%	4%	11%	10%	3%	8%	6%	2%	15%	19%	11%	5%	21%	24%	24%	12%	15%
Yes, but only browse	256	26	70	109	32	19	14	35	64	56	16	19	11	3	11	14	12	2	2	107	132	15	-	41	40	28	47	140
	10%	12%	12%	11%	6%	8%	6%	15%	11%	16%	17%	10%	9%	9%	5%	6%	7%	3%	5%	12%	10%	7%	-	14%	12%	10%	8%	10%
NET YES	667	92	204	248	89	35	36	71	190	182	44	40	15	7	32	21	25	6	3	243	379	41	1	103	119	97	120	345
	27%	42%	36%	26%	17%	14%	15%	31%	32%	52%	48%	22%	13%	21%	15%	9%	15%	9%	7%	27%	29%	18%	5%	35%	37%	33%	20%	26%
No, don't use it	1423	97	306	568	315	138	143	112	345	149	33	108	69	19	136	158	103	50	27	525	717	139	16	131	162	154	354	786
	57%	44%	53%	59%	62%	57%	59%	49%	58%	42%	37%	59%	60%	59%	64%	72%	64%	72%	57%	58%	55%	63%	58%	45%	50%	53%	60%	59%
Never heard of it	410	31	64	140	107	68	61	45	65	21	13	36	31	6	43	42	34	13	17	141	200	42	10	60	45	40	112	203
	16%	14%	11%	15%	21%	28%	26%	20%	11%	6%	15%	19%	27%	20%	20%	19%	21%	19%	36%	15%	15%	19%	37%	20%	14%	14%	19%	15%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

Yahoo! Groups

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	268	3	14	20	46	32	25	13	4	1	18	33	23	17	19	42	69	69	57	11	2	17
	11%	4%	17%	13%	18%	12%	11%	7%	6%	1%	12%	13%	8%	8%	10%	14%	11%	11%	9%	9%	4%	10%
Yes, but only browse	287	3	17	27	37	33	27	22	7	7	12	24	28	25	18	55	77	50	71	13	6	16
	11%	4%	20%	18%	15%	12%	12%	11%	11%	8%	8%	10%	10%	11%	9%	19%	12%	8%	11%	10%	12%	9%
NET YES	555	5	32	47	83	65	52	36	11	8	29	58	51	42	38	98	146	120	128	23	8	33
	22%	8%	38%	31%	33%	24%	23%	18%	17%	9%	19%	23%	18%	19%	19%	33%	23%	19%	21%	19%	16%	19%
No, don't use it	1353	42	38	80	127	163	121	117	38	55	80	132	136	120	105	140	333	339	337	79	35	91
	54%	64%	45%	54%	51%	59%	54%	58%	60%	63%	53%	53%	49%	53%	53%	47%	53%	55%	54%	63%	71%	54%
Never heard of it	591	18	14	23	41	47	51	47	14	25	41	60	89	63	57	61	144	155	157	24	6	44
	24%	28%	17%	15%	16%	17%	23%	24%	23%	28%	27%	24%	32%	28%	29%	20%	23%	25%	25%	19%	13%	26%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

Yahoo! Groups

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	268	53	71	92	32	21	29	37	53	49	12	19	7	6	20	24	8	4	1	101	144	22	-	52	46	42	48	125
	11%	24%	12%	10%	6%	9%	12%	16%	9%	14%	14%	11%	6%	18%	9%	11%	5%	5%	3%	11%	11%	10%	-	18%	14%	15%	8%	9%
Yes, but only browse	287	38	79	110	43	17	20	41	78	46	17	18	10	5	18	14	16	7	7	105	138	32	6	35	35	38	73	144
	11%	18%	14%	11%	8%	7%	8%	18%	13%	13%	19%	10%	8%	15%	9%	6%	10%	10%	14%	12%	11%	14%	22%	12%	11%	13%	13%	11%
NET YES	555	91	150	201	75	38	49	78	130	95	29	37	17	11	38	38	24	10	8	206	282	54	6	88	81	80	122	270
	22%	42%	26%	21%	15%	16%	20%	35%	22%	27%	32%	20%	15%	33%	18%	17%	15%	15%	17%	23%	22%	24%	22%	30%	25%	28%	21%	20%
No, don't use it	1353	98	330	540	277	109	123	111	323	192	41	102	74	14	121	123	86	42	29	504	696	115	9	131	167	154	317	754
	54%	45%	58%	56%	54%	45%	51%	49%	54%	55%	45%	56%	65%	44%	57%	56%	53%	61%	60%	56%	54%	52%	34%	45%	51%	53%	54%	56%
Never heard of it	591	30	94	214	159	94	68	38	146	64	21	44	24	7	52	60	51	16	11	198	318	52	12	75	78	56	148	310
	24%	14%	16%	22%	31%	39%	28%	17%	24%	18%	23%	24%	21%	22%	25%	27%	32%	23%	23%	22%	25%	24%	44%	25%	24%	19%	25%	23%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

MySpace

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	209	4	12	23	41	25	9	4	7	9	25	25	14	8	3	29	47	58	49	11	1	15
	8%	6%	14%	15%	16%	9%	4%	2%	11%	11%	17%	10%	5%	4%	1%	10%	7%	9%	8%	9%	2%	9%
Yes, but only browse	242	9	13	33	39	33	20	15	5	6	11	21	22	10	7	57	48	42	69	11	5	10
	10%	14%	16%	22%	16%	12%	9%	8%	8%	7%	7%	8%	8%	4%	4%	19%	8%	7%	11%	9%	10%	6%
NET YES	452	13	25	55	80	58	29	19	12	15	36	46	35	18	10	86	94	99	118	23	6	25
	18%	20%	30%	37%	32%	21%	13%	9%	19%	17%	24%	18%	13%	8%	5%	29%	15%	16%	19%	18%	12%	15%
No, don't use it	1806	46	55	88	152	193	169	148	46	68	100	186	215	180	159	178	479	456	440	91	37	125
	72%	70%	66%	59%	61%	70%	75%	74%	74%	77%	67%	74%	78%	80%	79%	59%	77%	74%	71%	73%	74%	74%
Never heard of it	243	7	4	7	18	24	27	33	5	5	14	18	24	27	32	35	49	58	64	11	7	18
	10%	10%	5%	4%	7%	9%	12%	17%	8%	5%	9%	7%	9%	12%	16%	12%	8%	9%	10%	9%	14%	11%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

MySpace

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them est me	Don't inter	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	209	58	66	53	22	11	24	25	44	36	9	22	8	5	16	9	3	8	2	107	88	10	2	42	28	21	22	129
	8%	26%	11%	6%	4%	5%	10%	11%	7%	10%	10%	12%	7%	15%	7%	4%	2%	12%	5%	12%	7%	5%	8%	14%	9%	7%	4%	10%
Yes, but only browse	242	39	75	94	24	10	30	43	52	41	8	11	13	3	21	9	9	3	3	112	110	13	4	29	38	41	43	130
	10%	18%	13%	10%	5%	4%	12%	19%	9%	12%	9%	6%	12%	9%	10%	4%	6%	4%	7%	12%	8%	6%	13%	10%	12%	14%	7%	10%
NET YES	452	97	140	147	46	21	54	69	96	77	17	33	22	8	36	18	12	11	6	219	198	23	6	72	66	62	66	259
	18%	44%	24%	15%	9%	9%	22%	30%	16%	22%	18%	18%	19%	24%	17%	8%	7%	16%	12%	24%	15%	10%	21%	24%	20%	21%	11%	19%
No, don't use it	1806	108	391	717	415	175	164	140	439	251	57	139	87	20	155	184	117	53	37	624	953	174	17	193	224	208	448	960
	72%	49%	68%	75%	81%	73%	68%	62%	73%	71%	62%	76%	76%	63%	74%	84%	72%	77%	77%	69%	74%	79%	65%	65%	69%	72%	76%	72%
Never heard of it	243	14	42	92	50	45	23	18	64	24	17	11	6	4	20	18	33	5	5	65	146	24	4	30	36	20	73	115
	10%	7%	7%	10%	10%	19%	9%	8%	11%	7%	19%	6%	5%	13%	9%	8%	20%	7%	11%	7%	11%	11%	14%	10%	11%	7%	12%	9%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

Flickr

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	231	3	14	15	44	32	16	12	6	14	16	19	21	11	9	36	62	47	51	11	4	20
	9%	4%	17%	10%	18%	12%	7%	6%	9%	16%	10%	8%	8%	5%	4%	12%	10%	8%	8%	9%	8%	12%
Yes, but only browse	334	11	17	35	55	34	29	18	7	13	19	39	26	19	12	61	86	71	69	15	5	29
	13%	16%	20%	23%	22%	12%	13%	9%	11%	15%	13%	16%	10%	9%	6%	20%	14%	12%	11%	12%	10%	17%
NET YES	565	13	32	50	99	66	45	29	13	27	35	58	47	30	21	97	147	117	120	26	9	49
	23%	20%	38%	33%	40%	24%	20%	15%	21%	31%	23%	23%	17%	13%	11%	32%	24%	19%	19%	21%	17%	29%
No, don't use it	1531	42	41	83	129	174	136	129	43	53	95	162	175	145	123	154	382	390	402	82	34	88
	61%	64%	48%	55%	51%	63%	61%	65%	70%	60%	64%	65%	63%	65%	61%	51%	61%	64%	65%	65%	68%	52%
Never heard of it	404	11	12	17	22	35	44	41	6	8	19	30	53	49	56	48	93	107	101	18	7	30
	16%	16%	14%	12%	9%	13%	20%	21%	9%	9%	13%	12%	19%	22%	28%	16%	15%	17%	16%	14%	14%	18%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

Flickr

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	231	47	71	68	34	11	16	28	62	45	13	22	8	4	7	13	7	6	3	100	117	10	1	35	36	35	34	128
	9%	21%	12%	7%	7%	5%	7%	12%	10%	13%	14%	12%	7%	12%	3%	6%	4%	8%	6%	11%	9%	5%	4%	12%	11%	12%	6%	10%
Yes, but only browse	334	45	92	134	45	18	23	54	78	64	17	25	18	6	21	14	11	3	6	143	163	17	5	42	51	42	57	191
	13%	21%	16%	14%	9%	7%	10%	24%	13%	18%	19%	14%	16%	18%	10%	6%	7%	4%	12%	16%	13%	8%	19%	14%	16%	14%	10%	14%
NET YES	565	92	163	202	79	29	39	82	140	110	30	48	27	10	28	26	18	9	8	243	280	27	6	77	88	76	91	320
	23%	42%	28%	21%	16%	12%	16%	36%	23%	31%	33%	26%	23%	31%	13%	12%	11%	13%	17%	27%	22%	12%	23%	26%	27%	26%	15%	24%
No, don't use it	1531	99	347	624	324	138	149	111	361	208	43	119	74	16	151	154	99	46	32	557	781	147	14	168	186	169	364	833
	61%	45%	60%	65%	63%	57%	62%	49%	60%	59%	47%	65%	64%	51%	72%	70%	62%	67%	67%	61%	60%	66%	51%	57%	57%	58%	62%	62%
Never heard of it	404	28	64	129	108	74	52	34	99	33	18	17	14	6	32	40	44	14	7	108	235	47	7	49	53	45	132	181
	16%	13%	11%	14%	21%	31%	22%	15%	17%	9%	20%	9%	12%	18%	15%	18%	27%	20%	16%	12%	18%	21%	26%	17%	16%	16%	23%	14%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

MSN Groups

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	179	7	13	15	28	21	7	4	9	7	18	19	16	5	10	30	41	39	40	9	4	14
	7%	10%	16%	10%	11%	8%	3%	2%	15%	8%	12%	8%	6%	2%	5%	10%	7%	6%	6%	8%	8%	9%
Yes, but only browse	256	4	13	24	41	30	17	14	5	7	21	21	23	16	20	41	57	67	60	11	5	16
	10%	6%	16%	16%	16%	11%	7%	7%	8%	8%	14%	8%	8%	7%	10%	14%	9%	11%	10%	8%	9%	9%
NET YES	435	11	26	39	68	51	24	19	14	14	39	40	39	21	30	72	98	106	100	20	9	30
	17%	16%	31%	26%	27%	18%	11%	9%	23%	16%	26%	16%	14%	9%	15%	24%	16%	17%	16%	16%	18%	18%
No, don't use it	1482	46	42	82	136	176	146	131	35	56	81	150	161	132	109	164	380	369	367	76	28	99
	59%	70%	50%	54%	54%	64%	65%	66%	57%	64%	54%	60%	59%	59%	54%	55%	61%	60%	59%	60%	56%	59%
Never heard of it	583	9	16	29	46	48	55	50	13	18	30	60	75	72	61	63	145	139	155	30	13	39
	23%	14%	19%	20%	18%	17%	24%	25%	21%	20%	20%	24%	27%	32%	31%	21%	23%	23%	25%	24%	27%	23%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

MSN Groups

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	179	51	54	48	20	5	11	30	36	33	7	17	4	4	15	12	5	5	2	77	81	14	4	34	32	29	25	95
	7%	23%	9%	5%	4%	2%	4%	13%	6%	9%	7%	9%	3%	13%	7%	5%	3%	8%	5%	9%	6%	7%	13%	12%	10%	10%	4%	7%
Yes, but only browse	256	37	72	97	31	19	26	42	42	45	14	19	12	5	14	20	12	7	6	95	132	20	3	42	37	41	65	114
	10%	17%	12%	10%	6%	8%	11%	19%	7%	13%	15%	10%	10%	16%	7%	9%	7%	10%	12%	10%	10%	9%	13%	14%	11%	14%	11%	9%
NET YES	435	88	125	145	52	24	36	73	78	78	20	35	15	9	29	31	17	12	8	172	212	35	7	76	69	70	90	209
	17%	40%	22%	15%	10%	10%	15%	32%	13%	22%	22%	19%	13%	29%	14%	14%	10%	18%	18%	19%	16%	16%	26%	26%	21%	24%	15%	16%
No, don't use it	1482	104	350	601	302	125	138	119	367	210	46	111	78	17	129	136	95	38	32	546	763	130	11	154	184	171	343	817
	59%	47%	61%	63%	59%	52%	58%	52%	61%	60%	51%	60%	68%	53%	61%	62%	59%	55%	67%	60%	59%	59%	43%	52%	56%	59%	59%	61%
Never heard of it	583	27	98	209	157	91	66	36	155	64	24	38	22	6	52	53	50	19	7	190	321	57	8	64	74	50	153	308
	23%	12%	17%	22%	31%	38%	27%	16%	26%	18%	26%	21%	19%	18%	25%	24%	31%	27%	15%	21%	25%	26%	31%	22%	23%	17%	26%	23%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

Bebo

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	130	4	13	14	21	10	3	-	6	12	26	10	5	3	2	19	26	28	29	7	6	14
	5%	6%	16%	9%	9%	4%	1%	-	9%	13%	18%	4%	2%	1%	1%	6%	4%	5%	5%	5%	12%	9%
Yes, but only browse	148	4	12	14	40	23	7	4	5	5	7	13	7	5	3	36	35	23	33	7	3	12
	6%	6%	14%	9%	16%	8%	3%	2%	8%	5%	5%	5%	3%	2%	1%	12%	6%	4%	5%	6%	6%	7%
NET YES	278	8	25	28	61	33	10	4	11	16	33	23	13	8	4	55	60	51	62	14	9	26
	11%	12%	30%	19%	24%	12%	5%	2%	17%	19%	22%	9%	5%	4%	2%	18%	10%	8%	10%	11%	18%	16%
No, don't use it	1858	50	51	107	159	210	174	151	45	68	101	201	219	182	140	189	482	475	453	96	39	124
	74%	76%	61%	71%	64%	76%	77%	75%	72%	77%	68%	81%	80%	81%	70%	63%	77%	77%	73%	76%	78%	74%
Never heard of it	364	8	8	15	30	32	41	45	7	4	16	26	43	35	55	55	80	88	106	15	2	18
	15%	12%	9%	10%	12%	12%	18%	22%	11%	4%	10%	10%	16%	15%	28%	18%	13%	14%	17%	12%	4%	11%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

Bebo

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	130	32	38	34	16	10	14	22	21	16	7	21	7	2	12	6	-	2	2	67	56	3	1	23	12	15	6	85
	5%	15%	7%	4%	3%	4%	6%	10%	4%	4%	7%	12%	6%	6%	6%	3%	-	3%	5%	7%	4%	1%	5%	8%	4%	5%	1%	6%
Yes, but only browse	148	36	46	54	11	2	11	38	25	28	9	8	7	-	11	9	1	3	2	64	74	5	4	27	28	34	21	68
	6%	16%	8%	6%	2%	1%	5%	17%	4%	8%	10%	4%	6%	-	5%	4%	1%	4%	5%	7%	6%	2%	13%	9%	9%	12%	4%	5%
NET YES	278	68	84	88	26	11	25	60	46	44	15	29	14	2	23	14	1	5	5	131	130	8	5	49	40	48	27	153
	11%	31%	15%	9%	5%	5%	11%	26%	8%	13%	17%	16%	12%	6%	11%	7%	1%	7%	10%	14%	10%	3%	18%	17%	12%	17%	5%	11%
No, don't use it	1858	132	423	738	402	163	177	142	458	262	57	139	91	23	160	176	120	54	36	681	953	175	12	196	242	215	454	1003
	74%	60%	74%	77%	79%	68%	74%	62%	76%	75%	63%	76%	79%	71%	76%	80%	74%	78%	76%	75%	74%	79%	46%	67%	74%	74%	77%	75%
Never heard of it	364	19	67	130	83	66	37	26	95	45	18	16	10	7	29	30	41	11	6	96	213	39	10	49	44	27	105	178
	15%	9%	12%	14%	16%	27%	16%	11%	16%	13%	20%	9%	8%	23%	14%	14%	25%	15%	14%	11%	16%	18%	36%	17%	13%	9%	18%	13%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

MSN Spaces

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	121	1	12	8	21	13	4	3	4	5	19	13	11	6	3	20	17	39	29	3	2	11
	5%	2%	14%	5%	9%	5%	2%	1%	6%	5%	12%	5%	4%	3%	1%	7%	3%	6%	5%	2%	4%	6%
Yes, but only browse	194	7	16	26	38	23	12	4	8	7	15	14	10	5	9	40	38	41	51	6	4	14
	8%	10%	19%	17%	15%	8%	5%	2%	13%	8%	10%	6%	4%	2%	4%	13%	6%	7%	8%	5%	8%	8%
NET YES	315	8	28	34	59	36	16	7	12	12	33	27	21	12	11	60	56	80	80	9	6	24
	13%	12%	33%	22%	24%	13%	7%	4%	19%	13%	22%	11%	8%	5%	6%	20%	9%	13%	13%	7%	12%	14%
No, don't use it	1289	45	41	89	126	149	110	95	29	55	76	147	147	97	84	136	354	302	314	70	24	88
	52%	68%	48%	59%	50%	54%	49%	47%	47%	63%	51%	59%	53%	43%	42%	45%	57%	49%	51%	56%	49%	52%
Never heard of it	896	13	16	27	65	90	99	98	21	21	41	76	108	116	104	102	213	232	228	46	19	56
	36%	20%	19%	18%	26%	33%	44%	49%	34%	24%	27%	30%	39%	52%	52%	34%	34%	38%	37%	37%	39%	33%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

MSN Spaces

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	121	32	39	37	9	5	11	25	24	20	8	11	4	2	7	6	1	3	1	55	57	6	2	29	21	17	15	63
	5%	15%	7%	4%	2%	2%	5%	11%	4%	6%	9%	6%	3%	6%	3%	3%	1%	4%	2%	6%	4%	3%	9%	10%	6%	6%	3%	5%
Yes, but only browse	194	35	69	68	14	9	22	37	32	37	8	17	15	2	9	9	3	2	7	86	88	10	2	30	29	31	39	101
	8%	16%	12%	7%	3%	4%	9%	16%	5%	10%	9%	9%	13%	6%	4%	4%	2%	3%	16%	10%	7%	5%	8%	10%	9%	11%	7%	8%
NET YES	315	67	107	104	22	14	33	62	57	57	16	28	19	4	16	15	4	5	9	141	145	16	5	59	50	48	54	164
	13%	30%	19%	11%	4%	6%	14%	27%	9%	16%	18%	15%	17%	13%	7%	7%	2%	7%	18%	16%	11%	7%	17%	20%	15%	17%	9%	12%
No, don't use it	1289	106	327	523	243	90	123	99	309	182	49	109	65	16	116	117	66	38	27	503	644	105	9	144	172	153	257	729
	52%	48%	57%	55%	48%	37%	51%	44%	51%	52%	54%	59%	57%	51%	55%	53%	41%	56%	57%	55%	50%	48%	35%	49%	53%	53%	44%	55%
Never heard of it	896	47	139	328	246	136	84	66	234	112	26	47	30	12	79	89	92	26	12	264	507	100	13	91	104	89	275	440
	36%	21%	24%	34%	48%	57%	35%	29%	39%	32%	28%	25%	26%	37%	37%	40%	57%	38%	25%	29%	39%	45%	47%	31%	32%	31%	47%	33%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

Tumblr

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	174	8	16	17	22	14	4	3	23	26	19	15	3	2	1	20	40	56	38	5	1	12
	7%	12%	19%	12%	9%	5%	2%	1%	38%	29%	13%	6%	1%	1%	*	7%	6%	9%	6%	4%	2%	7%
Yes, but only browse	267	9	25	37	45	24	17	7	8	20	23	27	14	7	4	53	60	57	65	13	2	18
	11%	14%	30%	25%	18%	9%	7%	4%	13%	23%	16%	11%	5%	3%	2%	18%	10%	9%	11%	10%	4%	11%
NET YES	441	17	41	54	67	38	21	10	32	46	43	42	17	9	4	73	100	113	104	18	3	30
	18%	26%	48%	36%	27%	14%	9%	5%	51%	52%	29%	17%	6%	4%	2%	24%	16%	18%	17%	15%	6%	18%
No, don't use it	1238	39	38	73	135	152	114	76	26	39	85	147	140	103	72	141	319	302	299	72	27	79
	50%	60%	45%	49%	54%	55%	51%	38%	42%	44%	56%	59%	51%	46%	36%	47%	51%	49%	48%	57%	55%	47%
Never heard of it	821	9	5	23	48	86	91	114	5	4	22	60	118	112	124	85	204	199	219	36	20	59
	33%	14%	6%	15%	19%	31%	40%	57%	8%	4%	15%	24%	43%	50%	62%	28%	33%	32%	35%	28%	39%	35%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

Tumblr

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	174	39	49	54	28	4	15	20	30	17	8	37	22	-	12	8	-	4	11	104	55	1	4	19	15	15	8	126
	7%	18%	8%	6%	5%	2%	6%	9%	5%	5%	9%	20%	20%	-	5%	4%	-	6%	23%	11%	4%	*	14%	7%	5%	5%	1%	9%
Yes, but only browse	267	38	92	109	23	5	18	40	54	44	13	37	22	8	15	12	4	2	8	145	101	7	6	33	41	34	31	173
	11%	17%	16%	11%	5%	2%	7%	18%	9%	12%	14%	20%	20%	25%	7%	6%	2%	3%	17%	16%	8%	3%	22%	11%	13%	12%	5%	13%
NET YES	441	77	140	163	51	9	33	60	83	61	21	74	45	8	26	20	4	6	19	248	156	8	10	52	56	50	39	299
	18%	35%	24%	17%	10%	4%	14%	26%	14%	17%	23%	40%	39%	25%	12%	9%	2%	9%	40%	27%	12%	4%	36%	18%	17%	17%	7%	22%
No, don't use it	1238	111	310	474	253	91	109	100	303	192	43	95	62	14	113	116	56	36	21	476	632	101	9	151	159	144	247	704
	50%	50%	54%	50%	49%	38%	46%	44%	51%	55%	47%	52%	54%	45%	53%	53%	35%	52%	45%	52%	49%	46%	32%	51%	49%	49%	42%	53%
Never heard of it	821	32	123	318	207	141	97	68	213	98	27	15	8	9	72	84	102	27	7	184	508	112	9	92	111	97	301	331
	33%	15%	21%	33%	41%	58%	41%	30%	35%	28%	30%	8%	7%	30%	34%	38%	63%	39%	15%	20%	39%	51%	32%	31%	34%	33%	51%	25%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

StumbleUpon

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	93	3	16	12	17	8	3	3	1	7	10	8	5	1	-	16	17	30	18	3	3	7
	4%	4%	19%	8%	7%	3%	1%	1%	2%	8%	6%	3%	2%	*	-	5%	3%	5%	3%	2%	6%	4%
Yes, but only browse	140	4	12	17	31	18	7	5	2	2	14	12	6	5	4	33	31	31	25	11	-	9
	6%	6%	14%	12%	12%	7%	3%	3%	4%	3%	9%	5%	2%	2%	2%	11%	5%	5%	4%	9%	-	5%
NET YES	233	7	28	29	48	26	10	8	4	9	23	20	11	6	4	49	48	61	42	14	3	16
	9%	10%	33%	20%	19%	10%	5%	4%	6%	11%	16%	8%	4%	3%	2%	16%	8%	10%	7%	11%	6%	10%
No, don't use it	879	29	32	62	108	127	81	64	15	33	50	97	83	52	46	106	231	199	228	48	14	53
	35%	44%	38%	41%	43%	46%	36%	32%	25%	37%	33%	39%	30%	23%	23%	35%	37%	32%	37%	38%	28%	32%
Never heard of it	1387	30	25	59	94	121	134	128	43	46	77	134	181	166	150	144	344	354	351	63	32	98
	55%	46%	30%	39%	38%	44%	59%	64%	70%	52%	51%	53%	66%	74%	75%	48%	55%	58%	56%	51%	65%	58%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

StumbleUpon

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	93	20	30	32	5	7	10	18	16	11	3	19	2	2	2	5	2	1	3	46	41	2	1	11	12	11	9	60
	4%	9%	5%	3%	1%	3%	4%	8%	3%	3%	4%	10%	2%	7%	1%	2%	1%	1%	6%	5%	3%	1%	5%	4%	4%	4%	2%	5%
Yes, but only browse	140	31	43	49	12	5	11	20	30	29	11	11	10	1	6	6	4	2	2	63	71	3	1	25	27	26	20	73
	6%	14%	7%	5%	2%	2%	5%	9%	5%	8%	12%	6%	9%	3%	3%	3%	2%	3%	5%	7%	5%	1%	5%	9%	8%	9%	3%	5%
NET YES	233	51	73	81	17	11	21	38	46	40	14	30	13	3	8	11	5	3	5	109	112	5	3	36	38	36	29	133
	9%	23%	13%	8%	3%	5%	9%	17%	8%	11%	15%	17%	11%	10%	4%	5%	3%	4%	10%	12%	9%	2%	10%	12%	12%	13%	5%	10%
No, don't use it	879	98	250	321	158	54	76	90	213	137	37	66	40	18	70	65	42	26	12	360	436	65	6	109	109	105	166	500
	35%	44%	44%	34%	31%	22%	32%	40%	36%	39%	41%	36%	35%	56%	33%	30%	26%	38%	26%	40%	34%	29%	23%	37%	34%	36%	28%	37%
Never heard of it	1387	71	251	554	336	176	143	99	340	175	40	87	62	11	133	144	115	40	30	439	748	152	18	149	178	149	392	701
	55%	32%	44%	58%	66%	73%	60%	44%	57%	50%	44%	48%	54%	34%	63%	65%	71%	57%	64%	48%	58%	69%	67%	51%	55%	51%	67%	53%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

hi5

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	69	1	5	9	21	8	1	-	1	2	11	5	5	-	-	17	16	15	16	2	-	3
	3%	2%	6%	6%	9%	3%	*	-	2%	3%	7%	2%	2%	-	-	6%	3%	2%	3%	2%	-	2%
Yes, but only browse	95	1	13	14	21	15	6	1	4	-	5	5	7	1	2	32	20	11	24	3	-	5
	4%	2%	16%	9%	9%	5%	2%	*	6%	-	3%	2%	3%	*	1%	11%	3%	2%	4%	2%	-	3%
NET YES	165	3	18	23	43	23	7	1	5	2	16	11	12	1	2	49	35	26	41	5	-	9
	7%	4%	22%	15%	17%	8%	3%	*	8%	3%	10%	4%	4%	*	1%	16%	6%	4%	7%	4%	-	5%
No, don't use it	903	30	30	68	127	112	73	44	25	41	75	111	81	50	35	124	226	220	208	49	19	57
	36%	46%	36%	46%	51%	41%	32%	22%	40%	47%	50%	44%	30%	22%	18%	42%	36%	36%	33%	39%	38%	34%
Never heard of it	1433	33	36	59	81	140	146	155	33	45	59	128	182	174	163	125	362	368	373	71	31	102
	57%	50%	42%	39%	32%	51%	65%	78%	53%	51%	40%	51%	66%	77%	82%	42%	58%	60%	60%	57%	62%	61%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

hi5

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	69	17	20	26	5	2	10	18	7	15	5	9	1	-	2	2	-	2	1	34	31	1	2	18	17	12	1	38
	3%	8%	3%	3%	1%	1%	4%	8%	1%	4%	5%	5%	1%	-	1%	1%	-	3%	2%	4%	2%	*	9%	6%	5%	4%	*	3%
Yes, but only browse	95	27	30	29	4	5	8	19	22	18	6	4	6	1	7	4	-	1	3	42	49	2	-	16	17	17	19	48
	4%	12%	5%	3%	1%	2%	3%	8%	4%	5%	7%	2%	5%	3%	3%	2%	-	1%	6%	5%	4%	1%	-	5%	5%	6%	3%	4%
NET YES	165	44	50	55	9	7	18	36	29	33	11	12	7	1	9	5	-	3	4	76	80	3	2	34	34	29	20	86
	7%	20%	9%	6%	2%	3%	7%	16%	5%	9%	12%	7%	6%	3%	4%	2%	-	4%	8%	8%	6%	1%	9%	12%	10%	10%	3%	6%
No, don't use it	903	99	255	348	148	52	81	84	213	134	42	90	50	14	67	68	30	30	17	395	421	60	10	111	122	104	149	534
	36%	45%	44%	36%	29%	22%	34%	37%	36%	38%	46%	49%	44%	44%	32%	31%	19%	43%	36%	44%	32%	27%	36%	38%	37%	36%	25%	40%
Never heard of it	1433	77	269	553	354	181	141	107	358	185	38	81	57	17	135	147	131	36	27	438	795	159	15	149	171	157	418	714
	57%	35%	47%	58%	69%	75%	59%	47%	60%	53%	42%	44%	50%	53%	64%	67%	81%	53%	56%	48%	61%	72%	55%	51%	52%	54%	71%	54%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

Pinterest

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	164	3	9	11	24	17	3	4	6	9	20	28	17	7	5	24	47	37	34	8	2	12
	7%	4%	11%	7%	10%	6%	1%	2%	9%	11%	14%	11%	6%	3%	3%	8%	8%	6%	5%	6%	4%	7%
Yes, but only browse	219	7	14	17	40	24	7	2	4	13	18	31	20	15	9	44	51	46	54	9	2	12
	9%	10%	17%	12%	16%	9%	3%	1%	6%	15%	12%	12%	7%	7%	4%	15%	8%	8%	9%	7%	4%	7%
NET YES	383	9	24	28	64	40	10	5	9	22	38	59	37	22	14	69	98	83	88	16	4	24
	15%	14%	28%	19%	26%	15%	5%	3%	15%	25%	25%	23%	13%	10%	7%	23%	16%	13%	14%	13%	8%	15%
No, don't use it	1239	30	38	84	136	149	117	80	28	46	77	130	138	102	85	141	312	311	299	67	28	82
	50%	46%	45%	56%	54%	54%	52%	40%	45%	52%	51%	52%	50%	45%	43%	47%	50%	51%	48%	53%	56%	49%
Never heard of it	878	26	22	38	50	86	98	114	25	20	35	61	100	102	101	88	213	220	235	42	18	61
	35%	40%	27%	25%	20%	31%	44%	57%	40%	23%	23%	25%	36%	45%	50%	30%	34%	36%	38%	34%	36%	36%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

Pinterest

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	164	31	51	51	21	9	17	18	46	25	7	19	8	1	6	14	-	4	2	70	83	8	-	28	29	25	18	93
	7%	14%	9%	5%	4%	4%	7%	8%	8%	7%	8%	10%	7%	3%	3%	6%	-	5%	5%	8%	6%	4%	-	9%	9%	9%	3%	7%
Yes, but only browse	219	35	69	85	22	9	11	29	42	53	10	20	9	5	18	19	3	1	5	90	115	6	2	42	38	30	29	119
	9%	16%	12%	9%	4%	4%	5%	13%	7%	15%	11%	11%	7%	15%	8%	8%	2%	1%	11%	10%	9%	3%	9%	14%	12%	10%	5%	9%
NET YES	383	66	120	136	43	18	28	48	88	78	17	39	17	6	24	32	3	5	8	161	198	15	2	70	67	55	48	212
	15%	30%	21%	14%	8%	7%	12%	21%	15%	22%	18%	21%	15%	18%	11%	15%	2%	7%	16%	18%	15%	7%	9%	24%	20%	19%	8%	16%
No, don't use it	1239	101	311	494	246	87	111	100	308	173	46	104	63	16	108	106	66	37	22	503	603	100	12	131	156	142	259	712
	50%	46%	54%	52%	48%	36%	46%	44%	51%	49%	51%	57%	55%	52%	51%	48%	41%	54%	46%	55%	47%	45%	45%	45%	48%	49%	44%	53%
Never heard of it	878	52	143	325	222	136	101	79	203	101	28	40	34	10	80	82	93	27	18	244	496	107	12	93	103	94	279	410
	35%	24%	25%	34%	43%	56%	42%	35%	34%	29%	31%	22%	30%	31%	38%	37%	57%	39%	38%	27%	38%	48%	46%	32%	32%	32%	48%	31%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

Foursquare

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	79	3	4	11	14	15	4	1	4	2	6	12	2	-	3	15	20	15	22	2	1	4
	3%	4%	5%	7%	6%	5%	2%	*	6%	3%	4%	5%	1%	-	1%	5%	3%	2%	3%	2%	2%	2%
Yes, but only browse	114	3	14	12	27	19	6	1	2	-	9	11	7	-	4	33	21	23	24	6	1	6
	5%	4%	17%	8%	11%	7%	2%	*	4%	-	6%	4%	3%	-	2%	11%	3%	4%	4%	5%	2%	4%
NET YES	194	5	18	23	41	34	9	2	6	2	15	23	9	-	7	48	42	38	45	8	2	10
	8%	8%	22%	15%	16%	12%	4%	1%	9%	3%	10%	9%	3%	-	4%	16%	7%	6%	7%	7%	4%	6%
No, don't use it	1144	29	45	87	140	141	105	69	23	47	75	130	126	75	52	145	297	271	275	58	22	75
	46%	44%	53%	58%	56%	51%	47%	34%	38%	53%	50%	52%	46%	33%	26%	49%	48%	44%	44%	47%	43%	45%
Never heard of it	1162	32	21	40	69	100	110	129	33	39	60	97	140	150	141	106	284	305	301	59	26	82
	46%	48%	25%	27%	28%	36%	49%	65%	53%	44%	40%	39%	51%	67%	71%	35%	46%	50%	48%	47%	53%	49%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

Foursquare

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	79	20	27	23	5	4	8	12	19	16	5	7	2	3	5	2	-	-	2	32	42	1	1	16	12	11	8	47
	3%	9%	5%	2%	1%	2%	4%	5%	3%	5%	5%	4%	2%	10%	2%	1%	-	-	5%	4%	3%	*	5%	5%	4%	4%	1%	4%
Yes, but only browse	114	28	41	34	6	5	11	19	24	30	12	3	3	2	2	6	1	1	4	38	67	6	-	24	26	21	17	49
	5%	13%	7%	4%	1%	2%	5%	8%	4%	8%	14%	2%	2%	7%	1%	2%	1%	1%	8%	4%	5%	3%	-	8%	8%	7%	3%	4%
NET YES	194	48	68	57	11	9	20	32	43	46	17	10	5	5	7	7	1	1	6	70	110	7	1	41	39	32	26	96
	8%	22%	12%	6%	2%	4%	8%	14%	7%	13%	19%	6%	4%	17%	3%	3%	1%	1%	12%	8%	8%	3%	5%	14%	12%	11%	4%	7%
No, don't use it	1144	117	310	456	207	54	98	103	289	172	39	99	61	15	99	99	38	32	20	479	556	78	10	127	149	139	206	667
	46%	53%	54%	48%	41%	23%	41%	45%	48%	49%	43%	54%	53%	49%	47%	45%	24%	47%	41%	53%	43%	35%	38%	43%	46%	48%	35%	50%
Never heard of it	1162	55	196	442	293	177	122	93	268	134	35	74	49	11	106	114	123	36	22	358	630	136	15	127	138	119	355	571
	46%	25%	34%	46%	57%	74%	51%	41%	45%	38%	39%	40%	42%	34%	50%	52%	76%	52%	46%	39%	49%	62%	57%	43%	42%	41%	60%	43%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

Faceparty

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	41	3	3	8	14	5	-	-	-	-	5	3	2	-	-	13	8	12	7	2	-	-
	2%	4%	3%	5%	6%	2%	-	-	-	-	3%	1%	1%	-	-	4%	1%	2%	1%	2%	-	-
Yes, but only browse	84	1	7	10	23	14	4	-	-	1	10	10	2	1	2	25	18	17	18	3	1	3
	3%	2%	8%	7%	9%	5%	2%	-	-	1%	6%	4%	1%	*	1%	8%	3%	3%	3%	2%	2%	2%
NET YES	126	4	9	17	38	19	4	-	-	1	15	13	4	1	2	38	25	29	24	5	1	3
	5%	6%	11%	12%	15%	7%	2%	-	-	1%	10%	5%	1%	*	1%	13%	4%	5%	4%	4%	2%	2%
No, don't use it	837	26	37	63	112	99	74	50	15	23	65	100	81	48	43	91	210	202	217	45	16	56
	33%	40%	44%	42%	45%	36%	33%	25%	25%	27%	44%	40%	29%	22%	21%	31%	34%	33%	35%	36%	32%	34%
Never heard of it	1537	36	38	70	100	157	148	150	47	63	70	137	191	176	155	169	388	383	381	76	33	108
	61%	54%	45%	46%	40%	57%	66%	75%	75%	72%	47%	55%	69%	78%	78%	57%	62%	62%	61%	60%	66%	65%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

Faceparty

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	41	19	10	7	1	4	7	10	6	5	2	4	1	1	3	1	-	-	1	20	19	-	1	9	6	6	1	26
	2%	9%	2%	1%	*	2%	3%	5%	1%	1%	2%	2%	1%	3%	1%	*	-	-	3%	2%	1%	-	5%	3%	2%	2%	*	2%
Yes, but only browse	84	23	33	22	3	3	5	26	18	18	8	2	1	1	2	3	-	-	1	33	48	2	1	22	18	22	12	29
	3%	10%	6%	2%	1%	1%	2%	11%	3%	5%	9%	1%	1%	3%	1%	1%	-	-	2%	4%	4%	1%	5%	8%	6%	8%	2%	2%
NET YES	126	42	44	29	4	7	13	36	24	23	10	7	2	2	5	4	-	-	2	53	66	2	3	31	24	28	13	55
	5%	19%	8%	3%	1%	3%	5%	16%	4%	7%	11%	4%	2%	6%	2%	2%	-	-	5%	6%	5%	1%	10%	10%	7%	10%	2%	4%
No, don't use it	837	93	230	326	141	47	80	85	202	128	33	61	41	12	63	73	30	29	14	346	411	63	4	99	106	98	153	481
	33%	42%	40%	34%	28%	20%	33%	37%	34%	36%	37%	33%	35%	39%	30%	33%	19%	42%	28%	38%	32%	28%	16%	34%	32%	34%	26%	36%
Never heard of it	1537	85	300	600	366	186	147	106	373	200	47	116	72	17	143	144	131	40	32	510	819	156	20	164	196	164	421	798
	61%	39%	52%	63%	72%	77%	61%	47%	62%	57%	52%	63%	63%	55%	68%	65%	81%	58%	67%	56%	63%	71%	74%	56%	60%	57%	72%	60%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

Reddit

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	73	3	7	17	17	10	1	-	1	5	7	5	-	-	1	16	20	14	15	1	1	6
	3%	4%	8%	12%	7%	4%	*	-	2%	5%	5%	2%	-	-	*	5%	3%	2%	2%	1%	2%	4%
Yes, but only browse	140	4	22	23	24	19	8	1	1	5	12	12	5	3	2	32	29	31	27	12	4	5
	6%	6%	27%	15%	10%	7%	4%	*	2%	5%	8%	5%	2%	1%	1%	11%	5%	5%	4%	9%	8%	3%
NET YES	213	7	29	40	42	29	9	1	2	9	19	16	5	3	3	48	49	45	42	13	5	11
	9%	10%	34%	27%	17%	11%	4%	*	4%	11%	12%	6%	2%	1%	1%	16%	8%	7%	7%	10%	11%	7%
No, don't use it	1049	36	38	76	139	130	90	67	28	42	66	116	113	62	46	120	285	253	255	50	23	63
	42%	54%	45%	51%	56%	47%	40%	33%	45%	48%	44%	47%	41%	28%	23%	40%	46%	41%	41%	40%	46%	38%
Never heard of it	1238	24	17	34	69	116	126	132	32	36	65	117	157	160	152	131	289	316	324	63	22	93
	50%	36%	20%	22%	28%	42%	56%	66%	51%	41%	44%	47%	57%	71%	76%	44%	46%	52%	52%	50%	44%	56%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

Reddit

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	73	25	24	16	6	2	12	17	11	9	-	8	4	3	2	4	-	3	2	45	23	1	3	10	10	9	1	48
	3%	11%	4%	2%	1%	1%	5%	7%	2%	2%	-	5%	4%	10%	1%	2%	-	5%	4%	5%	2%	*	10%	3%	3%	3%	*	4%
Yes, but only browse	140	28	52	45	7	7	8	21	27	28	11	16	13	2	9	3	1	-	5	67	62	4	3	17	22	18	18	87
	6%	13%	9%	5%	1%	3%	4%	9%	4%	8%	12%	9%	11%	7%	4%	1%	1%	-	10%	7%	5%	2%	10%	6%	7%	6%	3%	7%
NET YES	213	54	76	61	14	9	20	38	38	37	11	25	17	5	11	6	1	3	7	112	85	5	5	27	33	27	19	135
	9%	24%	13%	6%	3%	4%	8%	17%	6%	11%	12%	13%	15%	17%	5%	3%	1%	5%	14%	12%	7%	2%	20%	9%	10%	9%	3%	10%
No, don't use it	1049	105	287	411	187	59	92	94	262	162	44	94	56	14	89	77	34	31	24	433	515	69	9	131	133	127	190	610
	42%	48%	50%	43%	37%	24%	38%	42%	44%	46%	48%	51%	49%	43%	42%	35%	21%	45%	50%	48%	40%	31%	33%	44%	41%	44%	32%	46%
Never heard of it	1238	61	211	483	310	173	127	95	300	152	36	65	42	13	110	137	127	35	17	364	697	147	13	136	160	136	378	588
	50%	28%	37%	51%	61%	72%	53%	42%	50%	43%	40%	35%	36%	40%	52%	62%	79%	50%	36%	40%	54%	67%	47%	46%	49%	47%	64%	44%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

Daily Motion

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	72 3%	3 4%	8 9%	12 8%	24 10%	6 2%	- -	1 *	- -	- -	7 5%	6 3%	4 1%	- -	2 1%	15 5%	14 2%	19 3%	16 3%	3 2%	- -	5 3%
Yes, but only browse	253 10%	8 12%	25 30%	45 30%	45 18%	47 17%	19 8%	10 5%	7 11%	6 7%	13 8%	19 8%	9 3%	2 1%	- -	56 19%	62 10%	52 9%	53 9%	11 9%	3 6%	17 10%
NET YES	325 13%	11 16%	33 39%	57 38%	69 28%	53 19%	19 8%	11 5%	7 11%	6 7%	19 13%	25 10%	13 5%	2 1%	2 1%	70 24%	76 12%	72 12%	69 11%	14 11%	3 6%	22 13%
No, don't use it	802 32%	26 40%	39 47%	67 45%	108 43%	88 32%	72 32%	46 23%	22 36%	32 36%	64 43%	88 35%	70 25%	43 19%	36 18%	97 33%	204 33%	184 30%	201 32%	47 38%	16 32%	52 31%
Never heard of it	1373 55%	29 44%	12 14%	26 17%	72 29%	135 49%	134 60%	143 71%	33 53%	50 57%	66 44%	137 55%	193 70%	180 80%	162 81%	131 44%	342 55%	359 58%	353 57%	64 51%	31 62%	93 56%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

Daily Motion

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	72	27	26	9	5	5	6	21	7	13	3	6	5	1	6	1	1	2	3	43	25	1	-	14	11	9	3	44
	3%	12%	5%	1%	1%	2%	3%	9%	1%	4%	3%	3%	4%	3%	3%	*	1%	3%	6%	5%	2%	*	-	5%	3%	3%	1%	3%
Yes, but only browse	253	46	80	90	28	10	17	31	64	45	13	20	24	6	18	9	3	5	12	124	100	10	7	34	39	30	26	161
	10%	21%	14%	9%	5%	4%	7%	14%	11%	13%	14%	11%	21%	19%	8%	4%	2%	7%	25%	14%	8%	5%	26%	11%	12%	10%	4%	12%
NET YES	325	73	106	99	32	15	23	52	71	58	16	26	29	7	24	9	4	7	14	167	125	11	7	47	50	39	29	205
	13%	33%	19%	10%	6%	6%	9%	23%	12%	17%	17%	14%	25%	22%	11%	4%	2%	10%	30%	18%	10%	5%	26%	16%	15%	13%	5%	15%
No, don't use it	802	87	224	312	135	43	76	79	188	107	33	91	35	10	66	63	28	27	10	343	390	47	11	101	98	99	134	473
	32%	39%	39%	33%	26%	18%	32%	35%	31%	31%	36%	50%	31%	32%	31%	28%	17%	39%	21%	38%	30%	21%	43%	34%	30%	34%	23%	35%
Never heard of it	1373	60	244	544	343	183	141	96	341	186	42	66	50	15	121	148	131	35	23	398	781	163	8	146	178	152	424	656
	55%	27%	42%	57%	67%	76%	59%	42%	57%	53%	47%	36%	44%	46%	57%	67%	81%	51%	49%	44%	60%	74%	31%	50%	55%	52%	72%	49%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

Piczo

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	41 2%	1 2%	4 5%	4 3%	9 4%	3 1%	- -	- -	4 6%	1 1%	11 7%	3 1%	1 *	- -	- -	9 3%	12 2%	8 1%	10 2%	- -	- -	1 1%
Yes, but only browse	94 4%	3 4%	11 13%	13 9%	27 11%	11 4%	2 1%	- -	1 2%	4 4%	8 5%	6 3%	5 2%	1 *	3 1%	29 10%	18 3%	20 3%	18 3%	4 3%	- -	5 3%
NET YES	134 5%	4 6%	14 17%	17 12%	36 14%	14 5%	2 1%	- -	5 8%	5 5%	19 12%	9 4%	6 2%	1 *	3 1%	38 13%	30 5%	27 4%	29 5%	4 3%	- -	6 4%
No, don't use it	786 31%	29 44%	38 45%	72 48%	98 39%	89 32%	63 28%	48 24%	26 42%	52 59%	57 38%	86 34%	57 21%	44 20%	29 14%	94 32%	189 30%	186 30%	213 34%	40 32%	15 30%	49 29%
Never heard of it	1579 63%	33 50%	32 38%	61 41%	116 47%	172 63%	161 71%	152 76%	32 51%	32 36%	74 49%	155 62%	212 77%	180 80%	168 84%	166 56%	404 65%	401 65%	380 61%	81 65%	35 70%	112 67%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

Piczo

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	41	14	12	10	3	1	8	10	4	7	2	4	1	-	4	-	-	-	-	26	14	-	1	6	7	8	4	26
	2%	6%	2%	1%	1%	1%	3%	4%	1%	2%	2%	2%	1%	-	2%	-	-	-	-	3%	1%	-	5%	2%	2%	3%	1%	2%
Yes, but only browse	94	25	29	30	4	6	10	24	13	19	7	7	5	2	1	3	1	2	-	42	48	3	1	16	16	21	10	43
	4%	11%	5%	3%	1%	2%	4%	11%	2%	6%	8%	4%	4%	6%	*	1%	1%	3%	-	5%	4%	1%	5%	5%	5%	7%	2%	3%
NET YES	134	39	41	40	7	7	18	34	17	26	9	11	6	2	5	3	1	2	-	68	61	3	3	21	22	28	14	69
	5%	18%	7%	4%	1%	3%	7%	15%	3%	8%	10%	6%	5%	6%	3%	1%	1%	3%	-	7%	5%	1%	10%	7%	7%	10%	2%	5%
No, don't use it	786	94	218	317	121	38	69	80	172	108	35	88	56	7	60	64	22	25	22	349	362	47	7	95	110	93	127	469
	31%	43%	38%	33%	24%	16%	29%	35%	29%	31%	38%	48%	49%	22%	29%	29%	14%	36%	46%	38%	28%	21%	26%	32%	34%	32%	22%	35%
Never heard of it	1579	87	315	598	382	196	153	113	410	216	47	84	53	23	145	153	139	42	26	492	873	172	17	178	193	169	445	797
	63%	40%	55%	63%	75%	81%	64%	50%	68%	62%	52%	46%	46%	71%	69%	69%	86%	61%	54%	54%	67%	78%	64%	61%	59%	58%	76%	60%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

WAYN

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	52 2%	- -	8 9%	4 3%	14 6%	8 3%	1 *	- -	1 2%	1 1%	5 3%	4 1%	5 2%	2 1%	- -	17 6%	13 2%	11 2%	11 2%	- -	- -	- -
Yes, but only browse	84 3%	5 8%	7 8%	11 7%	26 10%	15 5%	3 1%	1 *	1 2%	- -	5 3%	5 2%	5 2%	- -	1 *	22 7%	17 3%	21 3%	17 3%	4 3%	1 2%	2 1%
NET YES	136 5%	5 8%	14 17%	15 10%	40 16%	23 8%	4 2%	1 *	2 4%	1 1%	10 6%	9 4%	9 3%	2 1%	1 *	39 13%	29 5%	32 5%	29 5%	4 3%	1 2%	2 1%
No, don't use it	700 28%	21 32%	26 31%	53 36%	99 40%	96 35%	60 27%	43 21%	12 19%	25 28%	49 32%	84 34%	57 21%	40 18%	35 18%	82 27%	185 30%	151 25%	190 31%	36 29%	11 21%	46 27%
Never heard of it	1664 67%	39 60%	43 52%	82 54%	111 44%	156 57%	162 72%	156 78%	48 77%	62 71%	92 61%	157 63%	209 76%	183 81%	164 82%	178 60%	408 66%	431 70%	404 65%	85 68%	38 77%	120 72%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

WAYN

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	52	11	20	15	1	5	8	13	11	6	4	2	-	2	4	1	-	1	1	23	27	1	-	9	8	11	6	26
	2%	5%	4%	2%	*	2%	3%	6%	2%	2%	5%	1%	-	6%	2%	*	-	1%	3%	3%	2%	*	-	3%	2%	4%	1%	2%
Yes, but only browse	84	21	28	27	5	2	7	15	23	23	7	2	5	-	1	1	-	-	3	35	44	1	1	16	19	13	11	43
	3%	10%	5%	3%	1%	1%	3%	6%	4%	7%	8%	1%	4%	-	*	*	-	-	7%	4%	3%	*	5%	5%	6%	5%	2%	3%
NET YES	136	32	49	42	6	7	15	28	33	29	11	5	5	2	5	2	-	1	5	58	70	2	1	24	26	24	17	69
	5%	15%	8%	4%	1%	3%	6%	12%	6%	8%	12%	3%	4%	6%	2%	1%	-	1%	10%	6%	5%	1%	5%	8%	8%	8%	3%	5%
No, don't use it	700	88	191	262	113	45	56	76	158	116	30	59	33	11	55	55	27	27	11	286	347	51	5	94	96	90	117	393
	28%	40%	33%	27%	22%	19%	23%	33%	26%	33%	33%	32%	28%	35%	26%	25%	16%	39%	23%	32%	27%	23%	17%	32%	29%	31%	20%	29%
Never heard of it	1664	99	334	650	391	190	169	124	408	207	50	120	77	19	152	164	135	41	32	564	879	168	21	176	204	176	453	872
	67%	45%	58%	68%	77%	79%	70%	54%	68%	59%	55%	65%	67%	59%	72%	74%	84%	60%	67%	62%	68%	76%	78%	60%	63%	61%	77%	65%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

Digg

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	53 2%	3 4%	9 11%	4 3%	15 6%	8 3%	1 *	- -	1 2%	- -	5 3%	4 1%	3 1%	- -	- -	12 4%	10 2%	15 3%	14 2%	- -	- -	2 1%
Yes, but only browse	112 4%	1 2%	9 11%	16 11%	29 11%	16 6%	7 3%	3 1%	1 2%	4 4%	11 7%	10 4%	3 1%	1 *	3 1%	34 11%	24 4%	20 3%	21 3%	5 4%	3 6%	5 3%
NET YES	165 7%	4 6%	18 22%	21 14%	44 18%	24 9%	7 3%	3 1%	2 4%	4 4%	16 10%	14 5%	5 2%	1 *	3 1%	46 15%	34 6%	36 6%	35 6%	5 4%	3 6%	7 4%
No, don't use it	934 37%	29 44%	37 44%	78 52%	123 49%	122 45%	84 37%	59 29%	18 28%	34 39%	62 42%	102 41%	81 29%	60 27%	45 22%	110 37%	239 38%	226 37%	223 36%	56 44%	18 37%	62 37%
Never heard of it	1400 56%	33 50%	29 34%	51 34%	83 33%	128 47%	134 59%	138 69%	42 68%	50 57%	72 48%	134 54%	189 69%	164 73%	153 76%	142 48%	350 56%	352 57%	364 59%	65 52%	28 57%	98 59%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

Digg

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	53	19	21	8	2	4	5	16	10	7	3	5	2	-	2	3	-	-	3	26	22	1	1	9	9	8	3	32
	2%	9%	4%	1%	*	2%	2%	7%	2%	2%	4%	3%	2%	-	1%	1%	-	-	6%	3%	2%	*	5%	3%	3%	3%	1%	2%
Yes, but only browse	112	31	43	24	7	6	7	22	25	26	12	4	2	1	5	5	1	2	2	47	57	5	1	17	17	22	18	55
	4%	14%	8%	3%	1%	2%	3%	10%	4%	7%	13%	2%	2%	3%	2%	2%	1%	3%	5%	5%	4%	2%	5%	6%	5%	7%	3%	4%
NET YES	165	51	64	33	9	9	12	38	35	33	15	10	5	1	7	7	1	2	5	73	79	6	3	26	26	30	21	88
	7%	23%	11%	3%	2%	4%	5%	17%	6%	9%	17%	5%	4%	3%	3%	3%	1%	3%	10%	8%	6%	3%	10%	9%	8%	10%	4%	7%
No, don't use it	934	101	256	364	163	50	77	82	226	141	39	89	50	18	80	66	35	32	16	397	452	63	7	119	123	108	163	549
	37%	46%	45%	38%	32%	21%	32%	36%	38%	40%	43%	48%	44%	56%	38%	30%	22%	47%	34%	44%	35%	28%	25%	41%	38%	37%	28%	41%
Never heard of it	1400	68	254	559	338	181	150	107	339	178	37	85	60	13	124	147	125	35	27	438	765	153	17	149	177	153	402	697
	56%	31%	44%	59%	66%	75%	63%	47%	57%	51%	40%	46%	52%	40%	59%	67%	77%	51%	56%	48%	59%	69%	65%	51%	54%	53%	69%	52%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

Second Life

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	66	4	7	9	16	8	2	2	5	1	5	5	4	-	-	20	13	14	11	3	1	3
	3%	6%	8%	6%	7%	3%	1%	1%	8%	1%	3%	2%	1%	-	-	7%	2%	2%	2%	2%	2%	2%
Yes, but only browse	82	-	5	10	26	12	6	-	-	2	11	8	1	-	2	24	18	15	18	3	1	3
	3%	-	6%	7%	10%	4%	2%	-	-	3%	7%	3%	*	-	1%	8%	3%	2%	3%	2%	2%	2%
NET YES	148	4	12	18	42	20	7	2	5	4	16	13	5	-	2	44	32	29	30	6	2	6
	6%	6%	14%	12%	17%	7%	3%	1%	8%	4%	10%	5%	2%	-	1%	15%	5%	5%	5%	5%	4%	3%
No, don't use it	1035	34	43	77	122	129	91	70	21	38	73	115	99	67	56	116	264	244	273	51	18	68
	41%	52%	52%	51%	49%	47%	41%	35%	34%	43%	49%	46%	36%	30%	28%	39%	42%	40%	44%	40%	37%	41%
Never heard of it	1317	28	29	54	86	126	126	129	36	47	61	123	172	158	142	140	327	340	319	69	30	93
	53%	42%	34%	36%	34%	46%	56%	64%	58%	53%	41%	49%	63%	70%	71%	47%	52%	55%	51%	55%	60%	56%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

Second Life

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	66	21	17	16	6	5	10	12	10	13	4	7	2	-	5	2	-	1	1	33	23	6	2	8	9	9	6	42
	3%	10%	3%	2%	1%	2%	4%	5%	2%	4%	4%	4%	2%	-	2%	1%	-	2%	2%	4%	2%	3%	9%	3%	3%	3%	1%	3%
Yes, but only browse	82	19	27	31	2	3	6	14	11	25	7	5	3	2	4	2	1	1	1	35	45	-	1	21	20	16	9	34
	3%	9%	5%	3%	*	1%	2%	6%	2%	7%	8%	3%	3%	7%	2%	1%	1%	1%	2%	4%	3%	-	4%	7%	6%	6%	2%	3%
NET YES	148	40	44	47	8	8	15	26	21	38	11	12	6	2	9	4	1	2	2	68	68	6	4	29	29	25	14	76
	6%	18%	8%	5%	2%	3%	6%	12%	4%	11%	12%	7%	5%	7%	4%	2%	1%	3%	5%	8%	5%	3%	13%	10%	9%	9%	2%	6%
No, don't use it	1035	102	278	410	191	55	86	92	255	163	40	92	53	13	91	75	41	33	20	425	508	74	8	118	123	117	189	612
	41%	46%	48%	43%	37%	23%	36%	41%	43%	46%	44%	50%	46%	42%	43%	34%	25%	48%	41%	47%	39%	34%	31%	40%	38%	40%	32%	46%
Never heard of it	1317	78	251	498	312	178	138	109	323	150	40	79	56	16	111	141	120	34	26	416	720	141	15	147	174	148	383	646
	53%	35%	44%	52%	61%	74%	58%	48%	54%	43%	44%	43%	49%	51%	53%	64%	74%	49%	54%	46%	56%	64%	56%	50%	53%	51%	65%	48%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

Metacafe

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	40 2%	1 2%	7 8%	3 2%	12 5%	7 2%	1 *	- -	1 2%	- -	3 2%	4 1%	2 1%	- -	- -	12 4%	12 2%	5 1%	10 2%	- -	- -	2 1%
Yes, but only browse	146 6%	4 6%	17 20%	28 19%	34 13%	28 10%	6 2%	2 1%	- -	4 4%	7 5%	8 3%	8 3%	- -	1 *	36 12%	34 5%	33 5%	22 4%	6 5%	3 6%	12 7%
NET YES	187 7%	5 8%	24 28%	32 21%	46 18%	35 13%	7 3%	2 1%	1 2%	4 4%	10 6%	12 5%	10 4%	- -	1 *	47 16%	46 7%	38 6%	32 5%	6 5%	3 6%	14 9%
No, don't use it	784 31%	33 50%	32 38%	72 48%	102 41%	98 36%	73 32%	48 24%	18 28%	38 43%	55 36%	80 32%	63 23%	42 19%	32 16%	97 32%	191 31%	184 30%	204 33%	45 36%	17 35%	48 28%
Never heard of it	1529 61%	28 42%	29 34%	47 31%	102 41%	142 52%	146 65%	150 75%	43 70%	47 53%	86 57%	158 63%	202 73%	183 81%	168 84%	155 52%	387 62%	392 64%	387 62%	74 59%	29 59%	105 63%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

Metacafe

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	40	15	13	11	-	1	4	14	3	9	4	1	1	4	-	-	-	1	19	20	-	-	11	8	8	1	19	
	2%	7%	2%	1%	-	1%	2%	6%	*	3%	4%	1%	1%	3%	2%	-	-	3%	2%	2%	-	-	4%	2%	3%	*	1%	
Yes, but only browse	146	33	50	51	7	5	15	29	24	32	10	14	8	2	7	2	-	2	4	66	70	3	4	26	36	29	16	81
	6%	15%	9%	5%	1%	2%	6%	13%	4%	9%	11%	8%	7%	7%	3%	1%	-	3%	8%	7%	5%	1%	15%	9%	11%	10%	3%	6%
NET YES	187	49	63	62	7	6	19	43	27	41	14	15	9	3	11	2	-	2	5	85	90	3	4	37	43	37	17	99
	7%	22%	11%	6%	1%	3%	8%	19%	5%	12%	15%	8%	8%	10%	5%	1%	-	3%	11%	9%	7%	1%	15%	13%	13%	13%	3%	7%
No, don't use it	784	88	234	295	124	43	66	76	175	116	32	84	52	11	63	61	26	24	13	353	359	54	5	96	90	84	139	466
	31%	40%	41%	31%	24%	18%	28%	33%	29%	33%	35%	46%	46%	34%	30%	28%	16%	34%	28%	39%	28%	24%	18%	33%	28%	29%	24%	35%
Never heard of it	1529	83	277	598	380	191	154	108	398	194	45	84	53	18	137	158	136	43	29	470	848	164	18	161	193	170	430	768
	61%	38%	48%	63%	74%	79%	64%	48%	66%	55%	50%	46%	47%	56%	65%	72%	84%	63%	61%	52%	65%	74%	68%	55%	59%	59%	73%	58%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

del.icio.us

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	56 2%	3 4%	8 9%	4 3%	14 6%	8 3%	4 2%	- -	- -	- -	5 3%	7 3%	3 1%	- -	1 *	16 5%	12 2%	13 2%	11 2%	1 1%	- -	4 2%
Yes, but only browse	103 4%	1 2%	7 8%	14 9%	24 10%	15 5%	6 2%	2 1%	1 2%	2 3%	8 5%	12 5%	5 2%	- -	5 3%	26 9%	25 4%	21 3%	21 3%	2 2%	1 2%	7 4%
NET YES	159 6%	4 6%	14 17%	18 12%	39 16%	23 8%	9 4%	2 1%	1 2%	2 3%	13 8%	19 8%	8 3%	- -	6 3%	42 14%	36 6%	34 5%	32 5%	3 3%	1 2%	11 7%
No, don't use it	848 34%	26 40%	33 39%	63 42%	117 47%	116 42%	76 34%	59 29%	16 26%	27 31%	53 35%	93 37%	81 29%	54 24%	35 18%	109 37%	220 35%	195 32%	209 34%	44 35%	13 27%	59 35%
Never heard of it	1493 60%	36 54%	37 44%	68 46%	94 38%	137 50%	140 62%	139 70%	45 72%	59 67%	85 56%	138 55%	186 68%	171 76%	159 79%	148 50%	367 59%	385 63%	381 61%	78 62%	35 71%	98 58%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

del.icio.us

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I have a profile on this site	56	23	21	6	2	4	6	10	9	12	3	5	1	2	5	1	-	1	2	25	26	1	1	9	10	9	5	31
	2%	11%	4%	1%	*	2%	3%	5%	1%	4%	3%	3%	1%	6%	2%	*	-	1%	5%	3%	2%	*	5%	3%	3%	3%	1%	2%
Yes, but only browse	103	26	35	34	5	3	10	22	18	22	11	2	4	2	3	7	1	-	-	38	60	5	-	23	22	18	14	48
	4%	12%	6%	4%	1%	1%	4%	10%	3%	6%	12%	1%	3%	6%	1%	3%	1%	-	-	4%	5%	2%	-	8%	7%	6%	2%	4%
NET YES	159	49	56	40	6	7	16	33	27	35	14	8	5	4	8	8	1	1	2	63	87	6	1	32	33	27	19	79
	6%	22%	10%	4%	1%	3%	7%	14%	5%	10%	15%	4%	4%	13%	4%	4%	1%	1%	5%	7%	7%	2%	5%	11%	10%	9%	3%	6%
No, don't use it	848	95	227	321	153	53	68	83	218	135	35	68	47	9	65	57	33	30	17	352	414	58	8	99	114	103	149	493
	34%	43%	40%	34%	30%	22%	28%	37%	36%	38%	39%	37%	41%	30%	31%	26%	20%	44%	36%	39%	32%	26%	29%	34%	35%	36%	25%	37%
Never heard of it	1493	76	291	594	352	180	155	112	354	182	42	108	63	18	138	155	128	38	28	494	796	157	18	163	179	160	419	762
	60%	35%	51%	62%	69%	75%	65%	49%	59%	52%	46%	59%	55%	58%	65%	70%	79%	55%	59%	54%	61%	71%	66%	55%	55%	55%	71%	57%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

Summary table

Base: All respondents

	Total	Yes, and I have a profile on this site	Yes, but only browse	NET YES	No, don't use it	Never heard of it
Facebook	2500	1801	235	2036	427	37
	100%	72%	9%	81%	17%	1%
YouTube	2500	944	1121	2065	386	49
	100%	38%	45%	83%	15%	2%
Twitter	2500	860	356	1216	1191	93
	100%	34%	14%	49%	48%	4%
Google+	2500	522	440	962	1339	199
	100%	21%	18%	38%	54%	8%
Friends Reunited	2500	317	324	641	1527	333
	100%	13%	13%	26%	61%	13%
LinkedIn	2500	411	256	667	1423	410
	100%	16%	10%	27%	57%	16%
Yahoo! Groups	2500	268	287	555	1353	591
	100%	11%	11%	22%	54%	24%
MySpace	2500	209	242	452	1806	243
	100%	8%	10%	18%	72%	10%
Flickr	2500	231	334	565	1531	404
	100%	9%	13%	23%	61%	16%
MSN Groups	2500	179	256	435	1482	583
	100%	7%	10%	17%	59%	23%
Bebo	2500	130	148	278	1858	364
	100%	5%	6%	11%	74%	15%
MSN Spaces	2500	121	194	315	1289	896
	100%	5%	8%	13%	52%	36%
Tumblr	2500	174	267	441	1238	821
	100%	7%	11%	18%	50%	33%
StumbleUpon	2500	93	140	233	879	1387
	100%	4%	6%	9%	35%	55%
hi5	2500	69	95	165	903	1433
	100%	3%	4%	7%	36%	57%
Pinterest	2500	164	219	383	1239	878
	100%	7%	9%	15%	50%	35%

Digital Entertainment Survey 2013

5. Do you ever use any of the following?

Summary table

Base: All respondents

	Total	Yes, and I have a profile on this site	Yes, but only browse	NET YES	No, don't use it	Never heard of it
Foursquare	2500	79	114	194	1144	1162
	100%	3%	5%	8%	46%	46%
Faceparty	2500	41	84	126	837	1537
	100%	2%	3%	5%	33%	61%
Reddit	2500	73	140	213	1049	1238
	100%	3%	6%	9%	42%	50%
Daily Motion	2500	72	253	325	802	1373
	100%	3%	10%	13%	32%	55%
Piczo	2500	41	94	134	786	1579
	100%	2%	4%	5%	31%	63%
WAYN	2500	52	84	136	700	1664
	100%	2%	3%	5%	28%	67%
Digg	2500	53	112	165	934	1400
	100%	2%	4%	7%	37%	56%
Second Life	2500	66	82	148	1035	1317
	100%	3%	3%	6%	41%	53%
Metacafe	2500	40	146	187	784	1529
	100%	2%	6%	7%	31%	61%
del.icio.us	2500	56	103	159	848	1493
	100%	2%	4%	6%	34%	60%

Digital Entertainment Survey 2013

6. Do you 'like' brands or businesses on Facebook?

Base: All who have a profile or browse on Facebook

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2096	45	61	119	211	237	172	141	49	70	140	244	251	181	175	243	544	528	493	108	44	136
Weighted Total	2036	59	80	129	215	223	161	126	57	82	136	220	227	166	154	242	525	511	480	105	43	130
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, more than 20	470	22	30	41	51	44	19	10	19	35	54	57	48	27	13	62	116	121	104	31	9	26
	23%	38%	38%	32%	24%	20%	12%	8%	33%	43%	39%	26%	21%	16%	9%	26%	22%	24%	22%	29%	22%	20%
Yes, between 11 and 20	287	8	20	26	41	20	10	7	11	16	26	36	39	14	13	39	69	67	77	17	4	15
	14%	13%	25%	20%	19%	9%	6%	6%	18%	20%	19%	16%	17%	8%	9%	16%	13%	13%	16%	16%	9%	12%
Yes, between 7 and 10	233	7	8	13	27	27	20	7	5	9	20	27	26	24	13	22	53	63	61	12	3	18
	11%	11%	10%	10%	12%	12%	12%	6%	8%	11%	15%	12%	12%	14%	9%	9%	10%	12%	13%	11%	8%	14%
Yes, between 4 and 6	225	5	7	15	23	27	20	8	5	4	11	28	24	28	20	36	53	59	39	12	10	16
	11%	9%	8%	12%	11%	12%	12%	6%	8%	4%	8%	13%	11%	17%	13%	15%	10%	12%	8%	11%	23%	12%
Yes, between 2 and 3	188	3	8	17	18	20	15	18	4	5	5	16	23	19	18	24	58	44	42	4	4	12
	9%	4%	10%	13%	9%	9%	9%	14%	6%	6%	4%	7%	10%	12%	12%	10%	11%	9%	9%	3%	8%	9%
Yes, 1	25	-	1	2	3	1	3	3	-	2	1	2	5	-	3	5	7	4	4	3	1	2
	1%	-	2%	2%	1%	*	2%	2%	-	3%	1%	1%	2%	-	2%	2%	1%	1%	1%	3%	2%	1%
YES - ANY	1428	45	74	115	163	139	86	53	42	71	117	166	165	112	81	188	356	359	328	78	31	89
	70%	76%	92%	89%	76%	62%	53%	42%	73%	87%	86%	75%	73%	67%	53%	78%	68%	70%	68%	74%	72%	68%
Not a fan of any brands or businesses	533	12	4	12	48	81	65	66	11	9	19	51	55	42	59	46	152	136	130	22	9	37
	26%	20%	5%	9%	22%	36%	41%	52%	18%	11%	14%	23%	24%	25%	38%	19%	29%	27%	27%	21%	22%	28%
Unfamiliar with becoming a fan of a brand	74	3	3	2	4	3	9	7	5	1	1	4	7	12	14	8	16	16	22	4	3	5
	4%	4%	3%	2%	2%	1%	6%	6%	8%	1%	1%	2%	3%	7%	9%	3%	3%	3%	5%	4%	6%	4%

Digital Entertainment Survey 2013

6. Do you 'like' brands or businesses on Facebook?

Base: All who have a profile or browse on Facebook

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2096	192	513	799	416	176	201	186	518	315	71	151	87	26	176	192	122	51	35	758	1104	181	18	282	285	253	481	1098
Weighted Total	2036	197	506	772	395	167	195	184	490	296	68	170	104	26	168	177	108	49	43	777	1031	164	21	269	266	236	437	1109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, more than 20	470	81	132	164	74	19	53	42	89	53	26	63	38	9	35	38	9	13	11	223	208	16	11	83	65	49	56	287
	23%	41%	26%	21%	19%	12%	27%	23%	18%	18%	38%	37%	37%	36%	21%	22%	8%	27%	26%	29%	20%	10%	53%	31%	25%	21%	13%	26%
Yes, between 11 and 20	287	38	90	101	41	17	26	33	75	34	6	31	16	2	23	28	8	7	5	126	140	16	1	40	42	37	34	171
	14%	19%	18%	13%	10%	10%	13%	18%	15%	11%	8%	18%	15%	8%	14%	16%	7%	14%	11%	16%	14%	9%	5%	15%	16%	16%	8%	15%
Yes, between 7 and 10	233	20	62	90	43	17	17	27	64	39	4	20	10	4	14	22	9	4	5	83	121	22	2	30	41	34	44	124
	11%	10%	12%	12%	11%	10%	9%	15%	13%	13%	6%	12%	10%	15%	8%	12%	8%	8%	12%	11%	12%	13%	11%	11%	15%	14%	10%	11%
Yes, between 4 and 6	225	13	47	102	47	17	22	20	50	33	6	14	13	5	23	23	12	5	5	75	123	21	1	31	28	34	58	108
	11%	6%	9%	13%	12%	10%	11%	11%	10%	11%	8%	8%	12%	18%	13%	13%	11%	11%	12%	10%	12%	13%	5%	12%	11%	15%	13%	10%
Yes, between 2 and 3	188	13	47	75	35	18	17	18	56	22	4	11	8	2	14	17	12	7	2	66	99	20	1	17	19	16	54	103
	9%	7%	9%	10%	9%	11%	9%	10%	11%	8%	6%	7%	8%	8%	8%	10%	11%	13%	6%	9%	10%	12%	4%	6%	7%	7%	12%	9%
Yes, 1	25	4	7	7	5	3	2	3	5	4	-	3	-	-	3	2	3	1	-	9	14	2	-	4	3	3	4	14
	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	-	2%	-	-	2%	1%	2%	2%	-	1%	1%	1%	-	1%	1%	1%	1%	1%
YES - ANY	1428	170	385	539	244	91	137	143	338	185	45	142	85	22	111	129	53	37	28	583	705	96	16	206	199	172	250	808
	70%	86%	76%	70%	62%	54%	70%	78%	69%	62%	67%	84%	81%	85%	66%	73%	49%	75%	66%	75%	68%	59%	77%	76%	75%	73%	57%	73%
Not a fan of any brands or businesses	533	21	112	213	126	60	45	33	142	105	22	24	16	3	49	40	44	10	12	167	290	61	3	56	61	57	164	263
	26%	11%	22%	28%	32%	36%	23%	18%	29%	35%	33%	14%	15%	11%	29%	23%	40%	21%	28%	21%	28%	37%	16%	21%	23%	24%	37%	24%
Unfamiliar with becoming a fan of a brand	74	5	8	19	26	16	13	9	10	7	-	4	3	1	7	7	11	2	2	27	37	7	1	7	6	6	23	38
	4%	3%	2%	2%	6%	9%	7%	5%	2%	2%	-	2%	3%	4%	4%	4%	11%	5%	5%	3%	4%	4%	6%	3%	2%	3%	5%	3%

Digital Entertainment Survey 2013

7. Have you ever purchased a product/service because...?

You saw a picture of the product/service on a brand's Facebook page

Base: All who have a profile or browse on Facebook

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2096	45	61	119	211	237	172	141	49	70	140	244	251	181	175	243	544	528	493	108	44	136
Weighted Total	2036	59	80	129	215	223	161	126	57	82	136	220	227	166	154	242	525	511	480	105	43	130
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes in the last month	249	12	17	23	43	25	11	4	4	15	22	30	26	14	4	43	54	58	61	12	8	14
	12%	20%	21%	18%	20%	11%	7%	3%	6%	19%	16%	14%	12%	8%	2%	18%	10%	11%	13%	12%	18%	11%
Yes in the last 3 months	220	9	17	21	40	24	7	3	6	7	18	25	24	13	6	37	46	50	58	13	2	14
	11%	16%	21%	16%	18%	11%	5%	2%	10%	9%	13%	11%	10%	8%	4%	15%	9%	10%	12%	12%	5%	11%
Yes in the last 6 months	122	5	7	10	20	14	6	1	4	11	16	10	14	6	-	17	27	20	35	10	5	7
	6%	9%	8%	8%	9%	6%	3%	1%	6%	13%	11%	5%	6%	4%	-	7%	5%	4%	7%	9%	12%	5%
Yes in the last 12 months	107	5	5	13	5	9	3	3	11	14	11	14	8	4	3	18	31	25	19	7	2	5
	5%	9%	7%	10%	2%	4%	2%	2%	18%	17%	8%	6%	4%	2%	2%	8%	6%	5%	4%	7%	5%	4%
YES - AT ALL	698	32	46	66	108	73	27	10	23	47	66	79	71	37	12	116	158	153	173	42	17	39
	34%	53%	57%	51%	50%	33%	17%	8%	41%	57%	49%	36%	31%	22%	8%	48%	30%	30%	36%	40%	39%	30%
No	1338	28	34	63	107	150	134	116	34	35	70	142	156	129	141	126	366	358	307	62	26	91
	66%	47%	43%	49%	50%	67%	83%	92%	59%	43%	51%	64%	69%	78%	92%	52%	70%	70%	64%	60%	61%	70%

Digital Entertainment Survey 2013

7. Have you ever purchased a product/service because...?

You saw a picture of the product/service on a brand's Facebook page

Base: All who have a profile or browse on Facebook

	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2096	192	513	799	416	176	201	186	518	315	71	151	87	26	176	192	122	51	35	758	1104	181	18	282	285	253	481	1098
Weighted Total	2036	197	506	772	395	167	195	184	490	296	68	170	104	26	168	177	108	49	43	777	1031	164	21	269	266	236	437	1109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes in the last month	249	59	78	78	25	9	31	35	43	36	14	24	15	6	16	20	2	7	5	115	112	10	6	52	43	33	31	139
	12%	30%	15%	10%	6%	5%	16%	19%	9%	12%	20%	14%	15%	25%	9%	11%	2%	15%	12%	15%	11%	6%	30%	19%	16%	14%	7%	13%
Yes in the last 3 months	220	40	72	83	18	6	17	39	48	38	9	25	7	2	9	18	2	7	1	83	121	10	4	42	38	33	23	125
	11%	21%	14%	11%	5%	3%	9%	21%	10%	13%	13%	14%	7%	7%	6%	10%	2%	15%	3%	11%	12%	6%	22%	15%	14%	14%	5%	11%
Yes in the last 6 months	122	18	41	41	18	5	10	15	29	19	4	19	6	2	6	9	-	2	2	48	64	6	2	21	22	21	14	67
	6%	9%	8%	5%	4%	3%	5%	8%	6%	7%	6%	11%	6%	8%	4%	5%	-	4%	5%	6%	6%	3%	10%	8%	8%	9%	3%	6%
Yes in the last 12 months	107	10	31	45	14	6	6	9	20	15	-	18	17	2	11	7	1	2	5	52	43	5	2	16	11	9	12	72
	5%	5%	6%	6%	4%	4%	3%	5%	4%	5%	-	11%	16%	7%	6%	4%	1%	4%	12%	7%	4%	3%	12%	6%	4%	4%	3%	7%
YES - AT ALL	698	128	221	246	76	26	65	98	139	108	26	86	46	12	42	53	4	19	13	298	341	30	15	131	114	96	80	403
	34%	65%	44%	32%	19%	16%	33%	53%	28%	36%	39%	50%	44%	47%	25%	30%	4%	38%	31%	38%	33%	18%	74%	49%	43%	41%	18%	36%
No	1338	68	284	525	320	140	131	86	351	189	42	84	58	14	126	123	104	31	29	479	690	134	5	138	152	141	358	706
	66%	35%	56%	68%	81%	84%	67%	47%	72%	64%	61%	50%	56%	53%	75%	70%	96%	62%	69%	62%	67%	82%	26%	51%	57%	59%	82%	64%

Digital Entertainment Survey 2013

7. Have you ever purchased a product/service because...?

A Facebook status update from a brand showed the product/service

Base: All who have a profile or browse on Facebook

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2096	45	61	119	211	237	172	141	49	70	140	244	251	181	175	243	544	528	493	108	44	136
Weighted Total	2036	59	80	129	215	223	161	126	57	82	136	220	227	166	154	242	525	511	480	105	43	130
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes in the last month	221	9	20	17	44	21	5	4	6	15	21	23	22	12	4	46	39	46	57	14	5	14
	11%	16%	25%	13%	20%	9%	3%	3%	10%	19%	16%	10%	10%	7%	2%	19%	8%	9%	12%	14%	11%	11%
Yes in the last 3 months	210	12	9	23	33	29	8	4	4	4	19	28	26	9	3	31	50	45	54	13	5	13
	10%	20%	11%	18%	15%	13%	5%	4%	6%	4%	14%	13%	12%	6%	2%	13%	10%	9%	11%	12%	11%	10%
Yes in the last 6 months	119	5	12	15	18	11	7	1	5	8	13	14	5	5	2	16	31	23	33	6	5	6
	6%	9%	15%	12%	9%	5%	4%	1%	8%	10%	9%	6%	2%	3%	1%	6%	6%	4%	7%	6%	13%	5%
Yes in the last 12 months	98	5	4	10	10	10	6	4	11	8	7	7	10	3	3	17	23	21	26	7	-	4
	5%	9%	5%	8%	5%	5%	3%	4%	18%	10%	5%	3%	4%	2%	2%	7%	4%	4%	5%	7%	-	3%
YES - AT ALL	649	32	45	65	105	72	25	13	25	35	59	71	62	28	11	110	143	135	169	40	15	37
	32%	53%	56%	50%	49%	32%	16%	11%	43%	43%	44%	32%	27%	17%	7%	45%	27%	26%	35%	38%	35%	28%
No	1387	28	36	64	110	152	135	112	33	47	77	149	165	137	143	132	382	376	311	64	28	93
	68%	47%	44%	50%	51%	68%	84%	89%	57%	57%	56%	68%	73%	83%	93%	55%	73%	74%	65%	62%	65%	72%

Digital Entertainment Survey 2013

7. Have you ever purchased a product/service because...?

A Facebook status update from a brand showed the product/service

Base: All who have a profile or browse on Facebook

	Ownership of technology devices						Which of the following best describes your occupation?											What is your family status?					Are you a parent, and if so how old are your children?					
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren
Unweighted Total	2096	192	513	799	416	176	201	186	518	315	71	151	87	26	176	192	122	51	35	758	1104	181	18	282	285	253	481	1098
Weighted Total	2036	197	506	772	395	167	195	184	490	296	68	170	104	26	168	177	108	49	43	777	1031	164	21	269	266	236	437	1109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes in the last month	221	55	70	69	20	7	24	33	43	27	9	25	15	4	15	15	2	9	5	100	102	7	7	46	34	31	28	128
	11%	28%	14%	9%	5%	4%	12%	18%	9%	9%	14%	15%	14%	16%	9%	9%	2%	19%	12%	13%	10%	5%	34%	17%	13%	13%	6%	11%
Yes in the last 3 months	210	42	69	77	14	8	22	36	48	40	11	10	8	4	12	15	2	2	4	81	114	9	1	50	47	30	22	105
	10%	21%	14%	10%	4%	5%	11%	20%	10%	14%	16%	6%	7%	15%	7%	8%	2%	4%	9%	10%	11%	6%	6%	19%	18%	13%	5%	9%
Yes in the last 6 months	119	19	41	41	13	4	10	14	26	19	5	18	9	2	3	7	1	4	1	52	58	4	5	19	21	14	10	73
	6%	10%	8%	5%	3%	3%	5%	8%	5%	6%	8%	11%	8%	2%	4%	1%	9%	2%	2%	7%	6%	2%	23%	7%	8%	6%	2%	7%
Yes in the last 12 months	98	11	34	32	15	6	6	7	18	13	1	13	14	1	11	7	3	3	6	44	45	3	-	13	9	10	12	65
	5%	6%	7%	4%	4%	4%	3%	4%	4%	4%	2%	8%	14%	4%	7%	4%	2%	6%	14%	6%	4%	2%	-	5%	3%	4%	3%	6%
YES - AT ALL	649	127	214	219	63	26	62	90	135	100	26	67	46	11	41	43	7	19	16	276	320	23	13	129	110	85	72	370
	32%	65%	42%	28%	16%	15%	32%	49%	28%	34%	39%	40%	44%	43%	24%	24%	7%	38%	37%	36%	31%	14%	64%	48%	42%	36%	17%	33%
No	1387	69	292	553	333	141	133	93	355	197	41	102	58	15	127	134	101	31	27	501	711	141	8	140	156	151	365	739
	68%	35%	58%	72%	84%	85%	68%	51%	72%	66%	61%	60%	56%	57%	76%	76%	93%	62%	63%	64%	69%	86%	36%	52%	58%	64%	83%	67%

Digital Entertainment Survey 2013

7. Have you ever purchased a product/service because...?

A friend recommended the product/service on Facebook

Base: All who have a profile or browse on Facebook

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2096	45	61	119	211	237	172	141	49	70	140	244	251	181	175	243	544	528	493	108	44	136
Weighted Total	2036	59	80	129	215	223	161	126	57	82	136	220	227	166	154	242	525	511	480	105	43	130
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes in the last month	205	8	14	18	46	24	7	2	5	11	16	24	24	4	2	36	44	48	54	9	6	8
	10%	13%	18%	14%	21%	11%	5%	1%	8%	13%	11%	11%	11%	2%	1%	15%	8%	9%	11%	9%	13%	6%
Yes in the last 3 months	218	8	17	27	34	24	5	4	2	8	17	31	24	13	5	34	45	53	50	16	3	18
	11%	13%	21%	21%	16%	11%	3%	3%	4%	10%	12%	14%	11%	8%	3%	14%	9%	10%	10%	15%	7%	13%
Yes in the last 6 months	113	7	7	12	5	13	7	2	2	15	14	12	9	8	1	22	34	13	27	5	5	7
	6%	11%	8%	9%	2%	6%	4%	1%	4%	19%	10%	5%	4%	5%	1%	9%	6%	3%	6%	5%	12%	5%
Yes in the last 12 months	92	-	4	16	9	7	5	1	7	6	14	10	9	2	4	14	20	22	30	1	-	5
	5%	-	5%	13%	4%	3%	3%	1%	12%	7%	10%	5%	4%	1%	2%	6%	4%	4%	6%	1%	-	4%
YES - AT ALL	628	22	42	74	94	67	23	8	16	40	59	77	67	27	11	106	143	136	161	31	14	37
	31%	38%	52%	57%	44%	30%	15%	6%	29%	49%	44%	35%	29%	16%	7%	44%	27%	27%	33%	30%	33%	28%
No	1408	37	38	55	121	156	137	118	41	42	77	144	160	139	142	137	381	375	320	73	29	93
	69%	62%	48%	43%	56%	70%	85%	94%	71%	51%	56%	65%	71%	84%	93%	56%	73%	73%	67%	70%	67%	72%

Digital Entertainment Survey 2013

7. Have you ever purchased a product/service because...?

A friend recommended the product/service on Facebook

Base: All who have a profile or browse on Facebook

	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2096	192	513	799	416	176	201	186	518	315	71	151	87	26	176	192	122	51	35	758	1104	181	18	282	285	253	481	1098
Weighted Total	2036	197	506	772	395	167	195	184	490	296	68	170	104	26	168	177	108	49	43	777	1031	164	21	269	266	236	437	1109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes in the last month	205	61	73	55	10	5	25	37	38	38	7	17	14	4	11	7	2	5	4	83	107	3	7	52	39	36	18	105
	10%	31%	14%	7%	2%	3%	13%	20%	8%	13%	11%	10%	13%	15%	6%	4%	2%	9%	9%	11%	10%	2%	35%	19%	15%	15%	4%	9%
Yes in the last 3 months	218	37	71	83	18	8	22	33	50	33	15	22	12	3	10	13	2	4	2	89	115	8	4	40	43	25	26	122
	11%	19%	14%	11%	5%	5%	11%	18%	10%	11%	22%	13%	12%	12%	6%	7%	2%	8%	5%	11%	11%	5%	18%	15%	16%	10%	6%	11%
Yes in the last 6 months	113	12	32	41	16	10	11	17	22	18	4	12	8	2	4	10	-	5	3	46	55	7	1	19	17	22	15	61
	6%	6%	6%	5%	4%	6%	6%	9%	4%	6%	6%	7%	8%	8%	2%	6%	-	11%	6%	6%	5%	4%	6%	7%	6%	9%	3%	6%
Yes in the last 12 months	92	9	32	36	14	2	5	5	22	15	-	14	7	-	10	8	2	4	2	46	40	4	-	12	10	9	11	61
	5%	5%	6%	5%	4%	1%	3%	3%	5%	5%	-	8%	7%	-	6%	4%	2%	8%	5%	6%	4%	2%	-	4%	4%	4%	3%	5%
YES - AT ALL	628	120	209	215	59	26	63	92	132	104	26	65	42	9	35	38	5	18	11	265	318	22	12	123	109	92	70	349
	31%	61%	41%	28%	15%	15%	32%	50%	27%	35%	39%	38%	40%	34%	21%	21%	5%	36%	25%	34%	31%	13%	59%	46%	41%	39%	16%	31%
No	1408	77	297	557	337	141	133	92	358	193	41	105	63	17	133	139	103	32	32	512	713	142	9	146	157	144	368	761
	69%	39%	59%	72%	85%	85%	68%	50%	73%	65%	61%	62%	60%	66%	79%	79%	95%	64%	75%	66%	69%	87%	41%	54%	59%	61%	84%	69%

Digital Entertainment Survey 2013

7. Have you ever purchased a product/service because...?

You saw a video of the product/service on a brand's Facebook page

Base: All who have a profile or browse on Facebook

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2096	45	61	119	211	237	172	141	49	70	140	244	251	181	175	243	544	528	493	108	44	136
Weighted Total	2036	59	80	129	215	223	161	126	57	82	136	220	227	166	154	242	525	511	480	105	43	130
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes in the last month	187	12	16	14	38	22	7	4	2	11	17	15	19	7	3	40	36	41	50	6	2	12
	9%	20%	20%	11%	18%	10%	5%	4%	4%	13%	12%	7%	8%	4%	2%	17%	7%	8%	10%	6%	4%	9%
Yes in the last 3 months	172	9	12	15	32	22	3	4	1	5	10	26	18	11	4	34	41	33	43	11	3	7
	8%	16%	15%	12%	15%	10%	2%	4%	2%	6%	7%	12%	8%	7%	3%	14%	8%	6%	9%	11%	6%	6%
Yes in the last 6 months	128	7	9	17	15	11	7	1	1	8	18	16	12	4	1	22	28	23	30	9	6	10
	6%	11%	11%	13%	7%	5%	5%	1%	2%	10%	13%	7%	5%	2%	1%	9%	5%	5%	6%	8%	15%	7%
Yes in the last 12 months	65	3	5	11	5	10	4	-	7	1	7	4	3	4	2	16	17	13	12	3	1	3
	3%	4%	7%	8%	2%	5%	2%	-	12%	1%	5%	2%	1%	2%	1%	7%	3%	3%	2%	3%	3%	2%
YES - AT ALL	551	30	42	58	90	65	21	10	12	25	51	61	52	26	10	112	121	110	135	29	12	32
	27%	51%	52%	45%	42%	29%	13%	8%	20%	30%	37%	28%	23%	15%	6%	46%	23%	22%	28%	27%	28%	24%
No	1485	29	38	72	126	158	139	116	46	57	86	159	175	140	144	131	403	400	345	76	31	99
	73%	49%	48%	55%	58%	71%	87%	92%	80%	70%	63%	72%	77%	85%	94%	54%	77%	78%	72%	73%	72%	76%

Digital Entertainment Survey 2013

7. Have you ever purchased a product/service because...?

You saw a video of the product/service on a brand's Facebook page

Base: All who have a profile or browse on Facebook

	Ownership of technology devices						Which of the following best describes your occupation?											What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2096	192	513	799	416	176	201	186	518	315	71	151	87	26	176	192	122	51	35	758	1104	181	18	282	285	253	481	1098
Weighted Total	2036	197	506	772	395	167	195	184	490	296	68	170	104	26	168	177	108	49	43	777	1031	164	21	269	266	236	437	1109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes in the last month	187	53	59	50	18	7	20	36	32	27	12	20	6	6	13	9	1	5	9	70	96	6	7	41	39	33	20	96
	9%	27%	12%	7%	5%	4%	10%	19%	7%	9%	18%	12%	6%	24%	8%	5%	1%	11%	20%	9%	9%	3%	36%	15%	15%	14%	5%	9%
Yes in the last 3 months	172	37	63	59	6	6	17	33	36	26	8	13	6	-	10	14	3	5	-	68	96	6	1	38	32	30	19	92
	8%	19%	12%	8%	2%	4%	9%	18%	7%	9%	12%	8%	6%	-	6%	8%	2%	11%	-	9%	9%	4%	6%	14%	12%	13%	4%	8%
Yes in the last 6 months	128	19	40	47	13	8	14	13	29	25	5	14	11	4	6	5	-	2	3	56	61	5	4	18	23	14	13	77
	6%	10%	8%	6%	3%	5%	7%	7%	6%	8%	7%	8%	10%	15%	4%	3%	-	5%	6%	7%	6%	3%	17%	7%	8%	6%	3%	7%
Yes in the last 12 months	65	8	23	24	6	3	5	8	12	8	-	14	6	-	5	6	1	1	2	28	28	5	1	6	8	6	9	42
	3%	4%	5%	3%	2%	2%	3%	4%	2%	3%	-	8%	6%	-	3%	3%	1%	2%	6%	4%	3%	3%	5%	2%	3%	2%	2%	4%
YES - AT ALL	551	117	185	180	44	25	57	89	109	85	25	60	29	10	35	34	4	14	14	222	281	21	13	103	101	82	61	307
	27%	60%	37%	23%	11%	15%	29%	49%	22%	29%	37%	35%	28%	39%	21%	19%	4%	28%	32%	29%	27%	13%	64%	38%	38%	35%	14%	28%
No	1485	79	320	591	352	142	139	95	381	211	42	110	75	16	134	143	104	36	29	555	751	143	8	166	165	154	376	802
	73%	40%	63%	77%	89%	85%	71%	51%	78%	71%	63%	65%	72%	61%	79%	81%	96%	72%	68%	71%	73%	87%	36%	62%	62%	65%	86%	72%

Digital Entertainment Survey 2013

7. Have you ever purchased a product/service because...?

You received a discount or offer from a brand through Facebook

Base: All who have a profile or browse on Facebook

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2096	45	61	119	211	237	172	141	49	70	140	244	251	181	175	243	544	528	493	108	44	136
Weighted Total	2036	59	80	129	215	223	161	126	57	82	136	220	227	166	154	242	525	511	480	105	43	130
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes in the last month	198	7	13	14	39	26	5	3	4	12	22	25	21	5	3	38	47	40	53	8	2	10
	10%	11%	16%	11%	18%	12%	3%	2%	6%	14%	16%	11%	9%	3%	2%	16%	9%	8%	11%	7%	5%	7%
Yes in the last 3 months	219	12	8	16	33	19	10	7	5	11	15	30	29	16	9	29	58	47	51	14	3	17
	11%	20%	10%	13%	15%	8%	6%	6%	8%	13%	11%	14%	13%	10%	6%	12%	11%	9%	11%	13%	7%	13%
Yes in the last 6 months	112	3	7	16	18	8	5	-	5	4	12	14	11	8	2	20	28	22	28	9	2	3
	6%	4%	8%	13%	9%	4%	3%	-	8%	4%	9%	7%	5%	5%	1%	8%	5%	4%	6%	8%	5%	2%
Yes in the last 12 months	84	4	8	4	2	16	5	2	9	4	6	10	8	2	4	14	22	17	24	1	2	4
	4%	7%	10%	3%	1%	7%	3%	1%	16%	4%	4%	5%	4%	1%	3%	6%	4%	3%	5%	1%	5%	3%
YES - AT ALL	613	25	36	51	92	70	24	12	22	29	55	79	69	32	18	101	156	127	156	31	9	34
	30%	42%	44%	39%	43%	31%	15%	9%	39%	36%	40%	36%	30%	19%	11%	42%	30%	25%	33%	30%	21%	26%
No	1423	34	45	78	123	154	136	114	35	53	82	141	158	134	136	141	369	384	324	74	34	97
	70%	58%	56%	61%	57%	69%	85%	91%	61%	64%	60%	64%	70%	81%	89%	58%	70%	75%	67%	70%	79%	74%

Digital Entertainment Survey 2013

7. Have you ever purchased a product/service because...?

You received a discount or offer from a brand through Facebook

Base: All who have a profile or browse on Facebook

	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2096	192	513	799	416	176	201	186	518	315	71	151	87	26	176	192	122	51	35	758	1104	181	18	282	285	253	481	1098
Weighted Total	2036	197	506	772	395	167	195	184	490	296	68	170	104	26	168	177	108	49	43	777	1031	164	21	269	266	236	437	1109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes in the last month	198	53	71	57	10	6	18	37	36	29	9	21	10	6	10	15	1	5	5	83	98	6	6	48	41	24	14	109
	10%	27%	14%	7%	3%	4%	9%	20%	7%	10%	13%	13%	10%	25%	6%	8%	1%	10%	12%	11%	10%	4%	29%	18%	16%	10%	3%	10%
Yes in the last 3 months	219	41	70	82	17	9	18	28	47	42	10	20	12	2	9	20	6	3	4	77	123	10	5	49	38	41	38	104
	11%	21%	14%	11%	4%	5%	9%	15%	10%	14%	15%	12%	12%	7%	6%	11%	6%	6%	9%	10%	12%	6%	25%	18%	14%	18%	9%	9%
Yes in the last 6 months	112	15	42	33	15	7	12	14	28	23	6	7	6	3	3	7	-	2	3	44	57	6	1	15	20	14	11	68
	6%	8%	8%	4%	4%	4%	6%	8%	6%	8%	9%	4%	6%	12%	2%	4%	-	5%	8%	6%	6%	4%	5%	6%	8%	6%	3%	6%
Yes in the last 12 months	84	7	19	37	12	8	3	8	21	10	2	11	10	3	9	6	-	2	4	37	39	4	-	9	12	14	9	53
	4%	4%	4%	5%	3%	5%	1%	4%	4%	3%	3%	6%	9%	11%	5%	3%	-	4%	9%	5%	4%	2%	-	4%	5%	6%	2%	5%
YES - AT ALL	613	116	203	208	55	31	52	88	132	104	26	60	38	14	32	47	7	13	16	241	317	26	12	121	112	93	73	333
	30%	59%	40%	27%	14%	18%	27%	48%	27%	35%	39%	35%	37%	54%	19%	27%	7%	25%	37%	31%	31%	16%	59%	45%	42%	39%	17%	30%
No	1423	81	303	563	340	136	143	96	358	192	41	110	66	12	137	129	101	37	27	536	714	138	9	148	154	144	364	776
	70%	41%	60%	73%	86%	82%	73%	52%	73%	65%	61%	65%	63%	46%	81%	73%	93%	75%	63%	69%	69%	84%	41%	55%	58%	61%	83%	70%

Digital Entertainment Survey 2013

7. Have you ever purchased a product/service because...?

Other, please specify

Base: All who have a profile or browse on Facebook

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2096	45	61	119	211	237	172	141	49	70	140	244	251	181	175	243	544	528	493	108	44	136
Weighted Total	2036	59	80	129	215	223	161	126	57	82	136	220	227	166	154	242	525	511	480	105	43	130
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes in the last month	5	1	-	1	-	1	-	-	-	-	-	-	-	1	1	1	1	-	1	1	-	1
	*	2%	-	1%	-	*	-	-	-	-	-	-	-	1%	1%	1%	*	-	*	1%	-	1%
Yes in the last 3 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes in the last 6 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes in the last 12 months	5	-	1	1	1	-	-	1	-	-	-	-	1	-	-	3	1	-	-	1	-	-
	*	-	2%	1%	*	-	-	1%	-	-	-	-	*	-	-	1%	*	-	-	1%	-	-
YES - AT ALL	10	1	1	2	1	1	-	1	-	-	-	-	1	1	1	5	2	-	1	2	-	1
	1%	2%	2%	2%	*	*	-	1%	-	-	-	-	*	1%	1%	2%	*	-	*	2%	-	1%
No	8	-	-	1	-	-	1	1	-	-	-	2	2	1	1	2	1	5	-	-	-	1
	*	-	-	1%	-	-	1%	1%	-	-	-	1%	1%	1%	1%	1%	*	1%	-	-	-	1%
Not Stated	2017	58	79	126	214	222	160	124	57	82	136	218	224	164	152	236	522	506	479	103	43	128
	99%	98%	98%	97%	100%	100%	99%	99%	100%	100%	100%	99%	99%	99%	99%	97%	99%	99%	100%	98%	100%	99%

Digital Entertainment Survey 2013

7. Have you ever purchased a product/service because...?

Other, please specify

Base: All who have a profile or browse on Facebook

	Ownership of technology devices						Which of the following best describes your occupation?											What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2096	192	513	799	416	176	201	186	518	315	71	151	87	26	176	192	122	51	35	758	1104	181	18	282	285	253	481	1098
Weighted Total	2036	197	506	772	395	167	195	184	490	296	68	170	104	26	168	177	108	49	43	777	1031	164	21	269	266	236	437	1109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes in the last month	5	-	1	2	2	-	-	-	2	-	1	1	-	-	1	-	-	-	-	2	2	1	-	-	-	-	2	3
	*	-	*	*	*	-	-	-	1%	-	1%	1%	-	-	1%	-	-	-	-	*	*	1%	-	-	-	-	*	*
Yes in the last 3 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes in the last 6 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes in the last 12 months	5	1	1	1	2	-	-	1	1	1	-	-	-	-	1	1	-	-	-	4	1	-	-	-	-	-	1	4
	*	1%	*	*	*	-	-	1%	*	*	-	-	-	-	1%	1%	-	-	-	1%	*	-	-	-	-	-	*	*
YES - AT ALL	10	1	2	3	4	-	-	1	1	3	-	1	1	-	1	2	-	-	-	7	3	1	-	-	-	-	3	8
	1%	1%	*	*	1%	-	-	1%	*	1%	-	1%	1%	-	1%	1%	-	-	-	1%	*	1%	-	-	-	-	1%	1%
No	8	-	3	2	3	1	1	1	2	-	-	-	-	-	2	2	1	-	-	2	4	3	-	4	2	1	1	4
	*	-	1%	*	1%	1%	*	*	*	-	-	-	-	-	1%	1%	1%	-	-	*	*	2%	-	1%	1%	*	*	*
Not Stated	2017	195	501	767	389	166	194	182	487	293	68	169	103	26	165	173	107	49	43	768	1025	161	21	265	264	235	434	1098
	99%	99%	99%	99%	98%	99%	100%	99%	99%	99%	100%	99%	99%	100%	98%	98%	99%	100%	100%	99%	99%	98%	100%	99%	99%	100%	99%	99%



Digital Entertainment Survey 2013

7. Have you ever purchased a product/service because...?

Summary table

Base: All who have a profile or browse on Facebook

	Total	Yes in the last month	Yes in the last 3 months	Yes in the last 6 months	Yes in the last 12 months	YES - AT ALL	No	Not Stated
You saw a picture of the product/service on a brand's Facebook page	2036 100%	249 12%	220 11%	122 6%	107 5%	698 34%	1338 66%	- -
A Facebook status update from a brand showed the product/service	2036 100%	221 11%	210 10%	119 6%	98 5%	649 32%	1387 68%	- -
A friend recommended the product/service on Facebook	2036 100%	205 10%	218 11%	113 6%	92 5%	628 31%	1408 69%	- -
You saw a video of the product/service on a brand's Facebook page	2036 100%	187 9%	172 8%	128 6%	65 3%	551 27%	1485 73%	- -
You received a discount or offer from a brand through Facebook	2036 100%	198 10%	219 11%	112 6%	84 4%	613 30%	1423 70%	- -
Other, please specify	2036 100%	5 *	- -	- -	5 *	10 1%	8 *	2017 99%

Digital Entertainment Survey 2013

8. To what extent, if at all, do you consider Facebook as a site where you can view goods and services you wish to purchase?

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
To a great extent	241	11	14	29	54	27	9	3	1	8	28	23	23	7	4	56	50	49	57	12	2	15
	10%	16%	17%	20%	22%	10%	4%	1%	2%	9%	19%	9%	8%	3%	2%	19%	8%	8%	9%	10%	4%	9%
To some extent	898	33	49	75	97	98	52	36	34	49	65	116	97	64	33	108	214	237	222	42	22	53
	36%	50%	58%	50%	39%	36%	23%	18%	55%	56%	44%	46%	35%	28%	17%	36%	34%	39%	36%	34%	43%	32%
Not at all	1361	22	21	46	99	150	163	162	27	30	56	112	156	154	163	135	359	328	342	71	26	100
	54%	34%	25%	30%	40%	54%	73%	81%	43%	35%	38%	45%	57%	68%	82%	45%	58%	53%	55%	56%	52%	60%

Digital Entertainment Survey 2013

8. To what extent, if at all, do you consider Facebook as a site where you can view goods and services you wish to purchase?

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
To a great extent	241	81	78	56	17	9	33	43	47	35	21	18	7	2	12	17	2	4	6	98	131	5	3	64	51	41	25	113
	10%	37%	14%	6%	3%	4%	14%	19%	8%	10%	23%	10%	6%	6%	6%	8%	1%	6%	12%	11%	10%	2%	10%	22%	16%	14%	4%	8%
To some extent	898	88	253	364	135	58	101	94	200	114	19	90	61	13	70	83	24	28	21	381	423	57	15	124	139	114	144	509
	36%	40%	44%	38%	27%	24%	42%	41%	33%	32%	21%	49%	54%	40%	33%	38%	15%	41%	44%	42%	33%	26%	57%	42%	43%	39%	25%	38%
Not at all	1361	50	243	535	358	174	105	90	352	202	50	75	46	17	129	121	136	37	21	429	743	159	9	106	136	136	418	712
	54%	23%	42%	56%	70%	72%	44%	40%	59%	58%	56%	41%	40%	54%	61%	55%	84%	54%	44%	47%	57%	72%	34%	36%	42%	47%	71%	53%

Digital Entertainment Survey 2013

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I do not mind websites or search engines tracking my actions on the internet when I am browsing publicly (i.e. not in private browsing / incognito mode)

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	207 8%	8 12%	8 9%	17 12%	45 18%	30 11%	16 7%	11 5%	2 4%	4 4%	17 11%	14 6%	22 8%	7 3%	6 3%	42 14%	39 6%	53 9%	54 9%	6 5%	2 4%	12 7%
Tend to agree	780 31%	21 32%	36 42%	43 29%	79 31%	89 33%	64 29%	60 30%	23 38%	28 32%	38 25%	83 33%	92 34%	64 28%	59 29%	91 31%	213 34%	196 32%	181 29%	31 25%	18 36%	50 30%
Tend to disagree	623 25%	18 28%	28 33%	41 28%	63 25%	63 23%	57 25%	46 23%	12 19%	29 33%	42 28%	59 23%	60 22%	58 26%	47 24%	75 25%	161 26%	147 24%	155 25%	38 30%	12 24%	36 21%
Strongly disagree	670 27%	13 20%	12 14%	40 27%	46 18%	70 25%	69 31%	71 36%	16 26%	16 19%	30 20%	66 26%	76 28%	74 33%	70 35%	66 22%	167 27%	157 26%	173 28%	40 32%	15 31%	53 32%
Don't know	219 9%	5 8%	1 2%	8 5%	17 7%	23 8%	19 8%	12 6%	8 13%	11 12%	23 16%	28 11%	25 9%	22 10%	18 9%	25 8%	44 7%	60 10%	60 10%	11 9%	3 6%	16 10%
AGREE	987 39%	29 44%	43 52%	61 41%	123 49%	120 43%	80 36%	71 35%	26 42%	32 36%	55 36%	97 39%	114 41%	71 32%	65 32%	133 45%	252 40%	249 41%	235 38%	37 29%	20 40%	62 37%
DISAGREE	1294 52%	32 48%	39 47%	82 54%	109 44%	133 48%	126 56%	118 59%	28 45%	46 52%	72 48%	125 50%	136 49%	132 59%	118 59%	141 47%	327 53%	305 50%	327 53%	77 62%	27 54%	89 53%

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Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	207	67	54	49	22	16	25	36	42	37	15	12	6	1	9	11	7	6	5	76	112	12	2	38	45	39	28	98
	8%	30%	9%	5%	4%	7%	10%	16%	7%	11%	16%	7%	5%	3%	4%	5%	4%	8%	10%	8%	9%	5%	9%	13%	14%	14%	5%	7%
Tend to agree	780	68	219	315	129	49	71	78	192	116	23	57	39	10	58	70	48	18	11	287	416	63	3	102	103	98	184	410
	31%	31%	38%	33%	25%	20%	30%	34%	32%	33%	25%	31%	34%	31%	28%	32%	30%	26%	23%	32%	32%	28%	12%	35%	32%	34%	31%	31%
Tend to disagree	623	31	135	250	155	52	50	52	157	75	18	68	30	9	54	51	45	13	13	241	313	53	4	52	71	58	133	370
	25%	14%	24%	26%	30%	22%	21%	23%	26%	21%	19%	37%	27%	29%	26%	23%	28%	20%	28%	27%	24%	24%	14%	18%	22%	20%	23%	28%
Strongly disagree	670	48	123	264	141	95	67	50	158	100	26	37	27	6	63	61	51	26	10	216	351	80	14	73	73	63	193	341
	27%	22%	21%	28%	28%	39%	28%	22%	26%	29%	29%	20%	23%	18%	30%	28%	31%	38%	21%	24%	27%	36%	52%	25%	22%	22%	33%	26%
Don't know	219	6	43	77	64	29	27	12	50	22	9	9	12	6	26	28	11	6	9	89	104	15	3	28	35	32	49	114
	9%	3%	8%	8%	13%	12%	11%	5%	8%	6%	10%	5%	10%	19%	12%	13%	7%	8%	18%	10%	8%	7%	13%	10%	11%	11%	8%	9%
AGREE	987	134	273	364	151	64	96	113	234	153	38	69	45	11	68	81	55	23	16	363	528	74	6	140	148	137	212	508
	39%	61%	48%	38%	30%	27%	40%	50%	39%	44%	42%	38%	40%	34%	32%	37%	34%	34%	33%	40%	41%	34%	21%	48%	45%	47%	36%	38%
DISAGREE	1294	79	258	514	295	147	117	101	315	176	44	105	57	15	117	112	96	40	23	457	664	132	18	126	144	121	326	711
	52%	36%	45%	54%	58%	61%	49%	45%	53%	50%	48%	57%	50%	46%	56%	51%	59%	58%	49%	50%	51%	60%	67%	43%	44%	42%	56%	53%

Digital Entertainment Survey 2013

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Websites or search engines tracking my actions on the internet is an acceptable price to pay for the free service that they provide

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	192 8%	7 10%	12 14%	10 7%	42 17%	25 9%	15 7%	12 6%	5 8%	2 3%	15 10%	16 6%	18 7%	7 3%	6 3%	32 11%	46 7%	45 7%	53 9%	7 5%	2 4%	8 5%
Tend to agree	833 33%	21 32%	33 39%	50 33%	79 31%	106 39%	67 30%	68 34%	21 34%	32 36%	42 28%	79 32%	98 36%	77 34%	61 30%	106 36%	197 32%	213 35%	204 33%	44 35%	21 42%	49 29%
Tend to disagree	615 25%	18 28%	21 25%	38 25%	66 27%	63 23%	61 27%	49 25%	14 23%	29 33%	43 29%	63 25%	60 22%	46 20%	43 21%	75 25%	172 28%	150 24%	150 24%	22 17%	10 19%	37 22%
Strongly disagree	620 25%	13 20%	16 19%	45 30%	45 18%	61 22%	62 27%	61 30%	14 23%	14 16%	26 18%	61 25%	66 24%	70 31%	66 33%	62 21%	156 25%	141 23%	153 25%	40 32%	13 26%	55 33%
Don't know	240 10%	7 10%	3 3%	8 5%	18 7%	19 7%	21 9%	10 5%	8 13%	11 12%	24 16%	30 12%	33 12%	25 11%	25 12%	24 8%	52 8%	65 11%	62 10%	13 10%	5 10%	19 11%
AGREE	1025 41%	28 42%	45 53%	60 40%	120 48%	132 48%	82 37%	80 40%	26 42%	34 39%	56 38%	96 38%	116 42%	84 37%	67 33%	138 46%	242 39%	258 42%	257 41%	51 40%	23 46%	57 34%
DISAGREE	1235 49%	32 48%	37 44%	83 55%	111 44%	124 45%	122 54%	110 55%	28 45%	43 49%	69 46%	125 50%	126 46%	116 52%	109 54%	136 46%	328 53%	291 47%	303 49%	62 49%	22 45%	92 55%

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Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	192	45	69	48	18	12	17	22	44	36	13	17	7	3	10	9	10	3	5	80	97	11	-	34	38	25	27	100
	8%	21%	12%	5%	4%	5%	7%	10%	7%	10%	14%	9%	6%	9%	5%	4%	6%	4%	10%	9%	7%	5%	-	12%	12%	9%	5%	7%
Tend to agree	833	76	210	333	157	57	71	81	208	132	26	54	43	14	62	70	57	14	16	300	446	66	6	100	109	109	193	439
	33%	35%	37%	35%	31%	24%	30%	36%	35%	38%	29%	29%	37%	44%	30%	32%	35%	20%	34%	33%	34%	30%	21%	34%	33%	37%	33%	33%
Tend to disagree	615	42	138	238	143	53	62	67	148	79	17	58	26	3	52	51	39	14	11	235	315	52	1	60	81	66	134	346
	25%	19%	24%	25%	28%	22%	26%	30%	25%	22%	18%	31%	23%	10%	25%	23%	24%	20%	23%	26%	24%	24%	5%	20%	25%	23%	23%	26%
Strongly disagree	620	51	115	241	125	88	58	43	142	84	25	43	27	7	58	63	42	28	9	201	326	70	14	70	62	66	180	320
	25%	23%	20%	25%	25%	37%	24%	19%	24%	24%	28%	24%	24%	21%	28%	29%	26%	40%	18%	22%	25%	32%	53%	24%	19%	23%	31%	24%
Don't know	240	6	42	95	68	30	32	14	57	21	10	12	11	5	28	28	13	11	7	92	112	23	6	30	35	25	52	129
	10%	3%	7%	10%	13%	12%	13%	6%	9%	6%	11%	7%	9%	16%	13%	13%	8%	16%	16%	10%	9%	10%	21%	10%	11%	9%	9%	10%
AGREE	1025	121	278	381	175	70	89	103	253	168	39	70	50	17	73	79	67	17	21	380	543	76	6	135	147	133	220	539
	41%	55%	49%	40%	34%	29%	37%	46%	42%	48%	43%	38%	44%	54%	35%	36%	41%	24%	44%	42%	42%	35%	21%	46%	45%	46%	38%	40%
DISAGREE	1235	92	253	479	268	141	119	110	290	163	42	101	54	10	110	113	82	41	19	437	641	122	15	129	143	132	314	666
	49%	42%	44%	50%	53%	59%	50%	49%	48%	46%	46%	55%	47%	31%	52%	51%	50%	60%	41%	48%	49%	55%	57%	44%	44%	46%	54%	50%

Digital Entertainment Survey 2013

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	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	783	17	24	42	72	85	67	77	15	22	44	63	96	86	72	88	193	201	196	41	11	52
	31%	26%	28%	28%	29%	31%	30%	38%	25%	25%	29%	25%	35%	38%	36%	29%	31%	33%	32%	33%	22%	31%
Tend to agree	881	25	34	59	76	94	83	52	28	34	57	95	97	77	71	119	230	190	219	46	20	57
	35%	38%	41%	39%	30%	34%	37%	26%	45%	39%	38%	38%	35%	34%	36%	40%	37%	31%	35%	36%	41%	34%
Tend to disagree	494	12	14	29	62	57	41	50	9	20	22	55	53	36	32	44	130	129	127	24	10	29
	20%	18%	17%	20%	25%	21%	18%	25%	15%	23%	15%	22%	19%	16%	16%	15%	21%	21%	20%	19%	20%	17%
Strongly disagree	146	7	8	11	23	20	17	10	1	5	8	13	11	7	6	27	29	35	32	5	3	16
	6%	10%	9%	7%	9%	7%	7%	5%	2%	5%	5%	5%	4%	3%	3%	9%	5%	6%	5%	4%	6%	9%
Don't know	196	5	4	9	16	19	17	12	8	7	19	24	18	19	19	21	40	59	47	10	6	14
	8%	8%	5%	6%	7%	7%	7%	6%	13%	8%	12%	10%	7%	9%	10%	7%	6%	10%	8%	8%	11%	8%
AGREE	1664	42	58	101	148	179	150	129	43	56	101	158	193	163	143	207	423	391	416	87	31	109
	67%	64%	69%	67%	59%	65%	67%	64%	70%	64%	68%	63%	70%	72%	71%	69%	68%	64%	67%	69%	63%	65%
DISAGREE	640	18	22	40	86	77	58	60	11	25	30	68	64	43	38	71	159	164	159	29	13	44
	26%	28%	27%	27%	34%	28%	26%	30%	17%	28%	20%	27%	23%	19%	19%	24%	26%	27%	26%	23%	26%	27%

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	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?						
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Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334	
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Strongly agree	783	92	164	277	163	87	73	81	169	114	31	59	23	9	73	66	53	32	11	259	414	88	10	91	100	92	204	400	
	31%	42%	29%	29%	32%	36%	31%	36%	28%	33%	34%	32%	20%	27%	35%	30%	33%	46%	23%	29%	32%	40%	39%	31%	31%	32%	35%	30%	
Tend to agree	881	58	209	361	183	70	80	74	222	126	29	72	47	15	71	78	53	14	21	335	443	79	3	92	107	107	206	479	
	35%	27%	36%	38%	36%	29%	33%	33%	37%	36%	32%	39%	41%	48%	33%	36%	33%	20%	43%	37%	34%	36%	13%	31%	33%	37%	35%	36%	
Tend to disagree	494	40	126	196	88	45	51	46	118	75	14	28	29	3	36	48	35	12	11	177	266	36	3	70	65	53	107	268	
	20%	18%	22%	20%	17%	19%	21%	20%	20%	21%	15%	15%	25%	9%	17%	22%	22%	18%	23%	20%	20%	16%	13%	24%	20%	18%	18%	20%	
Strongly disagree	146	23	38	51	21	13	17	17	38	20	8	10	7	2	10	9	4	5	-	58	76	7	5	15	20	21	25	83	
	6%	10%	7%	5%	4%	6%	7%	7%	6%	6%	9%	5%	6%	6%	5%	4%	3%	7%	-	6%	6%	3%	18%	5%	6%	7%	4%	6%	
Don't know	196	6	37	71	56	26	19	9	53	17	9	14	10	3	21	19	16	6	5	79	97	11	5	26	34	17	45	104	
	8%	3%	6%	7%	11%	11%	8%	4%	9%	5%	10%	8%	8%	10%	10%	9%	10%	8%	10%	9%	7%	5%	18%	9%	10%	6%	8%	8%	
AGREE	1664	150	373	638	347	156	153	156	390	240	60	131	70	24	144	144	106	46	31	595	858	167	14	183	207	199	410	879	
	67%	68%	65%	67%	68%	65%	64%	68%	65%	68%	66%	72%	61%	75%	68%	65%	66%	66%	66%	66%	65%	66%	75%	52%	62%	64%	68%	70%	66%
DISAGREE	640	63	163	247	108	58	68	63	156	94	22	38	35	5	46	57	39	18	11	235	342	44	8	85	85	74	132	350	
	26%	29%	28%	26%	21%	24%	28%	28%	26%	27%	24%	21%	31%	15%	22%	26%	24%	25%	23%	26%	26%	20%	30%	29%	26%	26%	22%	26%	

Digital Entertainment Survey 2013

9. Thinking about websites or search engines tracking your actions on the internet, to what extent do you agree or disagree with each of the following statements?

Summary table

Base: All respondents

	Total	Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	Don't know	AGREE	DISAGREE
I do not mind websites or search engines tracking my actions on the internet when I am browsing publicly (i.e. not in private browsing / incognito mode)	2500 100%	207 8%	780 31%	623 25%	670 27%	219 9%	987 39%	1294 52%
Websites or search engines tracking my actions on the internet is an acceptable price to pay for the free service that they provide	2500 100%	192 8%	833 33%	615 25%	620 25%	240 10%	1025 41%	1235 49%
I am concerned about how much of what I do on the internet is tracked by websites or search engines	2500 100%	783 31%	881 35%	494 20%	146 6%	196 8%	1664 67%	640 26%

Digital Entertainment Survey 2013

10. To what extent do you agree or disagree with the following statement?

"I would be prepared to allow information about what websites I visit to be tracked for a commercial purpose, provided I received offers or discounts from companies in return."

Base: All who agree with statement "I am concerned about how much of what I do on the internet is tracked by websites or search engines"

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1727	32	44	93	145	190	161	144	37	48	104	175	213	178	163	209	443	408	431	90	31	115
Weighted Total	1664	42	58	101	148	179	150	129	43	56	101	158	193	163	143	207	423	391	416	87	31	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	144	5	5	13	22	23	11	6	4	4	8	13	14	13	4	29	30	31	31	7	3	14
	9%	13%	9%	13%	15%	13%	7%	5%	8%	6%	8%	8%	7%	8%	3%	14%	7%	8%	8%	8%	9%	13%
Tend to agree	595	16	29	42	65	68	51	29	15	32	44	65	64	40	34	89	137	147	148	22	10	42
	36%	38%	50%	42%	44%	38%	34%	22%	35%	56%	43%	41%	33%	25%	24%	43%	32%	38%	35%	25%	32%	38%
Tend to disagree	366	7	18	15	21	33	29	39	13	11	25	37	48	40	29	31	106	80	106	25	4	14
	22%	16%	32%	15%	14%	18%	19%	31%	30%	19%	25%	23%	25%	25%	20%	15%	25%	20%	26%	28%	13%	13%
Strongly disagree	404	11	4	22	29	45	45	47	8	6	17	33	36	48	54	37	117	101	86	24	9	30
	24%	25%	7%	22%	19%	25%	30%	37%	19%	10%	16%	21%	19%	29%	38%	18%	28%	26%	21%	28%	29%	27%
Don't know	155	4	1	9	10	10	14	7	4	5	8	10	31	22	21	20	34	32	45	9	5	10
	9%	9%	2%	9%	7%	6%	9%	6%	8%	8%	8%	6%	16%	13%	15%	10%	8%	8%	11%	11%	17%	9%
AGREE	739	21	34	55	88	90	63	35	19	35	52	78	78	53	39	118	167	178	179	29	13	56
	44%	50%	59%	55%	59%	51%	42%	27%	43%	63%	51%	49%	40%	33%	27%	57%	39%	45%	43%	33%	41%	51%
DISAGREE	770	17	22	37	50	78	74	87	21	16	42	70	84	88	83	69	223	181	192	49	13	44
	46%	41%	39%	37%	34%	44%	49%	67%	49%	29%	41%	45%	44%	54%	58%	33%	53%	46%	46%	56%	42%	40%

Digital Entertainment Survey 2013

10. To what extent do you agree or disagree with the following statement?

"I would be prepared to allow information about what websites I visit to be tracked for a commercial purpose, provided I received offers or discounts from companies in return."

Base: All who agree with statement "I am concerned about how much of what I do on the internet is tracked by websites or search engines"

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	1727	146	379	666	368	168	159	158	415	256	63	116	59	24	152	157	120	48	26	583	921	184	13	192	222	212	450	881
Weighted Total	1664	150	373	638	347	156	153	156	390	240	60	131	70	24	144	144	106	46	31	595	858	167	14	183	207	199	410	879
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	144	40	39	38	21	6	20	19	30	19	14	10	10	1	7	8	1	5	4	51	79	9	1	18	24	25	25	81
	9%	27%	11%	6%	6%	4%	13%	12%	8%	8%	24%	8%	14%	4%	5%	6%	1%	10%	12%	9%	9%	6%	9%	10%	12%	13%	6%	9%
Tend to agree	595	61	167	241	94	31	48	64	148	99	14	60	24	13	42	44	25	13	9	241	292	49	3	74	81	84	112	325
	36%	40%	45%	38%	27%	20%	31%	41%	38%	41%	23%	46%	35%	56%	29%	31%	23%	29%	27%	41%	34%	29%	25%	40%	39%	42%	27%	37%
Tend to disagree	366	20	68	150	94	34	39	22	95	48	11	32	11	2	34	38	32	3	5	127	199	30	5	42	49	42	95	187
	22%	13%	18%	24%	27%	22%	25%	14%	24%	20%	19%	24%	15%	8%	24%	26%	30%	7%	15%	21%	23%	18%	38%	23%	24%	21%	23%	21%
Strongly disagree	404	27	76	143	94	65	28	36	82	63	19	21	17	8	40	34	40	16	9	123	214	54	4	36	40	34	133	204
	24%	18%	20%	22%	27%	42%	19%	23%	21%	26%	31%	16%	24%	32%	28%	23%	37%	36%	30%	21%	25%	33%	28%	19%	19%	17%	32%	23%
Don't know	155	3	23	66	44	20	18	15	36	11	2	8	8	-	19	20	9	8	5	52	74	24	-	13	13	14	45	82
	9%	2%	6%	10%	13%	13%	12%	10%	9%	5%	3%	6%	12%	-	14%	14%	8%	18%	16%	9%	9%	15%	-	7%	6%	7%	11%	9%
AGREE	739	101	206	279	115	37	68	83	178	118	28	70	34	14	50	52	26	18	12	292	371	58	5	92	105	109	136	406
	44%	67%	55%	44%	33%	24%	44%	53%	45%	49%	47%	54%	48%	60%	35%	36%	24%	39%	39%	49%	43%	35%	34%	50%	51%	55%	33%	46%
DISAGREE	770	46	145	293	188	99	67	58	176	111	30	53	28	10	75	72	72	19	14	250	413	84	9	78	89	76	228	391
	46%	31%	39%	46%	54%	63%	44%	37%	45%	46%	50%	40%	40%	40%	52%	50%	67%	43%	45%	42%	48%	50%	66%	42%	43%	38%	56%	44%

Digital Entertainment Survey 2013

11. Thinking about advertising online, to what extent do you agree or disagree with each of the following statements?

I think that adverts tailored to my likes, location or personal purchasing habits are an invasion of my privacy

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	541 22%	13 20%	14 17%	35 23%	64 26%	54 20%	54 24%	57 29%	5 8%	13 15%	27 18%	39 16%	47 17%	63 28%	55 28%	76 25%	131 21%	133 22%	130 21%	29 23%	7 14%	35 21%
Tend to agree	798 32%	17 26%	36 42%	47 31%	83 33%	91 33%	67 30%	71 35%	22 36%	15 17%	41 27%	85 34%	87 32%	72 32%	65 32%	92 31%	198 32%	192 31%	194 31%	39 31%	22 45%	60 36%
Tend to disagree	720 29%	18 28%	26 31%	51 34%	63 25%	79 29%	64 29%	45 22%	23 38%	38 43%	51 34%	79 31%	84 31%	51 23%	47 24%	80 27%	191 31%	179 29%	187 30%	27 22%	13 26%	43 26%
Strongly disagree	157 6%	5 8%	5 6%	10 7%	22 9%	20 7%	19 8%	12 6%	5 8%	9 11%	10 6%	15 6%	14 5%	5 2%	6 3%	18 6%	37 6%	38 6%	42 7%	13 10%	2 4%	8 5%
Don't know	284 11%	12 18%	3 3%	8 5%	17 7%	31 11%	21 9%	16 8%	7 11%	13 15%	21 14%	32 13%	43 16%	33 15%	26 13%	32 11%	65 10%	72 12%	69 11%	17 13%	6 12%	23 13%
AGREE	1339 54%	30 46%	50 59%	82 54%	147 59%	145 53%	121 54%	128 64%	27 43%	28 32%	68 45%	124 49%	134 49%	135 60%	120 60%	168 56%	329 53%	325 53%	324 52%	68 55%	29 58%	94 56%
DISAGREE	877 35%	24 36%	32 38%	61 41%	86 34%	99 36%	83 37%	56 28%	28 45%	47 53%	60 40%	94 38%	98 36%	57 25%	54 27%	98 33%	228 37%	217 35%	229 37%	40 32%	15 30%	50 30%

Digital Entertainment Survey 2013

11. Thinking about advertising online, to what extent do you agree or disagree with each of the following statements?

I think that adverts tailored to my likes, location or personal purchasing habits are an invasion of my privacy

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	541	77	109	173	110	72	54	68	105	75	33	38	12	7	53	38	41	17	9	178	286	62	5	56	61	65	154	271
	22%	35%	19%	18%	21%	30%	22%	30%	18%	21%	37%	21%	10%	23%	25%	17%	25%	25%	20%	20%	22%	28%	19%	19%	19%	22%	26%	20%
Tend to agree	798	59	208	315	156	61	73	67	207	128	17	47	34	11	65	73	60	15	15	277	432	69	6	104	103	92	187	413
	32%	27%	36%	33%	31%	25%	31%	30%	35%	36%	19%	26%	30%	35%	31%	33%	37%	22%	31%	30%	33%	31%	24%	35%	32%	32%	32%	31%
Tend to disagree	720	52	168	312	141	47	61	61	188	96	23	64	45	3	46	69	42	22	16	275	370	50	9	87	96	80	150	406
	29%	24%	29%	33%	28%	20%	26%	27%	31%	27%	25%	35%	39%	10%	22%	31%	26%	32%	34%	30%	29%	23%	32%	30%	29%	27%	26%	30%
Strongly disagree	157	21	41	46	27	22	18	14	31	24	7	18	8	3	13	12	5	5	1	68	73	12	4	20	22	23	27	92
	6%	10%	7%	5%	5%	9%	7%	6%	5%	7%	8%	10%	7%	9%	6%	5%	3%	7%	3%	7%	6%	5%	14%	7%	7%	8%	5%	7%
Don't know	284	11	48	110	77	38	34	17	68	29	11	17	16	7	34	28	14	9	6	111	136	28	3	26	43	30	69	152
	11%	5%	8%	12%	15%	16%	14%	7%	11%	8%	12%	9%	14%	22%	16%	13%	9%	14%	13%	12%	10%	13%	12%	9%	13%	10%	12%	11%
AGREE	1339	136	317	487	266	134	127	135	313	202	51	85	46	19	118	111	100	32	24	455	718	131	11	160	164	158	341	684
	54%	62%	55%	51%	52%	56%	53%	59%	52%	58%	56%	47%	40%	59%	56%	50%	62%	47%	50%	50%	55%	59%	43%	54%	50%	54%	58%	51%
DISAGREE	877	73	209	358	168	69	79	75	219	120	30	81	53	6	58	81	47	27	18	343	443	62	12	108	118	103	176	498
	35%	33%	36%	37%	33%	29%	33%	33%	36%	34%	33%	44%	46%	19%	28%	37%	29%	40%	37%	38%	34%	28%	45%	37%	36%	36%	30%	37%

Digital Entertainment Survey 2013

11. Thinking about advertising online, to what extent do you agree or disagree with each of the following statements?

I would rather see adverts that are tailored to my likes, location or personal purchasing habits (e.g. browsing, Twitter accounts followed, etc.) than adverts which are not targeted

Base: All respondents

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	252	12	13	16	36	29	25	12	13	9	20	19	23	13	11	46	49	65	70	9	2	11
	10%	18%	16%	11%	14%	11%	11%	6%	21%	11%	14%	8%	8%	6%	5%	15%	8%	11%	11%	7%	4%	6%
Tend to agree	1014	30	38	72	101	105	74	68	29	47	60	108	131	85	66	129	251	258	244	45	20	67
	41%	46%	45%	48%	40%	38%	33%	34%	47%	53%	40%	43%	48%	38%	33%	43%	40%	42%	39%	36%	40%	40%
Tend to disagree	513	16	22	32	58	63	45	43	12	16	24	47	52	44	39	50	134	127	120	30	16	36
	21%	24%	27%	21%	23%	23%	20%	21%	19%	19%	16%	19%	19%	20%	20%	17%	21%	21%	19%	24%	31%	21%
Strongly disagree	376	3	9	17	38	38	49	54	2	4	17	28	25	46	48	41	102	77	99	22	6	28
	15%	4%	11%	12%	15%	14%	22%	27%	4%	4%	11%	11%	9%	20%	24%	14%	16%	13%	16%	18%	11%	17%
Don't know	345	5	1	13	17	40	33	23	6	12	28	48	44	37	36	33	86	87	88	19	7	26
	14%	8%	2%	9%	7%	15%	15%	12%	9%	13%	19%	19%	16%	17%	18%	11%	14%	14%	14%	15%	14%	15%
AGREE	1266	42	51	88	137	134	99	80	42	56	81	127	154	98	76	174	301	323	314	54	22	78
	51%	64%	61%	59%	55%	49%	44%	40%	68%	64%	54%	51%	56%	43%	38%	58%	48%	53%	51%	43%	43%	47%
DISAGREE	889	18	32	49	96	101	93	96	14	20	41	75	77	90	88	92	236	204	220	53	21	64
	36%	28%	38%	33%	38%	37%	41%	48%	23%	23%	27%	30%	28%	40%	44%	31%	38%	33%	35%	42%	43%	38%

Digital Entertainment Survey 2013

11. Thinking about advertising online, to what extent do you agree or disagree with each of the following statements?

I would rather see adverts that are tailored to my likes, location or personal purchasing habits (e.g. browsing, Twitter accounts followed, etc.) than adverts which are not targeted

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	252	61	73	74	30	14	28	29	55	32	18	25	22	4	13	13	6	5	13	95	125	16	3	33	38	38	34	145
	10%	28%	13%	8%	6%	6%	12%	13%	9%	9%	20%	14%	19%	13%	6%	6%	4%	7%	28%	10%	10%	7%	12%	11%	12%	13%	6%	11%
Tend to agree	1014	92	271	396	180	75	90	101	249	160	30	80	52	11	70	91	60	22	22	382	526	76	9	127	141	128	222	534
	41%	42%	47%	41%	35%	31%	37%	44%	42%	46%	33%	43%	45%	35%	33%	41%	37%	32%	46%	42%	41%	35%	32%	43%	43%	44%	38%	40%
Tend to disagree	513	39	105	215	114	40	53	43	125	66	14	42	20	4	51	47	35	13	8	200	262	37	6	61	63	53	115	292
	21%	18%	18%	23%	22%	17%	22%	19%	21%	19%	15%	23%	18%	12%	24%	21%	21%	19%	16%	22%	20%	17%	24%	21%	19%	18%	20%	22%
Strongly disagree	376	20	69	139	88	60	30	33	89	61	17	12	7	6	36	30	37	18	1	108	214	49	4	35	36	35	128	187
	15%	9%	12%	15%	17%	25%	13%	15%	15%	17%	19%	7%	6%	18%	17%	13%	23%	26%	2%	12%	17%	22%	16%	12%	11%	12%	22%	14%
Don't know	345	8	56	132	99	51	39	22	81	31	12	24	13	7	41	41	24	10	4	124	170	43	4	38	48	37	87	176
	14%	3%	10%	14%	19%	21%	16%	10%	14%	9%	14%	13%	11%	22%	19%	18%	15%	15%	8%	14%	13%	20%	15%	13%	15%	13%	15%	13%
AGREE	1266	153	344	470	210	89	118	130	305	192	48	105	74	15	83	103	66	27	35	477	650	92	12	160	179	165	256	679
	51%	70%	60%	49%	41%	37%	49%	57%	51%	55%	53%	57%	65%	48%	39%	47%	41%	39%	73%	52%	50%	42%	44%	54%	55%	57%	44%	51%
DISAGREE	889	59	174	354	202	101	83	76	214	128	31	54	27	10	88	76	72	31	9	307	476	86	11	96	99	88	243	479
	36%	27%	30%	37%	40%	42%	35%	33%	36%	36%	34%	29%	24%	30%	41%	35%	45%	46%	19%	34%	37%	39%	41%	33%	30%	30%	41%	36%

Digital Entertainment Survey 2013

11. Thinking about advertising online, to what extent do you agree or disagree with each of the following statements?

I would be willing to register my preferences to see adverts that are tailored to my likes, location or personal purchasing habits (e.g. browsing, Twitter accounts followed, etc.)

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	203 8%	11 16%	7 8%	18 12%	34 13%	22 8%	21 10%	9 4%	6 9%	8 9%	21 14%	12 5%	20 7%	9 4%	5 3%	45 15%	41 7%	47 8%	49 8%	11 9%	1 2%	9 5%
Tend to agree	721 29%	18 28%	38 45%	52 35%	78 31%	89 32%	48 21%	52 26%	26 42%	29 33%	46 31%	80 32%	80 29%	53 24%	32 16%	88 29%	184 30%	177 29%	185 30%	27 22%	17 33%	42 25%
Tend to disagree	658 26%	21 32%	26 31%	43 29%	60 24%	68 25%	62 27%	52 26%	12 19%	25 28%	35 23%	69 27%	75 27%	57 25%	54 27%	73 24%	161 26%	171 28%	157 25%	34 27%	14 28%	48 29%
Strongly disagree	556 22%	9 14%	7 8%	25 17%	57 23%	56 20%	60 27%	68 34%	6 9%	11 12%	22 15%	45 18%	49 18%	65 29%	77 39%	51 17%	152 24%	127 21%	142 23%	34 27%	7 15%	41 25%
Don't know	362 14%	7 10%	7 8%	11 7%	21 9%	41 15%	35 15%	20 10%	13 21%	15 17%	25 17%	44 18%	52 19%	41 18%	31 15%	42 14%	83 13%	92 15%	88 14%	19 15%	11 22%	27 16%
AGREE	923 37%	29 44%	45 53%	71 47%	111 44%	110 40%	69 31%	61 30%	32 51%	38 43%	67 45%	92 37%	100 36%	62 28%	38 19%	133 44%	226 36%	224 36%	234 38%	38 31%	18 35%	51 30%
DISAGREE	1214 49%	30 46%	33 39%	68 46%	117 47%	123 45%	121 54%	120 60%	18 28%	35 40%	57 38%	114 45%	124 45%	122 54%	132 66%	124 42%	314 50%	298 49%	299 48%	68 54%	21 42%	90 54%

Digital Entertainment Survey 2013

11. Thinking about advertising online, to what extent do you agree or disagree with each of the following statements?

I would be willing to register my preferences to see adverts that are tailored to my likes, location or personal purchasing habits (e.g. browsing, Twitter accounts followed, etc.)

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Curr ently unemp loyed	House wife	Ret ired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	203	66	57	43	25	12	23	36	46	27	11	18	9	4	13	8	4	2	5	81	100	11	6	30	33	31	24	108
	8%	30%	10%	5%	5%	5%	9%	16%	8%	8%	13%	10%	8%	13%	6%	4%	3%	3%	11%	9%	8%	5%	22%	10%	10%	11%	4%	8%
Tend to agree	721	74	213	279	128	27	50	87	171	113	30	61	45	4	49	63	36	13	17	275	376	48	4	107	108	96	142	384
	29%	34%	37%	29%	25%	11%	21%	38%	28%	32%	33%	33%	39%	13%	23%	29%	22%	19%	35%	30%	29%	22%	14%	36%	33%	33%	24%	29%
Tend to disagree	658	42	149	279	126	62	73	46	156	88	22	59	24	10	57	58	43	22	10	256	332	55	6	65	81	86	162	357
	26%	19%	26%	29%	25%	26%	30%	20%	26%	25%	24%	32%	21%	31%	27%	26%	26%	32%	20%	28%	26%	25%	21%	22%	25%	30%	28%	27%
Strongly disagree	556	26	85	210	137	98	59	41	134	78	16	24	17	5	59	45	57	21	9	166	303	73	5	48	50	41	175	295
	22%	12%	15%	22%	27%	41%	25%	18%	22%	22%	17%	13%	15%	15%	28%	21%	35%	31%	18%	18%	23%	33%	20%	16%	15%	14%	30%	22%
Don't know	362	12	70	144	94	42	35	18	92	45	12	21	19	9	34	45	22	11	7	130	185	34	6	43	54	37	83	189
	14%	6%	12%	15%	18%	18%	14%	8%	15%	13%	13%	11%	17%	29%	16%	20%	14%	15%	15%	14%	14%	15%	24%	15%	16%	13%	14%	14%
AGREE	923	139	270	322	153	39	73	123	217	140	41	79	54	8	61	72	40	15	22	356	476	59	9	138	141	127	166	493
	37%	63%	47%	34%	30%	16%	31%	54%	36%	40%	45%	43%	47%	26%	29%	33%	25%	22%	46%	39%	37%	27%	35%	47%	43%	44%	28%	37%
DISAGREE	1214	68	234	489	263	160	132	87	290	166	38	83	41	14	116	104	99	43	18	422	635	128	11	114	131	127	337	652
	49%	31%	41%	51%	52%	66%	55%	38%	48%	47%	42%	45%	36%	46%	55%	47%	61%	63%	39%	46%	49%	58%	41%	39%	40%	44%	57%	49%

Digital Entertainment Survey 2013

11. Thinking about advertising online, to what extent do you agree or disagree with each of the following statements?

Adverts specifically tailored to me are no more useful than ordinary adverts

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	512	13	11	27	51	48	56	58	8	11	25	42	49	52	61	52	138	125	128	32	9	29
	20%	20%	13%	18%	20%	17%	25%	29%	13%	12%	17%	17%	18%	23%	31%	17%	22%	20%	21%	26%	17%	18%
Tend to agree	879	21	28	61	91	86	68	71	16	32	55	94	110	80	67	98	208	218	227	41	22	66
	35%	32%	33%	41%	36%	31%	30%	35%	26%	36%	36%	38%	40%	36%	33%	33%	33%	35%	36%	33%	44%	39%
Tend to disagree	593	16	34	35	63	79	53	38	21	25	36	58	62	42	30	70	163	145	143	25	13	33
	24%	24%	41%	23%	25%	29%	24%	19%	34%	28%	24%	23%	23%	19%	15%	23%	26%	24%	23%	20%	26%	20%
Strongly disagree	215	7	7	16	21	28	25	16	6	7	14	18	13	20	18	40	44	53	47	11	2	19
	9%	10%	8%	11%	9%	10%	11%	8%	9%	8%	9%	7%	5%	9%	9%	13%	7%	9%	8%	9%	4%	11%
Don't know	301	9	5	11	23	34	22	17	11	14	20	39	41	30	25	39	70	73	77	16	5	20
	12%	14%	6%	7%	9%	12%	10%	8%	17%	16%	14%	16%	15%	13%	12%	13%	11%	12%	12%	13%	10%	12%
AGREE	1391	34	38	88	142	134	124	129	25	42	80	135	159	133	128	149	345	343	354	73	30	95
	56%	52%	45%	59%	57%	49%	55%	64%	40%	48%	53%	54%	58%	59%	64%	50%	55%	56%	57%	58%	61%	57%
DISAGREE	808	22	41	51	85	107	78	54	27	32	50	76	75	62	47	110	207	198	190	36	15	52
	32%	34%	48%	34%	34%	39%	35%	27%	43%	36%	33%	30%	27%	28%	24%	37%	33%	32%	31%	29%	29%	31%

Digital Entertainment Survey 2013

11. Thinking about advertising online, to what extent do you agree or disagree with each of the following statements?

Adverts specifically tailored to me are no more useful than ordinary adverts

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	512	58	118	166	111	57	46	42	106	86	27	39	17	8	44	42	44	10	11	166	265	66	3	44	59	54	162	256
	20%	27%	21%	17%	22%	24%	19%	19%	18%	24%	30%	21%	15%	25%	21%	19%	27%	15%	24%	18%	20%	30%	11%	15%	18%	19%	28%	19%
Tend to agree	879	76	210	343	185	65	79	71	225	126	33	61	34	6	76	82	62	24	13	314	461	82	9	107	108	102	208	466
	35%	34%	37%	36%	36%	27%	33%	31%	38%	36%	36%	33%	30%	18%	36%	37%	39%	34%	28%	35%	36%	37%	33%	36%	33%	35%	35%	35%
Tend to disagree	593	47	156	248	107	34	53	71	142	87	15	55	31	4	43	49	29	14	13	224	318	30	7	85	90	80	108	328
	24%	21%	27%	26%	21%	14%	22%	31%	24%	25%	16%	30%	27%	13%	20%	22%	18%	20%	27%	25%	25%	14%	27%	29%	27%	28%	18%	25%
Strongly disagree	215	27	40	69	38	41	27	26	45	29	4	10	13	3	15	17	12	14	6	78	106	22	3	25	25	24	45	117
	9%	12%	7%	7%	7%	17%	11%	11%	8%	8%	5%	6%	11%	10%	7%	8%	7%	21%	13%	9%	8%	10%	10%	8%	8%	8%	8%	9%
Don't know	301	11	49	129	70	43	34	17	82	24	12	18	19	11	33	30	14	7	4	126	146	21	5	33	45	30	64	167
	12%	5%	9%	13%	14%	18%	14%	8%	14%	7%	13%	10%	17%	34%	16%	14%	9%	10%	8%	14%	11%	9%	19%	11%	14%	10%	11%	13%
AGREE	1391	134	328	510	297	122	126	113	331	211	60	100	51	14	120	124	107	34	25	480	726	148	12	151	167	156	369	721
	56%	61%	57%	53%	58%	51%	52%	50%	55%	60%	66%	55%	45%	43%	57%	56%	66%	49%	52%	53%	56%	67%	44%	51%	51%	54%	63%	54%
DISAGREE	808	74	197	316	145	76	80	97	187	116	19	65	44	7	58	66	41	28	19	302	424	52	10	110	115	104	153	445
	32%	34%	34%	33%	28%	31%	33%	43%	31%	33%	21%	35%	38%	23%	27%	30%	25%	41%	41%	33%	33%	23%	37%	37%	35%	36%	26%	33%

Digital Entertainment Survey 2013

11. Thinking about advertising online, to what extent do you agree or disagree with each of the following statements?

Summary table

Base: All respondents

	Total	Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	Don't know	AGREE	DISAGREE
I think that adverts tailored to my likes, location or personal purchasing habits are an invasion of my privacy	2500 100%	541 22%	798 32%	720 29%	157 6%	284 11%	1339 54%	877 35%
I would rather see adverts that are tailored to my likes, location or personal purchasing habits (e.g. browsing, Twitter accounts followed, etc.) than adverts which are not targeted	2500 100%	252 10%	1014 41%	513 21%	376 15%	345 14%	1266 51%	889 36%
I would be willing to register my preferences to see adverts that are tailored to my likes, location or personal purchasing habits (e.g. browsing, Twitter accounts followed, etc.)	2500 100%	203 8%	721 29%	658 26%	556 22%	362 14%	923 37%	1214 49%
Adverts specifically tailored to me are no more useful than ordinary adverts	2500 100%	512 20%	879 35%	593 24%	215 9%	301 12%	1391 56%	808 32%

Digital Entertainment Survey 2013

12. Thinking about when you have bought or downloaded a product on the internet or registered your details on a website, how often would you say that you have read the privacy policy within the terms and conditions before proceeding?

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Every time	246	12	7	17	33	21	23	17	2	6	14	23	23	24	25	45	47	63	59	12	2	17
	10%	18%	8%	12%	13%	8%	10%	8%	4%	7%	9%	9%	8%	11%	12%	15%	7%	10%	9%	10%	4%	10%
More often than not	685	12	29	50	78	77	41	53	14	18	31	64	72	72	75	92	187	137	173	42	15	38
	27%	18%	34%	33%	31%	28%	18%	26%	23%	20%	21%	26%	26%	32%	37%	31%	30%	22%	28%	34%	30%	23%
Rarely	1137	22	34	57	98	133	117	105	22	42	62	118	141	104	81	110	293	306	280	45	19	84
	45%	34%	41%	38%	39%	48%	52%	53%	36%	48%	42%	47%	51%	46%	40%	37%	47%	50%	45%	36%	38%	50%
Never	432	20	14	26	42	44	44	25	23	22	43	44	39	25	20	51	96	108	110	26	13	28
	17%	30%	17%	17%	17%	16%	20%	13%	38%	25%	29%	18%	14%	11%	10%	17%	15%	18%	18%	21%	27%	17%
MORE OFTEN THAN NOT/RARELY	1822	34	63	107	176	210	158	158	36	60	94	182	213	177	155	203	481	442	453	87	34	122
	73%	52%	75%	71%	70%	76%	70%	79%	58%	68%	62%	73%	78%	78%	78%	68%	77%	72%	73%	69%	68%	73%

Digital Entertainment Survey 2013

12. Thinking about when you have bought or downloaded a product on the internet or registered your details on a website, how often would you say that you have read the privacy policy within the terms and conditions before proceeding?

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Every time	246	58	49	72	38	29	28	34	37	44	16	12	6	3	13	23	18	12	6	82	133	22	1	37	39	35	57	115
	10%	26%	8%	8%	7%	12%	12%	15%	6%	13%	18%	6%	5%	9%	6%	10%	11%	18%	14%	9%	10%	10%	5%	13%	12%	12%	10%	9%
More often than not	685	62	168	265	120	70	52	91	156	112	25	44	19	11	51	59	48	18	8	250	351	68	8	86	99	89	155	357
	27%	28%	29%	28%	23%	29%	22%	40%	26%	32%	27%	24%	17%	34%	24%	27%	30%	25%	17%	27%	27%	31%	31%	29%	30%	31%	26%	27%
Rarely	1137	73	261	468	247	89	116	76	306	153	30	81	48	12	99	108	80	28	18	394	613	100	13	126	143	134	293	589
	45%	33%	46%	49%	48%	37%	49%	34%	51%	43%	33%	44%	42%	37%	47%	49%	50%	41%	38%	43%	47%	45%	47%	43%	44%	46%	50%	44%
Never	432	27	96	150	106	53	43	26	101	43	19	46	42	6	48	30	16	11	15	183	198	31	5	44	46	32	82	274
	17%	12%	17%	16%	21%	22%	18%	11%	17%	12%	21%	25%	36%	20%	23%	14%	10%	16%	31%	20%	15%	14%	17%	15%	14%	11%	14%	21%
MORE OFTEN THAN NOT/RARELY	1822	135	430	733	367	158	169	168	461	265	55	125	67	23	150	167	128	46	26	643	964	168	21	213	242	223	447	945
	73%	61%	75%	77%	72%	66%	70%	74%	77%	75%	61%	68%	58%	71%	71%	76%	79%	66%	55%	71%	74%	76%	78%	72%	74%	77%	76%	71%

Digital Entertainment Survey 2013

13. You said that you read the terms and conditions more often than not/ rarely before proceeding. Which of the following factors, if any, determine whether you read the terms and conditions of a website or brand?

Base: All who read terms and conditions more often than not/rarely

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1899	26	48	98	172	223	169	177	31	51	96	202	236	193	177	206	503	464	471	90	36	129
Weighted Total	1822	34	63	107	176	210	158	158	36	60	94	182	213	177	155	203	481	442	453	87	34	122
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Whether I am familiar with the website or brand	915	17	32	54	89	103	78	75	22	33	39	94	103	95	81	103	232	228	238	41	20	53
	50%	50%	50%	51%	51%	49%	50%	47%	61%	55%	42%	51%	48%	54%	52%	51%	48%	52%	52%	48%	58%	43%
Whether the website or brand is recommended by a friend	240	8	13	22	36	19	12	14	8	14	9	24	29	21	11	46	50	50	60	12	4	19
	13%	23%	21%	20%	20%	9%	8%	9%	23%	24%	9%	13%	14%	12%	7%	23%	10%	11%	13%	13%	12%	16%
Whether I trust the website or brand	1075	20	42	64	103	121	83	90	26	42	47	98	127	112	100	122	280	273	266	50	18	66
	59%	58%	67%	60%	59%	57%	53%	57%	71%	71%	50%	54%	59%	64%	64%	60%	58%	62%	59%	57%	54%	54%
Whether I have bought or downloaded something from the website before	700	11	25	39	54	78	54	66	19	29	29	77	81	70	68	69	184	177	179	36	12	43
	38%	31%	40%	37%	31%	37%	34%	42%	52%	49%	31%	42%	38%	39%	44%	34%	38%	40%	39%	42%	37%	35%
Whether I have enough time to read the terms and conditions	705	14	32	39	62	76	59	59	14	33	45	78	81	63	50	84	188	173	175	33	12	41
	39%	42%	50%	37%	35%	36%	37%	37%	39%	55%	48%	43%	38%	36%	32%	41%	39%	39%	38%	38%	37%	33%
Other	54	-	3	2	2	6	7	8	1	4	-	8	4	3	7	6	20	18	9	1	-	1
	3%	-	4%	2%	1%	3%	5%	5%	3%	6%	-	4%	2%	5%	3%	4%	4%	2%	1%	-	-	1%
Don't know	157	4	1	3	15	20	18	16	2	6	13	17	22	9	11	17	48	38	31	7	3	13
	9%	12%	2%	3%	9%	9%	11%	10%	6%	10%	14%	9%	10%	5%	7%	8%	10%	9%	7%	9%	9%	11%

Digital Entertainment Survey 2013

13. You said that you read the terms and conditions more often than not/ rarely before proceeding. Which of the following factors, if any, determine whether you read the terms and conditions of a website or brand?

Base: All who read terms and conditions more often than not/rarely

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children	
Unweighted Total	1899	133	440	767	390	169	170	490	282	58	112	56	23	159	183	144	48	22	636	1037	185	19	224	259	238	493	952	
Weighted Total	1822	135	430	733	367	158	168	461	265	55	125	67	23	150	167	128	46	26	643	964	168	21	213	242	223	447	945	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Whether I am familiar with the website or brand	915	71	217	369	191	66	77	77	225	142	20	76	33	14	79	76	66	30	14	328	472	92	8	98	114	110	222	499
	50%	53%	50%	50%	52%	42%	46%	46%	49%	54%	37%	61%	49%	60%	53%	46%	51%	66%	54%	51%	49%	55%	39%	46%	47%	50%	50%	53%
Whether the website or brand is recommended by a friend	240	26	62	90	49	13	26	32	41	38	8	25	15	4	18	16	10	8	4	100	117	16	2	37	31	34	41	128
	13%	19%	14%	12%	13%	8%	15%	19%	9%	14%	14%	20%	23%	16%	12%	10%	8%	18%	14%	16%	12%	10%	9%	17%	13%	15%	9%	13%
Whether I trust the website or brand	1075	83	262	429	213	89	95	82	267	158	33	90	44	12	93	100	77	23	17	365	591	91	11	124	135	138	279	547
	59%	61%	61%	59%	58%	56%	56%	49%	58%	60%	60%	72%	67%	53%	62%	60%	60%	51%	66%	57%	61%	55%	50%	58%	56%	62%	62%	58%
Whether I have bought or downloaded something from the website before	700	49	160	286	145	60	64	61	162	98	21	64	28	10	65	58	49	18	12	251	354	77	6	71	79	82	178	379
	38%	36%	37%	39%	40%	38%	38%	36%	35%	37%	38%	51%	42%	44%	43%	35%	39%	40%	45%	39%	37%	46%	29%	33%	33%	37%	40%	40%
Whether I have enough time to read the terms and conditions	705	55	171	289	139	51	69	62	172	103	19	64	34	7	55	64	45	13	8	279	356	53	9	78	83	85	141	402
	39%	40%	40%	39%	38%	32%	41%	37%	37%	39%	34%	51%	50%	30%	37%	38%	35%	30%	32%	43%	37%	32%	41%	37%	34%	38%	32%	43%
Other	54	2	9	24	15	4	9	6	12	5	1	3	1	-	8	5	3	1	1	20	26	5	2	4	6	3	16	31
	3%	2%	2%	3%	4%	2%	5%	4%	3%	2%	2%	3%	2%	-	5%	3%	2%	2%	4%	3%	3%	3%	12%	2%	2%	1%	3%	3%
Don't know	157	4	25	70	34	24	14	7	48	17	5	2	4	2	18	19	13	7	1	57	80	15	5	23	20	17	39	80
	9%	3%	6%	9%	9%	15%	8%	4%	10%	7%	8%	2%	7%	10%	12%	12%	10%	15%	5%	9%	8%	9%	22%	11%	8%	7%	9%	8%

Digital Entertainment Survey 2013

14. Do you ever use your mobile device to search for local shops, places or attractions when you are out and about?

Base: All who use a smartphone, tablet or iPad

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1997	38	54	119	212	251	161	145	48	67	135	246	255	144	122	244	486	490	493	106	43	135
Weighted Total	1941	50	71	129	216	236	150	129	56	79	131	222	231	132	107	244	470	474	479	103	42	129
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1076	34	55	98	144	130	60	41	36	56	88	150	120	38	25	154	252	255	265	60	26	64
	55%	68%	78%	76%	67%	55%	40%	32%	65%	72%	67%	67%	52%	29%	24%	63%	54%	54%	55%	58%	63%	50%
No	864	16	16	32	72	106	91	88	20	22	44	72	110	93	82	90	218	219	214	43	16	65
	45%	32%	22%	24%	33%	45%	60%	68%	35%	28%	33%	33%	48%	71%	76%	37%	46%	46%	45%	42%	37%	50%

Digital Entertainment Survey 2013

14. Do you ever use your mobile device to search for local shops, places or attractions when you are out and about?

Base: All who use a smartphone, tablet or iPad

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	1997	205	536	798	338	120	184	189	497	320	84	129	86	24	141	181	113	49	33	692	1111	144	17	286	312	275	433	1015
Weighted Total	1941	210	526	768	322	115	179	187	471	301	80	146	102	24	135	167	101	47	40	711	1040	131	19	272	292	258	395	1025
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1076	171	367	379	122	37	99	123	261	189	45	109	70	12	44	77	28	19	26	447	546	45	13	182	171	145	149	607
	55%	82%	70%	49%	38%	32%	55%	66%	55%	63%	56%	75%	68%	53%	33%	46%	28%	40%	64%	63%	52%	34%	67%	67%	59%	56%	38%	59%
No	864	38	160	389	200	78	80	65	210	112	35	37	32	11	91	90	73	28	14	263	494	86	6	91	121	113	247	418
	45%	18%	30%	51%	62%	68%	45%	34%	45%	37%	44%	25%	32%	47%	67%	54%	72%	60%	36%	37%	48%	66%	33%	33%	41%	44%	62%	41%

Digital Entertainment Survey 2013

15. When searching for a local service, how often do you...?

Search to find a local listing (e.g. restaurant, shop, attraction)

Base: All who use a search function on their smartphone

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1086	26	42	90	141	138	64	46	31	48	90	166	133	42	29	152	259	257	267	59	26	66
Weighted Total	1076	34	55	98	144	130	60	41	36	56	88	150	120	38	25	154	252	255	265	60	26	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Every day	50 5%	1 4%	5 10%	4 4%	12 9%	9 7%	- -	- -	- -	5 8%	3 3%	5 3%	3 2%	1 2%	2 7%	13 8%	9 3%	9 4%	13 5%	3 5%	1 4%	2 3%
A few times a week	123 11%	5 15%	12 21%	12 12%	24 17%	16 12%	4 6%	2 4%	2 6%	8 15%	14 16%	14 9%	7 6%	1 2%	2 7%	27 18%	24 10%	24 9%	27 10%	8 13%	2 8%	10 16%
Once a week	139 13%	3 8%	12 21%	22 22%	18 13%	22 17%	5 8%	3 7%	6 16%	4 6%	10 11%	20 13%	13 11%	3 7%	1 3%	27 17%	29 11%	26 10%	40 15%	9 15%	1 4%	8 12%
A few times a month	229 21%	9 27%	4 7%	21 21%	26 18%	25 20%	12 20%	8 20%	7 19%	13 23%	19 22%	29 19%	38 32%	13 33%	5 21%	34 22%	59 23%	54 21%	52 19%	9 16%	6 23%	16 24%
Once a month	146 14%	7 19%	11 19%	18 19%	21 15%	9 7%	13 22%	4 9%	5 13%	6 10%	11 12%	25 17%	8 7%	5 14%	3 10%	23 15%	35 14%	27 11%	42 16%	10 17%	3 12%	5 8%
Every few months	165 15%	4 12%	8 14%	10 10%	16 11%	15 12%	10 17%	8 20%	9 26%	8 15%	13 14%	25 17%	25 21%	5 14%	7 28%	13 9%	40 16%	55 21%	36 13%	8 14%	4 15%	9 13%
Less frequently than every few months	76 7%	3 8%	1 2%	4 4%	11 8%	10 8%	7 11%	7 17%	- -	2 4%	6 7%	10 7%	9 8%	4 10%	2 7%	4 2%	10 4%	25 10%	22 8%	4 7%	4 15%	8 12%
Whenever I am in an unfamiliar place	95 9%	- -	3 5%	4 4%	9 6%	15 12%	6 9%	5 13%	4 10%	5 8%	6 7%	16 11%	14 11%	5 12%	4 17%	7 4%	33 13%	21 8%	20 8%	8 13%	2 7%	5 7%
Never	54 5%	3 8%	- -	2 2%	5 4%	8 6%	4 6%	4 11%	4 10%	6 10%	7 8%	6 4%	4 3%	2 5%	- -	6 4%	13 5%	15 6%	13 5%	1 2%	3 11%	3 4%

Digital Entertainment Survey 2013

15. When searching for a local service, how often do you...?

Search to find a local listing (e.g. restaurant, shop, attraction)

Base: All who use a search function on their smartphone

	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	1086	167	370	387	124	38	99	122	273	200	47	96	59	12	45	83	31	19	21	428	577	49	11	190	182	153	161	589
Weighted Total	1076	171	367	379	122	37	99	123	261	189	45	109	70	12	44	77	28	19	26	447	546	45	13	182	171	145	149	607
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Every day	50	24	14	7	1	4	5	9	6	12	6	5	1	-	3	2	1	-	1	24	23	2	-	14	13	10	4	25
	5%	14%	4%	2%	1%	11%	5%	8%	2%	6%	13%	4%	2%	-	7%	3%	3%	-	5%	5%	4%	4%	-	8%	7%	7%	2%	4%
A few times a week	123	40	48	23	9	2	12	33	25	28	8	8	4	-	-	3	1	1	1	51	65	2	4	29	26	19	15	59
	11%	23%	13%	6%	8%	5%	13%	27%	9%	15%	17%	7%	5%	-	-	4%	3%	5%	5%	11%	12%	4%	29%	16%	15%	13%	10%	10%
Once a week	139	29	56	41	12	1	12	22	27	24	9	14	13	3	3	8	2	1	6	64	64	4	1	29	18	19	12	80
	13%	17%	15%	11%	10%	3%	12%	18%	10%	13%	19%	13%	19%	27%	7%	11%	6%	6%	23%	14%	12%	8%	8%	16%	10%	13%	8%	13%
A few times a month	229	29	88	87	17	9	26	20	61	35	6	24	18	1	18	17	2	2	4	98	114	11	2	41	38	35	38	125
	21%	17%	24%	23%	14%	24%	26%	16%	23%	18%	14%	22%	26%	7%	40%	22%	6%	10%	15%	22%	21%	24%	17%	23%	22%	24%	25%	21%
Once a month	146	12	51	59	18	5	11	11	47	16	5	19	15	5	-	11	4	2	2	63	73	6	1	16	16	19	16	92
	14%	7%	14%	16%	15%	14%	11%	9%	18%	8%	10%	18%	21%	36%	-	14%	16%	13%	10%	14%	13%	14%	10%	9%	9%	13%	11%	15%
Every few months	165	22	49	66	24	5	10	11	47	33	7	15	7	-	9	13	7	5	5	62	90	6	2	25	28	16	23	97
	15%	13%	13%	17%	20%	12%	10%	9%	18%	17%	17%	14%	10%	-	20%	17%	26%	26%	18%	14%	16%	14%	17%	14%	16%	11%	16%	16%
Less frequently than every few months	76	6	21	28	17	5	11	7	14	13	3	8	1	2	3	7	4	4	2	26	45	3	-	9	6	7	17	44
	7%	3%	6%	7%	14%	13%	12%	5%	5%	7%	7%	7%	1%	15%	6%	9%	13%	20%	9%	6%	8%	6%	-	5%	4%	5%	12%	7%
Whenever I am in an unfamiliar place	95	6	21	45	20	3	7	8	21	20	1	11	5	1	4	12	4	2	1	30	54	7	2	11	15	17	15	55
	9%	3%	6%	12%	16%	8%	7%	6%	8%	11%	2%	10%	7%	7%	9%	16%	13%	10%	5%	7%	10%	16%	18%	6%	9%	12%	10%	9%
Never	54	5	18	23	4	4	5	2	13	8	-	5	6	1	5	4	4	2	3	30	18	4	-	8	11	4	9	28
	5%	3%	5%	6%	3%	10%	5%	2%	5%	4%	-	4%	9%	8%	12%	5%	13%	10%	10%	7%	3%	8%	-	4%	7%	2%	6%	5%

Digital Entertainment Survey 2013

15. When searching for a local service, how often do you...?

Read reviews about places that are listed

Base: All who use a search function on their smartphone

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1086	26	42	90	141	138	64	46	31	48	90	166	133	42	29	152	259	257	267	59	26	66
Weighted Total	1076	34	55	98	144	130	60	41	36	56	88	150	120	38	25	154	252	255	265	60	26	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Every day	43 4%	4 12%	4 7%	4 4%	10 7%	8 7%	1 2%	- -	1 3%	1 2%	3 3%	5 3%	2 2%	- -	- -	8 5%	8 3%	10 4%	12 5%	2 3%	1 4%	2 3%
A few times a week	127 12%	3 8%	11 19%	14 14%	34 23%	14 11%	1 2%	3 7%	- -	11 19%	9 10%	12 8%	14 11%	2 5%	2 7%	28 18%	30 12%	26 10%	27 10%	4 6%	1 3%	11 17%
Once a week	131 12%	1 4%	11 19%	21 21%	16 11%	19 14%	7 11%	2 4%	4 10%	7 13%	12 13%	15 10%	14 11%	3 7%	1 3%	29 19%	27 11%	25 10%	32 12%	11 19%	- -	7 11%
A few times a month	193 18%	7 19%	8 14%	21 21%	21 15%	25 20%	10 17%	6 15%	7 19%	11 19%	16 18%	32 21%	17 14%	6 17%	6 24%	31 20%	38 15%	36 14%	57 21%	10 18%	6 23%	15 23%
Once a month	111 10%	1 4%	12 21%	13 13%	16 11%	10 8%	5 8%	3 7%	5 13%	5 8%	5 6%	15 10%	11 9%	6 17%	4 14%	16 10%	25 10%	25 10%	32 12%	3 6%	7 26%	3 4%
Every few months	161 15%	8 23%	5 10%	11 11%	15 11%	14 11%	16 27%	10 24%	7 19%	6 10%	15 17%	21 14%	21 17%	8 21%	4 17%	19 12%	39 16%	41 16%	40 15%	10 16%	2 7%	10 15%
Less frequently than every few months	111 10%	3 8%	1 2%	5 6%	11 8%	14 11%	11 19%	6 15%	4 10%	5 8%	10 11%	14 10%	19 16%	3 7%	4 17%	5 4%	27 11%	40 16%	20 8%	8 13%	4 15%	7 11%
Whenever I am in an unfamiliar place	58 5%	- -	3 5%	3 3%	6 4%	7 5%	3 5%	4 11%	4 10%	2 4%	6 7%	9 6%	9 8%	1 2%	2 7%	3 2%	18 7%	13 5%	14 5%	6 10%	2 7%	3 4%
Never	142 13%	8 23%	1 2%	5 6%	13 9%	18 14%	7 11%	7 17%	6 16%	9 17%	14 16%	27 18%	14 12%	9 24%	3 10%	15 10%	40 16%	38 15%	31 12%	6 10%	4 15%	7 12%

Digital Entertainment Survey 2013

15. When searching for a local service, how often do you...?

Read reviews about places that are listed

Base: All who use a search function on their smartphone

	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	1086	167	370	387	124	38	99	122	273	200	47	96	59	12	45	83	31	19	21	428	577	49	11	190	182	153	161	589
Weighted Total	1076	171	367	379	122	37	99	123	261	189	45	109	70	12	44	77	28	19	26	447	546	45	13	182	171	145	149	607
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Every day	43	20	10	9	-	4	5	10	7	8	4	3	2	-	2	1	-	1	1	20	19	1	1	8	9	5	6	24
	4%	12%	3%	2%	-	11%	5%	8%	3%	4%	9%	3%	4%	-	5%	1%	-	7%	5%	5%	4%	2%	10%	5%	5%	3%	4%	4%
A few times a week	127	38	52	27	8	2	19	27	22	26	8	12	3	-	2	4	3	2	1	49	75	1	1	33	29	21	7	65
	12%	22%	14%	7%	6%	5%	19%	22%	9%	14%	19%	11%	4%	-	5%	5%	10%	11%	5%	11%	14%	2%	9%	18%	17%	15%	5%	11%
Once a week	131	34	52	33	9	2	5	19	34	28	7	18	6	4	4	4	1	1	2	60	60	5	3	28	15	18	12	72
	12%	20%	14%	9%	8%	5%	5%	15%	13%	15%	15%	17%	9%	34%	9%	5%	3%	6%	9%	13%	11%	10%	27%	15%	9%	13%	8%	12%
A few times a month	193	21	77	76	13	5	22	15	42	34	7	28	15	2	6	18	4	1	2	90	91	7	2	33	37	27	28	111
	18%	12%	21%	20%	11%	15%	22%	12%	16%	18%	16%	26%	21%	16%	13%	23%	13%	6%	10%	20%	17%	16%	18%	18%	22%	19%	19%	18%
Once a month	111	18	38	40	10	5	6	13	32	16	7	13	11	-	3	7	2	1	4	44	57	5	1	14	13	19	18	61
	10%	10%	10%	11%	8%	14%	6%	11%	12%	9%	15%	12%	15%	-	6%	10%	6%	6%	14%	10%	10%	10%	10%	8%	8%	13%	12%	10%
Every few months	161	14	54	67	20	6	15	14	41	30	6	11	13	2	9	12	5	2	3	61	88	7	1	23	21	16	29	89
	15%	8%	15%	18%	17%	16%	15%	12%	16%	16%	12%	10%	19%	17%	20%	16%	20%	11%	10%	14%	16%	16%	9%	13%	12%	11%	20%	15%
Less frequently than every few months	111	13	35	41	15	6	10	11	39	17	1	9	3	2	3	5	8	3	4	35	66	6	-	16	15	12	19	64
	10%	8%	10%	11%	13%	15%	10%	9%	15%	9%	2%	8%	5%	15%	7%	6%	29%	14%	14%	8%	12%	14%	-	9%	9%	8%	13%	11%
Whenever I am in an unfamiliar place	58	5	11	31	11	1	6	6	15	6	2	2	4	1	5	9	1	2	1	24	29	4	-	6	9	8	7	38
	5%	3%	3%	8%	9%	2%	6%	5%	6%	3%	4%	2%	5%	11%	11%	12%	3%	10%	5%	5%	5%	10%	-	3%	5%	6%	5%	6%
Never	142	8	37	56	35	6	12	8	27	25	4	13	13	1	11	17	4	6	7	63	61	8	2	21	24	17	22	83
	13%	5%	10%	15%	29%	16%	12%	7%	11%	13%	9%	12%	19%	8%	24%	23%	16%	29%	28%	14%	11%	18%	17%	11%	14%	12%	15%	14%



Digital Entertainment Survey 2013

15. When searching for a local service, how often do you...?

Visit the actual places that are listed

Base: All who use a search function on their smartphone

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1086	26	42	90	141	138	64	46	31	48	90	166	133	42	29	152	259	257	267	59	26	66
Weighted Total	1076	34	55	98	144	130	60	41	36	56	88	150	120	38	25	154	252	255	265	60	26	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Every day	44 4%	3 8%	4 7%	7 7%	13 9%	4 3%	1 2%	- -	1 3%	1 2%	3 3%	4 2%	5 4%	- -	- -	12 8%	9 4%	9 4%	11 4%	2 3%	1 4%	- -
A few times a week	83 8%	3 8%	7 12%	9 9%	16 11%	14 11%	3 5%	1 2%	- -	8 15%	8 9%	9 6%	4 3%	1 2%	2 7%	20 13%	16 6%	14 6%	19 7%	7 11%	1 3%	7 10%
Once a week	107 10%	4 12%	11 19%	18 19%	12 9%	16 12%	3 5%	3 7%	4 10%	4 6%	7 8%	14 10%	10 8%	2 5%	- -	22 15%	19 7%	23 9%	29 11%	4 7%	1 4%	8 12%
A few times a month	177 16%	4 12%	13 24%	12 12%	30 21%	22 17%	7 11%	4 11%	6 16%	5 8%	17 19%	30 20%	19 16%	6 17%	4 14%	28 18%	45 18%	34 14%	45 17%	8 13%	6 22%	12 18%
Once a month	151 14%	9 27%	7 12%	20 20%	21 15%	12 9%	10 17%	4 11%	5 13%	8 15%	16 18%	18 12%	14 11%	5 12%	3 10%	21 13%	36 14%	33 13%	39 15%	10 16%	5 19%	7 11%
Every few months	176 16%	7 19%	7 12%	14 14%	18 13%	24 18%	9 16%	10 24%	4 10%	8 15%	16 18%	25 17%	24 20%	5 12%	7 28%	16 10%	45 18%	53 21%	37 14%	11 19%	4 14%	10 16%
Less frequently than every few months	139 13%	3 8%	5 10%	8 8%	17 12%	13 10%	12 20%	9 22%	5 13%	8 15%	7 8%	17 11%	23 19%	8 21%	4 17%	12 8%	31 12%	37 14%	38 15%	8 13%	3 11%	10 16%
Whenever I am in an unfamiliar place	96 9%	1 4%	- -	8 8%	7 5%	14 11%	6 9%	3 7%	7 19%	6 10%	5 6%	16 11%	14 12%	6 17%	3 10%	8 5%	27 11%	22 8%	26 10%	6 10%	3 11%	5 7%
Never	102 9%	1 4%	3 5%	3 3%	8 6%	11 9%	9 16%	7 17%	6 16%	8 15%	11 12%	16 11%	9 8%	5 14%	4 14%	15 10%	24 9%	29 11%	20 8%	5 8%	3 12%	6 9%

Digital Entertainment Survey 2013

15. When searching for a local service, how often do you...?

Visit the actual places that are listed

Base: All who use a search function on their smartphone

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	1086	167	370	387	124	38	99	122	273	200	47	96	59	12	45	83	31	19	21	428	577	49	11	190	182	153	161	589
Weighted Total	1076	171	367	379	122	37	99	123	261	189	45	109	70	12	44	77	28	19	26	447	546	45	13	182	171	145	149	607
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Every day	44	27	10	4	1	2	6	10	7	5	5	5	1	-	3	2	-	-	1	23	19	-	1	11	10	9	3	22
	4%	16%	3%	1%	1%	6%	7%	8%	3%	3%	11%	4%	2%	-	7%	2%	-	-	5%	5%	4%	-	10%	6%	6%	6%	2%	4%
A few times a week	83	34	28	19	1	2	10	17	16	18	9	7	1	1	-	1	1	2	1	34	47	1	-	21	16	13	8	42
	8%	20%	8%	5%	1%	5%	10%	14%	6%	9%	20%	6%	2%	8%	-	1%	3%	12%	5%	8%	9%	2%	-	12%	10%	9%	6%	7%
Once a week	107	24	45	23	10	4	9	22	17	18	8	7	7	3	5	6	2	1	1	45	52	3	6	26	21	16	10	52
	10%	14%	12%	6%	8%	11%	9%	18%	7%	9%	18%	7%	11%	27%	11%	7%	6%	6%	5%	10%	10%	6%	46%	15%	12%	11%	6%	9%
A few times a month	177	25	76	58	13	5	19	19	48	33	6	22	10	1	11	13	4	2	1	77	93	4	2	34	29	30	18	98
	16%	15%	21%	15%	11%	14%	19%	15%	18%	18%	12%	21%	15%	8%	2%	17%	13%	12%	5%	17%	17%	8%	18%	19%	17%	20%	12%	16%
Once a month	151	21	60	53	12	6	12	17	34	31	6	14	18	1	6	7	3	1	9	65	71	5	1	22	23	17	19	93
	14%	12%	16%	14%	10%	16%	12%	14%	13%	16%	14%	13%	26%	11%	14%	8%	10%	5%	34%	15%	13%	10%	7%	12%	13%	12%	13%	15%
Every few months	176	21	54	72	24	5	15	8	55	29	7	20	7	2	10	12	7	4	3	69	93	10	1	25	31	22	36	92
	16%	13%	15%	19%	20%	12%	15%	7%	21%	15%	15%	19%	10%	16%	23%	16%	26%	20%	13%	15%	17%	22%	10%	14%	18%	15%	24%	15%
Less frequently than every few months	139	10	41	58	23	7	11	15	38	22	2	18	5	1	7	13	4	4	1	48	80	9	1	19	17	15	27	80
	13%	6%	11%	15%	19%	20%	11%	12%	15%	12%	4%	16%	8%	7%	15%	17%	16%	20%	5%	11%	15%	20%	9%	10%	10%	10%	18%	13%
Whenever I am in an unfamiliar place	96	3	21	47	23	2	9	8	24	19	-	8	10	2	3	12	1	2	4	38	48	6	-	11	16	19	14	57
	9%	2%	6%	12%	19%	5%	10%	6%	9%	10%	-	7%	14%	15%	6%	16%	3%	10%	14%	8%	9%	14%	-	6%	9%	13%	9%	9%
Never	102	6	33	45	14	4	7	6	23	15	3	8	9	1	10	12	6	3	4	50	41	7	-	12	9	6	15	70
	9%	3%	9%	12%	12%	11%	7%	5%	9%	8%	7%	7%	13%	8%	22%	16%	23%	15%	14%	11%	8%	16%	-	7%	5%	4%	10%	12%

Digital Entertainment Survey 2013

15. When searching for a local service, how often do you...?

Search for ideas on where to go locally

Base: All who use a search function on their smartphone

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1086	26	42	90	141	138	64	46	31	48	90	166	133	42	29	152	259	257	267	59	26	66
Weighted Total	1076	34	55	98	144	130	60	41	36	56	88	150	120	38	25	154	252	255	265	60	26	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Every day	55 5%	3 8%	5 10%	5 6%	15 11%	7 5%	3 5%	- -	1 3%	2 4%	1 1%	7 5%	4 3%	1 2%	1 3%	13 8%	11 4%	9 4%	15 6%	5 8%	1 5%	2 3%
A few times a week	111 10%	1 4%	12 21%	12 12%	20 14%	13 10%	1 2%	2 4%	4 10%	5 8%	15 17%	13 8%	12 10%	1 2%	2 7%	27 18%	20 8%	23 9%	25 9%	5 8%	2 8%	9 14%
Once a week	123 11%	3 8%	8 14%	16 17%	17 12%	20 15%	4 6%	1 2%	2 6%	9 17%	10 11%	17 11%	10 8%	5 12%	2 7%	24 16%	24 10%	28 11%	31 12%	5 9%	- -	11 16%
A few times a month	198 18%	7 19%	9 17%	13 13%	32 22%	27 21%	8 14%	4 11%	7 19%	9 17%	15 17%	32 21%	26 22%	5 14%	3 10%	23 15%	47 19%	48 19%	50 19%	13 22%	7 27%	11 16%
Once a month	135 13%	7 19%	12 21%	16 17%	17 12%	12 9%	8 14%	4 11%	7 19%	7 13%	14 16%	14 9%	13 11%	3 7%	1 3%	24 16%	27 11%	33 13%	32 12%	9 16%	2 8%	7 11%
Every few months	158 15%	4 12%	5 10%	13 13%	16 11%	18 14%	13 22%	5 13%	7 19%	9 17%	11 12%	23 16%	22 18%	6 17%	4 17%	17 11%	38 15%	42 16%	39 15%	10 16%	3 11%	10 15%
Less frequently than every few months	109 10%	5 15%	3 5%	8 8%	11 8%	11 9%	10 17%	11 26%	1 3%	1 2%	6 7%	17 11%	14 11%	7 19%	4 14%	9 6%	31 12%	27 11%	24 9%	6 10%	4 16%	7 11%
Whenever I am in an unfamiliar place	95 9%	3 8%	- -	8 8%	10 7%	10 8%	6 9%	4 11%	4 10%	7 13%	9 10%	14 10%	13 11%	4 10%	4 17%	6 4%	30 12%	22 8%	27 10%	4 6%	5 19%	2 3%
Never	92 9%	3 8%	1 2%	7 7%	4 3%	11 9%	7 11%	9 22%	4 10%	6 10%	9 10%	13 8%	8 7%	6 17%	5 21%	10 7%	25 10%	24 10%	22 8%	3 5%	2 7%	6 9%

Digital Entertainment Survey 2013

15. When searching for a local service, how often do you...?

Search for ideas on where to go locally

Base: All who use a search function on their smartphone

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	1086	167	370	387	124	38	99	122	273	200	47	96	59	12	45	83	31	19	21	428	577	49	11	190	182	153	161	589
Weighted Total	1076	171	367	379	122	37	99	123	261	189	45	109	70	12	44	77	28	19	26	447	546	45	13	182	171	145	149	607
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Every day	55	21	20	9	1	4	7	11	11	11	6	2	4	1	1	2	-	-	1	24	30	-	-	12	12	10	7	26
	5%	12%	6%	2%	1%	11%	7%	9%	4%	6%	13%	2%	5%	8%	2%	2%	-	-	5%	5%	6%	-	-	6%	7%	7%	5%	4%
A few times a week	111	40	32	31	7	1	14	22	22	20	5	7	4	1	4	8	3	2	1	51	55	1	4	33	17	14	10	55
	10%	23%	9%	8%	6%	2%	15%	18%	8%	11%	10%	6%	5%	9%	9%	10%	10%	10%	5%	11%	10%	2%	27%	18%	10%	9%	6%	9%
Once a week	123	24	59	29	10	1	8	20	27	30	9	11	6	2	4	6	1	-	1	57	62	3	1	26	28	23	11	63
	11%	14%	16%	8%	8%	2%	8%	16%	10%	16%	20%	10%	9%	19%	9%	7%	3%	-	5%	13%	11%	6%	9%	14%	17%	16%	7%	10%
A few times a month	198	27	81	71	14	5	16	20	53	34	6	33	10	-	6	14	1	4	2	84	98	8	5	36	33	33	21	109
	18%	16%	22%	19%	11%	13%	17%	16%	20%	18%	14%	30%	14%	-	13%	18%	3%	23%	10%	19%	18%	19%	36%	20%	19%	23%	14%	18%
Once a month	135	16	43	55	11	9	16	19	32	13	7	20	13	2	-	7	2	3	5	63	63	2	2	14	17	13	15	88
	13%	9%	12%	15%	9%	25%	17%	15%	12%	7%	15%	19%	19%	17%	-	9%	6%	17%	19%	14%	11%	4%	17%	8%	10%	9%	10%	15%
Every few months	158	23	49	57	25	4	10	10	51	31	3	14	14	-	9	9	4	3	5	54	88	10	1	25	27	23	24	92
	15%	14%	13%	15%	21%	10%	10%	8%	19%	16%	6%	13%	20%	-	20%	12%	16%	15%	19%	12%	16%	23%	10%	14%	16%	16%	16%	15%
Less frequently than every few months	109	9	30	49	15	7	14	6	23	19	6	11	3	1	6	11	8	1	3	25	75	6	-	17	12	8	28	59
	10%	5%	8%	13%	12%	18%	14%	5%	9%	10%	12%	10%	5%	7%	13%	14%	29%	5%	13%	5%	14%	14%	-	9%	7%	6%	19%	10%
Whenever I am in an unfamiliar place	95	7	21	42	20	5	8	8	21	18	3	5	10	4	4	11	2	2	5	36	48	6	-	8	15	14	16	57
	9%	4%	6%	11%	17%	13%	8%	6%	8%	10%	6%	5%	14%	30%	9%	14%	6%	10%	19%	8%	9%	14%	-	5%	9%	10%	11%	9%
Never	92	5	31	36	18	2	6	7	21	12	1	5	7	1	10	10	7	4	1	55	28	8	-	10	10	5	17	58
	9%	3%	8%	10%	15%	5%	6%	5%	8%	6%	3%	5%	10%	11%	24%	13%	26%	20%	5%	12%	5%	18%	-	6%	6%	4%	12%	10%

Digital Entertainment Survey 2013

15. When searching for a local service, how often do you...?

Check-in at places for promotions / deals

Base: All who use a search function on their smartphone

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1086	26	42	90	141	138	64	46	31	48	90	166	133	42	29	152	259	257	267	59	26	66
Weighted Total	1076	34	55	98	144	130	60	41	36	56	88	150	120	38	25	154	252	255	265	60	26	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Every day	60 6%	5 15%	3 5%	7 7%	18 13%	3 2%	4 6%	- -	- -	5 8%	3 3%	5 3%	5 5%	1 2%	2 7%	12 8%	13 5%	9 4%	15 6%	3 5%	2 8%	5 8%
A few times a week	120 11%	1 4%	9 17%	12 12%	23 16%	24 18%	1 2%	2 4%	1 3%	6 10%	8 9%	17 11%	10 8%	5 12%	1 3%	24 15%	30 12%	23 9%	28 11%	8 14%	2 7%	5 8%
Once a week	105 10%	3 8%	8 14%	14 14%	12 9%	16 12%	5 8%	4 11%	5 13%	5 8%	9 10%	14 10%	8 7%	- 10%	3 10%	28 18%	17 7%	24 9%	27 10%	2 4%	- -	8 12%
A few times a month	133 12%	5 15%	12 21%	11 11%	15 11%	14 11%	8 14%	4 9%	5 13%	1 2%	13 14%	19 13%	21 17%	3 7%	3 10%	16 10%	32 13%	25 10%	34 13%	14 23%	4 16%	9 14%
Once a month	74 7%	3 8%	1 2%	4 4%	8 6%	10 8%	4 6%	2 4%	4 10%	5 8%	7 8%	14 9%	7 6%	4 10%	2 7%	13 9%	15 6%	18 7%	21 8%	4 6%	- -	2 3%
Every few months	103 10%	4 12%	7 12%	11 11%	13 9%	9 7%	7 13%	6 15%	5 13%	4 6%	7 8%	9 6%	14 12%	3 7%	4 14%	11 7%	24 9%	32 13%	22 8%	1 2%	5 20%	7 12%
Less frequently than every few months	116 11%	1 4%	5 10%	8 8%	13 9%	16 12%	14 23%	4 9%	4 10%	7 13%	9 10%	13 8%	14 11%	5 12%	4 17%	11 7%	20 8%	38 15%	26 10%	7 12%	3 11%	11 16%
Whenever I am in an unfamiliar place	33 3%	- -	3 5%	3 3%	5 4%	2 1%	2 3%	1 2%	4 10%	2 4%	3 3%	3 2%	5 4%	1 2%	- -	1 1%	11 4%	7 3%	8 3%	3 5%	1 3%	1 2%
Never	334 31%	12 35%	8 14%	28 29%	35 24%	36 28%	15 25%	19 46%	11 29%	22 40%	30 34%	57 38%	36 30%	18 48%	8 31%	38 25%	91 36%	79 31%	84 32%	18 29%	9 34%	17 26%

Digital Entertainment Survey 2013

15. When searching for a local service, how often do you...?

Check-in at places for promotions / deals

Base: All who use a search function on their smartphone

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	1086	167	370	387	124	38	99	122	273	200	47	96	59	12	45	83	31	19	21	428	577	49	11	190	182	153	161	589
Weighted Total	1076	171	367	379	122	37	99	123	261	189	45	109	70	12	44	77	28	19	26	447	546	45	13	182	171	145	149	607
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Every day	60	30	16	12	-	2	9	16	6	9	6	5	5	-	1	2	1	-	3	25	31	-	1	11	12	15	9	33
	6%	17%	4%	3%	-	6%	9%	13%	2%	5%	12%	4%	7%	-	2%	2%	3%	-	10%	6%	6%	-	10%	6%	7%	11%	6%	5%
A few times a week	120	36	40	34	6	4	9	24	25	26	11	6	4	1	4	7	1	2	1	46	64	6	2	34	30	17	14	48
	11%	21%	11%	9%	5%	10%	9%	19%	10%	14%	25%	6%	5%	8%	9%	10%	3%	11%	5%	10%	12%	12%	19%	19%	17%	11%	9%	8%
Once a week	105	23	42	32	7	2	16	18	23	19	3	5	5	4	3	7	2	2	2	46	51	6	1	25	15	18	12	50
	10%	13%	11%	8%	5%	5%	16%	14%	9%	10%	7%	5%	7%	29%	7%	9%	6%	12%	9%	10%	9%	12%	9%	13%	9%	13%	8%	8%
A few times a month	133	23	54	39	13	4	15	12	36	23	6	15	11	-	3	10	2	2	6	50	69	6	2	23	21	25	23	70
	12%	14%	15%	10%	11%	10%	15%	10%	14%	12%	12%	14%	16%	-	7%	13%	6%	10%	24%	11%	13%	14%	17%	12%	12%	17%	16%	12%
Once a month	74	10	23	29	6	5	3	10	21	14	3	10	2	1	3	6	2	-	4	25	43	2	-	14	15	10	7	41
	7%	6%	6%	8%	5%	13%	3%	8%	8%	7%	6%	9%	3%	8%	6%	7%	6%	-	14%	6%	8%	4%	-	8%	9%	7%	5%	7%
Every few months	103	13	32	41	12	4	8	7	24	24	5	11	7	3	4	5	3	2	-	41	58	4	-	14	11	11	14	63
	10%	8%	9%	11%	10%	11%	8%	6%	9%	13%	12%	10%	10%	25%	9%	6%	10%	10%	-	9%	11%	8%	-	8%	7%	8%	9%	10%
Less frequently than every few months	116	13	35	49	14	5	15	8	31	14	6	12	4	2	7	6	6	3	1	41	63	8	2	13	14	17	19	68
	11%	7%	10%	13%	12%	12%	15%	7%	12%	7%	13%	11%	6%	15%	16%	8%	23%	16%	4%	9%	12%	18%	17%	7%	8%	12%	13%	11%
Whenever I am in an unfamiliar place	33	2	10	14	6	1	4	2	10	4	-	4	4	-	2	3	-	1	2	13	16	1	-	6	4	7	4	19
	3%	1%	3%	4%	5%	2%	4%	2%	4%	2%	-	3%	5%	-	4%	4%	-	5%	9%	3%	3%	2%	-	3%	2%	5%	2%	3%
Never	334	21	115	129	58	11	21	26	86	57	5	41	29	2	17	31	12	7	6	160	151	13	4	43	49	24	48	214
	31%	12%	31%	34%	47%	29%	21%	22%	33%	30%	12%	38%	41%	15%	39%	41%	42%	36%	25%	36%	28%	28%	28%	24%	29%	17%	32%	35%

Digital Entertainment Survey 2013

15. When searching for a local service, how often do you...?

Check-in at places so friends will know where you are

Base: All who use a search function on their smartphone

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1086	26	42	90	141	138	64	46	31	48	90	166	133	42	29	152	259	257	267	59	26	66
Weighted Total	1076	34	55	98	144	130	60	41	36	56	88	150	120	38	25	154	252	255	265	60	26	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Every day	64 6%	5 15%	7 12%	7 7%	21 15%	6 4%	3 5%	- -	- -	2 4%	3 3%	7 5%	3 2%	1 2%	- -	13 8%	12 5%	10 4%	19 7%	4 7%	2 9%	4 6%
A few times a week	85 8%	1 4%	9 17%	11 11%	15 11%	12 9%	1 2%	2 4%	2 6%	4 6%	8 9%	11 7%	5 5%	2 5%	2 7%	16 11%	16 6%	19 7%	18 7%	5 8%	1 4%	10 16%
Once a week	94 9%	3 8%	7 12%	12 12%	13 9%	15 12%	6 9%	- -	4 10%	7 13%	7 8%	9 6%	10 8%	1 2%	2 7%	19 12%	17 7%	20 8%	26 10%	8 14%	1 3%	3 4%
A few times a month	127 12%	1 4%	4 7%	14 14%	22 16%	18 14%	7 11%	2 4%	2 6%	4 6%	12 13%	23 15%	15 13%	3 7%	1 3%	18 12%	31 12%	31 12%	37 14%	3 5%	3 12%	6 9%
Once a month	71 7%	3 8%	8 14%	8 8%	8 6%	5 4%	3 5%	2 4%	4 10%	1 2%	9 10%	12 8%	9 8%	1 2%	- -	10 7%	21 8%	16 6%	12 5%	3 6%	3 12%	6 9%
Every few months	100 9%	7 19%	5 10%	7 7%	14 10%	8 7%	7 13%	- -	4 10%	6 10%	12 13%	13 8%	14 12%	2 5%	2 7%	15 10%	27 11%	23 9%	24 9%	3 5%	5 19%	4 6%
Less frequently than every few months	93 9%	3 8%	3 5%	7 7%	10 7%	13 10%	4 6%	4 11%	5 13%	8 15%	9 10%	12 8%	8 7%	5 12%	4 14%	6 4%	18 7%	25 10%	28 10%	5 9%	2 8%	9 14%
Whenever I am in an unfamiliar place	30 3%	1 4%	1 2%	3 3%	3 2%	3 2%	1 2%	- -	5 13%	2 4%	2 2%	4 2%	4 3%	1 2%	- -	3 2%	8 3%	8 3%	6 2%	4 6%	- -	- -
Never	411 38%	11 31%	12 21%	30 31%	36 25%	50 38%	29 48%	31 76%	12 32%	22 40%	27 31%	60 40%	52 43%	24 62%	16 62%	53 35%	102 41%	103 40%	96 36%	24 41%	9 34%	23 36%

Digital Entertainment Survey 2013

15. When searching for a local service, how often do you...?

Check-in at places so friends will know where you are

Base: All who use a search function on their smartphone

	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	1086	167	370	387	124	38	99	122	273	200	47	96	59	12	45	83	31	19	21	428	577	49	11	190	182	153	161	589
Weighted Total	1076	171	367	379	122	37	99	123	261	189	45	109	70	12	44	77	28	19	26	447	546	45	13	182	171	145	149	607
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Every day	64	28	21	10	3	3	4	15	14	11	7	7	3	1	2	-	-	1	1	31	31	-	1	11	15	13	5	36
	6%	16%	6%	3%	2%	9%	4%	12%	5%	6%	15%	6%	4%	11%	5%	-	-	7%	5%	7%	6%	-	10%	6%	9%	9%	3%	6%
A few times a week	85	33	30	18	3	1	12	14	22	19	5	3	4	-	2	3	1	1	1	34	47	1	1	27	11	10	9	41
	8%	19%	8%	5%	3%	2%	12%	11%	9%	10%	11%	2%	6%	-	5%	4%	3%	5%	5%	8%	9%	2%	10%	15%	7%	7%	6%	7%
Once a week	94	20	33	32	5	4	10	18	17	17	7	3	7	2	2	9	1	1	1	39	51	2	1	24	17	16	12	44
	9%	11%	9%	9%	4%	11%	11%	15%	6%	9%	15%	3%	10%	16%	4%	11%	3%	5%	5%	9%	9%	4%	9%	13%	10%	11%	8%	7%
A few times a month	127	26	56	33	10	3	17	16	32	21	4	12	5	2	4	9	2	3	2	51	66	5	4	31	27	22	14	66
	12%	15%	15%	9%	8%	8%	17%	13%	12%	11%	8%	11%	7%	17%	9%	12%	6%	18%	10%	11%	12%	10%	28%	17%	16%	15%	9%	11%
Once a month	71	11	21	28	8	3	10	9	19	5	4	5	6	-	1	8	2	1	1	31	34	5	-	12	12	8	10	35
	7%	6%	6%	7%	7%	8%	10%	8%	7%	3%	8%	5%	9%	-	2%	11%	7%	5%	5%	7%	6%	10%	-	7%	7%	6%	7%	6%
Every few months	100	10	41	37	9	3	5	10	27	19	3	17	7	1	3	6	1	1	3	38	55	5	-	14	15	9	9	63
	9%	6%	11%	10%	7%	8%	5%	9%	10%	10%	6%	16%	11%	9%	7%	7%	3%	5%	10%	8%	10%	10%	-	8%	9%	6%	6%	10%
Less frequently than every few months	93	8	27	38	16	3	11	7	22	16	2	13	7	2	8	5	1	-	2	40	44	6	1	8	7	14	15	60
	9%	5%	7%	10%	13%	8%	11%	6%	8%	8%	5%	12%	10%	15%	17%	7%	3%	-	8%	9%	8%	12%	8%	4%	4%	10%	10%	10%
Whenever I am in an unfamiliar place	30	2	7	11	8	2	3	3	5	5	1	6	4	-	-	2	-	2	5	12	13	-	1	5	4	3	3	21
	3%	1%	2%	3%	7%	5%	3%	2%	2%	2%	3%	5%	5%	-	-	2%	-	10%	19%	3%	2%	-	8%	3%	2%	2%	2%	3%
Never	411	33	131	172	60	16	27	31	103	78	13	43	27	4	22	35	21	8	9	172	204	23	4	51	62	49	72	242
	38%	20%	36%	45%	49%	42%	27%	25%	39%	41%	29%	39%	39%	33%	51%	46%	74%	45%	34%	39%	37%	50%	27%	28%	37%	34%	48%	40%

Digital Entertainment Survey 2013

15. When searching for a local service, how often do you...?

Search for friends that may be in the same location

Base: All who use a search function on their smartphone

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1086	26	42	90	141	138	64	46	31	48	90	166	133	42	29	152	259	257	267	59	26	66
Weighted Total	1076	34	55	98	144	130	60	41	36	56	88	150	120	38	25	154	252	255	265	60	26	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Every day	49 5%	1 4%	4 7%	7 7%	17 12%	7 5%	1 2%	- -	- -	1 2%	2 2%	6 4%	2 2%	1 2%	- -	15 10%	8 3%	8 3%	11 4%	2 3%	- -	5 8%
A few times a week	80 7%	7 19%	7 12%	10 10%	17 12%	11 9%	1 2%	1 2%	- -	4 6%	8 9%	8 5%	6 5%	- -	1 3%	20 13%	15 6%	16 6%	23 9%	4 6%	1 5%	2 3%
Once a week	78 7%	1 4%	5 10%	11 11%	13 9%	12 9%	5 8%	- -	4 10%	5 8%	7 8%	11 7%	4 3%	- -	1 3%	13 8%	19 7%	12 5%	19 7%	5 8%	3 11%	8 12%
A few times a month	82 8%	4 12%	7 12%	10 10%	7 5%	15 12%	4 6%	3 7%	2 6%	1 2%	7 8%	10 7%	9 8%	3 7%	1 3%	12 8%	18 7%	15 6%	25 9%	7 11%	- -	5 7%
Once a month	48 4%	- -	4 7%	12 12%	9 6%	3 2%	2 3%	2 4%	1 3%	2 4%	4 4%	5 4%	2 2%	2 5%	- -	7 4%	12 5%	13 5%	11 4%	4 7%	- -	1 1%
Every few months	64 6%	4 12%	4 7%	4 4%	8 6%	5 4%	4 6%	1 2%	1 3%	4 6%	9 10%	9 6%	10 8%	2 5%	- -	13 8%	13 5%	19 8%	9 3%	2 4%	4 15%	4 6%
Less frequently than every few months	96 9%	5 15%	7 12%	5 6%	14 10%	14 11%	7 11%	3 7%	6 16%	2 4%	5 6%	9 6%	14 11%	2 5%	4 14%	15 10%	19 7%	23 9%	19 7%	5 9%	5 20%	10 16%
Whenever I am in an unfamiliar place	27 3%	- -	3 5%	4 4%	2 1%	3 2%	1 2%	1 2%	2 6%	1 2%	4 4%	1 1%	5 5%	- -	- -	5 4%	10 4%	3 1%	6 2%	2 3%	- -	1 1%
Never	552 51%	12 35%	16 29%	35 36%	55 38%	60 46%	36 61%	31 76%	20 55%	36 65%	43 49%	90 60%	69 57%	29 76%	19 76%	54 35%	139 55%	146 57%	142 54%	29 49%	13 49%	29 45%

Digital Entertainment Survey 2013

15. When searching for a local service, how often do you...?

Search for friends that may be in the same location

Base: All who use a search function on their smartphone

	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	1086	167	370	387	124	38	99	122	273	200	47	96	59	12	45	83	31	19	21	428	577	49	11	190	182	153	161	589
Weighted Total	1076	171	367	379	122	37	99	123	261	189	45	109	70	12	44	77	28	19	26	447	546	45	13	182	171	145	149	607
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Every day	49	23	14	7	1	4	6	13	8	6	6	4	1	1	1	2	-	1	1	16	30	-	1	17	13	7	4	21
	5%	13%	4%	2%	1%	11%	6%	10%	3%	3%	13%	4%	2%	8%	2%	2%	-	5%	5%	4%	6%	-	10%	9%	7%	5%	3%	4%
A few times a week	80	32	28	13	3	4	15	15	13	21	3	4	2	-	3	1	-	3	1	31	44	-	4	19	15	18	7	38
	7%	19%	8%	3%	3%	11%	15%	12%	5%	11%	6%	3%	-	7%	1%	-	18%	4%	7%	8%	-	29%	10%	9%	12%	5%	6%	
Once a week	78	24	25	21	5	2	9	18	17	12	6	6	4	-	2	3	1	-	1	40	34	2	1	18	11	11	6	42
	7%	14%	7%	6%	5%	5%	9%	15%	6%	6%	13%	6%	5%	-	5%	4%	3%	-	5%	9%	6%	4%	9%	10%	7%	8%	4%	7%
A few times a month	82	16	36	25	4	1	8	14	20	13	6	6	6	-	2	5	2	-	1	32	42	6	-	20	18	16	15	34
	8%	9%	10%	7%	4%	3%	8%	12%	8%	7%	14%	5%	9%	-	5%	6%	6%	-	5%	7%	8%	14%	-	11%	10%	11%	10%	6%
Once a month	48	11	16	16	2	3	3	5	8	7	5	7	4	2	1	6	-	-	1	26	21	-	-	6	8	4	8	29
	4%	7%	4%	4%	2%	8%	3%	4%	3%	4%	11%	6%	6%	17%	2%	7%	-	-	5%	6%	4%	-	-	3%	5%	3%	5%	5%
Every few months	64	9	26	22	6	1	6	8	17	7	4	9	2	1	5	4	1	-	-	32	27	5	-	9	11	7	8	39
	6%	5%	7%	6%	5%	2%	6%	7%	7%	4%	9%	8%	3%	9%	11%	5%	3%	-	-	7%	5%	10%	-	5%	7%	5%	6%	6%
Less frequently than every few months	96	15	32	33	12	4	12	9	24	23	1	10	9	-	2	5	1	1	5	30	54	5	2	13	10	14	10	63
	9%	9%	9%	9%	9%	11%	12%	7%	9%	12%	2%	10%	13%	-	4%	6%	3%	6%	19%	7%	10%	10%	17%	7%	6%	10%	7%	10%
Whenever I am in an unfamiliar place	27	1	6	14	4	2	4	4	5	1	1	4	4	-	1	4	-	1	1	12	12	2	-	7	5	8	5	14
	3%	1%	2%	4%	3%	5%	4%	3%	2%	1%	2%	3%	5%	-	2%	5%	-	5%	5%	3%	2%	4%	-	4%	3%	5%	3%	2%
Never	552	41	183	228	84	16	36	37	150	99	14	60	37	8	27	49	23	12	13	228	281	25	5	74	80	61	87	327
	51%	24%	50%	60%	69%	44%	36%	30%	57%	52%	31%	55%	52%	67%	61%	64%	84%	65%	52%	51%	52%	57%	35%	41%	47%	42%	58%	54%

Digital Entertainment Survey 2013

15. When searching for a local service, how often do you...?

Write a review about a place you have visited

Base: All who use a search function on their smartphone

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1086	26	42	90	141	138	64	46	31	48	90	166	133	42	29	152	259	257	267	59	26	66
Weighted Total	1076	34	55	98	144	130	60	41	36	56	88	150	120	38	25	154	252	255	265	60	26	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Every day	43 4%	1 4%	5 10%	4 4%	13 9%	6 4%	- -	- -	- -	1 2%	3 3%	6 4%	2 2%	1 2%	- -	12 8%	5 2%	12 5%	9 3%	3 5%	- -	3 5%
A few times a week	50 5%	1 4%	- -	8 8%	16 11%	6 4%	2 3%	1 2%	- -	4 6%	4 4%	2 1%	6 5%	- -	1 3%	14 9%	13 5%	8 3%	11 4%	1 2%	- -	3 5%
Once a week	86 8%	1 4%	8 14%	15 16%	14 10%	13 10%	3 5%	2 4%	2 6%	2 4%	5 6%	10 7%	8 7%	1 2%	1 3%	13 9%	21 8%	17 6%	27 10%	2 4%	1 5%	4 6%
A few times a month	70 7%	3 8%	3 5%	4 4%	12 9%	8 7%	7 11%	1 2%	- -	2 4%	7 8%	14 9%	6 5%	2 5%	2 7%	16 11%	8 3%	13 5%	17 6%	5 9%	2 7%	10 15%
Once a month	66 6%	3 8%	5 10%	10 10%	8 6%	8 6%	1 2%	2 4%	2 6%	2 4%	5 6%	12 8%	5 5%	3 7%	- -	14 9%	18 7%	10 4%	15 6%	5 9%	1 4%	3 4%
Every few months	119 11%	5 15%	8 14%	8 8%	12 9%	11 9%	6 9%	6 15%	2 6%	6 10%	12 13%	14 10%	19 16%	6 17%	3 10%	11 7%	29 12%	31 12%	28 11%	8 13%	1 4%	9 14%
Less frequently than every few months	159 15%	- -	4 7%	14 14%	22 16%	19 14%	14 23%	6 15%	6 16%	7 13%	16 18%	19 13%	24 20%	3 7%	5 21%	15 10%	46 18%	41 16%	41 15%	8 13%	2 8%	6 9%
Whenever I am in an unfamiliar place	34 3%	1 4%	3 5%	4 4%	4 3%	3 2%	3 5%	- -	2 6%	- -	4 4%	4 2%	4 3%	2 5%	1 3%	4 3%	9 3%	9 3%	8 3%	1 2%	- -	3 5%
Never	450 42%	18 54%	20 36%	30 31%	41 28%	57 43%	25 42%	23 57%	21 58%	32 56%	33 38%	69 46%	46 38%	21 55%	13 52%	53 35%	104 41%	115 45%	110 41%	26 44%	19 72%	23 37%

Digital Entertainment Survey 2013

15. When searching for a local service, how often do you...?

Write a review about a place you have visited

Base: All who use a search function on their smartphone

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	1086	167	370	387	124	38	99	122	273	200	47	96	59	12	45	83	31	19	21	428	577	49	11	190	182	153	161	589
Weighted Total	1076	171	367	379	122	37	99	123	261	189	45	109	70	12	44	77	28	19	26	447	546	45	13	182	171	145	149	607
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Every day	43	20	12	8	-	3	5	11	7	7	7	4	1	1	1	-	-	-	1	15	27	-	-	12	11	6	2	22
	4%	12%	3%	2%	-	9%	5%	9%	3%	4%	15%	3%	2%	8%	2%	-	-	-	5%	3%	5%	-	-	7%	7%	4%	1%	4%
A few times a week	50	21	23	6	-	-	9	15	8	12	3	1	-	-	1	1	-	1	-	21	27	-	1	12	9	10	4	25
	5%	12%	6%	2%	-	-	9%	12%	3%	6%	6%	1%	-	-	2%	1%	-	5%	-	5%	5%	-	10%	7%	5%	7%	3%	4%
Once a week	86	29	28	18	9	1	7	14	17	19	7	11	4	-	2	3	1	-	2	33	45	3	2	23	15	15	11	39
	8%	17%	8%	5%	8%	3%	7%	12%	7%	10%	15%	10%	6%	-	5%	4%	3%	-	9%	7%	8%	6%	19%	13%	9%	10%	7%	6%
A few times a month	70	15	25	21	6	4	10	8	18	16	4	5	1	-	3	4	1	-	-	27	42	1	1	17	17	16	9	33
	7%	9%	7%	5%	5%	10%	10%	7%	7%	8%	9%	5%	2%	-	6%	5%	3%	-	-	6%	8%	2%	8%	9%	10%	11%	6%	5%
Once a month	66	14	18	24	5	4	4	13	13	13	4	3	4	2	3	4	1	2	1	30	32	1	2	16	13	8	10	29
	6%	8%	5%	6%	4%	11%	4%	10%	5%	7%	9%	3%	5%	17%	6%	5%	3%	11%	5%	7%	6%	2%	19%	9%	8%	5%	7%	5%
Every few months	119	13	45	49	7	5	7	9	28	25	5	13	10	2	3	10	4	1	1	47	64	5	1	16	18	14	19	70
	11%	8%	12%	13%	5%	12%	7%	7%	11%	13%	12%	12%	15%	16%	6%	13%	16%	7%	5%	11%	12%	10%	8%	9%	10%	10%	13%	12%
Less frequently than every few months	159	20	53	64	18	4	20	15	46	27	4	14	7	2	7	10	4	2	1	57	90	11	-	31	25	25	18	87
	15%	12%	15%	17%	15%	10%	20%	12%	17%	14%	8%	12%	10%	18%	16%	13%	16%	11%	5%	13%	16%	24%	-	17%	15%	18%	12%	14%
Whenever I am in an unfamiliar place	34	6	6	15	6	2	4	2	12	3	2	3	2	-	1	3	1	2	1	12	19	1	1	7	5	10	7	16
	3%	3%	2%	4%	5%	5%	4%	2%	4%	1%	5%	2%	3%	-	2%	4%	3%	11%	5%	3%	3%	2%	9%	4%	3%	7%	4%	3%
Never	450	33	155	175	71	15	32	36	112	68	10	56	40	5	23	43	15	10	17	205	201	24	4	47	58	41	69	286
	42%	19%	42%	46%	59%	40%	33%	29%	43%	36%	21%	51%	57%	40%	53%	55%	55%	54%	67%	46%	37%	53%	27%	26%	34%	28%	46%	47%

Digital Entertainment Survey 2013

15. When searching for a local service, how often do you...?

Summary table

Base: All respondents

	Total	Every day	A few times a week	Once a week	A few times a month	Once a month	Every few months	Less frequently than every few months	Whenever I am in an unfamiliar place	Never
Search to find a local listing (e.g. restaurant, shop, attraction)	1076	50	123	139	229	146	165	76	95	54
	100%	5%	11%	13%	21%	14%	15%	7%	9%	5%
Read reviews about places that are listed	1076	43	127	131	193	111	161	111	58	142
	100%	4%	12%	12%	18%	10%	15%	10%	5%	13%
Visit the actual places that are listed	1076	44	83	107	177	151	176	139	96	102
	100%	4%	8%	10%	16%	14%	16%	13%	9%	9%
Search for ideas on where to go locally	1076	55	111	123	198	135	158	109	95	92
	100%	5%	10%	11%	18%	13%	15%	10%	9%	9%
Check-in at places for promotions / deals	1076	60	120	105	133	74	103	116	33	334
	100%	6%	11%	10%	12%	7%	10%	11%	3%	31%
Check-in at places so friends will know where you are	1076	64	85	94	127	71	100	93	30	411
	100%	6%	8%	9%	12%	7%	9%	9%	3%	38%
Search for friends that may be in the same location	1076	49	80	78	82	48	64	96	27	552
	100%	5%	7%	7%	8%	4%	6%	9%	3%	51%
Write a review about a place you have visited	1076	43	50	86	70	66	119	159	34	450
	100%	4%	5%	8%	7%	6%	11%	15%	3%	42%

Digital Entertainment Survey 2013

16. When using a smartphone or tablet, you may choose to allow programmes or apps access to your location. These may include mapping services, social networks, or services that search for local shops, places or attractions. To what extent do you agree or disagree with the following statements?

I am happy to allow programmes or apps access to my location

Base: All who use a smartphone, tablet or iPad

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1997	38	54	119	212	251	161	145	48	67	135	246	255	144	122	244	486	490	493	106	43	135
Weighted Total	1941	50	71	129	216	236	150	129	56	79	131	222	231	132	107	244	470	474	479	103	42	129
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	130	8	7	16	26	16	7	3	5	5	10	12	13	3	3	25	17	34	39	7	1	8
	7%	16%	9%	13%	12%	7%	4%	2%	8%	6%	7%	5%	5%	2%	2%	10%	4%	7%	8%	7%	2%	6%
Tend to agree	574	18	33	42	72	81	46	40	15	25	41	69	54	18	18	75	149	125	147	26	16	35
	30%	37%	46%	33%	33%	34%	30%	31%	27%	31%	31%	31%	24%	14%	17%	31%	32%	26%	31%	26%	39%	27%
Tend to disagree	536	14	25	42	56	54	35	33	16	23	40	67	61	41	28	65	127	133	135	29	11	35
	28%	29%	35%	33%	26%	23%	23%	26%	29%	30%	30%	30%	26%	31%	26%	27%	27%	28%	28%	28%	27%	27%
Strongly disagree	490	7	5	22	45	55	49	41	14	16	24	48	66	48	49	54	123	130	111	28	9	36
	25%	13%	7%	17%	21%	23%	33%	32%	25%	21%	19%	22%	29%	37%	46%	22%	26%	27%	23%	27%	21%	28%
Don't know	210	3	1	7	17	31	14	12	6	9	17	26	37	21	9	25	54	52	48	12	4	16
	11%	5%	2%	5%	8%	13%	9%	10%	10%	12%	13%	12%	16%	16%	8%	10%	11%	11%	10%	12%	10%	12%
AGREE	705	26	39	59	98	97	52	43	20	29	51	81	67	21	21	100	167	159	186	34	17	43
	36%	53%	56%	45%	45%	41%	35%	33%	35%	37%	39%	37%	29%	16%	20%	41%	35%	33%	39%	33%	42%	33%
DISAGREE	1026	21	30	64	101	108	84	74	30	40	64	115	127	90	77	119	250	263	246	57	20	71
	53%	42%	43%	50%	47%	46%	56%	57%	54%	51%	49%	52%	55%	68%	72%	49%	53%	56%	51%	56%	48%	55%

Digital Entertainment Survey 2013

16. When using a smartphone or tablet, you may choose to allow programmes or apps access to your location. These may include mapping services, social networks, or services that search for local shops, places or attractions. To what extent do you agree or disagree with the following statements?

I am happy to allow programmes or apps access to my location

Base: All who use a smartphone, tablet or iPad

	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	1997	205	536	798	338	120	184	189	497	320	84	129	86	24	141	181	113	49	33	692	1111	144	17	286	312	275	433	1015
Weighted Total	1941	210	526	768	322	115	179	187	471	301	80	146	102	24	135	167	101	47	40	711	1040	131	19	272	292	258	395	1025
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	130	38	45	33	12	2	13	20	27	17	15	8	9	2	6	10	2	2	6	49	71	3	1	28	24	22	19	65
	7%	18%	9%	4%	4%	2%	7%	10%	6%	6%	18%	5%	9%	10%	4%	6%	2%	4%	15%	7%	7%	2%	7%	10%	8%	9%	5%	6%
Tend to agree	574	92	190	209	65	19	50	65	143	104	20	47	36	4	32	36	28	11	12	210	317	28	6	100	84	68	93	316
	30%	44%	36%	27%	20%	17%	28%	35%	30%	35%	24%	32%	35%	15%	24%	21%	27%	23%	30%	30%	31%	22%	32%	37%	29%	26%	24%	31%
Tend to disagree	536	41	152	213	100	30	47	51	128	87	20	58	28	9	32	43	25	7	14	209	266	42	5	59	75	75	104	297
	28%	20%	29%	28%	31%	26%	26%	27%	27%	29%	26%	40%	27%	38%	24%	26%	25%	15%	35%	29%	26%	32%	27%	22%	26%	29%	26%	29%
Strongly disagree	490	28	102	219	96	45	45	39	112	73	21	22	24	5	45	50	35	19	6	168	271	42	4	55	66	57	129	249
	25%	14%	19%	28%	30%	39%	25%	21%	24%	24%	26%	15%	23%	20%	34%	30%	35%	40%	14%	24%	26%	32%	22%	20%	23%	22%	33%	24%
Don't know	210	10	38	95	50	19	24	13	60	20	5	11	7	4	19	28	11	8	2	75	115	16	2	30	43	36	50	97
	11%	5%	7%	12%	15%	16%	14%	7%	13%	7%	6%	7%	7%	16%	14%	16%	11%	18%	6%	10%	11%	12%	12%	11%	15%	14%	13%	9%
AGREE	705	130	235	242	77	21	63	84	170	121	34	55	44	6	38	46	29	13	18	260	389	31	7	129	108	90	112	381
	36%	62%	45%	31%	24%	19%	35%	45%	36%	40%	43%	38%	43%	25%	28%	28%	29%	27%	45%	37%	37%	24%	39%	47%	37%	35%	28%	37%
DISAGREE	1026	70	254	432	196	75	92	90	241	160	41	80	51	14	77	93	60	26	19	376	537	84	10	114	141	132	233	547
	53%	33%	48%	56%	61%	65%	52%	48%	51%	53%	51%	55%	50%	59%	57%	56%	60%	55%	49%	53%	52%	64%	49%	42%	48%	51%	59%	53%

Digital Entertainment Survey 2013

16. When using a smartphone or tablet, you may choose to allow programmes or apps access to your location. These may include mapping services, social networks, or services that search for local shops, places or attractions. To what extent do you agree or disagree with the following statements?

I feel safe allowing programmes or apps access to my location

Base: All who use a smartphone, tablet or iPad

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1997	38	54	119	212	251	161	145	48	67	135	246	255	144	122	244	486	490	493	106	43	135
Weighted Total	1941	50	71	129	216	236	150	129	56	79	131	222	231	132	107	244	470	474	479	103	42	129
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	100	7	7	10	27	10	2	3	2	4	7	11	6	5	1	22	15	20	30	4	1	8
	5%	13%	9%	8%	12%	4%	1%	2%	4%	4%	5%	5%	3%	3%	1%	9%	3%	4%	6%	4%	2%	6%
Tend to agree	558	17	32	40	77	79	48	38	15	18	43	67	48	20	17	73	144	121	144	30	15	31
	29%	34%	44%	31%	35%	33%	32%	30%	27%	22%	33%	30%	21%	15%	16%	30%	31%	25%	30%	29%	36%	24%
Tend to disagree	573	17	18	52	56	62	43	31	16	33	43	61	69	44	27	66	130	151	144	33	13	36
	30%	34%	26%	40%	26%	26%	29%	24%	29%	42%	33%	28%	30%	33%	25%	27%	28%	32%	30%	32%	31%	28%
Strongly disagree	460	7	11	21	41	50	42	37	16	15	21	51	59	41	48	51	124	108	106	26	8	36
	24%	13%	15%	16%	19%	21%	28%	28%	29%	19%	16%	23%	25%	31%	45%	21%	26%	23%	22%	26%	18%	28%
Don't know	250	3	4	7	16	35	16	21	6	9	18	32	49	22	14	32	57	74	54	9	5	18
	13%	5%	6%	5%	8%	15%	11%	16%	10%	12%	13%	14%	21%	17%	13%	13%	12%	16%	11%	9%	13%	14%
AGREE	657	24	38	50	103	89	49	41	18	21	50	78	54	25	18	95	159	140	174	34	16	39
	34%	47%	54%	39%	48%	38%	33%	32%	31%	27%	38%	35%	24%	19%	16%	39%	34%	30%	36%	33%	38%	30%
DISAGREE	1033	24	29	73	97	112	85	68	33	48	64	113	128	85	75	117	254	260	251	59	20	72
	53%	47%	41%	56%	45%	47%	57%	52%	58%	61%	49%	51%	55%	65%	70%	48%	54%	55%	52%	58%	49%	56%

Digital Entertainment Survey 2013

16. When using a smartphone or tablet, you may choose to allow programmes or apps access to your location. These may include mapping services, social networks, or services that search for local shops, places or attractions. To what extent do you agree or disagree with the following statements?

I feel safe allowing programmes or apps access to my location

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	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?				
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Unweighted Total	1997	205	536	798	338	120	184	189	497	320	84	129	86	24	141	181	113	49	33	692	1111	144	17	286	312	275	433	1015
Weighted Total	1941	210	526	768	322	115	179	187	471	301	80	146	102	24	135	167	101	47	40	711	1040	131	19	272	292	258	395	1025
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	100	41	23	27	7	2	14	13	18	16	6	10	7	-	4	9	2	2	1	45	52	2	-	20	17	18	14	51
	5%	19%	4%	4%	2%	2%	8%	7%	4%	5%	7%	7%	7%	-	3%	5%	2%	4%	3%	6%	5%	1%	-	7%	6%	7%	4%	5%
Tend to agree	558	82	203	191	62	20	50	69	145	92	26	37	29	6	32	30	29	11	11	215	298	27	7	93	83	70	95	310
	29%	39%	39%	25%	19%	17%	28%	37%	31%	31%	32%	26%	29%	27%	24%	18%	28%	23%	27%	30%	29%	20%	38%	34%	28%	27%	24%	30%
Tend to disagree	573	48	150	241	102	33	52	52	134	89	17	56	36	7	41	58	22	9	12	217	298	42	4	69	75	87	108	314
	30%	23%	28%	31%	32%	29%	29%	28%	28%	30%	21%	39%	35%	30%	31%	35%	22%	19%	31%	31%	29%	32%	22%	25%	26%	34%	27%	31%
Strongly disagree	460	27	96	201	95	40	34	37	111	73	24	28	22	6	37	40	31	17	10	153	253	39	5	57	64	45	120	236
	24%	13%	18%	26%	30%	35%	19%	20%	23%	24%	30%	19%	21%	25%	27%	24%	31%	36%	26%	22%	24%	30%	24%	21%	22%	17%	30%	23%
Don't know	250	12	55	108	57	20	31	16	64	31	8	13	8	4	20	30	17	9	5	80	140	22	3	34	54	39	59	114
	13%	5%	10%	14%	18%	17%	17%	9%	14%	10%	10%	9%	8%	18%	15%	18%	17%	18%	12%	11%	13%	17%	16%	13%	18%	15%	15%	11%
AGREE	657	123	226	218	69	22	64	82	162	108	32	48	37	6	36	39	30	13	12	260	349	29	7	112	100	88	109	361
	34%	59%	43%	28%	21%	19%	35%	44%	34%	36%	39%	33%	36%	27%	27%	23%	30%	27%	30%	37%	34%	22%	38%	41%	34%	34%	28%	35%
DISAGREE	1033	75	245	442	197	73	85	89	245	162	41	85	58	13	78	98	53	26	23	370	551	81	9	126	138	131	228	549
	53%	36%	47%	58%	61%	64%	47%	48%	52%	54%	51%	58%	56%	55%	58%	59%	53%	55%	58%	52%	53%	62%	46%	46%	47%	51%	58%	54%

Digital Entertainment Survey 2013

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I cannot keep track of which programmes or apps have access to my location

Base: All who use a smartphone, tablet or iPad

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1997	38	54	119	212	251	161	145	48	67	135	246	255	144	122	244	486	490	493	106	43	135
Weighted Total	1941	50	71	129	216	236	150	129	56	79	131	222	231	132	107	244	470	474	479	103	42	129
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	282	9	9	12	42	36	25	21	11	12	20	29	26	12	18	45	56	77	76	11	3	15
	15%	18%	13%	9%	19%	15%	17%	16%	19%	15%	16%	13%	11%	9%	17%	18%	12%	16%	16%	10%	7%	12%
Tend to agree	707	18	34	53	69	83	53	53	22	32	46	77	90	46	31	96	193	163	160	34	16	45
	36%	37%	48%	41%	32%	35%	35%	41%	40%	40%	35%	35%	39%	35%	29%	39%	41%	34%	33%	34%	38%	34%
Tend to disagree	430	12	18	38	53	55	25	21	9	16	39	58	41	26	19	51	103	101	108	30	9	28
	22%	24%	26%	29%	25%	23%	17%	16%	17%	21%	30%	26%	18%	19%	18%	21%	22%	21%	22%	29%	22%	22%
Strongly disagree	241	7	7	20	36	26	27	13	9	7	7	29	20	19	14	21	52	58	73	12	6	19
	12%	13%	9%	15%	17%	11%	18%	10%	17%	9%	5%	13%	9%	15%	13%	9%	11%	12%	15%	12%	14%	15%
Don't know	281	4	3	7	16	37	20	22	5	12	19	30	53	29	25	32	67	75	63	15	8	22
	14%	8%	4%	5%	8%	16%	13%	17%	8%	15%	15%	13%	23%	22%	23%	13%	14%	16%	13%	15%	19%	17%
AGREE	989	28	43	65	111	119	78	73	33	43	66	106	117	58	49	141	249	240	236	45	19	60
	51%	55%	61%	50%	51%	50%	52%	57%	58%	55%	50%	48%	51%	44%	46%	58%	53%	51%	49%	44%	45%	46%
DISAGREE	670	18	25	58	89	81	52	34	19	23	46	87	61	45	33	71	155	159	181	42	15	47
	35%	37%	35%	45%	41%	34%	35%	26%	33%	30%	35%	39%	26%	34%	31%	29%	33%	34%	38%	41%	36%	37%

Digital Entertainment Survey 2013

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I cannot keep track of which programmes or apps have access to my location

Base: All who use a smartphone, tablet or iPad

	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most have ready them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children	
Unweighted Total	1997	205	536	798	338	120	184	189	497	320	84	129	86	24	141	181	113	49	33	692	1111	144	17	286	312	275	433	1015
Weighted Total	1941	210	526	768	322	115	179	187	471	301	80	146	102	24	135	167	101	47	40	711	1040	131	19	272	292	258	395	1025
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	282	47	72	96	53	14	23	24	62	51	17	18	21	2	26	19	12	9	5	104	154	15	4	37	46	32	60	145
	15%	23%	14%	13%	16%	12%	13%	13%	13%	17%	21%	12%	20%	8%	19%	12%	11%	19%	12%	15%	15%	12%	22%	14%	16%	13%	15%	14%
Tend to agree	707	61	207	289	113	38	58	76	175	112	21	68	38	11	42	51	42	12	16	259	371	55	7	98	104	97	141	375
	36%	29%	39%	38%	35%	33%	32%	41%	37%	37%	27%	46%	37%	48%	31%	31%	42%	25%	40%	36%	36%	42%	37%	36%	35%	38%	36%	37%
Tend to disagree	430	51	140	166	56	16	40	46	106	66	16	36	24	8	26	40	15	7	9	166	230	23	2	66	61	57	67	239
	22%	25%	27%	22%	17%	14%	22%	24%	23%	22%	20%	25%	24%	33%	19%	24%	15%	15%	24%	23%	22%	18%	12%	24%	21%	22%	17%	23%
Strongly disagree	241	41	65	85	30	19	22	22	60	38	17	12	12	-	13	25	9	10	5	91	129	12	3	37	28	29	51	131
	12%	20%	12%	11%	9%	17%	12%	12%	13%	13%	22%	8%	12%	-	9%	15%	9%	22%	12%	13%	12%	9%	16%	14%	10%	11%	13%	13%
Don't know	281	9	42	132	71	28	36	20	68	34	8	13	7	3	28	31	23	9	5	91	156	26	2	34	53	42	76	135
	14%	4%	8%	17%	22%	24%	20%	11%	14%	11%	10%	9%	7%	11%	21%	19%	23%	20%	12%	13%	15%	20%	13%	13%	18%	16%	19%	13%
AGREE	989	108	279	385	166	52	81	100	237	163	38	85	59	13	68	71	53	21	21	363	525	70	11	135	150	130	201	521
	51%	52%	53%	50%	51%	45%	45%	53%	50%	54%	48%	59%	58%	56%	50%	42%	53%	44%	52%	51%	50%	53%	59%	50%	51%	50%	51%	51%
DISAGREE	670	93	205	252	86	35	62	67	166	104	34	48	36	8	38	65	24	17	14	257	359	35	5	103	89	86	118	369
	35%	44%	39%	33%	27%	31%	35%	36%	35%	35%	42%	33%	36%	33%	29%	39%	24%	37%	36%	36%	35%	27%	28%	38%	31%	33%	30%	36%

Digital Entertainment Survey 2013

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Allowing programmes or apps access to my location can also allow them to access other data on my smartphone/tablet

Base: All who use a smartphone, tablet or iPad

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1997	38	54	119	212	251	161	145	48	67	135	246	255	144	122	244	486	490	493	106	43	135
Weighted Total	1941	50	71	129	216	236	150	129	56	79	131	222	231	132	107	244	470	474	479	103	42	129
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	250	9	9	12	43	29	21	16	4	4	13	28	23	18	22	44	59	53	57	15	3	19
	13%	18%	13%	9%	20%	12%	14%	12%	6%	4%	10%	13%	10%	14%	20%	18%	13%	11%	12%	14%	7%	15%
Tend to agree	623	12	26	40	69	75	45	42	16	28	43	63	82	43	37	87	153	139	160	29	14	41
	32%	24%	37%	31%	32%	32%	30%	32%	29%	36%	33%	28%	36%	33%	34%	36%	33%	29%	33%	28%	33%	32%
Tend to disagree	427	16	21	48	51	55	35	26	15	18	31	46	34	18	12	45	103	111	106	23	12	26
	22%	32%	30%	37%	24%	23%	24%	20%	27%	22%	24%	21%	15%	14%	11%	19%	22%	23%	22%	23%	29%	20%
Strongly disagree	212	8	7	15	23	25	16	14	11	5	15	23	22	16	12	21	55	55	52	11	4	13
	11%	16%	9%	12%	11%	11%	11%	11%	19%	6%	11%	10%	9%	13%	11%	9%	12%	12%	11%	11%	10%	10%
Don't know	429	5	8	14	30	52	33	31	11	25	30	62	70	36	24	46	100	116	104	24	9	30
	22%	11%	11%	11%	14%	22%	22%	24%	19%	31%	23%	28%	30%	27%	22%	19%	21%	25%	22%	23%	21%	23%
AGREE	873	21	36	52	112	105	66	58	20	32	56	91	105	61	59	131	212	192	217	44	17	60
	45%	42%	50%	40%	52%	44%	44%	45%	35%	40%	42%	41%	45%	47%	55%	54%	45%	41%	45%	43%	40%	46%
DISAGREE	638	24	28	63	74	80	51	40	26	22	46	69	56	35	25	67	158	165	157	35	16	40
	33%	47%	39%	49%	34%	34%	34%	31%	46%	28%	35%	31%	24%	26%	23%	27%	34%	35%	33%	34%	39%	31%

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	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	1997	205	536	798	338	120	184	189	497	320	84	129	86	24	141	181	113	49	33	692	1111	144	17	286	312	275	433	1015
Weighted Total	1941	210	526	768	322	115	179	187	471	301	80	146	102	24	135	167	101	47	40	711	1040	131	19	272	292	258	395	1025
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	250	50	62	90	30	19	21	22	58	43	11	15	10	2	24	20	15	9	4	88	137	20	2	35	45	36	57	118
	13%	24%	12%	12%	9%	16%	12%	12%	12%	14%	14%	10%	10%	8%	18%	12%	15%	18%	9%	12%	13%	15%	12%	13%	15%	14%	15%	11%
Tend to agree	623	69	195	236	101	21	66	74	145	95	32	37	34	8	36	45	37	13	10	226	337	44	6	82	84	92	135	324
	32%	33%	37%	31%	31%	18%	37%	40%	31%	31%	40%	25%	34%	33%	26%	27%	37%	28%	26%	32%	32%	33%	28%	30%	29%	36%	34%	32%
Tend to disagree	427	52	124	168	61	22	32	47	114	63	15	49	28	6	24	31	13	5	12	167	222	23	3	60	62	52	71	246
	22%	25%	24%	22%	19%	19%	18%	25%	24%	21%	19%	33%	27%	24%	18%	18%	13%	10%	29%	23%	21%	18%	18%	22%	21%	20%	18%	24%
Strongly disagree	212	23	52	85	36	16	20	19	50	38	9	14	13	2	12	22	5	8	6	79	115	10	2	32	30	23	44	117
	11%	11%	10%	11%	11%	14%	11%	10%	11%	13%	12%	9%	13%	8%	9%	13%	5%	17%	15%	11%	11%	8%	13%	12%	10%	9%	11%	11%
Don't know	429	16	94	189	94	37	40	25	104	63	12	32	18	6	39	49	29	13	8	152	229	35	6	64	71	54	88	221
	22%	8%	18%	25%	29%	32%	22%	13%	22%	21%	15%	22%	17%	27%	29%	29%	29%	26%	21%	21%	22%	26%	29%	23%	24%	21%	22%	22%
AGREE	873	119	257	325	131	40	88	96	203	138	44	52	44	10	59	65	52	22	14	313	475	64	8	117	129	128	192	441
	45%	57%	49%	42%	41%	35%	49%	51%	43%	46%	54%	36%	43%	41%	44%	39%	52%	46%	35%	44%	46%	48%	40%	43%	44%	50%	49%	43%
DISAGREE	638	74	175	253	97	38	52	66	164	100	25	62	41	8	36	52	19	13	17	246	336	33	6	92	92	76	115	363
	33%	35%	33%	33%	30%	33%	29%	35%	35%	33%	31%	43%	40%	32%	27%	31%	19%	27%	44%	35%	32%	25%	31%	34%	31%	29%	29%	35%

Digital Entertainment Survey 2013

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I am uncertain as to whether a programme or app that has access to my location may pass this information on to other companies

Base: All who use a smartphone, tablet or iPad

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1997	38	54	119	212	251	161	145	48	67	135	246	255	144	122	244	486	490	493	106	43	135
Weighted Total	1941	50	71	129	216	236	150	129	56	79	131	222	231	132	107	244	470	474	479	103	42	129
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	401	14	8	25	38	43	34	29	21	13	32	33	52	24	33	54	91	98	106	20	4	27
	21%	29%	11%	19%	17%	18%	22%	23%	38%	16%	24%	15%	23%	18%	31%	22%	19%	21%	22%	19%	9%	21%
Tend to agree	840	24	33	52	93	104	56	53	23	42	57	96	104	64	39	99	198	219	203	49	18	53
	43%	47%	46%	40%	43%	44%	37%	41%	42%	54%	44%	43%	45%	49%	37%	41%	42%	46%	42%	47%	44%	41%
Tend to disagree	292	7	24	25	43	35	24	17	2	11	19	38	25	13	11	37	79	60	75	17	7	17
	15%	13%	33%	19%	20%	15%	16%	13%	4%	13%	14%	17%	11%	10%	10%	15%	17%	13%	16%	16%	17%	13%
Strongly disagree	124	3	1	14	22	11	14	8	5	1	3	20	5	7	9	19	28	23	33	7	4	10
	6%	5%	2%	11%	10%	5%	9%	6%	8%	1%	2%	9%	2%	6%	8%	8%	6%	5%	7%	7%	9%	7%
Don't know	284	3	5	13	20	43	22	22	5	12	20	35	43	24	15	34	74	73	61	10	9	22
	15%	5%	7%	10%	9%	18%	15%	17%	8%	15%	16%	16%	19%	18%	14%	14%	16%	15%	13%	10%	21%	17%
AGREE	1241	38	41	77	131	147	90	82	45	55	90	129	156	88	73	153	289	318	309	69	22	81
	64%	76%	57%	60%	60%	62%	60%	63%	79%	70%	68%	58%	68%	67%	68%	63%	61%	67%	65%	67%	53%	62%
DISAGREE	416	9	25	39	65	46	38	25	7	12	21	58	31	20	19	56	107	83	109	24	11	27
	21%	18%	35%	30%	30%	20%	25%	19%	13%	15%	16%	26%	13%	15%	18%	23%	23%	17%	23%	23%	26%	21%

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	Ownership of technology devices						Which of the following best describes your occupation?											What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	1997	205	536	798	338	120	184	189	497	320	84	129	86	24	141	181	113	49	33	692	1111	144	17	286	312	275	433	1015
Weighted Total	1941	210	526	768	322	115	179	187	471	301	80	146	102	24	135	167	101	47	40	711	1040	131	19	272	292	258	395	1025
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	401	60	99	147	68	27	39	34	84	58	19	34	23	4	30	36	29	10	9	138	212	32	9	51	55	50	92	209
	21%	29%	19%	19%	21%	23%	22%	18%	18%	19%	23%	24%	23%	16%	22%	22%	29%	20%	24%	19%	20%	25%	47%	19%	19%	19%	23%	20%
Tend to agree	840	83	231	339	148	39	64	86	208	134	31	64	50	10	58	78	41	17	19	300	456	61	4	118	125	117	164	441
	43%	39%	44%	44%	46%	34%	36%	46%	44%	45%	38%	44%	48%	41%	43%	46%	41%	36%	49%	42%	44%	47%	19%	43%	43%	45%	41%	43%
Tend to disagree	292	33	106	110	32	12	24	33	79	52	14	22	19	4	13	19	7	5	4	119	157	13	-	44	46	41	48	165
	15%	16%	20%	14%	10%	11%	13%	18%	17%	17%	18%	15%	19%	17%	10%	12%	7%	10%	10%	17%	15%	10%	-	16%	16%	16%	12%	16%
Strongly disagree	124	17	35	49	13	9	12	14	29	25	9	6	6	-	8	8	3	5	4	46	68	5	1	17	15	13	24	69
	6%	8%	7%	6%	4%	8%	7%	8%	6%	8%	11%	4%	6%	-	6%	5%	3%	10%	9%	6%	7%	4%	7%	6%	5%	5%	6%	7%
Don't know	284	16	56	123	62	27	40	20	72	31	8	20	4	6	25	26	20	11	4	108	147	20	5	43	51	36	68	140
	15%	8%	11%	16%	19%	24%	22%	11%	15%	10%	10%	14%	4%	26%	19%	15%	20%	24%	9%	15%	14%	15%	27%	16%	17%	14%	17%	14%
AGREE	1241	143	330	486	216	66	104	120	292	192	50	98	73	13	88	114	70	27	29	438	668	93	13	169	180	167	256	650
	64%	68%	63%	63%	67%	58%	58%	64%	62%	64%	62%	68%	71%	57%	65%	68%	70%	56%	72%	62%	64%	71%	66%	62%	62%	65%	65%	63%
DISAGREE	416	51	141	158	45	22	36	47	108	77	23	28	25	4	21	28	10	9	7	165	225	18	1	60	61	54	72	235
	21%	24%	27%	21%	14%	19%	20%	25%	23%	26%	29%	19%	24%	17%	16%	17%	10%	20%	18%	23%	22%	13%	7%	22%	21%	21%	18%	23%

Digital Entertainment Survey 2013

16. When using a smartphone or tablet, you may choose to allow programmes or apps access to your location. These may include mapping services, social networks, or services that search for local shops, places or attractions. To what extent do you agree or disagree with the following statements?

I would be happy for my location to be shared automatically (i.e. instead of an application asking to use my location, my smartphone/tablet does it automatically)

Base: All who use a smartphone, tablet or iPad

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1997	38	54	119	212	251	161	145	48	67	135	246	255	144	122	244	486	490	493	106	43	135
Weighted Total	1941	50	71	129	216	236	150	129	56	79	131	222	231	132	107	244	470	474	479	103	42	129
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	110 6%	7 13%	7 9%	10 8%	22 10%	15 6%	6 4%	4 3%	1 2%	6 7%	8 6%	11 5%	11 5%	2 1%	1 1%	28 11%	19 4%	23 5%	33 7%	2 2%	1 2%	5 4%
Tend to agree	334 17%	7 13%	24 33%	25 19%	54 25%	51 22%	24 16%	21 17%	8 15%	7 9%	20 16%	42 19%	29 13%	10 8%	11 11%	50 20%	75 16%	78 16%	86 18%	13 12%	9 22%	24 18%
Tend to disagree	549 28%	17 34%	22 31%	51 39%	60 28%	56 24%	46 30%	33 26%	12 21%	21 27%	38 29%	62 28%	61 26%	47 35%	24 22%	59 24%	145 31%	139 29%	131 27%	33 32%	8 20%	33 26%
Strongly disagree	753 39%	17 34%	17 24%	35 27%	68 32%	82 35%	60 40%	59 46%	32 56%	36 46%	50 38%	86 39%	92 40%	59 44%	61 57%	81 33%	189 40%	185 39%	186 39%	44 43%	16 39%	50 39%
Don't know	195 10%	3 5%	1 2%	9 7%	11 5%	33 14%	15 10%	12 9%	4 6%	8 10%	16 12%	22 10%	38 16%	15 11%	11 10%	26 11%	42 9%	49 10%	43 9%	11 11%	7 17%	17 13%
AGREE	443 23%	13 26%	30 43%	35 27%	77 35%	66 28%	30 20%	26 20%	9 17%	13 16%	28 21%	52 24%	40 17%	12 9%	12 11%	78 32%	94 20%	100 21%	118 25%	15 14%	10 24%	29 22%
DISAGREE	1302 67%	34 68%	39 56%	86 66%	129 59%	138 58%	105 70%	92 71%	43 77%	57 73%	88 67%	148 67%	153 66%	105 80%	84 79%	140 57%	335 71%	324 68%	317 66%	77 75%	25 60%	84 65%

Digital Entertainment Survey 2013

16. When using a smartphone or tablet, you may choose to allow programmes or apps access to your location. These may include mapping services, social networks, or services that search for local shops, places or attractions. To what extent do you agree or disagree with the following statements?

I would be happy for my location to be shared automatically (i.e. instead of an application asking to use my location, my smartphone/tablet does it automatically)

Base: All who use a smartphone, tablet or iPad

	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children	
Unweighted Total	1997	205	536	798	338	120	184	189	497	320	84	129	86	24	141	181	113	49	33	692	1111	144	17	286	312	275	433	1015
Weighted Total	1941	210	526	768	322	115	179	187	471	301	80	146	102	24	135	167	101	47	40	711	1040	131	19	272	292	258	395	1025
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	110	37	29	30	10	4	12	19	19	16	13	9	4	-	6	8	2	1	3	41	61	5	-	18	21	26	18	49
	6%	18%	5%	4%	3%	3%	6%	10%	4%	5%	17%	6%	4%	-	4%	5%	2%	3%	7%	6%	6%	4%	-	7%	7%	10%	4%	5%
Tend to agree	334	59	120	101	39	15	32	48	66	66	18	20	17	5	20	18	17	7	8	119	184	17	5	68	55	41	57	168
	17%	28%	23%	13%	12%	13%	18%	25%	14%	22%	22%	14%	16%	21%	15%	11%	17%	14%	21%	17%	18%	13%	25%	25%	19%	16%	14%	16%
Tend to disagree	549	54	154	234	85	23	54	52	159	73	17	54	26	7	25	51	24	9	7	204	293	40	5	75	83	72	100	299
	28%	26%	29%	30%	26%	20%	30%	28%	34%	24%	21%	37%	25%	29%	19%	30%	24%	19%	18%	29%	28%	31%	24%	27%	28%	28%	25%	29%
Strongly disagree	753	48	190	316	142	56	59	55	174	120	27	57	53	8	61	69	48	22	19	275	394	56	9	83	89	84	179	418
	39%	23%	36%	41%	44%	49%	33%	30%	37%	40%	34%	39%	51%	34%	45%	41%	48%	46%	48%	39%	38%	43%	45%	30%	31%	32%	45%	41%
Don't know	195	11	34	87	46	17	24	13	52	26	5	6	3	4	23	21	10	8	2	71	108	13	1	29	43	35	42	90
	10%	5%	6%	11%	14%	15%	13%	7%	11%	9%	6%	4%	3%	16%	17%	13%	10%	18%	6%	10%	10%	10%	6%	11%	15%	14%	11%	9%
AGREE	443	96	149	131	49	19	44	67	86	83	31	29	20	5	26	26	19	8	11	160	245	22	5	86	76	67	74	217
	23%	46%	28%	17%	15%	16%	24%	36%	18%	27%	39%	20%	20%	21%	19%	16%	19%	17%	28%	22%	24%	17%	25%	31%	26%	26%	19%	21%
DISAGREE	1302	102	343	550	227	79	112	107	333	193	44	111	79	15	85	120	72	31	26	479	687	96	13	158	173	156	279	718
	67%	49%	65%	72%	70%	69%	63%	57%	71%	64%	55%	76%	77%	63%	64%	72%	72%	65%	66%	67%	66%	73%	69%	58%	59%	60%	71%	70%

Digital Entertainment Survey 2013

16. When using a smartphone or tablet, you may choose to allow programmes or apps access to your location. These may include mapping services, social networks, or services that search for local shops, places or attractions. To what extent do you agree or disagree with the following statements?

I do not consider my location to be personal data

Base: All who use a smartphone, tablet or iPad

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1997	38	54	119	212	251	161	145	48	67	135	246	255	144	122	244	486	490	493	106	43	135
Weighted Total	1941	50	71	129	216	236	150	129	56	79	131	222	231	132	107	244	470	474	479	103	42	129
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	115	7	9	7	21	12	8	4	1	5	12	11	11	4	4	16	17	31	32	10	1	8
	6%	13%	13%	5%	10%	5%	6%	3%	2%	6%	9%	5%	5%	3%	4%	6%	4%	7%	7%	10%	2%	6%
Tend to agree	443	9	28	37	63	64	35	34	9	16	27	49	43	14	14	65	114	93	108	19	12	32
	23%	18%	39%	29%	29%	27%	24%	26%	17%	21%	21%	22%	18%	10%	13%	27%	24%	20%	23%	19%	28%	25%
Tend to disagree	554	20	11	38	52	66	40	33	18	26	41	78	61	46	26	63	133	158	134	26	10	29
	29%	39%	15%	29%	24%	28%	27%	26%	31%	33%	31%	35%	26%	35%	25%	26%	28%	33%	28%	26%	25%	22%
Strongly disagree	659	11	22	43	68	65	56	49	25	23	35	67	86	56	53	78	168	155	159	40	12	47
	34%	21%	31%	34%	32%	27%	37%	38%	44%	30%	27%	30%	37%	42%	49%	32%	36%	33%	33%	39%	28%	36%
Don't know	170	4	1	4	11	29	10	10	4	8	17	18	31	13	10	22	37	37	45	7	7	14
	9%	8%	2%	3%	5%	12%	7%	8%	6%	10%	13%	8%	13%	10%	9%	9%	8%	8%	9%	7%	17%	11%
AGREE	558	16	37	43	85	76	44	37	11	21	39	60	53	17	18	80	131	124	141	29	13	40
	29%	32%	52%	34%	39%	32%	29%	29%	19%	27%	30%	27%	23%	13%	17%	33%	28%	26%	29%	28%	30%	31%
DISAGREE	1213	30	33	82	120	131	96	82	42	49	76	144	147	102	79	141	302	313	293	66	22	76
	63%	61%	46%	63%	56%	55%	64%	63%	75%	63%	58%	65%	64%	77%	74%	58%	64%	66%	61%	65%	53%	59%

Digital Entertainment Survey 2013

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I do not consider my location to be personal data

Base: All who use a smartphone, tablet or iPad

	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children	
Unweighted Total	1997	205	536	798	338	120	184	189	497	320	84	129	86	24	141	181	113	49	33	692	1111	144	17	286	312	275	433	1015
Weighted Total	1941	210	526	768	322	115	179	187	471	301	80	146	102	24	135	167	101	47	40	711	1040	131	19	272	292	258	395	1025
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	115	35	32	31	11	6	12	22	24	11	13	4	6	1	9	9	2	2	5	46	61	1	2	26	19	19	16	58
	6%	17%	6%	4%	4%	5%	7%	12%	5%	4%	16%	3%	6%	4%	7%	6%	2%	4%	13%	6%	6%	1%	13%	10%	7%	7%	4%	6%
Tend to agree	443	58	143	172	56	14	48	53	108	77	20	34	23	6	18	30	18	8	5	160	252	22	4	78	78	57	84	222
	23%	28%	27%	22%	17%	12%	27%	28%	23%	26%	25%	23%	22%	25%	13%	18%	18%	16%	12%	23%	24%	17%	19%	29%	27%	22%	21%	22%
Tend to disagree	554	57	151	234	93	19	50	44	135	86	15	48	36	6	39	52	33	9	13	198	285	51	6	70	79	81	111	298
	29%	27%	29%	30%	29%	17%	28%	24%	29%	29%	19%	33%	35%	26%	29%	31%	33%	19%	33%	28%	27%	39%	33%	26%	27%	32%	28%	29%
Strongly disagree	659	50	168	262	123	56	49	56	159	108	27	53	33	8	52	58	37	19	13	246	344	50	6	73	85	74	151	364
	34%	24%	32%	34%	38%	49%	27%	30%	34%	36%	33%	36%	32%	34%	39%	35%	37%	40%	32%	35%	33%	38%	29%	27%	29%	29%	38%	35%
Don't know	170	10	33	68	39	20	20	12	46	19	6	6	5	3	17	17	11	10	4	60	97	7	1	24	31	26	34	83
	9%	5%	6%	9%	12%	17%	11%	7%	10%	6%	7%	4%	5%	12%	12%	10%	11%	21%	10%	8%	9%	6%	6%	9%	10%	10%	9%	8%
AGREE	558	93	175	203	67	20	60	75	131	88	33	38	29	7	27	40	20	10	10	206	313	23	6	105	97	76	100	280
	29%	44%	33%	26%	21%	17%	34%	40%	28%	29%	41%	26%	28%	29%	20%	24%	20%	20%	25%	29%	30%	17%	32%	38%	33%	30%	25%	27%
DISAGREE	1213	107	319	496	216	75	99	100	294	194	42	101	69	14	91	110	70	28	26	444	630	101	12	143	164	155	262	662
	63%	51%	61%	65%	67%	66%	55%	54%	62%	64%	52%	69%	67%	60%	68%	66%	70%	59%	66%	63%	61%	77%	62%	53%	56%	60%	66%	65%

Digital Entertainment Survey 2013

16. When using a smartphone or tablet, you may choose to allow programmes or apps access to your location. These may include mapping services, social networks, or services that search for local shops, places or attractions. To what extent do you agree or disagree with the following statements?

Summary table

Base: All respondents

	Total	Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	Don't know	AGREE	DISAGREE
I am happy to allow programmes or apps access to my location	1941 100%	130 7%	574 30%	536 28%	490 25%	210 11%	705 36%	1026 53%
I feel safe allowing programmes or apps access to my location	1941 100%	100 5%	558 29%	573 30%	460 24%	250 13%	657 34%	1033 53%
I cannot keep track of which programmes or apps have access to my location	1941 100%	282 15%	707 36%	430 22%	241 12%	281 14%	989 51%	670 35%
Allowing programmes or apps access to my location can also allow them to access other data on my smartphone/tablet	1941 100%	250 13%	623 32%	427 22%	212 11%	429 22%	873 45%	638 33%
I am uncertain as to whether a programme or app that has access to my location may pass this information on to other companies	1941 100%	401 21%	840 43%	292 15%	124 6%	284 15%	1241 64%	416 21%
I would be happy for my location to be shared automatically (i.e. instead of an application asking to use my location, my smartphone/tablet does it automatically)	1941 100%	110 6%	334 17%	549 28%	753 39%	195 10%	443 23%	1302 67%
I do not consider my location to be personal data	1941 100%	115 6%	443 23%	554 29%	659 34%	170 9%	558 29%	1213 63%

Digital Entertainment Survey 2013

18 Would you be willing to share your location in exchange for a free gift or incentive of some kind from a brand or organisation that you like?

Base: All who use a smartphone, tablet or iPad and disagree or don't know at Q16a

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1285	18	24	65	116	148	105	97	31	42	83	156	181	121	98	146	316	329	306	72	25	91
Weighted Total	1236	24	32	71	118	139	98	87	36	49	81	141	164	111	86	144	304	315	294	69	24	86
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes I would be willing	435	16	18	32	53	56	31	12	19	16	39	52	52	27	13	59	109	101	105	23	12	27
	35%	67%	58%	45%	45%	40%	31%	14%	52%	33%	48%	37%	31%	24%	15%	41%	36%	32%	36%	33%	48%	31%
No I would not be willing	490	8	12	23	38	50	42	55	7	22	21	48	62	49	52	46	128	122	112	32	12	39
	40%	33%	38%	32%	32%	36%	43%	64%	19%	45%	27%	34%	38%	45%	60%	32%	42%	39%	38%	46%	48%	45%
Don't know	311	-	1	16	28	34	25	19	11	11	20	41	50	35	21	39	67	91	77	14	1	21
	25%	-	4%	23%	23%	24%	26%	22%	29%	21%	25%	29%	30%	31%	24%	27%	22%	29%	26%	21%	4%	24%

Digital Entertainment Survey 2013

18 Would you be willing to share your location in exchange for a free gift or incentive of some kind from a brand or organisation that you like?

Base: All who use a smartphone, tablet or iPad and disagree or don't know at Q16a

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	1285	79	298	550	259	99	122	106	320	192	48	81	49	18	102	131	80	36	18	444	702	110	11	152	197	180	312	645
Weighted Total	1236	79	291	526	246	93	117	103	301	180	46	91	58	18	97	121	71	34	22	451	651	100	12	144	184	168	283	644
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes I would be willing	435	48	130	176	69	11	45	41	107	60	15	44	34	8	29	33	11	9	15	179	213	24	4	61	73	61	70	239
	35%	61%	45%	34%	28%	12%	39%	40%	36%	33%	32%	48%	58%	47%	30%	27%	15%	26%	67%	40%	33%	24%	37%	43%	40%	37%	25%	37%
No I would not be willing	490	25	91	213	103	59	42	42	113	80	21	23	16	7	40	47	43	16	5	165	271	44	5	47	70	61	142	243
	40%	31%	31%	40%	42%	63%	36%	41%	38%	44%	46%	26%	28%	37%	41%	39%	60%	47%	23%	37%	42%	44%	38%	33%	38%	36%	50%	38%
Don't know	311	7	70	137	74	23	30	20	80	40	10	24	8	3	28	41	18	9	2	106	167	33	3	36	41	45	72	162
	25%	8%	24%	26%	30%	25%	26%	19%	27%	22%	23%	26%	14%	16%	29%	34%	25%	27%	10%	24%	26%	33%	25%	25%	22%	27%	25%	25%

Digital Entertainment Survey 2013

19. Thinking about the personal details that you provide online, how much do you agree or disagree with each of the following statements?

I would like more information about who can access personal information that I provide online

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	1012	21	28	49	79	107	91	98	36	32	50	87	112	122	102	124	246	245	257	56	21	63
	40%	32%	33%	33%	31%	39%	40%	49%	58%	36%	33%	35%	41%	54%	51%	41%	40%	40%	41%	44%	43%	38%
Slightly agree	921	29	30	57	87	105	83	66	18	39	55	103	107	77	68	98	225	254	222	43	14	64
	37%	44%	36%	38%	35%	38%	37%	33%	28%	44%	36%	41%	39%	34%	34%	33%	36%	41%	36%	34%	29%	38%
Neither agree nor disagree	467	12	21	33	63	56	46	30	6	13	42	50	50	24	23	55	132	94	116	25	11	34
	19%	18%	25%	22%	25%	20%	20%	15%	9%	15%	28%	20%	18%	11%	11%	18%	21%	15%	19%	20%	22%	20%
Slightly disagree	77	3	3	11	17	8	3	4	2	2	3	9	5	2	6	12	15	16	24	2	3	5
	3%	4%	3%	7%	7%	3%	1%	2%	4%	3%	2%	4%	2%	1%	3%	4%	2%	3%	4%	2%	6%	3%
Strongly disagree	22	1	3	1	4	-	3	2	-	2	1	2	1	1	2	10	4	5	3	-	-	1
	1%	2%	3%	1%	2%	-	1%	1%	-	3%	1%	1%	*	*	1%	3%	1%	1%	*	-	-	1%
AGREE	1933	50	58	105	165	212	174	164	54	70	104	190	219	198	169	222	472	499	479	99	36	127
	77%	76%	69%	70%	66%	77%	77%	82%	87%	80%	69%	76%	80%	88%	85%	74%	76%	81%	77%	79%	72%	76%
DISAGREE	100	4	5	12	21	8	6	5	2	5	4	11	6	3	8	22	19	21	27	2	3	6
	4%	6%	6%	8%	9%	3%	2%	3%	4%	5%	3%	4%	2%	1%	4%	7%	3%	3%	4%	2%	6%	4%

Digital Entertainment Survey 2013

19. Thinking about the personal details that you provide online, how much do you agree or disagree with each of the following statements?

I would like more information about who can access personal information that I provide online

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	1012	95	218	373	231	95	89	99	218	140	35	76	47	8	100	90	76	34	20	340	524	120	8	109	128	119	280	513
	40%	43%	38%	39%	45%	40%	37%	44%	36%	40%	39%	41%	41%	26%	47%	41%	47%	49%	43%	37%	40%	54%	28%	37%	39%	41%	48%	38%
Slightly agree	921	77	242	345	172	85	95	75	238	125	34	80	43	15	65	77	59	14	18	349	473	70	10	112	114	105	213	496
	37%	35%	42%	36%	34%	35%	40%	33%	40%	36%	38%	43%	38%	48%	31%	35%	37%	21%	38%	38%	37%	31%	38%	38%	35%	36%	36%	37%
Neither agree nor disagree	467	35	87	207	93	43	44	45	125	65	14	23	24	4	41	46	22	13	6	178	254	25	4	59	70	59	81	265
	19%	16%	15%	22%	18%	18%	18%	20%	21%	19%	16%	12%	21%	13%	20%	21%	14%	20%	14%	20%	20%	11%	15%	20%	21%	20%	14%	20%
Slightly disagree	77	8	21	26	10	12	8	5	16	18	3	5	1	3	3	6	3	6	1	34	34	6	2	11	10	5	9	49
	3%	4%	4%	3%	2%	5%	3%	2%	3%	5%	3%	3%	1%	9%	1%	3%	2%	9%	2%	4%	3%	3%	9%	4%	3%	2%	2%	4%
Strongly disagree	22	5	5	4	4	4	3	2	3	4	4	-	-	1	2	1	1	1	1	7	10	1	2	4	5	3	4	11
	1%	2%	1%	*	1%	2%	1%	1%	*	1%	5%	-	-	4%	1%	*	1%	2%	3%	1%	1%	*	9%	1%	1%	1%	1%	1%
AGREE	1933	171	460	718	404	180	184	175	456	265	69	155	90	24	164	167	136	48	39	689	998	190	18	221	242	224	493	1009
	77%	78%	80%	75%	79%	75%	77%	77%	76%	75%	76%	85%	78%	74%	78%	76%	84%	70%	81%	76%	77%	86%	67%	75%	74%	77%	84%	76%
DISAGREE	100	13	26	30	14	17	11	7	19	21	7	5	1	4	5	7	4	7	2	42	44	7	5	15	14	8	13	60
	4%	6%	5%	3%	3%	7%	5%	3%	3%	6%	8%	3%	1%	13%	2%	3%	2%	11%	5%	5%	3%	3%	18%	5%	4%	3%	2%	4%

Digital Entertainment Survey 2013

19. Thinking about the personal details that you provide online, how much do you agree or disagree with each of the following statements?

I would like more information about what is done with personal information that I provide online

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	973	22	25	48	73	105	88	94	30	33	43	83	109	111	109	116	243	230	250	51	16	67
	39%	34%	30%	32%	29%	38%	39%	47%	49%	37%	29%	33%	39%	49%	54%	39%	39%	37%	40%	41%	33%	40%
Slightly agree	943	24	34	59	96	100	79	73	16	34	63	106	109	84	65	100	221	264	230	43	19	67
	38%	36%	41%	39%	38%	36%	35%	37%	26%	39%	42%	42%	40%	37%	32%	33%	35%	43%	37%	34%	38%	40%
Neither agree nor disagree	477	14	16	34	58	58	51	29	13	18	38	49	50	26	23	62	132	102	113	29	13	25
	19%	22%	19%	22%	23%	21%	23%	15%	21%	20%	25%	19%	18%	11%	11%	21%	21%	17%	18%	23%	27%	15%
Slightly disagree	79	1	8	8	18	8	2	3	2	1	6	9	6	4	3	13	19	14	24	3	1	6
	3%	2%	9%	5%	7%	3%	1%	1%	4%	1%	4%	4%	2%	2%	1%	4%	3%	2%	4%	2%	2%	3%
Strongly disagree	29	4	1	2	4	3	5	1	-	2	-	4	1	1	1	9	7	5	6	-	-	2
	1%	6%	2%	1%	2%	1%	2%	*	-	3%	-	1%	*	*	*	3%	1%	1%	1%	-	-	1%
AGREE	1916	46	59	107	169	205	167	167	47	67	106	189	218	195	174	216	464	494	479	94	35	134
	77%	70%	70%	71%	68%	75%	74%	83%	75%	76%	71%	75%	79%	87%	87%	72%	74%	80%	77%	75%	71%	80%
DISAGREE	108	5	9	10	22	11	7	4	2	4	6	13	7	5	4	21	27	18	30	3	1	8
	4%	8%	11%	7%	9%	4%	3%	2%	4%	4%	4%	5%	3%	2%	2%	7%	4%	3%	5%	2%	2%	5%

Digital Entertainment Survey 2013

19. Thinking about the personal details that you provide online, how much do you agree or disagree with each of the following statements?

I would like more information about what is done with personal information that I provide online

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	973	98	195	367	217	96	86	90	210	136	32	77	40	9	99	84	80	29	19	331	498	117	8	106	116	112	278	483
	39%	45%	34%	38%	43%	40%	36%	40%	35%	39%	35%	42%	35%	30%	47%	38%	49%	42%	39%	36%	38%	53%	28%	36%	36%	39%	47%	36%
Slightly agree	943	78	258	351	169	87	106	81	237	127	35	75	41	13	65	85	55	21	12	342	507	72	10	118	116	107	215	513
	38%	35%	45%	37%	33%	36%	44%	36%	40%	36%	39%	41%	36%	41%	31%	39%	34%	31%	26%	38%	39%	32%	38%	40%	36%	37%	37%	38%
Neither agree nor disagree	477	30	97	207	100	43	37	46	127	69	15	25	27	6	40	43	26	15	12	194	240	25	5	53	76	61	82	272
	19%	14%	17%	22%	20%	18%	15%	20%	21%	20%	17%	14%	24%	20%	19%	20%	16%	22%	25%	21%	19%	11%	19%	18%	23%	21%	14%	20%
Slightly disagree	79	5	19	24	19	11	6	8	20	14	5	7	5	2	4	6	-	2	3	33	37	6	-	15	12	5	10	47
	3%	2%	3%	3%	4%	5%	3%	4%	3%	4%	6%	4%	4%	6%	2%	3%	-	3%	7%	4%	3%	3%	-	5%	4%	2%	2%	3%
Strongly disagree	29	7	5	7	5	4	5	1	5	5	3	-	1	1	3	2	1	1	1	9	14	1	4	3	6	5	2	19
	1%	3%	1%	1%	1%	2%	2%	1%	1%	1%	3%	-	1%	4%	2%	1%	1%	2%	2%	1%	1%	*	14%	1%	2%	2%	*	1%
AGREE	1916	176	453	718	386	182	191	172	447	263	67	152	82	22	164	170	135	50	31	673	1005	189	18	223	233	219	493	996
	77%	80%	79%	75%	76%	76%	80%	76%	75%	75%	74%	83%	71%	70%	78%	77%	83%	73%	65%	74%	78%	86%	67%	76%	71%	76%	84%	75%
DISAGREE	108	13	24	31	25	16	12	10	25	19	8	7	6	3	7	7	1	3	4	41	51	7	4	18	18	9	12	66
	4%	6%	4%	3%	5%	7%	5%	4%	4%	5%	9%	4%	5%	9%	3%	3%	1%	5%	9%	5%	4%	3%	14%	6%	6%	3%	2%	5%

Digital Entertainment Survey 2013

19. Thinking about the personal details that you provide online, how much do you agree or disagree with each of the following statements?

I am concerned about who uses the personal information that I provide online

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	913	16	32	45	70	95	84	84	27	29	41	73	119	102	96	131	216	200	240	54	13	60
	37%	24%	38%	30%	28%	35%	37%	42%	43%	33%	27%	29%	43%	45%	48%	44%	35%	33%	39%	43%	26%	36%
Slightly agree	936	25	25	50	93	107	73	71	25	38	60	103	104	87	75	88	235	264	220	39	23	67
	37%	38%	30%	33%	37%	39%	32%	36%	40%	43%	40%	41%	38%	39%	38%	30%	38%	43%	35%	31%	46%	40%
Neither agree nor disagree	488	16	21	41	53	61	52	37	9	18	36	49	46	26	22	58	126	114	122	28	12	28
	20%	24%	25%	28%	21%	22%	23%	19%	15%	20%	24%	19%	17%	11%	11%	20%	20%	19%	20%	22%	23%	17%
Slightly disagree	129	8	4	12	27	9	11	4	1	1	9	23	5	10	4	14	38	28	34	3	1	11
	5%	12%	5%	8%	11%	3%	5%	2%	2%	1%	6%	9%	2%	4%	2%	5%	6%	5%	5%	2%	2%	7%
Strongly disagree	34	1	3	2	7	2	5	3	-	2	4	2	-	1	3	7	8	7	7	2	2	1
	1%	2%	3%	1%	3%	1%	2%	1%	-	3%	3%	1%	-	*	1%	2%	1%	1%	1%	2%	4%	1%
AGREE	1849	41	57	95	163	202	157	155	52	67	101	176	223	188	172	219	451	464	460	93	35	127
	74%	62%	67%	63%	65%	74%	70%	78%	83%	76%	68%	70%	81%	84%	86%	73%	72%	76%	74%	74%	71%	76%
DISAGREE	163	9	7	14	34	11	16	7	1	4	13	25	5	11	6	21	46	35	41	5	3	12
	7%	14%	8%	9%	13%	4%	7%	4%	2%	4%	8%	10%	2%	5%	3%	7%	7%	6%	7%	4%	6%	7%

Digital Entertainment Survey 2013

19. Thinking about the personal details that you provide online, how much do you agree or disagree with each of the following statements?

I am concerned about who uses the personal information that I provide online

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	913	90	190	335	200	99	81	95	193	122	33	62	38	13	93	87	65	31	14	312	468	107	13	97	110	106	256	461
	37%	41%	33%	35%	39%	41%	34%	42%	32%	35%	36%	34%	33%	40%	44%	39%	40%	44%	29%	34%	36%	48%	47%	33%	34%	36%	44%	35%
Slightly agree	936	76	232	358	191	80	90	88	226	125	38	78	41	8	66	87	68	20	17	325	509	81	5	118	128	111	220	486
	37%	35%	40%	37%	37%	33%	37%	39%	38%	36%	42%	43%	36%	25%	31%	40%	42%	30%	35%	36%	39%	36%	20%	40%	39%	38%	38%	36%
Neither agree nor disagree	488	33	111	203	92	49	47	38	136	72	14	32	33	8	40	30	24	13	15	198	241	27	6	52	70	54	86	291
	20%	15%	19%	21%	18%	20%	20%	17%	23%	20%	15%	17%	29%	25%	19%	14%	15%	20%	31%	22%	19%	12%	23%	18%	21%	19%	15%	22%
Slightly disagree	129	16	33	45	26	9	16	5	42	24	3	8	1	1	10	12	4	3	1	59	64	5	-	24	16	16	19	73
	5%	7%	6%	5%	5%	4%	7%	2%	7%	7%	3%	4%	1%	3%	5%	5%	2%	5%	3%	7%	5%	2%	-	8%	5%	6%	3%	5%
Strongly disagree	34	4	9	15	2	4	5	1	3	8	3	3	1	2	1	4	2	1	1	15	14	2	2	4	3	3	5	23
	1%	2%	2%	2%	*	2%	2%	*	*	2%	3%	2%	1%	7%	1%	2%	1%	2%	2%	2%	1%	1%	9%	1%	1%	1%	1%	2%
AGREE	1849	166	421	692	391	178	171	183	419	248	71	140	79	21	160	174	132	51	30	636	977	187	18	215	238	217	476	947
	74%	76%	73%	72%	76%	74%	71%	81%	70%	71%	78%	77%	69%	65%	76%	79%	82%	74%	64%	70%	75%	85%	67%	73%	73%	75%	81%	71%
DISAGREE	163	21	42	59	28	13	22	6	45	32	6	11	2	3	11	16	5	4	2	74	78	6	2	28	19	19	24	96
	7%	9%	7%	6%	5%	5%	9%	3%	7%	9%	6%	6%	2%	11%	5%	7%	3%	6%	5%	8%	6%	3%	9%	9%	6%	7%	4%	7%

Digital Entertainment Survey 2013

19. Thinking about the personal details that you provide online, how much do you agree or disagree with each of the following statements?

I would like more information on what social networks do with personal information provided online

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	927	26	32	41	77	105	82	88	28	30	45	77	109	97	89	115	230	227	227	52	18	58
	37%	40%	38%	28%	31%	38%	37%	44%	45%	35%	30%	31%	39%	43%	45%	38%	37%	37%	37%	41%	36%	35%
Slightly agree	891	20	29	60	95	100	66	62	15	39	57	102	97	80	69	100	227	234	213	35	17	64
	36%	30%	34%	40%	38%	36%	29%	31%	25%	44%	38%	41%	35%	36%	35%	34%	36%	38%	34%	28%	35%	38%
Neither agree nor disagree	525	12	22	38	51	58	63	37	14	14	40	52	57	36	30	61	132	117	130	36	9	38
	21%	18%	27%	25%	20%	21%	28%	19%	23%	16%	27%	21%	21%	16%	15%	21%	21%	19%	21%	29%	18%	23%
Slightly disagree	94	3	1	8	22	9	7	3	5	1	6	13	7	2	8	10	25	20	31	1	3	4
	4%	4%	2%	5%	9%	3%	3%	1%	8%	1%	4%	5%	3%	1%	4%	3%	4%	3%	5%	1%	6%	2%
Strongly disagree	64	5	-	3	5	2	7	10	-	4	2	6	5	10	4	13	9	14	20	2	3	3
	3%	8%	-	2%	2%	1%	3%	5%	-	4%	1%	3%	2%	4%	2%	4%	1%	2%	3%	1%	6%	2%
AGREE	1818	46	61	101	171	205	148	150	43	69	102	179	205	177	159	215	457	462	441	87	35	122
	73%	70%	72%	67%	69%	75%	66%	75%	70%	79%	68%	71%	75%	79%	79%	72%	73%	75%	71%	69%	70%	73%
DISAGREE	158	8	1	11	28	11	14	12	5	5	8	19	13	12	11	22	34	35	51	3	6	7
	6%	12%	2%	7%	11%	4%	6%	6%	8%	5%	5%	8%	5%	5%	6%	8%	5%	6%	8%	2%	12%	4%

Digital Entertainment Survey 2013

19. Thinking about the personal details that you provide online, how much do you agree or disagree with each of the following statements?

I would like more information on what social networks do with personal information provided online

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	927	93	203	336	204	91	84	90	201	133	31	73	44	8	78	82	69	33	20	312	479	107	9	107	115	108	247	464
	37%	42%	35%	35%	40%	38%	35%	39%	34%	38%	34%	40%	39%	26%	37%	37%	43%	47%	42%	34%	37%	48%	32%	36%	35%	37%	42%	35%
Slightly agree	891	81	233	345	165	68	94	74	224	121	39	74	38	12	72	77	54	12	12	338	466	67	8	106	118	102	201	486
	36%	37%	41%	36%	32%	28%	39%	33%	37%	34%	43%	40%	33%	39%	34%	35%	33%	17%	24%	37%	36%	30%	30%	36%	36%	35%	34%	36%
Neither agree nor disagree	525	34	100	225	104	62	44	47	141	73	12	28	26	9	49	48	29	18	11	207	270	32	5	53	76	63	111	296
	21%	15%	17%	24%	20%	26%	18%	21%	23%	21%	14%	15%	23%	28%	23%	22%	18%	26%	23%	23%	21%	14%	20%	18%	23%	22%	19%	22%
Slightly disagree	94	7	29	31	18	9	10	13	23	18	5	6	4	-	4	6	4	2	4	30	49	10	1	23	13	11	13	50
	4%	3%	5%	3%	4%	4%	4%	6%	4%	5%	5%	3%	3%	-	2%	3%	2%	3%	8%	3%	4%	5%	3%	8%	4%	4%	2%	4%
Strongly disagree	64	5	9	18	19	12	8	2	11	7	4	1	2	2	8	7	6	5	1	21	32	5	4	5	5	6	15	38
	3%	2%	2%	2%	4%	5%	3%	1%	2%	2%	4%	1%	2%	7%	4%	3%	4%	7%	3%	2%	2%	2%	14%	2%	1%	2%	3%	3%
AGREE	1818	173	436	681	369	158	178	164	425	254	69	148	82	21	150	159	123	44	32	651	945	174	17	214	233	210	448	951
	73%	79%	76%	71%	72%	66%	74%	72%	71%	72%	77%	80%	72%	65%	71%	72%	76%	65%	67%	72%	73%	79%	62%	73%	71%	72%	76%	71%
DISAGREE	158	12	38	49	37	20	18	16	34	24	9	7	6	2	12	14	10	7	5	51	81	16	5	28	18	17	28	87
	6%	6%	7%	5%	7%	8%	7%	7%	6%	7%	10%	4%	5%	7%	5%	6%	6%	10%	10%	6%	6%	7%	17%	9%	5%	6%	5%	7%

Digital Entertainment Survey 2013

19. Thinking about the personal details that you provide online, how much do you agree or disagree with each of the following statements?

I am concerned about who can access my personal details on social networks such as Facebook

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	898	18	24	42	65	104	86	87	23	21	42	78	111	102	94	104	210	205	254	49	15	61
	36%	28%	28%	28%	26%	38%	38%	44%	38%	24%	28%	31%	40%	46%	47%	35%	34%	33%	41%	39%	31%	37%
Slightly agree	838	22	36	55	92	88	68	53	26	42	54	91	87	70	54	105	225	213	183	37	20	55
	34%	34%	42%	37%	37%	32%	30%	26%	42%	48%	36%	36%	32%	31%	27%	35%	36%	35%	29%	30%	39%	33%
Neither agree nor disagree	527	14	18	39	50	67	52	44	11	13	39	50	59	33	39	60	140	132	123	29	10	35
	21%	22%	22%	26%	20%	24%	23%	22%	17%	15%	26%	20%	21%	15%	19%	20%	22%	22%	20%	23%	19%	21%
Slightly disagree	158	5	3	10	33	12	11	4	1	5	11	27	16	12	9	19	34	43	41	6	2	12
	6%	8%	3%	7%	13%	4%	5%	2%	2%	5%	7%	11%	6%	5%	4%	6%	6%	7%	7%	5%	5%	7%
Strongly disagree	78	5	4	3	10	5	7	12	1	7	5	5	2	7	4	11	13	20	22	5	3	4
	3%	8%	5%	2%	4%	2%	3%	6%	2%	8%	3%	2%	1%	3%	2%	4%	2%	3%	4%	4%	6%	2%
AGREE	1736	41	59	98	157	191	154	140	49	63	95	169	198	173	148	209	435	419	436	86	35	116
	69%	62%	70%	65%	63%	70%	68%	70%	79%	72%	64%	68%	72%	77%	74%	70%	70%	68%	70%	69%	70%	69%
DISAGREE	236	11	7	13	43	17	19	16	2	12	16	32	18	19	13	30	48	63	63	11	5	16
	9%	16%	8%	9%	17%	6%	8%	8%	4%	13%	10%	13%	7%	9%	7%	10%	8%	10%	10%	9%	11%	10%

Digital Entertainment Survey 2013

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I am concerned about who can access my personal details on social networks such as Facebook

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	898	89	171	342	197	98	86	98	194	114	32	58	38	8	86	84	67	34	16	304	471	100	7	104	110	105	260	442
	36%	41%	30%	36%	39%	41%	36%	43%	32%	32%	35%	32%	33%	26%	41%	38%	41%	50%	33%	33%	36%	45%	28%	35%	34%	36%	44%	33%
Slightly agree	838	70	233	319	145	71	81	77	200	123	40	78	41	9	64	62	47	17	18	319	425	67	8	93	117	102	181	454
	34%	32%	41%	33%	28%	30%	34%	34%	33%	35%	44%	43%	36%	29%	30%	28%	29%	24%	38%	35%	33%	30%	31%	32%	36%	35%	31%	34%
Neither agree nor disagree	527	37	102	224	111	53	49	36	139	79	10	32	25	12	46	52	34	14	11	207	268	37	4	54	72	53	101	310
	21%	17%	18%	23%	22%	22%	21%	16%	23%	23%	12%	17%	22%	37%	22%	23%	21%	20%	23%	23%	21%	17%	15%	18%	22%	18%	17%	23%
Slightly disagree	158	15	49	52	35	7	15	11	54	24	6	8	5	1	6	18	7	2	1	47	101	8	1	38	22	23	26	78
	6%	7%	9%	5%	7%	3%	6%	5%	9%	7%	6%	4%	4%	3%	3%	8%	4%	3%	3%	5%	8%	4%	3%	13%	7%	8%	4%	6%
Strongly disagree	78	8	18	18	22	12	7	5	12	11	3	8	6	1	10	5	7	2	1	31	32	8	6	6	7	7	18	50
	3%	4%	3%	2%	4%	5%	3%	2%	2%	3%	3%	4%	5%	4%	5%	2%	4%	3%	3%	3%	2%	4%	23%	2%	2%	2%	3%	4%
AGREE	1736	159	405	661	342	169	168	175	394	236	71	136	79	18	150	146	114	51	34	623	896	168	16	197	226	207	441	896
	69%	72%	71%	69%	67%	70%	70%	77%	66%	67%	79%	74%	69%	55%	71%	66%	70%	74%	71%	69%	69%	76%	58%	67%	69%	71%	75%	67%
DISAGREE	236	23	67	71	57	18	23	17	67	36	9	16	11	2	16	23	14	4	3	78	133	16	7	43	28	30	44	128
	9%	11%	12%	7%	11%	8%	9%	7%	11%	10%	10%	9%	10%	7%	7%	10%	9%	6%	6%	9%	10%	7%	27%	15%	9%	10%	8%	10%

Digital Entertainment Survey 2013

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I always provide accurate information when giving my personal details online

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	719	22	22	29	57	79	73	73	15	27	31	58	74	83	74	79	168	162	215	35	15	45
	29%	34%	27%	20%	23%	29%	32%	37%	25%	31%	21%	23%	27%	37%	37%	26%	27%	26%	35%	28%	30%	27%
Slightly agree	867	21	34	54	86	93	75	61	21	30	59	96	94	76	67	99	230	232	193	39	15	59
	35%	32%	41%	36%	34%	34%	33%	30%	34%	35%	40%	38%	34%	34%	33%	33%	37%	38%	31%	31%	30%	35%
Neither agree nor disagree	630	14	14	48	73	73	57	42	16	19	46	63	74	48	40	85	166	137	144	36	16	45
	25%	22%	17%	32%	29%	27%	25%	21%	26%	21%	31%	25%	27%	22%	20%	28%	27%	22%	23%	29%	33%	27%
Slightly disagree	211	5	9	15	23	24	9	15	8	7	11	29	24	16	16	22	44	56	55	13	4	17
	8%	8%	11%	10%	9%	9%	4%	8%	13%	8%	7%	12%	9%	7%	8%	7%	7%	9%	9%	10%	8%	10%
Strongly disagree	74	3	4	3	10	6	11	9	1	5	3	5	9	2	4	14	14	26	14	3	-	1
	3%	4%	5%	2%	4%	2%	5%	4%	2%	5%	2%	2%	3%	1%	2%	5%	2%	4%	2%	2%	-	1%
AGREE	1586	43	57	84	143	172	148	134	36	57	91	153	168	159	140	178	398	394	408	74	30	104
	63%	66%	67%	56%	57%	63%	66%	67%	58%	65%	60%	61%	61%	71%	70%	59%	64%	64%	66%	59%	60%	62%
DISAGREE	284	8	13	18	34	29	21	24	9	12	14	33	33	17	19	36	59	82	70	16	4	18
	11%	12%	16%	12%	13%	11%	9%	12%	15%	13%	9%	13%	12%	8%	10%	12%	9%	13%	11%	13%	8%	11%

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	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	719	76	140	266	162	75	74	61	146	85	22	58	24	6	81	66	73	23	13	237	380	82	6	84	82	88	204	358
	29%	34%	24%	28%	32%	31%	31%	27%	24%	24%	24%	31%	21%	19%	38%	30%	45%	34%	28%	26%	29%	37%	21%	29%	25%	30%	35%	27%
Slightly agree	867	77	220	329	174	69	78	86	227	118	28	71	36	12	64	85	45	18	14	326	449	72	6	114	107	93	200	472
	35%	35%	38%	34%	34%	29%	33%	38%	38%	33%	31%	39%	31%	37%	30%	39%	28%	26%	29%	36%	35%	33%	21%	39%	33%	32%	34%	35%
Neither agree nor disagree	630	40	153	245	129	63	64	58	156	97	29	34	38	9	48	51	29	17	14	246	317	43	10	68	92	76	122	347
	25%	18%	27%	26%	25%	26%	27%	25%	26%	28%	32%	18%	33%	27%	23%	23%	18%	24%	29%	27%	24%	19%	37%	23%	28%	26%	21%	26%
Slightly disagree	211	20	44	86	36	25	18	19	55	38	7	14	13	1	13	15	11	7	6	75	112	16	3	22	37	24	44	115
	8%	9%	8%	9%	7%	10%	7%	8%	9%	11%	7%	8%	11%	4%	6%	7%	7%	10%	12%	8%	9%	7%	11%	7%	11%	8%	7%	9%
Strongly disagree	74	8	18	28	10	10	6	5	14	14	6	7	4	4	5	3	4	4	1	25	37	8	2	7	8	9	17	41
	3%	3%	3%	3%	2%	4%	2%	2%	2%	4%	6%	4%	3%	13%	2%	1%	2%	6%	2%	3%	3%	4%	9%	2%	2%	3%	3%	3%
AGREE	1586	152	360	595	335	144	152	146	374	202	49	129	60	18	145	151	118	41	27	563	829	155	11	198	190	181	404	830
	63%	69%	63%	62%	66%	60%	63%	64%	62%	58%	54%	70%	52%	56%	69%	69%	73%	60%	56%	62%	64%	70%	43%	67%	58%	62%	69%	62%
DISAGREE	284	28	61	115	47	34	23	23	70	52	12	21	16	5	18	18	14	11	7	99	149	24	5	28	44	33	61	156
	11%	13%	11%	12%	9%	14%	10%	10%	12%	15%	13%	11%	14%	17%	9%	8%	9%	16%	15%	11%	12%	11%	20%	10%	14%	11%	10%	12%



Digital Entertainment Survey 2013

19. Thinking about the personal details that you provide online, how much do you agree or disagree with each of the following statements?

I am happy to provide personal information online in return for rewards and benefits

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	299 12%	17 26%	21 25%	18 12%	48 19%	42 15%	27 12%	16 8%	7 11%	7 8%	19 12%	28 11%	19 7%	16 7%	14 7%	46 15%	75 12%	74 12%	70 11%	14 11%	5 10%	15 9%
Slightly agree	809 32%	22 34%	32 38%	52 35%	73 29%	96 35%	61 27%	61 30%	22 36%	32 36%	56 38%	89 36%	89 32%	77 34%	46 23%	106 36%	188 30%	185 30%	228 37%	37 29%	22 45%	42 25%
Neither agree nor disagree	828 33%	12 18%	22 27%	53 36%	74 30%	88 32%	94 42%	64 32%	20 32%	29 33%	56 38%	77 31%	102 37%	67 30%	68 34%	89 30%	217 35%	200 33%	200 32%	39 31%	14 27%	69 41%
Slightly disagree	332 13%	9 14%	5 6%	21 14%	37 15%	27 10%	18 8%	31 16%	9 15%	16 19%	16 10%	33 13%	38 14%	33 15%	39 19%	34 12%	85 14%	88 14%	73 12%	23 18%	4 9%	25 15%
Strongly disagree	232 9%	5 8%	4 5%	5 4%	17 7%	22 8%	25 11%	28 14%	4 6%	4 4%	3 2%	23 9%	27 10%	33 15%	32 16%	23 8%	58 9%	67 11%	50 8%	12 10%	5 9%	17 10%
AGREE	1108 44%	39 60%	53 63%	71 47%	121 49%	138 50%	88 39%	77 38%	29 47%	39 44%	75 50%	117 47%	108 39%	92 41%	61 30%	152 51%	263 42%	258 42%	299 48%	51 41%	27 55%	57 34%
DISAGREE	564 23%	14 22%	9 11%	26 17%	54 22%	49 18%	43 19%	59 29%	13 21%	20 23%	19 12%	56 22%	65 24%	66 29%	71 36%	57 19%	143 23%	155 25%	123 20%	35 28%	9 18%	41 25%

Digital Entertainment Survey 2013

19. Thinking about the personal details that you provide online, how much do you agree or disagree with each of the following statements?

I am happy to provide personal information online in return for rewards and benefits

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	299	65	82	76	53	24	39	42	54	38	14	28	21	6	24	14	16	3	10	134	136	17	2	37	44	39	53	171
	12%	29%	14%	8%	10%	10%	16%	19%	9%	11%	15%	15%	18%	20%	11%	6%	10%	4%	20%	15%	11%	8%	9%	13%	14%	13%	9%	13%
Slightly agree	809	79	214	315	153	48	67	70	206	119	30	63	42	12	60	74	51	14	17	292	436	57	7	111	105	94	165	440
	32%	36%	37%	33%	30%	20%	28%	31%	34%	34%	34%	34%	37%	38%	28%	34%	31%	20%	36%	32%	34%	26%	25%	38%	32%	32%	28%	33%
Neither agree nor disagree	828	47	169	349	191	72	84	74	204	110	19	58	34	8	75	84	48	30	11	301	423	83	10	94	108	101	200	439
	33%	21%	30%	37%	37%	30%	35%	33%	34%	31%	21%	32%	29%	27%	35%	38%	30%	44%	23%	33%	33%	37%	37%	32%	33%	35%	34%	33%
Slightly disagree	332	16	70	128	68	51	32	24	87	45	13	24	13	2	29	24	27	12	5	118	169	37	3	30	39	30	86	183
	13%	7%	12%	13%	13%	21%	13%	11%	15%	13%	15%	13%	11%	7%	14%	11%	16%	17%	10%	13%	13%	17%	12%	10%	12%	10%	15%	14%
Strongly disagree	232	13	39	88	47	45	18	16	49	39	14	10	5	3	23	24	20	10	5	64	131	27	5	22	31	26	81	101
	9%	6%	7%	9%	9%	19%	7%	7%	8%	11%	15%	5%	4%	9%	11%	11%	13%	15%	10%	7%	10%	12%	17%	8%	9%	9%	14%	8%
AGREE	1108	144	296	391	206	72	106	112	259	157	44	91	63	18	84	88	67	17	27	425	572	74	9	148	149	133	219	611
	44%	65%	52%	41%	40%	30%	44%	49%	43%	45%	49%	50%	55%	58%	40%	40%	41%	25%	56%	47%	44%	34%	33%	50%	46%	46%	37%	46%
DISAGREE	564	29	108	216	115	96	49	41	136	85	27	34	18	5	52	48	47	22	10	182	300	64	8	53	69	56	168	284
	23%	13%	19%	23%	22%	40%	21%	18%	23%	24%	30%	18%	15%	16%	25%	22%	29%	31%	20%	20%	23%	29%	29%	18%	21%	19%	29%	21%

Digital Entertainment Survey 2013

19. Thinking about the personal details that you provide online, how much do you agree or disagree with each of the following statements?

I never think about how organisations use personal information that I provide online

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	174 7%	11 16%	7 8%	14 9%	19 8%	20 7%	19 8%	10 5%	5 8%	7 8%	11 7%	14 6%	14 5%	13 6%	11 6%	34 12%	28 5%	43 7%	49 8%	11 8%	2 4%	7 4%
Slightly agree	548 22%	20 30%	42 50%	29 20%	68 27%	70 25%	40 18%	22 11%	11 17%	28 32%	41 27%	56 22%	54 20%	37 17%	29 14%	77 26%	143 23%	137 22%	127 20%	20 16%	13 27%	30 18%
Neither agree nor disagree	674 27%	14 22%	20 23%	40 27%	68 27%	80 29%	63 28%	55 28%	16 26%	18 20%	52 34%	77 31%	79 29%	51 23%	40 20%	71 24%	166 27%	159 26%	184 30%	30 24%	18 36%	45 27%
Slightly disagree	708 28%	17 26%	11 13%	51 34%	61 24%	72 26%	63 28%	57 29%	25 40%	26 29%	36 24%	69 27%	81 30%	74 33%	67 33%	73 24%	185 30%	179 29%	167 27%	39 31%	12 23%	54 32%
Strongly disagree	396 16%	4 6%	5 6%	15 10%	33 13%	34 12%	40 18%	55 28%	6 9%	9 11%	11 7%	34 14%	47 17%	49 22%	53 26%	44 15%	100 16%	96 16%	96 15%	25 20%	5 10%	31 18%
AGREE	722 29%	30 46%	49 58%	43 29%	88 35%	89 33%	59 26%	32 16%	15 25%	35 40%	52 34%	70 28%	68 25%	50 22%	40 20%	111 37%	172 28%	180 29%	175 28%	31 25%	15 31%	37 22%
DISAGREE	1104 44%	21 32%	16 19%	66 44%	94 38%	105 38%	103 46%	112 56%	30 49%	35 40%	47 31%	103 41%	128 47%	123 55%	119 60%	117 39%	285 46%	274 45%	262 42%	64 51%	16 33%	85 51%

Digital Entertainment Survey 2013

19. Thinking about the personal details that you provide online, how much do you agree or disagree with each of the following statements?

I never think about how organisations use personal information that I provide online

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	174	40	44	48	27	15	24	26	34	15	10	11	9	3	11	16	6	8	6	63	90	11	3	29	26	21	35	87
	7%	18%	8%	5%	5%	6%	10%	11%	6%	4%	11%	6%	8%	11%	5%	7%	4%	11%	13%	7%	7%	5%	12%	10%	8%	7%	6%	7%
Slightly agree	548	60	137	202	104	45	50	62	134	72	22	53	32	8	40	43	28	6	16	212	277	37	5	85	86	63	102	290
	22%	27%	24%	21%	20%	19%	21%	27%	22%	21%	24%	29%	28%	25%	19%	19%	17%	9%	34%	23%	21%	17%	20%	29%	26%	22%	17%	22%
Neither agree nor disagree	674	44	147	271	144	68	79	61	170	89	19	44	30	9	58	66	33	18	12	265	348	45	5	78	88	86	147	371
	27%	20%	26%	28%	28%	28%	33%	27%	28%	25%	21%	24%	26%	28%	27%	30%	20%	26%	25%	29%	27%	20%	18%	26%	27%	30%	25%	28%
Slightly disagree	708	44	161	286	151	66	60	51	177	105	22	60	29	8	61	56	58	22	12	258	357	73	8	61	86	80	179	394
	28%	20%	28%	30%	30%	27%	25%	22%	29%	30%	24%	33%	26%	25%	29%	26%	36%	32%	26%	28%	28%	33%	29%	21%	26%	28%	31%	30%
Strongly disagree	396	32	84	148	85	47	27	27	85	70	18	16	15	4	42	40	37	15	1	111	223	55	6	42	40	39	124	192
	16%	15%	15%	15%	17%	19%	11%	12%	14%	20%	20%	9%	13%	12%	20%	18%	23%	21%	2%	12%	17%	25%	21%	14%	12%	13%	21%	14%
AGREE	722	99	182	249	131	60	74	88	167	87	32	64	41	11	51	58	34	14	22	275	368	48	9	114	111	85	136	377
	29%	45%	32%	26%	26%	25%	31%	39%	28%	25%	35%	35%	36%	35%	24%	26%	21%	21%	47%	30%	28%	22%	32%	39%	34%	29%	23%	28%
DISAGREE	1104	76	245	434	236	113	87	78	262	175	39	76	44	12	103	97	95	36	13	368	581	128	13	103	127	119	303	586
	44%	35%	43%	45%	46%	47%	36%	34%	44%	50%	44%	41%	39%	37%	49%	44%	59%	53%	28%	41%	45%	58%	50%	35%	39%	41%	52%	44%

Digital Entertainment Survey 2013

19. Thinking about the personal details that you provide online, how much do you agree or disagree with each of the following statements?

I never think about who has access to personal information that I provide online

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	175 7%	8 12%	12 14%	13 9%	28 11%	21 8%	9 4%	11 5%	2 4%	6 7%	14 9%	17 7%	16 6%	12 5%	7 4%	34 11%	32 5%	39 6%	50 8%	9 7%	2 4%	10 6%
Slightly agree	484 19%	20 30%	28 33%	28 19%	64 26%	64 23%	44 20%	24 12%	11 17%	21 24%	32 21%	48 19%	43 15%	33 15%	25 13%	72 24%	111 18%	119 19%	111 18%	23 18%	12 25%	37 22%
Neither agree nor disagree	599 24%	16 24%	14 17%	43 29%	55 22%	71 26%	65 29%	44 22%	12 19%	14 16%	49 32%	64 26%	69 25%	49 22%	34 17%	67 22%	160 26%	139 23%	151 24%	30 24%	18 36%	34 21%
Slightly disagree	769 31%	14 22%	22 27%	46 30%	68 27%	85 31%	58 26%	62 31%	27 43%	35 40%	41 27%	79 32%	93 34%	70 31%	67 33%	79 26%	203 33%	206 34%	183 29%	33 26%	10 20%	55 33%
Strongly disagree	472 19%	8 12%	8 9%	20 13%	35 14%	35 13%	49 22%	59 29%	11 17%	12 13%	15 10%	42 17%	54 20%	60 27%	67 33%	47 16%	118 19%	111 18%	126 20%	32 25%	7 15%	31 19%
AGREE	660 26%	28 42%	39 47%	41 28%	92 37%	85 31%	53 24%	35 17%	13 21%	27 31%	46 31%	65 26%	59 21%	45 20%	32 16%	106 36%	142 23%	158 26%	161 26%	31 25%	14 29%	47 28%
DISAGREE	1241 50%	22 34%	30 36%	65 43%	103 41%	120 43%	106 47%	121 61%	38 60%	47 53%	56 37%	121 48%	147 54%	131 58%	133 67%	125 42%	321 51%	317 52%	310 50%	65 51%	18 35%	86 51%

Digital Entertainment Survey 2013

19. Thinking about the personal details that you provide online, how much do you agree or disagree with each of the following statements?

I never think about who has access to personal information that I provide online

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	175	40	41	55	27	12	22	25	30	20	13	16	8	2	15	13	6	6	3	74	87	9	2	31	28	21	35	88
	7%	18%	7%	6%	5%	5%	9%	11%	5%	6%	14%	9%	7%	7%	7%	6%	4%	8%	6%	8%	7%	4%	8%	10%	8%	7%	6%	7%
Slightly agree	484	46	127	192	74	46	49	61	115	75	20	35	29	10	33	24	22	9	15	196	244	27	3	72	71	54	91	266
	19%	21%	22%	20%	14%	19%	21%	27%	19%	21%	23%	19%	25%	31%	16%	11%	14%	14%	31%	22%	19%	12%	10%	24%	22%	19%	15%	20%
Neither agree nor disagree	599	47	122	240	132	57	72	50	156	72	15	42	26	5	51	66	29	16	8	219	320	44	9	60	83	78	134	324
	24%	22%	21%	25%	26%	24%	30%	22%	26%	21%	17%	23%	22%	16%	24%	30%	18%	23%	16%	24%	25%	20%	32%	21%	25%	27%	23%	24%
Slightly disagree	769	51	185	294	168	70	68	52	194	110	25	66	37	12	57	67	58	23	18	282	383	78	8	84	93	81	184	423
	31%	23%	32%	31%	33%	29%	28%	23%	32%	31%	28%	36%	33%	37%	27%	30%	36%	33%	38%	31%	30%	35%	28%	29%	29%	28%	31%	32%
Strongly disagree	472	35	98	174	110	55	29	40	105	75	17	23	15	3	54	50	46	15	5	138	261	63	6	47	51	56	143	234
	19%	16%	17%	18%	21%	23%	12%	17%	17%	21%	19%	13%	13%	9%	26%	23%	28%	22%	10%	15%	20%	28%	22%	16%	16%	19%	24%	18%
AGREE	660	86	168	246	101	58	72	86	145	94	33	51	36	12	49	37	28	15	17	269	332	37	5	102	99	76	126	353
	26%	39%	29%	26%	20%	24%	30%	38%	24%	27%	37%	28%	32%	38%	23%	17%	18%	22%	36%	30%	26%	17%	18%	35%	30%	26%	21%	26%
DISAGREE	1241	86	283	468	278	125	97	91	299	185	42	90	53	14	111	117	104	38	23	420	644	140	13	131	144	137	326	656
	50%	39%	49%	49%	54%	52%	40%	40%	50%	53%	47%	49%	46%	46%	53%	53%	64%	55%	48%	46%	50%	64%	50%	45%	44%	47%	56%	49%

Digital Entertainment Survey 2013

19. Thinking about the personal details that you provide online, how much do you agree or disagree with each of the following statements?

Summary table

Base: All respondents

	Total	Strongly agree	Slightly agree	Neither agree nor disagree	Slightly disagree	Strongly disagree	AGREE	DISAGREE
I would like more information about who can access personal information that I provide online	2500 100%	1012 40%	921 37%	467 19%	77 3%	22 1%	1933 77%	100 4%
I would like more information about what is done with personal information that I provide online	2500 100%	973 39%	943 38%	477 19%	79 3%	29 1%	1916 77%	108 4%
I am concerned about who uses the personal information that I provide online	2500 100%	913 37%	936 37%	488 20%	129 5%	34 1%	1849 74%	163 7%
I would like more information on what social networks do with personal information provided online	2500 100%	927 37%	891 36%	525 21%	94 4%	64 3%	1818 73%	158 6%
I am concerned about who can access my personal details on social networks such as Facebook	2500 100%	898 36%	838 34%	527 21%	158 6%	78 3%	1736 69%	236 9%
I always provide accurate information when giving my personal details online	2500 100%	719 29%	867 35%	630 25%	211 8%	74 3%	1586 63%	284 11%
I am happy to provide personal information online in return for rewards and benefits	2500 100%	299 12%	809 32%	828 33%	332 13%	232 9%	1108 44%	564 23%
I never think about how organisations use personal information that I provide online	2500 100%	174 7%	548 22%	674 27%	708 28%	396 16%	722 29%	1104 44%
I never think about who has access to personal information that I provide online	2500 100%	175 7%	484 19%	599 24%	769 31%	472 19%	660 26%	1241 50%

Digital Entertainment Survey 2013

20. Thinking about your location and your own personal data, to what extent do you agree or disagree with each of the following statements?

I think that in five years' time it will not be possible to turn off automatically sharing your location and personal data

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	453	20	16	40	57	53	32	28	15	16	30	32	50	37	27	69	83	118	117	26	8	33
	18%	30%	19%	27%	23%	19%	14%	14%	25%	19%	20%	13%	18%	16%	14%	23%	13%	19%	19%	21%	17%	19%
Tend to agree	907	18	39	46	86	105	67	72	20	32	54	101	106	82	78	110	238	204	230	42	23	60
	36%	28%	47%	30%	34%	38%	30%	36%	32%	36%	36%	40%	38%	37%	39%	37%	38%	33%	37%	34%	46%	36%
Tend to disagree	381	8	11	33	50	35	37	35	12	15	29	39	33	23	22	41	110	86	101	17	5	22
	15%	12%	13%	22%	20%	13%	17%	17%	19%	17%	19%	16%	12%	10%	11%	14%	18%	14%	16%	13%	9%	13%
Strongly disagree	197	4	8	12	24	25	31	24	4	7	6	19	13	14	7	21	55	60	34	9	3	15
	8%	6%	9%	8%	10%	9%	14%	12%	6%	8%	4%	8%	5%	6%	4%	7%	9%	10%	5%	7%	6%	9%
Don't know	562	16	11	20	33	57	58	41	12	18	31	59	73	70	66	58	137	146	141	32	11	38
	22%	24%	13%	13%	13%	21%	26%	21%	19%	20%	21%	23%	27%	31%	33%	19%	22%	24%	23%	25%	22%	23%
AGREE	1360	38	55	86	143	158	99	100	35	48	84	134	156	119	105	179	321	321	347	68	31	92
	54%	58%	66%	57%	57%	58%	44%	50%	57%	55%	56%	53%	57%	53%	53%	60%	52%	52%	56%	54%	63%	55%
DISAGREE	579	12	18	45	74	60	68	59	15	22	35	58	46	37	29	62	165	147	135	26	8	37
	23%	18%	22%	30%	30%	22%	30%	29%	25%	25%	23%	23%	17%	16%	14%	21%	26%	24%	22%	21%	15%	22%

Digital Entertainment Survey 2013

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Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	453	80	110	143	78	43	51	52	97	49	20	35	33	6	43	30	23	15	16	165	219	48	4	58	66	59	97	237
	18%	36%	19%	15%	15%	18%	21%	23%	16%	14%	22%	19%	29%	18%	20%	13%	14%	22%	33%	18%	17%	22%	17%	20%	20%	20%	17%	18%
Tend to agree	907	71	236	362	164	73	92	82	228	124	33	82	32	8	67	75	66	18	13	322	488	77	7	107	121	107	210	484
	36%	33%	41%	38%	32%	30%	38%	36%	38%	35%	36%	45%	28%	25%	32%	34%	41%	27%	27%	35%	38%	35%	26%	36%	37%	37%	36%	36%
Tend to disagree	381	32	104	136	85	23	29	35	94	67	11	24	19	6	30	33	23	10	9	159	181	30	2	50	47	39	79	218
	15%	15%	18%	14%	17%	10%	12%	16%	16%	19%	12%	13%	17%	20%	14%	15%	14%	14%	18%	18%	14%	14%	8%	17%	15%	13%	13%	16%
Strongly disagree	197	19	39	88	38	13	17	17	45	36	12	15	6	3	13	21	7	6	4	75	110	7	1	15	24	21	43	112
	8%	9%	7%	9%	8%	5%	7%	8%	7%	10%	14%	8%	5%	9%	6%	10%	4%	8%	8%	8%	9%	3%	4%	5%	7%	7%	7%	8%
Don't know	562	17	84	226	146	89	51	41	135	76	14	28	25	9	58	62	43	20	6	187	298	59	12	64	69	64	156	283
	22%	8%	15%	24%	29%	37%	21%	18%	23%	22%	15%	15%	22%	28%	28%	28%	26%	29%	13%	21%	23%	27%	45%	22%	21%	22%	27%	21%
AGREE	1360	151	346	505	242	116	142	134	326	173	53	117	64	14	110	105	89	33	29	487	707	125	11	165	186	166	308	720
	54%	69%	60%	53%	47%	48%	59%	59%	54%	49%	59%	64%	56%	43%	52%	48%	55%	48%	61%	54%	55%	57%	43%	56%	57%	57%	52%	54%
DISAGREE	579	51	143	225	123	36	46	53	139	102	23	38	25	9	43	54	30	16	12	234	292	37	3	65	71	60	123	330
	23%	23%	25%	24%	24%	15%	19%	23%	23%	29%	26%	21%	22%	28%	20%	24%	19%	23%	26%	26%	23%	17%	12%	22%	22%	21%	21%	25%

Digital Entertainment Survey 2013

20. Thinking about your location and your own personal data, to what extent do you agree or disagree with each of the following statements?

Sharing one's location and other personal data gives more power to the consumer

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	197	7	16	15	29	21	7	10	8	9	14	15	18	16	11	41	38	31	60	10	3	14
	8%	10%	19%	10%	11%	8%	3%	5%	13%	11%	9%	6%	7%	7%	6%	14%	6%	5%	10%	8%	7%	8%
Tend to agree	564	16	24	42	72	71	39	33	20	20	48	49	65	32	33	77	131	145	146	24	9	31
	23%	24%	28%	28%	29%	26%	17%	17%	32%	23%	32%	19%	24%	14%	17%	26%	21%	24%	24%	19%	19%	19%
Tend to disagree	754	22	28	42	71	82	67	56	14	28	42	93	76	70	62	79	208	184	171	47	13	53
	30%	34%	33%	28%	29%	30%	30%	28%	23%	32%	28%	37%	28%	31%	31%	26%	33%	30%	27%	37%	26%	32%
Strongly disagree	566	5	9	35	52	61	72	76	9	12	23	48	56	57	51	50	146	144	144	28	13	41
	23%	8%	11%	23%	21%	22%	32%	38%	15%	13%	16%	19%	20%	25%	25%	17%	23%	23%	23%	22%	26%	25%
Don't know	419	16	8	15	26	40	39	25	11	19	23	45	60	50	42	52	100	110	101	16	11	28
	17%	24%	9%	10%	10%	15%	17%	13%	17%	21%	16%	18%	22%	22%	21%	18%	16%	18%	16%	13%	23%	17%
AGREE	761	22	39	58	101	91	47	43	28	29	61	64	83	48	45	118	169	176	206	35	13	45
	30%	34%	47%	38%	40%	33%	21%	21%	45%	33%	41%	26%	30%	22%	22%	39%	27%	29%	33%	28%	26%	27%
DISAGREE	1320	28	37	77	123	143	139	132	23	40	65	141	132	126	113	128	354	328	315	75	25	94
	53%	42%	44%	51%	49%	52%	62%	66%	38%	45%	44%	56%	48%	56%	57%	43%	57%	53%	51%	60%	51%	56%

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Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	197	47	60	50	28	10	24	30	41	25	10	12	16	1	11	15	6	7	10	75	95	13	2	29	31	32	43	94
	8%	22%	11%	5%	6%	4%	10%	13%	7%	7%	11%	6%	14%	3%	5%	7%	4%	10%	22%	8%	7%	6%	9%	10%	10%	11%	7%	7%
Tend to agree	564	77	151	221	76	39	59	76	126	81	22	41	32	5	37	45	27	12	18	213	295	31	7	82	78	68	105	310
	23%	35%	26%	23%	15%	16%	25%	33%	21%	23%	24%	23%	28%	15%	18%	20%	17%	18%	38%	23%	23%	14%	25%	28%	24%	23%	18%	23%
Tend to disagree	754	43	170	321	163	56	71	56	184	118	20	64	32	9	62	67	52	18	9	289	383	70	4	82	90	88	166	421
	30%	20%	30%	34%	32%	23%	30%	25%	31%	33%	22%	35%	28%	27%	30%	31%	32%	26%	19%	32%	30%	32%	13%	28%	28%	30%	28%	32%
Strongly disagree	566	37	119	209	131	69	41	39	145	85	28	46	12	10	55	44	45	16	4	190	306	62	4	48	67	57	157	305
	23%	17%	21%	22%	26%	29%	17%	17%	24%	24%	31%	25%	10%	31%	26%	20%	28%	24%	8%	21%	24%	28%	15%	16%	20%	20%	27%	23%
Don't know	419	14	73	155	112	65	45	25	104	44	11	20	23	8	45	50	30	16	6	142	216	44	10	53	60	45	115	204
	17%	7%	13%	16%	22%	27%	19%	11%	17%	12%	12%	11%	20%	24%	21%	22%	19%	23%	13%	16%	17%	20%	37%	18%	18%	16%	20%	15%
AGREE	761	124	211	271	105	50	83	106	167	105	31	53	48	6	49	60	34	19	28	288	390	45	9	110	109	100	149	404
	30%	57%	37%	28%	21%	21%	35%	47%	28%	30%	35%	29%	42%	18%	23%	27%	21%	28%	59%	32%	30%	20%	34%	37%	34%	35%	25%	30%
DISAGREE	1320	81	289	530	294	126	112	96	328	202	49	110	44	18	118	111	98	34	13	478	689	132	8	130	157	145	323	726
	53%	37%	50%	55%	58%	52%	47%	42%	55%	58%	54%	60%	38%	58%	56%	51%	60%	49%	27%	53%	53%	60%	28%	44%	48%	50%	55%	54%

Digital Entertainment Survey 2013

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Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	819	13	18	43	81	103	83	94	19	19	40	72	90	73	71	94	205	194	218	38	16	54
	33%	20%	22%	29%	32%	37%	37%	47%	30%	21%	27%	29%	33%	33%	36%	32%	33%	32%	35%	30%	32%	32%
Tend to agree	1024	28	45	60	89	113	86	70	28	40	56	108	118	99	86	107	259	268	247	52	18	74
	41%	42%	53%	40%	36%	41%	38%	35%	45%	45%	37%	43%	43%	44%	43%	36%	42%	44%	40%	41%	37%	44%
Tend to disagree	281	12	14	22	44	26	21	17	5	13	27	31	24	13	12	48	72	54	74	17	4	12
	11%	18%	17%	14%	18%	10%	10%	8%	8%	15%	18%	12%	9%	6%	6%	16%	12%	9%	12%	14%	8%	7%
Strongly disagree	79	-	1	12	16	6	10	4	-	2	6	7	5	3	7	11	21	22	13	3	3	6
	3%	-	2%	8%	7%	2%	5%	2%	-	3%	4%	3%	2%	1%	4%	4%	3%	4%	2%	2%	6%	4%
Don't know	298	13	5	13	20	27	24	16	11	14	21	32	40	37	24	39	66	77	71	16	9	21
	12%	20%	6%	9%	8%	10%	11%	8%	17%	16%	14%	13%	14%	17%	12%	13%	11%	12%	11%	13%	17%	13%
AGREE	1842	41	63	103	169	216	169	163	47	59	95	181	207	172	157	201	463	462	464	89	34	128
	74%	62%	75%	69%	68%	78%	75%	82%	75%	67%	64%	72%	75%	76%	79%	67%	74%	75%	75%	71%	69%	76%
DISAGREE	360	12	16	34	60	32	32	21	5	15	33	38	28	16	19	59	94	75	87	20	7	18
	14%	18%	19%	22%	24%	12%	14%	10%	8%	17%	22%	15%	10%	7%	10%	20%	15%	12%	14%	16%	14%	11%

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	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	819	93	181	298	176	70	67	71	195	126	35	45	37	13	81	63	60	26	14	270	438	89	7	88	97	99	221	422
	33%	42%	32%	31%	35%	29%	28%	31%	33%	36%	39%	25%	32%	42%	38%	29%	37%	38%	30%	30%	34%	40%	28%	30%	30%	34%	38%	32%
Tend to agree	1024	72	253	418	193	88	104	100	243	151	29	93	42	9	75	92	70	16	21	352	561	81	8	113	145	129	233	547
	41%	33%	44%	44%	38%	37%	43%	44%	40%	43%	32%	51%	37%	29%	36%	42%	43%	24%	44%	39%	43%	37%	30%	38%	44%	44%	40%	41%
Tend to disagree	281	29	79	100	56	17	32	27	77	37	12	23	14	4	12	23	12	9	5	129	125	20	2	46	35	29	52	152
	11%	13%	14%	10%	11%	7%	13%	12%	13%	11%	14%	12%	12%	5%	11%	7%	13%	10%	14%	10%	9%	7%	16%	11%	10%	9%	11%	
Strongly disagree	79	10	14	26	14	14	13	8	14	4	5	4	3	2	8	7	5	5	1	40	29	8	1	11	9	8	11	50
	3%	5%	2%	3%	3%	6%	5%	3%	2%	1%	5%	2%	3%	7%	4%	3%	3%	7%	2%	4%	2%	4%	4%	4%	3%	3%	2%	4%
Don't know	298	15	47	113	72	52	24	22	71	33	10	19	18	3	35	35	15	13	6	117	144	23	8	36	41	26	69	163
	12%	7%	8%	12%	14%	22%	10%	10%	12%	9%	11%	10%	16%	10%	17%	16%	9%	19%	13%	13%	11%	10%	31%	12%	12%	9%	12%	12%
AGREE	1842	166	434	716	369	158	171	171	438	277	64	138	79	22	156	155	130	42	36	623	998	170	16	200	241	228	454	970
	74%	75%	76%	75%	72%	66%	71%	75%	73%	79%	70%	75%	69%	70%	74%	70%	80%	61%	75%	69%	77%	77%	58%	68%	74%	79%	77%	73%
DISAGREE	360	40	93	126	70	31	44	34	91	41	17	27	17	6	20	31	17	14	6	168	154	28	3	57	44	36	63	201
	14%	18%	16%	13%	14%	13%	19%	15%	15%	12%	19%	15%	15%	19%	10%	14%	10%	20%	12%	19%	12%	13%	11%	20%	13%	13%	11%	15%

Digital Entertainment Survey 2013

20. Thinking about your location and your own personal data, to what extent do you agree or disagree with each of the following statements?

I am happy for retailers and companies to use my location and other personal details, as long as I receive something in return

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	221 9%	8 12%	13 16%	18 12%	34 13%	39 14%	19 8%	10 5%	11 17%	11 12%	10 6%	17 7%	14 5%	14 6%	4 2%	38 13%	49 8%	47 8%	65 10%	8 7%	3 6%	12 7%
Tend to agree	802 32%	25 38%	33 39%	64 43%	92 37%	94 34%	71 32%	53 26%	20 32%	29 33%	50 33%	87 35%	87 32%	50 22%	47 24%	95 32%	195 31%	199 32%	202 32%	40 32%	21 43%	48 29%
Tend to disagree	618 25%	14 22%	22 27%	34 22%	67 27%	51 18%	48 21%	46 23%	20 32%	22 25%	48 32%	61 25%	74 27%	58 26%	52 26%	73 25%	149 24%	162 26%	143 23%	32 26%	13 26%	46 27%
Strongly disagree	510 20%	11 16%	8 9%	22 14%	42 17%	51 18%	52 23%	71 35%	5 8%	13 15%	15 10%	42 17%	50 18%	62 28%	68 34%	46 15%	153 25%	125 20%	114 18%	26 21%	9 18%	36 22%
Don't know	350 14%	8 12%	8 9%	12 8%	15 6%	40 15%	35 16%	21 10%	7 11%	13 15%	28 19%	43 17%	50 18%	41 18%	28 14%	46 15%	77 12%	81 13%	98 16%	19 15%	4 8%	25 15%
AGREE	1023 41%	33 50%	46 55%	83 55%	126 50%	133 48%	90 40%	62 31%	30 49%	40 45%	59 40%	104 42%	101 37%	64 28%	52 26%	133 45%	244 39%	246 40%	267 43%	48 39%	24 49%	60 36%
DISAGREE	1127 45%	25 38%	30 36%	55 37%	109 44%	102 37%	100 44%	117 58%	25 40%	35 40%	62 42%	103 41%	124 45%	120 53%	120 60%	120 40%	302 48%	287 47%	257 41%	58 46%	22 44%	82 49%

Digital Entertainment Survey 2013

20. Thinking about your location and your own personal data, to what extent do you agree or disagree with each of the following statements?

I am happy for retailers and companies to use my location and other personal details, as long as I receive something in return

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	221	62	63	53	37	6	24	34	48	32	10	20	12	3	14	10	8	5	7	92	107	7	7	30	29	34	36	126
	9%	28%	11%	6%	7%	2%	10%	15%	8%	9%	11%	11%	11%	9%	7%	5%	5%	7%	16%	10%	8%	3%	26%	10%	9%	12%	6%	9%
Tend to agree	802	76	231	316	131	47	79	81	197	122	27	70	38	13	58	63	39	15	18	306	412	61	4	111	111	100	154	442
	32%	35%	40%	33%	26%	20%	33%	36%	33%	35%	29%	38%	34%	40%	27%	28%	24%	21%	38%	34%	32%	28%	16%	38%	34%	34%	26%	33%
Tend to disagree	618	44	142	238	146	47	61	39	158	80	21	51	36	8	46	59	43	14	12	219	337	46	3	61	77	77	146	336
	25%	20%	25%	25%	29%	20%	26%	17%	26%	23%	28%	31%	24%	22%	27%	27%	21%	21%	26%	24%	26%	21%	12%	21%	24%	26%	25%	25%
Strongly disagree	510	25	86	198	113	87	44	47	113	79	22	23	13	7	46	46	49	21	7	168	266	64	4	46	53	43	161	253
	20%	11%	15%	21%	22%	36%	18%	21%	19%	22%	25%	13%	11%	21%	22%	21%	30%	30%	15%	18%	21%	29%	16%	16%	16%	15%	27%	19%
Don't know	350	13	50	150	83	53	31	26	84	38	10	19	15	2	47	42	22	15	3	123	173	43	8	47	56	36	90	178
	14%	6%	9%	16%	16%	22%	13%	11%	14%	11%	11%	10%	13%	7%	22%	19%	14%	21%	6%	14%	13%	19%	30%	16%	17%	12%	15%	13%
AGREE	1023	138	295	369	168	53	104	115	245	154	37	90	51	15	72	73	47	19	26	398	519	68	11	141	140	134	190	568
	41%	63%	51%	39%	33%	22%	43%	51%	41%	44%	41%	49%	44%	48%	34%	33%	29%	28%	54%	44%	40%	31%	42%	48%	43%	46%	32%	43%
DISAGREE	1127	68	229	436	259	135	106	86	271	159	43	75	49	14	92	105	92	35	19	387	604	110	7	107	130	120	307	588
	45%	31%	40%	46%	51%	56%	44%	38%	45%	45%	48%	41%	42%	45%	44%	48%	57%	51%	41%	43%	47%	50%	28%	36%	40%	41%	52%	44%

Digital Entertainment Survey 2013

20. Thinking about your location and your own personal data, to what extent do you agree or disagree with each of the following statements?

I trust retailers and companies to use my location and other personal data in a way that does not infringe my privacy

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	191 8%	13 20%	12 14%	14 9%	28 11%	22 8%	16 7%	7 4%	6 9%	8 9%	14 9%	14 6%	14 5%	12 5%	12 6%	34 12%	42 7%	43 7%	49 8%	5 4%	3 7%	15 9%
Tend to agree	625 25%	13 20%	34 41%	40 27%	76 30%	73 27%	44 20%	41 21%	19 30%	29 33%	44 29%	59 23%	62 22%	45 20%	46 23%	83 28%	147 24%	157 26%	154 25%	32 26%	13 27%	39 23%
Tend to disagree	742 30%	20 30%	24 28%	50 33%	72 29%	74 27%	68 30%	56 28%	19 30%	26 29%	37 25%	86 34%	89 32%	70 31%	52 26%	82 27%	195 31%	184 30%	181 29%	46 37%	12 24%	43 26%
Strongly disagree	600 24%	8 12%	7 8%	34 22%	51 20%	65 24%	71 32%	81 41%	11 17%	11 12%	23 16%	50 20%	64 23%	63 28%	62 31%	54 18%	166 27%	146 24%	146 24%	28 23%	14 28%	46 27%
Don't know	342 14%	12 18%	8 9%	12 8%	23 9%	40 15%	26 12%	14 7%	8 13%	14 16%	32 21%	42 17%	47 17%	36 16%	27 14%	45 15%	73 12%	85 14%	92 15%	14 11%	7 15%	25 15%
AGREE	816 33%	26 40%	46 55%	54 36%	103 41%	95 35%	60 27%	48 24%	25 40%	38 43%	57 38%	73 29%	75 27%	57 25%	59 29%	118 39%	189 30%	200 33%	203 33%	37 29%	17 33%	53 32%
DISAGREE	1342 54%	28 42%	30 36%	84 56%	123 49%	139 51%	139 62%	137 69%	29 47%	36 41%	60 40%	135 54%	153 56%	133 59%	114 57%	135 45%	361 58%	329 54%	327 53%	75 59%	26 52%	89 53%

Digital Entertainment Survey 2013

20. Thinking about your location and your own personal data, to what extent do you agree or disagree with each of the following statements?

I trust retailers and companies to use my location and other personal data in a way that does not infringe my privacy

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	191	53	52	41	37	8	23	33	27	17	11	17	10	6	17	16	11	5	6	79	86	15	5	27	29	27	34	103
	8%	24%	9%	4%	7%	3%	9%	14%	5%	5%	12%	9%	9%	19%	8%	7%	7%	7%	13%	9%	7%	7%	18%	9%	9%	9%	6%	8%
Tend to agree	625	61	176	238	110	40	50	67	163	88	22	54	37	7	42	48	35	14	14	232	339	37	2	84	75	77	131	338
	25%	28%	31%	25%	21%	17%	21%	29%	27%	25%	24%	29%	32%	23%	20%	22%	21%	20%	30%	26%	26%	17%	9%	29%	23%	26%	22%	25%
Tend to disagree	742	48	166	294	174	60	81	52	195	115	21	60	33	7	57	59	43	18	12	282	380	65	3	75	96	87	175	407
	30%	22%	29%	31%	34%	25%	34%	23%	32%	33%	23%	33%	29%	22%	27%	27%	26%	27%	26%	31%	29%	29%	10%	25%	29%	30%	30%	30%
Strongly disagree	600	37	120	238	124	81	48	47	138	98	26	30	18	9	60	56	51	19	9	185	331	69	5	61	75	61	175	303
	24%	17%	21%	25%	24%	34%	20%	21%	23%	28%	29%	16%	16%	27%	28%	26%	31%	28%	20%	20%	26%	31%	19%	21%	23%	21%	30%	23%
Don't know	342	20	59	144	67	51	38	29	77	33	11	23	17	3	35	41	23	13	5	129	160	35	12	48	51	37	71	183
	14%	9%	10%	15%	13%	21%	16%	13%	13%	9%	12%	12%	15%	10%	17%	18%	14%	19%	11%	14%	12%	16%	44%	16%	16%	13%	12%	14%
AGREE	816	114	229	279	146	48	72	100	190	105	33	71	46	13	58	64	45	19	21	311	424	53	7	111	105	104	165	441
	33%	52%	40%	29%	29%	20%	30%	44%	32%	30%	36%	39%	40%	42%	28%	29%	28%	27%	44%	34%	33%	24%	27%	38%	32%	36%	28%	33%
DISAGREE	1342	85	286	532	298	141	130	98	333	213	47	90	51	15	118	115	93	38	22	468	711	133	8	135	171	149	350	710
	54%	39%	50%	56%	58%	59%	54%	43%	56%	61%	52%	49%	45%	49%	56%	52%	58%	54%	46%	51%	55%	60%	29%	46%	52%	51%	60%	53%

Digital Entertainment Survey 2013

20. Thinking about your location and your own personal data, to what extent do you agree or disagree with each of the following statements?

I do not understand why anyone else would want my location or personal data

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	412	11	13	20	32	43	35	38	16	11	27	32	43	43	46	53	88	105	109	23	9	25
	16%	16%	16%	13%	13%	16%	16%	19%	26%	12%	18%	13%	16%	19%	23%	18%	14%	17%	18%	18%	18%	15%
Tend to agree	707	20	24	46	69	73	58	39	19	33	50	74	82	66	54	88	183	177	170	27	13	49
	28%	30%	28%	30%	28%	27%	26%	20%	30%	37%	33%	30%	30%	29%	27%	29%	29%	29%	27%	21%	26%	29%
Tend to disagree	727	21	34	46	77	87	60	58	14	26	38	79	77	64	47	68	192	183	172	48	17	47
	29%	32%	41%	30%	31%	32%	27%	29%	23%	29%	25%	31%	28%	28%	24%	23%	31%	30%	28%	38%	35%	28%
Strongly disagree	394	5	7	27	55	44	49	48	4	7	14	32	43	30	30	50	105	91	97	17	6	29
	16%	8%	8%	18%	22%	16%	22%	24%	6%	8%	9%	13%	15%	13%	15%	17%	17%	15%	16%	13%	12%	17%
Don't know	261	9	7	12	17	27	22	16	9	12	21	33	30	22	22	40	56	58	74	11	5	17
	10%	14%	8%	8%	7%	10%	10%	8%	15%	13%	14%	13%	11%	10%	11%	13%	9%	9%	12%	9%	9%	10%
AGREE	1119	30	37	65	101	117	93	78	35	43	77	106	126	109	101	140	271	282	280	50	22	74
	45%	46%	44%	43%	40%	42%	41%	39%	57%	49%	51%	43%	46%	48%	50%	47%	43%	46%	45%	40%	44%	44%
DISAGREE	1121	26	41	73	132	131	109	106	18	33	52	110	119	94	77	118	297	274	269	65	23	76
	45%	40%	48%	49%	53%	48%	49%	53%	28%	37%	34%	44%	43%	42%	39%	40%	48%	45%	43%	51%	46%	45%

Digital Entertainment Survey 2013

20. Thinking about your location and your own personal data, to what extent do you agree or disagree with each of the following statements?

I do not understand why anyone else would want my location or personal data

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	412	49	75	140	90	57	45	48	70	42	17	27	21	5	39	42	35	20	8	145	209	44	6	58	53	55	124	193
	16%	22%	13%	15%	18%	24%	19%	21%	12%	12%	18%	15%	19%	15%	19%	19%	22%	29%	17%	16%	16%	20%	22%	20%	16%	19%	21%	14%
Tend to agree	707	58	166	278	149	56	71	75	177	85	22	61	28	10	59	66	39	14	17	249	381	57	3	83	102	88	163	362
	28%	27%	29%	29%	29%	23%	30%	33%	30%	24%	24%	33%	25%	30%	28%	30%	24%	20%	36%	27%	29%	26%	10%	28%	31%	30%	28%	27%
Tend to disagree	727	55	187	296	139	49	60	50	193	118	23	64	43	9	50	56	49	13	16	293	356	55	6	68	85	79	142	439
	29%	25%	33%	31%	27%	20%	25%	22%	32%	34%	25%	35%	38%	29%	24%	25%	30%	18%	34%	32%	27%	25%	23%	23%	26%	27%	24%	33%
Strongly disagree	394	47	104	140	70	33	37	35	98	84	19	15	11	3	31	28	23	12	4	122	222	42	5	50	40	45	99	207
	16%	21%	18%	15%	14%	14%	15%	15%	16%	24%	21%	8%	9%	9%	15%	12%	14%	18%	8%	13%	17%	19%	19%	17%	12%	15%	17%	16%
Don't know	261	10	41	101	63	46	27	19	62	23	11	17	11	5	31	29	15	10	2	100	129	23	7	35	46	24	59	133
	10%	5%	7%	11%	12%	19%	11%	8%	10%	7%	12%	9%	10%	17%	15%	13%	9%	15%	5%	11%	10%	10%	26%	12%	14%	8%	10%	10%
AGREE	1119	107	242	418	239	113	116	123	247	127	38	88	50	14	99	109	74	34	25	393	590	101	9	141	156	143	287	555
	45%	49%	42%	44%	47%	47%	48%	54%	41%	36%	42%	48%	44%	45%	47%	49%	46%	49%	53%	43%	46%	46%	32%	48%	48%	49%	49%	42%
DISAGREE	1121	102	291	436	209	82	97	85	290	201	42	79	54	12	81	83	72	25	20	415	577	97	11	118	125	124	241	646
	45%	47%	51%	46%	41%	34%	40%	37%	48%	57%	46%	43%	47%	38%	38%	38%	45%	36%	41%	46%	45%	44%	42%	40%	38%	43%	41%	48%

Digital Entertainment Survey 2013

20. Thinking about your location and your own personal data, to what extent do you agree or disagree with each of the following statements?

I should have complete control over who has access to my location and personal data

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	1312	32	30	74	105	139	135	127	36	40	68	116	148	139	123	142	323	339	331	69	25	84
	52%	48%	36%	49%	42%	51%	60%	63%	58%	45%	45%	46%	54%	62%	61%	48%	52%	55%	53%	55%	50%	50%
Tend to agree	691	13	24	34	84	81	54	51	14	26	42	81	81	53	54	85	174	165	173	32	15	47
	28%	20%	28%	22%	33%	29%	24%	25%	23%	29%	28%	32%	29%	24%	27%	28%	28%	27%	28%	26%	31%	28%
Tend to disagree	231	11	20	21	33	23	16	9	4	11	21	26	18	14	7	34	66	54	49	12	4	13
	9%	16%	23%	14%	13%	8%	7%	4%	6%	12%	14%	10%	7%	6%	4%	11%	11%	9%	8%	9%	8%	8%
Strongly disagree	50	4	4	10	14	3	2	2	-	-	3	5	3	1	1	8	12	9	10	3	1	6
	2%	6%	5%	7%	6%	1%	1%	1%	-	-	2%	2%	1%	*	*	3%	2%	2%	2%	3%	2%	4%
Don't know	215	7	7	12	14	29	18	12	8	12	16	23	25	18	15	30	47	47	59	9	5	18
	9%	10%	8%	8%	6%	11%	8%	6%	13%	13%	10%	9%	9%	8%	7%	10%	8%	8%	9%	7%	10%	11%
AGREE	2004	45	54	108	189	220	190	178	50	66	110	197	229	192	177	227	497	504	504	101	40	131
	80%	68%	64%	72%	76%	80%	84%	89%	81%	75%	73%	79%	83%	85%	89%	76%	80%	82%	81%	81%	81%	78%
DISAGREE	282	14	24	30	47	25	18	11	4	11	24	31	21	15	8	42	78	63	60	15	5	19
	11%	22%	28%	20%	19%	9%	8%	5%	6%	12%	16%	12%	8%	7%	4%	14%	13%	10%	10%	12%	10%	11%

Digital Entertainment Survey 2013

20. Thinking about your location and your own personal data, to what extent do you agree or disagree with each of the following statements?

I should have complete control over who has access to my location and personal data

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	1312	114	277	500	294	127	125	111	284	175	46	99	57	18	133	124	99	42	21	449	690	138	14	130	148	156	359	686
	52%	52%	48%	52%	58%	53%	52%	49%	47%	50%	51%	54%	50%	58%	63%	56%	61%	60%	43%	49%	53%	63%	54%	44%	46%	54%	61%	51%
Tend to agree	691	63	183	258	133	55	59	73	189	113	24	49	25	11	41	53	44	11	18	236	385	48	3	99	108	85	147	356
	28%	29%	32%	27%	26%	23%	25%	32%	31%	32%	26%	27%	21%	35%	19%	24%	27%	16%	39%	26%	30%	22%	12%	34%	33%	29%	25%	27%
Tend to disagree	231	29	63	94	29	17	32	23	60	39	10	19	14	-	7	19	5	3	5	101	112	14	-	29	33	26	35	139
	9%	13%	11%	10%	6%	7%	13%	10%	10%	11%	11%	10%	12%	-	3%	9%	3%	4%	10%	11%	9%	6%	-	10%	10%	9%	6%	10%
Strongly disagree	50	4	19	14	7	6	3	7	11	5	3	2	8	-	4	2	1	4	-	31	17	1	1	8	7	5	4	33
	2%	2%	3%	1%	1%	3%	1%	3%	2%	1%	3%	1%	7%	-	2%	1%	1%	6%	-	3%	1%	*	4%	3%	2%	2%	1%	2%
Don't know	215	10	32	89	48	35	21	14	55	19	8	14	11	2	26	23	12	9	4	91	92	20	8	29	30	18	42	121
	9%	5%	6%	9%	9%	15%	9%	6%	9%	5%	8%	8%	9%	7%	12%	10%	8%	13%	8%	10%	7%	9%	30%	10%	9%	6%	7%	9%
AGREE	2004	177	460	758	427	182	184	183	473	289	70	148	82	30	174	176	143	53	39	685	1076	186	18	229	256	241	506	1041
	80%	80%	80%	79%	84%	76%	77%	81%	79%	82%	77%	81%	71%	93%	82%	80%	88%	76%	82%	75%	83%	84%	66%	78%	79%	83%	86%	78%
DISAGREE	282	33	82	108	36	23	35	30	71	44	13	21	22	-	11	21	6	7	5	132	129	15	1	36	40	31	39	172
	11%	15%	14%	11%	7%	10%	14%	13%	12%	12%	14%	11%	19%	-	5%	10%	4%	10%	10%	15%	10%	7%	4%	12%	12%	11%	7%	13%

Digital Entertainment Survey 2013

20. Thinking about your location and your own personal data, to what extent do you agree or disagree with each of the following statements?

Summary table

Base: All respondents

	Total	Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	Don't know	AGREE	DISAGREE
I think that in five years' time it will not be possible to turn off automatically sharing your location and personal data	2500 100%	453 18%	907 36%	381 15%	197 8%	562 22%	1360 54%	579 23%
Sharing one's location and other personal data gives more power to the consumer	2500 100%	197 8%	564 23%	754 30%	566 23%	419 17%	761 30%	1320 53%
Sharing one's location and other personal data gives more power to retailers and companies	2500 100%	819 33%	1024 41%	281 11%	79 3%	298 12%	1842 74%	360 14%
I am happy for retailers and companies to use my location and other personal details, as long as I receive something in return	2500 100%	221 9%	802 32%	618 25%	510 20%	350 14%	1023 41%	1127 45%
I trust retailers and companies to use my location and other personal data in a way that does not infringe my privacy	2500 100%	191 8%	625 25%	742 30%	600 24%	342 14%	816 33%	1342 54%
I do not understand why anyone else would want my location or personal data	2500 100%	412 16%	707 28%	727 29%	394 16%	261 10%	1119 45%	1121 45%
I should have complete control over who has access to my location and personal data	2500 100%	1312 52%	691 28%	231 9%	50 2%	215 9%	2004 80%	282 11%

Digital Entertainment Survey 2013

21. You mentioned that you own or have access to an internet-connected TV. Is your TV currently connected to the internet, either through a network cable or a wireless home network?

Base: All who own or have access to an internet-connected TV

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	740	19	33	43	86	87	52	46	19	24	52	90	85	57	47	109	192	168	194	26	17	34
Weighted Total	727	25	43	47	88	82	49	41	22	28	51	81	77	52	41	111	184	166	190	26	17	33
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, currently connected with wireless network	391	9	28	29	54	42	24	17	11	14	27	43	40	28	24	55	101	85	106	15	9	19
	54%	37%	64%	63%	62%	52%	50%	41%	47%	50%	54%	53%	52%	54%	57%	50%	55%	51%	56%	56%	51%	59%
Yes, currently connected through network cable	195	5	11	10	24	28	18	14	6	5	11	25	18	12	8	41	41	44	54	5	4	6
	27%	21%	24%	21%	28%	34%	37%	35%	26%	17%	21%	31%	24%	23%	19%	37%	22%	26%	28%	18%	22%	20%
No, currently not connected but it usually is	62	4	4	5	4	4	3	1	1	2	6	6	13	5	4	13	16	13	12	3	2	3
	9%	16%	9%	12%	5%	5%	6%	2%	5%	8%	12%	8%	16%	9%	11%	11%	9%	8%	6%	10%	14%	10%
No, never connected	79	7	1	2	5	8	4	9	5	7	7	6	6	7	5	2	25	25	17	4	2	4
	11%	26%	3%	5%	6%	9%	8%	22%	21%	25%	13%	8%	8%	14%	13%	2%	14%	15%	9%	16%	13%	12%

Digital Entertainment Survey 2013

21. You mentioned that you own or have access to an internet-connected TV. Is your TV currently connected to the internet, either through a network cable or a wireless home network?

Base: All who own or have access to an internet-connected TV

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	740	115	230	257	91	47	71	89	166	127	47	47	29	6	44	55	41	18	10	247	428	47	8	131	121	108	146	364
Weighted Total	727	118	226	250	88	45	71	91	158	121	45	53	36	6	43	50	36	18	12	261	403	43	9	125	114	102	135	372
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, currently connected with wireless network	391	87	122	129	31	22	33	53	82	70	30	33	14	1	23	27	18	7	5	139	222	19	6	71	67	58	73	192
	54%	73%	54%	52%	35%	48%	47%	58%	52%	58%	67%	63%	38%	15%	54%	54%	49%	41%	41%	53%	55%	45%	67%	57%	59%	57%	54%	52%
Yes, currently connected through network cable	195	23	76	68	22	6	23	30	46	33	7	7	10	2	9	12	12	4	2	79	104	10	-	34	26	29	34	101
	27%	19%	33%	27%	24%	14%	32%	33%	29%	27%	15%	14%	28%	36%	20%	24%	32%	21%	17%	30%	26%	24%	-	27%	23%	28%	26%	27%
No, currently not connected but it usually is	62	7	10	21	17	8	4	3	11	12	2	5	5	2	4	8	3	4	2	18	33	6	2	12	14	12	9	29
	9%	6%	4%	8%	19%	17%	5%	3%	7%	10%	4%	9%	14%	32%	9%	16%	7%	22%	21%	7%	8%	15%	22%	10%	12%	12%	7%	8%
No, never connected	79	2	18	31	18	9	11	5	18	6	6	8	7	1	7	3	4	3	2	25	43	7	1	8	7	4	18	50
	11%	2%	8%	13%	21%	21%	15%	5%	12%	5%	15%	15%	20%	17%	17%	5%	12%	17%	21%	10%	11%	17%	11%	7%	6%	4%	13%	13%

Digital Entertainment Survey 2013

22. How often do you do each of the following activities on your internet-connected TV? ...

Watch live TV programmes

Base: All who currently usually connect TV to the internet

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	660	14	32	41	81	79	48	36	15	18	45	83	78	49	41	107	166	144	176	22	15	30
Weighted Total	648	18	42	45	83	74	45	32	18	21	44	75	71	45	36	109	159	142	172	22	15	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	183	5	4	9	20	27	15	15	4	6	12	18	15	18	14	24	57	31	55	7	4	6
	28%	29%	9%	20%	25%	37%	33%	47%	20%	28%	27%	24%	22%	41%	39%	22%	36%	22%	32%	31%	26%	19%
Twice per day	83	3	12	4	13	8	2	4	5	1	5	6	13	4	3	22	18	22	15	1	2	2
	13%	14%	28%	10%	16%	11%	4%	14%	27%	6%	11%	8%	18%	8%	7%	21%	11%	16%	9%	6%	13%	7%
Once a day	125	-	12	10	22	16	7	2	1	5	6	17	16	5	6	21	24	28	39	5	3	5
	19%	-	28%	22%	27%	22%	17%	6%	7%	22%	13%	23%	23%	10%	17%	19%	15%	20%	23%	25%	21%	16%
A few days a week	87	3	8	7	13	10	7	3	5	2	6	9	6	3	6	18	23	13	21	3	2	6
	13%	14%	19%	15%	16%	14%	15%	8%	27%	11%	13%	12%	9%	6%	17%	17%	15%	9%	12%	14%	12%	21%
About once a week	44	4	5	5	5	3	4	-	-	-	4	7	4	2	1	6	9	14	9	1	1	4
	7%	21%	13%	12%	6%	4%	8%	-	-	-	9%	10%	5%	4%	2%	5%	5%	10%	5%	4%	9%	14%
About once every two weeks	21	-	-	1	2	1	2	2	-	-	4	2	4	4	-	2	5	2	10	1	-	1
	3%	-	-	2%	2%	1%	4%	6%	-	-	9%	2%	5%	8%	-	2%	3%	1%	6%	4%	-	3%
About once a month or less often	35	-	-	7	1	4	4	2	1	1	1	7	4	2	2	6	9	6	8	1	3	2
	5%	-	-	15%	1%	5%	8%	6%	7%	6%	2%	10%	5%	4%	5%	5%	6%	4%	5%	4%	20%	6%
AT ALL	577	14	41	42	78	70	40	28	15	15	37	67	62	37	32	99	145	115	157	19	15	25
	89%	79%	97%	95%	94%	94%	90%	86%	87%	72%	84%	89%	87%	82%	88%	91%	91%	81%	91%	88%	100%	88%
Never	71	4	1	2	5	5	5	4	2	6	7	8	9	8	4	10	14	26	15	3	-	4
	11%	21%	3%	5%	6%	6%	10%	14%	13%	28%	16%	11%	13%	18%	12%	9%	9%	19%	9%	12%	-	12%

Digital Entertainment Survey 2013

22. How often do you do each of the following activities on your internet-connected TV? ...

Watch live TV programmes

Base: All who currently usually connect TV to the internet

	Ownership of technology devices					Which of the following best describes your occupation?											What is your family status?					Are you a parent, and if so how old are your children?						
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	Housewife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	660	113	213	224	73	37	60	84	147	121	40	40	23	5	37	52	36	15	8	224	382	39	7	122	114	104	126	316
Weighted Total	648	116	208	218	70	36	60	86	139	115	38	45	28	5	36	48	32	15	10	235	359	36	8	117	107	99	117	322
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	183	40	61	52	18	11	18	21	46	34	9	9	5	-	11	12	12	5	5	53	106	15	4	33	31	25	41	80
	28%	35%	29%	24%	26%	31%	30%	25%	33%	30%	24%	19%	17%	-	32%	25%	39%	31%	49%	23%	30%	41%	44%	28%	29%	26%	35%	25%
Twice per day	83	13	35	30	6	16	17	10	8	6	7	-	2	3	5	2	-	42	37	5	-	14	13	16	14	46		
	13%	11%	17%	14%	7%	3%	10%	18%	12%	9%	22%	13%	26%	-	5%	6%	17%	13%	-	18%	10%	13%	-	12%	12%	16%	12%	14%
Once a day	125	24	37	45	11	21	28	29	7	10	1	-	8	5	4	-	-	42	79	4	-	23	26	20	22	60		
	19%	20%	18%	21%	18%	25%	20%	25%	18%	22%	5%	-	21%	12%	14%	-	-	18%	22%	10%	-	20%	24%	20%	19%	18%		
A few days a week	87	18	27	30	8	7	15	18	6	8	7	2	7	4	3	1	1	42	39	3	2	17	11	16	16	44		
	13%	15%	13%	14%	14%	15%	14%	8%	11%	16%	16%	18%	26%	35%	18%	9%	8%	6%	12%	18%	11%	8%	28%	15%	10%	16%	14%	14%
About once a week	44	9	17	10	2	10	5	10	1	3	4	1	3	4	-	1	-	17	24	2	1	12	4	5	4	24		
	7%	8%	8%	5%	3%	12%	3%	9%	2%	6%	13%	26%	9%	8%	-	7%	-	7%	7%	5%	13%	10%	3%	5%	3%	7%		
About once every two weeks	21	1	7	6	3	3	3	1	4	1	-	-	1	4	1	1	-	4	16	1	-	3	5	4	6	8		
	3%	1%	4%	3%	5%	3%	2%	1%	10%	2%	-	-	3%	8%	3%	6%	-	2%	4%	3%	-	2%	4%	4%	5%	2%		
About once a month or less often	35	4	7	16	5	3	8	5	1	2	1	-	1	5	4	1	1	8	22	3	-	6	6	5	5	17		
	5%	3%	4%	7%	9%	3%	5%	4%	2%	5%	4%	-	3%	10%	11%	7%	12%	4%	6%	8%	-	5%	6%	5%	4%	5%		
AT ALL	577	109	191	189	53	81	122	108	36	38	26	3	33	37	29	11	7	208	324	31	7	108	95	90	109	278		
	89%	94%	92%	87%	89%	94%	87%	94%	95%	85%	91%	61%	91%	77%	92%	71%	74%	88%	90%	87%	86%	93%	89%	92%	93%	86%		
Never	71	7	17	29	7	5	18	7	2	7	2	2	3	11	3	4	2	27	36	5	1	9	12	8	8	44		
	11%	6%	8%	13%	11%	6%	13%	6%	5%	15%	9%	39%	9%	23%	8%	29%	26%	12%	10%	13%	14%	7%	11%	8%	7%	14%		

Digital Entertainment Survey 2013

22. How often do you do each of the following activities on your internet-connected TV? ...

Watch catch-up TV (e.g. through iPlayer, 4OD, Sky+, Anytime)

Base: All who currently usually connect TV to the internet

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	660	14	32	41	81	79	48	36	15	18	45	83	78	49	41	107	166	144	176	22	15	30
Weighted Total	648	18	42	45	83	74	45	32	18	21	44	75	71	45	36	109	159	142	172	22	15	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	58 9%	3 14%	7 16%	4 10%	11 14%	8 10%	5 10%	- -	4 20%	1 6%	5 11%	6 8%	1 1%	3 6%	2 5%	16 14%	12 7%	12 9%	13 8%	1 6%	2 16%	2 7%
Twice per day	52 8%	4 21%	5 13%	3 7%	9 11%	6 8%	3 6%	1 3%	5 27%	- -	8 18%	5 7%	2 3%	1 2%	1 2%	8 8%	14 9%	13 9%	14 8%	- -	1 7%	2 7%
Once a day	106 16%	3 14%	9 22%	8 17%	17 21%	15 20%	1 2%	- -	4 20%	8 39%	4 9%	14 19%	16 23%	5 12%	2 5%	22 20%	21 13%	23 16%	29 17%	4 18%	2 12%	5 17%
A few days a week	149 23%	5 29%	8 19%	11 24%	18 22%	14 19%	10 23%	7 22%	4 20%	4 17%	12 27%	17 23%	13 18%	13 29%	14 39%	23 21%	39 24%	28 20%	47 27%	5 23%	4 24%	4 13%
About once a week	92 14%	1 7%	8 19%	10 22%	9 11%	8 11%	7 17%	7 22%	2 13%	1 6%	8 18%	6 8%	10 14%	9 20%	4 12%	14 13%	27 17%	20 14%	23 13%	5 22%	1 6%	2 8%
About once every two weeks	40 6%	- -	3 6%	1 2%	3 4%	8 10%	7 15%	3 8%	- -	1 6%	1 2%	4 5%	6 9%	4 8%	1 2%	8 7%	7 5%	11 8%	9 5%	1 6%	- -	4 13%
About once a month or less often	63 10%	- -	- -	2 5%	7 9%	6 8%	6 13%	2 6%	- -	- -	5 11%	11 14%	13 18%	5 12%	7 20%	7 6%	21 13%	11 8%	18 10%	3 12%	2 13%	2 7%
AT ALL	562 87%	16 86%	39 94%	39 88%	76 91%	64 86%	38 85%	20 61%	18 100%	15 72%	42 96%	64 86%	61 86%	40 90%	31 85%	97 89%	141 89%	118 83%	154 90%	19 88%	12 78%	20 71%
Never	86 13%	3 14%	3 6%	5 12%	7 9%	10 14%	7 15%	12 39%	- -	6 28%	2 4%	11 14%	10 14%	5 10%	5 15%	12 11%	18 11%	24 17%	18 10%	3 12%	3 22%	9 29%

Digital Entertainment Survey 2013

22. How often do you do each of the following activities on your internet-connected TV? ...

Watch catch-up TV (e.g. through iPlayer, 4OD, Sky+, Anytime)

Base: All who currently usually connect TV to the internet

	Ownership of technology devices						Which of the following best describes your occupation?											What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	Housewife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	660	113	213	224	73	37	60	84	147	121	40	40	23	5	37	52	36	15	8	224	382	39	7	122	114	104	126	316
Weighted Total	648	116	208	218	70	36	60	86	139	115	38	45	28	5	36	48	32	15	10	235	359	36	8	117	107	99	117	322
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	58	24	19	9	3	3	8	10	13	10	4	5	2	-	2	1	-	3	2	25	26	2	2	12	9	2	5	36
	9%	21%	9%	4%	5%	8%	14%	11%	9%	9%	10%	11%	9%	-	5%	2%	-	19%	26%	11%	7%	5%	28%	10%	8%	2%	4%	11%
Twice per day	52	16	20	16	1	-	2	12	8	8	6	5	7	-	1	2	2	-	1	26	24	2	-	15	11	13	4	25
	8%	14%	9%	7%	1%	-	4%	14%	6%	7%	15%	10%	25%	-	3%	4%	6%	-	14%	11%	7%	5%	-	13%	10%	13%	3%	8%
Once a day	106	24	41	30	6	5	9	19	24	18	7	13	4	-	6	6	-	1	3	44	51	6	2	18	27	19	13	53
	16%	21%	19%	14%	9%	14%	16%	22%	17%	16%	18%	29%	13%	-	16%	13%	-	6%	34%	19%	14%	16%	27%	15%	25%	20%	11%	16%
A few days a week	149	18	53	58	13	8	11	18	35	24	8	10	9	2	11	10	11	1	1	59	76	11	1	19	21	25	29	79
	23%	15%	26%	26%	18%	22%	18%	21%	25%	21%	20%	22%	32%	39%	32%	21%	33%	7%	14%	25%	21%	31%	14%	16%	19%	25%	25%	24%
About once a week	92	17	26	26	18	5	10	15	14	16	5	7	1	1	6	5	6	6	1	30	54	5	2	22	11	12	24	37
	14%	14%	13%	12%	26%	14%	17%	18%	10%	14%	13%	15%	4%	26%	17%	10%	20%	39%	12%	13%	15%	15%	30%	19%	10%	12%	21%	12%
About once every two weeks	40	4	16	16	2	2	5	5	7	10	4	1	1	1	2	3	2	-	-	16	23	1	-	5	8	9	11	16
	6%	3%	8%	8%	3%	6%	8%	6%	5%	9%	10%	3%	5%	18%	5%	6%	6%	-	-	7%	6%	3%	-	4%	8%	9%	10%	5%
About once a month or less often	63	4	15	26	12	6	9	2	15	18	3	-	-	-	3	10	4	1	-	9	50	5	-	15	10	9	14	27
	10%	3%	7%	12%	17%	18%	14%	2%	11%	15%	7%	-	-	-	8%	21%	11%	6%	-	4%	14%	13%	-	13%	9%	9%	12%	9%
AT ALL	562	107	190	181	56	29	54	82	115	104	35	41	25	4	31	36	24	11	10	209	304	31	8	105	97	89	99	274
	87%	92%	91%	83%	79%	81%	90%	94%	82%	90%	93%	90%	87%	83%	86%	77%	75%	77%	100%	89%	85%	87%	100%	90%	90%	91%	85%	85%
Never	86	9	18	37	14	7	6	5	24	11	3	5	4	1	5	11	8	3	-	26	55	5	-	12	10	9	17	49
	13%	8%	9%	17%	21%	19%	10%	6%	18%	10%	7%	10%	13%	17%	14%	23%	25%	23%	-	11%	15%	13%	-	10%	10%	9%	15%	15%

Digital Entertainment Survey 2013

22. How often do you do each of the following activities on your internet-connected TV? ...

General website browsing

Base: All who currently usually connect TV to the internet

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	660	14	32	41	81	79	48	36	15	18	45	83	78	49	41	107	166	144	176	22	15	30
Weighted Total	648	18	42	45	83	74	45	32	18	21	44	75	71	45	36	109	159	142	172	22	15	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	135 21%	5 29%	13 31%	10 22%	21 26%	16 22%	7 15%	5 17%	4 20%	4 17%	14 31%	14 19%	12 17%	8 18%	3 7%	21 20%	32 20%	25 18%	46 27%	3 12%	4 28%	4 14%
Twice per day	59 9%	1 7%	7 16%	5 12%	11 14%	8 11%	1 2%	1 3%	1 7%	2 11%	4 9%	5 6%	6 9%	3 6%	4 10%	13 12%	14 9%	16 12%	11 7%	1 4%	1 7%	3 10%
Once a day	70 11%	3 14%	3 6%	9 20%	9 11%	10 14%	4 8%	- -	2 13%	4 17%	5 11%	10 13%	6 9%	1 2%	4 12%	17 15%	15 10%	13 9%	16 9%	4 20%	3 18%	2 7%
A few days a week	73 11%	3 14%	5 13%	7 15%	15 19%	10 14%	1 2%	2 6%	1 7%	2 11%	7 16%	9 12%	4 5%	4 8%	4 10%	13 12%	14 9%	15 11%	21 12%	4 19%	2 15%	4 13%
About once a week	49 8%	4 21%	4 9%	5 12%	9 11%	1 1%	4 8%	3 8%	- -	- -	3 7%	6 8%	5 6%	5 10%	1 2%	9 8%	12 8%	13 9%	10 6%	- -	- -	5 18%
About once every two weeks	25 4%	- -	3 6%	1 2%	2 2%	4 5%	3 6%	1 3%	1 7%	- -	3 7%	3 4%	4 5%	2 4%	- -	5 5%	8 5%	6 4%	5 3%	- -	- -	2 6%
About once a month or less often	50 8%	- -	1 3%	1 2%	5 6%	6 8%	4 8%	4 11%	2 13%	1 6%	2 4%	5 7%	7 10%	6 14%	5 15%	3 3%	18 11%	12 9%	15 9%	- -	- -	2 6%
AT ALL	462 71%	16 86%	36 84%	38 85%	73 89%	56 75%	22 50%	15 47%	12 67%	13 61%	37 84%	52 70%	43 62%	28 63%	20 56%	80 74%	112 71%	101 71%	124 72%	12 56%	10 68%	21 74%
Never	186 29%	3 14%	7 16%	7 15%	9 11%	19 25%	22 50%	17 53%	6 33%	8 39%	7 16%	23 30%	27 38%	16 37%	16 44%	29 26%	47 29%	41 29%	48 28%	10 44%	5 32%	8 26%

Digital Entertainment Survey 2013

22. How often do you do each of the following activities on your internet-connected TV? ...

General website browsing

Base: All who currently usually connect TV to the internet

	Ownership of technology devices						Which of the following best describes your occupation?											What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	660	113	213	224	73	37	60	84	147	121	40	40	23	5	37	52	36	15	8	224	382	39	7	122	114	104	126	316
Weighted Total	648	116	208	218	70	36	60	86	139	115	38	45	28	5	36	48	32	15	10	235	359	36	8	117	107	99	117	322
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	135	37	40	39	15	5	18	20	23	17	10	13	8	-	9	8	5	4	1	59	67	4	5	37	26	22	16	68
	21%	32%	19%	18%	21%	13%	30%	23%	17%	15%	26%	28%	27%	-	25%	17%	17%	29%	14%	25%	19%	10%	56%	32%	24%	22%	13%	21%
Twice per day	59	19	14	18	4	4	3	14	16	11	6	4	2	-	1	1	-	1	-	21	34	3	1	12	15	14	6	27
	9%	16%	7%	8%	5%	11%	5%	16%	12%	10%	15%	8%	9%	-	4%	2%	-	6%	-	9%	10%	8%	16%	11%	14%	14%	5%	9%
Once a day	70	21	24	17	6	2	10	13	17	11	3	3	4	-	2	2	4	-	2	22	43	2	-	16	16	11	7	29
	11%	18%	11%	8%	9%	5%	17%	16%	13%	10%	8%	8%	13%	-	5%	4%	11%	-	25%	9%	12%	5%	-	14%	15%	12%	6%	9%
A few days a week	73	11	29	22	5	6	7	10	16	13	5	8	4	1	6	3	1	1	1	35	32	5	-	9	11	10	12	40
	11%	9%	14%	10%	8%	17%	11%	12%	11%	13%	17%	14%	18%	16%	6%	3%	7%	14%	15%	9%	13%	-	7%	10%	11%	10%	12%	
About once a week	49	5	22	18	2	3	6	5	8	12	3	2	5	1	-	5	1	2	-	20	29	1	-	11	8	6	11	22
	8%	4%	10%	8%	3%	8%	9%	6%	6%	10%	7%	5%	17%	26%	-	10%	3%	12%	-	8%	8%	3%	-	9%	8%	6%	9%	7%
About once every two weeks	25	4	14	5	3	-	3	8	3	4	4	-	-	-	2	3	-	-	-	7	16	1	1	4	4	4	6	12
	4%	4%	7%	2%	4%	-	5%	9%	2%	3%	10%	-	-	-	5%	6%	-	-	-	3%	5%	3%	16%	3%	3%	4%	5%	4%
About once a month or less often	50	2	19	19	6	4	5	2	14	10	4	5	-	-	1	6	4	-	1	17	28	5	-	6	6	8	13	24
	8%	2%	9%	9%	9%	11%	8%	2%	10%	8%	10%	10%	-	-	2%	13%	14%	-	10%	7%	8%	13%	-	6%	6%	8%	11%	7%
AT ALL	462	98	161	138	41	23	51	72	98	77	33	35	22	2	20	27	15	8	6	180	249	19	7	94	86	75	69	222
	71%	85%	78%	63%	59%	66%	85%	83%	70%	67%	88%	77%	79%	43%	57%	58%	47%	54%	62%	77%	69%	54%	89%	81%	80%	76%	59%	69%
Never	186	18	47	80	29	12	9	14	42	38	5	10	6	3	15	20	17	7	4	55	110	16	1	22	21	24	47	100
	29%	15%	22%	37%	41%	34%	15%	17%	30%	33%	12%	23%	21%	57%	43%	42%	53%	46%	38%	23%	31%	46%	11%	19%	20%	24%	41%	31%

Digital Entertainment Survey 2013

22. How often do you do each of the following activities on your internet-connected TV? ...

Watch user-generated videos online (e.g. through YouTube)

Base: All who currently usually connect TV to the internet

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	660	14	32	41	81	79	48	36	15	18	45	83	78	49	41	107	166	144	176	22	15	30
Weighted Total	648	18	42	45	83	74	45	32	18	21	44	75	71	45	36	109	159	142	172	22	15	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	56 9%	4 21%	5 13%	4 10%	13 16%	7 9%	2 4%	1 3%	1 7%	2 11%	5 11%	6 8%	4 5%	1 2%	1 2%	11 10%	18 11%	8 6%	14 8%	1 4%	1 6%	3 11%
Twice per day	51 8%	1 7%	4 9%	8 17%	9 11%	10 14%	- -	- -	1 7%	5 22%	6 13%	3 4%	3 4%	2 4%	- -	12 11%	10 6%	7 5%	20 12%	1 6%	- -	1 4%
Once a day	78 12%	3 14%	13 31%	7 15%	18 22%	11 15%	- -	- -	4 20%	2 11%	3 7%	10 13%	6 9%	1 2%	- -	23 21%	12 8%	16 11%	21 12%	2 9%	2 15%	2 7%
A few days a week	100 15%	4 21%	5 13%	7 15%	17 21%	12 16%	6 13%	4 14%	4 20%	1 6%	10 22%	14 18%	11 15%	4 2%	4 12%	16 14%	23 14%	22 15%	32 18%	3 15%	3 18%	2 6%
About once a week	63 10%	1 7%	5 13%	8 17%	9 11%	8 11%	4 8%	- -	1 7%	1 6%	4 9%	7 10%	7 10%	5 10%	3 7%	10 9%	12 8%	18 13%	13 8%	1 6%	2 16%	6 21%
About once every two weeks	61 9%	3 14%	4 9%	8 17%	5 6%	5 6%	4 8%	3 8%	1 7%	2 11%	5 11%	5 6%	7 10%	5 10%	6 17%	8 8%	15 9%	16 12%	12 7%	5 22%	3 20%	2 6%
About once a month or less often	80 12%	- -	3 6%	- -	7 9%	8 11%	10 23%	6 19%	- -	2 11%	8 18%	15 20%	10 14%	8 18%	2 5%	10 10%	25 15%	15 11%	25 15%	2 8%	- -	3 10%
AT ALL	490 76%	16 86%	39 94%	40 90%	80 96%	62 84%	25 56%	14 44%	12 67%	16 78%	40 91%	60 80%	48 68%	22 49%	16 44%	91 83%	114 71%	103 73%	137 80%	15 70%	11 75%	19 65%
Never	158 24%	3 14%	3 6%	4 10%	3 4%	12 16%	20 44%	18 56%	6 33%	5 22%	4 9%	15 20%	23 32%	23 51%	20 56%	18 17%	45 29%	39 27%	35 20%	7 30%	4 25%	10 35%

Digital Entertainment Survey 2013

22. How often do you do each of the following activities on your internet-connected TV? ...

Watch user-generated videos online (e.g. through YouTube)

Base: All who currently usually connect TV to the internet

	Ownership of technology devices					Which of the following best describes your occupation?											What is your family status?					Are you a parent, and if so how old are your children?						
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	660	113	213	224	73	37	60	84	147	121	40	40	23	5	37	52	36	15	8	224	382	39	7	122	114	104	126	316
Weighted Total	648	116	208	218	70	36	60	86	139	115	38	45	28	5	36	48	32	15	10	235	359	36	8	117	107	99	117	322
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	56	22	18	11	3	3	8	13	5	9	3	7	3	-	1	4	1	2	1	26	27	1	1	14	9	6	7	28
	9%	19%	9%	5%	4%	8%	14%	15%	4%	8%	7%	16%	9%	-	3%	8%	3%	15%	14%	11%	8%	2%	12%	12%	8%	6%	6%	9%
Twice per day	51	16	15	16	3	1	2	14	11	9	4	3	2	-	4	1	-	1	-	24	24	1	2	13	15	4	2	30
	8%	14%	7%	7%	4%	3%	4%	16%	8%	8%	10%	7%	9%	-	11%	2%	-	6%	-	10%	7%	3%	31%	11%	14%	4%	2%	9%
Once a day	78	15	30	27	5	1	6	12	15	16	9	6	7	1	3	2	-	-	2	34	40	1	-	16	19	17	6	37
	12%	13%	15%	12%	7%	4%	11%	13%	11%	14%	24%	13%	26%	18%	9%	4%	-	-	26%	15%	11%	3%	-	14%	18%	18%	5%	11%
A few days a week	100	19	38	32	5	5	11	17	22	13	8	9	6	1	5	5	3	1	2	41	50	5	1	21	14	22	12	51
	15%	17%	18%	15%	7%	13%	18%	20%	16%	12%	20%	20%	21%	26%	13%	10%	8%	7%	25%	17%	14%	13%	16%	18%	13%	22%	10%	16%
About once a week	63	14	24	10	10	6	5	14	17	10	3	4	3	-	1	5	1	3	-	28	30	4	2	10	11	12	10	29
	10%	12%	12%	4%	14%	17%	8%	16%	12%	8%	7%	8%	9%	-	3%	10%	3%	20%	-	12%	8%	10%	30%	8%	10%	13%	9%	9%
About once every two weeks	61	7	20	20	10	4	7	8	17	9	2	7	2	-	2	3	4	-	-	19	37	5	-	10	9	10	12	28
	9%	6%	10%	9%	15%	11%	12%	10%	12%	7%	5%	16%	9%	-	5%	6%	14%	-	-	8%	10%	13%	-	9%	9%	10%	10%	9%
About once a month or less often	80	7	21	36	13	3	8	4	18	17	4	2	-	1	8	13	3	3	1	26	48	6	-	17	14	10	19	37
	12%	6%	10%	17%	19%	8%	14%	4%	13%	15%	10%	5%	-	18%	23%	27%	8%	19%	10%	11%	13%	16%	-	14%	13%	10%	16%	11%
AT ALL	490	100	167	151	49	22	48	81	105	82	32	38	24	3	24	31	11	10	7	198	256	21	7	100	91	81	68	239
	76%	86%	80%	69%	70%	63%	80%	94%	76%	71%	83%	84%	83%	61%	67%	66%	36%	67%	74%	84%	71%	60%	89%	86%	85%	82%	58%	74%
Never	158	16	41	67	21	13	12	5	34	33	7	7	5	2	12	16	20	5	2	37	103	14	1	17	16	18	49	83
	24%	14%	20%	31%	30%	37%	20%	6%	24%	29%	17%	16%	17%	39%	33%	34%	64%	33%	26%	16%	29%	40%	11%	14%	15%	18%	42%	26%

Digital Entertainment Survey 2013

22. How often do you do each of the following activities on your internet-connected TV? ...

Purchase goods/services online

Base: All who currently usually connect TV to the internet

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	660	14	32	41	81	79	48	36	15	18	45	83	78	49	41	107	166	144	176	22	15	30
Weighted Total	648	18	42	45	83	74	45	32	18	21	44	75	71	45	36	109	159	142	172	22	15	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	38 6%	3 14%	9 22%	1 2%	12 15%	4 5%	- -	1 3%	- -	1 6%	2 4%	4 5%	2 3%	- -	- -	15 14%	8 5%	7 5%	5 3%	1 6%	2 15%	- -
Twice per day	31 5%	1 7%	4 9%	3 7%	7 9%	6 8%	- -	- -	4 20%	- -	2 4%	2 2%	2 3%	- -	1 2%	12 11%	4 2%	5 4%	9 5%	- -	1 7%	- -
Once a day	55 8%	- -	5 13%	10 22%	8 10%	7 9%	1 2%	1 3%	1 7%	5 22%	4 9%	7 10%	4 5%	3 6%	- -	13 12%	13 8%	12 9%	15 9%	- -	1 6%	1 4%
A few days a week	74 11%	1 7%	3 6%	7 15%	16 20%	7 9%	1 2%	3 8%	1 7%	1 6%	12 27%	9 12%	7 10%	5 10%	3 7%	9 8%	15 9%	18 13%	24 14%	4 17%	1 6%	4 13%
About once a week	63 10%	3 14%	4 9%	5 12%	11 14%	7 9%	1 2%	1 3%	- -	- -	6 13%	10 13%	7 10%	3 6%	5 15%	10 9%	15 10%	13 9%	15 9%	3 13%	2 12%	5 16%
About once every two weeks	56 9%	4 21%	7 16%	3 7%	6 7%	8 11%	6 13%	- -	- -	2 11%	6 13%	5 7%	3 4%	3 6%	3 7%	3 3%	15 9%	13 9%	18 11%	1 6%	2 15%	3 10%
About once a month or less often	57 9%	3 14%	- -	3 7%	5 6%	8 11%	7 17%	3 8%	2 13%	2 11%	1 2%	3 4%	9 13%	7 16%	3 7%	12 11%	12 8%	13 9%	15 9%	3 14%	- -	2 6%
AT ALL	374 58%	14 79%	32 75%	33 73%	66 80%	46 62%	16 35%	8 25%	8 47%	12 56%	32 73%	40 53%	33 47%	20 45%	14 39%	75 69%	82 51%	82 58%	100 58%	12 56%	9 61%	14 49%
Never	273 42%	4 21%	11 25%	12 27%	16 20%	28 38%	29 65%	24 75%	9 53%	9 44%	12 27%	35 47%	37 53%	25 55%	22 61%	34 31%	77 49%	59 42%	72 42%	10 44%	6 39%	15 51%

Digital Entertainment Survey 2013

22. How often do you do each of the following activities on your internet-connected TV? ...

Purchase goods/services online

Base: All who currently usually connect TV to the internet

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	660	113	213	224	73	37	60	84	147	121	40	40	23	5	37	52	36	15	8	224	382	39	7	122	114	104	126	316
Weighted Total	648	116	208	218	70	36	60	86	139	115	38	45	28	5	36	48	32	15	10	235	359	36	8	117	107	99	117	322
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	38	17	11	3	3	3	4	10	2	9	4	4	1	-	1	1	1	1	1	16	20	-	1	11	5	7	5	20
	6%	15%	6%	2%	5%	9%	7%	12%	1%	7%	10%	10%	5%	-	3%	2%	3%	7%	14%	7%	6%	-	16%	9%	5%	7%	4%	6%
Twice per day	31	12	8	8	2	1	2	5	6	7	4	5	1	-	1	-	-	-	-	14	15	-	1	6	8	5	1	16
	5%	11%	4%	4%	3%	3%	3%	6%	4%	6%	10%	11%	4%	-	3%	-	-	-	-	6%	4%	-	16%	5%	7%	5%	1%	5%
Once a day	55	18	23	12	1	1	4	13	16	9	5	3	-	1	2	-	-	1	-	24	28	1	1	11	11	13	5	30
	8%	16%	11%	5%	1%	3%	7%	15%	11%	8%	13%	8%	-	18%	6%	-	-	6%	-	10%	8%	3%	16%	9%	11%	13%	4%	9%
A few days a week	74	22	21	20	9	3	8	15	11	11	6	5	2	-	4	8	3	2	-	36	38	-	1	13	17	9	7	38
	11%	19%	10%	9%	13%	8%	14%	17%	8%	9%	16%	11%	8%	-	11%	17%	8%	13%	-	15%	10%	-	12%	11%	16%	9%	6%	12%
About once a week	63	7	23	20	7	5	10	9	16	9	2	3	3	-	4	4	2	2	-	21	38	3	1	19	8	5	11	27
	10%	6%	11%	9%	11%	13%	17%	10%	12%	7%	5%	7%	9%	-	11%	8%	5%	14%	-	9%	10%	8%	13%	16%	7%	5%	9%	8%
About once every two weeks	56	6	16	22	7	4	5	7	11	14	2	2	8	-	2	2	2	-	1	22	29	4	-	13	7	10	7	27
	9%	5%	8%	10%	10%	11%	8%	8%	8%	13%	5%	5%	28%	-	6%	4%	6%	-	14%	9%	8%	10%	-	12%	7%	10%	6%	8%
About once a month or less often	57	5	16	23	6	7	5	7	12	9	5	7	1	-	1	5	4	1	-	15	33	7	1	9	15	13	18	16
	9%	4%	8%	11%	9%	19%	8%	8%	9%	8%	12%	15%	4%	-	3%	12%	11%	6%	-	7%	9%	21%	14%	8%	14%	14%	16%	5%
AT ALL	374	87	119	109	36	23	39	67	74	68	27	30	17	1	15	20	11	7	3	149	201	15	7	82	71	63	54	174
	58%	75%	57%	50%	51%	66%	64%	77%	53%	59%	71%	67%	58%	18%	42%	43%	34%	46%	28%	63%	56%	41%	89%	70%	66%	63%	46%	54%
Never	273	29	89	110	34	12	21	20	65	47	11	15	12	4	21	27	21	8	7	87	158	21	1	35	36	36	63	149
	42%	25%	43%	50%	49%	34%	36%	23%	47%	41%	29%	33%	42%	82%	58%	57%	66%	54%	72%	37%	44%	59%	11%	30%	34%	37%	54%	46%

Digital Entertainment Survey 2013

22. How often do you do each of the following activities on your internet-connected TV? ...

Access social networks (e.g. Facebook and Twitter)

Base: All who currently usually connect TV to the internet

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	660	14	32	41	81	79	48	36	15	18	45	83	78	49	41	107	166	144	176	22	15	30
Weighted Total	648	18	42	45	83	74	45	32	18	21	44	75	71	45	36	109	159	142	172	22	15	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	104	4	14	11	17	11	4	1	2	7	12	12	4	4	2	21	19	25	33	1	3	3
	16%	21%	34%	24%	21%	15%	8%	3%	13%	33%	27%	16%	5%	8%	5%	19%	12%	17%	19%	4%	22%	10%
Twice per day	51	3	3	7	12	10	-	-	1	-	2	5	6	3	-	12	12	13	9	2	-	3
	8%	14%	6%	15%	14%	-	-	-	7%	-	4%	6%	9%	6%	-	11%	7%	9%	5%	8%	-	11%
Once a day	84	3	9	4	15	8	3	-	4	4	7	11	8	4	4	23	15	13	24	4	3	1
	13%	14%	22%	10%	19%	11%	6%	-	20%	17%	16%	14%	12%	8%	12%	21%	10%	9%	14%	19%	21%	3%
A few days a week	68	3	3	7	13	8	4	2	-	1	8	9	6	3	3	11	16	15	17	3	2	3
	10%	14%	6%	15%	16%	10%	8%	6%	-	6%	18%	12%	9%	6%	7%	10%	10%	11%	10%	14%	12%	10%
About once a week	43	1	3	4	7	2	1	3	2	-	5	2	8	1	4	8	10	9	9	2	1	4
	7%	7%	6%	10%	9%	3%	2%	8%	13%	-	11%	2%	12%	2%	10%	7%	6%	6%	5%	10%	7%	14%
About once every two weeks	21	1	1	3	2	4	2	4	-	-	-	1	2	-	1	1	5	4	7	-	1	3
	3%	7%	3%	7%	2%	5%	4%	11%	-	-	-	1%	3%	-	2%	1%	3%	3%	4%	-	6%	10%
About once a month or less often	29	1	3	1	1	3	4	-	-	1	4	3	5	2	2	1	8	9	8	2	-	1
	5%	7%	6%	2%	1%	4%	8%	-	-	6%	9%	4%	8%	4%	5%	1%	5%	6%	5%	10%	-	3%
AT ALL	400	16	36	37	68	46	17	9	9	13	37	42	40	16	15	77	85	88	107	15	10	18
	62%	86%	84%	83%	83%	62%	38%	28%	53%	61%	84%	55%	56%	35%	41%	71%	53%	62%	62%	66%	68%	62%
Never	248	3	7	8	14	28	28	23	8	8	7	33	31	29	21	32	74	53	65	7	5	11
	38%	14%	16%	17%	17%	38%	63%	72%	47%	39%	16%	45%	44%	65%	59%	29%	47%	38%	38%	34%	32%	38%

Digital Entertainment Survey 2013

22. How often do you do each of the following activities on your internet-connected TV? ...

Access social networks (e.g. Facebook and Twitter)

Base: All who currently usually connect TV to the internet

	Ownership of technology devices						Which of the following best describes your occupation?											What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	660	113	213	224	73	37	60	84	147	121	40	40	23	5	37	52	36	15	8	224	382	39	7	122	114	104	126	316
Weighted Total	648	116	208	218	70	36	60	86	139	115	38	45	28	5	36	48	32	15	10	235	359	36	8	117	107	99	117	322
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	104	29	34	25	12	6	7	19	22	10	7	11	9	1	6	8	1	4	1	54	45	3	2	29	16	14	11	52
	16%	25%	16%	11%	16%	16%	12%	21%	16%	8%	18%	25%	31%	18%	17%	16%	3%	29%	14%	23%	12%	8%	25%	24%	15%	15%	9%	16%
Twice per day	51	15	13	16	7	1	12	8	14	10	2	1	1	-	2	-	-	2	1	22	25	1	1	12	13	12	3	25
	8%	13%	6%	7%	10%	3%	20%	9%	10%	8%	5%	3%	5%	-	6%	-	-	12%	14%	9%	7%	3%	16%	10%	13%	12%	3%	8%
Once a day	84	17	27	29	6	4	4	21	13	21	9	6	4	-	2	3	1	1	-	30	47	3	4	15	20	12	10	42
	13%	15%	13%	13%	8%	13%	7%	24%	10%	18%	23%	13%	13%	-	5%	6%	3%	6%	-	13%	13%	8%	47%	12%	19%	12%	8%	13%
A few days a week	68	18	26	17	3	4	5	12	15	14	4	8	1	-	3	3	4	-	-	26	40	2	-	17	13	11	9	31
	10%	16%	13%	8%	4%	10%	8%	14%	11%	12%	10%	18%	5%	-	8%	6%	11%	-	-	11%	11%	5%	-	15%	12%	12%	8%	10%
About once a week	43	11	18	9	2	3	8	6	5	8	6	2	2	-	4	2	1	-	1	17	23	2	-	5	5	8	9	24
	7%	9%	9%	4%	3%	8%	13%	7%	4%	7%	15%	5%	8%	-	11%	4%	3%	-	12%	7%	6%	5%	-	4%	4%	8%	8%	7%
About once every two weeks	21	1	11	7	2	-	1	2	4	6	1	-	4	-	1	1	2	-	-	7	12	2	-	2	3	4	6	8
	3%	1%	5%	3%	3%	-	2%	2%	3%	5%	2%	-	13%	-	2%	2%	6%	-	-	3%	3%	5%	-	2%	3%	4%	5%	2%
About once a month or less often	29	2	13	10	3	1	4	4	7	4	1	1	-	-	3	5	1	-	-	10	18	2	-	7	4	5	5	13
	5%	2%	6%	5%	4%	3%	7%	5%	5%	4%	2%	3%	-	-	8%	10%	3%	-	-	4%	5%	5%	-	6%	3%	5%	5%	4%
AT ALL	400	93	142	112	34	19	40	71	79	71	29	30	21	1	20	20	9	7	4	165	210	14	7	86	74	65	53	195
	62%	80%	68%	52%	48%	52%	68%	82%	57%	62%	75%	67%	75%	18%	57%	43%	28%	48%	40%	70%	58%	39%	89%	73%	69%	66%	46%	60%
Never	248	23	66	106	36	17	19	16	60	44	9	15	7	4	15	27	23	8	6	70	150	22	1	31	33	33	63	128
	38%	20%	32%	48%	52%	48%	32%	18%	43%	38%	25%	33%	25%	82%	43%	57%	72%	52%	60%	30%	42%	61%	11%	27%	31%	34%	54%	40%

Digital Entertainment Survey 2013

22. How often do you do each of the following activities on your internet-connected TV? ...

Communicate with friends through Skype

Base: All who currently usually connect TV to the internet

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	660	14	32	41	81	79	48	36	15	18	45	83	78	49	41	107	166	144	176	22	15	30
Weighted Total	648	18	42	45	83	74	45	32	18	21	44	75	71	45	36	109	159	142	172	22	15	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	46 7%	4 21%	5 13%	3 7%	6 7%	8 11%	1 2%	1 3%	- -	2 11%	4 9%	8 11%	2 3%	- -	1 2%	13 12%	12 7%	5 4%	14 8%	- -	2 15%	- -
Twice per day	49 8%	3 14%	13 31%	4 10%	11 14%	6 8%	- -	- -	- -	- -	4 9%	2 2%	5 6%	1 2%	1 2%	16 15%	8 5%	14 10%	8 5%	1 6%	- -	1 5%
Once a day	47 7%	- -	1 3%	8 17%	12 15%	5 6%	- -	- -	1 7%	4 17%	3 7%	11 14%	3 4%	- -	- -	10 9%	8 5%	7 5%	17 10%	2 11%	1 7%	3 10%
A few days a week	64 10%	3 14%	7 16%	10 22%	15 19%	6 8%	1 2%	1 3%	4 20%	- -	7 16%	7 10%	3 4%	2 4%	- -	15 14%	12 8%	14 10%	15 9%	3 13%	1 6%	4 14%
About once a week	49 8%	5 29%	5 13%	5 12%	9 11%	3 4%	2 4%	1 3%	1 7%	- -	3 7%	4 5%	6 9%	1 2%	4 10%	11 10%	9 6%	10 7%	12 7%	- -	5 33%	1 5%
About once every two weeks	36 6%	- -	1 3%	1 2%	6 7%	8 11%	1 2%	- -	- -	2 11%	4 9%	4 5%	4 5%	4 8%	1 2%	7 6%	12 7%	5 4%	9 5%	3 14%	- -	1 3%
About once a month or less often	49 8%	- -	1 3%	2 5%	6 7%	5 6%	5 10%	4 11%	2 13%	- -	6 7%	5 7%	5 8%	4 8%	4 10%	5 4%	14 9%	10 7%	15 9%	2 8%	- -	3 10%
AT ALL	340 52%	14 79%	34 81%	34 76%	66 80%	40 54%	9 21%	6 19%	8 47%	8 39%	30 69%	41 54%	27 38%	11 24%	10 27%	77 71%	74 47%	65 46%	90 52%	11 52%	9 61%	13 46%
Never	308 48%	4 21%	8 19%	11 24%	16 20%	34 46%	35 79%	26 81%	9 53%	13 61%	14 31%	34 46%	43 62%	34 76%	26 73%	32 29%	85 53%	77 54%	82 48%	11 48%	6 39%	16 54%

Digital Entertainment Survey 2013

22. How often do you do each of the following activities on your internet-connected TV? ...

Communicate with friends through Skype

Base: All who currently usually connect TV to the internet

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	660	113	213	224	73	37	60	84	147	121	40	40	23	5	37	52	36	15	8	224	382	39	7	122	114	104	126	316
Weighted Total	648	116	208	218	70	36	60	86	139	115	38	45	28	5	36	48	32	15	10	235	359	36	8	117	107	99	117	322
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	46	21	14	6	2	3	3	10	4	9	4	4	1	1	3	4	1	1	1	24	20	-	1	11	9	4	4	26
	7%	18%	7%	3%	3%	8%	5%	12%	3%	8%	10%	10%	5%	18%	8%	8%	3%	9%	14%	10%	6%	-	16%	10%	9%	4%	3%	8%
Twice per day	49	17	17	13	1	1	8	14	7	7	5	7	-	-	1	1	-	-	-	24	23	-	1	11	13	9	6	22
	8%	14%	8%	6%	1%	4%	13%	16%	5%	6%	13%	16%	-	-	3%	2%	-	-	-	10%	7%	-	16%	9%	12%	9%	5%	7%
Once a day	47	13	22	11	1	-	2	11	15	9	3	1	2	-	2	2	-	-	-	20	27	-	-	13	9	6	1	25
	7%	11%	11%	5%	1%	-	4%	13%	11%	8%	8%	2%	-	5%	4%	-	-	-	-	8%	8%	-	-	11%	8%	6%	1%	8%
A few days a week	64	13	18	21	9	3	5	13	14	7	4	6	6	-	5	2	-	1	-	32	29	1	2	13	10	9	10	30
	10%	12%	9%	10%	12%	8%	8%	15%	10%	6%	11%	14%	22%	-	14%	4%	-	7%	-	13%	8%	3%	31%	11%	9%	9%	8%	9%
About once a week	49	9	15	18	4	4	8	5	8	10	3	4	5	-	1	3	2	1	-	18	26	4	1	13	7	7	7	24
	8%	7%	7%	8%	5%	12%	14%	6%	5%	8%	7%	8%	18%	-	4%	6%	6%	7%	-	8%	7%	10%	13%	11%	6%	7%	6%	8%
About once every two weeks	36	9	11	11	3	3	5	6	8	8	2	2	1	-	-	4	-	-	1	12	20	4	-	5	10	8	5	13
	6%	8%	5%	5%	4%	8%	8%	7%	6%	7%	5%	5%	5%	-	-	8%	-	-	10%	5%	6%	10%	-	4%	10%	8%	4%	4%
About once a month or less often	49	6	20	14	6	3	4	6	13	8	7	-	2	-	2	4	3	-	2	9	33	4	1	14	8	8	9	19
	8%	5%	10%	6%	8%	7%	7%	7%	9%	7%	17%	-	8%	-	5%	8%	8%	-	25%	4%	9%	10%	12%	12%	8%	8%	8%	6%
AT ALL	340	88	117	93	25	17	35	66	69	57	27	25	19	1	14	18	5	3	5	138	179	12	7	80	66	51	41	161
	52%	76%	56%	43%	36%	47%	59%	76%	49%	50%	71%	55%	66%	18%	39%	38%	17%	23%	48%	58%	50%	34%	89%	68%	61%	52%	35%	50%
Never	308	28	91	125	45	19	25	21	71	58	11	20	10	4	22	29	27	11	5	98	181	24	1	37	41	47	76	161
	48%	24%	44%	57%	64%	53%	41%	24%	51%	50%	29%	45%	34%	82%	61%	62%	83%	77%	52%	42%	50%	66%	11%	32%	39%	48%	65%	50%

Digital Entertainment Survey 2013

22. How often do you do each of the following activities on your internet-connected TV? ...

Use photo-sharing websites (e.g. Pinterest)

Base: All who currently usually connect TV to the internet

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	660	14	32	41	81	79	48	36	15	18	45	83	78	49	41	107	166	144	176	22	15	30
Weighted Total	648	18	42	45	83	74	45	32	18	21	44	75	71	45	36	109	159	142	172	22	15	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	35 5%	4 21%	4 9%	2 5%	10 12%	4 5%	- -	- -	1 7%	- -	2 4%	5 6%	3 4%	1 2%	- -	14 13%	7 4%	4 3%	9 5%	- -	- -	2 7%
Twice per day	39 6%	1 7%	8 19%	4 10%	4 5%	7 9%	1 2%	- -	- -	2 11%	4 9%	4 5%	3 4%	1 2%	- -	13 12%	6 4%	11 7%	7 4%	- -	1 6%	1 4%
Once a day	59 9%	1 7%	5 13%	5 12%	20 25%	6 8%	1 2%	- -	2 13%	2 11%	6 13%	5 7%	3 4%	1 2%	- -	13 12%	10 7%	13 9%	18 10%	3 14%	1 9%	1 4%
A few days a week	55 9%	1 7%	7 16%	8 17%	14 17%	8 10%	1 2%	- -	1 7%	1 6%	4 9%	4 5%	5 6%	2 2%	2 5%	9 9%	10 6%	12 9%	18 10%	1 6%	1 7%	3 11%
About once a week	38 6%	3 14%	5 13%	3 7%	3 4%	5 6%	- -	- -	2 13%	1 6%	3 7%	7 10%	5 6%	- -	1 2%	10 9%	13 8%	7 5%	5 3%	2 9%	- -	1 3%
About once every two weeks	29 4%	3 14%	1 3%	4 10%	4 5%	5 6%	- -	1 3%	- -	- -	3 7%	3 4%	4 5%	1 2%	1 2%	7 7%	6 4%	6 4%	8 5%	1 4%	- -	1 5%
About once a month or less often	43 7%	- -	3 6%	3 7%	7 9%	6 8%	9 21%	- -	1 7%	1 6%	4 9%	5 6%	1 1%	3 6%	1 2%	4 4%	13 8%	12 9%	9 5%	1 4%	1 9%	3 10%
AT ALL	298 46%	13 71%	33 78%	30 68%	63 77%	39 52%	12 27%	1 3%	8 47%	8 39%	25 58%	32 42%	22 31%	7 16%	4 12%	70 65%	65 41%	64 45%	74 43%	8 38%	5 31%	12 43%
Never	350 54%	5 29%	9 22%	14 32%	19 23%	36 48%	33 73%	31 97%	9 53%	13 61%	19 42%	43 58%	49 69%	37 84%	32 88%	39 35%	94 59%	78 55%	98 57%	14 62%	10 69%	17 57%

Digital Entertainment Survey 2013

22. How often do you do each of the following activities on your internet-connected TV? ...

Use photo-sharing websites (e.g. Pinterest)

Base: All who currently usually connect TV to the internet

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	660	113	213	224	73	37	60	84	147	121	40	40	23	5	37	52	36	15	8	224	382	39	7	122	114	104	126	316
Weighted Total	648	116	208	218	70	36	60	86	139	115	38	45	28	5	36	48	32	15	10	235	359	36	8	117	107	99	117	322
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	35	16	13	5	1	1	3	15	4	6	2	3	1	-	-	-	-	1	1	14	20	-	-	7	8	7	4	15
	5%	13%	6%	2%	1%	3%	5%	17%	3%	5%	5%	7%	5%	-	-	-	-	9%	14%	6%	5%	-	-	6%	7%	7%	4%	5%
Twice per day	39	17	13	4	2	3	4	7	8	5	5	4	-	-	3	2	-	1	-	21	15	-	3	9	5	5	4	23
	6%	14%	6%	2%	3%	9%	7%	8%	6%	5%	13%	9%	-	-	8%	4%	-	6%	-	9%	4%	-	33%	8%	4%	5%	4%	7%
Once a day	59	19	21	13	3	2	5	15	13	11	4	5	1	-	2	1	-	1	-	26	32	1	-	12	17	15	2	27
	9%	17%	10%	6%	5%	6%	9%	17%	9%	10%	11%	12%	-	-	5%	2%	-	7%	-	11%	9%	3%	-	10%	16%	15%	2%	9%
A few days a week	55	15	22	13	5	1	5	10	12	11	5	3	5	-	1	2	-	1	1	24	29	-	1	12	12	5	4	31
	9%	13%	11%	6%	6%	3%	9%	11%	9%	10%	13%	7%	17%	-	3%	4%	-	7%	12%	10%	8%	-	16%	11%	11%	6%	3%	10%
About once a week	38	4	11	15	5	3	4	6	4	8	3	1	2	1	2	5	-	1	-	16	20	1	1	15	8	4	6	13
	6%	3%	5%	7%	8%	8%	6%	7%	3%	7%	8%	3%	9%	18%	6%	10%	-	7%	-	7%	6%	2%	13%	13%	7%	4%	5%	4%
About once every two weeks	29	7	10	10	1	1	6	5	4	4	3	4	1	-	2	1	-	-	-	14	14	1	-	5	4	7	7	14
	4%	6%	5%	5%	1%	3%	10%	6%	3%	3%	7%	8%	5%	-	6%	2%	-	-	-	6%	4%	3%	-	4%	3%	7%	6%	4%
About once a month or less often	43	6	14	17	6	1	3	6	11	9	3	4	2	-	1	4	-	1	-	12	27	3	1	11	7	6	6	21
	7%	5%	7%	8%	8%	4%	5%	7%	8%	8%	7%	8%	9%	-	3%	8%	-	6%	-	5%	7%	8%	14%	10%	6%	6%	6%	6%
AT ALL	298	84	103	77	23	12	30	63	55	56	24	24	14	1	11	14	-	6	2	127	157	6	6	72	59	49	34	144
	46%	72%	49%	35%	32%	35%	51%	73%	39%	48%	63%	54%	48%	18%	31%	29%	-	43%	26%	54%	44%	16%	77%	62%	55%	49%	29%	45%
Never	350	32	105	141	47	23	29	23	85	60	14	21	15	4	25	34	32	8	7	108	203	30	2	45	48	50	83	178
	54%	28%	51%	65%	68%	65%	49%	27%	61%	52%	37%	46%	52%	82%	69%	71%	100%	57%	74%	46%	56%	84%	23%	38%	45%	51%	71%	55%

Digital Entertainment Survey 2013

22. How often do you do each of the following activities on your internet-connected TV? ...

Access news websites

Base: All who currently usually connect TV to the internet

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	660	14	32	41	81	79	48	36	15	18	45	83	78	49	41	107	166	144	176	22	15	30
Weighted Total	648	18	42	45	83	74	45	32	18	21	44	75	71	45	36	109	159	142	172	22	15	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	74 11%	5 29%	4 9%	3 7%	13 16%	18 24%	2 4%	2 6%	1 7%	1 6%	6 13%	9 12%	4 5%	5 10%	2 5%	20 18%	19 12%	8 5%	21 12%	2 8%	1 6%	4 14%
Twice per day	59 9%	3 14%	9 22%	7 15%	15 19%	4 5%	3 6%	1 3%	2 13%	1 6%	2 4%	5 6%	5 6%	2 4%	2 5%	19 17%	11 7%	13 9%	13 8%	- -	1 9%	2 7%
Once a day	84 13%	- -	7 16%	9 20%	14 17%	13 18%	3 6%	1 3%	- -	6 28%	6 13%	8 11%	8 12%	3 6%	7 20%	15 14%	20 13%	21 15%	21 12%	3 16%	2 12%	2 7%
A few days a week	70 11%	4 21%	3 6%	7 15%	12 15%	9 13%	6 13%	3 8%	1 7%	2 11%	6 13%	7 10%	6 9%	4 8%	1 2%	7 7%	17 11%	14 10%	22 13%	3 14%	4 25%	4 14%
About once a week	70 11%	3 14%	7 16%	8 17%	9 11%	1 1%	5 10%	1 3%	4 20%	1 6%	8 18%	9 12%	9 13%	3 6%	4 12%	11 10%	16 10%	21 15%	17 10%	3 13%	1 7%	1 5%
About once every two weeks	30 5%	1 7%	4 9%	1 2%	5 6%	3 4%	2 4%	1 3%	- -	- -	- -	4 5%	5 6%	4 8%	1 2%	6 5%	3 2%	5 3%	10 6%	1 6%	2 15%	3 9%
About once a month or less often	57 9%	- -	5 13%	3 7%	2 2%	4 5%	8 19%	4 11%	1 7%	- -	5 11%	8 11%	5 6%	5 10%	7 20%	5 5%	17 11%	9 7%	17 10%	3 15%	- -	5 16%
AT ALL	445 69%	16 86%	38 91%	37 83%	71 86%	52 70%	28 63%	12 36%	9 53%	12 56%	32 73%	50 66%	41 58%	24 53%	24 66%	84 77%	103 65%	89 63%	121 70%	16 71%	11 74%	21 71%
Never	203 31%	3 14%	4 9%	8 17%	11 14%	23 30%	17 38%	21 64%	8 47%	9 44%	12 27%	25 34%	30 42%	21 47%	12 34%	25 23%	56 35%	52 37%	51 30%	6 29%	4 26%	8 29%

Digital Entertainment Survey 2013

22. How often do you do each of the following activities on your internet-connected TV? ...

Access news websites

Base: All who currently usually connect TV to the internet

	Ownership of technology devices						Which of the following best describes your occupation?											What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	660	113	213	224	73	37	60	84	147	121	40	40	23	5	37	52	36	15	8	224	382	39	7	122	114	104	126	316
Weighted Total	648	116	208	218	70	36	60	86	139	115	38	45	28	5	36	48	32	15	10	235	359	36	8	117	107	99	117	322
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	74	25	20	24	3	3	7	14	17	11	6	5	3	1	2	4	3	3	1	30	41	2	-	18	17	15	10	32
	11%	22%	10%	11%	4%	8%	11%	16%	12%	10%	15%	11%	9%	18%	5%	8%	8%	21%	14%	13%	11%	5%	-	16%	16%	15%	9%	10%
Twice per day	59	20	20	9	8	2	8	14	9	9	5	6	2	-	1	4	-	1	-	31	25	1	3	7	13	9	8	36
	9%	17%	10%	4%	11%	7%	13%	16%	7%	8%	13%	14%	8%	-	3%	8%	-	7%	-	13%	7%	3%	33%	6%	13%	9%	7%	11%
Once a day	84	19	30	28	6	2	11	11	17	20	6	7	1	-	4	2	4	1	-	30	49	5	-	20	21	16	13	36
	13%	16%	14%	13%	9%	5%	18%	13%	12%	18%	15%	16%	5%	-	11%	4%	11%	6%	-	13%	14%	13%	-	17%	19%	17%	11%	11%
A few days a week	70	11	27	24	5	4	4	11	22	9	4	7	5	-	2	4	3	-	1	25	36	6	1	14	15	12	7	32
	11%	9%	13%	11%	7%	10%	7%	13%	16%	8%	11%	15%	18%	-	5%	8%	8%	-	14%	11%	10%	18%	14%	12%	14%	12%	6%	10%
About once a week	70	14	25	19	5	7	8	12	13	9	6	3	6	-	5	5	2	1	1	27	38	3	1	17	6	10	12	33
	11%	12%	12%	9%	7%	19%	13%	14%	9%	7%	16%	8%	22%	-	14%	10%	6%	7%	12%	12%	10%	8%	13%	14%	5%	10%	10%	10%
About once every two weeks	30	3	13	9	3	2	3	6	5	9	-	-	3	-	1	4	-	-	-	9	18	1	1	7	7	5	7	9
	5%	3%	6%	4%	4%	6%	5%	7%	3%	7%	-	-	9%	-	3%	8%	-	-	-	4%	5%	2%	16%	6%	7%	5%	6%	3%
About once a month or less often	57	4	15	24	10	4	7	6	7	10	5	4	-	-	5	8	5	-	1	18	34	4	-	9	5	6	19	24
	9%	3%	7%	11%	14%	10%	11%	6%	5%	8%	14%	8%	-	-	13%	17%	17%	-	10%	8%	9%	10%	-	8%	5%	7%	16%	7%
AT ALL	445	95	149	138	40	23	46	75	91	77	32	32	20	1	20	30	16	6	5	171	242	21	6	92	85	73	75	203
	69%	82%	72%	63%	57%	65%	77%	86%	65%	67%	83%	72%	71%	18%	55%	62%	50%	42%	49%	73%	67%	59%	77%	79%	79%	74%	64%	63%
Never	203	21	59	81	30	13	14	12	48	39	6	13	8	4	16	18	16	9	5	64	118	14	2	25	22	26	41	119
	31%	18%	28%	37%	43%	35%	23%	14%	35%	33%	17%	28%	29%	82%	45%	38%	50%	58%	51%	27%	33%	41%	23%	21%	21%	26%	36%	37%

Digital Entertainment Survey 2013

22. How often do you do each of the following activities on your internet-connected TV? ...

Music streaming

Base: All who currently usually connect TV to the internet

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	660	14	32	41	81	79	48	36	15	18	45	83	78	49	41	107	166	144	176	22	15	30
Weighted Total	648	18	42	45	83	74	45	32	18	21	44	75	71	45	36	109	159	142	172	22	15	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	50 8%	4 21%	7 16%	7 15%	11 14%	9 13%	1 2%	-	1 7%	1 6%	4 9%	5 6%	-	1 2%	-	16 15%	12 7%	6 4%	12 7%	-	2 16%	2 7%
Twice per day	43 7%	1 7%	8 19%	3 7%	10 12%	4 5%	1 2%	-	2 13%	2 11%	1 2%	2 2%	7 10%	-	1 2%	14 13%	8 5%	12 8%	7 4%	-	1 6%	1 5%
Once a day	67 10%	3 14%	8 19%	5 12%	11 14%	8 11%	-	-	4 20%	5 22%	7 16%	10 13%	4 5%	3 6%	-	17 15%	11 7%	8 6%	27 16%	-	1 6%	3 10%
A few days a week	75 12%	3 14%	7 16%	5 12%	15 19%	7 9%	2 4%	-	5 27%	1 6%	10 22%	8 11%	7 10%	3 6%	3 7%	12 11%	17 10%	19 13%	18 11%	5 25%	1 6%	3 10%
About once a week	59 9%	4 21%	3 6%	11 24%	10 12%	5 6%	2 4%	-	1 7%	1 6%	5 11%	10 13%	5 6%	1 2%	3 7%	10 9%	10 6%	16 11%	16 9%	3 13%	2 13%	3 11%
About once every two weeks	31 5%	1 7%	4 9%	3 7%	6 7%	6 8%	2 4%	-	-	-	3 7%	2 2%	3 4%	1 2%	1 2%	3 2%	9 5%	8 5%	7 4%	4 16%	-	2 6%
About once a month or less often	49 8%	-	4 9%	-	4 5%	6 8%	7 15%	2 6%	-	4 17%	5 11%	5 7%	8 12%	4 8%	2 5%	2 2%	11 7%	17 12%	13 8%	1 4%	3 22%	2 6%
AT ALL	375 58%	16 86%	39 94%	35 78%	68 83%	44 59%	14 31%	2 6%	13 73%	14 67%	34 78%	42 55%	33 47%	12 27%	9 24%	73 67%	77 49%	85 60%	101 59%	13 58%	10 69%	16 55%
Never	273 42%	3 14%	3 6%	10 22%	14 17%	30 41%	31 69%	30 94%	5 27%	7 33%	10 22%	33 45%	37 53%	33 73%	27 76%	36 33%	82 51%	57 40%	71 41%	9 42%	5 31%	13 45%

Digital Entertainment Survey 2013

22. How often do you do each of the following activities on your internet-connected TV? ...

Music streaming

Base: All who currently usually connect TV to the internet

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	660	113	213	224	73	37	60	84	147	121	40	40	23	5	37	52	36	15	8	224	382	39	7	122	114	104	126	316
Weighted Total	648	116	208	218	70	36	60	86	139	115	38	45	28	5	36	48	32	15	10	235	359	36	8	117	107	99	117	322
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	50	23	16	7	3	1	5	12	6	11	3	8	1	1	1	1	-	1	1	27	21	-	1	9	10	9	5	28
	8%	20%	8%	3%	5%	3%	8%	14%	4%	9%	7%	17%	5%	18%	3%	2%	-	9%	14%	12%	6%	-	16%	8%	9%	9%	4%	9%
Twice per day	43	13	17	13	-	-	9	14	5	6	3	-	2	-	1	3	-	-	-	19	21	-	3	9	10	8	5	22
	7%	11%	8%	6%	-	-	15%	17%	4%	5%	8%	-	9%	-	3%	6%	-	-	-	8%	6%	-	33%	8%	10%	8%	4%	7%
Once a day	67	18	22	21	3	3	5	7	14	15	7	7	5	-	3	3	-	1	1	34	30	1	1	14	12	5	5	37
	10%	15%	11%	10%	4%	9%	8%	8%	10%	13%	19%	16%	18%	-	8%	6%	-	7%	10%	14%	8%	3%	14%	12%	12%	5%	4%	12%
A few days a week	75	18	25	21	8	3	7	11	14	10	6	11	5	-	7	5	-	1	4	31	35	5	1	18	14	16	6	38
	12%	16%	12%	10%	11%	8%	11%	12%	10%	8%	15%	25%	16%	-	20%	10%	-	6%	38%	13%	10%	13%	12%	16%	13%	16%	5%	12%
About once a week	59	11	27	13	5	3	4	13	14	10	2	2	4	1	4	4	1	1	1	28	27	3	1	15	3	10	7	29
	9%	10%	13%	6%	8%	8%	6%	15%	10%	8%	5%	5%	13%	26%	11%	8%	3%	7%	12%	12%	7%	8%	13%	13%	3%	10%	6%	9%
About once every two weeks	31	5	13	10	3	-	4	5	9	7	2	-	3	-	1	1	-	-	-	10	20	1	-	7	9	7	4	14
	5%	4%	6%	5%	4%	-	7%	6%	6%	6%	5%	-	9%	-	3%	2%	-	-	-	4%	6%	3%	-	6%	8%	7%	3%	4%
About once a month or less often	49	2	18	20	6	3	6	7	7	11	2	2	1	-	2	9	1	2	-	18	27	4	-	14	9	6	14	20
	8%	2%	9%	9%	8%	10%	10%	8%	5%	9%	5%	5%	5%	-	5%	19%	3%	12%	-	8%	8%	11%	-	12%	9%	6%	12%	6%
AT ALL	375	90	138	106	28	13	39	70	68	68	24	31	21	2	19	25	2	6	7	166	181	13	7	85	67	60	45	188
	58%	77%	66%	49%	41%	38%	66%	81%	49%	59%	63%	68%	75%	43%	52%	52%	5%	42%	74%	71%	50%	37%	89%	73%	63%	61%	39%	58%
Never	273	26	70	112	42	22	21	16	71	48	14	14	7	3	17	23	30	9	2	69	178	23	1	31	40	39	71	135
	42%	23%	34%	51%	59%	62%	34%	19%	51%	41%	37%	32%	25%	57%	48%	48%	95%	58%	26%	29%	50%	63%	11%	27%	37%	39%	61%	42%

Digital Entertainment Survey 2013

22. How often do you do each of the following activities on your internet-connected TV? ...

Watch pay per view movies

Base: All who currently usually connect TV to the internet

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	660	14	32	41	81	79	48	36	15	18	45	83	78	49	41	107	166	144	176	22	15	30
Weighted Total	648	18	42	45	83	74	45	32	18	21	44	75	71	45	36	109	159	142	172	22	15	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	36 6%	3 14%	8 19%	2 5%	6 7%	6 8%	- -	1 3%	- -	- -	3 7%	5 6%	4 5%	- -	- -	11 10%	8 5%	6 4%	8 4%	1 6%	2 15%	- -
Twice per day	30 5%	- -	7 16%	2 5%	10 12%	2 3%	2 4%	- -	- -	1 6%	3 7%	1 1%	2 3%	1 2%	- -	6 5%	9 6%	8 6%	7 4%	- -	- -	1 4%
Once a day	50 8%	3 14%	- -	4 10%	13 16%	6 8%	2 4%	- -	1 7%	4 17%	3 7%	10 13%	4 5%	1 2%	- -	16 14%	10 6%	6 4%	15 9%	2 9%	- -	2 7%
A few days a week	57 9%	1 7%	5 13%	10 22%	10 12%	10 14%	- -	1 3%	1 7%	1 6%	6 13%	7 10%	2 3%	1 2%	1 2%	11 10%	7 4%	16 12%	16 9%	2 10%	2 13%	2 7%
About once a week	52 8%	4 21%	7 16%	5 12%	8 10%	5 6%	- -	1 3%	2 13%	1 6%	4 9%	5 6%	6 9%	3 6%	2 5%	12 11%	10 6%	11 8%	15 8%	- -	1 6%	4 15%
About once every two weeks	56 9%	- -	1 3%	3 7%	10 12%	12 16%	2 4%	1 3%	1 7%	1 6%	4 9%	12 16%	5 8%	1 2%	2 5%	6 6%	20 12%	8 6%	14 8%	4 17%	3 19%	2 6%
About once a month or less often	91 14%	- -	5 13%	7 15%	8 10%	9 13%	9 21%	4 14%	4 20%	2 11%	9 20%	10 13%	13 18%	6 14%	4 12%	12 11%	30 19%	17 12%	26 15%	3 15%	2 15%	1 3%
AT ALL	373 58%	11 57%	33 78%	34 76%	66 80%	50 67%	15 33%	8 25%	9 53%	11 50%	31 71%	49 65%	35 50%	13 29%	9 24%	74 68%	93 58%	72 51%	99 58%	12 56%	10 68%	12 42%
Never	275 42%	8 43%	9 22%	11 24%	16 20%	24 33%	30 67%	24 75%	8 47%	11 50%	13 29%	26 35%	35 50%	32 71%	27 76%	35 32%	66 42%	69 49%	73 42%	10 44%	5 32%	17 58%

Digital Entertainment Survey 2013

22. How often do you do each of the following activities on your internet-connected TV? ...

Watch pay per view movies

Base: All who currently usually connect TV to the internet

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	660	113	213	224	73	37	60	84	147	121	40	40	23	5	37	52	36	15	8	224	382	39	7	122	114	104	126	316
Weighted Total	648	116	208	218	70	36	60	86	139	115	38	45	28	5	36	48	32	15	10	235	359	36	8	117	107	99	117	322
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	36	20	10	3	1	3	4	11	4	7	3	3	1	-	1	2	1	-	1	12	22	-	1	11	6	4	4	16
	6%	17%	5%	1%	2%	8%	7%	13%	3%	6%	7%	7%	5%	-	3%	4%	3%	-	14%	5%	6%	-	16%	10%	5%	4%	3%	5%
Twice per day	30	10	11	6	2	1	3	7	4	6	2	6	-	-	1	1	-	-	-	18	12	-	-	5	9	6	3	15
	5%	9%	5%	3%	3%	4%	5%	8%	3%	5%	6%	13%	-	-	3%	2%	-	-	-	8%	3%	-	-	5%	8%	6%	2%	5%
Once a day	50	15	18	14	2	1	7	8	12	10	6	2	1	-	1	3	-	-	-	21	27	-	1	10	12	17	5	23
	8%	13%	9%	6%	3%	3%	12%	9%	8%	9%	15%	6%	4%	-	3%	6%	-	-	-	9%	8%	-	16%	9%	11%	17%	4%	7%
A few days a week	57	16	22	12	3	3	3	13	15	13	3	5	-	-	2	1	1	-	-	24	29	2	2	17	12	8	3	28
	9%	14%	11%	6%	4%	8%	6%	15%	11%	12%	8%	12%	-	-	6%	2%	3%	-	-	10%	8%	5%	27%	15%	11%	8%	3%	9%
About once a week	52	12	18	15	3	6	7	11	7	9	4	4	3	-	4	3	-	1	-	24	25	1	2	12	7	8	10	23
	8%	10%	8%	7%	4%	16%	12%	13%	5%	7%	10%	8%	9%	-	11%	6%	-	7%	-	10%	7%	3%	30%	10%	6%	8%	9%	7%
About once every two weeks	56	6	23	17	9	1	3	8	12	11	6	4	1	1	2	6	2	-	2	22	32	-	-	11	12	8	9	27
	9%	5%	11%	8%	12%	3%	6%	9%	9%	9%	15%	9%	4%	18%	5%	14%	6%	-	22%	9%	9%	-	-	10%	11%	8%	8%	9%
About once a month or less often	91	14	37	25	10	5	6	11	23	16	5	6	5	-	6	7	4	2	1	25	55	10	-	20	17	15	17	43
	14%	12%	18%	11%	15%	14%	11%	13%	16%	14%	12%	13%	17%	-	16%	15%	14%	14%	12%	11%	15%	28%	-	17%	16%	15%	15%	13%
AT ALL	373	94	138	91	31	19	35	69	77	70	28	31	11	1	17	23	8	3	5	147	202	13	7	87	74	64	52	176
	58%	81%	66%	42%	44%	54%	58%	80%	55%	61%	73%	68%	39%	18%	47%	48%	25%	21%	48%	62%	56%	36%	89%	74%	69%	65%	44%	55%
Never	275	22	70	127	39	16	25	17	62	45	10	14	17	4	19	25	24	12	5	89	158	23	1	30	33	34	65	147
	42%	19%	34%	58%	56%	46%	42%	20%	45%	39%	27%	32%	61%	82%	53%	52%	75%	79%	52%	38%	44%	64%	11%	26%	31%	35%	56%	45%

Digital Entertainment Survey 2013

22. How often do you do each of the following activities on your internet-connected TV? ...

Use online film or TV subscription services (e.g. Netflix, LoveFilm)

Base: All who currently usually connect TV to the internet

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	660	14	32	41	81	79	48	36	15	18	45	83	78	49	41	107	166	144	176	22	15	30
Weighted Total	648	18	42	45	83	74	45	32	18	21	44	75	71	45	36	109	159	142	172	22	15	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	36 6%	1 7%	7 16%	2 5%	7 9%	4 5%	2 4%	1 3%	2 13%	1 6%	2 4%	5 6%	2 3%	1 2%	-	11 10%	9 5%	4 3%	10 6%	-	2 15%	-
Twice per day	44 7%	1 7%	5 13%	5 12%	13 16%	3 4%	1 2%	-	1 7%	2 11%	5 11%	4 5%	2 3%	1 2%	-	18 16%	7 4%	8 6%	8 5%	1 5%	1 7%	1 4%
Once a day	60 9%	1 7%	5 13%	7 15%	14 17%	9 13%	2 4%	-	-	2 11%	3 7%	7 10%	7 10%	1 2%	1 2%	8 8%	16 10%	15 11%	15 9%	1 4%	1 6%	4 15%
A few days a week	92 14%	4 21%	11 25%	7 15%	16 20%	10 14%	1 2%	1 3%	4 20%	2 11%	9 20%	15 20%	9 13%	1 2%	3 7%	15 14%	19 12%	20 14%	29 17%	8 34%	1 6%	1 3%
About once a week	47 7%	1 7%	3 6%	7 15%	7 9%	8 11%	2 4%	2 6%	2 13%	-	6 13%	3 4%	5 6%	1 2%	1 2%	13 12%	10 6%	8 6%	11 6%	2 8%	2 13%	1 3%
About once every two weeks	33 5%	3 14%	1 3%	1 2%	4 5%	4 5%	3 6%	2 6%	-	-	2 4%	5 7%	5 8%	2 4%	1 2%	5 5%	8 5%	8 5%	8 5%	1 4%	1 6%	2 8%
About once a month or less often	45 7%	-	3 6%	2 5%	4 5%	3 4%	5 10%	2 6%	1 7%	2 11%	5 11%	5 6%	10 14%	3 6%	1 2%	5 4%	15 9%	8 5%	13 7%	1 6%	-	4 13%
AT ALL	357 55%	12 64%	34 81%	30 68%	66 80%	41 56%	15 33%	7 22%	11 60%	11 50%	31 71%	43 58%	40 56%	9 20%	6 17%	76 69%	83 52%	72 51%	92 54%	14 62%	8 53%	13 45%
Never	291 45%	7 36%	8 19%	14 32%	16 20%	33 44%	30 67%	25 78%	7 40%	11 50%	13 29%	32 42%	31 44%	36 80%	30 83%	33 31%	76 48%	70 49%	80 46%	8 38%	7 47%	16 55%

Digital Entertainment Survey 2013

22. How often do you do each of the following activities on your internet-connected TV? ...

Use online film or TV subscription services (e.g. Netflix, LoveFilm)

Base: All who currently usually connect TV to the internet

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	660	113	213	224	73	37	60	84	147	121	40	40	23	5	37	52	36	15	8	224	382	39	7	122	114	104	126	316
Weighted Total	648	116	208	218	70	36	60	86	139	115	38	45	28	5	36	48	32	15	10	235	359	36	8	117	107	99	117	322
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	36	18	11	4	1	2	4	4	7	7	4	5	2	-	2	1	1	-	2	16	17	1	-	8	7	4	2	21
	6%	16%	5%	2%	2%	5%	6%	5%	5%	6%	10%	10%	9%	-	5%	2%	3%	-	26%	7%	5%	3%	-	7%	6%	4%	2%	7%
Twice per day	44	14	18	8	1	2	2	10	10	10	1	7	1	-	1	1	-	-	-	25	17	-	1	6	10	9	5	24
	7%	12%	9%	4%	1%	6%	4%	11%	7%	9%	3%	15%	5%	-	3%	2%	-	-	-	11%	5%	-	16%	5%	9%	9%	4%	7%
Once a day	60	13	26	18	1	2	7	12	9	14	8	2	2	-	3	2	-	1	1	24	33	2	-	21	15	14	3	23
	9%	11%	12%	8%	2%	6%	11%	14%	7%	12%	20%	4%	8%	-	9%	4%	-	7%	14%	10%	9%	5%	-	18%	14%	14%	2%	7%
A few days a week	92	24	35	23	7	3	8	21	18	16	4	8	4	1	6	6	-	-	-	41	43	4	5	14	15	14	12	51
	14%	21%	17%	11%	10%	8%	14%	24%	13%	14%	10%	18%	13%	18%	16%	13%	-	-	-	17%	12%	10%	59%	12%	14%	15%	10%	16%
About once a week	47	10	16	11	6	4	2	9	11	9	2	2	4	-	3	2	3	1	1	19	24	2	1	6	9	9	5	27
	7%	9%	8%	5%	9%	11%	4%	10%	8%	7%	5%	5%	13%	-	8%	4%	8%	7%	12%	8%	7%	5%	13%	6%	9%	9%	4%	8%
About once every two weeks	33	3	11	14	5	-	5	5	8	7	3	4	-	-	-	2	-	-	-	8	24	2	-	7	4	7	7	13
	5%	3%	5%	6%	7%	-	8%	6%	5%	6%	7%	8%	-	-	-	4%	-	-	-	3%	7%	5%	-	6%	3%	7%	6%	4%
About once a month or less often	45	5	14	22	3	1	4	4	12	8	5	2	1	-	2	4	2	1	-	16	26	3	-	11	8	5	8	22
	7%	4%	7%	10%	4%	3%	6%	5%	9%	7%	13%	5%	4%	-	5%	8%	6%	6%	-	7%	7%	8%	-	9%	8%	5%	7%	7%
AT ALL	357	88	131	101	24	14	32	65	75	71	26	30	15	1	17	17	5	3	5	149	183	13	7	73	68	62	42	181
	55%	75%	63%	46%	34%	38%	53%	76%	54%	61%	67%	66%	52%	18%	47%	37%	17%	20%	52%	63%	51%	36%	89%	63%	64%	63%	36%	56%
Never	291	28	77	117	46	22	28	21	64	44	12	15	14	4	19	30	27	12	5	86	177	23	1	44	39	36	74	141
	45%	25%	37%	54%	66%	62%	47%	24%	46%	39%	33%	34%	48%	82%	53%	63%	83%	80%	48%	37%	49%	64%	11%	37%	36%	37%	64%	44%

Digital Entertainment Survey 2013

22. How often do you do each of the following activities on your internet-connected TV? ...?

Summary table

Base: All respondents

	Total	Three or more times a day	Twice per day	Once a day	A few days a week	About once a week	About once every two weeks	About once a month or less often	AT ALL	Never
Watch live TV programmes	648 100%	183 28%	83 13%	125 19%	87 13%	44 7%	21 3%	35 5%	577 89%	71 11%
Watch catch-up TV (e.g. through iPlayer, 4OD, Sky+, Anytime)	648 100%	58 9%	52 8%	106 16%	149 23%	92 14%	40 6%	63 10%	562 87%	86 13%
General website browsing	648 100%	135 21%	59 9%	70 11%	73 11%	49 8%	25 4%	50 8%	462 71%	186 29%
Watch user-generated videos online (e.g. through YouTube)	648 100%	56 9%	51 8%	78 12%	100 15%	63 10%	61 9%	80 12%	490 76%	158 24%
Purchase goods/services online	648 100%	38 6%	31 5%	55 8%	74 11%	63 10%	56 9%	57 9%	374 58%	273 42%
Access social networks (e.g. Facebook and Twitter)	648 100%	104 16%	51 8%	84 13%	68 10%	43 7%	21 3%	29 5%	400 62%	248 38%
Communicate with friends through Skype	648 100%	46 7%	49 8%	47 7%	64 10%	49 8%	36 6%	49 8%	340 52%	308 48%
Use photo-sharing websites (e.g. Pinterest)	648 100%	35 5%	39 6%	59 9%	55 9%	38 6%	29 4%	43 7%	298 46%	350 54%
Access news websites	648 100%	74 11%	59 9%	84 13%	70 11%	70 11%	30 5%	57 9%	445 69%	203 31%
Music streaming	648 100%	50 8%	43 7%	67 10%	75 12%	59 9%	31 5%	49 8%	375 58%	273 42%
Watch pay per view movies	648 100%	36 6%	30 5%	50 8%	57 9%	52 8%	56 9%	91 14%	373 58%	275 42%
Use online film or TV subscription services (e.g. Netflix, LoveFilm)	648 100%	36 6%	44 7%	60 9%	92 14%	47 7%	33 5%	45 7%	357 55%	291 45%

Digital Entertainment Survey 2013

23. How interested would you be in purchasing an internet-connected TV?

Base: Who do not own nor have access to an internet-connected TV

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1851	31	31	95	159	205	189	178	34	51	102	187	219	189	181	192	458	470	451	104	34	142
Weighted Total	1773	41	41	103	162	193	176	159	40	60	99	169	198	173	159	188	439	448	432	99	32	134
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very interested	205	7	1	13	35	37	25	16	7	4	5	18	15	14	9	29	47	45	49	17	4	15
	12%	16%	3%	13%	21%	19%	14%	10%	18%	6%	5%	11%	8%	8%	6%	15%	11%	10%	11%	17%	12%	11%
Fairly interested	459	7	20	42	48	47	41	50	6	18	25	44	50	32	30	57	118	109	107	18	15	35
	26%	16%	48%	41%	30%	24%	23%	31%	15%	29%	25%	26%	25%	19%	19%	30%	27%	24%	25%	18%	47%	26%
Neither interested nor uninterested	505	12	8	17	32	66	54	37	12	19	27	47	65	57	54	52	130	123	122	30	7	42
	29%	29%	19%	17%	19%	34%	31%	23%	29%	31%	27%	28%	33%	33%	34%	28%	30%	27%	28%	30%	21%	31%
Fairly uninterested	272	5	9	16	28	17	24	21	8	12	21	31	34	23	23	21	73	76	66	13	4	20
	15%	13%	23%	16%	17%	9%	14%	13%	21%	20%	22%	18%	17%	13%	14%	11%	17%	17%	15%	13%	11%	15%
Very uninterested	331	11	3	14	20	26	32	36	7	8	20	29	33	48	44	30	70	95	89	22	3	23
	19%	26%	6%	14%	13%	14%	18%	22%	18%	14%	21%	17%	17%	28%	28%	16%	16%	21%	20%	23%	9%	17%
INTERESTED	664	13	21	55	83	84	66	66	13	21	30	62	65	46	39	86	165	154	155	34	19	50
	37%	32%	52%	54%	51%	43%	38%	42%	32%	35%	30%	37%	33%	26%	24%	46%	38%	34%	36%	34%	59%	37%
UNINTERESTED	603	16	12	30	48	43	56	56	15	20	42	60	68	70	67	50	143	171	155	35	6	42
	34%	39%	29%	29%	30%	22%	32%	35%	38%	33%	42%	35%	34%	41%	42%	27%	33%	38%	36%	35%	20%	31%

Digital Entertainment Survey 2013

23. How interested would you be in purchasing an internet-connected TV?

Base: Who who do not own nor have access to an internet-connected TV

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?				
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them est me	Don't inter	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children
Unweighted Total	1851	99	354	740	449	209	177	142	470	247	48	116	67	26	178	185	141	54	29	646	963	197	16	178	228	202	499	970
Weighted Total	1773	101	348	706	423	196	169	136	442	230	46	131	79	26	168	170	125	51	36	648	893	178	18	169	212	188	452	962
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very interested	205	36	64	72	27	6	23	21	38	45	10	7	9	3	14	18	11	7	5	68	115	16	1	27	36	33	46	99
	12%	35%	19%	10%	6%	3%	13%	15%	9%	20%	21%	6%	11%	12%	8%	11%	9%	13%	14%	10%	13%	9%	7%	16%	17%	17%	10%	10%
Fairly interested	459	27	119	208	85	20	47	44	121	62	7	34	22	8	46	34	25	10	5	186	221	45	3	48	62	55	107	246
	26%	27%	34%	30%	20%	10%	28%	32%	27%	27%	16%	26%	28%	32%	27%	20%	20%	20%	13%	29%	25%	25%	19%	29%	29%	29%	24%	26%
Neither interested nor uninterested	505	18	83	225	132	46	53	37	127	62	15	30	22	10	42	60	36	12	14	182	265	39	6	42	62	51	139	273
	29%	18%	24%	32%	31%	24%	32%	27%	29%	27%	32%	23%	28%	38%	25%	36%	29%	24%	39%	28%	30%	22%	33%	25%	29%	27%	31%	28%
Fairly uninterested	272	6	43	105	82	36	15	15	85	28	6	34	12	2	23	29	16	9	4	96	136	31	6	28	26	18	64	155
	15%	6%	12%	15%	19%	18%	9%	11%	19%	12%	13%	26%	15%	7%	14%	17%	13%	18%	11%	15%	15%	17%	34%	16%	12%	10%	14%	16%
Very uninterested	331	14	39	95	96	88	31	20	72	34	9	26	14	3	43	29	37	13	8	116	157	48	1	24	27	32	96	189
	19%	13%	11%	13%	23%	45%	18%	15%	16%	15%	19%	20%	18%	12%	26%	17%	30%	26%	23%	18%	18%	27%	7%	14%	13%	17%	21%	20%
INTERESTED	664	63	183	280	113	26	69	64	158	108	17	41	30	11	60	52	36	17	10	254	336	60	5	75	97	88	154	345
	37%	62%	53%	40%	27%	13%	41%	47%	36%	47%	37%	32%	39%	44%	36%	31%	29%	33%	27%	39%	38%	34%	26%	45%	46%	47%	34%	36%
UNINTERESTED	603	20	81	200	178	124	47	35	157	61	14	59	26	5	66	57	53	22	12	213	292	79	7	51	53	50	159	343
	34%	20%	23%	28%	42%	63%	28%	26%	36%	27%	31%	45%	33%	19%	39%	34%	42%	43%	34%	33%	33%	44%	41%	30%	25%	27%	35%	36%

Digital Entertainment Survey 2013

24. Why are you interested in purchasing an internet-connected TV?

Base: All who are interested in purchasing an internet-connected TV

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	687	10	16	51	81	89	71	74	11	18	31	69	72	50	44	86	171	160	162	35	20	53
Weighted Total	664	13	21	55	83	84	66	66	13	21	30	62	65	46	39	86	165	154	155	34	19	50
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I want to be able to browse websites on a bigger screen	389	8	16	28	50	51	39	45	8	13	17	31	31	28	25	50	99	83	94	23	11	29
	58%	60%	75%	51%	60%	61%	59%	68%	64%	61%	55%	49%	47%	62%	64%	58%	60%	54%	60%	68%	56%	59%
I want to watch homemade videos (YouTube for example) on a bigger screen	242	8	12	34	34	32	20	15	7	14	13	20	14	14	7	42	62	53	52	12	6	16
	36%	60%	56%	61%	41%	38%	30%	23%	55%	67%	42%	32%	21%	30%	18%	49%	38%	34%	33%	35%	31%	31%
I want to be able to switch easily between watching TV and watching content online	416	8	11	30	48	57	37	46	9	15	21	37	40	32	24	56	101	98	93	24	11	34
	63%	60%	50%	55%	58%	69%	56%	69%	73%	72%	71%	59%	61%	70%	61%	65%	61%	64%	60%	70%	55%	68%
I want to be able to watch films and TV programmes on subscription services such as Netflix or LoveFilm on a bigger screen	251	7	11	18	37	37	17	13	7	9	15	29	24	16	12	36	64	56	57	11	8	19
	38%	50%	50%	33%	44%	44%	25%	20%	55%	44%	48%	46%	36%	36%	32%	42%	39%	36%	37%	33%	40%	37%
I want to be able to put all my favourite TV channel and web service links together in one electronic programme guide of my own	184	5	7	15	28	27	16	18	5	7	8	9	21	10	9	27	39	47	45	9	4	13
	28%	40%	31%	27%	33%	33%	24%	27%	36%	33%	26%	14%	32%	22%	23%	31%	23%	31%	29%	27%	20%	26%
I like the idea of split-screen	142	9	1	12	20	19	13	12	2	6	10	7	12	8	10	22	38	40	27	3	4	9
	21%	70%	6%	22%	25%	22%	20%	19%	18%	28%	32%	12%	18%	18%	25%	25%	23%	26%	17%	10%	19%	17%
I would just like to experiment	237	9	8	18	20	33	23	24	7	9	12	17	23	18	14	30	53	61	57	11	6	18
	36%	70%	38%	33%	25%	39%	35%	36%	55%	44%	39%	28%	35%	40%	36%	35%	32%	40%	37%	32%	31%	36%
I'm thinking about cancelling my pay TV subscription and use the services on the internet- connected TV instead	39	1	1	3	5	7	5	4	-	-	2	-	3	5	4	6	8	12	9	2	1	1
	6%	10%	6%	6%	6%	8%	7%	5%	-	-	6%	-	4%	10%	11%	7%	5%	8%	6%	5%	6%	2%

Digital Entertainment Survey 2013

24. Why are you interested in purchasing an internet-connected TV?

Base: All who are interested in purchasing an internet-connected TV

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?				
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children
Unweighted Total	687	62	185	293	120	27	71	66	166	115	18	36	26	11	63	57	40	18	8	249	360	66	4	79	104	93	169	343
Weighted Total	664	63	183	280	113	26	69	64	158	108	17	41	30	11	60	52	36	17	10	254	336	60	5	75	97	88	154	345
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I want to be able to browse websites on a bigger screen	389 58%	44 70%	103 56%	165 59%	65 57%	12 49%	40 57%	39 60%	84 53%	55 51%	8 44%	30 73%	20 65%	7 64%	36 60%	33 63%	23 65%	14 83%	6 61%	152 60%	191 57%	38 63%	1 25%	37 49%	53 55%	47 54%	97 63%	208 60%
I want to watch homemade videos (YouTube for example) on a bigger screen	242 36%	25 40%	80 44%	96 34%	34 30%	7 28%	25 36%	23 36%	47 30%	38 36%	2 12%	26 62%	20 67%	4 40%	27 45%	17 33%	6 17%	5 30%	5 53%	110 43%	109 33%	15 26%	2 51%	28 37%	28 29%	27 31%	43 28%	145 42%
I want to be able to switch easily between watching TV and watching content online	416 63%	35 56%	106 58%	188 67%	74 66%	12 49%	43 63%	39 60%	99 63%	75 70%	6 38%	23 56%	21 69%	8 74%	37 62%	33 63%	20 55%	11 67%	5 49%	160 63%	212 63%	37 62%	1 25%	46 61%	59 61%	57 66%	99 64%	218 63%
I want to be able to watch films and TV programmes on subscription services such as Netflix or LoveFilm on a bigger screen	251 38%	31 49%	79 43%	101 36%	31 28%	9 36%	19 27%	22 34%	62 39%	52 48%	5 29%	18 43%	14 46%	5 48%	19 31%	23 44%	6 17%	7 40%	5 51%	103 41%	120 36%	21 35%	2 46%	31 41%	37 38%	21 24%	50 33%	141 41%
I want to be able to put all my favourite TV channel and web service links together in one electronic programme guide of my own	184 28%	23 36%	52 28%	75 27%	31 27%	4 15%	19 28%	17 26%	32 20%	33 31%	3 16%	13 31%	13 43%	3 28%	19 31%	17 31%	9 25%	7 40%	1 14%	77 30%	90 27%	14 24%	1 25%	17 23%	23 23%	29 33%	41 27%	100 29%
I like the idea of split-screen	142 21%	17 26%	39 21%	67 24%	15 14%	4 16%	12 18%	13 20%	28 18%	24 22%	2 12%	11 27%	10 32%	3 27%	13 22%	10 19%	10 27%	6 34%	4 41%	58 23%	70 21%	9 15%	1 25%	12 15%	13 14%	17 19%	33 22%	82 24%
I would just like to experiment	237 36%	23 37%	68 37%	96 34%	40 36%	10 39%	21 30%	20 31%	46 29%	34 32%	4 22%	18 43%	18 58%	4 38%	27 46%	22 42%	19 53%	4 23%	4 39%	92 36%	120 36%	17 28%	4 80%	20 27%	33 34%	32 36%	55 36%	131 38%
I'm thinking about cancelling my pay TV subscription and use the services on the internet-connected TV instead	39 6%	6 10%	9 5%	14 5%	9 8%	1 3%	8 11%	3 5%	6 4%	4 3%	1 5%	3 8%	-	-	5 8%	7 14%	1 2%	2 10%	-	10 4%	26 8%	4 6%	-	6 8%	3 3%	8 9%	13 8%	15 4%

Digital Entertainment Survey 2013

25. Why have you not connected your TV to the internet?

Base: All whose internet-connected TV is not connected to the internet

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	143	8	4	7	9	12	7	11	5	8	13	14	21	13	11	15	43	37	30	7	4	7
Weighted Total	141	11	5	8	9	11	7	10	6	9	13	13	19	12	10	14	41	38	30	7	5	7
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Needs an additional purchase (e.g. wireless dongle)	21	3	-	2	3	1	1	2	-	-	2	1	5	2	-	3	6	5	3	1	1	2
	15%	25%	-	29%	33%	8%	14%	18%	-	-	15%	7%	24%	15%	-	20%	14%	12%	10%	19%	23%	32%
My broadband router is too far away from the TV set	17	1	-	-	1	2	2	3	-	1	-	4	2	1	1	2	4	4	4	2	1	1
	12%	13%	-	-	11%	17%	29%	27%	-	13%	-	29%	10%	8%	9%	13%	9%	10%	12%	27%	28%	13%
Perfectly happy with the TV services I currently receive	80	5	3	2	5	6	3	5	4	8	5	6	11	9	8	6	23	24	17	4	2	4
	56%	50%	50%	29%	56%	50%	43%	55%	60%	88%	38%	50%	57%	77%	82%	44%	55%	64%	57%	54%	49%	54%
My internet connection isn't fast enough	16	1	3	1	-	-	1	-	1	-	5	2	1	-	1	3	5	2	5	-	-	-
	11%	13%	50%	14%	-	-	14%	-	20%	-	38%	14%	5%	-	9%	22%	12%	5%	18%	-	-	-
Other	8	-	-	2	-	3	-	-	1	-	1	-	1	-	-	-	4	3	1	-	-	-
	6%	-	-	29%	-	25%	-	-	20%	-	8%	-	5%	-	-	-	10%	8%	3%	-	-	-

Digital Entertainment Survey 2013

25. Why have you not connected your TV to the internet?

Base: All whose internet-connected TV is not connected to the internet

	Ownership of technology devices						Which of the following best describes your occupation?											What is your family status?					Are you a parent, and if so how old are your children?					
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children
Unweighted Total	143	8	28	54	35	18	15	8	30	19	9	11	10	3	11	12	8	7	4	39	82	15	3	22	22	17	30	76
Weighted Total	141	9	28	52	35	17	15	7	29	18	8	12	12	3	11	11	7	7	5	43	77	14	3	20	20	16	27	79
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Needs an additional purchase (e.g. wireless dongle)	21	3	5	8	4	1	2	1	5	1	3	2	1	2	1	2	-	1	-	9	9	1	2	2	3	3	5	11
	15%	30%	17%	16%	11%	6%	12%	13%	16%	5%	34%	19%	11%	70%	9%	16%	-	13%	-	20%	12%	7%	63%	9%	14%	18%	17%	14%
My broadband router is too far away from the TV set	17	1	4	6	4	3	2	2	2	1	2	2	-	-	2	2	2	1	-	3	11	3	-	4	5	2	5	8
	12%	10%	13%	11%	11%	18%	13%	25%	6%	5%	23%	20%	-	-	16%	17%	25%	13%	-	8%	14%	20%	-	18%	23%	12%	17%	10%
Perfectly happy with the TV services I currently receive	80	3	15	32	21	9	9	4	17	15	2	5	7	1	8	4	5	3	4	21	45	10	-	9	9	8	16	47
	56%	34%	52%	61%	60%	53%	61%	50%	59%	85%	22%	37%	58%	30%	76%	33%	75%	44%	74%	49%	59%	73%	-	46%	45%	52%	59%	59%
My internet connection isn't fast enough	16	1	2	4	4	4	-	-	4	1	1	1	3	-	-	4	-	2	1	5	8	-	1	4	3	1	2	8
	11%	15%	7%	8%	12%	22%	-	-	15%	5%	10%	8%	21%	-	-	34%	-	30%	26%	11%	11%	-	37%	18%	14%	6%	8%	10%
Other	8	1	3	2	2	-	2	1	1	-	1	2	1	-	-	-	-	-	-	5	3	-	-	2	1	2	-	5
	6%	11%	11%	4%	6%	-	14%	13%	3%	-	11%	17%	10%	-	-	-	-	-	-	12%	4%	-	-	9%	5%	12%	-	7%

Digital Entertainment Survey 2013

26. How often do you do any of the following on a second device while watching TV?

Interact with friends on social networks about the programme you are all watching on social networks

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	141 6%	9 14%	11 13%	11 7%	24 10%	15 5%	7 3%	2 1%	5 8%	7 8%	18 12%	21 8%	8 3%	3 1%	1 *	19 6%	30 5%	41 7%	37 6%	2 2%	2 5%	10 6%
Twice per day	99 4%	5 8%	11 13%	12 8%	23 9%	12 4%	2 1%	- -	6 9%	6 7%	8 5%	5 2%	5 2%	3 1%	1 *	27 9%	18 3%	20 3%	26 4%	3 2%	1 2%	5 3%
Once a day	144 6%	5 8%	9 11%	20 13%	21 9%	21 8%	6 2%	4 2%	4 6%	6 7%	10 6%	20 8%	13 5%	5 2%	2 1%	30 10%	30 5%	37 6%	31 5%	8 7%	3 6%	5 3%
A few days a week	226 9%	8 12%	14 17%	23 15%	33 13%	29 11%	10 5%	2 1%	13 21%	12 13%	18 12%	22 9%	25 9%	11 5%	7 4%	29 10%	51 8%	52 8%	56 9%	14 11%	4 8%	21 13%
About once a week	175 7%	7 10%	16 19%	17 12%	22 9%	18 7%	4 2%	5 3%	8 13%	8 9%	19 13%	18 7%	19 7%	3 1%	11 5%	32 11%	44 7%	44 7%	40 7%	6 5%	2 5%	7 4%
About once every two weeks	118 5%	5 8%	3 3%	15 10%	12 5%	17 6%	7 3%	3 1%	6 9%	9 11%	7 5%	12 5%	10 4%	5 2%	6 3%	13 4%	34 5%	24 4%	30 5%	10 8%	2 4%	5 3%
About once a month or less often	235 9%	5 8%	9 11%	18 12%	21 9%	25 9%	19 8%	7 4%	6 9%	12 13%	15 10%	42 17%	28 10%	20 9%	6 3%	25 8%	59 9%	67 11%	51 8%	14 11%	10 20%	9 5%
AT ALL	1139 46%	45 68%	72 86%	116 78%	158 63%	138 50%	55 24%	22 11%	47 75%	60 68%	94 62%	140 56%	109 39%	50 22%	33 17%	174 58%	265 43%	285 46%	272 44%	58 46%	24 49%	61 37%
Never	1361 54%	21 32%	12 14%	34 22%	92 37%	138 50%	170 76%	178 89%	15 25%	28 32%	56 38%	110 44%	166 61%	175 78%	167 83%	125 42%	358 57%	329 54%	350 56%	68 54%	26 51%	106 63%

Digital Entertainment Survey 2013

26. How often do you do any of the following on a second device while watching TV?

Interact with friends on social networks about the programme you are all watching on social networks

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	141	37	43	36	16	8	19	19	26	9	6	17	12	2	12	18	1	1	6	67	64	4	1	31	22	17	15	78
	6%	17%	7%	4%	3%	3%	8%	8%	4%	3%	7%	9%	10%	6%	6%	8%	1%	1%	13%	7%	5%	2%	4%	11%	7%	6%	3%	6%
Twice per day	99	29	32	24	12	2	13	21	17	15	6	12	6	-	3	6	-	1	4	44	44	3	4	20	19	19	12	52
	4%	13%	6%	3%	2%	1%	5%	9%	3%	4%	6%	6%	5%	-	2%	3%	-	1%	8%	5%	3%	1%	15%	7%	6%	6%	2%	4%
Once a day	144	23	53	45	16	8	17	17	37	27	8	11	6	3	6	7	2	4	5	67	67	6	-	26	21	17	15	85
	6%	10%	9%	5%	3%	3%	7%	8%	6%	8%	9%	6%	5%	10%	3%	3%	1%	5%	10%	7%	5%	2%	-	9%	6%	6%	3%	6%
A few days a week	226	32	74	83	25	12	19	26	47	32	7	25	27	2	16	17	4	4	8	98	102	17	2	33	36	27	28	134
	9%	15%	13%	9%	5%	5%	8%	11%	8%	9%	7%	14%	23%	7%	8%	8%	3%	6%	16%	11%	8%	8%	7%	11%	11%	9%	5%	10%
About once a week	175	25	53	71	21	5	18	21	43	26	7	18	14	2	7	11	2	8	6	75	82	7	5	28	22	21	26	102
	7%	12%	9%	7%	4%	2%	8%	9%	7%	7%	7%	10%	12%	6%	3%	5%	1%	12%	12%	8%	6%	3%	18%	9%	7%	7%	4%	8%
About once every two weeks	118	15	37	43	16	6	7	9	36	20	4	14	9	3	6	7	2	-	5	52	53	7	-	14	16	16	16	70
	5%	7%	6%	5%	3%	3%	3%	4%	6%	6%	4%	8%	8%	9%	3%	3%	1%	-	10%	6%	4%	3%	-	5%	5%	5%	3%	5%
About once a month or less often	235	11	62	103	47	12	24	14	59	39	4	23	13	4	22	20	6	6	1	102	116	13	2	30	28	30	42	140
	9%	5%	11%	11%	9%	5%	10%	6%	10%	11%	4%	13%	11%	13%	10%	9%	4%	8%	2%	11%	9%	6%	9%	10%	9%	10%	7%	11%
AT ALL	1139	173	354	406	152	54	117	127	265	168	41	119	86	17	72	86	17	23	34	506	528	56	14	183	163	147	153	661
	46%	79%	62%	42%	30%	22%	49%	56%	44%	48%	45%	65%	75%	52%	34%	39%	10%	34%	72%	56%	41%	25%	53%	62%	50%	51%	26%	50%
Never	1361	47	220	549	359	187	123	100	334	184	50	64	29	15	139	134	145	46	13	402	768	165	13	112	163	143	434	673
	54%	21%	38%	58%	70%	78%	51%	44%	56%	52%	55%	35%	25%	48%	66%	61%	90%	66%	28%	44%	59%	75%	47%	38%	50%	49%	74%	50%

Digital Entertainment Survey 2013

26. How often do you do any of the following on a second device while watching TV?

Interact with others about the programme on Twitter

Base: All respondents

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	72 3%	4 6%	11 13%	9 6%	11 4%	9 3%	- -	2 1%	5 8%	5 5%	4 3%	5 2%	5 2%	1 *	1 *	17 6%	8 1%	16 3%	22 3%	1 1%	3 7%	4 2%
Twice per day	72 3%	8 12%	5 6%	9 6%	18 7%	10 4%	1 *	- -	2 4%	4 4%	6 4%	6 3%	3 1%	- -	- -	18 6%	11 2%	20 3%	16 3%	2 1%	- -	6 3%
Once a day	116 5%	5 8%	8 9%	13 9%	35 14%	14 5%	2 1%	1 *	2 4%	7 8%	12 8%	10 4%	4 1%	3 1%	1 *	22 7%	30 5%	30 5%	19 3%	7 5%	2 4%	6 4%
A few days a week	156 6%	5 8%	12 14%	18 12%	19 8%	17 6%	9 4%	2 1%	5 8%	12 13%	11 7%	24 10%	18 7%	2 1%	2 1%	28 9%	40 6%	27 4%	42 7%	12 10%	1 2%	8 5%
About once a week	128 5%	3 4%	13 16%	23 15%	14 6%	11 4%	7 3%	1 *	8 13%	5 5%	15 10%	10 4%	12 4%	3 1%	4 2%	22 8%	34 5%	35 6%	28 4%	3 3%	- -	5 3%
About once every two weeks	78 3%	7 10%	7 8%	9 6%	12 5%	7 2%	3 1%	4 2%	5 8%	6 7%	3 2%	7 3%	5 2%	2 1%	3 1%	9 3%	18 3%	14 2%	21 3%	6 5%	2 4%	8 5%
About once a month or less often	156 6%	4 6%	5 6%	10 7%	15 6%	24 9%	12 5%	4 2%	6 9%	9 11%	14 9%	29 12%	15 6%	5 2%	4 2%	19 6%	39 6%	35 6%	35 6%	10 8%	8 16%	9 6%
AT ALL	777 31%	36 54%	61 72%	90 60%	126 50%	92 34%	35 15%	13 7%	33 53%	47 53%	63 42%	92 37%	62 23%	15 7%	13 7%	135 45%	180 29%	177 29%	181 29%	41 33%	16 33%	46 27%
Never	1723 69%	30 46%	24 28%	60 40%	124 50%	183 66%	190 85%	187 93%	29 47%	41 47%	87 58%	158 63%	213 77%	210 93%	187 93%	164 55%	443 71%	437 71%	441 71%	84 67%	33 67%	121 73%

Digital Entertainment Survey 2013

26. How often do you do any of the following on a second device while watching TV?

Interact with others about the programme on Twitter

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	72	28	19	11	9	5	10	12	15	9	1	10	4	3	5	3	1	1	2	35	31	2	1	12	8	9	11	44
	3%	13%	3%	1%	2%	2%	4%	5%	2%	2%	1%	5%	3%	9%	2%	1%	1%	1%	5%	4%	2%	1%	5%	4%	2%	3%	2%	3%
Twice per day	72	23	27	18	2	2	8	17	9	12	4	11	4	-	2	5	-	2	4	40	27	1	1	17	12	13	5	39
	3%	10%	5%	2%	*	1%	3%	7%	2%	3%	4%	6%	3%	-	1%	2%	-	3%	8%	4%	2%	*	5%	6%	4%	4%	1%	3%
Once a day	116	26	37	38	11	4	14	20	23	24	11	7	9	-	2	4	2	-	6	53	55	2	-	18	21	10	11	67
	5%	12%	7%	4%	2%	2%	6%	9%	4%	7%	12%	4%	8%	-	1%	2%	1%	-	12%	6%	4%	1%	-	6%	7%	3%	2%	5%
A few days a week	156	23	63	50	14	6	10	20	35	27	7	16	14	2	10	11	-	4	5	77	67	6	2	25	27	24	18	83
	6%	11%	11%	5%	3%	2%	4%	9%	6%	8%	8%	9%	13%	7%	5%	5%	-	6%	10%	8%	5%	3%	8%	9%	8%	8%	3%	6%
About once a week	128	28	32	45	18	5	15	21	36	14	4	16	5	2	5	7	-	3	2	63	56	4	2	16	17	17	14	82
	5%	13%	6%	5%	4%	2%	6%	9%	6%	4%	5%	9%	4%	6%	2%	3%	-	5%	5%	7%	4%	2%	8%	5%	5%	6%	2%	6%
About once every two weeks	78	9	27	32	8	2	5	5	16	13	4	12	13	-	3	5	2	-	4	38	32	4	-	12	10	6	9	48
	3%	4%	5%	3%	2%	1%	2%	2%	3%	4%	4%	7%	11%	-	1%	2%	1%	-	8%	4%	2%	2%	-	4%	3%	2%	2%	4%
About once a month or less often	156	19	51	60	17	9	18	7	46	20	3	19	10	3	13	13	4	1	2	73	70	6	4	17	14	20	18	106
	6%	8%	9%	6%	3%	4%	8%	3%	8%	6%	3%	10%	8%	9%	6%	6%	2%	1%	5%	8%	5%	3%	13%	6%	4%	7%	3%	8%
AT ALL	777	155	256	254	79	33	79	100	180	118	33	90	59	10	40	48	8	11	25	379	338	24	11	117	110	98	87	468
	31%	71%	45%	27%	15%	14%	33%	44%	30%	34%	37%	49%	51%	32%	19%	22%	5%	16%	54%	42%	26%	11%	39%	40%	34%	34%	15%	35%
Never	1723	65	318	701	432	208	161	127	420	233	58	93	56	22	171	172	154	58	22	529	958	197	16	177	217	193	500	866
	69%	29%	55%	73%	85%	86%	67%	56%	70%	66%	63%	51%	49%	68%	81%	78%	95%	84%	46%	58%	74%	89%	61%	60%	66%	66%	85%	65%

Digital Entertainment Survey 2013

26. How often do you do any of the following on a second device while watching TV?

Access the official programme, website or app to find out more about the programme

Base: All respondents

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	71 3%	4 6%	7 8%	5 4%	17 7%	8 3%	1 *	2 1%	2 4%	1 1%	7 5%	8 3%	5 2%	2 1%	1 *	20 7%	17 3%	13 2%	18 3%	1 1%	- -	3 2%
Twice per day	78 3%	- -	12 14%	14 9%	20 8%	8 3%	2 1%	1 *	1 2%	4 4%	7 5%	4 1%	2 1%	1 *	3 1%	25 8%	12 2%	14 2%	17 3%	1 1%	2 4%	6 4%
Once a day	124 5%	5 8%	9 11%	14 9%	28 11%	18 7%	5 2%	3 1%	4 6%	5 5%	11 7%	10 4%	6 2%	3 1%	4 2%	25 8%	24 4%	33 5%	26 4%	7 6%	2 4%	7 4%
A few days a week	198 8%	11 16%	5 6%	23 15%	26 10%	22 8%	10 5%	3 1%	6 9%	16 19%	12 8%	29 12%	24 9%	5 2%	8 4%	28 9%	49 8%	50 8%	47 8%	9 7%	4 8%	11 7%
About once a week	180 7%	9 14%	12 14%	17 12%	22 9%	30 11%	7 3%	10 5%	11 17%	2 3%	15 10%	14 5%	14 5%	5 2%	11 5%	31 10%	34 5%	41 7%	54 9%	7 6%	3 7%	10 6%
About once every two weeks	157 6%	5 8%	8 9%	12 8%	14 6%	18 7%	14 6%	7 4%	9 15%	9 11%	10 6%	16 6%	18 7%	10 4%	5 3%	16 5%	51 8%	32 5%	42 7%	7 6%	2 4%	8 5%
About once a month or less often	373 15%	9 14%	17 20%	24 16%	36 14%	41 15%	28 12%	20 10%	7 11%	16 19%	20 14%	56 22%	43 15%	33 15%	23 11%	44 15%	99 16%	91 15%	84 14%	27 21%	10 21%	17 10%
AT ALL	1181 47%	43 66%	70 83%	110 73%	163 65%	146 53%	67 30%	45 22%	40 64%	54 61%	81 54%	136 55%	113 41%	59 26%	54 27%	187 63%	285 46%	273 45%	288 46%	60 48%	24 48%	63 38%
Never	1319 53%	22 34%	14 17%	40 27%	87 35%	129 47%	158 70%	155 78%	22 36%	34 39%	69 46%	114 45%	162 59%	166 74%	146 73%	111 37%	337 54%	341 55%	334 54%	66 52%	26 52%	105 62%

Digital Entertainment Survey 2013

26. How often do you do any of the following on a second device while watching TV?

Access the official programme, website or app to find out more about the programme

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	71	30	20	11	5	5	12	14	11	9	2	9	4	2	4	2	2	1	2	35	30	-	4	17	9	10	10	38
	3%	14%	3%	1%	1%	2%	5%	6%	2%	3%	2%	5%	4%	6%	2%	1%	1%	1%	5%	4%	2%	-	13%	6%	3%	3%	2%	3%
Twice per day	78	24	31	17	4	1	9	17	13	16	6	10	2	1	1	2	1	-	1	45	28	3	1	13	15	9	9	43
	3%	11%	5%	2%	1%	1%	4%	8%	2%	5%	6%	5%	2%	3%	*	1%	1%	-	2%	5%	2%	1%	5%	5%	5%	3%	2%	3%
Once a day	124	26	42	41	10	5	15	21	23	18	9	6	9	-	6	12	4	2	6	49	62	6	-	21	19	19	16	67
	5%	12%	7%	4%	2%	2%	6%	9%	4%	5%	10%	3%	8%	-	3%	6%	2%	3%	13%	5%	5%	3%	-	7%	6%	6%	3%	5%
A few days a week	198	26	66	70	26	11	15	26	39	35	10	18	17	2	10	17	4	6	4	86	97	8	3	31	26	29	25	118
	8%	12%	11%	7%	5%	4%	6%	11%	7%	10%	11%	10%	15%	7%	5%	8%	2%	9%	8%	10%	7%	4%	12%	11%	8%	10%	4%	9%
About once a week	180	36	56	64	17	8	18	23	42	28	6	11	15	3	13	11	4	5	6	71	95	6	1	29	34	26	29	95
	7%	16%	10%	7%	3%	3%	8%	10%	7%	8%	6%	6%	13%	9%	6%	5%	3%	7%	12%	8%	7%	3%	4%	10%	10%	9%	5%	7%
About once every two weeks	157	14	43	72	20	7	13	12	38	27	4	23	12	1	12	11	1	3	7	61	74	11	3	19	21	17	26	92
	6%	6%	7%	8%	4%	3%	5%	5%	6%	8%	4%	13%	11%	3%	6%	5%	1%	4%	16%	7%	6%	5%	13%	6%	6%	6%	4%	7%
About once a month or less often	373	17	105	151	74	26	37	22	98	58	7	37	14	7	29	35	21	9	7	150	187	26	2	38	41	41	76	222
	15%	8%	18%	16%	14%	11%	15%	10%	16%	16%	8%	20%	12%	22%	14%	16%	13%	13%	15%	17%	14%	12%	8%	13%	12%	14%	13%	17%
AT ALL	1181	174	362	426	156	63	118	135	263	192	43	114	74	16	75	89	36	25	34	498	573	61	15	169	164	151	190	674
	47%	79%	63%	45%	31%	26%	49%	59%	44%	55%	48%	62%	65%	51%	35%	41%	22%	37%	72%	55%	44%	28%	56%	57%	50%	52%	32%	51%
Never	1319	46	211	530	355	177	122	92	337	160	47	69	40	15	136	131	126	43	13	411	723	160	12	125	162	139	397	660
	53%	21%	37%	55%	69%	74%	51%	41%	56%	45%	52%	38%	35%	49%	65%	59%	78%	63%	28%	45%	56%	72%	44%	43%	50%	48%	68%	49%

Digital Entertainment Survey 2013

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Base: All respondents

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	66 3%	3 4%	8 9%	5 4%	15 6%	8 3%	3 1%	1 *	2 4%	2 3%	4 3%	7 3%	5 2%	1 *	1 *	20 7%	15 2%	10 2%	16 3%	1 1%	2 5%	2 1%
Twice per day	84 3%	5 8%	13 16%	9 6%	20 8%	10 4%	1 *	- -	5 8%	2 3%	6 4%	7 3%	2 1%	2 1%	2 1%	23 8%	12 2%	18 3%	20 3%	4 3%	- -	8 5%
Once a day	122 5%	7 10%	4 5%	22 14%	29 11%	14 5%	2 1%	4 2%	2 4%	2 3%	9 6%	11 4%	11 4%	1 *	4 2%	26 9%	23 4%	30 5%	28 5%	6 4%	2 4%	7 4%
A few days a week	159 6%	9 14%	8 9%	13 9%	16 7%	24 9%	10 5%	2 1%	4 6%	7 8%	13 8%	25 10%	14 5%	7 3%	6 3%	20 7%	38 6%	42 7%	37 6%	8 7%	1 2%	14 8%
About once a week	144 6%	8 12%	9 11%	13 9%	14 6%	15 5%	3 1%	4 2%	5 8%	11 12%	15 10%	21 8%	15 6%	7 3%	4 2%	29 10%	35 6%	33 5%	34 6%	7 5%	2 4%	5 3%
About once every two weeks	108 4%	- -	3 3%	14 9%	18 7%	17 6%	11 5%	2 1%	4 6%	6 7%	4 3%	8 3%	8 3%	5 2%	8 4%	12 4%	31 5%	16 3%	34 5%	3 2%	5 10%	8 5%
About once a month or less often	291 12%	4 6%	14 17%	12 8%	24 10%	38 14%	17 7%	14 7%	8 13%	19 21%	26 18%	38 15%	44 16%	19 9%	12 6%	23 8%	83 13%	78 13%	69 11%	16 13%	5 10%	15 9%
AT ALL	973 39%	36 54%	59 70%	88 59%	138 55%	127 46%	47 21%	28 14%	29 47%	49 56%	76 51%	117 47%	99 36%	43 19%	38 19%	151 51%	237 38%	227 37%	238 38%	44 35%	17 35%	58 35%
Never	1527 61%	30 46%	25 30%	62 41%	112 45%	148 54%	178 79%	172 86%	33 53%	39 44%	74 49%	133 53%	176 64%	182 81%	162 81%	148 49%	386 62%	387 63%	384 62%	81 65%	32 65%	109 65%

Digital Entertainment Survey 2013

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Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	66	29	16	12	5	4	7	12	10	11	4	8	5	1	3	2	2	1	5	32	26	1	1	14	8	10	9	37
	3%	13%	3%	1%	1%	2%	3%	5%	2%	3%	4%	5%	4%	3%	1%	1%	1%	1%	10%	4%	2%	*	5%	5%	2%	3%	2%	3%
Twice per day	84	25	31	17	10	1	13	20	17	13	6	6	1	1	2	4	1	-	-	39	43	1	1	26	19	12	8	37
	3%	12%	5%	2%	2%	1%	5%	9%	3%	4%	7%	3%	1%	3%	1%	2%	1%	-	-	4%	3%	*	5%	9%	6%	4%	1%	3%
Once a day	122	32	40	32	12	5	16	18	20	21	7	3	12	2	7	9	4	3	7	50	58	4	2	20	20	18	11	66
	5%	15%	7%	3%	2%	2%	7%	8%	3%	6%	8%	2%	10%	6%	3%	4%	3%	4%	15%	6%	5%	2%	7%	7%	6%	6%	2%	5%
A few days a week	159	20	54	50	24	11	5	24	33	25	7	17	12	3	5	17	5	6	4	64	82	6	2	16	22	18	22	97
	6%	9%	9%	5%	5%	5%	2%	11%	6%	7%	7%	9%	11%	11%	2%	8%	3%	8%	8%	7%	6%	3%	9%	6%	7%	6%	4%	7%
About once a week	144	19	38	64	13	11	17	15	29	22	7	16	14	1	10	9	4	3	7	67	59	9	2	23	26	22	23	79
	6%	9%	7%	7%	3%	4%	7%	7%	5%	6%	8%	9%	12%	3%	5%	4%	2%	4%	15%	7%	5%	4%	8%	8%	8%	8%	4%	6%
About once every two weeks	108	13	30	46	11	8	11	12	24	19	2	11	5	-	10	8	4	2	1	41	52	12	1	18	18	19	17	59
	4%	6%	5%	5%	2%	3%	5%	5%	4%	6%	2%	6%	4%	-	5%	4%	2%	3%	2%	5%	4%	5%	4%	6%	5%	7%	3%	4%
About once a month or less often	291	24	84	112	56	14	26	18	84	46	8	29	17	2	22	21	10	8	4	122	147	17	1	34	42	35	49	171
	12%	11%	15%	12%	11%	6%	11%	8%	14%	13%	9%	16%	15%	6%	10%	10%	6%	11%	8%	13%	11%	8%	4%	11%	13%	12%	8%	13%
AT ALL	973	161	293	333	131	54	94	119	217	157	41	91	66	10	58	69	28	22	28	415	468	50	11	152	156	132	140	547
	39%	74%	51%	35%	26%	22%	39%	52%	36%	45%	45%	49%	57%	32%	28%	31%	18%	32%	59%	46%	36%	23%	42%	52%	48%	46%	24%	41%
Never	1527	58	281	622	379	187	146	108	382	194	50	93	49	22	153	151	133	47	20	493	828	171	16	143	170	158	447	787
	61%	26%	49%	65%	74%	78%	61%	48%	64%	55%	55%	51%	43%	68%	72%	69%	82%	68%	41%	54%	64%	77%	58%	48%	52%	54%	76%	59%

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Access the unofficial programme, website or app to find out more about the programme

Base: All respondents

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	63 3%	4 6%	5 6%	7 4%	21 9%	8 3%	1 *	1 *	2 4%	- -	2 1%	5 2%	4 1%	1 *	2 1%	15 5%	11 2%	15 3%	17 3%	2 2%	1 2%	1 1%
Twice per day	69 3%	3 4%	11 13%	13 9%	12 5%	7 2%	1 *	- -	2 4%	6 7%	6 4%	2 1%	3 1%	2 1%	3 1%	23 8%	10 2%	17 3%	8 1%	1 1%	3 7%	6 4%
Once a day	142 6%	9 14%	12 14%	16 11%	24 10%	20 7%	1 *	2 1%	8 13%	6 7%	15 10%	14 6%	9 3%	2 1%	4 2%	28 9%	27 4%	41 7%	29 5%	9 8%	1 2%	6 4%
A few days a week	169 7%	4 6%	12 14%	22 14%	23 9%	21 8%	11 5%	4 2%	5 8%	7 8%	11 7%	19 8%	18 7%	7 3%	5 3%	35 12%	39 6%	30 5%	37 6%	10 8%	2 4%	16 9%
About once a week	139 6%	8 12%	8 9%	12 8%	20 8%	24 9%	6 2%	6 3%	2 4%	5 5%	12 8%	14 5%	16 6%	2 1%	5 3%	19 6%	34 6%	30 5%	42 7%	3 2%	4 8%	7 4%
About once every two weeks	115 5%	7 10%	1 2%	9 6%	16 7%	14 5%	8 4%	2 1%	6 9%	7 8%	9 6%	14 5%	9 3%	8 4%	5 3%	16 5%	26 4%	23 4%	36 6%	5 4%	1 2%	8 5%
About once a month or less often	256 10%	1 2%	14 17%	18 12%	31 12%	33 12%	15 7%	15 8%	8 13%	15 17%	19 12%	38 15%	25 9%	15 7%	8 4%	28 9%	75 12%	61 10%	62 10%	15 12%	4 9%	10 6%
AT ALL	953 38%	36 54%	63 75%	97 64%	149 60%	126 46%	43 19%	30 15%	34 55%	46 52%	72 48%	105 42%	84 31%	37 16%	32 16%	163 55%	223 36%	218 36%	231 37%	47 37%	16 33%	54 32%
Never	1547 62%	30 46%	21 25%	53 36%	101 40%	149 54%	182 81%	170 85%	28 45%	42 48%	78 52%	145 58%	191 69%	188 84%	168 84%	135 45%	399 64%	396 64%	391 63%	79 63%	33 67%	114 68%

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	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	63	21	27	10	3	2	11	12	10	9	3	4	6	2	3	1	1	1	2	27	30	2	1	15	11	13	8	32
	3%	9%	5%	1%	1%	1%	4%	5%	2%	3%	3%	2%	5%	6%	1%	*	1%	1%	5%	3%	2%	1%	5%	5%	3%	5%	1%	2%
Twice per day	69	26	21	15	6	1	7	17	15	9	8	7	1	-	1	2	1	1	1	41	22	3	1	11	10	8	9	41
	3%	12%	4%	2%	1%	*	3%	7%	2%	3%	9%	4%	1%	-	*	1%	1%	1%	2%	5%	2%	1%	5%	4%	3%	3%	2%	3%
Once a day	142	33	42	47	15	4	18	20	23	33	7	12	9	1	4	10	3	2	10	60	62	7	4	24	21	17	14	83
	6%	15%	7%	5%	3%	2%	8%	9%	4%	9%	8%	6%	8%	3%	2%	5%	2%	3%	20%	7%	5%	3%	13%	8%	6%	6%	2%	6%
A few days a week	169	24	55	55	20	15	8	20	41	27	8	18	13	1	8	17	4	4	4	69	91	4	2	25	26	21	23	92
	7%	11%	10%	6%	4%	6%	3%	9%	7%	8%	9%	10%	12%	4%	4%	8%	3%	6%	8%	8%	7%	2%	8%	9%	8%	7%	4%	7%
About once a week	139	21	48	55	11	4	13	17	33	19	6	10	11	1	11	14	3	2	4	57	70	5	3	26	23	23	21	71
	6%	10%	8%	6%	2%	2%	5%	7%	5%	5%	7%	5%	10%	3%	5%	6%	2%	3%	8%	6%	5%	2%	13%	9%	7%	8%	4%	5%
About once every two weeks	115	13	34	48	14	5	11	9	31	18	3	10	11	2	9	10	2	-	6	47	56	6	-	17	19	18	16	67
	5%	6%	6%	5%	3%	2%	5%	4%	5%	5%	3%	6%	10%	6%	4%	5%	1%	-	13%	5%	4%	3%	-	6%	6%	6%	3%	5%
About once a month or less often	256	28	73	89	49	16	22	19	58	44	6	32	18	6	17	20	9	6	4	105	130	14	3	30	32	24	42	158
	10%	13%	13%	9%	10%	6%	9%	8%	10%	13%	6%	17%	16%	19%	8%	9%	6%	8%	7%	12%	10%	7%	13%	10%	10%	8%	7%	12%
AT ALL	953	166	300	320	119	48	89	113	210	159	41	93	69	13	53	74	22	16	31	405	462	39	15	148	141	123	134	544
	38%	76%	52%	33%	23%	20%	37%	50%	35%	45%	45%	51%	61%	42%	25%	33%	14%	23%	64%	45%	36%	18%	56%	50%	43%	43%	23%	41%
Never	1547	53	273	636	392	193	150	114	389	193	50	91	45	18	158	147	139	53	17	503	834	182	12	146	185	167	452	790
	62%	24%	48%	67%	77%	80%	63%	50%	65%	55%	55%	49%	39%	58%	75%	67%	86%	77%	36%	55%	64%	82%	44%	50%	57%	57%	77%	59%

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Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	58 2%	3 4%	8 9%	7 4%	15 6%	8 3%	- -	- -	1 2%	- -	4 3%	5 2%	4 1%	3 1%	3 1%	15 5%	11 2%	12 2%	17 3%	- -	1 2%	3 2%
Twice per day	67 3%	3 4%	7 8%	7 4%	18 7%	8 3%	1 *	- -	4 6%	4 4%	6 4%	5 2%	5 2%	- -	1 *	20 7%	12 2%	15 2%	11 2%	3 3%	- -	7 4%
Once a day	122 5%	7 10%	13 16%	18 12%	26 10%	15 5%	2 1%	2 1%	7 11%	7 8%	10 6%	9 4%	4 1%	1 *	2 1%	33 11%	19 3%	30 5%	24 4%	10 8%	2 5%	3 2%
A few days a week	138 6%	12 18%	12 14%	17 12%	20 8%	18 7%	7 3%	2 1%	1 2%	4 4%	10 6%	16 6%	13 5%	4 2%	4 2%	25 8%	40 6%	25 4%	33 5%	5 4%	2 4%	9 5%
About once a week	104 4%	- -	7 8%	14 9%	17 7%	8 3%	7 3%	2 1%	5 8%	2 3%	12 8%	9 4%	13 5%	4 2%	5 3%	19 6%	21 3%	24 4%	25 4%	5 4%	3 6%	7 4%
About once every two weeks	95 4%	7 10%	4 5%	8 5%	9 4%	17 6%	13 6%	1 *	4 6%	7 8%	5 3%	9 4%	8 3%	2 1%	3 1%	15 5%	24 4%	22 4%	26 4%	3 3%	- -	4 2%
About once a month or less often	213 9%	3 4%	8 9%	11 7%	20 8%	35 13%	10 5%	11 5%	6 9%	9 11%	18 12%	33 13%	31 11%	11 5%	7 4%	21 7%	55 9%	51 8%	48 8%	15 12%	7 13%	17 10%
AT ALL	797 32%	33 50%	58 69%	82 54%	127 51%	108 39%	40 18%	17 8%	27 43%	33 37%	63 42%	87 35%	76 28%	24 11%	24 12%	147 49%	183 29%	179 29%	184 30%	41 32%	15 31%	49 29%
Never	1703 68%	33 50%	26 31%	68 46%	123 49%	167 61%	185 82%	183 92%	35 57%	55 63%	87 58%	163 65%	199 72%	201 89%	176 88%	152 51%	439 71%	435 71%	438 70%	85 68%	34 69%	118 71%

Digital Entertainment Survey 2013

26. How often do you do any of the following on a second device while watching TV?

Access the unofficial programme, website or app to interact with the programme by voting or entering a competition or similar

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	58	30	13	10	3	2	6	16	7	10	2	7	2	2	2	1	1	2	25	27	3	1	7	10	11	10	30	
	2%	14%	2%	1%	1%	1%	2%	7%	1%	3%	2%	4%	2%	6%	1%	1%	1%	5%	3%	2%	1%	5%	2%	3%	4%	2%	2%	
Twice per day	67	19	26	15	5	2	8	11	14	16	8	1	7	1	1	-	-	4	33	29	-	1	20	16	12	3	37	
	3%	9%	4%	2%	1%	1%	3%	5%	2%	5%	9%	1%	6%	3%	*	-	-	8%	4%	2%	-	5%	7%	5%	4%	1%	3%	
Once a day	122	31	42	31	11	6	16	23	22	17	8	14	6	-	5	7	2	2	4	62	51	3	2	25	19	14	15	64
	5%	14%	7%	3%	2%	2%	7%	10%	4%	5%	9%	7%	5%	-	2%	3%	1%	3%	8%	7%	4%	1%	9%	8%	6%	5%	2%	5%
A few days a week	138	18	40	54	14	12	8	19	31	26	7	12	11	1	5	12	3	3	6	53	74	3	2	21	19	17	13	81
	6%	8%	7%	6%	3%	5%	3%	9%	5%	7%	8%	7%	10%	3%	2%	5%	2%	4%	13%	6%	6%	1%	8%	7%	6%	6%	2%	6%
About once a week	104	19	38	32	10	6	13	18	22	14	5	3	11	2	6	7	2	2	1	43	52	4	3	20	18	9	16	58
	4%	9%	7%	3%	2%	3%	5%	8%	4%	4%	5%	2%	9%	8%	3%	3%	1%	3%	2%	5%	4%	2%	11%	7%	5%	3%	3%	4%
About once every two weeks	95	12	35	34	8	7	13	6	22	11	5	10	7	2	8	8	2	1	5	38	45	6	1	12	15	17	14	51
	4%	5%	6%	4%	2%	3%	6%	3%	4%	3%	5%	6%	6%	7%	4%	4%	1%	2%	10%	4%	3%	3%	5%	4%	5%	6%	2%	4%
About once a month or less often	213	20	64	96	25	8	21	15	56	38	6	19	15	1	17	14	6	5	4	89	109	10	1	25	39	33	35	126
	9%	9%	11%	10%	5%	4%	9%	7%	9%	11%	7%	10%	13%	3%	8%	6%	4%	7%	8%	10%	8%	5%	4%	8%	12%	11%	6%	9%
AT ALL	797	149	258	272	76	43	84	108	174	131	41	67	60	10	43	50	15	15	26	342	388	29	12	130	135	113	105	447
	32%	68%	45%	28%	15%	18%	35%	48%	29%	37%	45%	37%	52%	30%	20%	23%	9%	21%	54%	38%	30%	13%	46%	44%	41%	39%	18%	34%
Never	1703	71	316	683	435	198	156	119	425	220	50	116	55	22	168	171	146	54	22	566	908	192	14	164	191	177	482	887
	68%	32%	55%	72%	85%	82%	65%	52%	71%	63%	55%	63%	48%	70%	80%	77%	91%	79%	46%	62%	70%	87%	54%	56%	59%	61%	82%	66%

Digital Entertainment Survey 2013

26. How often do you do any of the following on a second device while watching TV?

Access sites or apps relating to the programme where it's unclear whether they are official/authorised or not

Base: All respondents

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	56 2%	3 4%	3 3%	3 2%	12 5%	9 3%	4 2%	- -	1 2%	1 1%	7 5%	5 2%	5 2%	2 1%	1 *	15 5%	9 1%	8 1%	19 3%	- -	1 2%	4 2%
Twice per day	76 3%	5 8%	14 17%	11 7%	15 6%	8 3%	- -	- -	5 8%	5 5%	2 1%	6 3%	4 1%	1 *	- -	28 9%	10 2%	18 3%	13 2%	2 2%	1 3%	3 2%
Once a day	135 5%	8 12%	8 9%	23 15%	35 14%	18 7%	2 1%	1 *	5 8%	5 5%	11 7%	12 5%	6 2%	2 1%	1 *	28 9%	31 5%	28 5%	31 5%	6 5%	3 6%	6 4%
A few days a week	163 7%	4 6%	8 9%	14 9%	32 13%	25 9%	4 2%	8 4%	5 8%	5 5%	10 6%	23 9%	15 6%	4 2%	7 4%	23 8%	36 6%	43 7%	34 6%	6 5%	2 4%	18 11%
About once a week	126 5%	5 8%	9 11%	20 13%	13 5%	14 5%	8 4%	4 2%	4 6%	5 5%	13 8%	9 4%	14 5%	4 2%	5 3%	20 7%	28 4%	30 5%	34 5%	10 8%	1 2%	3 2%
About once every two weeks	92 4%	5 8%	3 3%	7 4%	10 4%	13 5%	7 3%	4 2%	4 6%	8 9%	9 6%	9 4%	7 3%	5 2%	3 1%	12 4%	18 3%	22 4%	29 5%	4 3%	1 2%	6 3%
About once a month or less often	238 10%	7 10%	13 16%	18 12%	27 11%	29 11%	14 6%	11 5%	9 15%	12 13%	16 10%	39 16%	23 8%	10 4%	11 6%	28 10%	69 11%	53 9%	59 10%	12 9%	7 14%	11 6%
AT ALL	885 35%	37 56%	58 69%	96 64%	144 58%	117 42%	38 17%	27 13%	32 51%	40 45%	66 44%	102 41%	74 27%	27 12%	28 14%	154 52%	201 32%	203 33%	220 35%	40 32%	16 32%	51 31%
Never	1615 65%	29 44%	26 31%	54 36%	106 42%	158 58%	187 83%	173 87%	30 49%	48 55%	84 56%	148 59%	201 73%	198 88%	172 86%	144 48%	422 68%	411 67%	402 65%	86 68%	34 68%	116 69%

Digital Entertainment Survey 2013

26. How often do you do any of the following on a second device while watching TV?

Access sites or apps relating to the programme where it's unclear whether they are official/authorised or not

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	Housewife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	56	22	17	12	2	3	8	9	15	7	3	6	2	1	2	1	-	2	2	22	29	1	1	10	9	12	6	31
	2%	10%	3%	1%	*	1%	3%	4%	2%	2%	3%	3%	2%	3%	1%	*	-	3%	5%	2%	2%	*	5%	4%	3%	4%	1%	2%
Twice per day	76	19	33	16	5	3	8	15	18	16	5	7	4	2	-	1	-	-	2	46	26	-	1	13	15	14	11	40
	3%	9%	6%	2%	1%	1%	3%	7%	3%	5%	5%	4%	3%	7%	-	*	-	-	5%	5%	2%	-	5%	4%	4%	5%	2%	3%
Once a day	135	38	45	36	14	2	15	24	25	26	9	12	9	-	8	4	1	3	6	70	54	4	1	25	16	19	9	78
	5%	17%	8%	4%	3%	1%	6%	10%	4%	7%	10%	6%	8%	-	4%	2%	1%	4%	13%	8%	4%	2%	5%	8%	5%	6%	2%	6%
A few days a week	163	31	45	63	11	12	13	19	34	31	12	12	9	3	11	15	3	1	2	60	91	6	3	30	29	18	23	86
	7%	14%	8%	7%	2%	5%	5%	8%	6%	9%	13%	7%	8%	9%	5%	7%	2%	1%	5%	7%	7%	3%	10%	10%	9%	6%	4%	6%
About once a week	126	21	53	38	12	3	15	22	28	16	5	13	9	1	4	9	2	3	5	50	61	5	6	21	16	14	21	72
	5%	9%	9%	4%	2%	1%	6%	10%	5%	5%	5%	7%	8%	4%	2%	4%	1%	5%	10%	5%	5%	2%	21%	7%	5%	5%	4%	5%
About once every two weeks	92	14	25	33	14	6	5	8	15	18	1	8	13	-	10	11	1	1	2	38	45	6	-	19	22	15	18	44
	4%	6%	4%	3%	3%	2%	2%	4%	3%	5%	1%	4%	12%	-	5%	5%	1%	1%	5%	4%	3%	3%	-	6%	7%	5%	3%	3%
About once a month or less often	238	19	77	94	34	14	22	19	59	36	5	25	21	3	16	17	9	6	6	98	120	10	3	24	25	21	36	154
	10%	9%	13%	10%	7%	6%	9%	8%	10%	10%	6%	14%	18%	9%	8%	8%	6%	8%	13%	11%	9%	5%	13%	8%	8%	7%	6%	12%
AT ALL	885	163	294	293	92	43	86	116	194	149	39	83	67	10	51	59	15	16	27	384	426	32	16	141	131	112	122	506
	35%	74%	51%	31%	18%	18%	36%	51%	32%	43%	43%	45%	58%	32%	24%	27%	9%	23%	56%	42%	33%	15%	59%	48%	40%	39%	21%	38%
Never	1615	56	280	663	418	198	153	111	406	202	51	101	48	22	160	161	147	53	21	525	870	189	11	153	196	178	465	828
	65%	26%	49%	69%	82%	82%	64%	49%	68%	57%	57%	55%	42%	68%	76%	73%	91%	77%	44%	58%	67%	85%	41%	52%	60%	61%	79%	62%

Digital Entertainment Survey 2013

26. How often do you do any of the following on a second device while watching TV?

Watch another film or programme

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	87 3%	5 8%	4 5%	9 6%	17 7%	11 4%	5 2%	3 1%	4 6%	5 5%	7 5%	8 3%	5 2%	1 *	4 2%	19 6%	19 3%	14 2%	24 4%	2 2%	2 4%	7 4%
Twice per day	87 3%	4 6%	12 14%	12 8%	18 7%	11 4%	4 2%	1 *	4 6%	2 3%	8 5%	3 1%	5 2%	3 1%	1 *	27 9%	17 3%	20 3%	13 2%	1 1%	1 3%	6 4%
Once a day	149 6%	8 12%	13 16%	14 9%	24 10%	23 8%	7 3%	4 2%	5 8%	8 9%	7 5%	14 5%	13 5%	5 2%	4 2%	28 9%	34 5%	34 6%	35 6%	8 7%	3 6%	7 4%
A few days a week	194 8%	8 12%	9 11%	23 15%	23 9%	24 9%	7 3%	5 3%	8 13%	8 9%	14 9%	23 9%	24 9%	9 4%	9 4%	36 12%	41 7%	37 6%	51 8%	15 12%	3 6%	12 7%
About once a week	136 5%	3 4%	7 8%	17 12%	18 7%	17 6%	7 3%	5 3%	4 6%	6 7%	16 10%	9 4%	14 5%	5 2%	7 4%	18 6%	43 7%	35 6%	27 4%	5 4%	3 6%	6 4%
About once every two weeks	89 4%	1 2%	5 6%	11 7%	8 3%	8 3%	8 4%	4 2%	5 8%	7 8%	9 6%	8 3%	5 2%	4 2%	5 3%	13 4%	24 4%	17 3%	23 4%	2 2%	5 10%	6 3%
About once a month or less often	157 6%	5 8%	12 14%	7 4%	19 8%	18 7%	14 6%	12 6%	6 9%	6 7%	4 3%	24 10%	17 6%	7 3%	6 3%	16 6%	44 7%	43 7%	42 7%	4 3%	2 4%	6 3%
AT ALL	898 36%	34 52%	62 73%	92 62%	130 52%	113 41%	52 23%	34 17%	34 55%	42 48%	63 42%	88 35%	81 30%	35 15%	37 18%	158 53%	222 36%	198 32%	215 35%	37 29%	19 38%	50 30%
Never	1602 64%	32 48%	22 27%	58 38%	120 48%	162 59%	173 77%	166 83%	28 45%	46 52%	87 58%	162 65%	194 70%	190 85%	163 82%	141 47%	401 64%	416 68%	407 65%	89 71%	31 62%	118 70%

Digital Entertainment Survey 2013

26. How often do you do any of the following on a second device while watching TV?

Watch another film or programme

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	87	36	23	15	8	5	15	13	13	8	4	10	7	2	4	6	4	2	3	46	34	4	-	18	9	9	12	50
	3%	17%	4%	2%	2%	2%	6%	6%	2%	2%	4%	5%	6%	6%	2%	3%	2%	3%	6%	5%	3%	2%	-	6%	3%	3%	2%	4%
Twice per day	87	24	25	24	11	2	7	21	16	14	8	8	2	-	5	5	-	-	3	37	44	1	3	14	17	15	12	45
	3%	11%	4%	3%	2%	1%	3%	9%	3%	4%	9%	4%	2%	-	3%	2%	-	-	6%	4%	3%	*	10%	5%	5%	5%	2%	3%
Once a day	149	25	40	51	19	14	18	21	26	30	6	13	11	2	9	8	3	3	6	68	64	9	2	23	21	24	25	81
	6%	11%	7%	5%	4%	6%	7%	9%	4%	9%	7%	7%	9%	7%	4%	3%	2%	4%	13%	7%	5%	4%	9%	8%	6%	8%	4%	6%
A few days a week	194	21	59	77	24	13	18	25	36	30	8	16	18	2	12	20	3	7	6	84	93	7	4	27	28	20	30	110
	8%	10%	10%	8%	5%	5%	7%	11%	6%	8%	8%	9%	15%	6%	6%	9%	2%	10%	12%	9%	7%	3%	16%	9%	9%	7%	5%	8%
About once a week	136	22	44	50	10	9	18	18	33	18	6	13	8	2	6	6	6	1	2	60	69	4	1	23	27	20	24	68
	5%	10%	8%	5%	2%	4%	7%	8%	6%	5%	6%	7%	7%	7%	3%	3%	4%	1%	5%	7%	5%	2%	3%	8%	8%	7%	4%	5%
About once every two weeks	89	8	21	43	13	5	8	6	21	11	2	8	9	2	6	8	4	4	4	33	44	6	2	15	9	11	12	50
	4%	4%	4%	4%	3%	2%	3%	2%	4%	3%	2%	4%	8%	8%	3%	4%	3%	5%	7%	4%	3%	3%	9%	5%	3%	4%	2%	4%
About once a month or less often	157	11	48	71	23	4	17	17	38	23	4	13	9	2	15	9	5	5	8	58	76	14	1	17	20	20	30	89
	6%	5%	8%	7%	5%	2%	7%	7%	6%	7%	4%	7%	8%	6%	7%	4%	3%	7%	18%	6%	6%	6%	5%	6%	6%	7%	5%	7%
AT ALL	898	148	260	331	108	51	100	120	183	134	37	81	65	13	57	62	25	21	31	384	423	46	14	137	130	119	144	493
	36%	67%	45%	35%	21%	21%	42%	53%	31%	38%	41%	44%	57%	41%	27%	28%	15%	30%	66%	42%	33%	21%	52%	47%	40%	41%	25%	37%
Never	1602	72	314	624	402	189	140	107	416	217	53	102	49	19	154	159	137	48	16	524	873	175	13	157	196	171	442	841
	64%	33%	55%	65%	79%	79%	58%	47%	69%	62%	59%	56%	43%	59%	73%	72%	85%	70%	34%	58%	67%	79%	48%	53%	60%	59%	75%	63%

Digital Entertainment Survey 2013

26. How often do you do any of the following on a second device while watching TV?

Summary table

Base: All respondents

	Total	Three or more times a day	Twice per day	Once a day	A few days a week	About once a week	About once every two weeks	About once a month or less often	AT ALL	Never
Interact with friends on social networks about the programme you are all watching on social networks	2500 100%	141 6%	99 4%	144 6%	226 9%	175 7%	118 5%	235 9%	1139 46%	1361 54%
Interact with others about the programme on Twitter	2500 100%	72 3%	72 3%	116 5%	156 6%	128 5%	78 3%	156 6%	777 31%	1723 69%
Access the official programme, website or app to find out more about the programme	2500 100%	71 3%	78 3%	124 5%	198 8%	180 7%	157 6%	373 15%	1181 47%	1319 53%
Access the official programme, website or app to interact with the programme by voting or entering a competition or similar	2500 100%	66 3%	84 3%	122 5%	159 6%	144 6%	108 4%	291 12%	973 39%	1527 61%
Access the unofficial programme, website or app to find out more about the programme	2500 100%	63 3%	69 3%	142 6%	169 7%	139 6%	115 5%	256 10%	953 38%	1547 62%
Access the unofficial programme, website or app to interact with the programme by voting or entering a competition or similar	2500 100%	58 2%	67 3%	122 5%	138 6%	104 4%	95 4%	213 9%	797 32%	1703 68%
Access sites or apps relating to the programme where it's unclear whether they are official/authorised or not	2500 100%	56 2%	76 3%	135 5%	163 7%	126 5%	92 4%	238 10%	885 35%	1615 65%
Watch another film or programme	2500 100%	87 3%	87 3%	149 6%	194 8%	136 5%	89 4%	157 6%	898 36%	1602 64%

Digital Entertainment Survey 2013

27. You said that you use a second device while watching TV. Which device do you use?

Base: All who use a second device while watching TV

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1503	36	59	114	171	182	98	80	44	63	114	194	169	91	88	208	371	366	375	70	30	83
Weighted Total	1483	47	78	124	174	171	91	71	52	74	111	175	153	83	77	210	362	361	368	70	30	82
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Laptop	898	29	51	82	100	104	43	40	27	49	76	115	93	50	39	120	201	231	233	45	16	52
	61%	61%	66%	66%	57%	60%	47%	56%	52%	67%	68%	65%	61%	60%	51%	57%	56%	64%	63%	65%	54%	64%
Desktop PC	282	8	21	29	52	29	21	21	5	5	13	23	18	16	21	58	60	68	70	11	2	13
	19%	17%	27%	24%	30%	17%	23%	29%	9%	6%	11%	13%	12%	19%	27%	28%	17%	19%	19%	15%	7%	16%
Smartphone	777	28	49	68	90	89	42	21	36	48	65	110	81	31	18	108	170	200	204	41	12	41
	52%	58%	63%	55%	51%	52%	46%	30%	70%	65%	59%	63%	53%	37%	24%	52%	47%	55%	55%	59%	39%	51%
Tablet/iPad	424	11	20	36	62	58	28	14	13	18	37	50	51	14	13	68	121	92	98	19	8	19
	29%	22%	25%	29%	36%	34%	31%	20%	25%	24%	33%	28%	33%	16%	17%	32%	33%	25%	27%	28%	26%	23%
Wii U GamePad	26	-	5	2	4	6	-	-	1	1	-	3	2	1	1	10	6	1	6	1	1	1
	2%	-	7%	2%	2%	3%	-	-	2%	2%	-	2%	1%	1%	1%	5%	2%	*	2%	1%	3%	1%
Smartphone/tablet used with Xbox SmartGlass	44	1	7	7	9	8	1	-	-	1	5	3	2	1	-	14	5	7	10	2	2	3
	3%	3%	8%	5%	5%	4%	1%	-	-	2%	4%	2%	1%	1%	-	7%	1%	2%	3%	3%	8%	3%
Other	52	5	1	2	1	7	2	2	6	1	3	3	6	6	6	8	19	9	14	-	-	1
	3%	11%	2%	2%	1%	4%	2%	3%	11%	2%	3%	2%	4%	8%	8%	4%	5%	3%	4%	-	-	1%

Digital Entertainment Survey 2013

27. You said that you use a second device while watching TV. Which device do you use?

Base: All who use a second device while watching TV

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	1503	179	433	576	233	82	142	152	367	238	47	125	77	20	107	133	62	33	32	578	782	96	15	220	218	191	282	813
Weighted Total	1483	185	429	563	227	79	141	152	349	225	46	143	92	20	104	123	55	32	39	602	737	87	17	211	204	181	259	835
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Laptop	898	128	258	332	131	49	87	89	208	142	28	103	52	10	64	69	29	18	23	378	437	50	11	129	128	110	146	522
	61%	69%	60%	59%	58%	62%	61%	58%	60%	63%	61%	72%	56%	48%	62%	56%	53%	56%	60%	63%	59%	57%	62%	61%	63%	61%	57%	63%
Desktop PC	282	56	81	96	35	13	25	46	58	36	10	23	7	3	25	25	11	13	4	119	131	25	3	28	47	55	57	143
	19%	30%	19%	17%	15%	17%	18%	30%	17%	16%	22%	16%	8%	15%	24%	20%	21%	39%	10%	20%	18%	28%	20%	13%	23%	31%	22%	17%
Smartphone	777	114	249	281	102	31	61	79	188	125	29	92	59	9	40	66	19	12	24	340	368	34	11	131	106	91	101	457
	52%	62%	58%	50%	45%	39%	43%	52%	54%	55%	63%	64%	64%	45%	38%	54%	34%	37%	63%	57%	50%	39%	62%	62%	52%	50%	39%	55%
Tablet/iPad	424	87	163	132	28	13	34	50	104	84	18	29	27	4	19	30	15	9	6	140	247	24	6	72	84	71	68	213
	29%	47%	38%	23%	12%	17%	24%	33%	30%	37%	40%	21%	30%	18%	18%	24%	28%	28%	16%	23%	33%	27%	38%	34%	41%	39%	26%	26%
Wii U GamePad	26	5	12	5	1	3	1	11	3	4	4	1	-	-	2	-	-	-	2	11	13	-	-	5	4	6	3	13
	2%	3%	3%	1%	*	4%	1%	7%	1%	2%	10%	1%	-	-	2%	-	-	-	6%	2%	2%	-	-	2%	2%	3%	1%	2%
Smartphone/tablet used with Xbox SmartGlass	44	14	18	8	2	2	3	6	9	10	3	3	2	3	3	1	-	-	1	25	15	1	1	9	7	6	4	23
	3%	8%	4%	1%	1%	2%	2%	4%	3%	4%	7%	2%	3%	16%	3%	1%	-	-	3%	4%	2%	1%	8%	4%	3%	3%	2%	3%
Other	52	4	5	30	11	2	5	2	7	7	-	4	9	-	5	7	4	3	5	18	22	4	2	5	3	5	13	30
	3%	2%	1%	5%	5%	2%	3%	2%	2%	3%	-	3%	9%	-	4%	6%	6%	8%	13%	3%	3%	4%	13%	2%	1%	3%	5%	4%

Digital Entertainment Survey 2013

28. How satisfied or dissatisfied were you with the experience you had interacting with a TV programme via an official programme, website or app on a second device?

Base: All who interacted with a TV programme via an official programme, website or app on a second device

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1291	35	56	104	164	163	80	58	35	53	96	167	138	72	70	191	322	301	317	64	27	69
Weighted Total	1280	46	74	113	167	154	75	52	41	62	94	151	125	66	61	194	316	299	314	64	27	67
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very satisfied	506	22	37	50	80	62	21	8	15	23	45	60	47	17	19	92	114	107	134	25	10	24
	40%	49%	50%	44%	48%	40%	28%	16%	37%	38%	48%	40%	38%	26%	31%	48%	36%	36%	43%	40%	38%	35%
Fairly satisfied	676	18	29	51	71	77	49	38	23	36	44	85	69	45	39	86	183	171	149	35	13	39
	53%	40%	39%	45%	43%	50%	66%	74%	57%	58%	47%	56%	55%	68%	64%	44%	58%	57%	48%	54%	50%	58%
Fairly dissatisfied	73	5	4	11	12	12	4	4	2	-	4	5	6	1	3	11	17	18	21	3	2	1
	6%	11%	5%	10%	7%	8%	5%	7%	6%	-	4%	3%	5%	1%	4%	6%	5%	6%	7%	5%	7%	2%
Very dissatisfied	24	-	4	1	4	2	1	2	-	2	1	2	3	3	-	4	2	3	9	1	1	4
	2%	-	5%	1%	2%	1%	1%	3%	-	4%	1%	1%	2%	4%	-	2%	1%	1%	3%	1%	4%	6%
SATISFIED	1183	41	66	101	151	139	70	46	39	60	89	144	116	62	59	179	297	278	283	60	24	62
	92%	89%	89%	89%	90%	91%	94%	90%	94%	96%	95%	96%	93%	94%	96%	92%	94%	93%	90%	94%	89%	93%
DISSATISFIED	97	5	8	12	16	14	5	5	2	2	5	6	9	4	3	15	19	21	31	4	3	5
	8%	11%	11%	11%	10%	9%	6%	10%	6%	4%	5%	4%	7%	6%	4%	8%	6%	7%	10%	6%	11%	7%

Digital Entertainment Survey 2013

28. How satisfied or dissatisfied were you with the experience you had interacting with a TV programme via an official programme, website or app on a second device?

Base: All who interacted with a TV programme via an official programme, website or app on a second device

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children		
Unweighted Total	1291	172	381	471	187	80	124	141	301	211	47	110	67	18	86	107	49	30	29	510	658	80	14	188	191	170	225	707	
Weighted Total	1280	178	379	463	183	77	125	142	288	201	46	125	80	18	83	99	44	29	35	533	622	73	16	180	179	161	208	728	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very satisfied	506	124	138	153	68	24	53	69	94	82	27	44	34	7	30	44	12	12	20	209	250	22	6	97	81	74	74	268	
	40%	70%	36%	33%	37%	31%	42%	49%	33%	41%	58%	35%	42%	38%	36%	45%	26%	40%	56%	39%	40%	30%	37%	54%	45%	46%	36%	37%	
Fairly satisfied	676	46	213	270	103	45	60	60	174	105	16	77	35	7	48	49	29	16	14	274	330	50	9	71	86	79	121	401	
	53%	26%	56%	58%	56%	58%	48%	42%	60%	52%	36%	62%	44%	40%	57%	49%	67%	54%	38%	51%	53%	69%	56%	40%	48%	49%	58%	55%	
Fairly dissatisfied	73	6	21	30	9	7	12	5	15	10	3	2	11	3	4	4	2	1	2	39	30	1	-	8	9	7	8	46	
	6%	3%	5%	7%	5%	9%	10%	3%	5%	5%	6%	2%	14%	17%	5%	4%	4%	3%	6%	7%	5%	1%	-	4%	5%	4%	4%	6%	
Very dissatisfied	24	2	8	9	3	2	-	8	5	4	-	1	-	1	2	2	1	1	-	11	12	-	1	4	3	1	4	13	
	2%	1%	2%	2%	2%	2%	-	6%	2%	2%	-	1%	-	5%	2%	2%	2%	3%	-	2%	2%	-	7%	2%	2%	1%	2%	2%	
SATISFIED	1183	170	350	423	171	68	113	129	268	187	43	122	69	14	77	93	41	27	33	483	580	72	15	169	167	153	196	669	
	92%	95%	92%	92%	93%	89%	90%	91%	93%	93%	94%	97%	86%	78%	93%	94%	94%	93%	94%	90%	93%	99%	93%	93%	93%	93%	95%	94%	92%
DISSATISFIED	97	8	29	39	12	9	12	13	20	14	3	4	11	4	6	6	3	2	2	51	42	1	1	12	12	8	12	59	
	8%	5%	8%	8%	7%	11%	10%	9%	7%	7%	6%	3%	14%	22%	7%	6%	6%	7%	6%	10%	7%	1%	7%	7%	7%	5%	6%	8%	

Digital Entertainment Survey 2013

28. How satisfied or dissatisfied were you with the experience you had interacting with a TV programme via an unofficial programme, website or app on a second device?

Base: All who interacted with a TV programme via an unofficial programme, website or app on a second device

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1034	31	49	90	151	144	58	38	30	40	86	125	103	46	43	171	255	234	244	50	17	63
Weighted Total	1032	41	64	98	154	136	54	34	35	47	84	113	93	42	38	176	251	233	243	50	17	62
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very satisfied	181	4	13	21	27	31	5	4	6	8	21	19	15	4	4	35	32	38	55	10	2	9
	18%	10%	20%	21%	17%	23%	9%	11%	17%	18%	26%	17%	17%	9%	12%	20%	13%	16%	23%	21%	14%	15%
Fairly satisfied	596	26	34	52	85	79	32	22	22	23	43	70	58	27	22	88	168	134	129	30	9	39
	58%	65%	53%	53%	55%	58%	59%	66%	63%	50%	51%	62%	62%	63%	58%	50%	67%	58%	53%	60%	51%	62%
Fairly dissatisfied	171	8	13	14	30	20	11	5	2	14	12	14	13	8	6	32	37	47	38	5	3	8
	17%	19%	20%	14%	19%	15%	21%	16%	7%	30%	14%	13%	14%	20%	16%	18%	15%	20%	15%	10%	19%	13%
Very dissatisfied	84	3	4	11	13	6	7	3	5	1	8	9	7	4	5	21	14	14	22	5	3	6
	8%	6%	6%	11%	9%	4%	12%	8%	13%	3%	9%	8%	8%	9%	14%	12%	6%	6%	9%	9%	16%	9%
SATISFIED	777	30	47	73	111	110	36	26	28	32	64	89	73	30	26	123	199	172	184	41	11	48
	75%	74%	73%	74%	72%	81%	67%	76%	80%	68%	77%	79%	79%	72%	70%	70%	79%	74%	76%	81%	65%	77%
DISSATISFIED	255	11	17	25	43	25	18	8	7	15	19	23	20	12	11	53	52	61	59	10	6	14
	25%	26%	27%	26%	28%	19%	33%	24%	20%	33%	23%	21%	21%	28%	30%	30%	21%	26%	24%	19%	35%	23%

Digital Entertainment Survey 2013

28. How satisfied or dissatisfied were you with the experience you had interacting with a TV programme via an unofficial programme, website or app on a second device?

Base: All who interacted with a TV programme via an unofficial programme, website or app on a second device

	Ownership of technology devices					Which of the following best describes your occupation?														What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	Housewife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div./Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children		
Unweighted Total	1034	167	318	362	131	56	96	118	242	174	44	86	62	13	64	85	30	20	26	412	531	50	15	163	167	140	162	567	
Weighted Total	1032	173	317	358	129	56	97	120	233	167	43	98	74	13	62	78	27	20	32	432	505	46	17	157	157	134	151	589	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very satisfied	181	54	51	51	22	3	18	30	37	30	6	16	11	1	14	10	4	5	4	88	78	6	5	33	22	21	20	111	
	18%	31%	16%	14%	17%	5%	19%	25%	16%	18%	13%	17%	14%	7%	22%	13%	13%	24%	14%	20%	15%	14%	27%	21%	14%	16%	13%	19%	
Fairly satisfied	596	76	190	214	76	40	56	61	144	99	18	59	43	7	31	55	14	7	19	241	301	27	8	91	97	84	89	334	
	58%	44%	60%	60%	59%	73%	58%	51%	62%	59%	43%	61%	59%	54%	50%	71%	53%	36%	59%	56%	60%	60%	47%	58%	61%	63%	59%	57%	
Fairly dissatisfied	171	33	52	60	20	6	19	18	33	26	14	14	13	4	12	6	5	5	5	69	84	10	2	21	27	20	32	94	
	17%	19%	16%	17%	16%	11%	20%	15%	14%	16%	33%	15%	18%	31%	20%	8%	20%	26%	16%	16%	17%	22%	14%	13%	17%	15%	21%	16%	
Very dissatisfied	84	10	24	33	11	6	4	11	19	12	5	8	7	1	5	6	4	3	3	35	43	2	2	12	11	10	10	50	
	8%	6%	8%	9%	8%	11%	4%	9%	8%	7%	11%	8%	9%	8%	8%	8%	13%	14%	11%	8%	8%	4%	12%	7%	7%	7%	7%	9%	
SATISFIED	777	130	241	265	98	43	74	91	181	129	24	76	54	8	45	66	18	12	23	329	379	34	13	124	118	104	109	445	
	75%	75%	76%	74%	76%	78%	76%	76%	78%	77%	56%	77%	73%	61%	72%	84%	67%	60%	73%	76%	75%	74%	74%	79%	75%	78%	72%	75%	
DISSATISFIED	255	43	76	93	31	12	23	29	52	38	19	22	20	5	17	13	9	8	9	103	127	12	4	32	39	29	42	144	
	25%	25%	24%	26%	24%	22%	24%	24%	22%	23%	44%	23%	27%	39%	28%	16%	33%	40%	27%	24%	25%	26%	26%	21%	25%	22%	28%	25%	

Digital Entertainment Survey 2013

28. How satisfied or dissatisfied were you with the experience you had interacting with a TV programme via a programme, website or app on a second device, where it was unclear whether the website or app was official or unofficial?

Base: All who interacted with a TV programme via a programme, website or app on a second device, where it was unclear whether the website or app was official or unofficial

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	881	28	44	88	141	124	41	30	27	34	68	113	82	29	32	149	203	203	219	39	16	52
Weighted Total	885	37	58	96	144	117	38	27	32	40	66	102	74	27	28	154	201	203	220	40	16	51
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very satisfied	155	5	8	16	33	21	7	4	5	9	15	12	15	2	4	31	31	33	43	6	2	9
	18%	14%	14%	17%	23%	18%	17%	13%	15%	24%	22%	12%	21%	7%	16%	20%	16%	16%	20%	16%	11%	17%
Fairly satisfied	440	17	25	45	58	62	20	16	14	23	30	60	40	16	13	67	100	109	107	20	8	29
	50%	46%	43%	47%	40%	53%	51%	60%	44%	59%	46%	59%	54%	62%	47%	43%	50%	54%	49%	50%	49%	56%
Fairly dissatisfied	190	12	12	23	35	20	7	5	9	6	15	23	12	4	7	34	48	41	42	8	5	12
	21%	32%	20%	24%	24%	17%	20%	20%	30%	15%	22%	23%	16%	14%	25%	22%	24%	20%	19%	21%	34%	23%
Very dissatisfied	100	3	13	12	18	14	5	2	4	1	7	6	7	5	4	22	22	20	28	5	1	2
	11%	7%	23%	13%	13%	12%	12%	7%	11%	3%	10%	6%	10%	17%	13%	14%	11%	10%	13%	13%	6%	4%
SATISFIED	595	22	33	61	91	83	26	20	19	33	45	72	55	18	18	98	131	142	151	26	10	37
	67%	61%	57%	64%	63%	71%	68%	73%	59%	82%	68%	71%	74%	69%	63%	64%	65%	70%	68%	66%	60%	73%
DISSATISFIED	289	14	25	35	53	34	12	7	13	7	21	30	19	8	11	56	70	61	69	14	6	14
	33%	39%	43%	36%	37%	29%	32%	27%	41%	18%	32%	29%	26%	31%	38%	36%	35%	30%	32%	34%	40%	27%

Digital Entertainment Survey 2013

28. How satisfied or dissatisfied were you with the experience you had interacting with a TV programme via a programme, website or app on a second device, where it was unclear whether the website or app was official or unofficial?

Base: All who interacted with a TV programme via a programme, website or app on a second device, where it was unclear whether the website or app was official or unofficial

	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	881	157	295	294	92	43	85	114	200	155	40	72	56	10	52	64	17	16	22	364	446	35	14	146	138	117	130	485
Weighted Total	885	163	294	293	92	43	86	116	194	149	39	83	67	10	51	59	15	16	27	384	426	32	16	141	131	112	122	506
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very satisfied	155	49	48	43	10	5	18	28	31	28	6	10	12	1	9	8	2	3	4	68	76	3	5	31	26	18	19	85
	18%	30%	16%	15%	11%	11%	20%	24%	16%	19%	14%	12%	18%	11%	18%	14%	12%	19%	13%	18%	18%	9%	31%	22%	20%	16%	15%	17%
Fairly satisfied	440	65	152	153	51	21	38	50	104	77	24	49	26	3	24	31	9	7	10	173	229	20	9	71	62	60	63	249
	50%	40%	52%	52%	55%	49%	44%	43%	54%	52%	60%	59%	38%	29%	48%	53%	59%	43%	38%	45%	54%	61%	54%	50%	48%	53%	52%	49%
Fairly dissatisfied	190	33	65	64	21	7	20	23	44	28	5	15	19	6	10	15	2	3	11	94	77	6	1	29	27	21	22	115
	21%	20%	22%	22%	23%	16%	23%	20%	23%	19%	12%	18%	28%	60%	19%	25%	12%	19%	41%	24%	18%	19%	6%	20%	21%	19%	18%	23%
Very dissatisfied	100	17	30	33	11	10	11	15	14	17	5	9	11	-	8	5	3	3	2	49	44	4	1	11	15	14	17	58
	11%	10%	10%	11%	12%	24%	13%	13%	7%	11%	14%	11%	16%	-	15%	8%	18%	19%	9%	13%	10%	11%	8%	8%	12%	12%	14%	11%
SATISFIED	595	114	200	196	60	26	55	78	135	105	29	59	37	4	33	39	11	10	14	241	305	22	14	102	88	78	82	333
	67%	70%	68%	67%	65%	60%	64%	67%	70%	74%	71%	56%	40%	66%	67%	71%	62%	51%	63%	72%	69%	85%	72%	67%	69%	67%	66%	
DISSATISFIED	289	50	94	97	32	17	31	38	59	45	10	24	29	6	17	20	4	6	13	143	121	10	2	39	43	34	40	173
	33%	30%	32%	33%	35%	40%	36%	33%	30%	30%	26%	29%	44%	60%	34%	33%	29%	38%	49%	37%	28%	31%	15%	28%	33%	31%	33%	34%

Digital Entertainment Survey 2013

29. Thinking about how you might respond to a TV programme in the future, which of the following would you most prefer to use?

Base: All who access programme, website or app on a second device

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1343	37	57	109	168	165	83	64	37	55	100	168	145	78	77	200	337	309	333	64	28	72
Weighted Total	1331	49	75	118	171	155	77	57	43	64	97	152	131	71	68	203	330	306	329	64	28	70
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The programme's website	446	11	7	30	53	54	30	29	14	23	25	44	56	34	36	55	127	108	110	19	7	19
	33%	22%	9%	26%	31%	35%	39%	50%	32%	36%	26%	29%	43%	47%	53%	27%	39%	35%	34%	30%	24%	27%
The programme's official app	186	11	13	18	23	27	12	5	5	8	6	16	22	10	9	34	41	40	44	13	8	7
	14%	22%	18%	16%	14%	18%	16%	9%	11%	13%	6%	11%	17%	14%	13%	17%	12%	13%	13%	20%	27%	10%
An unofficial website for the programme	33	1	1	2	7	3	5	1	-	-	8	2	2	-	1	6	11	8	5	2	-	1
	2%	3%	2%	2%	4%	2%	6%	2%	-	-	8%	1%	1%	-	1%	3%	3%	3%	2%	4%	-	1%
An unofficial app for the programme	20	3	-	1	6	3	-	2	1	-	2	1	1	-	1	8	1	3	7	1	1	-
	2%	5%	-	1%	4%	2%	-	3%	3%	-	2%	1%	1%	-	1%	4%	*	1%	2%	1%	4%	-
Facebook	344	16	32	38	54	37	11	4	8	13	34	48	32	12	6	59	76	70	87	21	6	25
	26%	32%	42%	32%	32%	24%	14%	6%	19%	20%	35%	32%	24%	17%	9%	29%	23%	23%	26%	33%	22%	36%
Twitter	149	5	17	23	18	15	6	3	11	15	12	17	6	1	-	23	36	34	38	4	5	8
	11%	11%	23%	19%	11%	10%	7%	5%	24%	24%	12%	11%	5%	1%	-	11%	11%	11%	12%	6%	19%	11%
Other	19	1	-	2	-	4	1	-	2	-	1	2	2	3	1	4	6	5	2	-	1	1
	1%	3%	-	2%	-	2%	1%	-	5%	-	1%	1%	1%	4%	1%	2%	2%	2%	1%	-	3%	1%
I would not interact with a TV programme in the future	135	1	5	3	9	13	13	14	2	5	10	22	11	12	14	15	33	38	36	4	-	9
	10%	3%	7%	3%	5%	8%	17%	25%	5%	7%	10%	14%	8%	17%	21%	7%	10%	12%	11%	6%	-	13%

Digital Entertainment Survey 2013

29. Thinking about how you might respond to a TV programme in the future, which of the following would you most prefer to use?

Base: All who access programme, website or app on a second device

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children	
Unweighted Total	1343	177	392	490	198	86	125	145	315	216	48	116	69	20	89	115	54	31	30	525	688	84	16	191	199	172	243	736
Weighted Total	1331	183	390	481	193	83	126	146	301	205	46	132	82	20	86	106	48	31	37	549	650	76	18	183	187	163	224	758
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The programme's website	446	34	119	193	75	25	35	35	117	72	12	41	20	6	35	39	22	13	10	162	234	36	3	54	64	59	99	235
	33%	18%	31%	40%	39%	30%	27%	24%	39%	35%	25%	31%	24%	29%	41%	36%	46%	41%	27%	29%	36%	47%	18%	30%	34%	36%	44%	31%
The programme's official app	186	40	53	61	20	12	17	22	41	38	7	20	15	2	4	13	7	1	9	71	95	9	3	18	32	27	30	108
	14%	22%	14%	13%	10%	14%	13%	15%	14%	18%	15%	15%	18%	11%	4%	12%	15%	3%	24%	13%	15%	12%	14%	10%	17%	17%	14%	14%
An unofficial website for the programme	33	7	14	8	3	1	1	6	10	5	1	3	-	-	4	2	1	-	-	15	16	-	1	7	7	7	3	15
	2%	4%	3%	2%	1%	1%	1%	4%	3%	2%	2%	3%	-	-	4%	2%	2%	-	-	3%	2%	-	5%	4%	4%	4%	1%	2%
An unofficial app for the programme	20	4	3	10	3	1	-	4	3	3	3	-	2	-	3	1	-	1	2	7	10	-	1	3	3	-	3	13
	2%	2%	1%	2%	2%	1%	-	3%	1%	1%	6%	-	3%	-	3%	1%	-	4%	6%	1%	1%	-	7%	2%	2%	-	1%	2%
Facebook	344	69	116	103	39	17	42	50	64	48	10	31	28	5	23	27	6	7	11	154	160	13	6	72	52	49	35	197
	26%	38%	30%	21%	20%	20%	34%	35%	21%	24%	23%	23%	34%	25%	27%	26%	13%	22%	30%	28%	25%	17%	31%	39%	28%	30%	16%	26%
Twitter	149	25	48	48	23	5	14	13	34	18	6	29	14	2	7	6	3	3	4	87	54	3	1	15	14	14	13	104
	11%	14%	12%	10%	12%	5%	11%	9%	11%	9%	13%	22%	17%	10%	8%	6%	6%	10%	10%	16%	8%	4%	7%	8%	8%	8%	6%	14%
Other	19	2	3	8	4	2	1	4	3	1	1	1	1	1	2	1	2	-	-	7	7	2	2	3	4	1	4	11
	1%	1%	1%	2%	2%	2%	1%	3%	1%	*	2%	1%	1%	5%	1%	2%	2%	7%	-	1%	1%	2%	11%	2%	2%	1%	2%	1%
I would not interact with a TV programme in the future	135	2	35	50	26	21	15	12	29	21	7	7	2	4	9	16	8	4	1	46	73	14	1	12	11	6	37	75
	10%	1%	9%	10%	14%	26%	12%	8%	10%	10%	14%	5%	3%	20%	11%	15%	17%	12%	3%	8%	11%	18%	6%	6%	6%	4%	17%	10%

Digital Entertainment Survey 2013

30. How important or unimportant do you think it is that the following types of TV programmes have official websites, or apps?

Sporting programmes

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	463	28	26	51	66	62	28	19	19	19	20	32	53	21	18	80	107	105	122	15	8	25
	19%	42%	31%	34%	27%	23%	12%	9%	30%	21%	14%	13%	19%	9%	9%	27%	17%	17%	20%	12%	16%	15%
Fairly important	749	17	33	49	90	87	66	49	22	29	46	78	77	56	51	102	179	195	177	37	15	43
	30%	26%	39%	33%	36%	32%	29%	25%	36%	33%	31%	31%	28%	25%	25%	34%	29%	32%	29%	29%	30%	26%
Fairly unimportant	417	5	14	23	35	49	38	44	8	14	26	42	51	40	28	35	124	103	88	21	9	38
	17%	8%	17%	15%	14%	18%	17%	22%	13%	16%	18%	17%	18%	18%	14%	12%	20%	17%	14%	17%	18%	23%
Very unimportant	515	8	7	14	36	48	60	65	6	8	33	48	52	63	68	40	129	131	137	34	11	33
	21%	12%	8%	9%	14%	17%	27%	33%	9%	9%	22%	19%	19%	28%	34%	13%	21%	21%	22%	27%	22%	20%
Don't know	356	8	4	13	23	29	33	23	7	18	24	51	43	45	36	42	83	80	98	19	7	28
	14%	12%	5%	9%	9%	11%	15%	12%	11%	20%	16%	20%	15%	20%	18%	14%	13%	13%	16%	15%	13%	17%
IMPORTANT	1212	45	59	100	156	149	94	68	41	48	66	110	130	77	68	182	286	301	300	52	23	68
	48%	68%	70%	67%	62%	54%	42%	34%	66%	55%	44%	44%	47%	34%	34%	61%	46%	49%	48%	42%	46%	41%
UNIMPORTANT	932	13	21	37	70	97	98	109	14	22	59	89	102	103	96	74	253	234	225	55	20	71
	37%	20%	25%	25%	28%	35%	44%	54%	23%	25%	40%	36%	37%	46%	48%	25%	41%	38%	36%	44%	40%	43%

Digital Entertainment Survey 2013

30. How important or unimportant do you think it is that the following types of TV programmes have official websites, or apps?

Sporting programmes

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	463	99	116	161	58	28	52	63	106	61	19	44	34	3	25	32	13	12	20	177	232	23	10	66	70	74	78	249
	19%	45%	20%	17%	11%	12%	22%	28%	18%	17%	21%	24%	29%	10%	12%	14%	8%	17%	43%	20%	18%	10%	39%	22%	22%	25%	13%	19%
Fairly important	749	57	223	278	144	47	61	80	192	107	25	72	35	11	59	61	32	14	16	305	370	54	4	89	92	85	149	427
	30%	26%	39%	29%	28%	20%	25%	35%	32%	31%	28%	39%	31%	34%	28%	28%	20%	20%	34%	34%	29%	25%	16%	30%	28%	29%	25%	32%
Fairly unimportant	417	19	99	171	90	38	43	29	96	75	16	24	14	5	36	36	37	6	1	139	234	42	1	50	64	47	109	204
	17%	9%	17%	18%	18%	16%	18%	13%	16%	21%	17%	13%	13%	15%	17%	16%	23%	8%	3%	15%	18%	19%	4%	17%	20%	16%	19%	15%
Very unimportant	515	26	90	202	118	78	50	40	122	72	21	18	12	4	50	54	48	25	5	152	288	64	5	57	57	50	167	253
	21%	12%	16%	21%	23%	33%	21%	18%	20%	20%	23%	10%	10%	12%	24%	24%	30%	37%	10%	17%	22%	29%	20%	19%	17%	17%	28%	19%
Don't know	356	18	45	143	101	48	34	15	84	36	10	25	20	9	41	38	31	12	5	136	172	38	6	32	43	34	84	203
	14%	8%	8%	15%	20%	20%	14%	7%	14%	10%	12%	14%	17%	28%	20%	17%	19%	18%	10%	15%	13%	17%	21%	11%	13%	12%	14%	15%
IMPORTANT	1212	156	339	439	202	76	112	143	298	168	44	116	69	14	84	93	45	26	37	482	601	77	15	155	162	159	227	675
	48%	71%	59%	46%	39%	31%	47%	63%	50%	48%	48%	63%	60%	45%	40%	42%	28%	37%	77%	53%	46%	35%	55%	53%	50%	55%	39%	51%
UNIMPORTANT	932	45	189	373	208	116	93	69	217	147	36	43	26	9	86	89	85	31	6	291	523	106	7	106	121	97	276	456
	37%	21%	33%	39%	41%	48%	39%	30%	36%	42%	40%	23%	23%	27%	41%	41%	53%	45%	13%	32%	40%	48%	24%	36%	37%	33%	47%	34%

Digital Entertainment Survey 2013

30. How important or unimportant do you think it is that the following types of TV programmes have official websites, or apps?

TV soaps

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	259	11	12	21	30	30	7	4	9	11	20	32	36	22	15	40	65	54	73	12	2	12
	10%	16%	14%	14%	12%	11%	3%	2%	15%	12%	14%	13%	13%	10%	7%	13%	10%	9%	12%	10%	4%	7%
Fairly important	581	14	28	38	80	48	31	20	15	23	50	71	76	44	43	89	138	144	129	33	13	34
	23%	22%	33%	25%	32%	17%	14%	10%	25%	27%	33%	29%	28%	20%	21%	30%	22%	23%	21%	26%	26%	20%
Fairly unimportant	652	16	24	47	70	79	55	41	20	26	41	64	71	52	46	66	176	162	164	21	11	51
	26%	24%	28%	31%	28%	29%	24%	21%	32%	29%	27%	26%	26%	23%	23%	22%	28%	26%	26%	17%	23%	31%
Very unimportant	715	14	16	36	45	87	103	112	12	15	19	48	63	70	76	71	170	191	171	46	16	50
	29%	22%	19%	24%	18%	32%	46%	56%	19%	17%	13%	19%	23%	31%	38%	24%	27%	31%	28%	36%	33%	30%
Don't know	293	11	5	9	26	31	30	24	6	13	19	34	29	37	19	32	73	63	85	13	7	20
	12%	16%	6%	6%	10%	11%	13%	12%	9%	15%	13%	14%	11%	17%	10%	11%	12%	10%	14%	11%	14%	12%
IMPORTANT	840	25	39	59	109	78	37	23	25	34	70	104	112	66	58	130	203	198	202	45	15	46
	34%	38%	47%	39%	44%	28%	17%	12%	40%	39%	47%	42%	41%	29%	29%	43%	33%	32%	32%	36%	30%	28%
UNIMPORTANT	1367	30	39	83	115	166	158	153	32	41	60	112	134	122	123	137	346	353	335	67	28	101
	55%	46%	47%	55%	46%	60%	70%	76%	51%	47%	40%	45%	49%	54%	61%	46%	56%	57%	54%	53%	56%	61%

Digital Entertainment Survey 2013

30. How important or unimportant do you think it is that the following types of TV programmes have official websites, or apps?

TV soaps

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	259	56	71	72	44	15	27	34	54	32	11	20	16	-	20	28	8	9	9	105	126	16	3	47	46	38	36	137
	10%	26%	12%	8%	9%	6%	11%	15%	9%	9%	12%	11%	14%	-	9%	13%	5%	12%	18%	12%	10%	7%	13%	16%	14%	13%	6%	10%
Fairly important	581	56	164	224	97	40	55	62	150	77	18	44	30	7	53	55	18	12	14	236	282	41	8	88	84	76	109	311
	23%	26%	29%	23%	19%	17%	23%	27%	25%	22%	20%	24%	26%	23%	25%	25%	11%	18%	30%	26%	22%	18%	29%	30%	26%	26%	19%	23%
Fairly unimportant	652	51	152	264	132	53	69	60	158	102	21	57	28	9	43	44	44	16	12	252	329	53	6	73	89	79	139	358
	26%	23%	26%	28%	26%	22%	29%	27%	26%	29%	23%	31%	25%	27%	20%	20%	27%	24%	26%	28%	25%	24%	21%	25%	27%	27%	24%	27%
Very unimportant	715	43	144	280	160	88	68	57	170	107	30	41	23	6	59	65	70	21	6	206	414	86	3	60	71	71	228	368
	29%	20%	25%	29%	31%	37%	28%	25%	28%	30%	33%	22%	20%	18%	28%	29%	43%	31%	14%	23%	32%	39%	12%	20%	22%	25%	39%	28%
Don't know	293	12	43	116	77	45	22	14	68	33	11	21	18	10	36	28	21	11	6	110	145	25	7	26	36	26	74	160
	12%	6%	8%	12%	15%	19%	9%	6%	11%	9%	13%	12%	16%	31%	17%	13%	13%	16%	13%	12%	11%	11%	25%	9%	11%	9%	13%	12%
IMPORTANT	840	113	235	296	141	55	81	96	204	110	28	64	45	7	73	83	26	21	23	341	408	57	11	135	130	114	145	448
	34%	51%	41%	31%	28%	23%	34%	42%	34%	31%	31%	35%	39%	23%	35%	38%	16%	30%	48%	38%	31%	26%	42%	46%	40%	39%	25%	34%
UNIMPORTANT	1367	94	296	544	293	141	136	117	328	209	51	98	51	14	102	109	115	38	19	458	743	139	9	133	160	150	367	725
	55%	43%	52%	57%	57%	58%	57%	51%	55%	59%	56%	53%	45%	46%	48%	49%	71%	54%	39%	50%	57%	63%	33%	45%	49%	52%	63%	54%

Digital Entertainment Survey 2013

30. How important or unimportant do you think it is that the following types of TV programmes have official websites, or apps?

Films

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	418	17	25	39	56	52	20	5	20	15	31	45	51	23	19	69	94	99	101	22	9	24
	17%	26%	30%	26%	22%	19%	9%	3%	32%	17%	21%	18%	18%	10%	10%	23%	15%	16%	16%	17%	18%	15%
Fairly important	752	22	39	43	83	89	47	37	20	33	59	88	90	56	45	98	193	178	182	37	14	50
	30%	34%	47%	29%	33%	33%	21%	19%	32%	37%	40%	35%	33%	25%	22%	33%	31%	29%	29%	29%	29%	30%
Fairly unimportant	622	17	14	41	60	70	63	53	13	21	28	63	64	63	51	66	165	159	156	21	11	45
	25%	26%	17%	28%	24%	25%	28%	26%	21%	24%	19%	25%	23%	28%	25%	22%	26%	26%	25%	16%	22%	27%
Very unimportant	446	4	3	18	30	39	65	81	6	9	14	23	43	50	61	32	109	123	107	33	9	32
	18%	6%	3%	12%	12%	14%	29%	41%	9%	11%	9%	9%	15%	22%	31%	11%	18%	20%	17%	27%	19%	19%
Don't know	262	5	3	8	21	25	31	23	4	9	18	31	28	33	24	34	62	55	76	13	6	17
	10%	8%	3%	5%	9%	9%	14%	12%	6%	11%	12%	12%	10%	15%	12%	11%	10%	9%	12%	11%	12%	10%
IMPORTANT	1171	39	64	83	139	141	66	43	40	48	91	134	140	79	64	167	287	277	283	58	23	74
	47%	60%	77%	55%	56%	51%	29%	21%	64%	55%	60%	53%	51%	35%	32%	56%	46%	45%	45%	47%	47%	44%
UNIMPORTANT	1067	21	17	60	90	108	128	134	19	30	42	86	107	113	112	98	274	282	263	54	21	76
	43%	32%	20%	40%	36%	39%	57%	67%	30%	35%	28%	34%	39%	50%	56%	33%	44%	46%	42%	43%	41%	46%

Digital Entertainment Survey 2013

30. How important or unimportant do you think it is that the following types of TV programmes have official websites, or apps?

Films

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	418	90	117	119	64	28	42	67	81	56	17	32	28	6	32	38	9	11	14	183	198	15	8	66	60	46	55	247
	17%	41%	20%	13%	12%	12%	17%	29%	14%	16%	18%	18%	25%	18%	15%	17%	5%	16%	30%	20%	15%	7%	32%	22%	18%	16%	9%	18%
Fairly important	752	68	207	307	125	45	72	70	192	112	25	75	40	7	58	60	26	17	17	307	356	62	11	91	102	96	136	426
	30%	31%	36%	32%	24%	19%	30%	31%	32%	32%	27%	41%	35%	22%	27%	27%	16%	24%	35%	34%	27%	28%	39%	31%	31%	33%	23%	32%
Fairly unimportant	622	28	140	253	145	54	64	46	157	91	23	44	27	6	42	50	54	18	13	209	336	60	3	72	86	76	161	315
	25%	13%	24%	27%	28%	23%	27%	20%	26%	26%	25%	24%	23%	19%	20%	23%	34%	25%	27%	23%	26%	27%	13%	24%	26%	26%	27%	24%
Very unimportant	446	24	73	171	102	74	40	33	107	67	15	19	8	6	44	46	49	13	1	117	263	62	2	40	42	46	158	213
	18%	11%	13%	18%	20%	31%	17%	14%	18%	19%	16%	10%	7%	18%	21%	21%	30%	20%	3%	13%	20%	28%	8%	14%	13%	16%	27%	16%
Don't know	262	9	35	104	75	39	22	12	62	26	11	13	12	7	35	27	24	10	2	93	142	23	2	25	36	26	77	132
	10%	4%	6%	11%	15%	16%	9%	5%	10%	7%	13%	7%	10%	22%	17%	12%	15%	14%	5%	10%	11%	10%	9%	9%	11%	9%	13%	10%
IMPORTANT	1171	158	325	427	188	73	114	137	274	168	41	107	68	13	90	97	35	28	31	490	555	76	19	157	162	142	191	673
	47%	72%	57%	45%	37%	30%	47%	60%	46%	48%	46%	58%	59%	41%	43%	44%	21%	41%	65%	54%	43%	34%	71%	53%	50%	49%	33%	50%
UNIMPORTANT	1067	52	214	425	248	129	103	78	264	157	38	64	35	12	86	96	103	31	14	326	599	122	5	112	128	122	318	529
	43%	24%	37%	44%	48%	53%	43%	35%	44%	45%	42%	35%	31%	37%	41%	43%	64%	45%	29%	36%	46%	55%	20%	38%	39%	42%	54%	40%

Digital Entertainment Survey 2013

30. How important or unimportant do you think it is that the following types of TV programmes have official websites, or apps?

Game shows

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	221 9%	11 16%	17 20%	21 14%	34 13%	24 9%	4 2%	4 2%	7 11%	15 17%	12 8%	23 9%	23 8%	15 7%	11 6%	42 14%	48 8%	48 8%	55 9%	14 11%	2 5%	11 6%
Fairly important	661 26%	25 38%	29 34%	55 37%	67 27%	68 25%	43 19%	27 13%	21 34%	34 39%	48 32%	85 34%	71 26%	46 20%	42 21%	93 31%	160 26%	166 27%	166 27%	30 24%	11 23%	36 21%
Fairly unimportant	699 28%	16 24%	26 31%	43 29%	78 31%	78 28%	57 25%	48 24%	20 32%	20 23%	50 33%	71 29%	87 32%	55 24%	50 25%	74 25%	191 31%	168 27%	161 26%	37 30%	14 28%	54 32%
Very unimportant	640 26%	8 12%	8 9%	21 14%	47 19%	76 28%	92 41%	102 51%	7 11%	8 9%	21 14%	38 15%	63 23%	72 32%	76 38%	52 17%	157 25%	172 28%	164 26%	33 27%	14 28%	48 29%
Don't know	279 11%	7 10%	4 5%	10 7%	24 10%	28 10%	29 13%	19 9%	7 11%	11 12%	19 13%	32 13%	31 11%	37 17%	20 10%	38 13%	67 11%	60 10%	76 12%	11 9%	8 16%	19 11%
IMPORTANT	882 35%	36 54%	46 55%	76 51%	101 40%	92 34%	47 21%	31 16%	28 45%	49 56%	59 40%	108 43%	94 34%	60 27%	54 27%	135 45%	208 33%	214 35%	221 36%	43 35%	14 28%	46 28%
UNIMPORTANT	1339 54%	24 36%	34 41%	64 43%	124 50%	154 56%	149 66%	150 75%	27 43%	28 32%	71 47%	109 44%	150 55%	127 57%	126 63%	125 42%	348 56%	340 55%	325 52%	71 56%	28 56%	102 61%

Digital Entertainment Survey 2013

30. How important or unimportant do you think it is that the following types of TV programmes have official websites, or apps?

Game shows

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	221	54	56	55	34	21	18	31	50	26	11	20	14	2	20	15	7	7	7	95	100	13	4	33	29	28	27	136
	9%	25%	10%	6%	7%	9%	7%	14%	8%	7%	12%	11%	12%	7%	9%	7%	4%	10%	15%	10%	8%	6%	16%	11%	9%	10%	5%	10%
Fairly important	661	72	187	261	109	33	78	63	148	96	17	64	38	6	51	58	24	17	16	283	303	49	9	93	90	84	118	367
	26%	33%	33%	27%	21%	14%	33%	28%	25%	27%	19%	35%	33%	18%	24%	26%	15%	25%	34%	31%	23%	22%	35%	32%	28%	29%	20%	28%
Fairly unimportant	699	42	165	280	159	54	67	63	178	98	20	56	35	11	51	56	49	16	15	252	368	56	8	78	97	87	156	373
	28%	19%	29%	29%	31%	22%	28%	28%	30%	28%	22%	30%	30%	35%	24%	25%	30%	23%	30%	28%	28%	25%	28%	27%	30%	30%	27%	28%
Very unimportant	640	41	123	251	137	88	53	51	160	104	31	25	13	6	55	59	63	20	5	169	383	81	3	61	70	67	214	308
	26%	19%	21%	26%	27%	37%	22%	23%	27%	30%	34%	14%	11%	20%	26%	27%	39%	29%	11%	19%	30%	36%	11%	21%	22%	23%	36%	23%
Don't know	279	11	43	109	72	44	23	18	64	28	12	19	15	6	33	32	19	9	5	109	141	22	2	29	40	24	72	150
	11%	5%	7%	11%	14%	18%	10%	8%	11%	8%	14%	10%	13%	20%	16%	14%	12%	13%	10%	12%	11%	10%	9%	10%	12%	8%	12%	11%
IMPORTANT	882	126	243	316	143	54	96	95	198	121	28	84	52	8	71	74	31	24	23	379	404	63	14	126	119	112	144	503
	35%	57%	42%	33%	28%	22%	40%	42%	33%	35%	31%	46%	45%	25%	34%	33%	19%	35%	49%	42%	31%	28%	52%	43%	36%	38%	25%	38%
UNIMPORTANT	1339	83	288	530	296	142	120	115	338	202	50	80	47	17	106	115	112	36	20	421	751	137	11	139	167	155	370	680
	54%	38%	50%	56%	58%	59%	50%	50%	56%	57%	56%	44%	41%	55%	50%	52%	69%	52%	41%	46%	58%	62%	39%	47%	51%	53%	63%	51%

Digital Entertainment Survey 2013

30. How important or unimportant do you think it is that the following types of TV programmes have official websites, or apps?

Reality shows

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	285	11	17	30	33	34	12	4	15	15	17	30	32	21	15	45	60	68	80	12	3	17
	11%	16%	20%	20%	13%	12%	5%	2%	25%	17%	11%	12%	12%	9%	7%	15%	10%	11%	13%	10%	7%	10%
Fairly important	639	17	26	42	76	61	33	21	12	33	56	91	83	51	37	89	156	159	153	34	10	37
	26%	26%	31%	28%	30%	22%	15%	10%	19%	37%	38%	36%	30%	23%	18%	30%	25%	26%	25%	27%	21%	22%
Fairly unimportant	584	21	26	38	61	62	45	39	22	23	39	57	68	41	40	62	174	131	137	28	13	38
	23%	32%	31%	25%	24%	23%	20%	20%	36%	27%	26%	23%	25%	18%	20%	21%	28%	21%	22%	23%	26%	23%
Very unimportant	713	9	8	28	56	87	109	119	8	6	19	41	61	77	85	65	169	197	176	37	16	54
	29%	14%	9%	19%	22%	32%	49%	59%	13%	7%	13%	16%	22%	34%	43%	22%	27%	32%	28%	30%	32%	32%
Don't know	279	8	7	11	24	31	26	18	5	11	19	32	32	35	23	39	64	58	76	13	7	22
	11%	12%	8%	7%	10%	11%	12%	9%	8%	12%	12%	13%	12%	15%	11%	13%	10%	9%	12%	11%	14%	13%
IMPORTANT	924	28	43	73	108	95	45	24	27	48	73	121	115	72	52	133	215	227	234	47	14	54
	37%	42%	52%	49%	43%	35%	20%	12%	43%	55%	49%	48%	42%	32%	26%	45%	35%	37%	38%	37%	28%	32%
UNIMPORTANT	1297	30	34	66	117	149	154	158	30	29	58	97	128	118	125	126	343	329	312	66	29	92
	52%	46%	41%	44%	47%	54%	68%	79%	49%	33%	39%	39%	47%	52%	63%	42%	55%	54%	50%	52%	59%	55%

Digital Entertainment Survey 2013

30. How important or unimportant do you think it is that the following types of TV programmes have official websites, or apps?

Reality shows

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	285	60	71	84	48	21	22	34	61	39	10	30	24	-	18	29	9	9	11	127	124	18	4	48	39	35	37	167
	11%	27%	12%	9%	9%	9%	9%	15%	10%	11%	11%	17%	21%	-	9%	13%	6%	13%	23%	14%	10%	8%	16%	16%	12%	12%	6%	13%
Fairly important	639	67	196	229	110	36	72	65	160	96	19	55	29	8	45	61	17	11	13	258	320	41	7	96	96	89	115	342
	26%	31%	34%	24%	22%	15%	30%	29%	27%	27%	21%	30%	25%	25%	21%	28%	10%	16%	26%	28%	25%	19%	26%	32%	29%	31%	20%	26%
Fairly unimportant	584	38	139	244	121	42	59	51	142	79	22	49	37	8	42	40	40	14	17	216	299	44	8	65	82	59	121	326
	23%	17%	24%	26%	24%	17%	25%	22%	24%	23%	24%	27%	32%	26%	20%	18%	25%	21%	35%	24%	23%	20%	30%	22%	25%	20%	21%	24%
Very unimportant	713	36	132	286	161	98	61	62	173	107	26	29	12	8	74	62	75	25	4	197	412	96	4	60	75	80	240	347
	29%	16%	23%	30%	32%	41%	26%	27%	29%	31%	29%	16%	10%	27%	35%	28%	46%	36%	8%	22%	32%	43%	14%	20%	23%	28%	41%	26%
Don't know	279	19	35	112	70	44	26	15	64	30	14	20	13	7	31	28	21	10	4	110	141	22	4	26	34	27	74	151
	11%	9%	6%	12%	14%	18%	11%	7%	11%	8%	15%	11%	11%	23%	15%	13%	13%	14%	8%	12%	11%	10%	14%	9%	11%	9%	13%	11%
IMPORTANT	924	127	267	314	159	57	94	100	221	135	29	85	53	8	63	90	26	20	23	386	445	59	11	143	135	124	152	509
	37%	58%	47%	33%	31%	24%	39%	44%	37%	38%	32%	46%	46%	25%	30%	41%	16%	29%	49%	42%	34%	27%	42%	49%	41%	43%	26%	38%
UNIMPORTANT	1297	74	271	529	283	140	120	112	315	186	48	79	49	17	116	102	115	39	20	413	711	140	12	125	157	139	361	673
	52%	34%	47%	55%	55%	58%	50%	49%	52%	53%	52%	43%	42%	52%	55%	46%	71%	57%	43%	45%	55%	64%	44%	42%	48%	48%	62%	50%

Digital Entertainment Survey 2013

30. How important or unimportant do you think it is that the following types of TV programmes have official websites, or apps?

Documentaries

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	450	18	22	35	48	57	25	20	20	13	21	49	60	33	29	79	104	110	103	22	9	24
	18%	28%	27%	23%	19%	21%	11%	10%	32%	15%	14%	19%	22%	15%	14%	26%	17%	18%	17%	18%	18%	14%
Fairly important	851	17	17	48	91	102	76	52	19	39	63	98	94	69	68	93	232	203	208	41	14	61
	34%	26%	20%	32%	36%	37%	34%	26%	30%	44%	42%	39%	34%	30%	34%	31%	37%	33%	33%	32%	27%	37%
Fairly unimportant	543	16	33	36	62	54	46	46	12	22	33	49	53	48	33	62	131	143	132	23	13	39
	22%	24%	39%	24%	25%	20%	20%	23%	19%	25%	22%	19%	19%	22%	17%	21%	21%	23%	21%	18%	26%	23%
Very unimportant	399	9	7	21	29	39	53	62	7	6	17	24	38	43	46	31	94	105	109	26	9	25
	16%	14%	8%	14%	11%	14%	24%	31%	11%	7%	11%	10%	14%	19%	23%	11%	15%	17%	17%	21%	19%	15%
Don't know	257	5	5	11	20	24	25	21	5	8	16	30	30	32	25	34	62	54	70	13	5	18
	10%	8%	6%	7%	8%	9%	11%	11%	8%	9%	10%	12%	11%	14%	12%	11%	10%	9%	11%	11%	10%	11%
IMPORTANT	1302	36	39	83	139	159	101	71	39	52	85	147	154	102	96	172	336	312	311	63	23	85
	52%	54%	47%	55%	56%	58%	45%	36%	62%	59%	56%	59%	56%	45%	48%	57%	54%	51%	50%	50%	45%	51%
UNIMPORTANT	942	25	39	57	91	92	99	107	19	28	50	73	91	91	79	94	225	248	241	49	22	63
	38%	38%	47%	38%	36%	34%	44%	54%	30%	32%	33%	29%	33%	41%	39%	31%	36%	40%	39%	39%	45%	38%

Digital Entertainment Survey 2013

30. How important or unimportant do you think it is that the following types of TV programmes have official websites, or apps?

Documentaries

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	450	79	121	144	71	35	44	46	103	71	23	38	28	1	26	39	15	16	16	172	225	28	9	66	73	48	86	245
	18%	36%	21%	15%	14%	15%	18%	20%	17%	20%	25%	21%	25%	3%	12%	17%	9%	24%	34%	19%	17%	13%	32%	22%	22%	16%	15%	18%
Fairly important	851	71	209	334	176	62	81	94	220	116	22	72	34	12	78	74	38	13	11	324	430	79	8	102	110	113	179	470
	34%	32%	36%	35%	34%	26%	34%	41%	37%	33%	24%	39%	29%	37%	37%	33%	24%	19%	23%	36%	33%	36%	29%	35%	34%	39%	30%	35%
Fairly unimportant	543	33	137	222	108	44	54	44	123	80	16	45	26	7	44	43	45	14	14	210	273	41	5	64	71	62	124	288
	22%	15%	24%	23%	21%	18%	23%	20%	21%	23%	18%	25%	23%	23%	21%	19%	28%	21%	30%	23%	21%	18%	18%	22%	22%	21%	21%	22%
Very unimportant	399	26	69	152	86	66	38	31	97	58	18	14	13	6	34	38	38	14	4	107	236	50	2	38	38	45	122	200
	16%	12%	12%	16%	17%	27%	16%	14%	16%	16%	20%	7%	12%	18%	16%	17%	24%	21%	8%	12%	18%	23%	8%	13%	12%	15%	21%	15%
Don't know	257	12	38	104	70	34	23	13	57	27	11	14	13	6	29	27	25	11	2	95	133	24	3	24	34	23	75	132
	10%	5%	7%	11%	14%	14%	10%	6%	9%	8%	13%	8%	11%	19%	14%	12%	15%	15%	5%	10%	10%	11%	12%	8%	11%	8%	13%	10%
IMPORTANT	1302	149	330	478	247	97	124	140	323	187	45	110	62	13	104	112	53	29	27	496	655	107	16	168	183	160	265	715
	52%	68%	58%	50%	48%	40%	52%	61%	54%	53%	49%	60%	54%	40%	49%	51%	33%	43%	57%	55%	51%	48%	61%	57%	56%	55%	45%	54%
UNIMPORTANT	942	59	206	373	194	110	92	75	220	138	35	59	40	13	77	81	84	29	18	317	508	91	7	102	109	107	247	487
	38%	27%	36%	39%	38%	46%	38%	33%	37%	39%	38%	32%	35%	41%	37%	37%	52%	42%	38%	35%	39%	41%	27%	35%	33%	37%	42%	37%

Digital Entertainment Survey 2013

30. How important or unimportant do you think it is that the following types of TV programmes have official websites, or apps?

Music programmes

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	312	14	17	29	43	34	15	10	20	12	17	37	33	22	10	57	74	73	74	10	4	19
	12%	22%	20%	20%	17%	12%	7%	5%	32%	13%	11%	15%	12%	10%	5%	19%	12%	12%	12%	8%	9%	12%
Fairly important	726	22	30	51	72	79	59	45	23	35	48	80	80	46	55	104	173	191	167	35	15	41
	29%	34%	36%	34%	29%	29%	26%	22%	38%	40%	32%	32%	29%	20%	28%	35%	28%	31%	27%	28%	30%	24%
Fairly unimportant	700	18	30	36	74	80	60	54	13	26	46	66	79	64	54	64	187	167	175	37	14	55
	28%	28%	36%	24%	30%	29%	27%	27%	21%	29%	31%	26%	29%	28%	27%	21%	30%	27%	28%	29%	28%	33%
Very unimportant	492	3	3	23	37	57	63	71	1	5	24	38	52	59	58	37	122	129	129	31	12	32
	20%	4%	3%	15%	15%	21%	28%	36%	2%	5%	16%	15%	19%	26%	29%	12%	20%	21%	21%	25%	23%	19%
Don't know	270	8	4	11	23	25	29	20	5	11	16	29	33	34	24	37	66	54	76	12	5	20
	11%	12%	5%	7%	9%	9%	13%	10%	8%	12%	10%	12%	12%	15%	12%	12%	11%	9%	12%	10%	10%	12%
IMPORTANT	1038	37	47	80	115	113	74	54	43	47	64	117	112	68	65	162	247	264	241	45	19	60
	42%	56%	56%	54%	46%	41%	33%	27%	70%	53%	43%	47%	41%	30%	32%	54%	40%	43%	39%	36%	39%	36%
UNIMPORTANT	1192	21	33	59	111	137	122	126	14	30	70	104	130	123	111	100	310	296	305	68	25	88
	48%	32%	39%	39%	44%	50%	54%	63%	23%	35%	47%	42%	47%	55%	56%	34%	50%	48%	49%	54%	51%	52%

Digital Entertainment Survey 2013

30. How important or unimportant do you think it is that the following types of TV programmes have official websites, or apps?

Music programmes

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	312	69	81	89	47	26	29	35	68	49	12	31	22	2	22	27	8	8	14	129	147	16	6	54	46	43	48	174
	12%	31%	14%	9%	9%	11%	12%	15%	11%	14%	13%	17%	19%	6%	11%	12%	5%	11%	30%	14%	11%	7%	21%	18%	14%	15%	8%	13%
Fairly important	726	65	217	271	133	39	73	80	174	106	23	63	43	8	60	53	29	12	18	306	328	65	8	78	86	80	150	413
	29%	30%	38%	28%	26%	16%	31%	35%	29%	30%	25%	34%	38%	25%	28%	24%	18%	18%	39%	34%	25%	30%	29%	27%	26%	28%	26%	31%
Fairly unimportant	700	48	151	297	142	63	69	64	178	94	23	51	28	11	51	63	52	17	13	237	382	61	8	89	103	91	162	357
	28%	22%	26%	31%	28%	26%	29%	28%	30%	27%	26%	28%	24%	34%	24%	29%	32%	25%	26%	26%	29%	27%	29%	30%	31%	31%	28%	27%
Very unimportant	492	26	86	186	116	79	45	36	118	76	21	19	9	4	47	48	49	20	-	134	300	57	1	49	57	52	151	248
	20%	12%	15%	19%	23%	33%	19%	16%	20%	22%	24%	10%	7%	12%	22%	22%	30%	30%	-	15%	23%	26%	4%	17%	18%	18%	26%	19%
Don't know	270	12	39	112	73	35	22	12	62	27	11	19	13	7	31	29	23	12	2	103	139	22	5	23	34	25	75	142
	11%	5%	7%	12%	14%	14%	9%	5%	10%	8%	13%	10%	11%	23%	15%	13%	14%	17%	5%	11%	11%	10%	17%	8%	11%	9%	13%	11%
IMPORTANT	1038	135	299	360	181	64	103	115	241	155	35	95	65	10	82	80	37	20	33	434	475	82	13	133	132	123	198	587
	42%	61%	52%	38%	35%	27%	43%	51%	40%	44%	38%	52%	57%	31%	39%	36%	23%	29%	68%	48%	37%	37%	50%	45%	40%	42%	34%	44%
UNIMPORTANT	1192	73	236	483	258	142	115	100	296	169	44	70	36	15	97	111	101	38	13	371	682	118	9	138	160	143	313	605
	48%	33%	41%	51%	50%	59%	48%	44%	49%	48%	49%	38%	32%	46%	46%	51%	63%	54%	26%	41%	53%	53%	33%	47%	49%	49%	53%	45%

Digital Entertainment Survey 2013

30. How important or unimportant do you think it is that the following types of TV programmes have official websites, or apps?

Comedy programmes

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	281	12	20	25	35	36	13	4	19	8	22	28	33	16	11	50	65	50	78	12	7	18
	11%	18%	23%	17%	14%	13%	6%	2%	30%	9%	15%	11%	12%	7%	5%	17%	10%	8%	13%	10%	13%	11%
Fairly important	627	18	26	53	73	72	38	26	18	38	50	76	69	34	37	94	145	167	138	36	13	35
	25%	28%	31%	36%	29%	26%	17%	13%	28%	43%	33%	30%	25%	15%	18%	31%	23%	27%	22%	28%	27%	21%
Fairly unimportant	759	21	26	42	73	89	69	59	18	25	47	77	87	72	54	74	208	193	180	31	13	59
	30%	32%	31%	28%	29%	32%	31%	29%	28%	31%	31%	32%	32%	27%	25%	25%	33%	32%	29%	25%	27%	35%
Very unimportant	552	9	7	18	45	51	77	90	4	9	15	32	53	67	75	41	138	146	149	34	10	36
	22%	14%	8%	12%	18%	18%	34%	45%	6%	11%	10%	13%	19%	30%	37%	14%	22%	24%	24%	27%	20%	21%
Don't know	281	5	5	11	23	28	27	21	5	8	17	37	33	37	24	40	68	58	76	12	7	20
	11%	8%	6%	7%	9%	10%	12%	10%	8%	9%	11%	15%	12%	16%	12%	13%	11%	9%	12%	10%	14%	12%
IMPORTANT	908	30	46	78	108	107	51	30	36	46	72	104	101	49	47	144	209	217	216	48	20	53
	36%	46%	55%	52%	43%	39%	23%	15%	58%	52%	48%	42%	37%	22%	24%	48%	34%	35%	35%	38%	40%	31%
UNIMPORTANT	1311	30	33	61	118	139	147	149	21	34	61	109	140	139	129	115	346	339	329	65	23	94
	52%	46%	39%	41%	47%	51%	65%	75%	34%	39%	41%	44%	51%	62%	64%	38%	56%	55%	53%	52%	46%	56%

Digital Entertainment Survey 2013

30. How important or unimportant do you think it is that the following types of TV programmes have official websites, or apps?

Comedy programmes

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	281	66	67	86	43	19	27	38	57	41	13	17	22	-	21	29	6	10	15	116	134	10	7	53	43	35	34	158
	11%	30%	12%	9%	8%	8%	11%	17%	9%	12%	14%	9%	19%	-	10%	13%	4%	14%	31%	13%	10%	5%	24%	18%	13%	12%	6%	12%
Fairly important	627	65	186	240	95	41	70	60	153	91	16	67	30	9	45	51	19	16	10	277	286	44	10	86	86	79	103	358
	25%	30%	32%	25%	19%	17%	29%	27%	25%	26%	17%	37%	26%	29%	21%	23%	12%	23%	21%	30%	22%	20%	38%	29%	26%	27%	18%	27%
Fairly unimportant	759	49	181	305	166	58	70	67	196	100	31	53	43	11	61	58	54	14	15	272	397	70	5	81	105	89	175	410
	30%	22%	32%	32%	32%	24%	29%	30%	33%	29%	34%	29%	38%	34%	29%	26%	33%	20%	32%	30%	31%	32%	17%	28%	32%	31%	30%	31%
Very unimportant	552	27	99	212	131	84	45	48	130	89	20	30	8	4	51	53	58	19	5	140	330	75	2	48	55	59	195	264
	22%	12%	17%	22%	26%	35%	19%	21%	22%	25%	22%	16%	7%	12%	24%	24%	36%	27%	11%	15%	25%	34%	9%	16%	17%	20%	33%	20%
Don't know	281	13	40	112	77	39	27	14	64	30	11	16	12	8	33	30	24	11	2	103	150	22	3	26	38	28	80	145
	11%	6%	7%	12%	15%	16%	11%	6%	11%	8%	13%	9%	10%	25%	16%	14%	15%	15%	5%	11%	12%	10%	12%	9%	12%	10%	14%	11%
IMPORTANT	908	132	253	327	138	59	97	98	209	132	28	84	52	9	67	79	26	25	25	393	419	54	17	139	129	114	137	515
	36%	60%	44%	34%	27%	25%	41%	43%	35%	38%	31%	46%	45%	29%	32%	36%	16%	37%	52%	43%	32%	25%	62%	47%	39%	39%	23%	39%
UNIMPORTANT	1311	75	281	517	296	142	115	115	326	189	51	83	51	15	111	111	112	33	20	413	726	145	7	129	159	148	369	674
	52%	34%	49%	54%	58%	59%	48%	50%	54%	54%	56%	45%	44%	46%	53%	50%	69%	48%	43%	45%	56%	65%	26%	44%	49%	51%	63%	51%

Digital Entertainment Survey 2013

30. How important or unimportant do you think it is that the following types of TV programmes have official websites, or apps?

TV dramas

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	321	12	18	22	38	39	11	11	16	12	21	35	35	28	22	58	66	83	70	16	8	19
	13%	18%	22%	14%	15%	14%	5%	5%	26%	13%	14%	14%	13%	13%	11%	19%	11%	14%	11%	13%	16%	11%
Fairly important	706	14	22	46	73	71	55	30	23	38	55	82	92	52	52	86	183	156	186	35	10	49
	28%	22%	27%	30%	29%	26%	24%	15%	38%	43%	36%	33%	34%	23%	26%	29%	29%	25%	30%	28%	20%	29%
Fairly unimportant	700	22	29	50	77	85	60	62	11	19	38	69	72	63	44	75	184	186	167	27	17	45
	28%	34%	34%	33%	31%	31%	27%	31%	17%	21%	25%	27%	26%	28%	22%	25%	29%	30%	27%	21%	34%	27%
Very unimportant	504	9	11	24	41	53	72	78	5	11	16	32	45	49	61	44	128	126	126	36	9	35
	20%	14%	13%	16%	16%	19%	32%	39%	8%	12%	10%	13%	16%	22%	30%	15%	20%	21%	20%	29%	19%	21%
Don't know	269	8	4	9	21	28	27	19	7	9	20	32	30	32	22	35	62	62	73	11	6	19
	11%	12%	5%	6%	9%	10%	12%	9%	11%	11%	14%	13%	11%	14%	11%	12%	10%	10%	12%	9%	12%	11%
IMPORTANT	1026	26	41	67	111	109	66	41	40	49	76	117	128	80	74	144	249	240	256	51	18	68
	41%	40%	48%	45%	44%	40%	29%	21%	64%	56%	51%	47%	46%	36%	37%	48%	40%	39%	41%	41%	36%	41%
UNIMPORTANT	1204	32	39	74	117	138	132	140	15	29	54	100	118	112	104	119	311	312	292	63	26	80
	48%	48%	47%	49%	47%	50%	59%	70%	25%	33%	36%	40%	43%	50%	52%	40%	50%	51%	47%	50%	53%	48%

Digital Entertainment Survey 2013

30. How important or unimportant do you think it is that the following types of TV programmes have official websites, or apps?

TV dramas

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	321	72	72	93	55	28	37	39	63	41	15	25	20	3	27	28	11	10	12	130	152	20	6	41	47	36	57	180
	13%	33%	13%	10%	11%	12%	16%	17%	11%	12%	16%	14%	18%	9%	13%	13%	7%	15%	26%	14%	12%	9%	24%	14%	14%	12%	10%	13%
Fairly important	706	65	197	284	118	41	62	66	181	106	17	62	38	8	53	64	32	17	12	284	346	58	6	95	96	95	138	393
	28%	30%	34%	30%	23%	17%	26%	29%	30%	30%	19%	34%	33%	26%	25%	29%	20%	25%	25%	31%	27%	26%	22%	32%	29%	33%	24%	29%
Fairly unimportant	700	44	169	277	155	55	73	63	177	102	27	45	31	7	58	57	47	13	16	250	367	62	6	85	96	81	159	367
	28%	20%	29%	29%	30%	23%	30%	28%	29%	29%	29%	24%	27%	21%	28%	26%	29%	19%	33%	27%	28%	28%	21%	29%	29%	28%	27%	28%
Very unimportant	504	26	93	197	110	78	43	46	120	74	20	31	12	7	43	43	48	18	3	140	296	62	3	48	56	55	163	247
	20%	12%	16%	21%	22%	32%	18%	20%	20%	21%	22%	17%	10%	22%	20%	20%	30%	26%	6%	15%	23%	28%	13%	16%	17%	19%	28%	19%
Don't know	269	12	42	104	72	38	24	14	59	28	13	20	14	7	30	27	23	10	5	105	135	19	5	25	33	23	70	146
	11%	5%	7%	11%	14%	16%	10%	6%	10%	8%	14%	11%	12%	22%	14%	12%	14%	14%	10%	12%	10%	9%	20%	9%	10%	8%	12%	11%
IMPORTANT	1026	137	270	377	173	69	99	105	244	147	32	87	58	11	79	93	43	28	24	413	499	78	12	136	143	131	195	573
	41%	63%	47%	39%	34%	29%	41%	46%	41%	42%	35%	48%	51%	35%	38%	42%	27%	40%	51%	46%	38%	35%	46%	46%	44%	45%	33%	43%
UNIMPORTANT	1204	70	261	474	265	133	116	109	297	176	46	76	42	14	101	100	95	31	18	390	663	124	9	133	151	136	321	615
	48%	32%	46%	50%	52%	55%	48%	48%	50%	50%	51%	42%	37%	43%	48%	46%	59%	45%	39%	43%	51%	56%	33%	45%	46%	47%	55%	46%

Digital Entertainment Survey 2013

30. How important or unimportant do you think it is that the following types of TV programmes have official websites, or apps?

Children's programmes

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	295	12	9	24	34	36	14	6	15	14	23	34	45	18	10	47	69	70	76	13	3	17
	12%	18%	11%	16%	13%	13%	6%	3%	25%	16%	16%	14%	16%	8%	5%	16%	11%	11%	12%	10%	6%	10%
Fairly important	653	18	24	42	74	83	46	25	16	38	43	86	73	48	37	92	175	151	146	30	16	42
	26%	28%	28%	28%	30%	30%	20%	13%	26%	43%	29%	34%	27%	21%	18%	31%	28%	25%	24%	24%	31%	25%
Fairly unimportant	606	9	32	34	71	67	53	51	9	20	41	51	67	55	46	66	153	151	145	31	12	48
	24%	14%	38%	22%	29%	24%	24%	25%	15%	23%	27%	20%	24%	24%	23%	22%	25%	25%	23%	25%	24%	29%
Very unimportant	623	17	14	34	45	60	79	91	11	8	22	42	54	68	76	51	153	167	165	36	11	39
	25%	26%	17%	22%	18%	22%	35%	46%	17%	9%	15%	17%	20%	30%	38%	17%	25%	27%	27%	29%	23%	23%
Don't know	324	9	5	16	26	29	33	27	11	8	20	37	35	37	31	42	72	75	90	16	8	21
	13%	14%	6%	11%	10%	11%	15%	13%	17%	9%	14%	15%	13%	16%	15%	14%	12%	12%	14%	13%	16%	12%
IMPORTANT	948	30	33	66	108	119	60	31	32	52	66	120	119	66	46	140	244	221	222	43	19	60
	38%	46%	39%	44%	43%	43%	27%	16%	51%	59%	44%	48%	43%	29%	23%	47%	39%	36%	36%	34%	37%	36%
UNIMPORTANT	1229	26	46	67	116	127	133	142	20	28	63	93	121	123	123	117	307	318	310	67	23	87
	49%	40%	55%	45%	47%	46%	59%	71%	32%	32%	42%	37%	44%	54%	61%	39%	49%	52%	50%	53%	47%	52%

Digital Entertainment Survey 2013

30. How important or unimportant do you think it is that the following types of TV programmes have official websites, or apps?

Children's programmes

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	295	55	75	94	52	18	30	35	64	42	12	27	11	2	20	38	8	6	8	101	161	16	9	72	68	52	39	136
	12%	25%	13%	10%	10%	7%	12%	15%	11%	12%	13%	15%	10%	6%	10%	17%	5%	9%	18%	11%	12%	7%	32%	25%	21%	18%	7%	10%
Fairly important	653	59	185	261	114	34	57	69	172	98	19	51	37	7	43	63	20	15	14	260	322	53	4	106	101	87	121	331
	26%	27%	32%	27%	22%	14%	24%	30%	29%	28%	20%	28%	33%	23%	20%	29%	13%	22%	29%	29%	25%	24%	13%	36%	31%	30%	21%	25%
Fairly unimportant	606	45	144	233	130	54	70	53	140	92	23	45	26	9	52	39	47	10	13	225	311	52	5	56	69	69	141	340
	24%	20%	25%	24%	25%	23%	29%	23%	23%	26%	24%	26%	22%	29%	25%	18%	29%	14%	28%	25%	24%	23%	19%	19%	21%	24%	24%	25%
Very unimportant	623	41	120	242	128	92	57	50	146	84	23	35	25	5	58	53	63	24	9	193	345	71	5	38	54	58	202	340
	25%	19%	21%	25%	25%	38%	24%	22%	24%	24%	26%	19%	22%	14%	27%	24%	39%	34%	19%	21%	27%	32%	18%	13%	16%	20%	35%	25%
Don't know	324	20	49	125	87	42	25	21	77	34	14	25	15	9	38	27	23	14	4	129	157	29	5	22	35	24	83	187
	13%	9%	9%	13%	17%	17%	11%	9%	13%	10%	16%	14%	13%	28%	18%	12%	14%	21%	8%	14%	12%	13%	17%	7%	11%	8%	14%	14%
IMPORTANT	948	115	260	355	166	52	87	104	236	140	30	78	49	9	63	101	28	21	22	361	483	69	12	178	169	138	160	467
	38%	52%	45%	37%	32%	22%	36%	46%	39%	40%	33%	43%	43%	29%	30%	46%	18%	31%	46%	40%	37%	31%	45%	61%	52%	48%	27%	35%
UNIMPORTANT	1229	85	264	475	258	147	127	103	286	177	46	80	50	14	110	92	110	33	22	418	656	123	10	94	123	127	343	680
	49%	39%	46%	50%	50%	61%	53%	45%	48%	50%	51%	44%	44%	43%	52%	42%	68%	48%	46%	46%	51%	56%	37%	32%	38%	44%	58%	51%

Digital Entertainment Survey 2013

30. How important or unimportant do you think it is that the following types of TV programmes have official websites, or apps?

Summary table

Base: All respondents

	Total	Very important	Fairly important	Fairly unimportant	Very unimportant	Don't know	IMPORTANT	UNIMPORTANT
Sporting programmes	2500 100%	463 19%	749 30%	417 17%	515 21%	356 14%	1212 48%	932 37%
TV soaps	2500 100%	259 10%	581 23%	652 26%	715 29%	293 12%	840 34%	1367 55%
Films	2500 100%	418 17%	752 30%	622 25%	446 18%	262 10%	1171 47%	1067 43%
Game shows	2500 100%	221 9%	661 26%	699 28%	640 26%	279 11%	882 35%	1339 54%
Reality shows	2500 100%	285 11%	639 26%	584 23%	713 29%	279 11%	924 37%	1297 52%
Documentaries	2500 100%	450 18%	851 34%	543 22%	399 16%	257 10%	1302 52%	942 38%
Music programmes	2500 100%	312 12%	726 29%	700 28%	492 20%	270 11%	1038 42%	1192 48%
Comedy programmes	2500 100%	281 11%	627 25%	759 30%	552 22%	281 11%	908 36%	1311 52%
TV dramas	2500 100%	321 13%	706 28%	700 28%	504 20%	269 11%	1026 41%	1204 48%
Children's programmes	2500 100%	295 12%	653 26%	606 24%	623 25%	324 13%	948 38%	1229 49%

Digital Entertainment Survey 2013

31. Thinking about the TV that you watch, please rank each of the following where 1 = the medium you use the most for watching TV, 2 = the medium you use second most, 3 = the medium you use third most and 4 = the medium you use fourth most and 5 = the medium you use least?

Scheduled TV

Base: All respondents

	Total	Gender/age														Region							
		Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland	
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176	
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Most	(1.0)	1615	43	45	87	141	188	153	164	29	38	88	146	185	167	140	185	396	401	405	83	33	112
		65%	66%	53%	58%	56%	68%	68%	82%	47%	43%	58%	58%	67%	74%	70%	62%	64%	65%	65%	66%	66%	67%
Second most	(2.0)	544	13	13	26	59	59	50	30	18	25	40	63	59	48	40	55	138	143	141	29	8	30
		22%	20%	16%	17%	24%	22%	22%	15%	28%	28%	27%	25%	21%	21%	20%	18%	22%	23%	23%	23%	16%	18%
Third most	(3.0)	173	4	12	16	29	15	11	4	11	9	9	17	21	5	11	30	48	38	40	7	2	8
		7%	6%	14%	11%	11%	5%	5%	2%	17%	11%	6%	7%	8%	2%	6%	10%	8%	6%	6%	6%	4%	5%
Fourth most	(4.0)	86	4	8	10	8	8	9	-	1	9	6	13	4	3	4	14	19	16	20	6	2	10
		3%	6%	9%	7%	3%	3%	4%	-	2%	11%	4%	5%	1%	1%	2%	5%	3%	3%	3%	4%	4%	6%
Least	(5.0)	82	1	7	11	13	5	1	2	4	7	8	11	7	3	4	15	22	16	17	1	5	7
		3%	2%	8%	7%	5%	2%	*	1%	6%	8%	5%	4%	3%	1%	2%	5%	3%	3%	3%	1%	10%	4%
Mean Score		1.59	1.58	2.03	1.88	1.78	1.48	1.46	1.22	1.91	2.13	1.71	1.71	1.51	1.34	1.45	1.72	1.61	1.54	1.56	1.51	1.76	1.62
Std Deviation		.99	.99	1.33	1.26	1.11	.86	.81	.56	1.11	1.30	1.09	1.08	.89	.70	.84	1.13	1.00	.91	.94	.86	1.32	1.09
Std Error		.019	.140	.166	.108	.071	.050	.052	.038	.153	.150	.088	.065	.051	.044	.056	.065	.039	.036	.037	.076	.184	.082

Digital Entertainment Survey 2013

31. Thinking about the TV that you watch, please rank each of the following where 1 = the medium you use the most for watching TV, 2 = the medium you use second most, 3 = the medium you use third most and 4 = the medium you use fourth most and 5 = the medium you use least?

Scheduled TV

Base: All respondents

	Ownership of technology devices						Which of the following best describes your occupation?											What is your family status?					Are you a parent, and if so how old are your children?					
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Most	(1.0)	1615	123	323	647	345	172	150	367	226	57	95	61	23	151	144	116	54	24	553	873	153	12	167	221	200	422	823
		65%	56%	56%	68%	68%	72%	66%	61%	64%	63%	52%	53%	72%	72%	65%	72%	78%	49%	61%	67%	69%	45%	57%	68%	69%	72%	62%
Second most	(2.0)	544	47	137	203	107	38	45	147	87	20	35	35	3	39	52	35	8	15	197	283	45	4	79	70	56	119	298
		22%	22%	24%	21%	21%	16%	20%	25%	25%	22%	19%	31%	10%	18%	23%	21%	11%	31%	22%	22%	20%	16%	27%	21%	19%	20%	22%
Third most	(3.0)	173	22	56	56	32	17	17	46	20	6	26	8	3	10	13	4	4	7	70	79	13	4	23	25	19	26	106
		7%	10%	10%	6%	6%	7%	8%	8%	6%	6%	14%	7%	9%	5%	6%	2%	5%	15%	8%	6%	6%	16%	8%	8%	7%	4%	8%
Fourth most	(4.0)	86	14	26	26	16	5	6	22	9	4	18	2	2	6	6	3	3	1	46	28	6	5	14	5	7	10	55
		3%	6%	5%	3%	3%	2%	3%	4%	3%	4%	10%	2%	6%	3%	3%	2%	5%	3%	5%	2%	3%	17%	5%	1%	2%	2%	4%
Least	(5.0)	82	13	32	22	11	7	9	18	9	4	9	8	1	5	6	4	1	1	42	34	4	1	10	6	9	10	51
		3%	6%	6%	2%	2%	3%	4%	3%	3%	5%	5%	7%	3%	2%	3%	3%	1%	2%	5%	3%	2%	4%	4%	2%	3%	2%	4%
Mean Score		1.59	1.85	1.79	1.51	1.51	1.49	1.59	1.63	1.55	1.65	1.96	1.79	1.59	1.46	1.55	1.42	1.41	1.78	1.71	1.51	1.47	2.19	1.72	1.48	1.51	1.41	1.66
Std Deviation		.99	1.20	1.14	.90	.91	.94	1.02	.98	.92	1.07	1.23	1.13	1.11	.91	.93	.85	.90	.97	1.11	.90	.86	1.32	1.04	.84	.94	.80	1.05
Std Error		.019	.082	.047	.029	.039	.060	.067	.039	.047	.110	.096	.115	.196	.061	.060	.063	.106	.156	.037	.024	.055	.269	.059	.045	.053	.031	.029

Digital Entertainment Survey 2013

31. Thinking about the TV that you watch, please rank each of the following where 1 = the medium you use the most for watching TV, 2 = the medium you use second most, 3 = the medium you use third most and 4 = the medium you use fourth most and 5 = the medium you use least?

Catch up TV (TV that was aired in the last 30 days)

Base: All respondents

	Total	Gender/age														Region						
		Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Most	(1.0) 272	7	20	25	36	24	18	4	13	29	26	30	17	13	10	40	73	62	66	10	3	18
	11%	10%	23%	17%	14%	9%	8%	2%	21%	33%	18%	12%	6%	6%	5%	13%	12%	10%	11%	8%	6%	11%
Second most	(2.0) 871	30	25	54	87	89	72	69	16	20	60	83	101	90	74	113	217	209	218	40	19	54
	35%	46%	30%	36%	35%	33%	32%	34%	26%	23%	40%	33%	37%	40%	37%	38%	35%	34%	35%	32%	39%	32%
Third most	(3.0) 874	16	22	47	76	107	87	92	22	22	36	88	95	87	76	90	214	215	225	52	17	61
	35%	24%	27%	31%	30%	39%	39%	46%	36%	25%	24%	35%	35%	39%	38%	30%	34%	35%	36%	41%	34%	36%
Fourth most	(4.0) 353	11	8	16	39	41	34	23	6	13	23	36	49	27	27	40	91	91	82	13	7	28
	14%	16%	9%	11%	16%	15%	15%	12%	9%	15%	16%	14%	18%	12%	14%	13%	15%	15%	13%	10%	13%	17%
Least	(5.0) 131	3	9	8	13	12	15	12	5	4	4	13	13	9	13	16	28	37	30	10	4	7
	5%	4%	11%	5%	5%	4%	7%	6%	8%	4%	3%	5%	5%	4%	7%	5%	4%	6%	5%	8%	8%	4%
Mean Score	2.68	2.58	2.55	2.51	2.63	2.74	2.80	2.84	2.57	2.33	2.45	2.68	2.78	2.69	2.80	2.59	2.65	2.73	2.67	2.79	2.78	2.72
Std Deviation	1.02	1.01	1.26	1.05	1.07	.97	1.01	.87	1.15	1.20	1.04	1.03	.97	.90	.96	1.04	1.01	1.03	1.00	1.02	1.01	1.00
Std Error	.020	.143	.157	.090	.069	.057	.065	.058	.158	.138	.083	.062	.055	.057	.064	.060	.040	.041	.039	.090	.142	.075

Digital Entertainment Survey 2013

31. Thinking about the TV that you watch, please rank each of the following where 1 = the medium you use the most for watching TV, 2 = the medium you use second most, 3 = the medium you use third most and 4 = the medium you use fourth most and 5 = the medium you use least?

Catch up TV (TV that was aired in the last 30 days)

Base: All respondents

	Ownership of technology devices						Which of the following best describes your occupation?											What is your family status?					Are you a parent, and if so how old are your children?						
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334	
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Most	(1.0)	272	37	91	88	37	19	31	23	58	37	11	49	18	4	19	9	7	6	6	137	102	17	9	30	37	23	37	182
		11%	17%	16%	9%	7%	8%	13%	10%	10%	10%	12%	27%	16%	12%	9%	4%	4%	9%	12%	15%	8%	8%	35%	10%	11%	8%	6%	14%
Second most	(2.0)	871	80	193	319	179	99	86	88	202	125	34	55	42	10	86	70	50	23	18	309	434	98	12	90	118	107	207	462
		35%	37%	34%	33%	35%	41%	36%	39%	34%	36%	38%	30%	36%	31%	41%	32%	31%	34%	39%	34%	33%	44%	45%	31%	36%	37%	35%	35%
Third most	(3.0)	874	54	180	393	178	69	73	77	207	137	28	50	37	10	64	92	76	24	12	287	509	62	4	115	110	105	229	434
		35%	24%	31%	41%	35%	29%	30%	34%	34%	39%	31%	27%	33%	31%	30%	42%	47%	36%	26%	32%	39%	28%	13%	39%	34%	36%	39%	33%
Fourth most	(4.0)	353	36	87	108	83	37	35	30	98	40	13	20	13	6	33	38	17	10	9	123	188	31	2	48	44	40	80	184
		14%	16%	15%	11%	16%	16%	15%	13%	16%	11%	15%	11%	11%	18%	15%	17%	10%	14%	18%	14%	15%	14%	7%	16%	13%	14%	14%	14%
Least	(5.0)	131	13	23	47	32	16	15	10	35	12	4	9	5	2	10	11	12	6	2	52	63	13	-	11	18	15	33	72
		5%	6%	4%	5%	6%	7%	6%	5%	6%	3%	4%	5%	4%	8%	5%	5%	7%	8%	5%	6%	5%	6%	-	4%	5%	5%	6%	5%
Mean Score	2.68	2.58	2.58	2.69	2.79	2.72	2.66	2.63	2.75	2.62	2.61	2.38	2.53	2.78	2.66	2.87	2.85	2.79	2.65	2.61	2.75	2.66	1.92	2.73	2.65	2.71	2.77	2.63	
Std Deviation	1.02	1.12	1.05	.96	1.01	1.04	1.08	.99	1.03	.94	1.03	1.14	1.03	1.13	1.00	.92	.93	1.06	1.08	1.08	.96	1.01	.88	.98	1.02	.98	.96	1.05	
Std Error	.020	.077	.044	.030	.043	.065	.068	.065	.041	.049	.105	.089	.105	.200	.067	.059	.069	.125	.173	.036	.026	.065	.179	.056	.055	.055	.038	.029	

Digital Entertainment Survey 2013

31. Thinking about the TV that you watch, please rank each of the following where 1 = the medium you use the most for watching TV, 2 = the medium you use second most, 3 = the medium you use third most and 4 = the medium you use fourth most and 5 = the medium you use least?

Extended on demand TV (TV that was aired more than 30 days ago)

Base: All respondents

	Total	Gender/age														Region							
		Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland	
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176	
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Most	(1.0)	59	-	5	5	16	4	1	1	2	4	3	11	5	-	2	11	14	15	12	1	-	5
	2%	-	6%	4%	7%	1%	*	*	4%	4%	2%	4%	2%	-	1%	4%	2%	2%	2%	1%	-	3%	
Second most	(2.0)	200	7	18	25	24	19	14	4	9	16	9	25	14	5	10	38	45	41	51	10	4	11
	8%	10%	22%	17%	10%	7%	6%	2%	15%	19%	6%	10%	5%	2%	5%	13%	7%	7%	8%	8%	8%	7%	
Third most	(3.0)	704	32	21	49	79	75	54	49	9	30	49	63	76	58	60	103	170	169	167	34	17	43
	28%	48%	25%	33%	31%	27%	24%	25%	15%	35%	32%	25%	28%	26%	30%	35%	27%	28%	27%	27%	27%	33%	26%
Fourth most	(4.0)	1053	17	30	48	85	125	100	109	27	27	58	101	115	112	98	112	265	261	264	53	21	78
	42%	26%	36%	32%	34%	46%	44%	54%	43%	31%	39%	40%	42%	50%	49%	37%	43%	42%	42%	42%	41%	47%	
Least	(5.0)	484	11	9	23	46	52	56	37	14	11	31	50	65	49	31	34	128	128	128	28	9	29
	19%	16%	11%	15%	18%	19%	25%	18%	23%	12%	21%	20%	24%	22%	15%	12%	20%	21%	21%	22%	17%	17%	
Mean Score	3.68	3.48	3.23	3.38	3.48	3.74	3.87	3.88	3.66	3.28	3.71	3.61	3.80	3.91	3.73	3.40	3.72	3.73	3.71	3.77	3.68	3.68	
Std Deviation	.95	.88	1.11	1.05	1.10	.89	.87	.74	1.11	1.03	.93	1.05	.92	.75	.81	.98	.95	.95	.95	.91	.86	.95	
Std Error	.019	.125	.138	.089	.070	.052	.056	.049	.152	.119	.075	.063	.053	.048	.054	.056	.037	.038	.037	.080	.120	.071	

Digital Entertainment Survey 2013

31. Thinking about the TV that you watch, please rank each of the following where 1 = the medium you use the most for watching TV, 2 = the medium you use second most, 3 = the medium you use third most and 4 = the medium you use fourth most and 5 = the medium you use least?

Extended on demand TV (TV that was aired more than 30 days ago)

Base: All respondents

	Ownership of technology devices						Which of the following best describes your occupation?											What is your family status?					Are you a parent, and if so how old are your children?						
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children		
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334	
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Most	(1.0)	59	8	18	24	7	3	10	16	8	5	8	2	-	-	7	1	-	-	26	29	1	3	14	9	9	4	32	
		2%	4%	3%	2%	1%	1%	4%	3%	2%	5%	4%	2%	-	-	3%	1%	-	-	3%	2%	*	13%	5%	3%	3%	1%	2%	
Second most	(2.0)	200	26	58	71	32	12	23	41	25	10	33	12	2	11	11	6	5	4	103	77	14	4	26	23	21	20	130	
		8%	12%	10%	7%	6%	5%	10%	7%	7%	11%	18%	11%	6%	5%	5%	4%	8%	7%	11%	6%	6%	13%	9%	7%	7%	3%	10%	
Third most	(3.0)	704	80	167	224	142	91	58	150	101	29	61	35	9	82	54	42	19	14	275	340	63	13	77	100	81	160	378	
		28%	36%	29%	23%	28%	38%	27%	25%	25%	29%	32%	33%	31%	28%	39%	25%	26%	28%	29%	30%	26%	28%	26%	31%	28%	27%	28%	
Fourth most	(4.0)	1053	74	221	448	217	93	90	256	165	35	57	44	13	71	101	87	36	21	336	597	96	4	120	135	133	285	539	
		42%	34%	39%	47%	42%	39%	41%	40%	43%	47%	39%	31%	38%	42%	34%	46%	52%	43%	37%	46%	43%	14%	41%	41%	46%	49%	40%	
Least	(5.0)	484	31	109	188	114	41	47	138	51	11	25	21	7	47	48	26	8	10	168	254	48	3	58	60	47	117	255	
		19%	14%	19%	20%	22%	17%	22%	21%	23%	15%	12%	14%	18%	24%	22%	22%	16%	21%	18%	20%	22%	12%	20%	18%	16%	20%	19%	
Mean Score		3.68	3.42	3.60	3.74	3.78	3.65	3.74	3.62	3.77	3.64	3.42	3.31	3.59	3.84	3.73	3.78	3.81	3.77	3.57	3.75	3.80	3.00	3.62	3.65	3.65	3.84	3.64	
Std Deviation		.95	1.00	1.00	.94	.91	.86	.94	1.05	.97	.90	1.02	1.06	.98	.87	.87	.94	.77	.87	1.01	.91	.86	1.15	1.05	.95	.94	.80	.98	
Std Error		.019	.069	.042	.030	.039	.054	.060	.069	.038	.047	.105	.083	.100	.154	.058	.061	.057	.093	.139	.034	.024	.055	.234	.060	.051	.053	.032	.027

Digital Entertainment Survey 2013

31. Thinking about the TV that you watch, please rank each of the following where 1 = the medium you use the most for watching TV, 2 = the medium you use second most, 3 = the medium you use third most and 4 = the medium you use fourth most and 5 = the medium you use least?

TV series box sets

Base: All respondents

	Total	Gender/age														Region							
		Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland	
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176	
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Most	(1.0)	98	7	1	20	13	8	7	2	4	5	8	12	5	2	4	18	18	21	22	6	3	10
		4%	10%	2%	13%	5%	3%	3%	1%	6%	5%	5%	5%	2%	1%	2%	6%	3%	3%	4%	5%	7%	6%
Second most	(2.0)	272	5	16	20	30	40	17	19	8	14	16	26	33	16	14	37	68	62	64	8	7	27
		11%	8%	19%	13%	12%	14%	7%	9%	13%	16%	10%	10%	12%	7%	7%	13%	11%	10%	10%	6%	15%	16%
Third most	(3.0)	422	9	14	15	45	42	43	22	12	11	35	50	53	42	28	45	114	105	110	15	6	28
		17%	14%	17%	10%	18%	15%	19%	11%	19%	12%	23%	20%	19%	19%	14%	15%	18%	17%	18%	12%	13%	17%
Fourth most	(4.0)	683	25	21	45	83	68	61	49	19	21	42	71	75	59	45	94	163	165	168	43	13	36
		27%	38%	25%	30%	33%	25%	27%	25%	30%	24%	28%	29%	27%	26%	22%	31%	26%	27%	27%	35%	27%	22%
Least	(5.0)	1025	20	32	51	80	117	97	108	20	38	50	91	109	105	109	105	260	262	259	53	19	66
		41%	30%	38%	34%	32%	42%	43%	54%	32%	43%	33%	36%	39%	47%	54%	35%	42%	43%	42%	43%	39%	40%
Mean Score		3.91	3.70	3.78	3.59	3.74	3.89	3.99	4.21	3.70	3.83	3.73	3.82	3.90	4.11	4.20	3.78	3.93	3.95	3.93	4.04	3.77	3.73
Std Deviation		1.17	1.26	1.19	1.41	1.18	1.19	1.11	1.03	1.22	1.29	1.18	1.17	1.11	1.01	1.06	1.22	1.14	1.14	1.15	1.11	1.29	1.30
Std Error		.023	.179	.148	.120	.075	.070	.071	.069	.167	.149	.095	.070	.064	.064	.070	.070	.045	.045	.045	.098	.181	.098

Digital Entertainment Survey 2013

31. Thinking about the TV that you watch, please rank each of the following where 1 = the medium you use the most for watching TV, 2 = the medium you use second most, 3 = the medium you use third most and 4 = the medium you use fourth most and 5 = the medium you use least?

TV series box sets

Base: All respondents

	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most have them	Don't enter	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Most	(1.0)	98	14	31	27	14	10	11	24	11	2	9	11	3	7	6	1	3	7	47	35	7	1	16	5	7	9	67
		4%	6%	5%	3%	3%	4%	5%	4%	3%	2%	5%	10%	9%	3%	3%	1%	4%	15%	5%	3%	3%	4%	5%	1%	2%	2%	5%
Second most	(2.0)	272	22	62	106	50	40	24	57	27	7	26	11	5	29	25	11	10	5	120	128	17	3	31	34	25	45	164
		11%	10%	11%	11%	10%	17%	10%	10%	8%	8%	14%	9%	16%	14%	11%	7%	15%	10%	13%	10%	8%	12%	11%	10%	9%	8%	12%
Third most	(3.0)	422	35	98	148	105	43	41	124	51	15	20	21	7	35	34	20	11	6	161	211	43	1	37	53	48	87	247
		17%	16%	17%	16%	21%	18%	18%	21%	15%	17%	11%	18%	22%	17%	15%	13%	15%	13%	18%	16%	19%	5%	13%	16%	16%	15%	19%
Fourth most	(4.0)	683	63	152	253	134	73	64	145	98	24	54	32	9	74	56	41	13	15	256	341	57	14	78	91	72	148	371
		27%	29%	26%	27%	26%	30%	28%	24%	28%	26%	30%	28%	27%	35%	25%	25%	19%	31%	28%	26%	26%	51%	26%	28%	25%	25%	28%
Least	(5.0)	1025	86	230	420	208	74	87	249	163	42	74	40	8	65	100	89	32	14	324	582	97	8	132	144	138	298	484
		41%	39%	40%	44%	41%	31%	38%	42%	47%	46%	41%	35%	25%	31%	45%	55%	46%	30%	36%	45%	44%	29%	45%	44%	48%	51%	36%
Mean Score		3.91	3.84	3.85	3.98	3.92	3.67	3.85	3.90	4.07	4.06	3.87	3.70	3.43	3.77	4.00	4.28	3.88	3.51	3.76	4.01	3.99	3.88	3.95	4.03	4.07	4.16	3.78
Std Deviation		1.17	1.22	1.22	1.14	1.12	1.20	1.18	1.16	1.10	1.09	1.23	1.30	1.30	1.13	1.14	.96	1.27	1.42	1.21	1.12	1.11	1.09	1.22	1.07	1.10	1.04	1.20
Std Error		.023	.084	.050	.036	.048	.076	.078	.046	.057	.112	.096	.132	.230	.076	.073	.071	.149	.228	.041	.030	.071	.223	.069	.057	.062	.041	.033

Digital Entertainment Survey 2013

31. Thinking about the TV that you watch, please rank each of the following where 1 = the medium you use the most for watching TV, 2 = the medium you use second most, 3 = the medium you use third most and 4 = the medium you use fourth most and 5 = the medium you use least?

Self-recorded television (TiVo, Sky + etc.)

Base: All respondents

	Total	Gender/age														Region						
		Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Most	(1.0) 457	9	13	13	44	50	46	29	14	13	25	51	62	43	44	45	121	116	116	25	11	22
	18%	14%	16%	9%	18%	18%	20%	14%	23%	15%	17%	21%	23%	19%	22%	15%	20%	19%	19%	20%	22%	13%
Second most	(2.0) 613	11	12	25	50	68	72	78	11	13	25	52	69	66	62	56	155	158	148	39	11	45
	25%	16%	14%	17%	20%	25%	32%	39%	17%	15%	17%	21%	25%	29%	31%	19%	25%	26%	24%	31%	23%	27%
Third most	(3.0) 327	5	14	23	22	35	30	33	8	15	21	32	30	34	25	30	77	87	81	18	8	27
	13%	8%	17%	15%	9%	13%	13%	17%	13%	17%	14%	13%	11%	15%	12%	10%	12%	14%	13%	14%	15%	16%
Fourth most	(4.0) 325	9	17	32	36	33	21	19	9	18	20	29	33	24	25	40	83	80	89	11	7	14
	13%	14%	20%	21%	14%	12%	10%	9%	15%	20%	14%	12%	12%	11%	13%	13%	13%	13%	14%	9%	14%	9%
Least	(5.0) 778	32	28	58	98	89	56	42	20	29	57	86	81	59	44	128	186	172	188	33	13	59
	31%	48%	33%	38%	39%	33%	25%	21%	32%	33%	38%	34%	30%	26%	22%	43%	30%	28%	30%	26%	26%	35%
Mean Score	3.14	3.66	3.41	3.64	3.38	3.16	2.87	2.84	3.17	3.43	3.40	3.18	3.01	2.95	2.82	3.50	3.09	3.06	3.14	2.89	3.00	3.25
Std Deviation	1.53	1.54	1.46	1.37	1.58	1.54	1.49	1.37	1.59	1.45	1.54	1.58	1.57	1.49	1.47	1.55	1.53	1.51	1.52	1.50	1.53	1.50
Std Error	.030	.218	.183	.116	.101	.090	.096	.092	.218	.168	.124	.095	.090	.095	.098	.089	.060	.060	.060	.132	.214	.113

Digital Entertainment Survey 2013

31. Thinking about the TV that you watch, please rank each of the following where 1 = the medium you use the most for watching TV, 2 = the medium you use second most, 3 = the medium you use third most and 4 = the medium you use fourth most and 5 = the medium you use least?

Self-recorded television (TiVo, Sky + etc.)

Base: All respondents

	Ownership of technology devices						Which of the following best describes your occupation?											What is your family status?					Are you a parent, and if so how old are your children?						
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334	
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Most	(1.0)	457	37	111	170	108	31	24	34	136	69	15	22	22	2	34	55	36	6	11	144	258	43	1	67	55	51	114	230
		18%	17%	19%	18%	21%	13%	10%	15%	23%	20%	17%	12%	20%	6%	16%	25%	22%	9%	23%	16%	20%	19%	3%	23%	17%	18%	19%	17%
Second most	(2.0)	613	44	123	255	143	48	55	48	152	87	19	34	15	12	47	63	60	22	6	180	375	48	4	68	82	81	196	279
		25%	20%	21%	27%	28%	20%	23%	21%	25%	25%	21%	19%	13%	37%	22%	28%	37%	32%	13%	20%	29%	22%	13%	23%	25%	28%	33%	21%
Third most	(3.0)	327	29	72	134	54	39	42	34	74	41	12	27	13	3	21	27	20	11	8	116	158	41	5	42	39	37	85	169
		13%	13%	13%	14%	11%	16%	17%	15%	12%	12%	14%	15%	12%	11%	10%	12%	13%	16%	17%	13%	12%	18%	17%	14%	12%	13%	15%	13%
Fourth most	(4.0)	325	33	87	119	62	24	29	37	78	39	14	34	23	2	27	20	14	7	2	146	142	31	3	35	52	39	64	185
		13%	15%	15%	12%	12%	10%	12%	16%	13%	11%	16%	19%	20%	6%	13%	9%	9%	10%	5%	16%	11%	14%	11%	12%	16%	13%	11%	14%
Least	(5.0)	778	76	179	278	145	100	89	74	160	115	29	66	41	13	83	55	31	22	20	322	363	59	15	82	99	82	128	471
		31%	35%	31%	29%	28%	41%	37%	33%	27%	33%	32%	36%	36%	40%	39%	25%	19%	32%	41%	35%	28%	27%	55%	28%	30%	28%	22%	35%
Mean Score		3.14	3.31	3.17	3.08	2.99	3.47	3.44	3.30	2.96	3.12	3.26	3.48	3.40	3.36	3.37	2.80	2.65	3.24	3.29	3.35	2.98	3.07	4.01	2.99	3.18	3.06	2.82	3.29
Std Deviation		1.53	1.53	1.54	1.50	1.54	1.50	1.44	1.48	1.54	1.56	1.52	1.44	1.55	1.49	1.56	1.53	1.42	1.43	1.65	1.51	1.52	1.48	1.27	1.55	1.51	1.50	1.44	1.54
Std Error		.030	.105	.064	.048	.066	.094	.091	.098	.061	.081	.156	.113	.158	.264	.105	.099	.105	.169	.264	.051	.041	.095	.260	.088	.081	.085	.057	.042

Digital Entertainment Survey 2013

31. Thinking about the TV that you watch, please rank each of the following where 1 = the medium you use the most for watching TV, 2 = the medium you use second most, 3 = the medium you use third most and 4 = the medium you use fourth most and 5 = the medium you use least?

Summary table

Base: All respondents

	Total	Most	Second most	Third most	Fourth most	Least	Mean score
Scheduled TV	2500 100%	1615 65%	544 22%	173 7%	86 3%	82 3%	1.59
Catch up TV (TV that was aired in the last 30 days)	2500 100%	272 11%	871 35%	874 35%	353 14%	131 5%	2.68
Extended on demand TV (TV that was aired more than 30 days ago)	2500 100%	59 2%	200 8%	704 28%	1053 42%	484 19%	3.68
TV series box sets	2500 100%	98 4%	272 11%	422 17%	683 27%	1025 41%	3.91
Self-recorded television (TiVo, Sky + etc.)	2500 100%	457 18%	613 25%	327 13%	325 13%	778 31%	3.14

Digital Entertainment Survey 2013

32. To what extent would you be interested in being able to immediately purchase any products or services you see when watching TV (irrespective of the device used), via an option provided on screen?

Base: All respondents

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very interested	196	9	8	21	45	28	10	6	4	4	11	20	15	8	7	41	40	39	51	10	5	9
	8%	14%	9%	14%	18%	10%	5%	3%	6%	4%	7%	8%	6%	4%	4%	14%	7%	6%	8%	8%	10%	5%
Fairly interested	661	16	36	60	92	89	39	27	16	32	47	78	74	33	24	109	162	160	159	24	13	34
	26%	24%	42%	40%	37%	32%	17%	13%	26%	36%	31%	31%	27%	15%	12%	36%	26%	26%	26%	20%	27%	20%
Fairly uninterested	620	21	26	34	56	56	47	43	19	26	36	68	86	61	42	53	163	161	144	37	7	54
	25%	32%	31%	22%	22%	20%	21%	21%	30%	29%	24%	27%	31%	27%	21%	18%	26%	26%	23%	30%	14%	32%
Very uninterested	746	13	8	28	43	69	105	112	12	16	26	48	65	91	109	63	196	194	186	37	15	54
	30%	20%	9%	19%	17%	25%	46%	56%	19%	19%	18%	19%	24%	41%	54%	21%	32%	32%	30%	30%	31%	32%
Don't know	278	7	7	8	14	34	24	12	12	11	30	37	34	31	18	33	61	60	82	16	9	17
	11%	10%	8%	5%	6%	12%	11%	6%	19%	12%	20%	15%	13%	14%	9%	11%	10%	10%	13%	13%	18%	10%
INTERESTED	856	25	43	80	137	117	49	33	20	35	57	97	90	41	31	150	202	199	209	35	18	43
	34%	38%	52%	54%	55%	42%	22%	17%	32%	40%	38%	39%	33%	18%	15%	50%	32%	32%	34%	28%	37%	26%
UNINTERESTED	1365	34	34	62	99	124	151	155	30	42	62	116	151	153	151	116	359	355	330	74	22	108
	55%	52%	41%	41%	40%	45%	67%	78%	49%	48%	42%	46%	55%	68%	75%	39%	58%	58%	53%	59%	45%	64%

Digital Entertainment Survey 2013

32. To what extent would you be interested in being able to immediately purchase any products or services you see when watching TV (irrespective of the device used), via an option provided on screen?

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very interested	196	82	50	45	14	5	27	39	33	30	18	12	7	1	9	10	5	4	5	83	98	7	3	40	40	34	29	95
	8%	37%	9%	5%	3%	2%	11%	17%	6%	8%	20%	7%	6%	3%	4%	5%	3%	5%	11%	9%	8%	3%	10%	14%	12%	12%	5%	7%
Fairly interested	661	73	233	246	82	26	66	78	161	101	25	54	40	7	47	45	24	11	13	279	328	34	7	94	100	88	105	372
	26%	33%	41%	26%	16%	11%	28%	34%	27%	29%	28%	29%	35%	23%	22%	20%	15%	17%	28%	31%	25%	15%	24%	32%	31%	30%	18%	28%
Fairly uninterested	620	30	139	273	132	47	52	44	166	86	17	64	29	7	47	60	36	11	15	236	317	49	3	78	95	73	131	330
	25%	14%	24%	29%	26%	19%	22%	19%	28%	24%	19%	35%	25%	22%	23%	27%	22%	16%	32%	26%	24%	22%	12%	27%	29%	25%	22%	25%
Very uninterested	746	20	101	272	213	139	64	46	169	103	24	44	19	11	83	69	85	27	8	218	406	108	6	47	54	60	259	389
	30%	9%	18%	28%	42%	58%	27%	20%	28%	29%	27%	24%	17%	35%	39%	31%	53%	40%	17%	24%	31%	49%	21%	16%	17%	21%	44%	29%
Don't know	278	14	50	120	70	24	31	20	70	31	6	9	19	5	25	36	12	15	6	93	147	23	9	34	37	36	63	148
	11%	6%	9%	13%	14%	10%	13%	9%	12%	9%	6%	5%	16%	16%	12%	16%	7%	22%	13%	10%	11%	10%	33%	12%	11%	12%	11%	11%
INTERESTED	856	155	284	290	96	31	93	117	194	131	43	66	48	8	55	55	29	15	18	361	426	41	9	134	140	122	133	467
	34%	71%	49%	30%	19%	13%	39%	52%	32%	37%	48%	36%	42%	26%	26%	25%	18%	22%	38%	40%	33%	19%	34%	46%	43%	42%	23%	35%
UNINTERESTED	1365	50	240	545	344	186	116	90	335	189	41	109	48	18	130	129	121	39	23	454	722	157	9	126	149	133	390	719
	55%	23%	42%	57%	67%	77%	48%	40%	56%	54%	46%	59%	42%	58%	62%	59%	75%	56%	49%	50%	56%	71%	33%	43%	46%	46%	66%	54%

Digital Entertainment Survey 2013

34. Please indicate which devices, if any, you currently use to do each of the following activities.

SMARTPHONE

Base: All who own/use a smartphone

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1844	36	51	109	203	233	145	124	44	64	124	237	237	134	103	226	449	451	457	94	41	126
Weighted Total	1794	47	67	118	207	219	135	111	52	75	121	214	214	123	90	225	435	436	445	92	40	121
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Email	1141	28	53	79	134	148	75	54	47	55	89	152	133	59	36	145	271	285	278	57	33	72
	64%	58%	78%	67%	65%	67%	55%	49%	91%	73%	73%	71%	62%	49%	40%	64%	62%	65%	63%	62%	83%	59%
Access favourite websites	809	25	45	65	100	96	52	34	30	45	56	112	93	33	23	109	185	187	205	40	26	55
	45%	53%	67%	55%	48%	44%	39%	31%	59%	59%	46%	52%	43%	27%	25%	48%	43%	43%	46%	44%	66%	46%
Use social networks	1008	34	47	79	119	112	59	30	43	55	87	144	121	48	29	118	245	257	249	50	29	61
	56%	72%	71%	67%	58%	51%	43%	27%	84%	73%	72%	67%	57%	39%	32%	52%	56%	59%	56%	54%	72%	51%
Watch online video	522	21	41	59	83	66	27	9	32	23	44	60	41	9	8	69	109	124	143	29	14	35
	29%	44%	61%	50%	40%	30%	20%	8%	61%	31%	36%	28%	19%	7%	9%	31%	25%	28%	32%	31%	36%	29%
Shop for products / services online	529	16	36	49	76	57	30	12	27	27	51	71	49	23	6	74	118	126	133	30	15	33
	29%	33%	53%	41%	36%	26%	22%	11%	52%	36%	42%	33%	23%	19%	7%	33%	27%	29%	30%	32%	39%	27%
Listen to music	894	29	46	76	104	114	60	26	47	54	71	106	103	33	25	123	216	196	229	44	25	61
	50%	61%	69%	64%	50%	52%	44%	23%	91%	72%	59%	49%	48%	27%	28%	54%	50%	45%	51%	48%	62%	50%
Play computer games	449	18	25	39	67	70	28	9	14	16	25	57	49	16	16	54	106	118	111	17	12	32
	25%	39%	37%	33%	33%	32%	21%	8%	27%	22%	21%	27%	23%	13%	17%	24%	24%	27%	25%	19%	30%	26%
Read magazines and articles online	378	12	33	43	50	35	17	12	19	21	23	55	42	10	7	63	92	87	88	21	11	17
	21%	25%	49%	37%	24%	16%	12%	10%	36%	28%	19%	26%	19%	8%	8%	28%	21%	20%	20%	22%	29%	14%
Read newspaper online	403	13	24	43	60	41	27	15	18	19	24	60	42	9	8	68	75	95	111	16	15	22
	22%	28%	35%	37%	29%	19%	20%	14%	34%	25%	20%	28%	19%	7%	9%	30%	17%	22%	25%	18%	38%	19%
Watch catch-up TV online	224	13	28	22	24	27	8	5	20	12	19	24	14	4	3	41	49	52	52	13	5	13
	13%	28%	41%	18%	12%	12%	6%	5%	39%	16%	16%	11%	7%	3%	3%	18%	11%	12%	12%	14%	13%	11%
Watch scheduled TV online	153	9	17	20	22	23	7	4	12	4	8	12	11	4	3	29	29	35	37	5	8	9
	9%	19%	25%	17%	11%	10%	5%	3%	23%	5%	6%	5%	5%	3%	3%	13%	7%	8%	8%	6%	19%	8%
Play online games	421	13	36	33	54	53	16	4	23	20	27	62	58	16	5	56	90	109	105	22	11	29
	23%	28%	53%	28%	26%	24%	12%	4%	45%	27%	23%	29%	27%	13%	6%	25%	21%	25%	24%	23%	28%	24%
Read blogs	364	17	22	40	53	44	16	12	21	23	27	43	28	9	6	68	70	77	96	14	10	29
	20%	36%	33%	34%	26%	20%	12%	11%	41%	31%	23%	20%	13%	7%	7%	30%	16%	18%	22%	15%	25%	24%
Watch movies online over the internet	202	12	25	22	32	23	6	4	16	12	14	22	14	2	-	39	38	43	50	10	6	15
	11%	25%	37%	18%	15%	10%	4%	3%	32%	16%	11%	10%	7%	1%	-	17%	9%	10%	11%	11%	15%	13%
Play games on social network sites	314	9	22	24	48	44	20	2	14	18	20	41	38	10	4	46	78	78	73	10	7	22
	18%	19%	33%	20%	23%	20%	14%	2%	27%	23%	17%	19%	18%	8%	5%	20%	18%	18%	17%	11%	19%	18%

Digital Entertainment Survey 2013

34. Please indicate which devices, if any, you currently use to do each of the following activities.

SMARTPHONE

Base: All who own/use a smartphone

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1844	36	51	109	203	233	145	124	44	64	124	237	237	134	103	226	449	451	457	94	41	126
Weighted Total	1794	47	67	118	207	219	135	111	52	75	121	214	214	123	90	225	435	436	445	92	40	121
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Write your own blog	139	9	17	16	24	12	4	1	14	8	10	13	6	2	3	24	24	33	41	7	3	7
	8%	19%	25%	14%	12%	6%	3%	1%	27%	11%	8%	6%	3%	1%	3%	11%	6%	8%	9%	8%	8%	6%
Other	30	-	1	-	1	4	3	3	-	-	1	2	8	5	3	2	5	12	6	3	1	2
	2%	-	2%	-	*	2%	2%	2%	-	-	1%	1%	4%	4%	3%	1%	1%	3%	1%	3%	2%	1%
Not Stated	249	5	1	9	13	24	30	42	1	5	7	17	34	29	31	19	71	60	66	13	3	17
	14%	11%	2%	7%	6%	11%	22%	38%	2%	6%	6%	8%	16%	24%	34%	9%	16%	14%	15%	14%	8%	14%

Digital Entertainment Survey 2013

34. Please indicate which devices, if any, you currently use to do each of the following activities.

SMARTPHONE

Base: All who own/use a smartphone

	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	1844	197	511	735	302	99	170	174	469	304	77	123	77	23	127	164	94	42	28	647	1021	131	17	270	290	258	387	947
Weighted Total	1794	201	502	708	288	94	167	173	445	286	73	140	92	23	121	151	84	41	34	664	957	119	19	257	271	242	354	957
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Email	1141	148	360	413	167	53	94	107	296	185	51	111	67	15	75	81	39	19	26	450	589	63	14	179	172	140	193	645
	64%	74%	72%	58%	58%	56%	56%	62%	67%	65%	70%	80%	73%	67%	62%	54%	47%	47%	75%	68%	62%	53%	72%	69%	64%	58%	55%	67%
Access favourite websites	809	120	268	291	105	24	74	87	208	127	31	76	54	8	46	66	20	9	20	339	402	38	10	141	125	106	122	458
	45%	60%	53%	41%	37%	25%	45%	50%	47%	44%	42%	54%	59%	37%	38%	44%	24%	23%	58%	51%	42%	32%	50%	55%	46%	44%	34%	48%
Use social networks	1008	127	322	365	151	44	99	97	254	154	33	107	62	10	64	87	22	17	27	413	500	55	13	160	141	139	156	581
	56%	63%	64%	52%	52%	47%	59%	56%	57%	54%	46%	77%	68%	46%	53%	58%	27%	41%	78%	62%	52%	46%	67%	62%	52%	57%	44%	61%
Watch online video	522	99	187	165	54	17	49	63	122	76	20	65	41	6	31	33	10	6	21	253	225	15	9	83	66	59	53	335
	29%	49%	37%	23%	19%	18%	30%	36%	27%	27%	27%	47%	44%	27%	26%	22%	12%	14%	61%	38%	24%	12%	45%	32%	24%	25%	15%	35%
Shop for products / services online	529	101	178	160	72	18	53	69	122	71	22	63	32	7	28	40	8	14	14	224	261	21	8	97	83	76	66	303
	29%	50%	35%	23%	25%	19%	32%	40%	28%	25%	31%	45%	35%	29%	23%	26%	10%	35%	42%	34%	27%	18%	43%	38%	30%	31%	19%	32%
Listen to music	894	130	302	334	101	27	79	103	206	134	35	97	64	11	61	65	20	17	29	387	421	45	11	144	136	140	131	510
	50%	65%	60%	47%	35%	28%	48%	60%	46%	47%	47%	69%	70%	49%	50%	43%	25%	42%	86%	58%	44%	38%	56%	56%	50%	58%	37%	53%
Play computer games	449	87	142	155	48	18	41	53	114	76	18	40	24	1	27	32	13	11	11	179	231	23	5	82	64	62	68	248
	25%	43%	28%	22%	16%	19%	24%	31%	26%	26%	25%	29%	26%	4%	22%	21%	16%	28%	33%	27%	24%	19%	26%	32%	23%	26%	19%	26%
Read magazines and articles online	378	69	114	137	44	14	32	42	88	63	24	49	23	3	19	21	8	6	7	175	175	14	7	63	43	38	46	240
	21%	34%	23%	19%	15%	15%	19%	24%	20%	22%	33%	35%	25%	14%	16%	14%	10%	15%	21%	26%	18%	12%	38%	25%	16%	16%	13%	25%
Read newspaper online	403	69	133	142	44	15	36	44	89	75	22	41	25	6	20	27	9	8	9	169	199	18	8	70	64	52	51	234
	22%	34%	27%	20%	15%	16%	22%	26%	20%	26%	31%	29%	27%	28%	17%	18%	11%	21%	25%	25%	21%	15%	39%	27%	24%	21%	15%	24%
Watch catch-up TV online	224	63	64	63	24	10	19	35	39	29	13	30	23	3	9	16	4	4	12	108	90	7	6	42	28	26	27	138
	13%	31%	13%	9%	8%	11%	11%	20%	9%	10%	17%	21%	25%	14%	8%	10%	4%	10%	36%	16%	9%	6%	32%	16%	10%	11%	8%	14%
Watch scheduled TV online	153	43	51	36	11	11	12	23	24	24	11	21	13	2	3	11	4	4	7	66	69	6	5	28	22	18	22	87
	9%	22%	10%	5%	4%	11%	7%	13%	5%	8%	15%	15%	14%	8%	3%	7%	5%	11%	21%	10%	7%	5%	25%	11%	8%	8%	6%	9%
Play online games	421	78	132	138	52	21	33	59	96	63	20	39	35	4	16	43	6	6	12	169	220	16	5	86	67	66	63	219
	23%	39%	26%	19%	18%	22%	20%	34%	22%	22%	27%	28%	38%	18%	13%	28%	7%	15%	35%	25%	23%	13%	25%	33%	25%	27%	18%	23%
Read blogs	364	73	119	123	36	13	30	42	88	57	16	49	20	3	19	26	5	8	7	170	167	12	7	56	44	47	42	223
	20%	36%	24%	17%	12%	14%	18%	25%	20%	20%	21%	35%	22%	13%	16%	17%	6%	19%	21%	26%	17%	10%	38%	22%	16%	19%	12%	23%

Digital Entertainment Survey 2013

34. Please indicate which devices, if any, you currently use to do each of the following activities.

SMARTPHONE

Base: All who own/use a smartphone

	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	1844	197	511	735	302	99	170	174	469	304	77	123	77	23	127	164	94	42	28	647	1021	131	17	270	290	258	387	947
Weighted Total	1794	201	502	708	288	94	167	173	445	286	73	140	92	23	121	151	84	41	34	664	957	119	19	257	271	242	354	957
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Watch movies online over the internet	202	55	62	64	10	10	22	27	34	36	9	25	21	2	6	13	3	4	8	99	83	5	6	40	22	31	21	117
	11%	27%	12%	9%	3%	11%	13%	16%	8%	12%	12%	18%	23%	10%	5%	9%	3%	10%	25%	15%	9%	4%	32%	16%	8%	13%	6%	12%
Play games on social network sites	314	58	99	108	39	10	28	51	66	55	19	30	13	4	16	30	1	3	8	116	171	14	5	70	58	66	41	148
	18%	29%	20%	15%	14%	11%	17%	29%	15%	19%	26%	22%	14%	18%	13%	20%	1%	7%	25%	17%	18%	12%	26%	27%	22%	27%	12%	15%
Write your own blog	139	42	47	30	13	7	17	22	27	22	8	20	14	1	1	4	1	3	6	70	56	2	5	21	18	15	14	92
	8%	21%	9%	4%	4%	7%	10%	13%	6%	8%	11%	15%	15%	4%	1%	2%	1%	8%	18%	11%	6%	2%	26%	8%	7%	6%	4%	10%
Other	30	-	5	9	10	5	5	4	7	4	2	1	-	1	2	3	2	-	-	8	20	1	1	3	3	3	10	14
	2%	-	1%	1%	3%	6%	3%	2%	2%	1%	2%	1%	-	4%	1%	2%	2%	-	-	1%	2%	1%	5%	1%	1%	1%	3%	1%
Not Stated	249	12	42	115	59	21	26	17	56	36	6	6	6	3	26	26	31	10	1	63	152	31	2	21	31	34	84	110
	14%	6%	8%	16%	20%	22%	16%	10%	13%	13%	8%	5%	7%	13%	22%	17%	37%	25%	4%	10%	16%	26%	10%	8%	12%	14%	24%	11%

Digital Entertainment Survey 2013

34. Please indicate which devices, if any, you currently use to do each of the following activities.

COMPUTER

Base: All who own/use any brand of computer

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2091	42	57	119	197	236	190	192	43	63	130	229	230	185	178	233	523	532	514	97	43	149
Weighted Total	2023	55	75	129	201	222	177	171	50	74	127	207	208	169	156	230	502	515	497	95	42	142
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Email	1794	47	59	109	161	193	168	164	43	64	108	183	186	158	148	198	436	460	445	84	38	133
	89%	86%	79%	84%	80%	87%	95%	96%	86%	87%	85%	89%	90%	94%	95%	86%	87%	89%	89%	89%	89%	93%
Access favourite websites	1528	38	50	102	140	173	143	129	41	62	92	158	158	130	112	163	377	398	373	69	32	117
	76%	69%	67%	79%	70%	78%	81%	75%	81%	84%	72%	76%	76%	77%	72%	71%	75%	77%	75%	73%	76%	82%
Use social networks	1410	38	58	97	135	157	124	93	40	60	94	158	148	116	92	155	352	372	330	71	32	98
	70%	69%	77%	75%	67%	71%	70%	54%	79%	81%	75%	76%	71%	69%	59%	67%	70%	72%	66%	75%	75%	69%
Watch online video	1157	45	55	96	131	137	99	77	42	61	84	123	100	64	44	146	275	288	269	53	29	96
	57%	81%	74%	74%	65%	61%	56%	45%	84%	83%	66%	59%	48%	38%	28%	63%	55%	56%	54%	56%	68%	68%
Shop for products / services online	1549	37	49	93	140	168	142	130	43	64	95	160	164	140	124	168	381	401	377	74	32	116
	77%	67%	65%	72%	70%	75%	80%	76%	86%	87%	75%	77%	79%	83%	79%	73%	76%	78%	76%	78%	76%	81%
Listen to music	1159	38	51	99	126	138	98	80	36	64	87	127	98	58	59	139	270	289	285	51	26	98
	57%	69%	68%	76%	62%	62%	55%	47%	72%	87%	68%	62%	47%	34%	38%	60%	54%	56%	57%	53%	62%	69%
Play computer games	1019	38	58	97	111	137	88	51	32	45	71	99	86	57	51	121	238	252	273	46	19	70
	50%	69%	77%	75%	55%	61%	49%	30%	63%	60%	56%	48%	41%	34%	33%	53%	47%	49%	55%	48%	45%	49%
Read magazines and articles online	914	25	36	70	99	102	73	77	27	47	47	96	90	69	58	129	234	199	215	42	22	74
	45%	45%	47%	54%	49%	46%	41%	45%	53%	63%	37%	46%	43%	41%	37%	56%	47%	39%	43%	45%	51%	52%
Read newspaper online	884	21	28	64	91	103	71	75	20	32	46	94	90	77	74	113	225	207	212	38	19	69
	44%	38%	37%	50%	45%	46%	40%	44%	40%	43%	36%	45%	43%	45%	47%	49%	45%	40%	43%	40%	46%	49%
Watch catch-up TV online	1101	38	46	92	98	114	91	77	39	53	85	123	98	76	72	135	273	271	275	48	23	76
	54%	69%	61%	71%	49%	51%	52%	45%	77%	71%	67%	59%	47%	45%	46%	59%	54%	53%	55%	51%	54%	54%
Watch scheduled TV online	701	32	37	68	70	83	48	35	30	45	53	77	62	38	23	105	165	168	164	31	17	50
	35%	57%	49%	53%	35%	37%	27%	20%	60%	60%	42%	37%	30%	23%	15%	46%	33%	33%	33%	33%	39%	36%
Play online games	896	36	54	85	91	108	59	35	28	54	75	98	77	59	37	114	200	230	225	41	19	66
	44%	64%	72%	66%	45%	49%	33%	20%	56%	73%	59%	48%	37%	35%	24%	49%	40%	45%	45%	44%	45%	46%
Read blogs	833	33	46	72	99	97	63	46	27	40	48	89	74	59	40	105	196	196	213	35	19	68
	41%	60%	61%	55%	49%	44%	35%	27%	53%	54%	38%	43%	36%	35%	26%	46%	39%	38%	43%	37%	45%	48%
Watch movies online over the internet	792	37	50	79	89	85	54	29	30	46	72	98	67	32	24	124	174	176	199	34	22	63
	39%	67%	67%	61%	44%	38%	31%	17%	60%	62%	57%	48%	32%	19%	15%	54%	35%	34%	40%	36%	51%	44%
Play games on social network sites	759	32	49	65	86	88	55	21	29	33	63	83	74	51	31	100	179	190	188	32	15	55
	38%	57%	65%	50%	43%	39%	31%	12%	58%	44%	50%	40%	36%	30%	20%	43%	36%	37%	38%	34%	35%	39%

Digital Entertainment Survey 2013

34. Please indicate which devices, if any, you currently use to do each of the following activities.

COMPUTER

Base: All who own/use any brand of computer

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2091	42	57	119	197	236	190	192	43	63	130	229	230	185	178	233	523	532	514	97	43	149
Weighted Total	2023	55	75	129	201	222	177	171	50	74	127	207	208	169	156	230	502	515	497	95	42	142
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Write your own blog	462	18	29	53	53	49	31	17	20	27	39	54	40	22	10	68	119	101	110	19	10	35
	23%	33%	39%	41%	26%	22%	17%	10%	40%	37%	31%	26%	19%	13%	6%	30%	24%	20%	22%	21%	24%	25%
Other	29	-	1	1	2	2	2	3	-	-	-	5	3	4	7	3	5	12	6	2	-	1
	1%	-	2%	1%	1%	1%	1%	2%	-	-	-	2%	1%	2%	4%	1%	1%	2%	1%	2%	-	1%
Not Stated	49	4	4	5	5	5	1	1	2	1	3	2	10	3	3	7	16	10	9	2	2	1
	2%	7%	5%	4%	3%	2%	1%	1%	5%	2%	2%	1%	5%	2%	2%	3%	3%	2%	2%	2%	6%	1%

Digital Entertainment Survey 2013

34. Please indicate which devices, if any, you currently use to do each of the following activities.

COMPUTER

Base: All who own/use any brand of computer

	Ownership of technology devices						Which of the following best describes your occupation?											What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Super visory or cler ical	Inter med iate manag erial	Higher manag erial	Higher education stu dent	School stu dent	Casual worker	Curr ently unemp loyed	House wife	Ret ired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2091	188	513	803	422	165	189	178	524	313	75	145	81	25	175	184	148	54	30	718	1135	193	15	250	290	262	512	1080
Weighted Total	2023	193	503	771	401	155	183	175	494	294	72	164	97	25	167	169	132	51	37	735	1058	175	17	238	271	245	465	1085
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Email	1794	155	434	710	360	135	165	135	431	268	56	152	83	24	155	153	127	45	34	640	948	157	14	199	235	214	437	962
	89%	80%	86%	92%	90%	87%	90%	77%	87%	91%	78%	93%	86%	96%	92%	91%	97%	87%	93%	87%	90%	90%	86%	83%	87%	87%	94%	89%
Access favourite websites	1528	140	383	594	304	107	131	106	380	229	48	136	73	22	134	135	99	36	28	559	794	136	10	178	193	186	349	837
	76%	73%	76%	77%	76%	69%	71%	61%	77%	78%	67%	83%	75%	89%	80%	80%	75%	69%	76%	76%	75%	78%	61%	75%	71%	76%	75%	77%
Use social networks	1410	129	377	556	263	85	125	104	346	222	37	134	75	20	117	122	72	35	31	522	732	115	11	177	189	179	305	769
	70%	67%	75%	72%	66%	55%	68%	59%	70%	76%	52%	82%	78%	80%	70%	72%	55%	68%	82%	71%	69%	66%	65%	75%	70%	73%	66%	71%
Watch online video	1157	116	329	469	185	57	113	92	270	160	35	137	73	18	101	85	47	26	28	503	533	79	13	138	146	135	197	693
	57%	60%	65%	61%	46%	37%	61%	53%	55%	54%	49%	84%	75%	71%	60%	50%	36%	50%	77%	68%	50%	45%	78%	58%	54%	55%	42%	64%
Shop for products / services online	1549	136	368	623	317	104	139	114	380	224	46	135	71	21	126	140	113	38	27	568	799	144	10	183	194	190	369	833
	77%	71%	73%	81%	79%	68%	76%	65%	77%	76%	65%	83%	74%	85%	75%	83%	86%	74%	73%	77%	76%	82%	61%	77%	72%	77%	79%	77%
Listen to music	1159	120	311	475	201	52	108	95	274	178	31	131	74	15	92	81	54	27	27	505	534	81	12	145	144	130	207	691
	57%	62%	62%	62%	50%	34%	59%	54%	55%	60%	43%	80%	76%	60%	55%	48%	41%	53%	73%	69%	50%	46%	72%	61%	53%	53%	44%	64%
Play computer games	1019	130	278	383	180	47	92	97	223	139	37	121	60	16	87	81	45	22	26	421	488	73	12	138	140	140	184	582
	50%	67%	55%	50%	45%	31%	50%	55%	45%	47%	51%	74%	62%	63%	52%	48%	35%	43%	70%	57%	46%	42%	72%	58%	52%	57%	40%	54%
Read magazines and articles online	914	104	250	355	151	55	75	69	213	146	33	95	52	11	69	74	56	20	16	366	452	72	8	106	117	113	193	511
	45%	54%	50%	46%	38%	35%	41%	39%	43%	50%	46%	58%	53%	45%	41%	44%	43%	40%	43%	50%	43%	41%	48%	45%	43%	46%	42%	47%
Read newspaper online	884	104	235	339	152	54	69	87	198	150	28	79	38	8	74	78	57	19	13	328	454	79	11	106	123	123	203	469
	44%	54%	47%	44%	38%	35%	38%	50%	40%	51%	39%	48%	40%	32%	44%	46%	43%	37%	36%	45%	43%	45%	64%	45%	46%	50%	44%	43%
Watch catch-up TV online	1101	116	296	451	184	54	93	89	269	162	33	128	68	14	92	73	56	26	24	463	518	85	11	122	135	132	205	655
	54%	60%	59%	59%	46%	35%	51%	51%	54%	55%	46%	78%	70%	56%	55%	43%	43%	50%	63%	63%	49%	48%	67%	51%	50%	54%	44%	60%
Watch scheduled TV online	701	103	202	270	98	28	64	63	142	110	24	97	57	10	50	44	20	20	18	313	316	42	11	100	97	98	112	401
	35%	54%	40%	35%	24%	18%	35%	36%	29%	37%	33%	59%	59%	40%	30%	26%	15%	39%	50%	43%	30%	24%	67%	42%	36%	40%	24%	37%
Play online games	896	118	243	342	155	39	86	79	181	113	27	111	61	17	85	80	37	18	20	398	412	55	12	127	124	117	142	525
	44%	61%	48%	44%	39%	25%	47%	45%	37%	38%	38%	68%	63%	69%	50%	48%	28%	34%	53%	54%	39%	31%	72%	54%	46%	48%	30%	48%
Read blogs	833	107	242	310	138	35	55	81	179	144	24	97	56	12	71	69	26	19	23	348	399	53	10	97	106	111	150	490
	41%	56%	48%	40%	34%	22%	30%	46%	36%	49%	33%	59%	58%	49%	43%	41%	20%	36%	62%	47%	38%	30%	62%	41%	39%	45%	32%	45%

Digital Entertainment Survey 2013

34. Please indicate which devices, if any, you currently use to do each of the following activities.

COMPUTER

Base: All who own/use any brand of computer

	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren		
Unweighted Total	2091	188	513	803	422	165	189	178	524	313	75	145	81	25	175	184	148	54	30	718	1135	193	15	250	290	262	512	1080	
Weighted Total	2023	193	503	771	401	155	183	175	494	294	72	164	97	25	167	169	132	51	37	735	1058	175	17	238	271	245	465	1085	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Watch movies online over the internet	792	112	244	306	104	26	73	72	171	116	30	105	59	10	63	54	17	22	21	366	348	46	10	119	108	107	102	472	
	39%	58%	48%	40%	26%	17%	40%	41%	35%	39%	41%	64%	61%	41%	38%	32%	13%	42%	57%	50%	33%	26%	62%	50%	40%	44%	22%	44%	
Play games on social network sites	759	107	205	276	137	33	70	66	169	96	12	80	61	15	75	71	25	18	23	322	357	46	11	118	114	116	126	422	
	38%	56%	41%	36%	34%	21%	38%	38%	34%	33%	17%	49%	63%	62%	44%	42%	19%	36%	63%	44%	34%	26%	65%	49%	42%	47%	27%	39%	
Write your own blog	462	78	137	176	55	16	36	49	102	78	17	58	35	7	33	27	7	12	13	200	215	24	9	63	70	67	63	270	
	23%	41%	27%	23%	14%	10%	20%	28%	21%	26%	24%	35%	36%	28%	20%	16%	5%	24%	36%	27%	20%	14%	56%	27%	26%	27%	14%	25%	
Other	29	2	6	9	11	1	1	3	5	5	-	2	-	1	1	5	4	3	-	8	16	5	-	3	3	2	11	13	
	1%	1%	1%	1%	3%	1%	*	2%	1%	2%	-	1%	-	4%	1%	3%	3%	5%	-	1%	2%	3%	-	1%	1%	1%	2%	1%	
Not Stated	49	7	14	11	12	5	6	4	10	7	3	-	6	-	3	5	2	2	3	22	19	4	1	5	5	7	7	33	
	2%	4%	3%	1%	3%	3%	3%	2%	2%	2%	4%	-	6%	-	2%	3%	1%	4%	7%	3%	2%	2%	6%	2%	2%	3%	1%	3%	

Digital Entertainment Survey 2013

34. Please indicate which devices, if any, you currently use to do each of the following activities.

TABLET OR IPAD

Base: All who own/use a tablet or iPad

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1076	26	34	71	134	142	88	66	32	34	76	125	132	59	57	157	263	254	265	54	21	62
Weighted Total	1055	34	45	77	137	134	82	59	38	40	74	113	119	54	50	159	254	247	261	53	21	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Email	548	16	20	37	69	73	38	35	15	19	47	56	67	28	27	82	149	118	133	23	11	31
	52%	46%	44%	48%	51%	55%	47%	59%	41%	47%	63%	50%	56%	53%	54%	52%	58%	48%	51%	44%	54%	52%
Access favourite websites	468	16	14	29	62	60	38	28	16	19	33	48	61	22	21	62	124	104	121	20	10	26
	44%	46%	32%	38%	46%	45%	47%	47%	44%	47%	45%	42%	51%	41%	42%	39%	49%	42%	47%	38%	50%	44%
Use social networks	465	16	18	36	60	66	33	19	18	19	43	49	55	20	14	70	126	106	112	19	8	23
	44%	46%	41%	46%	44%	49%	40%	32%	47%	47%	58%	43%	46%	37%	28%	44%	49%	43%	43%	36%	38%	38%
Watch online video	369	14	20	29	58	50	26	16	14	16	26	34	44	12	8	44	104	78	102	15	9	17
	35%	42%	44%	38%	43%	37%	32%	27%	38%	41%	36%	30%	37%	22%	16%	27%	41%	32%	39%	28%	44%	29%
Shop for products / services online	394	11	16	24	53	55	24	16	16	18	29	44	52	19	18	47	113	91	99	16	6	21
	37%	31%	35%	31%	39%	41%	30%	27%	44%	44%	39%	39%	43%	36%	35%	30%	45%	37%	38%	30%	31%	35%
Listen to music	363	13	14	27	49	52	29	16	16	14	31	34	43	10	14	52	92	81	92	16	8	23
	34%	38%	32%	35%	36%	39%	35%	27%	44%	35%	42%	30%	36%	19%	28%	33%	36%	33%	35%	30%	38%	38%
Play computer games	346	13	12	28	47	46	28	13	11	11	21	35	44	16	20	52	101	79	84	11	7	13
	33%	38%	26%	37%	34%	35%	34%	23%	28%	26%	29%	31%	37%	31%	40%	33%	40%	32%	32%	21%	33%	22%
Read magazines and articles online	347	17	12	23	52	48	30	21	8	12	21	30	43	16	14	62	90	68	84	17	8	19
	33%	50%	26%	30%	38%	36%	36%	36%	22%	29%	29%	26%	36%	29%	28%	39%	35%	27%	32%	32%	41%	31%
Read newspaper online	323	11	14	26	42	44	26	21	6	13	20	26	42	15	17	52	89	68	73	15	8	18
	31%	31%	32%	34%	31%	33%	32%	36%	16%	32%	28%	23%	35%	27%	33%	33%	35%	28%	28%	28%	41%	30%
Watch catch-up TV online	311	13	17	23	43	37	21	9	14	15	27	25	37	16	12	40	84	69	82	11	9	16
	29%	38%	38%	30%	31%	27%	26%	15%	38%	38%	37%	22%	31%	31%	25%	25%	33%	28%	32%	20%	43%	26%
Watch scheduled TV online	242	12	9	25	34	36	14	7	9	9	19	21	28	8	11	36	68	48	66	8	7	9
	23%	35%	21%	32%	25%	27%	17%	12%	25%	24%	26%	18%	23%	15%	21%	23%	27%	19%	25%	16%	32%	16%
Play online games	310	14	16	20	42	40	20	8	16	12	19	37	42	15	11	43	88	63	79	14	5	19
	29%	42%	35%	25%	31%	30%	24%	14%	44%	29%	25%	33%	35%	27%	23%	27%	35%	25%	30%	26%	24%	31%
Read blogs	269	14	8	27	51	40	16	12	9	5	25	20	27	8	6	44	63	58	74	13	5	13
	26%	42%	18%	35%	37%	30%	19%	21%	25%	12%	34%	18%	23%	15%	12%	28%	25%	23%	28%	24%	23%	21%
Watch movies online over the internet	250	7	16	27	41	35	16	6	9	11	20	19	33	5	5	51	65	43	64	9	7	12
	24%	19%	35%	35%	30%	26%	19%	11%	25%	26%	28%	17%	27%	10%	11%	32%	26%	17%	25%	16%	33%	19%
Play games on social network sites	207	5	8	18	33	36	11	4	6	6	15	23	28	5	9	37	60	42	46	6	5	12
	20%	15%	18%	24%	24%	27%	14%	8%	16%	15%	20%	20%	23%	10%	18%	23%	23%	17%	18%	11%	25%	19%

Digital Entertainment Survey 2013

34. Please indicate which devices, if any, you currently use to do each of the following activities.

TABLET OR IPAD

Base: All who own/use a tablet or iPad

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1076	26	34	71	134	142	88	66	32	34	76	125	132	59	57	157	263	254	265	54	21	62
Weighted Total	1055	34	45	77	137	134	82	59	38	40	74	113	119	54	50	159	254	247	261	53	21	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Write your own blog	113	8	5	12	22	12	7	4	5	4	8	5	14	4	3	24	23	21	30	2	4	8
	11%	23%	12%	15%	16%	9%	9%	6%	13%	9%	11%	5%	12%	7%	5%	15%	9%	8%	11%	4%	20%	14%
Other	6	-	-	1	1	1	-	-	-	-	-	-	1	1	1	1	-	2	3	-	-	-
	1%	-	-	1%	1%	1%	-	-	-	-	-	-	1%	2%	2%	1%	-	1%	1%	-	-	-
Not Stated	222	13	7	16	20	21	12	13	13	11	31	17	14	12	27	43	65	55	13	2	16	
	21%	38%	15%	21%	15%	15%	26%	21%	34%	32%	14%	27%	14%	25%	25%	17%	17%	26%	21%	25%	11%	27%

Digital Entertainment Survey 2013

34. Please indicate which devices, if any, you currently use to do each of the following activities.

TABLET OR IPAD

Base: All who own/use a tablet or iPad

	Ownership of technology devices						Which of the following best describes your occupation?											What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	1076	151	354	383	137	51	93	114	252	194	50	71	54	11	54	98	60	25	21	341	645	60	9	172	205	190	222	503
Weighted Total	1055	154	348	373	132	49	91	113	241	184	48	81	65	11	51	91	53	24	25	357	608	55	10	164	192	179	204	518
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Email	548	86	205	188	48	20	44	58	133	88	29	40	31	8	31	39	36	9	10	183	314	33	8	82	92	90	102	277
	52%	56%	59%	51%	36%	41%	48%	51%	55%	48%	60%	50%	48%	72%	60%	43%	68%	38%	39%	51%	52%	60%	75%	50%	48%	50%	50%	53%
Access favourite websites	468	82	169	160	40	17	38	44	115	86	21	41	27	4	23	34	28	6	6	158	267	31	6	75	79	84	84	238
	44%	54%	49%	43%	30%	34%	42%	38%	48%	47%	44%	50%	42%	37%	44%	38%	53%	26%	24%	44%	44%	56%	59%	46%	41%	47%	41%	46%
Use social networks	465	90	179	152	33	11	38	44	110	87	17	43	31	6	25	36	19	8	10	168	255	24	8	80	84	82	76	239
	44%	58%	51%	41%	25%	23%	42%	39%	46%	47%	35%	54%	48%	54%	40%	35%	34%	42%	42%	47%	42%	43%	79%	49%	43%	46%	37%	46%
Watch online video	369	77	148	114	24	6	31	44	85	67	11	34	25	6	17	26	18	3	9	138	201	19	2	61	68	70	55	190
	35%	50%	42%	31%	18%	12%	34%	39%	35%	36%	23%	42%	39%	56%	33%	29%	34%	14%	36%	39%	33%	35%	22%	37%	36%	39%	27%	37%
Shop for products / services online	394	72	148	126	34	14	33	42	97	72	18	36	18	4	20	28	21	6	6	129	230	25	4	69	77	68	70	191
	37%	47%	43%	34%	26%	28%	36%	37%	40%	39%	37%	45%	28%	37%	39%	31%	38%	24%	23%	36%	38%	46%	35%	42%	40%	38%	35%	37%
Listen to music	363	68	140	115	28	12	27	43	74	65	16	37	25	4	18	30	17	7	8	136	195	20	5	58	59	69	57	190
	34%	44%	40%	31%	22%	24%	30%	38%	31%	35%	34%	46%	38%	36%	35%	33%	32%	30%	32%	38%	32%	37%	44%	35%	31%	38%	28%	37%
Play computer games	346	70	125	112	30	9	29	33	88	67	17	30	20	3	17	22	18	3	5	115	201	19	6	59	60	60	70	161
	33%	46%	36%	30%	23%	19%	32%	29%	36%	36%	35%	37%	31%	25%	32%	24%	33%	13%	20%	32%	33%	35%	57%	36%	31%	34%	34%	31%
Read magazines and articles online	347	61	134	118	25	9	29	36	86	67	14	26	18	5	16	27	21	3	7	118	199	21	2	57	53	63	76	168
	33%	40%	39%	32%	19%	19%	31%	31%	35%	36%	29%	32%	28%	46%	31%	30%	38%	13%	29%	33%	33%	38%	22%	35%	28%	35%	37%	32%
Read newspaper online	323	67	128	98	24	7	28	35	73	65	13	24	12	4	15	27	22	3	4	109	186	20	5	49	57	58	67	153
	31%	43%	37%	26%	18%	15%	31%	31%	30%	35%	28%	30%	19%	39%	30%	29%	42%	13%	15%	30%	31%	36%	44%	30%	30%	33%	33%	30%
Watch catch-up TV online	311	63	124	95	20	9	30	34	69	53	10	33	23	3	14	24	14	5	6	118	158	22	7	51	60	63	54	156
	29%	41%	36%	25%	15%	18%	33%	30%	28%	29%	21%	41%	35%	25%	26%	27%	18%	23%	23%	33%	26%	40%	68%	31%	31%	35%	27%	30%
Watch scheduled TV online	242	63	96	64	16	4	22	31	54	49	13	24	13	2	6	15	11	3	6	91	127	15	4	45	46	50	41	115
	23%	41%	28%	17%	12%	8%	24%	28%	22%	27%	20%	30%	20%	17%	11%	16%	20%	12%	24%	26%	21%	27%	35%	27%	24%	28%	20%	22%
Play online games	310	65	115	93	27	10	29	32	73	51	10	29	28	4	12	25	13	4	9	115	163	19	5	54	56	61	54	146
	29%	42%	33%	25%	20%	21%	31%	28%	30%	28%	22%	35%	43%	37%	24%	27%	25%	17%	34%	32%	27%	35%	46%	33%	29%	34%	27%	28%
Read blogs	269	62	104	79	16	8	20	41	56	54	11	17	19	2	12	19	11	5	4	101	147	12	5	46	53	47	45	135
	26%	41%	30%	21%	12%	15%	22%	36%	23%	30%	24%	21%	30%	18%	24%	21%	20%	22%	17%	28%	24%	22%	47%	28%	27%	26%	22%	26%

Digital Entertainment Survey 2013

34. Please indicate which devices, if any, you currently use to do each of the following activities.

TABLET OR IPAD

Base: All who own/use a tablet or iPad

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	1076	151	354	383	137	51	93	114	252	194	50	71	54	11	54	98	60	25	21	341	645	60	9	172	205	190	222	503
Weighted Total	1055	154	348	373	132	49	91	113	241	184	48	81	65	11	51	91	53	24	25	357	608	55	10	164	192	179	204	518
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Watch movies online over the internet	250	64	98	67	18	3	24	32	55	48	10	25	14	3	11	19	5	3	2	104	128	11	5	46	53	52	36	123
	24%	42%	28%	18%	13%	6%	26%	28%	23%	26%	22%	31%	22%	29%	21%	20%	10%	14%	9%	29%	21%	20%	47%	28%	27%	29%	18%	24%
Play games on social network sites	207	51	75	59	17	4	21	23	47	49	10	13	10	2	6	14	9	3	1	68	124	10	4	42	40	45	34	90
	20%	33%	22%	16%	13%	8%	23%	20%	20%	27%	21%	16%	15%	17%	11%	15%	17%	14%	5%	19%	20%	19%	35%	26%	21%	25%	17%	17%
Write your own blog	113	33	41	29	6	4	14	22	22	19	5	9	8	2	3	4	3	2	1	43	61	5	2	22	16	25	19	50
	11%	21%	12%	8%	5%	8%	15%	20%	9%	10%	10%	12%	13%	18%	5%	4%	5%	10%	5%	12%	10%	10%	22%	13%	8%	14%	9%	10%
Other	6	1	-	3	-	2	-	1	1	1	1	-	-	-	-	2	-	-	-	2	4	-	-	2	1	1	3	-
	1%	1%	-	1%	-	4%	-	1%	*	1%	2%	-	-	-	-	2%	-	-	-	1%	1%	-	-	1%	*	1%	1%	-
Not Stated	222	19	57	75	56	15	24	17	44	30	5	19	20	2	12	29	11	8	11	82	115	13	1	29	31	32	51	120
	21%	12%	16%	20%	42%	30%	27%	15%	18%	16%	10%	24%	31%	18%	23%	32%	20%	35%	44%	23%	19%	23%	13%	18%	16%	18%	25%	23%

Digital Entertainment Survey 2013

35. Please indicate which activities you are most likely to use your tablet or iPad for over the next six months?

Base: All who own/use a tablet or iPad

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1076	26	34	71	134	142	88	66	32	34	76	125	132	59	57	157	263	254	265	54	21	62
Weighted Total	1055	34	45	77	137	134	82	59	38	40	74	113	119	54	50	159	254	247	261	53	21	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Email	763	21	32	54	96	102	57	46	26	27	56	86	85	37	40	113	192	172	192	36	17	42
	72%	62%	71%	70%	70%	76%	69%	77%	69%	68%	75%	76%	71%	68%	81%	71%	75%	70%	74%	67%	82%	70%
Access favourite websites	566	16	29	34	72	77	43	36	20	20	35	57	67	27	33	87	146	127	143	22	12	29
	54%	46%	65%	44%	53%	58%	52%	61%	53%	50%	47%	50%	56%	51%	67%	54%	58%	51%	55%	41%	59%	48%
Use social networks	555	17	26	38	80	73	37	20	27	20	50	61	64	26	16	80	146	124	134	24	9	39
	53%	50%	59%	49%	58%	55%	45%	33%	72%	50%	67%	54%	54%	47%	32%	50%	57%	50%	51%	45%	43%	65%
Watch online video	435	13	26	36	74	57	31	16	21	15	31	44	44	16	9	75	103	82	120	24	8	23
	41%	38%	59%	46%	54%	42%	38%	27%	56%	38%	42%	39%	37%	31%	18%	47%	41%	33%	46%	45%	37%	39%
Shop for products / services online	433	17	18	24	56	52	25	18	21	21	28	49	54	25	25	62	114	103	109	14	8	22
	41%	50%	41%	31%	41%	39%	31%	30%	56%	53%	38%	43%	45%	46%	49%	39%	45%	42%	42%	27%	40%	37%
Listen to music	424	20	13	38	57	55	32	13	26	16	31	41	45	18	18	57	109	88	111	20	6	32
	40%	58%	29%	49%	42%	41%	39%	23%	69%	41%	42%	36%	38%	34%	37%	36%	43%	35%	43%	38%	31%	53%
Play computer games	407	18	16	32	52	58	32	15	16	9	23	51	43	23	19	69	101	89	101	18	4	25
	39%	54%	35%	41%	38%	44%	39%	26%	44%	24%	32%	45%	36%	42%	39%	44%	40%	36%	39%	33%	19%	42%
Read magazines and articles online	298	4	14	18	37	38	28	23	14	7	19	29	36	18	12	56	69	53	78	16	6	21
	28%	12%	32%	24%	27%	28%	34%	39%	38%	18%	25%	26%	30%	34%	25%	35%	27%	21%	30%	30%	27%	35%
Read newspaper online	312	4	13	21	45	34	27	27	11	11	19	26	35	19	20	55	75	61	75	16	6	24
	30%	12%	29%	27%	33%	25%	33%	45%	28%	26%	26%	23%	30%	36%	40%	34%	30%	25%	29%	30%	31%	39%
Watch catch-up TV online	282	11	13	18	34	36	15	13	14	16	19	28	38	13	13	44	72	50	76	16	5	19
	27%	31%	29%	24%	25%	27%	18%	23%	38%	41%	26%	25%	32%	24%	26%	28%	28%	20%	29%	31%	22%	31%
Watch scheduled TV online	154	7	7	11	23	23	14	3	11	6	10	9	20	6	6	37	34	29	38	6	3	8
	15%	19%	15%	14%	17%	17%	17%	5%	28%	15%	13%	8%	17%	12%	12%	23%	13%	12%	15%	12%	14%	13%
Play online games	245	11	12	21	33	40	17	5	12	7	17	21	32	10	10	51	58	48	59	15	1	12
	23%	31%	26%	27%	24%	30%	20%	9%	31%	18%	22%	18%	27%	19%	19%	32%	23%	20%	23%	28%	5%	21%
Read blogs	195	5	11	18	32	28	14	5	11	4	13	23	24	5	4	38	42	37	52	12	3	12
	19%	15%	24%	24%	23%	21%	17%	9%	28%	9%	17%	20%	20%	8%	9%	24%	17%	15%	20%	23%	14%	19%
Watch movies online	219	11	13	16	29	35	21	5	14	9	13	19	28	5	2	45	53	36	54	13	3	14
	21%	31%	29%	21%	21%	26%	25%	9%	38%	24%	17%	17%	23%	8%	4%	28%	21%	15%	21%	24%	14%	24%
Play games on social network sites	178	8	4	11	24	32	12	2	4	6	18	16	24	7	10	30	40	41	45	8	3	11
	17%	23%	9%	14%	18%	24%	15%	3%	9%	15%	24%	14%	20%	14%	19%	19%	16%	17%	17%	15%	14%	18%
Write your own blog	64	3	4	4	12	8	6	1	5	2	6	3	10	-	1	15	9	11	21	2	1	4
	6%	8%	9%	6%	9%	6%	7%	2%	13%	6%	8%	2%	8%	-	2%	10%	4%	4%	8%	4%	5%	6%

Digital Entertainment Survey 2013

35. Please indicate which activities you are most likely to use your tablet or iPad for over the next six months?

Base: All who own/use a tablet or iPad

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1076	26	34	71	134	142	88	66	32	34	76	125	132	59	57	157	263	254	265	54	21	62
Weighted Total	1055	34	45	77	137	134	82	59	38	40	74	113	119	54	50	159	254	247	261	53	21	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Other	32	1	-	1	3	-	7	4	4	1	1	2	5	3	1	6	5	14	7	1	-	-
	3%	4%	-	1%	2%	-	9%	6%	9%	3%	1%	2%	4%	5%	2%	3%	2%	6%	3%	2%	-	-

Digital Entertainment Survey 2013

35. Please indicate which activities you are most likely to use your tablet or iPad for over the next six months?

Base: All who own/use a tablet or iPad

	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children	
Unweighted Total	1076	151	354	383	137	51	93	114	252	194	50	71	54	11	54	98	60	25	21	341	645	60	9	172	205	190	222	503
Weighted Total	1055	154	348	373	132	49	91	113	241	184	48	81	65	11	51	91	53	24	25	357	608	55	10	164	192	179	204	518
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Email	763	129	264	259	79	32	67	84	180	127	36	63	44	7	32	64	42	16	14	259	440	41	10	130	137	133	145	374
	72%	84%	76%	70%	60%	64%	74%	74%	75%	69%	75%	78%	69%	62%	62%	71%	78%	64%	54%	72%	72%	74%	100%	79%	71%	74%	71%	72%
Access favourite websites	566	101	205	191	52	18	47	60	141	101	22	43	37	6	25	42	35	7	11	190	321	37	7	90	97	101	113	286
	54%	66%	59%	51%	39%	37%	51%	53%	59%	55%	45%	53%	57%	55%	49%	47%	65%	28%	45%	53%	53%	68%	69%	55%	50%	57%	55%	55%
Use social networks	555	101	209	180	50	15	51	61	131	97	20	43	44	7	26	46	21	8	13	206	303	25	7	98	97	100	96	282
	53%	66%	60%	48%	38%	31%	56%	54%	54%	53%	41%	53%	68%	65%	51%	50%	38%	32%	53%	58%	50%	46%	68%	60%	50%	56%	47%	54%
Watch online video	435	95	155	143	29	13	38	52	99	78	17	43	31	3	19	35	14	5	15	166	224	25	5	74	84	85	62	224
	41%	62%	44%	38%	22%	27%	41%	46%	41%	42%	36%	53%	48%	26%	38%	39%	27%	20%	58%	47%	37%	45%	47%	45%	44%	48%	30%	43%
Shop for products / services online	433	81	159	139	40	14	42	44	100	76	16	40	27	3	19	34	24	6	11	151	243	26	3	76	79	76	78	210
	41%	53%	46%	37%	31%	28%	46%	39%	42%	41%	34%	50%	42%	29%	37%	38%	45%	26%	42%	42%	40%	48%	25%	46%	41%	43%	39%	41%
Listen to music	424	81	157	141	33	12	37	45	85	75	20	35	39	4	22	34	15	11	18	164	216	22	4	69	73	76	70	223
	40%	53%	45%	38%	25%	24%	40%	39%	35%	41%	42%	44%	61%	35%	43%	38%	28%	45%	70%	46%	36%	40%	43%	42%	38%	42%	35%	43%
Play computer games	407	80	139	138	41	9	37	46	93	65	21	30	30	6	21	32	21	6	13	135	229	24	6	67	78	77	73	203
	39%	52%	40%	37%	31%	19%	40%	40%	38%	35%	44%	37%	47%	52%	41%	35%	40%	23%	50%	38%	38%	45%	57%	41%	40%	43%	36%	39%
Read magazines and articles online	298	60	112	102	18	6	29	35	70	52	14	18	16	3	14	22	21	3	2	103	171	18	4	42	52	53	61	148
	28%	39%	32%	27%	13%	13%	32%	31%	29%	28%	30%	22%	25%	27%	27%	24%	40%	12%	9%	29%	28%	33%	35%	26%	27%	30%	30%	29%
Read newspaper online	312	52	125	102	25	8	28	33	69	63	13	17	15	5	11	29	25	4	2	110	176	19	5	44	56	56	74	144
	30%	34%	36%	27%	19%	17%	30%	29%	28%	34%	28%	21%	23%	44%	22%	32%	47%	16%	10%	31%	29%	34%	45%	27%	29%	32%	36%	28%
Watch catch-up TV online	282	63	105	91	16	7	28	30	61	57	10	28	19	-	9	22	15	3	8	109	138	24	4	46	54	66	48	140
	27%	41%	30%	24%	12%	14%	30%	27%	25%	31%	20%	35%	30%	-	17%	24%	28%	13%	30%	31%	23%	43%	35%	28%	28%	37%	24%	27%
Watch scheduled TV online	154	40	59	43	8	5	11	24	34	28	9	13	13	-	4	10	6	2	5	59	77	11	3	25	30	41	23	80
	15%	26%	17%	12%	6%	9%	12%	21%	14%	15%	18%	16%	20%	-	7%	11%	12%	8%	20%	17%	13%	20%	25%	15%	16%	23%	11%	15%
Play online games	245	59	83	78	15	9	29	29	51	41	11	17	20	3	7	21	9	5	10	89	127	16	3	44	51	58	46	104
	23%	39%	24%	21%	12%	18%	32%	26%	21%	23%	22%	21%	32%	27%	15%	23%	17%	20%	40%	25%	21%	30%	25%	27%	26%	33%	22%	20%
Read blogs	195	42	85	57	9	3	19	27	45	45	9	10	14	4	8	10	4	2	4	70	114	5	3	37	42	43	32	97
	19%	27%	24%	15%	7%	6%	21%	23%	19%	24%	18%	12%	22%	35%	15%	11%	7%	8%	14%	19%	19%	10%	25%	22%	22%	24%	16%	19%
Watch movies online	219	56	76	61	18	8	25	31	39	47	10	20	19	2	3	16	4	4	10	82	110	12	5	42	44	51	30	104
	21%	36%	22%	16%	14%	16%	27%	28%	16%	25%	20%	25%	29%	17%	6%	17%	7%	16%	39%	23%	18%	22%	45%	25%	23%	28%	15%	20%

Digital Entertainment Survey 2013

35. Please indicate which activities you are most likely to use your tablet or iPad for over the next six months?

Base: All who own/use a tablet or iPad

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	1076	151	354	383	137	51	93	114	252	194	50	71	54	11	54	98	60	25	21	341	645	60	9	172	205	190	222	503
Weighted Total	1055	154	348	373	132	49	91	113	241	184	48	81	65	11	51	91	53	24	25	357	608	55	10	164	192	179	204	518
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Play games on social network sites	178	47	61	53	11	5	22	22	36	34	11	8	12	1	5	14	7	7	4	54	106	11	2	33	37	47	38	68
	17%	31%	18%	14%	9%	10%	24%	20%	15%	18%	22%	10%	18%	8%	9%	15%	13%	27%	16%	15%	18%	20%	22%	20%	19%	26%	18%	13%
Write your own blog	64	21	26	14	2	-	5	9	15	12	7	6	3	-	2	4	-	1	1	23	34	2	3	10	10	10	9	37
	6%	13%	8%	4%	2%	-	5%	8%	6%	6%	14%	8%	5%	-	4%	4%	-	4%	5%	7%	6%	3%	25%	6%	5%	6%	4%	7%
Other	32	1	11	11	9	1	4	3	5	5	1	1	4	-	4	4	3	-	2	8	20	2	-	3	2	2	11	17
	3%	1%	3%	3%	7%	2%	4%	3%	2%	2%	2%	1%	5%	-	7%	4%	5%	-	9%	2%	3%	3%	-	2%	1%	1%	5%	3%

Digital Entertainment Survey 2013

36. Why do you not own a tablet or iPad?

Base: 36. All who do not own a tablet or iPad

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1515	24	30	67	111	150	153	158	21	41	78	152	172	187	171	144	387	384	380	76	30	114
Weighted Total	1445	32	39	73	113	141	143	141	25	48	76	137	156	171	150	140	368	367	361	73	29	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Too expensive	656	16	24	32	49	59	56	56	18	30	41	69	64	88	54	59	186	176	146	31	10	49
	45%	50%	60%	43%	43%	42%	39%	40%	71%	63%	54%	51%	41%	51%	36%	42%	51%	48%	40%	43%	33%	46%
Prefer to use laptop	461	8	12	35	37	38	44	51	9	23	23	32	49	48	53	41	120	125	110	26	10	29
	32%	25%	30%	48%	32%	27%	31%	36%	38%	49%	31%	24%	31%	28%	35%	29%	33%	34%	30%	36%	34%	27%
Waiting for the price to fall	310	12	13	21	26	29	20	30	7	15	19	23	33	38	25	35	74	87	70	12	6	26
	21%	38%	33%	28%	23%	21%	14%	22%	29%	32%	26%	16%	21%	22%	16%	25%	20%	24%	19%	17%	21%	24%
I have no use for a Tablet	418	7	12	26	26	41	43	58	6	14	18	34	38	49	46	31	108	103	113	27	10	25
	29%	21%	30%	36%	23%	29%	30%	41%	24%	29%	23%	25%	24%	29%	31%	23%	29%	28%	31%	38%	34%	24%
I do not want a Tablet	395	7	8	23	29	36	44	45	2	18	18	30	41	45	52	37	88	111	98	24	5	31
	27%	21%	20%	31%	25%	25%	31%	32%	10%	37%	23%	22%	26%	26%	35%	26%	24%	30%	27%	33%	17%	29%
Don't want to pay for an additional mobile contract	165	3	4	8	13	13	14	25	2	9	7	15	15	17	18	16	47	48	32	5	3	13
	11%	8%	10%	10%	12%	9%	10%	18%	10%	20%	9%	11%	10%	10%	12%	12%	13%	13%	9%	7%	11%	12%
Use mobile for most functions that would use Tablet for	156	5	5	15	16	15	15	11	2	9	11	22	14	7	8	9	40	48	36	8	3	11
	11%	17%	13%	21%	14%	11%	10%	8%	10%	20%	14%	16%	9%	4%	5%	7%	11%	13%	10%	11%	10%	11%
Don't know enough about them	108	4	5	1	8	7	11	9	-	5	2	10	10	18	18	12	21	32	28	3	5	7
	7%	13%	13%	1%	7%	5%	8%	6%	-	10%	3%	7%	6%	11%	12%	9%	6%	9%	8%	5%	17%	7%
Already have an eBook reader	111	-	3	4	5	8	12	10	1	1	2	12	15	16	23	11	32	27	29	7	1	5
	8%	-	7%	6%	5%	5%	8%	7%	5%	2%	3%	9%	10%	9%	15%	8%	9%	7%	8%	10%	3%	4%
Waiting for my friends to buy one	12	-	4	1	1	2	-	-	-	-	2	1	-	-	1	6	-	2	3	-	-	1
	1%	-	10%	1%	1%	1%	-	-	-	-	3%	1%	-	-	1%	4%	-	1%	1%	-	-	1%
Other	57	-	-	-	2	4	6	13	1	2	2	5	5	10	6	8	15	13	13	3	1	5
	4%	-	-	-	2%	3%	4%	9%	5%	5%	3%	4%	3%	6%	4%	6%	4%	4%	4%	4%	3%	4%

Digital Entertainment Survey 2013

36. Why do you not own a tablet or iPad?

Base: 36. All who do not own a tablet or iPad

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children	
Unweighted Total	1515	63	230	614	403	205	155	117	384	180	45	92	42	21	168	142	122	47	18	552	746	184	15	137	144	120	423	831
Weighted Total	1445	66	226	582	379	191	148	114	358	167	43	103	50	21	159	130	108	44	22	551	688	166	16	130	134	112	383	816
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Too expensive	656	22	86	273	196	80	71	44	152	71	10	57	32	12	79	65	40	23	10	270	290	74	12	65	63	54	162	382
	45%	33%	38%	47%	52%	42%	48%	38%	42%	43%	24%	56%	65%	58%	49%	50%	37%	52%	44%	49%	42%	45%	72%	50%	47%	48%	42%	47%
Prefer to use laptop	461	19	63	191	128	60	49	33	99	58	9	40	18	9	52	42	42	12	6	187	214	49	5	34	34	30	124	276
	32%	29%	28%	33%	34%	32%	33%	29%	28%	34%	22%	39%	35%	44%	32%	32%	39%	26%	27%	34%	31%	29%	32%	26%	26%	27%	32%	34%
Waiting for the price to fall	310	21	57	147	74	11	27	32	70	35	10	32	13	5	29	27	18	12	11	118	144	32	4	34	35	24	82	170
	21%	32%	25%	25%	19%	6%	18%	28%	19%	21%	24%	31%	26%	25%	18%	20%	16%	28%	51%	21%	21%	19%	27%	26%	26%	22%	21%	21%
I have no use for a Tablet	418	13	50	144	123	88	34	35	97	56	16	34	12	8	51	28	38	9	5	152	209	49	4	22	27	29	123	249
	29%	20%	22%	25%	32%	46%	23%	31%	27%	33%	37%	33%	24%	38%	32%	22%	35%	21%	22%	27%	30%	29%	24%	17%	20%	26%	32%	31%
I do not want a Tablet	395	8	52	124	119	92	43	29	103	40	8	32	11	3	49	36	32	7	2	153	184	48	6	17	26	29	105	244
	27%	13%	23%	21%	31%	48%	29%	25%	29%	24%	20%	31%	22%	16%	31%	28%	30%	16%	11%	28%	27%	29%	37%	13%	19%	26%	27%	30%
Don't want to pay for an additional mobile contract	165	9	19	57	51	29	14	16	36	18	6	17	3	4	19	14	12	6	1	61	81	19	3	15	12	10	51	90
	11%	14%	8%	10%	14%	15%	9%	14%	10%	11%	13%	17%	7%	19%	12%	10%	11%	13%	6%	11%	12%	11%	19%	12%	9%	9%	13%	11%
Use mobile for most functions that would use Tablet for	156	8	32	73	33	10	14	8	32	25	3	22	10	3	13	16	8	2	5	69	70	10	1	22	13	13	29	98
	11%	12%	14%	13%	9%	5%	9%	7%	9%	15%	6%	22%	19%	15%	8%	13%	7%	5%	23%	13%	10%	6%	6%	17%	10%	12%	8%	12%
Don't know enough about them	108	6	14	32	34	22	10	12	29	12	2	6	6	2	10	6	11	2	1	40	46	19	1	3	6	9	32	62
	7%	9%	6%	6%	9%	11%	7%	10%	8%	7%	4%	6%	12%	9%	6%	5%	10%	4%	6%	7%	7%	11%	6%	2%	5%	8%	8%	8%
Already have an eBook reader	111	5	16	48	31	12	13	11	24	13	3	4	2	1	7	13	17	5	1	27	67	15	1	11	12	13	39	47
	8%	7%	7%	8%	8%	6%	9%	10%	7%	8%	7%	4%	5%	4%	4%	10%	15%	10%	5%	5%	10%	9%	6%	9%	9%	12%	10%	6%
Waiting for my friends to buy one	12	3	4	1	3	-	-	5	2	1	1	1	-	-	1	-	1	-	-	5	5	1	-	3	1	1	3	3
	1%	5%	2%	*	1%	-	-	4%	1%	1%	3%	1%	-	-	1%	-	1%	-	-	1%	1%	1%	-	2%	1%	1%	1%	*
Other	57	1	14	26	10	7	3	6	14	5	1	2	-	1	14	4	5	4	-	27	25	4	-	1	2	4	16	37
	4%	2%	6%	4%	3%	3%	2%	5%	4%	3%	2%	2%	-	4%	9%	3%	5%	8%	-	5%	4%	3%	-	1%	1%	3%	4%	5%

Digital Entertainment Survey 2013

37. You mentioned that you are likely to get a tablet or an iPad in the next 6 months. Please indicate which of the following do you intend to use your tablet or iPad for.

Base: All likely to get a tablet or an iPad in the next 6 months

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	497	7	19	34	54	55	44	27	15	14	38	58	67	32	33	79	119	107	120	24	13	35
Weighted Total	485	9	25	37	55	52	41	24	18	16	37	52	61	29	29	78	115	104	117	24	13	35
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Email	371	5	16	30	39	41	30	20	13	15	24	40	50	25	23	59	90	85	85	16	8	28
	76%	57%	63%	82%	70%	80%	73%	81%	73%	93%	66%	76%	82%	84%	79%	75%	78%	82%	72%	67%	61%	80%
Access favourite websites	303	7	12	16	34	32	20	14	9	12	21	34	47	26	19	40	74	69	69	19	7	24
	62%	71%	47%	44%	61%	62%	48%	59%	53%	71%	58%	66%	78%	88%	67%	51%	65%	67%	59%	80%	53%	70%
Use social networks	263	4	16	23	32	25	17	4	12	13	21	30	35	19	12	35	61	62	56	19	7	22
	54%	43%	63%	62%	57%	49%	41%	15%	67%	79%	58%	57%	58%	66%	42%	45%	53%	60%	48%	80%	57%	65%
Watch online video	232	7	14	23	28	31	14	7	9	8	21	26	29	8	6	39	54	45	58	14	6	16
	48%	71%	58%	62%	50%	60%	34%	30%	53%	50%	58%	50%	48%	28%	21%	50%	47%	43%	50%	59%	46%	45%
Shop for products / services online	227	4	8	13	21	32	11	6	8	9	20	20	35	19	18	27	57	48	52	15	6	22
	47%	43%	32%	35%	39%	62%	27%	26%	47%	57%	55%	38%	58%	66%	64%	34%	50%	46%	44%	63%	44%	63%
Listen to music	237	4	14	22	31	27	21	8	11	9	19	25	26	11	9	32	62	53	54	11	5	21
	49%	43%	58%	59%	56%	53%	50%	33%	60%	57%	53%	48%	43%	38%	30%	40%	54%	51%	46%	47%	37%	59%
Play computer games	198	5	12	13	23	26	18	4	7	7	19	21	27	9	6	32	41	42	56	11	5	10
	41%	57%	47%	35%	43%	51%	43%	19%	40%	43%	50%	40%	45%	31%	21%	41%	36%	41%	48%	46%	37%	30%
Read magazines online (articles/newspapers)	172	1	7	12	19	20	15	8	8	9	11	17	24	13	7	28	36	36	47	6	6	13
	35%	14%	26%	32%	35%	38%	36%	33%	47%	57%	29%	33%	40%	44%	24%	35%	32%	35%	40%	24%	45%	37%
Read newspaper online	153	-	4	12	14	21	13	9	6	5	11	15	21	14	9	25	40	35	39	4	4	6
	31%	-	16%	32%	26%	40%	32%	37%	33%	29%	29%	29%	34%	47%	30%	32%	35%	33%	33%	16%	31%	19%
Watch catch-up TV over the internet	160	7	3	11	18	26	9	6	6	8	13	17	23	8	5	28	41	34	32	11	5	10
	33%	71%	11%	29%	33%	51%	23%	26%	33%	50%	34%	33%	37%	28%	18%	36%	36%	33%	28%	46%	37%	28%
Watch TV online	170	5	1	13	19	25	19	5	4	9	15	19	22	8	5	24	46	36	42	10	4	8
	35%	57%	5%	35%	35%	49%	45%	22%	20%	57%	39%	36%	36%	28%	18%	31%	40%	34%	36%	43%	29%	23%
Play online games	146	3	8	10	22	17	12	1	9	6	16	13	22	4	4	21	34	31	40	7	4	9
	30%	29%	32%	26%	41%	33%	30%	4%	53%	36%	42%	24%	36%	13%	15%	26%	29%	30%	34%	30%	31%	27%
Read blogs	102	-	3	9	19	13	7	4	8	5	10	9	12	5	-	19	19	28	22	5	2	7
	21%	-	11%	24%	35%	25%	16%	15%	47%	29%	26%	17%	19%	16%	-	25%	17%	27%	19%	21%	16%	20%
Watch movies over the internet	155	4	8	12	17	24	13	3	8	6	14	17	20	6	3	24	38	28	41	11	4	10
	32%	43%	32%	32%	31%	47%	32%	11%	47%	36%	37%	33%	33%	22%	9%	31%	33%	27%	35%	47%	31%	29%
Play games on social network sites	98	-	5	7	16	15	6	-	4	4	10	11	15	4	3	13	22	23	26	7	1	7
	20%	-	21%	18%	30%	29%	14%	-	20%	21%	26%	21%	25%	13%	9%	16%	19%	22%	22%	29%	8%	21%
Write your own blog	43	-	-	3	7	7	4	1	5	2	4	5	2	3	-	6	11	8	11	2	1	3
	9%	-	-	9%	13%	13%	9%	4%	27%	14%	11%	10%	3%	9%	-	8%	9%	7%	10%	9%	8%	9%

Digital Entertainment Survey 2013

37. You mentioned that you are likely to get a tablet or an iPad in the next 6 months. Please indicate which of the following do you intend to use your tablet or iPad for.

Base: All likely to get a tablet or an iPad in the next 6 months

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	497	7	19	34	54	55	44	27	15	14	38	58	67	32	33	79	119	107	120	24	13	35
Weighted Total	485	9	25	37	55	52	41	24	18	16	37	52	61	29	29	78	115	104	117	24	13	35
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Other	31	-	1	2	2	1	2	4	2	1	2	4	5	2	3	7	2	7	7	3	-	6
	6%	-	5%	6%	4%	2%	5%	19%	13%	7%	5%	7%	7%	6%	9%	8%	2%	7%	6%	12%	-	17%

Digital Entertainment Survey 2013

37. You mentioned that you are likely to get a tablet or an iPad in the next 6 months. Please indicate which of the following do you intend to use your tablet or iPad for.

Base: All likely to get a tablet or an iPad in the next 6 months

	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children	
Unweighted Total	497	56	129	218	72	22	43	55	119	85	21	34	28	5	28	40	21	18	11	196	243	44	3	80	74	62	111	247
Weighted Total	485	57	127	211	69	22	43	55	113	79	20	37	33	5	27	37	19	17	13	200	229	40	3	76	69	59	101	251
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Email	371	54	94	157	54	11	32	43	83	60	15	29	27	3	19	30	17	13	7	146	180	34	3	62	54	47	80	188
	76%	95%	74%	74%	79%	50%	75%	79%	74%	76%	74%	77%	81%	60%	69%	82%	90%	73%	55%	73%	79%	84%	100%	82%	78%	80%	79%	75%
Access favourite websites	303	41	75	131	46	11	22	31	77	49	10	23	24	1	14	28	12	11	4	124	145	29	2	47	49	34	69	155
	62%	71%	59%	62%	67%	50%	52%	57%	68%	62%	49%	63%	74%	21%	50%	77%	67%	62%	29%	62%	63%	72%	64%	61%	71%	57%	68%	62%
Use social networks	263	38	74	106	34	10	25	31	58	38	8	20	27	2	14	27	4	9	7	116	119	18	2	51	39	31	44	142
	54%	67%	59%	50%	50%	44%	58%	56%	51%	48%	39%	53%	82%	39%	51%	73%	24%	53%	55%	58%	52%	46%	71%	67%	57%	52%	43%	56%
Watch online video	232	32	72	100	25	4	24	22	55	31	6	25	18	3	16	19	4	10	5	113	96	17	1	48	39	29	31	131
	48%	57%	57%	47%	36%	16%	56%	40%	49%	39%	29%	68%	54%	60%	58%	53%	19%	57%	37%	56%	42%	44%	36%	62%	56%	49%	31%	52%
Shop for products / services online	227	26	52	102	38	8	20	19	59	33	8	17	15	2	13	19	10	11	6	91	104	24	1	34	39	28	55	115
	47%	46%	41%	48%	55%	37%	46%	34%	53%	42%	41%	45%	46%	42%	49%	52%	52%	62%	45%	46%	45%	61%	36%	45%	57%	47%	54%	46%
Listen to music	237	36	63	108	24	5	22	28	50	34	6	22	22	3	17	18	4	10	6	102	108	19	2	42	35	33	38	131
	49%	64%	50%	51%	36%	25%	52%	51%	45%	43%	32%	58%	67%	58%	61%	50%	24%	57%	46%	51%	47%	48%	64%	55%	51%	56%	37%	52%
Play computer games	198	28	46	95	26	4	19	25	47	26	8	14	16	1	10	17	4	10	6	83	90	16	2	37	33	28	40	103
	41%	49%	36%	45%	38%	16%	44%	45%	42%	33%	40%	38%	50%	22%	39%	48%	19%	55%	46%	42%	39%	41%	64%	48%	47%	47%	39%	41%
Read magazines online (articles/newspapers)	172	20	42	85	20	5	14	16	45	29	5	17	10	3	9	9	6	8	1	79	73	16	2	23	29	21	32	97
	35%	35%	33%	40%	29%	23%	33%	30%	40%	37%	27%	44%	30%	64%	31%	25%	33%	46%	9%	40%	32%	39%	71%	30%	42%	35%	32%	39%
Read newspaper online	153	17	43	72	18	2	12	16	35	29	7	12	7	3	8	12	6	7	-	59	74	17	2	26	25	22	31	77
	31%	30%	34%	34%	27%	8%	28%	29%	31%	37%	32%	31%	23%	64%	28%	32%	33%	39%	-	30%	32%	43%	71%	33%	36%	37%	30%	30%
Watch catch-up TV ver the internet	160	24	42	73	19	3	15	17	39	26	7	14	9	1	8	13	3	8	4	63	76	16	2	29	26	20	34	83
	33%	41%	33%	35%	27%	15%	35%	31%	35%	33%	37%	38%	29%	22%	28%	35%	14%	44%	28%	32%	33%	39%	64%	38%	38%	34%	33%	33%
Watch TV online	170	28	45	75	16	6	17	20	44	24	6	12	1	11	13	2	8	3	67	83	15	2	31	29	22	34	87	
	35%	50%	36%	35%	23%	27%	40%	36%	39%	30%	32%	32%	36%	22%	42%	35%	10%	45%	20%	34%	36%	37%	64%	41%	42%	37%	33%	35%
Play online games	146	18	38	65	22	3	17	19	37	16	2	12	15	1	8	13	1	6	5	56	72	11	2	30	25	19	25	75
	30%	32%	30%	31%	32%	15%	39%	34%	33%	20%	9%	32%	45%	22%	29%	36%	5%	34%	37%	28%	31%	27%	71%	39%	37%	32%	25%	30%
Read blogs	102	20	28	41	14	-	8	13	23	18	5	12	10	-	5	6	-	3	2	47	47	5	1	17	15	6	9	63
	21%	34%	22%	19%	20%	-	18%	24%	20%	22%	23%	32%	30%	-	19%	15%	-	19%	16%	23%	21%	12%	36%	23%	22%	11%	9%	25%
Watch movies over the internet	155	20	39	75	16	4	15	18	37	25	6	12	13	2	10	11	2	5	5	69	68	12	1	28	22	20	28	88
	32%	36%	31%	36%	23%	19%	35%	32%	33%	32%	28%	32%	40%	39%	36%	30%	10%	30%	36%	35%	30%	30%	36%	37%	32%	34%	27%	35%

Digital Entertainment Survey 2013

37. You mentioned that you are likely to get a tablet or an iPad in the next 6 months. Please indicate which of the following do you intend to use your tablet or iPad for.

Base: All likely to get a tablet or an iPad in the next 6 months

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children	
Unweighted Total	497	56	129	218	72	22	43	55	119	85	21	34	28	5	28	40	21	18	11	196	243	44	3	80	74	62	111	247
Weighted Total	485	57	127	211	69	22	43	55	113	79	20	37	33	5	27	37	19	17	13	200	229	40	3	76	69	59	101	251
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Play games on social network sites	98	14	26	41	15	2	13	12	22	12	2	8	6	1	6	11	2	3	1	40	49	7	1	25	19	15	16	46
	20%	25%	21%	19%	22%	9%	30%	22%	19%	15%	9%	22%	20%	22%	21%	30%	10%	18%	9%	20%	21%	18%	36%	32%	27%	25%	16%	18%
Write your own blog	43	8	17	14	4	-	2	6	10	7	2	5	3	-	2	2	-	3	-	18	20	2	2	7	6	4	7	25
	9%	14%	13%	6%	6%	-	4%	11%	9%	8%	9%	14%	9%	-	7%	5%	-	19%	-	9%	9%	5%	71%	9%	8%	6%	7%	10%
Other	31	2	7	12	10	-	-	-	4	6	-	6	2	-	4	3	4	3	1	16	11	3	-	4	1	-	5	23
	6%	4%	5%	6%	14%	-	-	-	3%	7%	-	15%	7%	-	14%	7%	24%	16%	9%	8%	5%	7%	-	5%	1%	-	5%	9%

Digital Entertainment Survey 2013

38. Over the next six months, which of the below tablets are you more likely to buy?

Base: All likely to get a tablet or an iPad in the next 6 months

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	497	7	19	34	54	55	44	27	15	14	38	58	67	32	33	79	119	107	120	24	13	35
Weighted Total	485	9	25	37	55	52	41	24	18	16	37	52	61	29	29	78	115	104	117	24	13	35
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
iPad	222	4	11	20	23	22	12	6	13	12	15	27	31	16	12	32	61	47	51	11	2	19
	46%	43%	42%	53%	43%	42%	30%	26%	73%	71%	39%	52%	51%	53%	42%	41%	53%	45%	43%	46%	16%	55%
Android tablet	160	3	8	13	26	19	14	12	5	4	8	14	19	8	8	27	35	32	39	10	6	11
	33%	29%	32%	35%	46%	36%	34%	52%	27%	21%	21%	28%	31%	28%	27%	35%	31%	30%	33%	42%	47%	31%
Windows tablet such as Microsoft Surface	39	-	4	2	3	5	3	3	-	1	5	3	5	4	3	8	4	13	9	2	2	1
	8%	-	16%	6%	6%	9%	7%	11%	-	7%	13%	5%	7%	13%	9%	11%	3%	13%	8%	8%	14%	3%
Blackberry tablet such as Blackberry Playbook	14	3	-	-	2	-	4	-	-	-	1	1	2	1	1	5	5	3	1	-	-	-
	3%	29%	-	-	4%	-	9%	-	-	-	3%	2%	3%	3%	3%	6%	4%	3%	1%	-	-	-
Any other tablet	28	-	-	2	1	5	7	2	-	-	5	3	3	-	2	3	7	7	6	-	3	3
	6%	-	-	6%	2%	9%	16%	7%	-	-	13%	5%	4%	-	6%	4%	6%	6%	5%	-	23%	8%
I am unlikely to buy either of the above tablets in the next six months	22	-	3	-	-	2	2	1	-	-	4	5	2	1	4	3	3	3	11	1	-	1
	5%	-	11%	-	-	4%	5%	4%	-	-	11%	9%	3%	3%	12%	4%	2%	3%	10%	4%	-	3%

Digital Entertainment Survey 2013

38. Over the next six months, which of the below tablets are you more likely to buy?

Base: All likely to get a tablet or an iPad in the next 6 months

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children	
Unweighted Total	497	56	129	218	72	22	43	55	119	85	21	34	28	5	28	40	21	18	11	196	243	44	3	80	74	62	111	247
Weighted Total	485	57	127	211	69	22	43	55	113	79	20	37	33	5	27	37	19	17	13	200	229	40	3	76	69	59	101	251
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
iPad	222	26	50	109	30	7	22	21	53	36	12	19	16	3	10	15	7	8	6	96	106	13	1	38	33	24	41	118
	46%	45%	40%	52%	44%	33%	52%	39%	47%	46%	59%	49%	50%	64%	37%	40%	38%	46%	46%	48%	46%	32%	36%	50%	47%	42%	40%	47%
Android tablet	160	25	48	66	16	5	11	18	42	20	2	12	14	1	10	14	7	7	4	64	75	16	1	27	22	20	33	83
	33%	44%	38%	31%	23%	23%	26%	33%	38%	26%	9%	32%	43%	18%	39%	38%	38%	43%	26%	32%	33%	41%	36%	35%	32%	33%	33%	33%
Windows tablet such as Microsoft Surface	39	4	13	12	5	5	2	5	6	11	3	3	1	-	2	3	2	-	2	14	20	3	-	6	7	5	10	16
	8%	7%	10%	6%	8%	23%	4%	10%	6%	15%	17%	8%	3%	-	7%	7%	9%	-	17%	7%	9%	7%	-	7%	11%	9%	10%	7%
Blackberry tablet such as Blackberry Playbook	14	2	7	3	2	-	1	4	3	3	1	-	1	-	1	-	-	-	1	3	8	2	-	1	4	4	5	5
	3%	3%	6%	2%	3%	-	3%	7%	2%	4%	4%	-	4%	-	3%	-	-	-	10%	1%	3%	4%	-	1%	5%	7%	4%	2%
Any other tablet	28	-	5	13	8	2	6	3	6	6	1	3	-	-	1	3	1	-	-	13	11	4	1	3	1	5	7	15
	6%	-	4%	6%	12%	8%	13%	6%	5%	7%	4%	8%	-	-	4%	8%	5%	-	-	6%	5%	9%	29%	4%	1%	8%	7%	6%
I am unlikely to buy either of the above tablets in the next six months	22	1	4	7	7	3	1	3	3	3	1	1	-	1	3	3	2	2	-	10	9	3	-	2	2	1	5	13
	5%	2%	3%	4%	10%	12%	2%	6%	2%	4%	6%	3%	-	18%	10%	7%	9%	11%	-	5%	4%	7%	-	3%	3%	2%	5%	5%

Digital Entertainment Survey 2013

39. You said earlier that you were more likely to buy an (answer from Q38). Which of the following reasons, if any, explain this?

Base: All likely to get a tablet or an iPad in the next 6 months

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	474	7	17	34	54	53	42	26	15	14	34	53	65	31	29	76	116	104	108	23	13	34
Weighted Total	464	9	22	37	55	50	39	23	18	16	33	48	59	28	25	76	112	101	106	23	13	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Cost	124	4	4	8	13	21	20	11	4	2	4	11	14	4	5	21	31	27	32	5	3	5
	27%	43%	18%	21%	24%	42%	50%	46%	20%	14%	12%	23%	25%	13%	21%	28%	27%	27%	30%	23%	23%	15%
The ability to generate my own content	54	1	3	8	9	6	5	4	2	-	5	5	5	1	2	16	13	9	11	2	3	1
	12%	14%	12%	21%	17%	11%	12%	15%	13%	-	15%	9%	9%	3%	7%	21%	11%	9%	10%	9%	25%	3%
The flexibility of the operating system	167	3	11	15	24	23	17	11	7	1	9	15	22	5	5	23	37	32	45	12	4	14
	36%	29%	47%	41%	44%	45%	43%	46%	40%	7%	26%	32%	37%	16%	21%	31%	33%	32%	43%	52%	30%	41%
Experiences or recommendations from friends and family	148	3	11	12	18	14	11	8	8	5	10	10	15	12	11	30	44	23	26	5	4	15
	32%	29%	47%	32%	33%	28%	29%	35%	47%	29%	29%	21%	26%	42%	45%	40%	40%	22%	25%	23%	29%	46%
I like the brand	262	4	16	22	33	28	21	7	8	12	20	30	33	16	14	37	58	55	70	15	7	21
	57%	43%	71%	59%	59%	57%	52%	31%	47%	71%	62%	62%	55%	55%	55%	49%	52%	54%	66%	64%	52%	63%
The range of apps available	157	4	9	11	26	23	8	4	9	6	12	14	20	7	4	23	36	41	35	10	1	10
	34%	43%	41%	29%	46%	45%	21%	19%	53%	36%	35%	28%	34%	26%	17%	30%	32%	41%	33%	44%	7%	31%
Other	17	-	-	-	1	1	1	4	1	1	-	2	5	1	-	1	4	3	6	1	1	1
	4%	-	-	-	2%	2%	2%	19%	7%	7%	-	4%	8%	3%	-	1%	3%	3%	6%	4%	7%	3%
None of the above	14	-	1	-	1	1	2	-	-	-	3	-	4	2	-	4	4	1	2	1	1	1
	3%	-	6%	-	2%	2%	5%	-	-	-	9%	-	6%	6%	-	5%	3%	1%	2%	4%	8%	3%

Digital Entertainment Survey 2013

39. You said earlier that you were more likely to buy an (answer from Q38). Which of the following reasons, if any, explain this?

Base: All likely to get a tablet or an iPad in the next 6 months

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	Housewife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children
Unweighted Total	474	55	125	210	65	19	42	52	116	82	20	33	28	4	25	37	19	16	11	186	233	41	3	78	72	61	105	233
Weighted Total	464	56	123	204	62	19	42	52	110	76	19	36	33	4	24	34	17	15	13	190	219	37	3	74	67	58	96	238
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Cost	124	17	31	54	18	5	11	17	30	22	3	8	11	-	3	12	3	5	4	45	63	11	1	17	21	20	28	62
	27%	29%	26%	26%	29%	24%	26%	34%	27%	29%	14%	22%	35%	-	11%	35%	16%	30%	28%	24%	29%	29%	29%	23%	31%	35%	29%	26%
The ability to generate my own content	54	10	19	17	6	3	6	8	11	9	2	7	4	1	3	3	1	1	-	27	25	3	-	6	4	6	11	32
	12%	17%	16%	8%	10%	17%	14%	15%	10%	12%	10%	18%	11%	22%	12%	8%	5%	6%	-	14%	11%	7%	-	8%	6%	10%	12%	13%
The flexibility of the operating system	167	24	48	75	16	5	11	23	43	30	7	13	10	1	7	12	5	6	4	74	78	11	-	23	20	17	31	90
	36%	42%	39%	37%	25%	27%	26%	45%	39%	39%	36%	34%	31%	27%	27%	35%	27%	36%	28%	39%	36%	29%	-	31%	29%	30%	32%	38%
Experiences or recommendations from friends and family	148	19	33	70	22	4	16	16	37	24	6	14	9	-	4	11	7	5	2	53	76	16	-	20	21	23	36	74
	32%	35%	27%	34%	36%	21%	37%	32%	33%	32%	29%	38%	28%	-	16%	32%	42%	30%	18%	28%	35%	44%	-	27%	32%	40%	38%	31%
I like the brand	262	30	73	127	28	5	21	30	73	40	9	27	15	1	14	16	9	8	4	119	122	16	1	44	34	33	46	147
	57%	53%	59%	62%	45%	26%	49%	58%	66%	52%	49%	73%	47%	27%	57%	48%	53%	51%	29%	63%	55%	44%	36%	59%	51%	57%	48%	62%
The range of apps available	157	23	41	68	22	3	13	23	35	24	7	8	13	2	11	11	4	7	5	70	73	8	1	24	22	16	18	93
	34%	42%	34%	33%	35%	17%	31%	44%	32%	31%	35%	23%	39%	47%	45%	32%	21%	43%	36%	37%	33%	22%	36%	32%	32%	28%	18%	39%
Other	17	1	4	5	7	-	3	1	2	4	1	-	1	-	3	1	1	1	1	8	7	1	-	4	-	3	4	11
	4%	2%	3%	3%	11%	-	7%	2%	2%	5%	5%	-	4%	-	12%	3%	5%	6%	9%	4%	3%	2%	-	5%	-	5%	4%	4%
None of the above	14	1	2	5	4	2	1	3	2	3	-	-	-	-	1	4	-	-	-	3	9	1	-	4	4	2	4	3
	3%	2%	2%	2%	6%	10%	2%	6%	2%	4%	-	-	-	-	4%	11%	-	-	-	2%	4%	2%	-	5%	6%	3%	4%	1%

Digital Entertainment Survey 2013

39. You said earlier that you were more likely to buy an (answer from Q38). Which of the following reasons, if any, explain this?

Base: All likely to get a tablet or an iPad in the next 6 months

	38. Over the next six months, which of the below tablets are you more likely to buy?					
	Total	iPad	Android tablet	Windows tablet such as Microsoft Surface	Blackberry tablet such as Blackberry Playbook	Any other tablet
Unweighted Total	474	226	164	40	14	30
Weighted Total	464	222	160	39	14	28
	100%	100%	100%	100%	100%	100%
Cost	124	18	79	6	4	18
	27%	8%	49%	15%	29%	63%
The ability to generate my own content	54	16	27	7	2	3
	12%	7%	17%	17%	13%	11%
The flexibility of the operating system	167	66	75	19	2	6
	36%	29%	47%	48%	14%	20%
Experiences or recommendations from friends and family	148	88	42	8	5	5
	32%	40%	26%	22%	36%	17%
I like the brand	262	153	73	25	4	7
	57%	69%	46%	65%	27%	24%
The range of apps available	157	84	63	7	1	2
	34%	38%	39%	19%	7%	7%
Other	17	8	5	3	1	-
	4%	4%	3%	7%	7%	-
None of the above	14	5	5	1	-	3
	3%	2%	3%	3%	-	10%

Digital Entertainment Survey 2013

40. Thinking generally, to what extent do you agree or disagree with the following statement?

"Products or services that are free are less valuable than ones that you have to pay for."

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	166 7%	9 14%	9 11%	30 20%	41 16%	17 6%	8 4%	2 1%	2 4%	1 1%	14 9%	14 6%	9 3%	5 2%	4 2%	36 12%	38 6%	34 6%	43 7%	4 3%	4 8%	8 5%
Tend to agree	532 21%	13 20%	34 41%	30 20%	52 21%	59 22%	37 17%	40 20%	11 17%	22 25%	41 27%	57 23%	57 21%	45 20%	33 17%	79 26%	129 21%	125 20%	129 21%	30 24%	11 23%	28 17%
Tend to disagree	937 37%	26 40%	29 34%	52 35%	80 32%	95 35%	89 39%	76 38%	29 47%	41 47%	49 32%	96 38%	109 40%	83 37%	83 42%	92 31%	249 40%	245 40%	229 37%	39 31%	16 31%	68 41%
Strongly disagree	501 20%	9 14%	5 6%	16 11%	59 24%	57 21%	58 26%	50 25%	12 19%	18 20%	18 12%	49 19%	54 20%	51 23%	45 22%	52 17%	121 19%	123 20%	128 21%	30 24%	11 22%	35 21%
Don't know	363 15%	8 12%	7 8%	21 14%	18 7%	46 17%	33 15%	32 16%	8 13%	6 7%	29 19%	34 14%	45 16%	41 18%	34 17%	40 13%	86 14%	86 14%	92 15%	22 18%	8 17%	28 17%
AGREE	699 28%	22 34%	43 52%	61 41%	93 37%	76 28%	46 20%	42 21%	13 21%	23 27%	55 36%	71 29%	66 24%	49 22%	38 19%	114 38%	167 27%	159 26%	173 28%	34 27%	15 30%	36 22%
DISAGREE	1439 58%	36 54%	34 41%	68 46%	139 56%	153 55%	147 65%	126 63%	41 66%	59 67%	66 44%	144 58%	164 60%	134 60%	128 64%	144 48%	370 59%	368 60%	357 57%	69 55%	26 53%	103 62%

Digital Entertainment Survey 2013

40. Thinking generally, to what extent do you agree or disagree with the following statement?

"Products or services that are free are less valuable than ones that you have to pay for."

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	166	68	41	32	13	12	24	36	28	18	14	15	10	3	8	6	1	5	6	73	80	3	4	26	31	20	21	93
	7%	31%	7%	3%	3%	5%	10%	16%	5%	5%	15%	8%	9%	9%	4%	3%	1%	7%	13%	8%	6%	1%	15%	9%	9%	7%	4%	7%
Tend to agree	532	47	175	196	72	43	46	57	123	88	21	37	33	4	36	44	29	13	12	199	286	34	1	79	77	61	118	268
	21%	21%	31%	20%	14%	18%	19%	25%	20%	25%	23%	20%	29%	13%	17%	20%	18%	19%	25%	22%	22%	16%	4%	27%	24%	21%	20%	20%
Tend to disagree	937	60	192	384	226	75	89	73	250	119	28	84	39	10	79	81	66	19	21	350	469	92	4	89	104	116	218	522
	37%	27%	34%	40%	44%	31%	37%	32%	42%	34%	31%	46%	34%	30%	37%	37%	41%	28%	44%	39%	36%	42%	16%	30%	32%	40%	37%	39%
Strongly disagree	501	32	113	196	114	47	42	39	118	72	18	25	18	7	50	57	40	16	6	155	279	53	9	60	61	60	135	257
	20%	15%	20%	21%	22%	19%	17%	17%	20%	20%	20%	14%	15%	22%	24%	26%	25%	23%	13%	17%	22%	24%	32%	20%	19%	21%	23%	19%
Don't know	363	13	52	147	86	65	38	22	82	54	10	22	14	8	37	34	26	16	2	131	182	39	9	40	54	33	95	194
	15%	6%	9%	15%	17%	27%	16%	10%	14%	15%	11%	12%	12%	25%	18%	15%	16%	23%	5%	14%	14%	18%	33%	14%	16%	11%	16%	15%
AGREE	699	115	217	228	85	54	70	93	150	106	34	52	44	7	44	49	30	18	18	273	366	37	5	105	108	81	139	361
	28%	52%	38%	24%	17%	23%	29%	41%	25%	30%	38%	28%	38%	23%	21%	22%	19%	27%	38%	30%	28%	17%	19%	36%	33%	28%	24%	27%
DISAGREE	1439	92	305	580	340	121	131	112	368	191	47	110	57	17	129	137	106	35	27	505	748	145	13	149	165	176	353	779
	58%	42%	53%	61%	67%	50%	55%	49%	61%	54%	51%	60%	50%	53%	61%	62%	65%	50%	57%	56%	58%	66%	49%	51%	50%	61%	60%	58%

Digital Entertainment Survey 2013

41. In principle, if you were required to pay a subscription to continue to access a favourite, currently free site or service, which of the following would you be willing to pay for?

Base: All respondents

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
My favourite online broadsheet newspaper	105 4%	4 6%	1 2%	7 4%	15 6%	12 4%	8 4%	10 5%	4 6%	1 1%	11 7%	5 2%	11 4%	10 4%	5 3%	19 6%	30 5%	24 4%	20 3%	4 3%	2 4%	6 3%
My favourite online tabloid newspaper	72 3%	1 2%	7 8%	7 4%	17 7%	8 3%	4 2%	5 3%	2 4%	2 3%	4 3%	5 2%	5 2%	3 1%	1 *	23 8%	11 2%	13 2%	18 3%	2 2%	3 7%	2 1%
My favourite online magazine	114 5%	7 10%	3 3%	12 8%	14 6%	15 5%	7 3%	6 3%	7 11%	6 7%	10 6%	7 3%	13 5%	3 1%	5 3%	26 9%	21 3%	23 4%	34 5%	1 1%	3 6%	7 4%
My favourite app	191 8%	12 18%	21 25%	15 10%	38 15%	11 4%	11 5%	4 2%	9 15%	13 15%	18 12%	19 8%	14 5%	3 1%	4 2%	45 15%	28 4%	40 7%	45 7%	12 9%	6 13%	16 10%
My favourite blog	65 3%	3 4%	9 11%	8 5%	11 4%	5 2%	3 1%	1 *	5 8%	5 5%	5 3%	7 3%	4 1%	1 *	-	16 5%	14 2%	13 2%	14 2%	4 3%	1 2%	3 2%
My favourite news websites	130 5%	4 6%	7 8%	12 8%	24 10%	22 8%	7 3%	8 4%	1 2%	4 4%	10 6%	5 2%	12 4%	7 3%	9 4%	24 8%	18 3%	42 7%	28 4%	4 3%	6 12%	8 5%
Facebook	303 12%	17 26%	24 28%	41 28%	38 15%	24 9%	16 7%	4 2%	14 23%	18 20%	20 14%	28 11%	33 12%	16 7%	9 4%	53 18%	67 11%	68 11%	77 12%	16 13%	9 18%	13 8%
Twitter	111 4%	4 6%	16 19%	20 13%	17 7%	9 3%	5 2%	-	8 13%	12 13%	9 6%	5 2%	4 1%	1 *	3 1%	22 7%	27 4%	18 3%	32 5%	4 3%	1 3%	7 4%
YouTube	300 12%	21 32%	33 39%	43 29%	40 16%	27 10%	17 7%	8 4%	15 25%	11 12%	22 15%	28 11%	14 5%	10 4%	10 5%	54 18%	68 11%	66 11%	74 12%	13 10%	6 12%	19 11%
Music streaming	224 9%	7 10%	20 23%	24 16%	39 16%	26 10%	15 7%	8 4%	12 19%	13 15%	19 13%	17 7%	14 5%	3 1%	7 4%	42 14%	39 6%	49 8%	63 10%	15 12%	3 6%	13 8%
My favourite online game	164 7%	13 20%	12 14%	22 14%	26 10%	26 10%	10 5%	3 1%	4 6%	9 11%	12 8%	10 4%	9 3%	4 2%	5 3%	28 9%	37 6%	27 4%	46 7%	7 5%	3 5%	17 10%
TV-streaming	211 8%	9 14%	16 19%	24 16%	39 16%	26 10%	10 5%	9 4%	8 13%	14 16%	19 12%	15 6%	14 5%	5 2%	4 2%	44 15%	47 8%	48 8%	47 8%	13 10%	3 6%	9 5%
My favourite form of catch up TV (e.g. iPlayer, 4OD, ITV Player)	218 9%	9 14%	13 16%	15 10%	28 11%	16 6%	14 6%	11 5%	7 11%	18 20%	19 13%	19 8%	20 7%	16 7%	13 7%	44 15%	53 9%	46 7%	46 7%	10 8%	3 6%	15 9%
My favourite travel sites (e.g. TripAdvisor)	84 3%	1 2%	7 8%	10 7%	14 6%	11 4%	2 1%	4 2%	1 2%	7 8%	8 5%	5 2%	5 2%	3 2%	1 1%	18 6%	21 3%	16 3%	17 3%	3 2%	1 2%	8 5%
None of the above	1583 63%	21 32%	24 28%	60 40%	124 50%	181 66%	174 77%	158 79%	25 40%	42 48%	88 58%	162 65%	194 70%	177 78%	154 77%	144 48%	418 67%	408 66%	396 64%	82 65%	26 52%	109 65%

Digital Entertainment Survey 2013

41. In principle, if you were required to pay a subscription to continue to access a favourite, currently free site or service, which of the following would you be willing to pay for?

Base: All respondents

	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
My favourite online broadsheet newspaper	105	17	38	36	9	5	7	17	23	22	8	5	5	-	5	5	6	2	2	41	58	3	-	9	15	23	24	46
	4%	8%	7%	4%	2%	2%	3%	7%	4%	6%	9%	3%	4%	-	3%	2%	4%	3%	5%	5%	4%	1%	-	3%	5%	8%	4%	3%
My favourite online tabloid newspaper	72	15	30	18	5	4	10	16	10	13	7	3	2	-	5	4	2	-	1	35	34	3	-	10	13	16	9	36
	3%	7%	5%	2%	1%	2%	4%	7%	2%	4%	8%	2%	2%	-	2%	2%	1%	-	3%	4%	3%	1%	-	4%	4%	6%	2%	3%
My favourite online magazine	114	25	31	42	11	5	8	20	16	20	8	12	8	2	9	5	4	1	4	47	54	7	1	10	19	15	12	69
	5%	12%	5%	4%	2%	2%	3%	9%	3%	6%	9%	6%	7%	6%	4%	2%	3%	1%	8%	5%	4%	3%	5%	3%	6%	5%	2%	5%
My favourite app	191	45	64	57	17	9	20	27	39	29	5	21	17	6	8	11	4	5	10	93	82	4	3	30	17	14	16	127
	8%	20%	11%	6%	3%	4%	8%	12%	7%	8%	5%	11%	15%	17%	4%	5%	3%	7%	21%	10%	6%	2%	10%	10%	5%	5%	3%	9%
My favourite blog	65	22	25	13	3	2	4	17	13	11	2	10	5	1	1	1	-	-	2	30	32	-	-	9	8	11	4	38
	3%	10%	4%	1%	1%	1%	2%	7%	2%	3%	2%	6%	4%	4%	*	*	-	-	5%	3%	3%	-	-	3%	2%	4%	1%	3%
My favourite news websites	130	25	50	35	12	9	10	15	21	36	13	6	7	1	4	8	7	2	3	52	65	9	2	15	24	22	25	66
	5%	11%	9%	4%	2%	4%	4%	7%	3%	10%	14%	4%	6%	4%	2%	4%	4%	3%	6%	6%	5%	4%	7%	5%	7%	8%	4%	5%
Facebook	303	58	92	93	46	15	29	47	53	42	10	34	32	7	18	21	4	6	12	136	138	11	5	51	41	50	41	165
	12%	26%	16%	10%	9%	6%	12%	21%	9%	12%	12%	19%	28%	24%	8%	10%	2%	9%	26%	15%	11%	5%	17%	17%	13%	17%	7%	12%
Twitter	111	31	35	31	9	4	13	17	15	23	4	19	9	1	4	2	-	4	4	62	42	2	2	12	15	16	10	71
	4%	14%	6%	3%	2%	2%	5%	7%	3%	6%	4%	10%	8%	3%	2%	1%	-	6%	8%	7%	3%	1%	9%	4%	5%	6%	2%	5%
YouTube	300	72	78	100	30	20	34	36	53	34	10	41	36	4	22	18	4	7	19	143	123	10	4	46	36	28	34	193
	12%	33%	14%	10%	6%	8%	14%	16%	9%	10%	11%	22%	32%	14%	10%	8%	3%	10%	39%	16%	10%	5%	16%	16%	11%	10%	6%	14%
Music streaming	224	48	74	71	19	12	21	28	47	30	7	29	21	3	13	14	5	5	7	109	96	9	2	32	28	25	21	142
	9%	22%	13%	7%	4%	5%	9%	12%	8%	8%	7%	16%	19%	11%	6%	6%	3%	7%	15%	12%	7%	4%	9%	11%	9%	9%	4%	11%
My favourite online game	164	41	54	47	14	8	18	22	21	27	8	20	13	2	11	13	5	3	5	84	67	6	1	26	21	21	19	100
	7%	19%	9%	5%	3%	3%	8%	10%	4%	8%	9%	11%	12%	7%	5%	6%	3%	4%	11%	9%	5%	3%	5%	9%	6%	7%	3%	8%
TV-streaming	211	54	66	64	17	10	21	35	42	35	6	33	14	2	11	6	4	1	9	93	102	4	3	33	29	29	23	129
	8%	25%	11%	7%	3%	4%	9%	16%	7%	10%	6%	18%	12%	7%	5%	3%	2%	2%	19%	10%	8%	2%	13%	11%	9%	10%	4%	10%
My favourite form of catch up TV (e.g. iPlayer, 4OD, ITV Player)	218	34	66	76	30	12	18	24	49	42	4	29	13	2	10	14	9	4	7	90	99	17	4	28	29	31	41	118
	9%	16%	12%	8%	6%	5%	7%	11%	8%	12%	4%	16%	12%	7%	5%	6%	5%	6%	16%	10%	8%	8%	15%	9%	9%	11%	7%	9%

Digital Entertainment Survey 2013

41. In principle, if you were required to pay a subscription to continue to access a favourite, currently free site or service, which of the following would you be willing to pay for?

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
My favourite travel sites (e.g. TripAdvisor)	84	22	26	24	9	3	8	19	19	16	7	4	3	-	1	1	4	1	3	32	45	4	-	9	17	18	11	45
	3%	10%	4%	3%	2%	1%	3%	8%	3%	5%	8%	2%	3%	-	*	*	2%	1%	7%	4%	3%	2%	-	3%	5%	6%	2%	3%
None of the above	1583	72	295	639	394	183	153	110	403	212	54	94	41	17	160	160	131	48	16	511	876	168	12	176	201	178	437	798
	63%	33%	51%	67%	77%	76%	64%	49%	67%	60%	60%	51%	36%	54%	76%	73%	81%	70%	33%	56%	68%	76%	45%	60%	62%	61%	74%	60%

Digital Entertainment Survey 2013

42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these?

My favourite online broadsheet newspaper

Base: All willing to pay for My favourite online broadsheet newspaper

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	108	3	1	6	15	13	9	11	3	1	11	6	12	11	6	18	32	24	22	4	2	6
Weighted Total	105	4	1	7	15	12	8	10	4	1	11	5	11	10	5	19	30	24	20	4	2	6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£1-2	12	1	-	1	5	-	-	-	-	1	2	1	-	1	-	4	1	3	3	-	-	1
	12%	33%	-	17%	33%	-	-	-	-	100%	18%	17%	-	9%	-	24%	3%	13%	14%	-	-	18%
£3-5	8	-	1	-	1	2	-	-	-	-	2	-	2	-	-	2	2	2	1	-	-	1
	8%	-	100%	-	7%	15%	-	-	-	-	18%	-	17%	-	-	12%	6%	8%	4%	-	-	17%
£6-9	2	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	2%	-	-	17%	-	-	11%	-	-	-	-	-	-	-	-	5%	-	5%	-	-	-	-
£10-14	19	1	-	2	3	-	2	2	1	-	1	1	3	2	1	4	7	2	5	-	-	1
	18%	33%	-	33%	20%	-	22%	18%	33%	-	9%	17%	25%	18%	17%	23%	22%	10%	22%	-	-	17%
£15-19	2	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	1	-	1	-	-	-
	2%	-	-	-	8%	-	-	-	-	-	9%	-	-	-	-	-	3%	-	5%	-	-	-
£20-29	18	1	-	2	1	-	2	2	1	-	2	1	4	1	1	-	7	4	4	2	1	-
	17%	33%	-	33%	7%	-	22%	18%	33%	-	18%	17%	33%	9%	17%	-	22%	17%	18%	49%	54%	-
£30-39	3	-	-	-	1	-	-	-	-	-	-	-	1	1	-	-	-	1	1	1	-	-
	3%	-	-	-	7%	-	-	-	-	-	-	-	8%	9%	-	-	-	4%	4%	26%	-	-
£40-49	2	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	2	-	-	-
	2%	-	-	-	8%	-	-	-	-	-	-	17%	-	-	-	-	-	-	9%	-	-	-
£50-99	21	-	-	-	2	7	2	4	-	-	1	1	2	2	2	5	2	9	3	1	-	2
	20%	-	-	-	13%	54%	22%	36%	-	-	9%	17%	17%	18%	33%	26%	6%	39%	13%	25%	-	32%
£100+	14	-	-	-	1	1	2	3	1	-	1	-	-	4	2	1	10	1	1	-	1	1
	13%	-	-	-	7%	8%	22%	27%	33%	-	9%	-	-	36%	33%	5%	31%	4%	4%	-	46%	16%
Not Stated	4	-	-	-	1	1	-	-	-	-	1	1	-	-	-	1	2	-	1	-	-	-
	4%	-	-	-	7%	8%	-	-	-	-	9%	17%	-	-	-	5%	6%	-	5%	-	-	-
Mean Score	39.01	10.33	5.00	11.67	24.07	46.25	54.22	68.00	43.33	1.00	23.10	25.40	27.83	71.91	56.33	25.81	54.65	34.13	25.30	30.10	125.1	44.31
Std Deviation	46.64	8.98	-	7.03	34.33	29.20	63.35	62.66	47.61	-	30.86	20.30	31.16	77.19	37.63	32.03	59.41	30.28	24.18	14.14	162.0	56.33
Std Error	4.573	5.185	-	2.872	9.175	8.430	21.12	18.89	27.49	-	9.759	9.077	8.996	23.27	15.36	7.768	10.85	6.181	5.277	7.071	114.5	23.00

Digital Entertainment Survey 2013

42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these?

My favourite online broadsheet newspaper

Base: All willing to pay for My favourite online broadsheet newspaper

	Ownership of technology devices						Which of the following best describes your occupation?											What is your family status?					Are you a parent, and if so how old are your children?					
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren
Unweighted Total	108	17	39	37	10	5	7	17	24	23	8	5	4	-	6	5	7	2	2	41	62	3	-	9	16	23	26	46
Weighted Total	105	17	38	36	9	5	7	17	23	22	8	5	5	-	5	5	6	2	2	41	58	3	-	9	15	23	24	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%
£1-2	12	4	2	5	-	1	2	2	2	2	1	-	-	1	-	-	-	-	-	8	4	-	-	1	-	4	-	8
	12%	24%	6%	15%	-	18%	33%	13%	9%	9%	28%	18%	-	-	18%	-	-	-	-	20%	7%	-	-	11%	-	15%	-	17%
£3-5	8	1	3	4	-	-	-	2	-	3	1	1	1	-	-	-	-	-	-	3	5	-	-	-	3	4	-	2
	8%	6%	7%	12%	-	-	-	12%	-	13%	13%	24%	20%	-	-	-	-	-	-	8%	8%	-	-	-	19%	17%	-	5%
£6-9	2	1	1	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	1	1
	2%	6%	3%	-	-	-	-	-	5%	4%	-	-	-	-	-	-	-	-	-	-	3%	-	-	-	-	-	4%	2%
£10-14	19	4	7	5	2	1	1	4	3	4	2	-	1	-	-	1	2	1	1	8	9	-	-	3	2	2	6	6
	18%	23%	19%	13%	19%	27%	15%	24%	13%	18%	23%	-	28%	-	-	20%	29%	47%	59%	19%	16%	-	-	34%	12%	9%	27%	14%
£15-19	2	1	1	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	1	-	1
	2%	6%	3%	-	-	-	-	12%	-	-	-	-	-	-	-	-	-	-	-	5%	-	-	-	-	-	4%	-	2%
£20-29	18	1	8	5	2	2	2	1	4	4	-	2	1	-	2	1	1	-	1	8	8	-	-	-	4	3	7	7
	17%	6%	21%	13%	23%	37%	26%	6%	17%	17%	-	40%	28%	-	32%	21%	14%	-	41%	20%	14%	-	-	-	24%	13%	31%	16%
£30-39	3	-	1	1	1	-	-	1	2	-	-	-	-	-	-	-	-	-	-	2	1	-	-	-	-	1	-	2
	3%	-	3%	3%	10%	-	-	6%	8%	-	-	-	-	-	-	-	-	-	-	5%	2%	-	-	-	-	4%	-	4%
£40-49	2	1	1	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	2
	2%	6%	2%	-	-	-	-	-	4%	4%	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-	-	-	4%
£50-99	21	3	8	8	2	-	-	4	5	7	2	-	-	-	3	1	1	-	-	5	16	1	-	4	4	5	4	9
	20%	18%	22%	23%	19%	-	-	23%	21%	30%	24%	-	-	-	50%	19%	14%	-	-	11%	27%	34%	-	43%	25%	21%	15%	20%
£100+	14	-	6	7	1	1	2	1	4	1	1	-	1	-	-	2	3	-	-	3	9	2	-	-	2	3	5	5
	13%	-	15%	19%	9%	18%	26%	5%	17%	4%	12%	-	25%	-	-	40%	43%	-	-	7%	16%	66%	-	-	13%	13%	23%	10%
Not Stated	4	1	-	1	2	-	-	-	2	-	-	1	-	-	-	-	-	1	-	1	3	-	-	1	1	1	-	2
	4%	6%	-	3%	20%	-	-	-	8%	-	-	18%	-	-	-	-	-	53%	-	2%	5%	-	-	12%	6%	4%	-	4%
Mean Score	39.01	19.39	40.95	43.95	36.14	56.22	36.31	29.02	45.36	33.80	27.53	11.60	33.61	-	39.79	86.57	72.39	10.00	16.10	25.68	47.37	86.51	-	34.14	39.52	37.03	54.19	32.28
Std Deviation	46.64	21.34	43.55	49.89	29.45	103.3	47.94	36.14	42.28	42.95	35.36	9.32	43.04	-	30.84	99.49	72.27	-	9.94	32.06	53.72	23.97	-	32.86	38.55	48.24	66.06	32.61
Std Error	4.573	5.335	6.973	8.314	10.41	46.21	18.12	8.765	9.015	8.955	12.50	4.660	21.52	-	12.59	44.49	27.31	-	7.031	5.069	6.994	13.84	-	11.62	9.955	10.28	12.95	4.916

Digital Entertainment Survey 2013

42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these?

My favourite online tabloid newspaper

Base: All willing to pay for My favourite online tabloid newspaper

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	72	1	5	6	17	9	4	6	2	2	4	6	6	3	1	22	11	13	19	2	3	2
Weighted Total	72	1	7	7	17	8	4	5	2	2	4	5	5	3	1	23	11	13	18	2	3	2
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£1-2	9	1	1	-	3	-	1	-	-	-	1	-	1	-	-	2	1	3	1	-	1	-
	12%	100%	20%	-	18%	-	25%	-	-	-	25%	-	17%	-	-	10%	9%	22%	5%	-	39%	-
£3-5	10	-	3	1	1	-	-	1	-	1	1	1	1	-	-	3	2	2	2	-	-	-
	13%	-	40%	17%	6%	-	-	17%	-	50%	25%	17%	17%	-	-	14%	20%	15%	12%	-	-	-
£6-9	2	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-
	3%	-	-	-	12%	-	-	-	-	-	-	-	-	-	-	-	10%	8%	-	-	-	-
£10-14	20	-	3	3	5	3	-	-	1	-	1	1	2	-	1	9	2	2	5	1	-	1
	27%	-	40%	50%	29%	33%	-	-	50%	-	25%	17%	33%	-	100%	37%	19%	18%	26%	50%	-	51%
£15-19	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	17%	-	-	-	4%	-	-	-	-	-	-
£20-29	13	-	-	1	1	2	2	2	1	-	1	-	1	2	-	3	3	1	4	-	2	-
	17%	-	-	17%	6%	22%	50%	33%	50%	-	25%	-	17%	67%	-	13%	26%	7%	21%	-	61%	-
£30-39	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£40-49	3	-	-	-	1	-	1	1	-	-	-	-	-	-	-	1	-	1	1	-	-	-
	4%	-	-	-	6%	-	25%	17%	-	-	-	-	-	-	-	4%	-	7%	5%	-	-	-
£50-99	10	-	-	-	3	3	-	1	-	-	-	1	1	1	-	1	-	3	4	1	-	1
	13%	-	-	-	18%	33%	-	17%	-	-	-	17%	17%	33%	-	4%	-	23%	20%	50%	-	49%
£100+	4	-	-	1	1	-	-	1	-	-	-	1	-	-	-	2	-	-	2	-	-	-
	5%	-	-	17%	6%	-	-	17%	-	-	-	17%	-	-	-	9%	-	-	10%	-	-	-
Not Stated	3	-	-	-	-	1	-	-	-	1	-	-	-	-	-	1	2	-	-	-	-	-
	4%	-	-	-	-	11%	-	-	-	50%	-	17%	-	-	-	5%	17%	-	-	-	-	-
Mean Score	25.34	1.00	6.80	26.33	24.24	29.25	21.50	56.67	15.00	5.00	10.50	55.80	16.33	30.67	10.00	25.56	11.23	20.13	36.95	30.00	12.90	29.47
Std Deviation	36.74	-	3.97	36.14	31.42	20.60	18.26	72.83	6.60	-	10.26	83.71	17.91	18.92	-	43.21	8.20	21.19	48.29	28.01	10.51	29.64
Std Error	4.422	-	1.775	14.75	7.621	7.282	9.132	29.73	4.669	-	5.130	37.44	7.310	10.92	-	9.429	2.732	5.876	11.08	19.80	6.069	20.96

Digital Entertainment Survey 2013

42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these?

My favourite online tabloid newspaper

Base: All willing to pay for My favourite online tabloid newspaper

	Ownership of technology devices						Which of the following best describes your occupation?											What is your family status?					Are you a parent, and if so how old are your children?					
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren
Unweighted Total	72	15	30	18	5	4	10	16	10	13	7	3	2	-	5	4	2	-	1	33	35	3	-	11	13	16	10	34
Weighted Total	72	15	30	18	5	4	10	16	10	13	7	3	2	-	5	4	2	-	1	35	34	3	-	10	13	16	9	36
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	-	100%	100%	100%	100%	-	100%	100%	100%	100%	100%
£1-2	9	2	3	-	1	2	-	-	2	3	1	1	1	-	-	-	-	-	1	3	3	1	-	2	2	1	-	5
	12%	13%	10%	-	26%	56%	-	-	20%	24%	15%	29%	57%	-	-	-	-	-	100%	9%	9%	35%	-	18%	15%	6%	-	13%
£3-5	10	2	5	2	-	-	-	2	1	4	-	1	1	-	-	-	-	-	-	7	3	-	-	2	2	1	1	4
	13%	15%	17%	12%	-	-	-	14%	11%	31%	-	35%	43%	-	-	-	-	-	-	19%	9%	-	-	19%	15%	6%	10%	11%
£6-9	2	1	1	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	1	1	-	1
	3%	7%	3%	-	-	-	-	13%	-	-	-	-	-	-	-	-	-	-	-	-	6%	-	-	-	8%	6%	-	3%
£10-14	20	5	9	3	2	-	5	5	3	2	3	-	-	-	-	-	1	-	-	12	7	1	-	2	2	5	2	12
	27%	32%	32%	19%	38%	-	52%	33%	30%	16%	41%	-	-	-	-	50%	-	-	-	34%	21%	32%	-	18%	16%	32%	20%	33%
£15-19	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-	1	1	-	-	-
	1%	-	3%	-	-	-	-	-	-	-	-	-	-	-	-	25%	-	-	-	-	3%	-	-	9%	7%	-	-	-
£20-29	13	1	3	5	2	2	2	2	3	2	-	1	-	-	3	-	-	-	-	7	6	-	-	-	1	-	2	10
	17%	6%	9%	28%	37%	44%	19%	12%	29%	14%	-	35%	-	-	60%	-	-	-	-	20%	17%	-	-	-	8%	-	20%	27%
£30-39	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£40-49	3	1	1	1	-	-	-	2	-	1	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	1	1	1
	4%	7%	3%	5%	-	-	-	11%	-	8%	-	-	-	-	-	-	-	-	-	-	8%	-	-	-	-	6%	10%	3%
£50-99	10	2	3	5	-	-	2	2	-	-	2	-	-	-	2	2	-	-	-	3	6	1	-	3	2	5	3	3
	13%	13%	10%	25%	-	-	18%	13%	-	-	28%	-	-	-	40%	51%	-	-	-	8%	17%	33%	-	28%	15%	29%	31%	8%
£100+	4	1	1	2	-	-	1	-	-	1	-	-	-	-	-	1	1	-	-	1	3	-	-	1	1	1	1	-
	5%	7%	3%	11%	-	-	11%	-	-	8%	-	-	-	-	-	25%	50%	-	-	3%	8%	-	-	9%	8%	7%	10%	-
Not Stated	3	-	3	-	-	-	-	1	1	-	1	-	-	-	-	-	-	-	-	2	1	-	-	-	1	1	-	1
	4%	-	10%	-	-	-	-	6%	9%	-	17%	-	-	-	-	-	-	-	-	6%	3%	-	-	-	7%	7%	-	3%
Mean Score	25.34	23.19	21.80	39.63	12.58	9.56	29.47	19.96	11.08	18.65	23.04	9.42	2.70	-	31.93	81.42	105.8	-	1.00	17.06	34.93	20.10	-	35.49	26.10	31.82	46.29	15.59
Std Deviation	36.74	28.57	37.23	47.25	9.35	10.58	30.10	16.84	7.61	33.02	23.44	9.47	2.63	-	16.59	82.00	144.0	-	-	20.33	47.51	26.85	-	57.04	36.20	28.86	57.03	13.69
Std Error	4.422	7.377	7.165	11.14	4.181	5.289	9.518	4.347	2.537	9.157	9.570	5.465	1.863	-	7.419	41.00	101.8	-	-	3.651	8.148	15.50	-	17.20	10.45	7.451	18.03	2.383

Digital Entertainment Survey 2013

42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these?

My favourite online magazine

Base: All willing to pay for My favourite online magazine

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	114	5	2	11	14	16	7	7	6	5	10	8	14	3	6	25	21	24	33	1	3	7
Weighted Total	114	7	3	12	14	15	7	6	7	6	10	7	13	3	5	26	21	23	34	1	3	7
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£1-2	13	1	-	1	2	1	-	-	2	-	2	1	2	-	1	3	1	2	6	-	-	1
	12%	20%	-	9%	14%	6%	-	-	33%	-	20%	13%	14%	-	17%	13%	5%	8%	18%	-	-	17%
£3-5	14	-	1	-	4	-	1	1	-	1	3	1	2	-	-	2	2	4	6	-	-	-
	12%	-	50%	-	29%	-	14%	14%	-	20%	30%	13%	14%	-	-	9%	10%	18%	17%	-	-	-
£6-9	4	-	1	2	-	1	-	-	-	-	-	-	-	-	-	-	-	2	2	-	-	-
	4%	-	50%	18%	-	6%	-	-	-	-	-	-	-	-	-	-	-	9%	7%	-	-	-
£10-14	22	3	-	1	3	4	2	2	2	-	1	-	4	-	1	7	4	5	4	-	1	1
	19%	40%	-	9%	21%	25%	29%	29%	33%	-	10%	-	29%	-	17%	28%	21%	20%	12%	-	32%	14%
£15-19	4	-	-	-	1	-	1	-	-	-	-	-	1	-	1	1	-	-	1	-	1	1
	3%	-	-	-	6%	-	14%	-	-	-	-	-	7%	-	17%	3%	-	-	3%	-	32%	13%
£20-29	21	1	-	2	1	3	1	-	1	2	3	2	3	-	2	3	4	4	7	1	1	2
	18%	20%	-	18%	7%	19%	14%	-	17%	40%	30%	25%	21%	-	33%	12%	19%	16%	19%	100%	37%	28%
£30-39	11	-	-	2	1	2	1	-	-	1	1	-	1	1	1	-	3	4	3	-	-	1
	10%	-	-	18%	7%	13%	14%	-	-	20%	10%	-	7%	33%	17%	-	14%	17%	9%	-	-	14%
£40-49	4	-	-	-	1	-	2	-	-	-	-	-	-	1	-	-	2	1	1	-	-	-
	3%	-	-	-	6%	-	29%	-	-	-	-	-	-	33%	-	-	9%	4%	3%	-	-	-
£50-99	10	-	-	1	2	2	1	1	-	-	-	1	1	1	-	5	1	2	1	-	-	1
	8%	-	-	9%	14%	13%	14%	14%	-	-	-	13%	7%	33%	19%	4%	9%	3%	-	-	-	13%
£100+	3	-	-	-	1	-	-	-	1	-	-	1	-	-	-	1	1	-	1	-	-	-
	3%	-	-	-	7%	-	-	-	17%	-	-	13%	-	-	4%	6%	-	3%	-	-	-	-
Not Stated	8	1	-	2	-	1	1	-	-	1	-	2	-	-	3	3	-	2	-	-	-	-
	7%	20%	-	18%	-	6%	14%	-	-	20%	-	25%	-	-	13%	13%	-	7%	-	-	-	-
Mean Score	23.20	11.50	6.50	22.33	28.57	22.87	23.17	30.29	40.33	18.75	11.70	33.50	17.29	45.00	17.50	24.70	33.74	19.50	19.09	20.00	16.83	24.99
Std Deviation	30.23	9.57	1.91	22.08	42.94	16.73	17.24	27.42	77.41	10.06	9.99	37.20	19.86	18.46	11.01	28.28	48.66	18.25	28.11	-	4.16	25.30
Std Error	2.936	4.787	1.347	7.361	11.48	4.319	7.038	10.36	31.60	5.032	3.160	15.19	5.307	10.66	4.496	6.030	11.47	3.725	5.049	-	2.405	9.562

Digital Entertainment Survey 2013

42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these?

My favourite online magazine

Base: All willing to pay for My favourite online magazine

	Ownership of technology devices						Which of the following best describes your occupation?											What is your family status?					Are you a parent, and if so how old are your children?					
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Curr ently unemp loyed	House wife	Ret ired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren
Unweighted Total	114	25	32	41	11	5	8	20	16	21	8	11	7	2	9	6	5	1	3	45	57	8	1	10	20	16	13	67
Weighted Total	114	25	31	42	11	5	8	20	16	20	8	12	8	2	9	5	4	1	4	47	54	7	1	10	19	15	12	69
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£1-2	13	1	4	5	2	1	1	2	-	2	1	3	2	-	-	2	-	-	1	4	6	2	-	3	3	2	-	6
	12%	4%	13%	12%	19%	27%	13%	9%	-	9%	13%	26%	30%	-	-	33%	-	-	33%	9%	11%	25%	-	31%	15%	12%	-	9%
£3-5	14	5	3	6	-	-	1	5	1	2	1	-	1	-	2	1	-	-	-	5	9	-	-	1	3	1	1	9
	12%	21%	9%	14%	-	-	14%	24%	6%	11%	12%	-	12%	-	22%	17%	-	-	-	12%	16%	-	-	11%	15%	6%	8%	13%
£6-9	4	1	1	2	-	-	-	2	2	-	-	-	-	-	-	-	-	-	-	2	2	-	-	-	1	1	-	3
	4%	4%	4%	6%	-	-	-	12%	13%	-	-	-	-	-	-	-	-	-	-	5%	4%	-	-	-	5%	6%	-	5%
£10-14	22	4	6	8	3	1	1	3	2	8	2	1	1	-	1	1	2	-	3	6	10	3	-	2	7	3	5	10
	19%	15%	19%	20%	29%	19%	12%	15%	11%	38%	25%	10%	16%	-	15%	18%	40%	-	67%	13%	19%	38%	-	20%	35%	19%	47%	14%
£15-19	4	-	1	1	1	1	-	-	-	1	1	-	-	-	1	-	1	-	-	1	3	-	-	-	-	-	2	2
	3%	-	3%	2%	8%	18%	-	-	-	4%	12%	-	-	-	11%	-	20%	-	-	2%	5%	-	-	-	-	-	15%	3%
£20-29	21	7	5	6	2	1	-	1	4	5	-	6	1	1	2	-	2	-	-	9	8	3	1	1	3	2	1	16
	18%	29%	15%	15%	17%	18%	-	5%	26%	23%	-	47%	12%	49%	21%	-	40%	-	-	19%	15%	37%	100%	10%	15%	12%	8%	23%
£30-39	11	1	5	4	1	-	4	1	2	-	1	1	-	1	1	-	-	-	-	5	6	-	-	-	1	2	1	7
	10%	4%	16%	10%	9%	-	50%	5%	13%	-	12%	8%	-	51%	10%	-	-	-	-	11%	10%	-	-	-	5%	12%	7%	10%
£40-49	4	1	-	3	-	-	1	2	-	-	-	-	-	-	1	-	-	-	-	1	3	-	-	-	-	-	1	3
	3%	4%	-	7%	-	-	11%	9%	-	-	-	-	-	-	11%	-	-	-	-	2%	5%	-	-	-	-	-	8%	4%
£50-99	10	3	4	2	1	-	-	3	2	2	1	1	-	-	-	-	-	1	-	4	6	-	-	1	1	3	1	5
	8%	12%	12%	5%	9%	-	-	14%	12%	9%	12%	9%	-	-	-	-	-	100%	-	8%	11%	-	-	10%	5%	19%	8%	7%
£100+	3	1	1	1	-	-	-	-	-	-	-	-	1	-	1	1	-	-	-	2	1	-	-	1	-	-	-	2
	3%	4%	3%	3%	-	-	-	-	-	-	-	-	14%	-	11%	17%	-	-	-	5%	2%	-	-	9%	-	-	-	3%
Not Stated	8	1	2	3	1	1	-	1	3	1	1	-	1	-	-	1	-	-	-	7	2	-	-	1	1	2	-	5
	7%	4%	7%	8%	9%	18%	-	5%	18%	5%	15%	-	16%	-	-	17%	-	-	-	14%	3%	-	-	9%	5%	14%	-	8%
Mean Score	23.20	27.33	22.93	23.39	18.04	10.86	21.48	20.34	22.41	19.13	17.08	20.55	39.63	30.10	33.32	23.50	17.17	65.00	7.00	28.37	21.77	13.03	25.00	21.33	14.04	25.27	20.90	24.55
Std Deviation	30.23	33.73	23.06	36.31	18.25	8.50	14.20	22.19	16.45	23.49	17.21	20.57	78.55	8.89	45.95	43.15	7.01	-	4.91	40.37	23.05	9.41	*	32.24	17.47	25.75	20.06	33.45
Std Error	2.936	6.885	4.210	5.891	5.771	4.252	5.022	5.091	4.561	5.252	6.504	6.201	32.07	6.286	15.32	19.30	3.134	-	2.835	6.465	3.108	3.328	*	10.75	4.009	6.883	5.563	4.248

Digital Entertainment Survey 2013

42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these?

My favourite app

Base: All willing to pay for My favourite app

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	185	9	16	14	37	12	12	5	8	11	18	21	15	3	4	43	28	38	43	11	6	16
Weighted Total	191	12	21	15	38	11	11	4	9	13	18	19	14	3	4	45	28	40	45	12	6	16
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£1-2	43	3	5	4	9	2	3	1	1	6	2	4	3	-	1	10	4	8	12	2	-	7
	23%	22%	25%	29%	24%	17%	25%	20%	13%	45%	11%	19%	20%	-	25%	22%	15%	21%	27%	18%	-	43%
£3-5	53	3	7	3	10	4	3	2	4	4	8	5	1	1	1	10	5	11	17	3	2	4
	28%	22%	31%	21%	27%	33%	25%	40%	38%	27%	44%	24%	7%	33%	25%	23%	19%	28%	39%	25%	35%	25%
£6-9	7	-	1	1	1	-	1	-	1	-	1	-	-	-	-	-	4	1	-	1	-	-
	3%	-	6%	7%	3%	-	8%	-	13%	-	6%	-	-	-	-	-	15%	2%	-	11%	-	-
£10-14	42	4	5	4	5	2	4	2	1	1	3	4	5	2	-	16	7	8	3	4	3	1
	22%	33%	25%	29%	14%	17%	33%	40%	13%	9%	17%	19%	40%	67%	-	35%	24%	21%	7%	37%	51%	6%
£15-19	7	-	-	-	2	-	-	-	1	1	1	-	2	-	-	2	1	2	1	-	-	1
	4%	-	-	-	5%	-	-	-	13%	9%	6%	-	13%	-	-	5%	4%	5%	2%	-	-	6%
£20-29	18	3	-	1	5	1	-	-	1	1	1	4	1	-	1	4	4	2	5	-	-	3
	10%	22%	-	7%	14%	8%	-	-	13%	9%	6%	19%	7%	-	25%	10%	13%	5%	12%	-	-	19%
£30-39	4	-	-	-	1	-	-	-	-	-	1	1	-	-	1	-	-	1	1	1	1	-
	2%	-	-	-	3%	-	-	-	-	-	6%	5%	-	-	25%	-	-	2%	2%	9%	14%	-
£40-49	2	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-
	1%	-	6%	-	3%	-	-	-	-	-	-	-	-	-	-	-	-	6%	-	-	-	-
£50-99	8	-	-	-	2	3	-	-	-	-	-	2	2	-	-	3	2	2	2	-	-	-
	4%	-	-	-	5%	25%	-	-	-	-	-	10%	13%	-	-	6%	6%	5%	4%	-	-	-
£100+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Stated	6	-	1	1	1	-	1	-	-	-	1	1	-	-	-	-	1	2	3	-	-	-
	3%	-	6%	7%	3%	-	8%	-	-	-	6%	5%	-	-	-	-	5%	5%	7%	-	-	-
Mean Score	10.67	9.67	8.00	6.69	12.19	20.25	5.73	6.00	8.13	5.82	8.35	14.95	15.53	8.33	15.25	11.35	12.44	12.28	9.16	8.32	11.50	7.37
Std Deviation	13.02	7.62	9.40	5.46	14.98	25.63	3.89	3.87	6.40	6.43	7.47	16.47	16.99	2.96	14.73	13.65	14.68	16.19	11.55	7.82	8.67	7.36
Std Error	.973	2.539	2.427	1.516	2.497	7.398	1.173	1.729	2.263	1.939	1.812	3.684	4.387	1.707	7.366	2.081	2.825	2.699	1.826	2.359	3.540	1.839

Digital Entertainment Survey 2013

42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these?

My favourite app

Base: All willing to pay for My favourite app

	Ownership of technology devices						Which of the following best describes your occupation?											What is your family status?					Are you a parent, and if so how old are your children?					
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren
Unweighted Total	185	43	62	56	16	8	18	26	40	30	5	18	14	5	8	11	5	5	8	87	84	4	2	31	17	14	17	118
Weighted Total	191	45	64	57	17	9	20	27	39	29	5	21	17	6	8	11	4	5	10	93	82	4	3	30	17	14	16	127
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£1-2	43	5	14	14	6	3	5	6	10	4	1	1	6	1	1	5	1	1	3	25	16	-	-	7	3	1	5	27
	23%	12%	23%	24%	37%	36%	27%	24%	26%	13%	24%	6%	37%	20%	11%	47%	20%	20%	27%	27%	19%	-	-	23%	19%	9%	29%	22%
£3-5	53	14	18	17	2	1	4	8	13	7	1	8	4	1	3	2	2	-	2	30	20	1	-	8	6	5	5	38
	28%	32%	28%	31%	15%	11%	23%	31%	32%	25%	19%	38%	21%	24%	38%	18%	40%	-	25%	32%	24%	24%	-	26%	35%	36%	28%	30%
£6-9	7	4	-	2	-	-	-	2	1	-	1	1	-	-	-	-	-	-	-	1	6	-	-	-	1	1	-	5
	3%	9%	-	4%	-	-	-	9%	3%	-	19%	6%	6%	-	-	-	-	-	-	1%	7%	-	-	-	6%	7%	-	4%
£10-14	42	8	18	10	3	3	6	2	6	11	1	5	5	2	2	1	1	2	2	17	20	3	-	4	1	2	5	32
	22%	19%	28%	19%	17%	29%	29%	7%	15%	36%	18%	22%	30%	40%	24%	9%	20%	37%	24%	19%	24%	76%	-	13%	5%	13%	28%	25%
£15-19	7	-	2	3	2	-	-	3	1	1	-	2	-	-	-	-	-	-	1	5	1	-	-	1	-	1	-	5
	4%	-	3%	5%	12%	-	-	11%	2%	3%	-	11%	-	-	-	-	-	-	12%	5%	1%	-	-	3%	-	7%	-	4%
£20-29	18	8	4	7	-	-	1	2	3	4	-	2	1	1	1	-	2	-	1	7	8	-	3	6	3	1	-	10
	10%	17%	6%	12%	-	-	6%	7%	7%	13%	-	12%	7%	16%	13%	9%	-	43%	12%	8%	9%	-	100%	19%	18%	7%	-	8%
£30-39	4	-	1	2	1	-	1	1	1	-	-	-	-	-	-	-	1	-	-	2	2	-	-	-	-	-	1	3
	2%	-	2%	3%	6%	-	5%	4%	2%	-	-	-	-	-	-	-	20%	-	-	2%	2%	-	-	-	-	-	5%	2%
£40-49	2	1	-	-	-	1	-	1	-	-	-	1	-	-	-	-	-	-	-	1	1	-	-	1	-	-	-	1
	1%	2%	-	-	-	14%	-	4%	-	-	-	6%	-	-	-	-	-	-	-	1%	1%	-	-	3%	-	-	-	1%
£50-99	8	2	6	-	1	-	1	1	2	3	1	-	-	-	-	1	-	-	-	-	8	-	-	3	2	3	-	2
	4%	4%	9%	-	5%	-	5%	4%	5%	10%	19%	-	-	-	-	9%	-	-	-	-	10%	-	-	10%	11%	21%	-	1%
£100+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Stated	6	2	1	1	1	1	1	-	3	-	-	-	-	-	1	1	-	-	-	4	2	-	-	1	1	-	1	4
	3%	4%	2%	2%	8%	10%	6%	-	8%	-	-	-	-	-	13%	9%	-	-	-	5%	2%	-	-	3%	6%	-	8%	3%
Mean Score	10.67	11.90	11.86	8.44	10.32	10.90	10.09	10.97	9.38	14.89	14.01	10.81	6.31	9.35	8.14	9.67	9.93	14.13	8.15	7.74	13.94	8.80	21.50	14.20	15.13	18.18	6.69	8.92
Std Deviation	13.02	14.26	15.24	7.57	15.05	14.28	11.85	12.52	12.59	19.48	19.98	9.66	5.43	6.58	6.25	15.59	11.72	10.06	6.83	7.60	17.28	2.50	1.91	15.28	22.21	21.94	7.11	9.27
Std Error	.973	2.227	1.951	1.020	3.886	5.398	2.873	2.455	2.070	3.556	8.937	2.278	1.451	2.941	2.362	4.929	5.243	4.500	2.415	.835	1.909	1.252	1.347	2.790	5.554	5.863	1.779	.868

Digital Entertainment Survey 2013

42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these?

My favourite blog

Base: All willing to pay for My favourite blog

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	62	2	7	7	11	5	3	1	4	4	5	8	4	1	-	14	14	12	14	4	1	3
Weighted Total	65	3	9	8	11	5	3	1	5	5	5	7	4	1	-	16	14	13	14	4	1	3
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%
£1-2	6 9%	- -	- -	1 14%	3 27%	- -	- -	- -	- -	- -	1 20%	- -	1 25%	- -	- -	- -	1 7%	2 15%	1 7%	2 49%	- -	- -
£3-5	13 19%	- -	1 14%	3 43%	1 9%	1 20%	2 67%	- -	1 25%	1 25%	- -	- -	2 50%	- -	- -	2 15%	2 13%	3 27%	2 14%	- -	1 100%	2 69%
£6-9	2 3%	- -	- -	- -	- -	- -	- -	- -	1 25%	- -	1 20%	- -	- -	- -	- -	- -	1 9%	1 8%	- -	- -	- -	- -
£10-14	10 16%	3 100%	1 14%	- -	3 27%	- -	- -	- -	1 25%	1 25%	1 20%	- -	- -	- -	- -	2 16%	1 7%	1 10%	6 38%	- -	- -	- -
£15-19	3 5%	- -	1 14%	- -	1 9%	- -	- -	- -	- -	- -	- -	1 13%	- -	- -	- -	1 6%	2 16%	- -	- -	- -	- -	- -
£20-29	6 9%	- -	- -	1 14%	- -	1 20%	1 33%	1 100%	- -	- -	2 40%	- -	- -	- -	- -	1 7%	1 7%	1 8%	2 13%	1 21%	- -	- -
£30-39	4 7%	- -	1 14%	1 14%	- -	1 20%	- -	- -	- -	- -	- -	1 13%	- -	- -	- -	2 15%	2 13%	- -	- -	- -	- -	- -
£40-49	4 5%	- -	1 14%	- -	1 9%	- -	- -	- -	- -	1 25%	- -	- -	- -	- -	- -	- -	1 7%	1 9%	- -	1 30%	- -	- -
£50-99	6 10%	- -	1 14%	- -	2 18%	1 20%	- -	- -	1 25%	- -	- -	- -	- -	1 100%	- -	4 27%	- -	- -	1 8%	- -	- -	1 31%
£100+	2 3%	- -	- -	- -	1 20%	- -	- -	- -	- -	- -	- -	1 13%	- -	- -	- -	1 6%	- -	- -	1 6%	- -	- -	- -
Not Stated	9 14%	- -	1 14%	1 14%	- -	- -	- -	- -	- -	1 25%	- -	5 63%	1 25%	- -	- -	1 7%	3 20%	3 24%	2 14%	- -	- -	- -
Mean Score	21.50	10.00	28.83	11.00	18.82	42.80	11.67	25.00	17.25	21.00	11.80	50.00	3.67	60.00	-	33.12	17.02	11.59	21.26	20.17	5.00	22.14
Std Deviation	23.24	-	22.81	11.26	21.04	36.36	11.76	-	21.50	22.70	8.04	45.69	2.37	-	-	27.85	13.91	15.18	26.96	21.93	-	31.37
Std Error	3.192	-	9.313	4.597	6.344	16.26	6.788	-	10.75	13.10	3.595	26.38	1.370	-	-	7.725	4.193	5.060	7.784	10.96	-	18.11

Digital Entertainment Survey 2013

42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these?

My favourite blog

Base: All willing to pay for My favourite blog

	Ownership of technology devices						Which of the following best describes your occupation?										What is your family status?					Are you a parent, and if so how old are your children?						
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren
Unweighted Total	62	20	24	13	3	2	4	16	13	11	2	9	4	1	1	1	-	-	2	28	32	-	-	9	8	11	4	35
Weighted Total	65	22	25	13	3	2	4	17	13	11	2	10	5	1	1	1	-	-	2	30	32	-	-	9	8	11	4	38
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	100%	100%	100%	-	-	100%	100%	100%	100%	100%
£1-2	6	2	2	2	-	-	-	2	1	2	-	1	-	-	-	-	-	-	-	4	2	-	-	1	-	-	-	5
	9%	10%	8%	15%	-	-	-	12%	8%	17%	-	10%	-	-	-	-	-	-	-	13%	7%	-	-	12%	-	-	-	13%
£3-5	13	5	5	2	1	-	-	2	4	4	-	1	1	-	-	-	-	-	1	4	8	-	-	2	2	1	1	7
	19%	21%	19%	15%	39%	-	-	12%	33%	37%	-	11%	25%	-	-	-	-	-	47%	12%	24%	-	-	24%	24%	8%	23%	18%
£6-9	2	1	-	1	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	1	1	-	-	-	1	-	-	1
	3%	4%	-	9%	-	-	-	-	-	-	-	11%	21%	-	-	-	-	-	-	3%	4%	-	-	-	13%	-	-	3%
£10-14	10	2	6	2	-	-	-	3	1	1	-	2	1	-	1	-	-	-	1	7	2	-	-	-	-	-	-	10
	16%	11%	24%	15%	-	-	-	19%	8%	11%	-	24%	28%	-	100%	-	-	-	53%	22%	7%	-	-	-	-	-	-	27%
£15-19	3	1	-	1	1	-	-	1	-	-	-	2	-	-	-	-	-	-	-	2	1	-	-	-	1	-	-	2
	5%	6%	-	8%	30%	-	-	6%	-	-	-	21%	-	-	-	-	-	-	-	7%	3%	-	-	-	13%	-	-	6%
£20-29	6	4	2	-	-	-	2	2	1	-	-	1	-	-	-	-	-	-	-	3	3	-	-	1	1	1	2	2
	9%	17%	8%	-	-	-	47%	12%	7%	-	-	9%	-	-	-	-	-	-	-	10%	9%	-	-	11%	12%	8%	45%	5%
£30-39	4	1	2	1	-	-	1	1	2	-	-	-	-	-	-	-	-	-	-	1	3	-	-	1	-	2	-	1
	7%	5%	9%	7%	-	-	27%	8%	15%	-	-	-	-	-	-	-	-	-	-	4%	10%	-	-	10%	-	20%	-	3%
£40-49	4	1	1	-	-	1	-	1	-	1	-	-	-	1	-	-	-	-	-	2	1	-	-	1	1	1	-	2
	5%	6%	4%	-	-	55%	-	8%	-	9%	-	-	-	100%	-	-	-	-	-	7%	4%	-	-	12%	13%	9%	-	7%
£50-99	6	2	2	2	-	-	-	1	1	2	1	-	1	-	-	-	-	-	-	1	5	-	-	1	-	3	1	2
	10%	9%	8%	19%	-	-	-	8%	8%	18%	45%	-	25%	-	-	-	-	-	-	4%	16%	-	-	11%	-	27%	32%	5%
£100+	2	-	1	-	-	1	-	1	-	-	-	-	-	-	-	1	-	-	-	-	2	-	-	1	1	-	-	-
	3%	-	4%	-	-	45%	-	6%	-	-	-	-	-	-	-	100%	-	-	-	6%	-	-	10%	12%	-	-	-	
Not Stated	9	2	4	2	1	-	1	2	3	1	1	1	-	-	-	-	-	-	-	5	4	-	-	1	1	3	-	5
	14%	10%	17%	13%	30%	-	27%	11%	21%	8%	55%	13%	-	-	-	-	-	-	-	18%	11%	-	-	10%	12%	27%	-	13%
Mean Score	21.50	18.85	21.18	19.91	8.22	71.17	25.19	25.53	18.13	17.83	50.00	10.17	17.72	48.00	12.00	100.0	-	-	6.70	15.54	27.92	-	-	30.23	28.28	37.16	33.33	14.79
Std Deviation	23.24	17.60	23.85	22.93	8.27	35.61	5.07	27.57	19.70	22.10	-	5.77	21.41	-	-	-	-	-	4.52	14.51	28.19	-	-	32.43	34.00	17.06	26.72	15.86
Std Error	3.192	4.149	5.334	6.914	5.845	25.18	2.925	7.368	6.229	6.988	-	2.041	10.70	-	-	-	-	-	3.195	3.025	5.328	-	-	11.47	12.85	6.032	13.36	2.895

Digital Entertainment Survey 2013

42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these?

My favourite news websites

Base: All willing to pay for My favourite news websites

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	132	3	5	11	24	23	7	9	1	3	10	5	13	8	10	24	19	43	28	4	6	8
Weighted Total	130	4	7	12	24	22	7	8	1	4	10	5	12	7	9	24	18	42	28	4	6	8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£1-2	13 10%	1 33%	-	-	7 29%	1 4%	-	-	-	1 33%	-	-	1 8%	1 13%	1 10%	3 14%	1 6%	3 7%	4 14%	1 24%	-	1 13%
£3-5	15 12%	-	3 40%	1 9%	6 25%	2 9%	1 14%	1 11%	-	-	2 20%	-	-	-	-	4 17%	1 6%	6 15%	1 3%	2 54%	-	1 13%
£6-9	4 3%	1 33%	-	-	1 4%	1 4%	-	-	-	-	1 10%	-	-	-	-	-	-	3 7%	1 5%	-	-	-
£10-14	29 23%	-	-	5 45%	4 17%	5 22%	2 29%	3 33%	1 100%	1 33%	2 20%	-	4 31%	2 25%	1 10%	6 25%	4 21%	10 23%	8 29%	-	1 15%	1 12%
£15-19	7 5%	-	-	1 9%	-	1 4%	1 14%	-	-	-	1 10%	-	2 15%	-	1 10%	1 4%	-	2 4%	2 7%	1 22%	1 16%	-
£20-29	18 14%	-	-	-	-	3 13%	1 14%	3 33%	-	-	3 30%	1 20%	4 31%	1 13%	4 40%	2 7%	5 25%	5 11%	5 17%	-	2 31%	1 13%
£30-39	8 6%	-	-	1 9%	3 13%	1 4%	-	1 11%	-	-	-	-	1 8%	-	1 10%	1 4%	3 16%	1 2%	2 7%	-	-	1 12%
£40-49	2 2%	-	-	-	1 4%	-	-	-	-	1 33%	-	-	-	-	-	1 4%	-	1 3%	-	-	-	-
£50-99	13 10%	-	-	-	2 8%	5 22%	-	1 11%	-	-	-	1 20%	1 8%	2 25%	2 20%	3 12%	2 10%	7 16%	-	-	-	2 24%
£100+	7 5%	-	-	1 9%	-	2 9%	-	-	-	-	-	2 40%	-	2 25%	-	2 8%	1 5%	2 4%	1 3%	-	1 16%	-
Not Stated	13 10%	1 33%	4 60%	2 18%	-	2 9%	2 29%	-	-	-	1 10%	1 20%	-	-	-	1 4%	2 12%	3 8%	4 15%	-	1 22%	1 12%
Mean Score	23.30	4.50	4.00	22.33	13.79	29.90	12.40	21.78	10.00	19.67	13.11	67.50	20.62	57.13	25.20	25.54	26.39	22.75	16.32	5.80	53.01	26.05
Std Deviation	28.83	4.45	1.27	29.84	16.93	29.09	5.65	16.71	-	24.08	7.23	40.21	20.70	66.80	18.31	31.23	24.08	24.31	19.39	5.67	83.27	24.49
Std Error	2.631	3.143	.898	9.948	3.456	6.347	2.525	5.572	-	13.90	2.410	20.10	5.740	23.62	5.791	6.512	5.840	3.843	3.959	2.837	37.24	9.257

Digital Entertainment Survey 2013

42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these?

My favourite news websites

Base: All willing to pay for My favourite news websites

	Ownership of technology devices						Which of the following best describes your occupation?											What is your family status?					Are you a parent, and if so how old are your children?						
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	132	24	51	36	12	9	10	15	21	37	13	6	6	1	4	9	8	2	2	50	68	10	2	15	25	23	27	65	
Weighted Total	130	25	50	35	12	9	10	15	21	36	13	6	7	1	4	8	7	2	3	52	65	9	2	15	24	22	25	66	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
£1-2	13	3	4	1	2	3	2	1	2	3	2	-	1	-	-	1	-	1	1	9	2	1	-	-	1	1	-	11	
	10%	12%	8%	3%	16%	36%	21%	7%	9%	8%	17%	-	19%	-	-	11%	-	48%	50%	18%	3%	10%	-	-	4%	5%	-	17%	
£3-5	15	3	9	3	1	-	-	3	2	6	2	1	1	-	-	-	-	-	-	4	11	-	-	3	4	5	3	7	
	12%	11%	18%	8%	8%	-	-	21%	10%	17%	16%	16%	14%	-	-	-	-	-	-	8%	17%	-	-	20%	17%	22%	11%	10%	
£6-9	4	1	2	1	-	-	-	1	-	-	1	-	2	-	-	-	-	-	1	1	2	-	-	-	2	1	-	2	
	3%	4%	4%	4%	-	-	-	7%	-	-	7%	-	33%	-	-	-	-	-	50%	2%	3%	-	-	-	8%	5%	-	3%	
£10-14	29	5	13	11	1	-	2	2	6	13	2	1	1	-	-	1	1	-	-	13	14	2	-	5	6	4	4	14	
	23%	20%	26%	31%	8%	-	19%	14%	29%	37%	16%	18%	16%	-	-	12%	13%	-	-	26%	22%	20%	-	33%	24%	17%	18%	22%	
£15-19	7	1	5	1	-	-	1	1	2	-	1	-	-	-	-	1	1	-	-	2	4	1	-	-	1	1	1	1	5
	5%	4%	10%	3%	-	-	10%	6%	10%	-	7%	-	-	-	-	11%	12%	-	-	4%	6%	10%	-	-	4%	4%	4%	4%	7%
£20-29	18	5	7	4	1	2	2	1	3	5	1	1	-	-	1	2	4	-	-	5	11	3	-	2	3	5	8	5	
	14%	19%	15%	10%	8%	19%	20%	6%	13%	13%	7%	15%	-	-	25%	22%	50%	-	-	9%	17%	30%	-	13%	11%	21%	32%	8%	
£30-39	8	1	2	5	-	-	-	2	1	2	1	1	-	-	-	-	1	-	-	4	3	1	-	1	2	1	2	4	
	6%	4%	4%	14%	-	-	-	13%	4%	6%	7%	16%	-	-	-	-	12%	-	-	8%	4%	10%	-	7%	8%	5%	7%	6%	
£40-49	2	1	-	-	-	1	-	1	-	-	-	-	-	1	-	-	-	-	-	1	1	-	-	-	-	1	-	1	
	2%	4%	-	-	-	13%	-	7%	-	-	-	-	-	100%	-	-	-	-	-	2%	2%	-	-	-	-	5%	-	2%	
£50-99	13	1	3	5	4	-	-	-	3	3	3	-	-	-	3	1	1	-	-	3	8	2	1	2	2	3	2	6	
	10%	4%	6%	16%	31%	-	-	-	14%	8%	22%	-	-	-	75%	11%	12%	-	-	5%	12%	20%	45%	13%	8%	13%	7%	10%	
£100+	7	1	3	-	1	2	1	3	-	1	-	-	-	-	-	2	-	-	-	1	6	-	-	1	3	-	3	1	
	5%	4%	6%	-	8%	20%	10%	19%	-	3%	-	-	-	-	22%	-	-	-	-	2%	9%	-	-	6%	12%	-	11%	2%	
Not Stated	13	3	2	4	3	1	2	-	2	3	-	2	1	-	1	-	1	-	-	8	4	-	1	1	1	1	2	9	
	10%	14%	4%	12%	22%	12%	21%	-	11%	9%	-	35%	19%	-	-	11%	-	52%	-	16%	6%	-	55%	6%	5%	4%	9%	13%	
Mean Score	23.30	20.04	19.10	22.50	34.90	46.29	22.41	31.11	18.35	17.83	18.86	15.98	6.24	48.00	53.69	52.59	24.96	1.00	4.50	17.51	27.62	25.10	50.00	23.32	25.92	19.33	33.68	18.51	
Std Deviation	28.83	23.77	23.61	19.56	32.39	67.48	32.00	36.58	16.71	20.78	19.02	10.94	3.59	-	27.24	67.80	12.76	-	4.45	21.20	34.12	20.52	-	26.09	31.04	17.03	43.33	21.33	
Std Error	2.631	5.188	3.373	3.458	10.24	23.86	11.31	9.444	3.833	3.564	5.275	5.469	1.605	-	13.62	23.97	4.512	-	3.143	3.233	4.265	6.489	-	6.972	6.336	3.630	8.667	2.826	

Digital Entertainment Survey 2013

42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these?

Facebook

Base: All willing to pay for Facebook

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	297	13	18	38	37	26	17	5	12	15	21	31	36	18	10	50	66	69	75	15	9	13
Weighted Total	303	17	24	41	38	24	16	4	14	18	20	28	33	16	9	53	67	68	77	16	9	13
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£1-2	34	4	4	2	6	4	3	-	4	-	2	2	1	1	2	7	6	6	9	4	-	1
	11%	23%	17%	5%	16%	15%	18%	-	25%	-	10%	6%	3%	6%	20%	14%	10%	8%	12%	25%	-	7%
£3-5	44	-	3	4	3	5	2	2	1	5	7	5	4	4	1	11	8	8	12	2	1	1
	14%	-	11%	11%	8%	19%	12%	40%	8%	27%	33%	16%	11%	22%	10%	21%	13%	12%	16%	12%	10%	7%
£6-9	3	-	-	2	-	-	-	-	-	-	1	-	-	-	-	1	-	2	-	-	-	-
	1%	-	-	5%	-	-	-	-	-	-	5%	-	-	-	-	2%	-	3%	-	-	-	-
£10-14	71	7	4	10	6	2	5	1	4	6	6	5	9	5	2	10	16	16	22	3	-	3
	23%	38%	17%	24%	16%	8%	29%	20%	25%	33%	29%	19%	28%	33%	20%	19%	24%	24%	29%	20%	-	23%
£15-19	14	1	1	3	1	1	-	-	1	-	1	2	2	-	1	1	4	2	5	-	1	1
	5%	8%	6%	8%	3%	4%	-	-	8%	-	5%	6%	6%	-	10%	2%	6%	3%	7%	-	10%	9%
£20-29	43	4	4	1	7	5	2	1	4	2	3	4	3	2	3	8	8	12	6	5	1	4
	14%	23%	17%	3%	19%	19%	12%	20%	25%	13%	14%	13%	8%	11%	30%	15%	11%	18%	7%	30%	11%	31%
£30-39	16	-	3	3	3	-	-	-	-	1	-	2	3	-	1	2	3	2	4	-	3	1
	5%	-	11%	8%	8%	-	-	-	-	7%	-	6%	8%	-	10%	4%	4%	3%	5%	-	32%	8%
£40-49	9	1	-	2	1	1	-	-	-	-	1	2	1	-	-	2	3	3	1	-	-	-
	3%	8%	-	5%	3%	4%	-	-	-	-	5%	6%	3%	-	-	5%	4%	4%	1%	-	-	-
£50-99	20	-	-	2	4	3	2	-	1	1	-	3	2	2	-	4	4	4	4	1	2	1
	6%	-	-	5%	11%	12%	12%	-	8%	7%	-	10%	6%	11%	-	8%	6%	6%	5%	7%	22%	7%
£100+	8	-	1	2	-	2	1	1	-	-	-	1	-	-	-	-	5	2	1	-	-	-
	3%	-	6%	5%	-	8%	6%	20%	-	-	-	3%	-	-	-	-	7%	3%	1%	-	-	-
Not Stated	41	-	4	9	6	3	2	-	-	2	-	4	9	3	-	5	10	10	13	1	1	1
	14%	-	17%	21%	16%	12%	12%	-	-	13%	-	13%	28%	17%	-	10%	14%	15%	17%	7%	15%	8%
Mean Score	19.78	14.23	19.07	29.90	19.48	25.39	20.80	33.00	13.83	15.15	11.00	22.67	18.54	15.07	14.10	15.98	28.59	19.79	14.91	14.47	30.73	18.31
Std Deviation	28.39	12.17	24.34	59.15	17.50	31.57	26.96	50.08	13.41	13.10	9.55	22.71	17.28	15.14	10.44	16.08	49.48	22.31	16.34	13.92	18.35	12.93
Std Error	1.775	3.377	6.284	10.80	3.144	6.583	6.961	22.40	3.870	3.633	2.083	4.371	3.389	3.909	3.300	2.397	6.612	2.904	2.075	3.719	6.488	3.733

Digital Entertainment Survey 2013

42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these?

Facebook

Base: All willing to pay for Facebook

	Ownership of technology devices						Which of the following best describes your occupation?											What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	297	55	90	91	46	15	29	46	54	43	11	30	27	7	17	23	4	6	10	127	144	12	4	53	44	53	44	152
Weighted Total	303	58	92	93	46	15	29	47	53	42	10	34	32	7	18	21	4	6	12	136	138	11	5	51	41	50	41	165
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£1-2	34	3	12	14	2	2	5	2	6	3	1	5	6	2	-	2	-	2	4	19	9	1	-	4	3	2	5	21
	11%	5%	13%	16%	5%	15%	16%	5%	12%	7%	9%	13%	20%	26%	-	9%	-	36%	32%	14%	7%	8%	-	7%	7%	4%	12%	13%
£3-5	44	9	11	12	10	2	7	4	8	8	-	7	4	-	3	1	2	1	2	20	19	3	-	8	5	10	7	22
	14%	16%	12%	13%	21%	12%	23%	8%	16%	19%	-	19%	11%	-	17%	4%	50%	15%	18%	15%	13%	25%	-	15%	11%	20%	16%	13%
£6-9	3	2	1	-	-	-	-	-	2	-	-	-	1	-	-	-	-	-	-	2	1	-	-	-	1	-	-	2
	1%	4%	1%	-	-	-	-	-	4%	-	-	3%	-	-	-	-	-	-	-	2%	1%	-	-	-	2%	-	-	1%
£10-14	71	15	14	23	16	2	1	7	10	8	3	13	11	4	8	6	1	-	4	32	28	4	4	9	7	8	13	42
	23%	27%	15%	25%	35%	14%	3%	15%	18%	18%	27%	36%	34%	56%	47%	30%	25%	-	30%	24%	20%	33%	76%	17%	18%	17%	32%	26%
£15-19	14	1	7	5	1	-	4	2	1	1	-	1	1	-	3	2	-	-	-	11	4	-	-	2	2	2	3	10
	5%	2%	8%	6%	2%	-	12%	4%	2%	2%	-	3%	3%	-	16%	8%	-	-	-	8%	3%	-	-	4%	4%	4%	7%	6%
£20-29	43	10	13	14	6	1	-	11	7	11	1	5	4	1	-	4	-	-	2	16	23	2	-	10	5	9	6	22
	14%	17%	14%	15%	12%	7%	-	24%	13%	25%	9%	14%	12%	18%	-	18%	-	-	20%	12%	17%	16%	-	19%	12%	18%	15%	14%
£30-39	16	3	5	5	3	-	2	4	3	2	-	1	-	-	1	-	1	1	-	6	10	-	-	5	5	-	1	7
	5%	5%	5%	6%	6%	-	7%	10%	6%	5%	-	3%	-	-	7%	-	25%	15%	-	4%	7%	-	-	9%	11%	-	2%	4%
£40-49	9	3	1	2	2	1	1	2	3	-	-	-	-	-	-	3	-	-	-	4	5	-	-	2	1	1	-	5
	3%	6%	1%	2%	4%	6%	4%	4%	6%	-	-	-	-	-	-	13%	-	-	-	3%	3%	-	-	4%	2%	2%	-	3%
£50-99	20	2	10	3	4	1	1	5	4	3	2	1	2	-	-	2	-	-	-	4	15	-	-	7	3	6	2	7
	6%	4%	11%	3%	8%	6%	4%	11%	7%	7%	18%	3%	7%	-	-	9%	-	-	-	3%	11%	-	-	13%	7%	11%	5%	4%
£100+	8	2	3	3	-	-	2	2	2	2	-	-	-	-	-	-	-	-	-	3	4	1	-	-	1	2	1	4
	3%	3%	3%	4%	-	-	8%	4%	4%	5%	-	-	-	-	-	-	-	-	-	2%	3%	10%	-	-	2%	4%	2%	3%
Not Stated	41	6	16	11	2	6	7	7	7	5	4	2	3	-	2	2	-	2	-	18	21	1	1	6	9	10	4	21
	14%	11%	18%	11%	5%	39%	24%	15%	13%	12%	38%	7%	10%	-	12%	9%	-	34%	-	13%	15%	8%	24%	11%	23%	20%	9%	13%
Mean Score	19.78	19.32	21.27	20.51	17.05	16.47	22.06	26.40	20.33	29.70	22.13	11.76	12.87	9.95	11.52	20.02	12.43	9.14	8.76	15.82	23.11	43.71	11.42	20.85	22.17	28.27	15.54	17.25
Std Deviation	28.39	20.68	23.61	40.29	16.75	19.02	30.62	23.83	22.88	56.84	20.18	10.26	14.17	6.80	6.74	16.29	12.14	13.28	8.24	18.47	23.31	101.9	1.07	16.47	24.12	53.81	19.97	19.60
Std Error	1.775	2.954	2.745	4.504	2.525	6.342	6.529	3.816	3.337	9.221	7.629	1.939	2.892	2.569	1.740	3.555	6.072	6.640	2.605	1.761	2.110	30.72	.620	2.403	4.137	8.304	3.158	1.706

Digital Entertainment Survey 2013

42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these?

Twitter

Base: All willing to pay for Twitter

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	104	3	12	18	17	10	5	-	7	10	9	5	4	1	3	20	26	16	30	4	1	7
Weighted Total	111	4	16	20	17	9	5	-	8	12	9	5	4	1	3	22	27	18	32	4	1	7
	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£1-2	15	1	1	5	2	2	-	-	1	1	-	1	-	-	-	5	2	2	2	2	-	2
	14%	33%	8%	28%	12%	20%	-	-	14%	10%	-	20%	-	-	-	22%	7%	14%	7%	47%	-	27%
£3-5	17	-	1	2	2	3	-	-	-	4	2	2	1	-	1	2	8	1	6	-	-	-
	16%	-	8%	11%	12%	30%	-	-	-	30%	22%	40%	25%	-	33%	9%	30%	6%	20%	-	-	-
£6-9	2	-	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	2%	-	8%	6%	-	-	-	-	-	-	-	-	-	-	-	6%	-	6%	-	-	-	-
£10-14	22	-	1	2	2	1	3	-	4	5	3	-	1	-	1	5	5	4	5	-	-	3
	20%	-	8%	11%	12%	10%	60%	-	43%	40%	33%	-	25%	-	33%	24%	19%	23%	14%	-	-	45%
£15-19	4	1	-	-	-	-	-	-	1	-	2	-	-	-	-	-	2	-	2	-	-	-
	4%	33%	-	-	-	-	-	-	14%	-	22%	-	-	-	-	-	8%	-	7%	-	-	-
£20-29	16	1	1	1	3	2	-	-	2	2	2	-	-	-	1	1	3	3	6	1	-	2
	15%	33%	8%	6%	18%	20%	-	-	29%	20%	22%	-	-	-	33%	5%	12%	19%	17%	28%	-	28%
£30-39	6	-	1	2	2	-	-	-	-	-	-	1	-	-	-	-	3	1	1	1	-	-
	6%	-	8%	11%	12%	-	-	-	-	-	-	20%	-	-	-	-	12%	6%	3%	26%	-	-
£40-49	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	1%	-	-	-	-	-	20%	-	-	-	-	-	-	-	-	-	-	-	3%	-	-	-
£50-99	5	-	-	1	2	2	-	-	-	-	-	-	-	-	-	3	-	-	2	-	-	-
	5%	-	-	6%	12%	20%	-	-	-	-	-	-	-	-	-	14%	-	-	6%	-	-	-
£100+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Stated	21	-	8	4	4	-	1	-	-	-	-	1	2	1	-	4	3	5	7	-	1	-
	19%	-	50%	22%	24%	-	20%	-	-	-	-	20%	50%	100%	-	21%	12%	26%	23%	-	100%	-
Mean Score	14.02	12.00	13.50	12.57	20.23	18.30	18.00	-	12.71	9.70	12.33	10.50	9.50	-	11.67	14.53	12.44	13.09	16.47	14.64	-	10.87
Std Deviation	13.23	9.31	12.01	15.12	17.19	22.40	14.87	-	6.27	6.08	5.62	13.32	6.73	-	7.92	17.65	9.17	10.64	15.72	15.16	-	7.66
Std Error	1.435	5.373	4.902	4.042	4.767	7.083	7.437	-	2.369	1.923	1.874	6.659	4.758	-	4.573	4.413	1.912	3.073	3.279	7.580	-	2.895

Digital Entertainment Survey 2013

42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these?

Twitter

Base: All willing to pay for Twitter

	Ownership of technology devices						Which of the following best describes your occupation?										What is your family status?					Are you a parent, and if so how old are your children?						
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren
Unweighted Total	104	29	34	29	8	4	12	16	15	22	4	16	8	1	4	2	-	4	3	56	41	2	2	12	16	17	10	64
Weighted Total	111	31	35	31	9	4	13	17	15	23	4	19	9	1	4	2	-	4	4	62	42	2	2	12	15	16	10	71
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£1-2	15	6	4	4	1	-	2	3	1	1	1	-	1	-	1	-	3	1	10	4	-	-	1	1	1	1	11	
	14%	20%	10%	14%	13%	-	17%	20%	7%	6%	30%	6%	-	100%	-	52%	-	73%	35%	16%	10%	-	-	8%	6%	7%	13%	15%
£3-5	17	6	6	2	2	1	1	3	3	4	-	4	1	-	1	-	-	-	10	7	1	-	2	3	3	1	12	
	16%	20%	17%	6%	22%	30%	9%	18%	19%	16%	-	23%	14%	-	25%	-	-	-	16%	17%	48%	-	16%	18%	17%	8%	17%	
£6-9	2	-	-	2	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1	1	-	-	-	-	-	-	2	
	2%	-	-	8%	-	-	-	-	-	-	-	7%	12%	-	-	-	-	-	2%	3%	-	-	-	-	-	-	3%	
£10-14	22	4	7	8	2	-	2	1	3	7	-	6	2	-	1	-	-	-	15	5	1	-	-	3	3	3	16	
	20%	14%	20%	27%	27%	-	17%	6%	19%	31%	-	32%	23%	-	21%	-	-	-	25%	12%	52%	-	-	18%	17%	29%	23%	
£15-19	4	1	-	3	-	-	-	1	1	-	-	2	-	-	-	-	-	-	3	1	-	-	-	-	-	1	3	
	4%	4%	-	10%	-	-	-	6%	6%	-	-	13%	-	-	-	-	-	-	5%	3%	-	-	-	-	-	9%	5%	
£20-29	16	4	4	6	-	2	3	1	1	4	-	-	5	-	1	1	-	-	8	7	-	-	4	4	3	2	8	
	15%	12%	12%	20%	-	44%	25%	6%	7%	18%	-	-	52%	-	30%	48%	-	-	13%	17%	-	-	34%	25%	19%	19%	12%	
£30-39	6	2	1	2	1	-	-	1	1	2	-	2	-	-	-	-	-	-	2	3	-	1	1	1	-	-	4	
	6%	7%	3%	7%	11%	-	-	6%	7%	9%	-	13%	-	-	-	-	-	-	3%	8%	-	55%	9%	7%	-	-	6%	
£40-49	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	1	-	-	
	1%	-	-	3%	-	-	-	6%	-	-	-	-	-	-	-	-	-	-	-	2%	-	-	-	6%	6%	-	-	
£50-99	5	2	2	1	-	-	1	1	-	1	2	-	-	-	-	-	-	-	1	4	-	-	3	-	2	-	1	
	5%	7%	6%	3%	-	-	9%	6%	-	5%	47%	-	-	-	-	-	-	-	2%	9%	-	-	24%	-	12%	-	2%	
£100+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Not Stated	21	5	11	1	3	1	3	4	5	4	1	1	-	-	1	-	-	1	12	8	-	1	1	3	4	2	13	
	19%	15%	33%	3%	28%	25%	24%	27%	35%	16%	23%	7%	-	-	23%	-	-	27%	19%	20%	-	45%	9%	20%	22%	22%	18%	
Mean Score	14.02	13.57	13.46	15.56	10.88	13.89	15.51	14.95	12.07	15.04	36.52	11.56	14.34	1.00	15.47	10.16	-	1.64	10.96	11.13	18.44	7.59	30.00	26.57	15.97	19.09	11.19	11.54
Std Deviation	13.23	14.24	13.38	13.53	11.51	8.87	15.18	16.40	9.87	12.29	34.07	8.91	6.58	-	12.30	14.15	-	.59	9.24	9.70	16.93	3.72	-	20.75	11.61	16.96	6.67	10.13
Std Error	1.435	2.848	2.789	2.556	4.698	5.120	5.060	4.735	3.122	2.819	19.67	2.300	2.325	-	7.103	10.00	-	.339	5.334	1.430	2.947	2.633	-	6.255	3.219	4.703	2.358	1.391

Digital Entertainment Survey 2013

42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these?

YouTube

Base: All willing to pay for YouTube

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	290	16	25	40	39	29	18	9	13	9	23	31	16	11	11	51	67	65	71	12	6	18
Weighted Total	300	21	33	43	40	27	17	8	15	11	22	28	14	10	10	54	68	66	74	13	6	19
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£1-2	33	1	5	4	8	2	1	1	2	2	2	1	1	-	2	7	7	5	10	1	-	3
	11%	6%	16%	10%	21%	7%	6%	11%	15%	22%	9%	3%	6%	-	18%	13%	11%	8%	13%	10%	-	16%
£3-5	57	3	5	8	9	6	-	4	5	2	4	5	4	2	1	12	10	14	15	3	1	1
	19%	13%	16%	18%	23%	21%	-	44%	31%	22%	17%	19%	25%	18%	9%	22%	15%	21%	20%	27%	16%	6%
£6-9	6	-	-	1	-	-	1	-	-	-	2	1	-	-	1	1	2	1	2	-	-	-
	2%	-	-	3%	-	-	6%	-	-	-	9%	3%	-	-	9%	2%	3%	1%	3%	-	-	-
£10-14	60	8	5	10	6	5	7	1	4	-	7	3	4	1	1	10	14	14	15	2	1	4
	20%	38%	16%	23%	15%	17%	39%	11%	23%	-	30%	10%	25%	9%	9%	18%	20%	21%	21%	15%	18%	20%
£15-19	15	4	4	2	-	-	2	-	1	-	1	-	-	-	1	1	6	1	3	-	1	3
	5%	19%	12%	5%	-	-	11%	-	8%	-	4%	-	-	-	9%	2%	8%	2%	5%	-	15%	14%
£20-29	43	3	4	4	6	6	1	2	-	4	2	8	1	2	1	5	9	13	8	3	1	4
	14%	13%	12%	10%	15%	21%	6%	22%	-	33%	9%	29%	6%	18%	9%	9%	13%	20%	11%	23%	22%	22%
£30-39	12	-	1	-	2	-	1	-	1	-	2	2	-	1	2	2	2	2	1	1	2	2
	4%	-	4%	-	5%	-	6%	-	8%	-	9%	6%	-	9%	18%	4%	3%	3%	1%	9%	29%	10%
£40-49	5	-	1	-	-	1	-	-	-	-	1	2	-	-	-	-	1	2	1	1	-	-
	2%	-	4%	-	-	3%	-	-	-	-	4%	6%	-	-	-	-	1%	3%	1%	8%	-	-
£50-99	27	3	1	5	3	3	-	1	2	1	1	2	2	2	1	8	6	3	7	-	-	2
	9%	13%	4%	13%	8%	10%	-	11%	15%	11%	4%	6%	13%	18%	9%	15%	9%	5%	10%	-	-	13%
£100+	5	-	1	1	-	2	1	-	-	-	-	-	-	-	-	1	1	2	1	-	-	-
	2%	-	4%	3%	-	7%	6%	-	-	-	-	-	-	-	-	2%	1%	3%	1%	-	-	-
Not Stated	38	-	4	8	5	4	4	-	-	1	1	5	4	3	1	7	10	8	11	1	-	-
	13%	-	12%	18%	13%	14%	22%	-	-	11%	4%	16%	25%	27%	9%	14%	15%	13%	15%	8%	-	-
Mean Score	19.32	17.94	18.36	22.00	13.94	33.60	18.86	14.00	16.69	16.00	15.14	19.92	18.50	23.75	17.30	22.41	18.25	18.45	20.08	14.56	17.89	18.42
Std Deviation	29.24	19.73	22.64	35.66	16.28	66.96	24.33	15.78	20.94	16.44	14.50	17.77	24.94	19.12	16.18	34.04	20.67	21.74	42.50	12.21	10.18	15.02
Std Error	1.842	4.932	4.826	6.208	2.793	13.39	6.503	5.260	5.808	5.813	3.092	3.485	7.201	6.761	5.117	5.132	2.762	2.879	5.487	3.680	4.155	3.540

Digital Entertainment Survey 2013

42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these?

YouTube

Base: All willing to pay for YouTube

	Ownership of technology devices						Which of the following best describes your occupation?											What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	290	68	76	98	29	19	33	35	55	35	10	35	30	4	21	20	5	7	15	132	128	11	4	48	38	29	37	177
Weighted Total	300	72	78	100	30	20	34	36	53	34	10	41	36	4	22	18	4	7	19	143	123	10	4	46	36	28	34	193
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£1-2	33	2	11	13	2	5	3	1	8	2	2	5	5	2	1	2	-	2	2	23	8	-	-	2	1	1	5	24
	11%	3%	14%	13%	7%	24%	9%	4%	15%	6%	23%	11%	14%	45%	4%	10%	-	28%	12%	16%	6%	-	-	4%	3%	4%	13%	13%
£3-5	57	16	11	18	9	2	8	7	6	9	2	8	7	-	3	3	2	2	5	22	26	1	2	11	6	4	7	36
	19%	23%	15%	18%	30%	10%	24%	20%	11%	25%	19%	20%	19%	-	15%	15%	40%	32%	27%	16%	21%	9%	52%	24%	16%	14%	21%	19%
£6-9	6	4	-	2	-	-	-	1	-	1	1	-	-	-	2	-	1	-	-	2	2	2	-	2	2	1	1	2
	2%	5%	-	2%	-	-	-	3%	-	3%	10%	-	-	-	9%	-	20%	-	-	1%	2%	18%	-	4%	5%	3%	3%	1%
£10-14	60	19	16	17	7	-	3	8	11	8	2	10	10	-	6	2	-	-	4	31	22	3	-	6	8	4	6	43
	20%	27%	21%	17%	24%	-	9%	23%	20%	22%	19%	25%	27%	-	28%	10%	-	-	20%	22%	18%	28%	-	12%	21%	13%	17%	23%
£15-19	15	-	5	9	1	-	4	2	1	1	-	1	4	-	1	1	-	-	4	8	3	-	-	-	-	1	2	13
	5%	-	7%	9%	3%	-	12%	6%	2%	3%	-	3%	10%	-	6%	5%	-	-	20%	6%	2%	-	-	-	-	3%	5%	7%
£20-29	43	11	10	15	5	1	3	7	14	3	-	8	4	1	1	2	-	-	1	16	22	3	1	9	8	4	5	23
	14%	16%	13%	15%	16%	7%	8%	20%	26%	8%	-	19%	10%	30%	4%	10%	-	-	7%	11%	18%	27%	23%	19%	21%	15%	13%	12%
£30-39	12	2	1	5	1	3	2	1	1	2	-	-	1	-	2	-	1	2	-	7	4	1	-	3	1	2	2	7
	4%	3%	1%	5%	3%	14%	6%	3%	2%	6%	-	-	3%	-	10%	-	20%	25%	-	5%	3%	9%	-	6%	3%	7%	5%	4%
£40-49	5	-	2	2	1	-	-	-	2	-	-	-	-	-	2	1	-	-	-	3	2	-	-	2	-	-	-	3
	2%	-	3%	2%	3%	-	-	-	4%	-	-	-	-	-	10%	5%	-	-	-	2%	1%	-	-	4%	-	-	-	2%
£50-99	27	8	6	9	3	1	1	4	4	2	1	5	4	1	2	3	1	-	1	11	14	1	-	4	2	4	5	16
	9%	11%	8%	9%	10%	5%	3%	11%	8%	6%	10%	11%	10%	25%	9%	15%	20%	-	7%	8%	11%	9%	-	9%	5%	14%	14%	9%
£100+	5	-	3	2	-	-	2	1	-	1	-	-	-	-	-	-	-	-	-	3	2	-	-	1	1	-	-	3
	2%	-	4%	2%	-	-	7%	3%	-	3%	10%	-	-	-	-	-	-	-	-	2%	2%	-	-	2%	3%	-	-	2%
Not Stated	38	10	12	8	1	8	8	3	7	6	1	4	2	-	1	5	-	1	1	16	20	-	1	7	9	7	3	20
	13%	13%	15%	8%	3%	41%	24%	8%	13%	18%	10%	9%	6%	-	5%	30%	-	15%	6%	11%	16%	-	25%	16%	24%	26%	8%	11%
Mean Score	19.32	16.61	21.26	21.48	15.45	15.36	20.97	22.36	17.79	17.80	45.94	15.60	16.16	18.92	20.61	20.21	19.10	10.95	14.77	18.56	21.46	17.60	10.87	25.19	18.59	21.30	16.52	18.23
Std Deviation	29.24	16.41	31.57	37.83	14.91	17.11	27.92	34.43	18.22	24.10	108.0	14.89	19.64	22.35	20.68	19.38	20.58	13.49	20.02	25.61	35.67	13.42	11.41	51.77	21.68	19.27	16.50	24.12
Std Error	1.842	2.136	3.946	3.987	2.818	5.158	5.583	6.086	2.629	4.475	36.00	2.632	3.711	11.18	4.623	5.179	9.204	5.505	5.352	2.368	3.449	4.047	6.585	8.186	4.026	4.206	2.830	1.919

Digital Entertainment Survey 2013

42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these?

Music streaming

Base: All willing to pay for Music streaming

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	220	5	15	22	38	28	16	9	10	11	20	19	16	3	8	39	39	48	63	15	3	13
Weighted Total	224	7	20	24	39	26	15	8	12	13	19	17	14	3	7	42	39	49	63	15	3	13
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£1-2	10 4%	3 40%	1 7%	- -	1 3%	- -	- -	1 11%	1 10%	1 9%	- -	- -	1 6%	- -	1 13%	4 9%	1 3%	1 2%	3 5%	- -	- -	1 7%
£3-5	28 12%	1 20%	5 27%	3 14%	4 11%	2 7%	- -	1 11%	1 10%	1 9%	5 25%	1 5%	2 13%	- -	1 13%	6 15%	4 10%	4 9%	13 21%	- -	- -	- -
£6-9	2 1%	- -	- -	- -	- -	- -	- -	1 10%	- -	1 5%	- -	- -	- -	- -	- -	1 3%	- -	- -	1 2%	- -	- -	- -
£10-14	42 19%	- -	4 20%	7 27%	8 21%	5 18%	2 13%	1 11%	2 20%	5 36%	3 15%	2 11%	3 19%	- -	2 25%	7 18%	7 17%	14 28%	9 14%	2 14%	1 31%	3 22%
£15-19	9 4%	- -	1 7%	- -	4 11%	- -	- -	- -	2 18%	1 5%	- -	- -	- -	- -	- -	1 3%	3 8%	4 9%	- -	- -	- -	- -
£20-29	42 19%	1 20%	1 7%	5 23%	6 16%	6 21%	4 25%	3 33%	1 10%	1 9%	4 20%	5 26%	4 25%	- -	2 25%	7 16%	8 19%	7 14%	16 26%	2 15%	- -	3 23%
£30-39	21 9%	1 20%	3 13%	2 9%	4 11%	2 7%	2 13%	- -	1 10%	- -	2 10%	2 11%	1 6%	1 33%	- -	3 8%	5 13%	1 2%	5 8%	1 6%	1 36%	4 33%
£40-49	8 4%	- -	1 7%	- -	3 8%	- -	1 6%	- -	- -	- -	1 5%	1 5%	- -	- -	1 13%	- -	1 3%	4 9%	- -	2 13%	1 33%	- -
£50-99	40 18%	- -	1 7%	4 18%	6 16%	9 36%	4 25%	3 33%	1 10%	2 18%	2 10%	4 21%	3 19%	- -	1 13%	9 21%	6 16%	7 14%	11 17%	7 46%	- -	1 8%
£100+	12 5%	- -	- -	1 5%	2 5%	2 7%	1 6%	- -	1 10%	- -	- -	3 16%	- -	2 67%	- -	1 2%	3 7%	5 10%	2 3%	- -	- -	1 7%
Not Stated	10 4%	- -	1 7%	1 5%	- -	1 4%	2 13%	- -	1 10%	- -	1 5%	1 5%	2 13%	- -	- -	2 6%	2 5%	2 4%	3 4%	1 6%	- -	- -
Mean Score	28.82	11.40	18.00	26.14	29.84	36.15	37.43	26.78	29.11	19.18	19.63	48.56	24.00	83.33	19.50	25.67	30.74	31.99	24.58	40.63	27.10	28.64
Std Deviation	28.35	12.64	17.01	23.74	26.90	27.74	23.80	21.53	38.29	18.71	16.26	48.96	23.37	48.40	17.43	26.00	28.50	31.74	29.33	22.69	15.15	24.23
Std Error	1.956	5.652	4.547	5.181	4.363	5.338	6.362	7.176	12.76	5.643	3.730	11.54	6.245	27.94	6.162	4.275	4.686	4.680	3.786	6.064	8.748	6.720

Digital Entertainment Survey 2013

42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these?

Music streaming

Base: All willing to pay for Music streaming

	Ownership of technology devices						Which of the following best describes your occupation?											What is your family status?					Are you a parent, and if so how old are your children?						
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	220	46	73	70	19	12	21	28	49	30	7	25	18	3	13	15	6	5	6	102	100	10	2	33	30	26	23	134	
Weighted Total	224	48	74	71	19	12	21	28	47	30	7	29	21	3	13	14	5	5	7	109	96	9	2	32	28	25	21	142	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£1-2	10	1	4	2	1	1	1	-	2	1	1	3	1	-	-	-	-	-	3	6	2	-	-	-	1	2	1	7	
	4%	3%	5%	3%	6%	11%	5%	-	4%	3%	17%	4%	12%	26%	-	-	-	-	36%	5%	2%	-	-	-	3%	8%	4%	5%	
£3-5	28	12	4	6	3	2	2	4	7	2	1	6	3	-	1	-	1	-	-	15	12	1	-	5	4	2	3	18	
	12%	25%	5%	9%	17%	17%	10%	15%	14%	8%	14%	21%	16%	-	8%	-	17%	-	-	13%	13%	9%	-	15%	13%	7%	13%	13%	
£6-9	2	-	1	1	-	-	-	-	-	-	-	1	-	-	-	-	1	-	1	1	-	-	-	-	-	-	-	2	
	1%	-	2%	1%	-	-	-	-	-	-	-	6%	-	-	-	-	20%	-	16%	1%	-	-	-	-	-	-	-	2%	
£10-14	42	14	11	12	5	1	1	5	7	5	-	11	5	-	3	4	3	-	1	20	20	2	-	7	7	3	6	23	
	19%	29%	15%	16%	26%	7%	4%	18%	14%	17%	-	36%	21%	-	24%	27%	50%	-	16%	18%	20%	19%	-	21%	24%	12%	27%	16%	
£15-19	9	-	3	6	-	-	2	1	3	-	-	1	1	-	-	-	-	-	-	6	3	-	-	3	-	1	-	6	
	4%	-	4%	8%	-	-	11%	4%	6%	-	-	4%	6%	-	-	-	-	-	-	5%	3%	-	-	10%	-	4%	-	4%	
£20-29	42	7	19	14	1	1	4	4	10	6	3	3	2	1	3	3	2	1	-	20	21	2	-	6	5	7	6	25	
	19%	14%	26%	20%	5%	7%	19%	14%	22%	20%	41%	11%	12%	39%	22%	19%	34%	21%	-	18%	22%	21%	-	18%	17%	27%	30%	18%	
£30-39	21	6	7	6	2	-	4	3	2	4	-	1	2	-	1	3	-	-	2	12	5	1	-	3	1	1	3	15	
	9%	13%	9%	9%	10%	-	20%	11%	4%	13%	-	4%	11%	-	8%	20%	-	-	33%	11%	6%	10%	-	9%	3%	4%	13%	11%	
£40-49	8	-	5	2	1	-	-	3	-	2	-	-	-	-	2	1	-	-	-	5	3	-	-	2	2	1	-	6	
	4%	-	7%	3%	5%	-	-	10%	-	6%	-	-	-	-	17%	7%	-	-	-	5%	3%	-	-	6%	7%	4%	-	4%	
£50-99	40	4	13	16	3	4	4	5	11	7	1	4	2	1	3	2	-	1	-	14	23	2	1	4	9	8	2	22	
	18%	8%	17%	23%	15%	34%	19%	17%	24%	22%	14%	12%	10%	35%	22%	14%	-	18%	-	13%	24%	20%	55%	12%	33%	30%	8%	16%	
£100+	12	2	4	3	3	-	1	-	5	1	-	1	1	-	-	2	-	1	-	5	5	2	-	1	-	-	1	10	
	5%	4%	5%	4%	16%	-	4%	-	10%	3%	-	4%	6%	-	-	13%	-	19%	-	5%	5%	20%	-	3%	-	-	4%	7%	
Not Stated	10	2	3	2	-	3	2	3	-	2	1	1	-	-	-	-	-	1	-	6	3	-	1	2	-	1	-	7	
	4%	5%	4%	3%	-	24%	9%	11%	-	8%	13%	3%	-	-	-	-	-	22%	-	6%	3%	-	45%	6%	-	4%	-	5%	
Mean Score	28.82	24.07	28.72	30.04	34.25	32.59	30.07	26.60	33.90	33.69	19.64	20.09	22.62	28.98	29.85	35.99	13.19	45.36	12.99	26.05	31.22	43.58	60.00	23.69	27.69	29.47	22.55	30.40	
Std Deviation	28.35	34.49	23.22	25.96	37.15	30.53	26.39	19.69	36.81	28.64	17.85	22.81	28.89	28.50	22.38	29.24	7.33	39.99	13.21	24.80	30.84	40.02	-	20.34	19.61	22.93	22.01	31.39	
Std Error	1.956	5.199	2.776	3.148	8.522	10.18	6.053	3.938	5.259	5.412	7.287	4.656	6.809	16.45	6.208	7.549	2.993	20.00	5.393	2.531	3.132	12.66	-	3.653	3.580	4.586	4.589	2.785	

Digital Entertainment Survey 2013

42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these?

My favourite online game

Base: All willing to pay for My favourite online game

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	160	10	9	20	25	28	11	3	3	8	12	11	10	4	6	27	37	25	45	6	3	17
Weighted Total	164	13	12	22	26	26	10	3	4	9	12	10	9	4	5	28	37	27	46	7	3	17
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£1-2	15 9%	3 20%	3 22%	2 10%	- -	2 7%	2 18%	- -	1 33%	1 13%	1 8%	- -	- -	- -	1 17%	2 9%	3 8%	2 8%	4 8%	2 36%	- -	2 11%
£3-5	26 16%	1 10%	1 11%	2 10%	5 20%	4 14%	1 9%	2 67%	- -	4 38%	3 25%	2 18%	1 10%	1 25%	- -	5 18%	6 17%	6 24%	3 6%	3 47%	1 35%	2 11%
£6-9	3 2%	- -	- -	- -	1 4%	- -	1 9%	- -	- -	- -	1 8%	- -	- -	- -	- -	- -	1 3%	- -	2 4%	- -	- -	- -
£10-14	25 16%	3 20%	- -	4 20%	4 16%	2 7%	4 36%	- -	1 33%	1 13%	2 17%	2 18%	2 20%	- -	1 17%	5 18%	4 11%	2 8%	11 25%	- -	1 33%	2 12%
£15-19	8 5%	1 10%	1 11%	- -	1 4%	2 7%	1 9%	- -	- -	- -	1 8%	1 9%	- -	- -	- -	3 11%	- -	2 9%	3 6%	- -	- -	- -
£20-29	25 15%	3 20%	- -	1 5%	5 20%	6 21%	1 9%	1 33%	- -	1 13%	- -	3 27%	2 20%	1 25%	2 33%	3 10%	10 26%	3 12%	5 11%	- -	- -	4 26%
£30-39	10 6%	- -	1 11%	2 10%	2 8%	2 7%	1 9%	- -	- -	- -	- -	- -	1 10%	- -	1 17%	1 3%	5 14%	- -	1 2%	- -	1 32%	2 12%
£40-49	10 6%	1 10%	- -	2 10%	1 4%	1 4%	- -	- -	- -	2 25%	1 8%	- -	1 10%	- -	- -	- -	2 5%	3 13%	2 5%	1 17%	- -	1 6%
£50-99	24 15%	- -	3 22%	5 25%	4 16%	6 21%	- -	- -	- -	- -	- -	2 18%	2 20%	2 50%	1 17%	5 18%	4 11%	5 20%	9 19%	- -	- -	1 6%
£100+	7 4%	- -	1 11%	- -	1 4%	2 7%	- -	- -	- -	- -	3 25%	- -	- -	- -	- -	- -	- -	1 5%	3 6%	- -	- -	3 17%
Not Stated	10 6%	1 10%	1 11%	2 10%	1 4%	1 4%	- -	- -	1 33%	- -	- -	1 9%	1 10%	- -	- -	4 12%	2 5%	1 3%	3 7%	- -	- -	- -
Mean Score	28.94	14.11	37.00	28.89	43.88	33.81	11.64	9.33	6.00	15.88	33.75	25.40	27.00	32.50	26.33	22.50	22.02	30.75	37.80	9.82	14.37	37.48
Std Deviation	46.97	12.49	39.18	23.09	99.62	34.42	9.11	9.58	5.28	15.71	41.18	26.54	17.14	22.14	26.09	25.24	17.72	31.12	77.56	15.10	13.90	41.01
Std Error	3.822	4.162	13.85	5.442	20.34	6.625	2.748	5.533	3.735	5.553	11.89	8.393	5.712	11.07	10.65	5.153	2.995	6.353	11.97	6.166	8.028	9.947

Digital Entertainment Survey 2013

42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these?

My favourite online game

Base: All willing to pay for My favourite online game

	Ownership of technology devices						Which of the following best describes your occupation?											What is your family status?					Are you a parent, and if so how old are your children?						
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	160	40	52	46	14	8	17	22	22	27	8	18	11	2	10	14	6	3	4	78	70	7	1	27	22	22	20	94	
Weighted Total	164	41	54	47	14	8	18	22	21	27	8	20	13	2	11	13	5	3	5	84	67	6	1	26	21	21	19	100	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£1-2	15	3	4	6	1	1	2	2	-	1	1	2	4	-	1	2	-	-	3	9	3	1	-	1	1	2	2	10	
	9%	8%	8%	12%	6%	16%	11%	10%	-	4%	14%	11%	28%	-	10%	14%	-	-	50%	11%	4%	14%	-	4%	4%	10%	10%	10%	
£3-5	26	6	8	8	2	2	4	6	3	3	2	3	1	-	-	2	2	-	-	15	11	-	-	4	3	4	3	16	
	16%	14%	15%	18%	16%	23%	24%	27%	13%	12%	24%	16%	10%	-	-	16%	34%	-	-	18%	17%	-	-	16%	14%	18%	15%	16%	
£6-9	3	2	1	-	-	-	-	1	-	-	-	-	-	-	1	1	-	-	-	1	2	-	-	-	-	-	-	3	
	2%	5%	2%	-	-	-	-	5%	-	-	-	-	-	-	9%	7%	-	-	-	1%	3%	-	-	-	-	-	-	3%	
£10-14	25	7	8	8	2	1	2	3	7	3	1	2	2	-	3	1	1	-	1	13	10	1	-	5	5	4	5	16	
	16%	18%	14%	16%	14%	14%	11%	13%	33%	11%	11%	12%	17%	-	28%	8%	17%	-	25%	16%	15%	15%	-	18%	22%	17%	24%	16%	
£15-19	8	1	5	2	-	-	1	2	1	1	-	-	1	-	1	1	-	-	-	3	4	-	1	2	3	-	1	4	
	5%	3%	10%	4%	-	-	7%	9%	4%	4%	-	-	10%	-	9%	7%	-	-	-	4%	6%	-	100%	7%	13%	-	7%	4%	
£20-29	25	6	9	7	2	1	1	3	3	6	2	3	2	1	1	1	1	1	1	10	12	2	-	3	5	2	4	12	
	15%	15%	16%	15%	13%	11%	5%	13%	13%	21%	24%	17%	16%	40%	12%	7%	17%	31%	25%	12%	17%	29%	-	11%	23%	9%	20%	12%	
£30-39	10	1	4	4	1	-	-	1	1	4	-	1	-	1	1	-	1	-	-	4	6	-	-	2	-	1	2	5	
	6%	3%	8%	8%	7%	-	-	4%	5%	14%	-	5%	-	60%	10%	-	17%	-	-	5%	8%	-	-	7%	-	4%	10%	5%	
£40-49	10	2	2	4	1	-	2	1	1	1	-	2	1	-	-	-	-	1	-	9	1	-	-	1	1	-	-	9	
	6%	5%	5%	9%	7%	-	11%	5%	4%	4%	-	12%	10%	-	-	-	-	33%	-	10%	1%	-	-	3%	4%	-	-	9%	
£50-99	24	7	8	3	4	2	3	2	3	5	2	3	-	-	1	4	1	-	-	10	12	2	-	5	4	8	3	10	
	15%	17%	15%	7%	29%	25%	17%	9%	13%	18%	27%	16%	-	-	12%	28%	17%	-	-	12%	18%	28%	-	20%	18%	36%	15%	10%	
£100+	7	3	3	1	-	-	1	-	1	1	-	2	-	-	1	1	-	-	-	3	3	1	-	2	-	-	-	5	
	4%	7%	5%	3%	-	-	7%	-	4%	4%	-	10%	-	-	9%	7%	-	-	-	4%	4%	15%	-	7%	-	-	-	5%	
Not Stated	10	2	1	4	1	1	1	1	2	2	-	1	-	-	1	1	-	1	-	6	4	-	-	2	-	1	-	8	
	6%	6%	2%	9%	7%	11%	6%	5%	9%	8%	-	-	10%	-	-	7%	-	35%	-	7%	6%	-	-	7%	-	4%	-	8%	
Mean Score	28.94	41.72	27.63	20.25	28.42	22.64	29.03	16.41	29.11	29.55	21.44	30.68	12.37	29.00	69.77	32.79	24.05	32.74	8.00	30.14	27.63	47.34	15.00	30.65	22.27	30.02	18.82	29.95	
Std Deviation	46.97	82.10	29.64	20.77	22.69	27.00	31.16	17.08	35.69	23.58	20.27	29.66	12.45	9.96	148.8	35.71	27.17	10.93	8.71	59.46	27.11	52.91	-	29.48	18.53	27.62	15.68	57.00	
Std Error	3.822	13.32	4.150	3.205	6.294	10.21	7.789	3.728	7.981	4.715	7.166	6.992	3.937	7.045	47.05	9.904	11.09	7.728	4.357	6.959	3.337	20.00	-	5.896	3.951	6.027	3.505	6.111	

Digital Entertainment Survey 2013

42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these?

TV-streaming

Base: All willing to pay for TV-streaming

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	207	7	12	22	38	28	11	10	7	12	19	17	15	5	4	43	46	48	46	12	3	9
Weighted Total	211	9	16	24	39	26	10	9	8	14	19	15	14	5	4	44	47	48	47	13	3	9
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£1-2	12 5%	4 43%	1 8%	1 5%	3 8%	1 4%	- -	- -	- -	1 8%	- -	- -	- -	- -	- -	2 6%	1 2%	- -	5 10%	1 10%	- -	2 22%
£3-5	22 11%	1 14%	1 8%	1 5%	6 16%	5 18%	- -	4 40%	- -	2 17%	1 5%	- -	1 7%	- -	- -	4 9%	3 7%	8 16%	5 12%	1 7%	- -	1 11%
£6-9	3 1%	- -	- -	1 5%	- -	- -	- -	- -	1 14%	- -	- -	- -	1 7%	- -	- -	1 2%	2 4%	- -	- -	- -	- -	- -
£10-14	26 12%	- -	3 17%	5 23%	4 11%	1 4%	2 18%	- -	2 29%	1 8%	2 11%	3 18%	2 13%	- -	1 25%	9 21%	4 9%	5 11%	5 11%	1 7%	- -	1 11%
£15-19	12 5%	1 14%	1 8%	- -	3 8%	1 4%	- -	- -	1 14%	- -	2 11%	1 6%	1 7%	- -	- -	3 7%	1 3%	3 6%	4 9%	- -	- -	- -
£20-29	47 22%	1 14%	3 17%	3 14%	5 13%	8 29%	1 9%	4 50%	1 14%	5 33%	5 26%	5 35%	2 13%	2 40%	2 50%	6 14%	12 26%	14 29%	6 14%	4 34%	2 63%	2 21%
£30-39	20 10%	1 14%	4 25%	2 9%	4 11%	1 4%	1 9%	- -	- -	2 17%	3 16%	- -	1 7%	1 20%	- -	2 4%	5 12%	7 15%	3 7%	1 10%	- -	1 11%
£40-49	11 5%	- -	- -	1 5%	4 11%	3 11%	- -	- -	- -	1 8%	- -	2 12%	- -	- -	- -	- -	2 4%	- -	7 15%	1 8%	- -	1 13%
£50-99	34 16%	- -	- -	7 27%	8 21%	6 21%	3 27%	- -	- -	1 8%	3 16%	2 12%	3 20%	2 40%	1 25%	11 25%	7 15%	7 14%	6 12%	3 23%	1 37%	- -
£100+	10 5%	- -	- -	- -	1 3%	1 4%	2 18%	1 10%	- -	- -	3 16%	1 6%	2 13%	- -	- -	3 6%	5 10%	- -	2 4%	- -	- -	1 10%
Not Stated	14 6%	- -	3 17%	2 9%	- -	1 4%	2 18%	- -	2 29%	- -	- -	2 12%	2 13%	- -	- -	2 6%	4 8%	4 9%	3 6%	- -	- -	- -
Mean Score	35.53	11.00	18.50	30.85	30.50	33.67	48.33	25.10	12.40	21.83	99.21	30.73	38.85	34.00	25.00	49.71	45.30	23.11	29.48	27.86	32.57	25.06
Std Deviation	71.85	11.62	11.46	25.06	34.34	37.06	34.43	34.81	5.04	14.62	211.3	23.89	35.52	15.35	17.74	135.4	63.16	15.69	34.43	19.20	16.71	29.92
Std Error	5.159	4.391	3.625	5.605	5.571	7.132	11.48	11.01	2.253	4.221	48.48	6.168	9.852	6.863	8.870	21.14	9.745	2.366	5.250	5.543	9.646	9.973

Digital Entertainment Survey 2013

42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these?

TV-streaming

Base: All willing to pay for TV-streaming

	Ownership of technology devices						Which of the following best describes your occupation?											What is your family status?					Are you a parent, and if so how old are your children?					
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren
Unweighted Total	207	53	64	64	17	9	21	35	44	35	6	29	12	2	11	7	4	1	7	88	105	4	3	34	30	30	25	122
Weighted Total	211	54	66	64	17	10	21	35	42	35	6	33	14	2	11	6	4	1	9	93	102	4	3	33	29	29	23	129
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£1-2	12	1	6	4	-	1	2	1	1	-	1	4	-	-	1	-	-	-	3	7	2	-	-	2	-	1	1	7
	5%	2%	9%	6%	-	14%	10%	4%	2%	-	20%	4%	26%	-	-	15%	-	-	30%	7%	2%	-	-	7%	-	4%	4%	5%
£3-5	22	9	4	6	2	1	1	6	2	6	-	1	2	-	3	-	1	-	1	9	12	-	-	6	2	3	5	11
	11%	17%	6%	9%	11%	12%	5%	16%	5%	17%	-	4%	18%	-	29%	-	25%	-	15%	10%	11%	-	-	18%	7%	10%	19%	9%
£6-9	3	-	-	2	1	-	1	-	1	-	-	-	1	-	-	-	-	-	1	-	2	-	-	1	1	1	-	1
	1%	-	-	3%	6%	-	5%	-	2%	-	-	-	8%	-	-	-	-	-	13%	-	2%	-	-	3%	3%	3%	-	1%
£10-14	26	9	6	9	2	-	1	2	8	4	2	5	1	1	2	-	-	-	-	14	12	-	-	2	2	3	4	18
	12%	16%	9%	14%	13%	-	4%	6%	19%	12%	33%	15%	8%	41%	17%	-	-	-	-	15%	12%	-	-	6%	7%	10%	16%	14%
£15-19	12	4	4	3	-	-	-	4	3	-	-	4	1	-	-	-	-	-	-	2	10	-	-	1	4	3	-	4
	5%	8%	6%	5%	-	-	-	12%	7%	-	-	11%	7%	-	-	-	-	-	-	2%	9%	-	-	3%	14%	11%	-	3%
£20-29	47	7	14	17	8	1	4	7	8	11	1	7	2	1	2	2	2	-	1	22	23	-	-	6	6	2	7	30
	22%	13%	22%	26%	47%	9%	20%	19%	20%	31%	15%	20%	17%	59%	18%	28%	50%	-	15%	24%	23%	-	-	17%	22%	7%	32%	23%
£30-39	20	5	8	7	1	-	3	3	1	4	1	7	1	-	-	-	-	-	1	9	7	1	2	3	1	3	1	16
	10%	9%	12%	10%	6%	-	14%	9%	2%	12%	16%	21%	9%	-	-	-	-	-	15%	9%	7%	25%	68%	9%	3%	10%	4%	12%
£40-49	11	5	2	3	-	1	1	6	1	2	-	1	-	-	-	-	-	-	-	5	6	-	-	2	3	-	1	6
	5%	9%	3%	5%	-	10%	5%	17%	2%	6%	-	4%	-	-	-	-	-	-	-	6%	6%	-	-	6%	10%	-	4%	5%
£50-99	34	9	14	9	2	-	4	2	13	4	1	4	1	-	4	2	-	-	1	11	20	2	-	5	7	8	4	21
	16%	17%	22%	15%	12%	-	20%	6%	30%	11%	16%	12%	8%	-	35%	29%	-	-	12%	12%	20%	51%	-	14%	23%	29%	16%	16%
£100+	10	2	5	3	1	-	2	1	2	2	-	2	-	-	-	1	1	-	-	5	5	1	-	4	2	3	1	5
	5%	4%	7%	4%	5%	-	9%	3%	4%	6%	-	6%	-	-	-	14%	25%	-	-	5%	5%	24%	-	12%	7%	10%	4%	4%
Not Stated	14	3	3	2	-	5	2	3	3	2	-	1	-	-	-	1	-	1	-	9	4	-	1	2	1	2	-	10
	6%	6%	5%	3%	-	55%	9%	9%	6%	6%	-	4%	-	-	-	14%	-	100%	-	9%	4%	-	32%	6%	4%	6%	-	8%
Mean Score	35.53	32.03	34.72	43.38	24.89	16.42	78.77	27.65	31.52	32.37	20.35	39.80	13.84	16.75	28.39	41.90	41.85	-	15.56	42.06	30.77	64.54	30.00	39.45	37.89	43.21	25.14	37.24
Std Deviation	71.85	38.53	34.13	117.5	22.61	19.68	196.2	32.25	24.79	37.96	18.29	65.31	14.66	5.30	27.37	35.89	54.19	-	17.43	104.7	28.93	38.88	-	50.14	39.55	49.56	23.64	86.63
Std Error	5.159	5.448	4.370	14.93	5.485	9.838	45.02	5.701	3.871	6.608	7.469	12.34	4.233	3.750	8.251	14.65	27.09	-	6.586	11.71	2.879	19.44	-	8.863	7.344	9.366	4.729	8.150

Digital Entertainment Survey 2013

42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these?

My favoured form of catch up TV (e.g. iPlayer, 4OD, ITV Player)

Base: All willing to pay for My favoured form of catch up TV (e.g. iPlayer, 4OD, ITV Player)

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	218	7	10	14	27	17	15	12	6	15	20	21	22	17	15	43	53	46	47	10	3	16
Weighted Total	218	9	13	15	28	16	14	11	7	18	19	19	20	16	13	44	53	46	46	10	3	15
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£1-2	16	4	1	2	3	4	-	1	-	-	-	-	1	-	-	7	2	1	1	2	-	2
	7%	43%	10%	14%	11%	24%	-	8%	-	-	-	-	5%	-	-	16%	4%	2%	3%	22%	-	13%
£3-5	34	3	3	-	10	2	1	2	1	5	5	-	1	2	1	6	8	10	6	2	-	2
	16%	29%	20%	-	37%	12%	7%	17%	17%	27%	25%	-	5%	12%	7%	13%	16%	22%	14%	20%	-	13%
£6-9	7	-	3	1	1	-	-	-	-	1	-	-	1	-	-	4	1	-	2	-	-	-
	3%	-	20%	7%	4%	-	-	-	-	7%	-	-	5%	-	-	8%	2%	-	5%	-	-	-
£10-14	40	1	-	4	3	4	2	1	2	2	3	3	5	5	5	7	10	7	8	2	1	5
	18%	14%	-	29%	11%	24%	13%	8%	33%	13%	15%	14%	23%	29%	40%	16%	18%	16%	17%	19%	37%	31%
£15-19	9	-	-	2	-	-	-	3	-	-	1	-	3	1	-	1	3	3	2	-	-	1
	4%	-	-	14%	-	-	-	25%	-	-	5%	-	14%	6%	-	2%	5%	6%	4%	-	-	6%
£20-29	32	-	1	2	4	3	5	2	-	5	1	5	2	2	1	6	10	5	9	-	1	2
	15%	-	10%	14%	15%	18%	33%	17%	-	27%	5%	29%	9%	12%	7%	14%	19%	11%	19%	-	32%	12%
£30-39	22	1	3	-	1	1	3	-	-	-	5	4	1	2	2	2	6	6	6	1	-	1
	10%	14%	20%	-	4%	6%	20%	-	-	-	25%	19%	5%	12%	13%	4%	11%	13%	13%	9%	-	6%
£40-49	10	-	-	1	-	-	1	-	1	2	1	2	1	-	1	1	4	2	2	1	-	-
	5%	-	-	7%	-	-	7%	-	17%	13%	5%	10%	5%	-	7%	2%	8%	5%	4%	10%	-	-
£50-99	27	-	-	1	4	2	1	2	1	2	3	3	2	4	3	5	5	6	6	2	1	1
	12%	-	-	7%	15%	12%	7%	17%	17%	13%	15%	14%	9%	24%	20%	12%	9%	14%	14%	20%	32%	6%
£100+	13	-	1	1	1	-	1	1	1	-	1	2	2	1	1	4	4	2	1	-	-	2
	6%	-	10%	7%	4%	-	7%	8%	17%	-	5%	10%	9%	6%	7%	8%	7%	5%	2%	-	-	12%
Not Stated	7	-	1	-	-	1	1	-	-	-	-	1	3	-	-	2	-	2	3	-	-	-
	3%	-	10%	-	-	6%	7%	-	-	-	-	5%	14%	-	-	4%	-	5%	6%	-	-	-
Mean Score	28.26	7.71	23.67	25.07	32.11	15.69	30.07	27.25	40.83	22.67	33.55	40.75	28.63	29.24	29.93	26.48	34.36	26.91	26.36	21.13	27.44	25.91
Std Deviation	39.36	10.12	30.53	32.52	76.80	16.04	23.37	29.06	43.68	20.21	44.62	35.62	30.18	29.08	25.56	32.63	58.95	26.78	31.78	22.99	20.39	34.55
Std Error	2.710	3.826	10.18	8.692	14.78	4.009	6.247	8.388	17.83	5.218	9.977	7.964	6.923	7.052	6.600	5.095	8.098	4.037	4.791	7.269	11.77	8.639

Digital Entertainment Survey 2013

42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these?

My favoured form of catch up TV (e.g. iPlayer, 4OD, ITV Player)

Base: All willing to pay for My favoured form of catch up TV (e.g. iPlayer, 4OD, ITV Player)

	Ownership of technology devices						Which of the following best describes your occupation?											What is your family status?					Are you a parent, and if so how old are your children?					
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren
Unweighted Total	218	33	66	77	30	12	18	24	52	43	4	25	11	2	10	15	10	4	6	85	104	19	4	29	31	32	45	112
Weighted Total	218	34	66	76	30	12	18	24	49	42	4	29	13	2	10	14	9	4	7	90	99	17	4	28	29	31	41	118
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£1-2	16	2	3	10	-	1	3	-	3	2	-	1	4	1	-	1	-	-	3	7	7	-	-	2	1	1	2	11
	7%	6%	5%	13%	-	11%	17%	-	6%	5%	-	5%	30%	48%	-	7%	10%	-	35%	8%	7%	-	-	7%	3%	3%	4%	10%
£3-5	34	9	8	9	7	2	3	3	4	10	1	7	1	-	5	1	-	-	1	16	14	1	2	2	5	2	3	23
	16%	26%	11%	12%	25%	17%	16%	12%	9%	23%	30%	23%	9%	-	50%	7%	-	-	18%	18%	14%	5%	47%	7%	16%	7%	8%	20%
£6-9	7	1	4	2	-	-	-	2	2	-	-	1	-	-	-	-	1	-	-	5	2	-	-	-	1	2	-	5
	3%	3%	5%	3%	-	-	-	10%	4%	-	-	5%	-	-	-	-	30%	-	-	5%	2%	-	-	-	3%	7%	-	4%
£10-14	40	7	12	15	3	3	3	4	11	7	1	4	2	-	-	4	4	1	1	12	19	7	-	8	4	5	12	17
	18%	20%	18%	20%	10%	23%	17%	16%	23%	16%	23%	12%	18%	-	-	27%	40%	23%	18%	14%	19%	43%	-	28%	13%	16%	28%	14%
£15-19	9	1	2	6	1	-	-	3	-	-	-	1	1	-	1	1	2	1	-	4	4	1	-	2	2	1	4	3
	4%	3%	3%	8%	3%	-	-	12%	-	-	-	4%	7%	-	9%	6%	20%	23%	-	5%	5%	5%	-	7%	6%	3%	9%	3%
£20-29	32	5	12	8	7	-	1	6	11	8	-	5	1	-	-	1	-	-	1	17	15	-	-	3	7	5	7	17
	15%	16%	18%	10%	25%	-	6%	25%	23%	18%	-	17%	9%	-	-	6%	-	-	12%	19%	15%	-	-	10%	22%	15%	18%	14%
£30-39	22	2	6	10	3	1	1	2	7	5	-	3	1	-	2	1	1	-	1	9	8	2	1	4	3	4	4	10
	10%	6%	10%	13%	9%	8%	5%	8%	13%	11%	-	9%	10%	-	19%	7%	10%	-	18%	10%	8%	10%	32%	14%	10%	12%	9%	9%
£40-49	10	1	4	2	1	2	-	1	4	1	-	2	1	1	-	-	-	-	-	6	4	-	-	-	1	-	2	8
	5%	3%	6%	3%	3%	18%	-	4%	7%	2%	-	8%	9%	52%	-	-	-	-	-	7%	4%	-	-	-	3%	-	4%	7%
£50-99	27	4	8	8	5	2	2	2	7	7	-	3	-	-	1	4	1	-	-	5	17	4	-	3	6	7	6	12
	12%	11%	12%	11%	17%	15%	10%	9%	14%	18%	-	10%	-	-	12%	27%	10%	-	-	6%	18%	26%	-	11%	19%	21%	15%	10%
£100+	13	1	6	4	2	-	4	-	1	2	-	1	1	-	1	2	1	-	-	5	6	1	1	4	1	2	2	7
	6%	3%	9%	5%	7%	-	24%	-	2%	5%	-	3%	9%	-	9%	13%	10%	-	-	6%	6%	5%	21%	14%	3%	6%	4%	6%
Not Stated	7	1	3	2	-	1	1	1	-	1	2	1	-	-	-	-	-	1	-	3	3	1	-	1	-	3	-	4
	3%	4%	4%	2%	-	8%	5%	4%	-	2%	47%	5%	-	-	-	-	-	23%	-	4%	3%	5%	-	3%	-	9%	-	3%
Mean Score	28.26	25.81	35.04	23.73	29.61	22.97	37.57	19.92	25.02	35.46	6.61	27.13	22.50	25.38	27.33	37.82	26.77	10.74	11.46	27.13	30.21	28.84	34.56	47.51	37.62	43.79	25.59	25.40
Std Deviation	39.36	38.88	55.59	26.02	29.58	20.30	43.01	14.91	21.40	64.55	4.13	38.39	33.92	31.46	33.25	41.26	29.64	3.60	12.02	47.61	34.22	25.83	41.64	84.75	72.67	75.13	22.29	28.44
Std Error	2.710	6.872	7.004	3.004	5.400	6.121	10.43	3.109	2.967	9.961	2.922	7.837	10.23	22.24	10.51	10.65	9.372	2.077	4.909	5.257	3.405	6.088	20.82	16.02	13.05	13.95	3.323	2.737

Digital Entertainment Survey 2013

42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these?

My favourite travel sites (e.g. TripAdvisor)

Base: All willing to pay for My favourite travel sites (e.g. TripAdvisor)

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	83	1	5	9	14	12	2	5	1	6	8	6	6	5	3	17	21	16	17	3	1	8
Weighted Total	84	1	7	10	14	11	2	4	1	7	8	5	5	5	3	18	21	16	17	3	1	8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£1-2	9	-	3	-	1	1	-	1	-	1	1	1	-	-	-	3	-	2	2	-	-	1
	10%	-	40%	-	7%	8%	-	20%	-	17%	13%	17%	-	-	-	19%	-	14%	11%	-	-	13%
£3-5	19	-	-	2	2	2	1	2	-	4	1	-	3	3	-	1	6	4	4	2	-	2
	22%	-	-	22%	14%	17%	50%	40%	-	50%	13%	-	50%	60%	-	5%	29%	25%	23%	66%	-	25%
£6-9	4	-	-	-	2	-	-	-	-	-	2	-	-	-	-	-	1	1	2	-	-	-
	5%	-	-	-	14%	-	-	-	-	-	25%	-	-	-	-	-	5%	6%	12%	-	-	-
£10-14	15	-	-	1	2	4	1	-	-	1	3	-	1	1	1	3	4	2	3	-	1	2
	17%	-	-	11%	14%	33%	50%	-	-	17%	38%	-	17%	20%	33%	17%	18%	12%	17%	-	100%	25%
£15-19	3	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	2	-	-	-	-	1
	4%	-	20%	-	-	8%	-	-	-	-	-	-	-	-	33%	-	11%	-	-	-	-	12%
£20-29	20	-	-	3	5	1	-	1	1	1	-	4	2	1	1	5	7	3	3	1	-	1
	24%	-	-	33%	36%	8%	-	20%	100%	17%	-	67%	33%	20%	33%	28%	33%	18%	18%	34%	-	12%
£30-39	3	-	1	-	-	2	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	1
	4%	-	20%	-	-	17%	-	-	-	-	-	-	-	-	-	7%	-	6%	-	-	-	12%
£40-49	3	-	-	1	1	-	-	1	-	-	-	-	-	-	-	-	-	1	2	-	-	-
	4%	-	-	11%	7%	-	-	20%	-	-	-	-	-	-	-	-	-	7%	11%	-	-	-
£50-99	4	-	-	1	1	1	-	-	-	1	-	-	-	-	-	3	-	1	-	-	-	-
	5%	-	-	11%	7%	8%	-	-	-	13%	-	-	-	-	-	17%	-	6%	-	-	-	-
£100+	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	1%	-	-	11%	-	-	-	-	-	-	-	-	-	-	-	-	5%	-	-	-	-	-
Not Stated	4	1	1	-	-	-	-	-	-	-	1	-	-	-	-	1	-	1	1	-	-	-
	4%	100%	20%	-	-	-	-	-	-	-	17%	-	-	-	-	7%	-	6%	8%	-	-	-
Mean Score	17.17	-	12.25	37.00	18.36	16.33	8.50	15.00	20.00	7.67	15.13	17.40	11.67	9.00	15.67	23.30	18.80	16.58	13.22	10.15	10.00	12.17
Std Deviation	20.24	-	13.50	41.41	16.40	14.10	5.14	16.85	-	6.59	22.85	9.00	8.85	6.60	4.19	24.53	26.10	18.41	13.11	8.74	-	9.27
Std Error	2.263	-	6.751	13.80	4.384	4.070	3.632	7.537	-	2.689	8.079	4.025	3.613	2.950	2.420	6.133	5.695	4.754	3.278	5.046	-	3.279

Digital Entertainment Survey 2013

42. Imagine that you were going to purchase a year's subscription to each of the following sites or services . Approximately how much would you be willing to pay for a year's subscription to each of these?

My favourite travel sites (e.g. TripAdvisor)

Base: All willing to pay for My favourite travel sites (e.g. TripAdvisor)

	Ownership of technology devices						Which of the following best describes your occupation?											What is your family status?					Are you a parent, and if so how old are your children?						
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	83	21	26	24	9	3	8	19	19	16	7	4	3	-	1	1	4	1	3	30	46	4	-	9	18	18	12	43	
Weighted Total	84	22	26	24	9	3	8	19	19	16	7	4	3	-	1	1	4	1	3	32	45	4	-	9	17	18	11	45	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	
£1-2	9	2	1	4	-	1	3	1	1	-	2	-	1	-	-	-	-	-	1	4	3	-	-	1	1	2	2	6	
	10%	9%	5%	17%	-	42%	40%	5%	5%	-	34%	-	30%	-	-	-	-	-	41%	14%	6%	-	-	11%	5%	12%	16%	12%	
£3-5	19	2	5	9	2	1	1	5	5	4	1	2	-	-	-	1	-	1	4	13	1	-	-	-	4	4	5	9	
	22%	10%	19%	37%	21%	29%	11%	26%	26%	23%	13%	54%	-	-	-	25%	-	31%	14%	28%	24%	-	-	-	22%	21%	48%	19%	
£6-9	4	2	1	1	-	-	-	3	-	-	-	-	-	-	1	-	-	-	2	2	-	-	-	1	1	-	3		
	5%	9%	4%	4%	-	-	-	16%	-	-	-	-	-	100%	-	-	-	-	6%	5%	-	-	-	6%	6%	-	7%		
£10-14	15	5	7	2	1	-	2	2	4	2	2	2	-	-	-	1	-	-	2	13	-	-	-	4	4	4	1	7	
	17%	23%	26%	8%	11%	-	24%	10%	22%	12%	25%	46%	-	-	-	25%	-	-	6%	28%	-	-	-	45%	23%	22%	8%	15%	
£15-19	3	1	-	-	1	1	1	-	1	-	-	-	-	-	-	-	-	-	2	-	1	-	-	-	-	-	1	2	
	4%	4%	-	-	15%	28%	11%	-	7%	6%	-	-	-	-	-	-	-	-	7%	-	23%	-	-	-	-	-	12%	4%	
£20-29	20	4	10	2	4	-	-	6	6	3	1	-	-	-	-	1	2	1	1	11	7	1	-	2	4	3	1	13	
	24%	19%	38%	8%	43%	-	-	32%	30%	20%	16%	-	-	-	100%	51%	100%	28%	36%	15%	24%	-	-	22%	22%	16%	8%	29%	
£30-39	3	-	1	1	1	-	-	1	1	1	-	-	-	-	-	-	-	-	-	3	-	-	-	1	2	1	-	-	
	4%	-	5%	4%	10%	-	-	7%	5%	6%	-	-	-	-	-	-	-	-	-	7%	-	-	-	11%	11%	7%	-	-	
£40-49	3	1	-	2	-	-	-	1	1	1	-	-	-	-	-	-	-	-	-	3	-	-	-	-	1	-	1	1	
	4%	5%	-	8%	-	-	-	5%	6%	6%	-	-	-	-	-	-	-	-	-	7%	-	-	-	-	6%	-	8%	2%	
£50-99	4	3	1	-	-	-	1	-	-	1	1	-	1	-	-	-	-	-	2	2	-	-	-	1	1	2	-	1	
	5%	14%	4%	-	-	-	13%	-	-	6%	13%	-	30%	-	-	-	-	-	6%	4%	-	-	-	11%	6%	11%	-	2%	
£100+	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-
	1%	-	-	4%	-	-	-	-	-	7%	-	-	-	-	-	-	-	-	-	-	-	29%	-	-	-	-	6%	-	-
Not Stated	4	1	-	2	-	-	-	-	-	2	-	-	1	-	-	-	-	-	4	-	-	-	-	-	-	-	-	4	
	4%	6%	-	9%	-	-	-	-	-	14%	-	-	40%	-	-	-	-	-	11%	-	-	-	-	-	-	-	-	8%	
Mean Score	17.17	21.88	15.56	16.59	16.34	6.13	17.30	14.29	14.82	28.18	12.72	7.30	36.50	-	6.00	20.00	15.29	20.00	8.40	17.75	15.10	44.81	-	17.77	18.64	22.71	9.85	14.25	
Std Deviation	20.24	24.81	10.68	27.68	8.79	7.07	30.68	10.45	10.34	33.31	16.83	2.84	49.45	-	-	-	8.63	-	12.62	19.85	13.96	58.21	-	14.59	17.71	30.81	10.85	15.29	
Std Error	2.263	5.548	2.095	5.901	2.931	4.081	10.85	2.396	2.373	8.903	6.360	1.420	34.97	-	-	-	4.316	-	7.286	3.820	2.058	29.10	-	4.862	4.175	7.262	3.131	2.418	

Digital Entertainment Survey 2013

43. You have said that you would be willing to pay for a favourite site or service. Which of the following reasons, if any, describe why you would be willing to pay for this?

Base: All willing to pay

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	915	34	46	83	123	100	55	47	32	39	64	97	90	53	52	151	206	206	226	43	24	59
Weighted Total	917	45	61	90	126	94	51	42	38	46	62	88	81	48	46	155	205	206	226	44	24	58
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Access to a wider selection of content	341	9	24	26	47	34	24	17	14	20	27	34	33	13	18	58	81	85	72	18	8	20
	37%	21%	39%	29%	37%	36%	47%	40%	38%	44%	44%	39%	41%	26%	40%	38%	39%	41%	32%	41%	32%	34%
Better technical quality of content	296	17	22	34	40	32	21	16	9	18	20	23	24	7	13	49	68	78	65	13	11	13
	32%	38%	37%	37%	32%	34%	42%	38%	25%	38%	33%	26%	29%	15%	29%	32%	33%	38%	29%	29%	48%	22%
Convenience	349	13	28	22	38	29	22	22	20	19	22	31	33	26	25	52	88	78	81	12	9	29
	38%	29%	46%	24%	30%	31%	44%	53%	53%	41%	36%	35%	40%	53%	54%	34%	43%	38%	36%	28%	37%	51%
Additional features	283	12	24	25	43	35	17	12	15	15	25	18	24	8	10	50	56	71	66	10	4	25
	31%	26%	39%	28%	34%	37%	33%	28%	41%	33%	41%	21%	30%	17%	21%	32%	28%	34%	29%	24%	17%	43%
To be part of an online community	183	11	20	27	23	8	9	1	13	14	14	13	19	5	5	33	41	38	43	10	7	10
	20%	24%	33%	30%	19%	9%	18%	2%	34%	31%	22%	14%	23%	11%	12%	21%	20%	18%	19%	24%	29%	18%
For the exclusivity value, including access to exclusive offers and content	206	13	14	21	29	22	15	10	9	11	17	17	18	6	4	33	46	51	48	11	5	12
	22%	29%	24%	23%	23%	29%	23%	23%	25%	23%	27%	20%	22%	13%	10%	21%	23%	25%	21%	26%	21%	21%
More editorial content	143	4	12	15	22	15	7	8	6	5	14	8	15	6	6	29	34	26	31	6	5	12
	16%	9%	20%	17%	18%	16%	13%	19%	16%	10%	22%	9%	19%	13%	13%	19%	17%	12%	14%	15%	20%	20%
Removal of advertisements	359	17	29	27	48	46	25	17	16	22	24	30	30	14	13	60	82	75	95	16	8	23
	39%	38%	48%	30%	38%	49%	49%	40%	44%	49%	39%	34%	37%	28%	29%	39%	40%	36%	42%	37%	36%	40%
No limit on the amount you can access/download	394	17	32	35	50	43	25	20	18	27	24	34	33	18	18	65	87	91	92	22	6	32
	43%	38%	52%	39%	40%	46%	49%	47%	47%	59%	39%	39%	41%	38%	38%	42%	43%	44%	40%	49%	24%	54%
Ability to access from multiple devices	285	16	29	26	39	29	17	13	12	13	18	23	33	11	8	49	68	64	66	9	11	17
	31%	35%	48%	29%	31%	31%	33%	32%	31%	28%	28%	26%	40%	23%	17%	32%	33%	31%	29%	21%	48%	30%
None of the above	68	5	-	3	9	7	5	3	4	6	6	7	5	4	5	13	16	16	15	4	1	3
	7%	12%	-	4%	7%	7%	9%	6%	9%	13%	9%	8%	7%	8%	12%	8%	8%	8%	7%	9%	4%	5%

Digital Entertainment Survey 2013

43. You have said that you would be willing to pay for a favourite site or service. Which of the following reasons, if any, describe why you would be willing to pay for this?

Base: All willing to pay

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children	
Unweighted Total	915	142	277	319	119	58	86	116	206	146	37	78	61	14	51	65	34	21	26	376	442	58	13	123	133	118	163	511
Weighted Total	917	148	278	316	117	58	87	117	197	140	36	90	74	15	51	60	30	21	32	398	420	53	15	118	125	113	150	536
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Access to a wider selection of content	341	57	108	124	45	8	25	38	82	53	7	46	20	2	24	25	12	8	10	146	161	22	3	38	50	50	58	202
	37%	38%	39%	39%	38%	15%	28%	33%	41%	38%	19%	51%	28%	15%	48%	41%	38%	36%	31%	37%	38%	41%	18%	32%	40%	44%	39%	38%
Better technical quality of content	296	64	100	102	24	7	32	31	51	52	11	36	25	5	14	19	12	8	9	136	130	19	2	30	40	39	45	188
	32%	43%	36%	32%	20%	13%	37%	27%	26%	37%	31%	40%	34%	32%	27%	31%	38%	36%	27%	34%	31%	37%	16%	26%	32%	35%	30%	35%
Convenience	349	51	98	128	53	19	34	36	76	49	10	43	30	4	23	19	17	7	15	136	167	25	5	39	37	47	74	201
	38%	35%	35%	40%	45%	32%	39%	31%	39%	35%	26%	48%	41%	31%	46%	32%	56%	36%	46%	34%	40%	48%	37%	33%	30%	42%	49%	38%
Additional features	283	57	100	99	23	5	25	30	60	40	10	39	23	4	16	23	8	5	7	137	121	14	5	32	41	36	36	178
	31%	38%	36%	31%	19%	9%	28%	26%	31%	29%	29%	43%	31%	29%	32%	38%	26%	22%	23%	34%	29%	26%	31%	27%	33%	32%	24%	33%
To be part of an online community	183	49	44	63	21	5	22	25	27	24	7	26	19	6	12	9	4	3	11	99	64	7	1	28	23	24	18	115
	20%	33%	16%	20%	18%	9%	26%	21%	14%	17%	20%	29%	26%	38%	23%	14%	12%	14%	34%	25%	15%	14%	9%	24%	19%	21%	12%	22%
For the exclusivity value, including access to exclusive offers and content	206	49	62	76	16	3	19	28	42	24	5	30	14	3	12	14	6	7	8	92	93	8	5	31	30	31	33	115
	22%	33%	22%	24%	14%	5%	21%	24%	21%	17%	15%	34%	19%	21%	24%	24%	21%	33%	26%	23%	22%	16%	32%	26%	24%	27%	22%	22%
More editorial content	143	36	47	39	18	2	14	21	29	22	9	15	10	1	7	7	6	3	7	64	63	9	1	19	21	22	20	82
	16%	25%	17%	12%	16%	3%	16%	18%	15%	16%	24%	17%	14%	6%	14%	11%	21%	13%	21%	16%	15%	17%	6%	16%	17%	20%	13%	15%
Removal of advertisements	359	65	114	125	42	13	35	35	72	58	8	46	36	5	21	19	14	9	13	164	159	21	2	40	44	36	52	226
	39%	44%	41%	39%	36%	22%	40%	30%	36%	42%	22%	52%	49%	36%	41%	32%	47%	41%	39%	41%	38%	40%	16%	34%	35%	32%	35%	42%
No limit on the amount you can access/download	394	63	129	136	53	13	41	42	86	46	16	51	32	9	25	27	12	9	14	180	177	19	5	39	47	54	70	240
	43%	43%	46%	43%	46%	23%	47%	36%	44%	33%	44%	57%	43%	58%	50%	45%	38%	42%	43%	45%	42%	36%	31%	33%	38%	48%	47%	45%
Ability to access from multiple devices	285	59	91	96	29	11	30	35	49	45	12	35	23	2	20	16	10	9	12	116	136	15	6	31	37	47	49	168
	31%	40%	33%	30%	24%	19%	35%	30%	25%	32%	33%	39%	32%	13%	38%	26%	32%	44%	39%	29%	32%	28%	43%	26%	30%	42%	33%	31%
None of the above	68	5	11	23	15	14	5	8	14	8	1	3	6	2	6	9	3	3	4	30	28	3	4	10	10	7	12	38
	7%	4%	4%	7%	13%	24%	6%	7%	7%	6%	3%	4%	8%	14%	11%	15%	9%	16%	12%	7%	7%	5%	30%	8%	8%	7%	8%	7%

Digital Entertainment Survey 2013

44. Thinking about paying for apps generally, would you prefer to pay an initial payment for an app with unlimited use therein, or download an app for free but pay for extras within the app if you wanted to?

Base: All who own a smart phone, tablet or iPad

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	1890	36	50	105	196	242	155	139	43	63	126	237	240	142	116	221	461	468	476	94	41	129
Weighted Total	1834	47	66	114	200	228	145	124	50	74	123	214	217	130	102	220	446	452	462	91	40	123
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Pay an initial payment for an app with unlimited use	627	16	39	53	87	78	44	33	18	40	36	71	64	33	15	86	160	137	167	31	15	32
	34%	33%	60%	47%	43%	34%	30%	27%	35%	54%	29%	33%	30%	25%	15%	39%	36%	30%	36%	34%	38%	26%
Download an app for free but pay for extras within the app if you wanted to	481	24	18	36	48	61	35	22	20	16	32	55	57	34	23	66	106	125	112	24	12	36
	26%	50%	28%	31%	24%	27%	24%	18%	40%	22%	26%	26%	26%	26%	22%	30%	24%	28%	24%	26%	31%	29%
I would never pay any amount of money for an app	725	8	8	25	65	89	66	69	13	18	55	88	96	63	64	68	180	190	184	36	12	56
	40%	17%	12%	22%	33%	39%	46%	55%	26%	24%	44%	41%	44%	49%	63%	31%	40%	42%	40%	40%	31%	45%

Digital Entertainment Survey 2013

44. Thinking about paying for apps generally, would you prefer to pay an initial payment for an app with unlimited use therein, or download an app for free but pay for extras within the app if you wanted to?

Base: All who own a smart phone, tablet or iPad

	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?				
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children
Unweighted Total	1890	194	507	761	318	110	174	176	475	300	80	123	80	23	136	171	110	42	30	652	1050	142	16	270	294	259	416	961
Weighted Total	1834	198	497	731	302	105	170	174	449	282	77	139	95	23	130	157	98	40	37	667	982	129	18	257	275	243	380	968
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Pay an initial payment for an app with unlimited use	627	97	208	236	68	18	53	70	142	110	21	73	33	8	34	47	23	13	13	272	299	38	5	81	92	81	91	371
	34%	49%	42%	32%	23%	17%	32%	40%	32%	39%	28%	53%	34%	37%	26%	30%	24%	32%	35%	41%	30%	30%	25%	31%	33%	34%	24%	38%
Download an app for free but pay for extras within the app if you wanted to	481	73	146	183	63	15	46	54	120	74	20	37	41	3	22	35	21	9	18	168	265	23	7	75	76	71	96	249
	26%	37%	29%	25%	21%	15%	27%	31%	27%	26%	27%	43%	13%	17%	22%	22%	22%	50%	25%	27%	18%	41%	29%	28%	29%	25%	26%	
I would never pay any amount of money for an app	725	29	142	312	170	72	70	50	187	98	35	29	22	11	74	76	53	18	6	227	418	68	6	102	107	90	193	348
	40%	14%	29%	43%	56%	68%	41%	29%	42%	35%	46%	21%	23%	50%	57%	48%	55%	46%	16%	34%	43%	53%	34%	40%	39%	37%	51%	36%

Digital Entertainment Survey 2013

45. Please indicate how often, if at all, do you do the following

Comment on a blog or article

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once a week or more	268	13	17	26	45	26	20	16	6	6	20	15	26	18	13	45	60	66	60	13	3	22
	11%	20%	20%	17%	18%	10%	9%	8%	9%	7%	14%	6%	10%	8%	7%	15%	10%	11%	10%	11%	6%	13%
Once a fortnight	212	8	13	25	37	25	12	7	6	14	7	29	14	9	6	38	50	40	51	17	3	12
	8%	12%	16%	17%	15%	9%	5%	4%	9%	16%	5%	12%	5%	4%	3%	13%	8%	7%	8%	13%	7%	7%
Once a month	274	7	9	22	46	31	17	16	1	7	18	31	32	23	16	32	62	75	74	7	8	15
	11%	10%	11%	14%	18%	11%	7%	8%	2%	8%	12%	12%	12%	10%	8%	11%	10%	12%	12%	6%	15%	9%
Between once a month and once a year	280	9	12	21	24	34	21	15	8	12	16	32	27	29	20	32	72	64	71	13	2	25
	11%	14%	14%	14%	10%	12%	9%	8%	13%	13%	10%	13%	10%	13%	10%	11%	12%	11%	11%	11%	4%	15%
Once a year	150	4	5	11	10	17	16	11	-	11	7	14	23	11	11	22	37	30	42	6	6	6
	6%	6%	6%	7%	4%	6%	7%	5%	-	12%	5%	5%	8%	5%	6%	7%	6%	5%	7%	5%	12%	3%
Never	1315	25	28	46	88	141	140	135	41	39	83	129	154	134	133	128	341	338	324	68	28	88
	53%	38%	33%	30%	35%	51%	62%	67%	66%	44%	55%	52%	56%	60%	67%	43%	55%	55%	52%	55%	56%	52%

Digital Entertainment Survey 2013

45. Please indicate how often, if at all, do you do the following

Comment on a blog or article

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?						
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren		
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334	
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Once a week or more	268	68	73	75	35	17	27	40	36	50	16	20	15	3	23	20	10	8	10	111	123	23	3	39	40	39	57	135	
	11%	31%	13%	8%	7%	7%	11%	18%	6%	14%	18%	11%	13%	9%	11%	9%	6%	11%	21%	12%	9%	10%	10%	13%	12%	13%	10%	10%	
Once a fortnight	212	34	82	66	21	9	18	34	45	38	12	24	6	2	16	8	7	1	4	89	110	7	1	28	31	22	31	123	
	8%	15%	14%	7%	4%	4%	8%	15%	7%	11%	13%	13%	5%	6%	8%	4%	4%	1%	8%	10%	9%	3%	4%	10%	10%	8%	5%	9%	
Once a month	274	26	72	115	53	7	24	22	74	47	8	18	15	4	22	23	12	5	2	102	154	15	1	47	51	39	52	138	
	11%	12%	13%	12%	10%	3%	10%	10%	12%	13%	9%	10%	13%	10%	10%	10%	8%	7%	5%	5%	11%	12%	7%	5%	16%	16%	14%	9%	10%
Between once a month and once a year	280	22	77	115	43	23	29	20	72	46	8	27	15	3	12	26	10	12	8	116	136	16	3	35	31	37	54	163	
	11%	10%	13%	12%	8%	9%	12%	9%	12%	13%	8%	15%	13%	10%	6%	12%	6%	17%	17%	13%	11%	7%	12%	12%	9%	13%	9%	12%	
Once a year	150	6	33	69	28	13	10	15	45	23	7	16	3	1	10	10	9	1	1	49	81	16	2	12	17	19	32	87	
	6%	3%	6%	7%	6%	5%	4%	7%	7%	7%	7%	9%	2%	3%	5%	5%	5%	1%	3%	5%	6%	7%	8%	4%	5%	6%	5%	6%	
Never	1315	63	236	514	330	172	131	95	327	147	40	78	60	19	127	133	114	43	22	441	693	144	16	133	156	135	362	687	
	53%	29%	41%	54%	65%	72%	55%	42%	55%	42%	44%	42%	53%	59%	60%	60%	70%	62%	46%	49%	53%	65%	61%	45%	48%	46%	62%	52%	

Digital Entertainment Survey 2013

45. Please indicate how often, if at all, do you do the following

Create videos and upload them to the internet

Base: All respondents

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once a week or more	70 3%	4 6%	7 8%	9 6%	15 6%	10 4%	2 1%	- -	2 4%	2 3%	4 3%	9 4%	3 1%	2 1%	1 *	15 5%	12 2%	17 3%	16 3%	7 6%	- -	3 2%
Once a fortnight	143 6%	8 12%	14 17%	23 15%	37 15%	14 5%	3 1%	1 *	4 6%	4 4%	19 12%	8 3%	7 3%	3 1%	- -	32 11%	33 5%	29 5%	30 5%	8 7%	3 6%	8 5%
Once a month	172 7%	5 8%	11 13%	21 14%	39 16%	17 6%	11 5%	1 *	5 8%	5 5%	10 6%	21 8%	22 8%	5 2%	2 1%	33 11%	39 6%	37 6%	43 7%	5 4%	3 6%	12 7%
Between once a month and once a year	245 10%	20 30%	21 25%	25 17%	32 13%	28 10%	17 7%	6 3%	11 17%	7 8%	16 10%	25 10%	24 9%	9 4%	4 2%	40 13%	61 10%	55 9%	52 8%	11 9%	4 7%	22 13%
Once a year	160 6%	5 8%	3 3%	18 12%	15 6%	19 7%	10 5%	7 4%	5 8%	14 16%	15 10%	19 8%	16 6%	10 4%	4 2%	21 7%	42 7%	45 7%	28 4%	6 5%	5 10%	13 8%
Never	1709 68%	24 36%	29 34%	54 36%	112 45%	186 68%	182 81%	185 92%	36 58%	56 64%	88 58%	168 67%	203 74%	197 87%	189 95%	158 53%	437 70%	430 70%	453 73%	87 70%	36 71%	109 65%

Digital Entertainment Survey 2013

45. Please indicate how often, if at all, do you do the following

Create videos and upload them to the internet

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once a week or more	70	27	23	14	3	3	9	15	8	14	6	9	4	-	1	2	-	2	3	34	29	4	-	14	13	10	5	41
	3%	12%	4%	1%	1%	1%	4%	6%	1%	4%	6%	5%	3%	-	*	1%	-	3%	6%	4%	2%	2%	-	5%	4%	4%	1%	3%
Once a fortnight	143	49	44	37	8	6	20	28	20	26	15	11	10	1	5	5	-	2	6	72	56	5	4	26	20	21	14	79
	6%	22%	8%	4%	2%	3%	8%	12%	3%	7%	17%	6%	9%	3%	2%	2%	-	3%	13%	8%	4%	2%	15%	9%	6%	7%	2%	6%
Once a month	172	37	71	45	11	8	14	30	42	33	8	10	8	3	8	11	1	2	4	69	95	2	2	39	29	28	19	87
	7%	17%	12%	5%	2%	3%	6%	13%	7%	9%	9%	6%	7%	10%	4%	5%	1%	3%	9%	8%	7%	1%	8%	13%	9%	10%	3%	6%
Between once a month and once a year	245	26	77	96	37	9	15	23	65	39	4	31	22	3	14	14	5	9	10	107	111	13	5	35	38	28	26	156
	10%	12%	13%	10%	7%	4%	6%	10%	11%	11%	4%	17%	19%	10%	7%	6%	3%	13%	21%	12%	9%	6%	17%	12%	12%	10%	4%	12%
Once a year	160	14	45	68	30	4	13	9	39	23	6	21	11	5	11	12	6	6	5	73	74	4	4	21	19	20	26	97
	6%	6%	8%	7%	6%	2%	5%	4%	7%	7%	6%	11%	9%	15%	5%	5%	4%	8%	10%	8%	6%	2%	16%	7%	6%	7%	5%	7%
Never	1709	68	314	696	421	210	168	123	425	215	52	102	60	19	172	176	149	48	19	553	931	194	12	159	207	182	496	874
	68%	31%	55%	73%	83%	87%	70%	54%	71%	61%	58%	55%	52%	61%	81%	80%	92%	70%	41%	61%	72%	88%	44%	54%	63%	63%	85%	66%

Digital Entertainment Survey 2013

45. Please indicate how often, if at all, do you do the following

Comment on or rate online purchases

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once a week or more	133 5%	3 4%	7 8%	9 6%	22 9%	21 8%	8 4%	3 1%	2 4%	5 5%	6 4%	14 6%	14 5%	10 4%	9 4%	24 8%	22 4%	30 5%	38 6%	8 6%	3 6%	8 5%
Once a fortnight	219 9%	7 10%	11 13%	23 15%	46 18%	24 9%	12 5%	9 4%	6 9%	9 11%	14 9%	16 6%	19 7%	18 8%	5 3%	29 10%	54 9%	49 8%	59 10%	11 9%	1 2%	15 9%
Once a month	504 20%	18 28%	33 39%	37 25%	59 24%	55 20%	44 20%	29 14%	12 19%	11 12%	29 19%	44 18%	57 21%	40 18%	37 18%	72 24%	119 19%	115 19%	129 21%	19 15%	16 33%	34 20%
Between once a month and once a year	550 22%	9 14%	12 14%	38 25%	43 17%	56 20%	52 23%	47 24%	12 19%	16 19%	25 17%	59 23%	62 23%	64 28%	54 27%	58 20%	138 22%	150 24%	138 22%	28 23%	9 18%	28 17%
Once a year	178 7%	5 8%	3 3%	8 5%	7 3%	18 7%	10 5%	13 7%	7 11%	12 13%	13 8%	23 9%	25 9%	16 7%	18 9%	16 5%	53 9%	42 7%	39 6%	10 8%	4 7%	15 9%
Never	915 37%	24 36%	20 23%	36 24%	72 29%	102 37%	98 44%	99 50%	23 38%	35 40%	63 42%	93 37%	97 35%	77 34%	76 38%	99 33%	236 38%	228 37%	219 35%	49 39%	17 34%	67 40%

Digital Entertainment Survey 2013

45. Please indicate how often, if at all, do you do the following

Comment on or rate online purchases

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once a week or more	133	32	48	39	9	5	12	27	20	26	7	6	6	1	8	14	3	5	1	51	71	9	1	24	26	27	24	63
	5%	14%	8%	4%	2%	2%	5%	12%	3%	7%	7%	3%	5%	3%	4%	6%	2%	7%	2%	6%	5%	4%	4%	8%	8%	9%	4%	5%
Once a fortnight	219	46	75	61	28	8	21	31	50	40	13	15	9	6	9	16	5	4	8	81	117	10	3	40	37	28	36	116
	9%	21%	13%	6%	6%	3%	9%	14%	8%	11%	14%	8%	8%	19%	4%	7%	3%	6%	17%	9%	9%	5%	10%	14%	11%	10%	6%	9%
Once a month	504	65	144	193	72	31	49	49	114	83	15	40	30	7	35	46	31	7	8	182	267	43	5	75	78	71	118	247
	20%	30%	25%	20%	14%	13%	20%	22%	19%	23%	17%	22%	26%	21%	16%	21%	19%	10%	16%	20%	21%	19%	18%	26%	24%	25%	20%	19%
Between once a month and once a year	550	29	114	234	131	42	47	41	150	70	16	39	18	4	51	51	43	21	7	199	288	55	1	51	58	63	137	299
	22%	13%	20%	25%	26%	18%	20%	18%	25%	20%	17%	21%	15%	11%	24%	23%	27%	30%	15%	22%	22%	25%	4%	17%	18%	22%	23%	22%
Once a year	178	8	33	73	49	15	17	7	53	26	3	17	8	-	17	14	12	4	6	60	90	19	4	21	22	13	39	106
	7%	4%	6%	8%	10%	6%	7%	3%	9%	7%	3%	9%	7%	-	8%	6%	7%	5%	13%	7%	7%	9%	15%	7%	7%	4%	7%	8%
Never	915	40	160	354	222	140	93	72	213	107	38	67	44	14	91	80	67	29	18	336	464	85	13	82	105	89	234	501
	37%	18%	28%	37%	43%	58%	39%	32%	35%	30%	41%	36%	38%	45%	43%	36%	42%	42%	37%	37%	36%	38%	49%	28%	32%	30%	40%	38%

Digital Entertainment Survey 2013

45. Please indicate how often, if at all, do you do the following

Write a blog

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once a week or more	105 4%	5 8%	8 9%	11 7%	13 5%	8 3%	6 2%	4 2%	7 11%	9 11%	9 6%	11 4%	8 3%	5 2%	2 1%	14 5%	23 4%	24 4%	29 5%	4 3%	1 2%	10 6%
Once a fortnight	140 6%	5 8%	11 13%	24 16%	29 11%	16 6%	7 3%	5 3%	2 4%	7 8%	6 4%	16 6%	6 2%	5 2%	2 1%	23 8%	32 5%	31 5%	34 5%	6 5%	4 8%	9 6%
Once a month	199 8%	7 10%	12 14%	25 17%	43 17%	24 9%	11 5%	4 2%	2 4%	7 8%	7 5%	24 10%	21 8%	6 3%	5 3%	40 13%	48 8%	43 7%	43 7%	11 8%	3 6%	11 7%
Between once a month and once a year	179 7%	3 4%	9 11%	16 11%	27 11%	24 9%	12 5%	7 4%	6 9%	4 4%	27 18%	15 6%	14 5%	9 4%	6 3%	27 9%	44 7%	46 8%	38 6%	6 5%	1 2%	17 10%
Once a year	92 4%	4 6%	5 6%	11 7%	9 4%	9 3%	8 4%	7 4%	- -	7 8%	6 4%	7 3%	11 4%	5 2%	3 1%	13 4%	28 5%	20 3%	23 4%	4 3%	3 6%	1 1%
Never	1784 71%	42 64%	39 47%	63 42%	130 52%	193 70%	181 80%	173 87%	45 72%	54 61%	95 64%	176 70%	215 78%	195 87%	182 91%	182 61%	447 72%	448 73%	454 73%	95 76%	38 76%	119 71%

Digital Entertainment Survey 2013

45. Please indicate how often, if at all, do you do the following

Write a blog

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once a week or more	105	23	32	31	13	7	8	9	18	21	9	18	8	2	4	1	2	4	5	50	43	5	2	18	9	11	11	69
	4%	10%	6%	3%	3%	3%	3%	4%	3%	6%	10%	10%	7%	6%	2%	*	1%	6%	10%	6%	3%	2%	8%	6%	3%	4%	2%	5%
Once a fortnight	140	38	50	37	11	5	14	26	27	28	10	14	5	3	5	5	1	2	2	65	67	3	4	19	30	20	17	78
	6%	17%	9%	4%	2%	2%	6%	12%	4%	8%	12%	8%	4%	9%	2%	2%	1%	3%	4%	7%	5%	1%	14%	7%	9%	7%	3%	6%
Once a month	199	34	67	63	25	9	21	34	38	37	11	12	11	2	15	11	4	1	4	79	106	8	2	32	39	33	25	104
	8%	16%	12%	7%	5%	4%	9%	15%	6%	11%	12%	7%	10%	6%	7%	5%	3%	1%	8%	9%	8%	3%	9%	11%	12%	11%	4%	8%
Between once a month and once a year	179	31	56	64	19	10	19	17	51	26	8	13	8	1	9	16	2	10	4	76	88	9	2	32	28	21	25	101
	7%	14%	10%	7%	4%	4%	8%	8%	9%	7%	9%	7%	7%	3%	4%	7%	1%	14%	8%	8%	7%	4%	8%	11%	9%	7%	4%	8%
Once a year	92	12	30	39	9	3	8	14	22	14	4	15	1	-	6	5	2	2	1	46	38	5	1	9	8	16	23	50
	4%	5%	5%	4%	2%	1%	3%	6%	4%	4%	4%	8%	1%	-	3%	2%	1%	3%	3%	5%	3%	2%	5%	3%	3%	6%	4%	4%
Never	1784	82	339	722	434	207	170	126	442	225	49	111	82	24	173	183	151	50	32	591	954	192	15	183	212	189	486	932
	71%	37%	59%	76%	85%	86%	71%	55%	74%	64%	54%	60%	71%	75%	82%	83%	93%	72%	67%	65%	74%	87%	56%	62%	65%	65%	83%	70%

Digital Entertainment Survey 2013

45. Please indicate how often, if at all, do you do the following

Submit a review

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once a week or more	123 5%	1 2%	9 11%	12 8%	29 11%	17 6%	9 4%	1 *	2 4%	1 1%	6 4%	9 4%	12 4%	7 3%	7 4%	24 8%	29 5%	26 4%	26 4%	7 6%	2 4%	8 5%
Once a fortnight	197 8%	8 12%	8 9%	22 14%	30 12%	26 10%	12 5%	7 4%	6 9%	8 9%	13 8%	22 9%	16 6%	16 7%	4 2%	28 9%	41 7%	47 8%	54 9%	12 10%	5 10%	10 6%
Once a month	390 16%	13 20%	17 20%	30 20%	52 21%	37 13%	21 10%	23 12%	12 19%	12 13%	19 12%	36 14%	52 19%	34 15%	32 16%	50 17%	89 14%	97 16%	99 16%	14 11%	10 19%	32 19%
Between once a month and once a year	552 22%	9 14%	21 25%	36 24%	46 18%	54 20%	47 21%	46 23%	9 15%	14 16%	30 20%	60 24%	65 24%	60 27%	54 27%	61 20%	140 22%	151 25%	135 22%	28 22%	8 15%	30 18%
Once a year	229 9%	7 10%	7 8%	10 7%	16 7%	23 8%	22 10%	20 10%	7 11%	13 15%	19 13%	25 10%	24 9%	16 7%	20 10%	32 11%	53 8%	42 7%	63 10%	14 11%	7 14%	17 10%
Never	1009 40%	28 42%	22 27%	40 27%	78 31%	119 43%	113 50%	104 52%	26 42%	40 45%	63 42%	97 39%	105 38%	92 41%	82 41%	103 35%	271 44%	251 41%	245 39%	50 40%	18 37%	70 42%

Digital Entertainment Survey 2013

45. Please indicate how often, if at all, do you do the following

Submit a review

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once a week or more	123	30	42	35	8	9	14	25	22	27	8	5	2	2	5	6	3	4	2	48	63	8	1	27	24	26	26	56
	5%	13%	7%	4%	2%	4%	6%	11%	4%	8%	8%	3%	2%	6%	2%	3%	2%	5%	4%	5%	5%	4%	4%	9%	7%	9%	4%	4%
Once a fortnight	197	58	54	56	26	4	24	30	36	39	10	19	8	1	10	15	6	1	7	70	107	9	5	29	33	33	33	97
	8%	27%	9%	6%	5%	2%	10%	13%	6%	11%	11%	10%	7%	3%	5%	7%	4%	2%	14%	8%	8%	4%	19%	10%	10%	11%	6%	7%
Once a month	390	38	123	159	55	16	32	44	83	63	15	29	24	6	29	35	19	11	7	136	212	33	1	58	66	44	88	199
	16%	17%	21%	17%	11%	7%	13%	19%	14%	18%	17%	16%	21%	20%	14%	16%	12%	16%	16%	15%	16%	15%	4%	20%	20%	15%	15%	15%
Between once a month and once a year	552	38	137	219	112	46	49	47	152	74	14	39	18	6	40	56	40	18	5	186	311	45	5	62	68	67	136	292
	22%	18%	24%	23%	22%	19%	20%	20%	25%	21%	16%	21%	16%	19%	19%	25%	25%	26%	10%	20%	24%	20%	20%	21%	21%	23%	23%	22%
Once a year	229	16	42	92	59	19	27	7	65	28	9	17	17	3	15	18	17	6	9	86	108	25	1	29	25	17	50	131
	9%	7%	7%	10%	11%	8%	11%	3%	11%	8%	10%	9%	15%	8%	7%	8%	10%	8%	18%	9%	8%	11%	4%	10%	8%	6%	8%	10%
Never	1009	39	177	395	251	147	95	74	241	120	35	75	45	14	112	91	77	29	18	383	496	100	13	91	110	102	254	559
	40%	18%	31%	41%	49%	61%	39%	33%	40%	34%	38%	41%	39%	44%	53%	42%	47%	43%	37%	42%	38%	45%	49%	31%	34%	35%	43%	42%

Digital Entertainment Survey 2013

45. Please indicate how often, if at all, do you do the following

Upload material to Pinterest, Flickr or other similar websites

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once a week or more	97 4%	4 6%	9 11%	8 5%	18 7%	12 4%	2 1%	3 1%	7 11%	5 5%	7 5%	6 3%	13 5%	2 1%	2 1%	18 6%	24 4%	19 3%	23 4%	5 4%	- -	8 5%
Once a fortnight	146 6%	3 4%	9 11%	23 15%	42 17%	18 7%	5 2%	1 *	2 4%	7 8%	11 7%	17 7%	5 2%	4 2%	1 *	35 12%	30 5%	32 5%	31 5%	11 8%	1 2%	6 4%
Once a month	190 8%	5 8%	16 19%	22 14%	31 12%	25 9%	9 4%	2 1%	5 8%	11 12%	17 11%	23 9%	14 5%	6 3%	5 3%	31 10%	49 8%	46 8%	36 6%	9 7%	6 12%	13 8%
Between once a month and once a year	185 7%	4 6%	13 16%	18 12%	20 8%	22 8%	7 3%	6 3%	6 9%	7 8%	19 13%	25 10%	21 8%	12 5%	4 2%	28 9%	52 8%	41 7%	40 6%	8 6%	3 6%	13 8%
Once a year	87 3%	3 4%	1 2%	5 4%	8 3%	10 4%	9 4%	7 4%	4 6%	7 8%	6 4%	7 3%	10 4%	6 3%	3 1%	10 3%	26 4%	18 3%	26 4%	3 2%	1 2%	4 2%
Never	1794 72%	47 72%	36 42%	74 49%	131 52%	187 68%	192 85%	181 91%	39 62%	52 59%	91 60%	171 68%	213 78%	195 87%	186 93%	176 59%	443 71%	457 75%	465 75%	91 72%	39 78%	123 74%

Digital Entertainment Survey 2013

45. Please indicate how often, if at all, do you do the following

Upload material to Pinterest, Flickr or other similar websites

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once a week or more	97	33	32	24	7	1	10	20	16	19	4	9	6	2	1	6	1	2	2	46	43	5	1	16	14	9	13	57
	4%	15%	6%	2%	1%	1%	4%	9%	3%	5%	4%	5%	5%	6%	1%	3%	1%	3%	5%	5%	3%	2%	4%	6%	4%	3%	2%	4%
Once a fortnight	146	49	55	27	9	6	15	26	33	30	9	10	7	3	5	5	-	4	4	68	68	2	4	32	31	27	11	74
	6%	22%	10%	3%	2%	3%	6%	11%	5%	9%	10%	5%	6%	9%	2%	2%	-	6%	9%	7%	5%	1%	14%	11%	10%	9%	2%	6%
Once a month	190	31	68	71	15	6	13	34	45	30	12	16	11	2	11	12	4	-	2	79	103	6	-	32	35	28	24	104
	8%	14%	12%	7%	3%	3%	5%	15%	8%	8%	13%	9%	9%	8%	5%	6%	3%	-	5%	9%	8%	3%	-	11%	11%	10%	4%	8%
Between once a month and once a year	185	17	59	71	28	10	16	13	47	38	8	15	16	3	9	11	3	6	5	87	81	10	2	25	17	24	22	117
	7%	8%	10%	7%	5%	4%	6%	6%	8%	11%	9%	8%	14%	9%	4%	5%	2%	8%	10%	10%	6%	5%	8%	8%	5%	8%	4%	9%
Once a year	87	10	22	38	13	4	7	9	26	15	2	8	4	2	5	7	3	-	3	32	46	6	1	15	12	10	18	46
	3%	4%	4%	4%	3%	2%	3%	4%	4%	4%	2%	4%	3%	6%	2%	3%	2%	-	6%	4%	4%	3%	4%	5%	4%	4%	3%	3%
Never	1794	79	337	725	439	214	178	126	432	219	57	125	71	20	180	179	151	57	31	596	956	192	19	174	217	192	498	935
	72%	36%	59%	76%	86%	89%	74%	55%	72%	62%	62%	68%	62%	62%	85%	81%	93%	82%	65%	66%	74%	87%	69%	59%	66%	66%	85%	70%

Digital Entertainment Survey 2013

45. Please indicate how often, if at all, do you do the following

Contribute to discussions on internet forums

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once a week or more	272	7	11	22	42	35	28	17	4	4	17	28	32	18	10	35	59	62	63	22	3	28
	11%	10%	13%	14%	17%	13%	12%	8%	6%	4%	11%	11%	12%	8%	5%	12%	10%	10%	10%	18%	6%	17%
Once a fortnight	227	12	16	27	37	24	11	12	6	14	8	25	15	11	10	41	47	53	54	13	5	14
	9%	18%	19%	18%	15%	9%	5%	6%	9%	16%	5%	10%	6%	5%	5%	14%	8%	9%	9%	10%	11%	9%
Once a month	293	7	7	26	45	31	25	12	6	8	21	31	28	24	23	40	66	73	80	12	3	18
	12%	10%	8%	17%	18%	11%	11%	6%	9%	9%	14%	12%	10%	11%	11%	13%	11%	12%	13%	10%	5%	11%
Between once a month and once a year	306	5	17	24	30	38	22	20	7	12	16	38	33	30	14	42	81	79	70	11	6	16
	12%	8%	20%	16%	12%	14%	10%	10%	11%	13%	10%	15%	12%	13%	7%	14%	13%	13%	11%	9%	12%	10%
Once a year	157	8	12	14	16	19	15	12	6	5	8	10	24	3	6	24	43	41	29	9	8	5
	6%	12%	14%	9%	7%	7%	7%	6%	9%	5%	5%	4%	9%	1%	3%	8%	7%	7%	5%	7%	16%	3%
Never	1246	28	22	37	81	129	123	129	34	46	81	118	142	139	138	118	327	305	327	58	25	86
	50%	42%	27%	25%	32%	47%	55%	64%	55%	52%	54%	47%	52%	62%	69%	39%	52%	50%	53%	47%	51%	51%

Digital Entertainment Survey 2013

45. Please indicate how often, if at all, do you do the following

Contribute to discussions on internet forums

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once a week or more	272	51	80	80	44	18	24	28	54	56	16	14	8	4	20	32	12	6	1	101	152	17	-	48	47	48	55	135
	11%	23%	14%	8%	9%	7%	10%	12%	9%	16%	18%	7%	7%	12%	9%	15%	7%	8%	3%	11%	12%	8%	-	16%	14%	17%	9%	10%
Once a fortnight	227	48	72	73	25	9	23	32	45	38	11	21	18	1	15	12	11	1	8	96	102	15	6	27	33	26	41	131
	9%	22%	12%	8%	5%	4%	9%	14%	7%	11%	12%	11%	15%	3%	7%	5%	7%	1%	16%	11%	8%	7%	23%	9%	10%	9%	7%	10%
Once a month	293	29	84	116	48	16	32	41	64	54	11	21	7	5	27	20	8	3	7	107	157	19	2	44	52	30	53	152
	12%	13%	15%	12%	9%	7%	13%	18%	11%	15%	12%	11%	6%	16%	13%	9%	5%	4%	14%	12%	12%	9%	8%	15%	16%	10%	9%	11%
Between once a month and once a year	306	29	86	121	52	17	20	27	77	52	6	33	18	4	26	20	12	12	5	122	155	17	7	46	35	40	58	165
	12%	13%	15%	13%	10%	7%	8%	12%	13%	15%	7%	18%	16%	14%	12%	9%	7%	17%	10%	13%	12%	8%	24%	16%	11%	14%	10%	12%
Once a year	157	13	33	73	23	15	17	8	40	24	9	15	11	1	10	14	6	2	4	69	69	14	2	17	13	24	25	94
	6%	6%	6%	8%	4%	6%	7%	4%	7%	7%	10%	8%	9%	3%	5%	6%	4%	3%	8%	8%	5%	6%	7%	6%	4%	8%	4%	7%
Never	1246	49	219	491	319	167	124	92	320	128	38	81	53	17	113	122	114	46	23	413	660	139	10	112	146	121	354	657
	50%	22%	38%	51%	63%	69%	52%	40%	53%	36%	41%	44%	47%	53%	54%	55%	70%	66%	49%	45%	51%	63%	37%	38%	45%	42%	60%	49%

Digital Entertainment Survey 2013

45. Please indicate how often, if at all, do you do the following

Create parodies of existing videos and upload them to the internet

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once a week or more	48 2%	3 4%	5 6%	3 2%	11 4%	8 3%	2 1%	- -	1 2%	- -	3 2%	4 1%	5 2%	2 1%	1 *	12 4%	9 2%	13 2%	10 2%	1 1%	- -	3 2%
Once a fortnight	99 4%	4 6%	9 11%	18 12%	27 11%	13 5%	2 1%	- -	- -	4 4%	8 5%	8 3%	5 2%	2 1%	- -	28 9%	19 3%	19 3%	22 3%	6 4%	1 2%	5 3%
Once a month	131 5%	7 10%	11 13%	22 14%	24 10%	16 6%	5 2%	- -	5 8%	4 4%	9 6%	14 5%	12 4%	2 1%	3 1%	28 9%	31 5%	26 4%	34 5%	6 5%	1 2%	4 3%
Between once a month and once a year	130 5%	7 10%	13 16%	16 11%	24 10%	15 5%	6 2%	2 1%	6 9%	1 1%	10 6%	18 7%	9 3%	1 *	2 1%	22 7%	26 4%	29 5%	33 5%	6 4%	1 2%	13 8%
Once a year	56 2%	7 10%	1 2%	4 3%	14 6%	7 2%	4 2%	1 *	- -	2 3%	6 4%	2 1%	4 1%	3 1%	2 1%	10 3%	13 2%	16 3%	13 2%	2 2%	2 4%	- -
Never	2037 81%	39 60%	45 53%	86 57%	149 60%	216 78%	207 92%	197 99%	50 81%	77 88%	115 77%	205 82%	242 88%	216 96%	193 96%	198 66%	524 84%	512 83%	511 82%	105 84%	45 91%	142 85%

Digital Entertainment Survey 2013

45. Please indicate how often, if at all, do you do the following

Create parodies of existing videos and upload them to the internet

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once a week or more	48	26	16	4	1	1	9	9	5	9	8	5	-	1	-	1	-	1	-	25	22	1	-	12	11	15	6	24
	2%	12%	3%	*	*	1%	4%	4%	1%	2%	9%	3%	-	3%	-	*	-	1%	-	3%	2%	*	-	4%	3%	5%	1%	2%
Once a fortnight	99	39	35	18	2	4	14	25	18	22	7	6	4	1	2	-	-	-	4	42	47	2	4	26	21	15	13	42
	4%	18%	6%	2%	*	2%	6%	11%	3%	6%	7%	3%	4%	3%	1%	-	-	-	8%	5%	4%	1%	14%	9%	6%	5%	2%	3%
Once a month	131	22	50	45	8	5	12	27	24	21	8	10	12	3	5	5	-	3	4	56	64	5	2	21	25	17	13	72
	5%	10%	9%	5%	2%	2%	5%	12%	4%	6%	9%	6%	10%	9%	3%	2%	-	4%	9%	6%	5%	2%	8%	7%	8%	6%	2%	5%
Between once a month and once a year	130	19	43	42	16	9	16	17	26	24	7	5	7	-	8	10	1	6	4	63	58	2	2	23	17	21	12	75
	5%	9%	7%	4%	3%	4%	7%	8%	4%	7%	8%	3%	6%	-	4%	5%	1%	9%	8%	7%	5%	1%	8%	8%	5%	7%	2%	6%
Once a year	56	10	20	15	7	4	3	3	17	7	2	3	8	-	6	7	1	-	4	22	27	2	1	7	11	4	9	33
	2%	5%	3%	2%	1%	2%	1%	1%	3%	2%	2%	2%	7%	-	3%	3%	1%	-	8%	2%	2%	1%	4%	2%	3%	1%	2%	2%
Never	2037	103	411	830	476	217	185	146	510	268	59	153	84	27	189	198	160	59	32	700	1078	210	18	206	243	218	533	1089
	81%	47%	72%	87%	93%	90%	77%	64%	85%	76%	65%	84%	73%	84%	90%	90%	99%	85%	67%	77%	83%	95%	66%	70%	74%	75%	91%	82%

Digital Entertainment Survey 2013

45. Please indicate how often, if at all, do you do the following

Start or contribute to social media campaigns

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once a week or more	115 5%	4 6%	3 3%	8 5%	29 11%	19 7%	5 2%	4 2%	2 4%	4 4%	7 5%	6 3%	12 4%	9 4%	5 3%	23 8%	21 3%	25 4%	30 5%	5 4%	1 2%	10 6%
Once a fortnight	146 6%	8 12%	13 16%	20 13%	23 9%	15 5%	9 4%	1 *	1 2%	5 5%	6 4%	18 7%	14 5%	6 3%	6 3%	26 9%	36 6%	30 5%	36 6%	10 8%	2 4%	7 4%
Once a month	221 9%	5 8%	16 19%	27 18%	40 16%	28 10%	11 5%	6 3%	8 13%	4 4%	12 8%	23 9%	14 5%	17 8%	9 4%	34 11%	56 9%	42 7%	61 10%	13 11%	2 4%	13 8%
Between once a month and once a year	237 9%	7 10%	17 20%	29 20%	24 10%	24 9%	13 6%	13 7%	5 8%	11 12%	17 11%	23 9%	27 10%	18 8%	10 5%	42 14%	49 8%	63 10%	48 8%	9 7%	3 6%	22 13%
Once a year	110 4%	5 8%	1 2%	9 6%	12 5%	15 5%	7 3%	5 3%	1 2%	7 8%	9 6%	9 4%	14 5%	8 4%	7 4%	14 5%	28 4%	25 4%	31 5%	3 3%	4 8%	6 3%
Never	1670 67%	37 56%	34 41%	58 38%	121 49%	174 63%	179 80%	171 85%	45 72%	59 67%	100 67%	171 68%	194 70%	166 74%	163 82%	160 54%	432 69%	429 70%	416 67%	85 68%	38 76%	110 66%

Digital Entertainment Survey 2013

45. Please indicate how often, if at all, do you do the following

Start or contribute to social media campaigns

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once a week or more	115	35	47	20	7	6	13	21	20	26	7	5	3	3	7	5	3	3	-	51	54	8	1	19	25	20	17	59
	5%	16%	8%	2%	1%	2%	5%	9%	3%	7%	7%	2%	3%	9%	3%	2%	2%	4%	-	6%	4%	4%	4%	7%	8%	7%	3%	4%
Once a fortnight	146	45	42	39	13	6	15	24	21	32	9	13	6	1	7	12	3	3	5	56	70	11	4	31	23	32	24	68
	6%	21%	7%	4%	3%	3%	6%	11%	4%	9%	9%	7%	5%	3%	3%	5%	2%	5%	11%	6%	5%	5%	15%	11%	7%	11%	4%	5%
Once a month	221	34	62	86	25	14	31	29	52	29	10	11	14	4	12	14	5	9	7	77	115	21	1	35	36	31	34	121
	9%	15%	11%	9%	5%	6%	13%	13%	9%	8%	11%	6%	12%	14%	6%	6%	3%	14%	15%	8%	9%	9%	4%	12%	11%	11%	6%	9%
Between once a month and once a year	237	19	87	89	34	7	20	23	56	45	8	19	17	2	9	24	10	4	6	110	106	13	2	32	26	26	47	132
	9%	9%	15%	9%	7%	3%	8%	10%	9%	13%	9%	10%	15%	6%	4%	11%	6%	6%	13%	12%	8%	6%	8%	11%	8%	9%	8%	10%
Once a year	110	8	17	49	23	14	8	11	26	14	3	16	6	2	10	9	4	2	1	50	52	6	-	10	14	12	23	64
	4%	4%	3%	5%	4%	6%	4%	5%	4%	4%	3%	9%	5%	7%	5%	4%	2%	3%	3%	6%	4%	3%	-	3%	4%	4%	4%	5%
Never	1670	79	318	672	408	193	153	120	425	205	55	119	69	20	165	156	138	47	28	564	898	162	19	166	203	170	442	889
	67%	36%	55%	70%	80%	80%	64%	53%	71%	58%	60%	65%	60%	62%	78%	71%	85%	69%	59%	62%	69%	73%	69%	57%	62%	59%	75%	67%

Digital Entertainment Survey 2013

45. Please indicate how often, if at all, do you do the following

Maintain your own profile by uploading materials to your own account (e.g. on Facebook, Twitter or other social networking site)

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once a week or more	520 21%	22 34%	30 36%	34 22%	54 22%	53 19%	33 15%	11 5%	27 43%	34 39%	41 27%	71 29%	48 17%	38 17%	24 12%	63 21%	130 21%	130 21%	125 20%	34 27%	7 15%	30 18%
Once a fortnight	373 15%	12 18%	18 22%	35 23%	73 29%	48 17%	16 7%	6 3%	12 19%	13 15%	28 19%	39 16%	36 13%	25 11%	12 6%	49 16%	84 13%	91 15%	90 15%	18 14%	8 16%	33 20%
Once a month	371 15%	13 20%	20 23%	28 19%	43 17%	41 15%	31 14%	22 11%	7 11%	14 16%	26 18%	44 18%	43 16%	22 10%	16 8%	38 13%	101 16%	105 17%	81 13%	18 14%	11 23%	17 10%
Between once a month and once a year	279 11%	- -	8 9%	24 16%	23 9%	31 11%	30 13%	21 10%	11 17%	5 5%	19 12%	31 12%	33 12%	27 12%	18 9%	38 13%	63 10%	82 13%	64 10%	11 8%	4 8%	17 10%
Once a year	118 5%	4 6%	1 2%	10 7%	6 2%	13 5%	14 6%	21 10%	1 2%	4 4%	5 3%	6 3%	10 4%	10 4%	13 7%	19 6%	34 5%	23 4%	29 5%	4 3%	5 9%	5 3%
Never	839 34%	14 22%	7 8%	20 13%	50 20%	89 32%	102 45%	120 60%	5 8%	19 21%	31 21%	59 23%	105 38%	103 46%	117 58%	91 31%	210 34%	183 30%	233 37%	41 33%	15 29%	66 39%

Digital Entertainment Survey 2013

45. Please indicate how often, if at all, do you do the following

Maintain your own profile by uploading materials to your own account (e.g. on Facebook, Twitter or other social networking site)

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once a week or more	520	75	152	174	96	23	46	40	127	71	16	62	43	5	36	49	12	14	17	223	240	34	6	73	65	65	87	309
	21%	34%	26%	18%	19%	10%	19%	18%	21%	20%	17%	34%	38%	16%	17%	22%	7%	20%	35%	24%	19%	15%	23%	25%	20%	22%	15%	23%
Once a fortnight	373	65	122	117	47	24	41	40	89	71	17	32	18	6	20	29	10	2	10	145	201	15	3	67	69	56	47	202
	15%	29%	21%	12%	9%	10%	17%	18%	15%	20%	19%	18%	16%	18%	9%	13%	6%	3%	21%	16%	16%	7%	10%	23%	21%	19%	8%	15%
Once a month	371	26	112	154	59	21	30	44	81	59	19	33	24	5	31	27	7	12	7	146	187	29	2	61	45	45	72	200
	15%	12%	20%	16%	12%	9%	12%	19%	13%	17%	21%	18%	21%	14%	15%	12%	4%	17%	16%	16%	14%	13%	9%	21%	14%	15%	12%	15%
Between once a month and once a year	279	20	58	116	65	19	22	21	82	37	6	18	9	5	20	30	19	10	6	106	138	26	3	29	28	24	68	159
	11%	9%	10%	12%	13%	8%	9%	9%	14%	11%	7%	10%	8%	15%	9%	14%	12%	14%	12%	12%	11%	12%	11%	10%	9%	8%	12%	12%
Once a year	118	4	20	51	28	14	19	9	26	16	2	8	2	-	11	8	15	2	-	40	59	17	1	13	15	12	38	55
	5%	2%	4%	5%	6%	6%	8%	4%	4%	5%	2%	4%	2%	-	5%	4%	9%	3%	-	4%	5%	8%	5%	4%	5%	4%	6%	4%
Never	839	30	110	343	216	140	83	73	195	97	31	30	18	12	93	78	99	30	8	249	471	100	11	51	104	88	276	409
	34%	14%	19%	36%	42%	58%	34%	32%	33%	28%	34%	16%	16%	37%	44%	35%	61%	44%	16%	27%	36%	45%	42%	17%	32%	30%	47%	31%

Digital Entertainment Survey 2013

45. Please indicate how often, if at all, do you do the following

Post a tweet on Twitter

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once a week or more	325 13%	16 24%	18 22%	29 20%	47 19%	43 16%	18 8%	6 3%	25 40%	28 32%	22 15%	32 13%	24 9%	10 4%	6 3%	37 12%	76 12%	83 13%	87 14%	18 14%	7 14%	19 11%
Once a fortnight	209 8%	8 12%	21 25%	21 14%	35 14%	22 8%	12 5%	8 4%	4 6%	6 7%	13 8%	24 10%	19 7%	13 6%	4 2%	36 12%	46 7%	43 7%	56 9%	12 9%	3 6%	13 8%
Once a month	215 9%	5 8%	17 20%	29 20%	39 16%	24 9%	5 2%	8 4%	5 8%	1 1%	22 15%	30 12%	16 6%	7 3%	5 3%	44 15%	53 8%	50 8%	38 6%	14 11%	4 8%	12 7%
Between once a month and once a year	156 6%	4 6%	8 9%	14 9%	14 6%	22 8%	8 4%	6 3%	5 8%	7 8%	16 10%	21 8%	20 7%	6 3%	5 3%	18 6%	43 7%	50 8%	34 5%	2 1%	2 4%	8 5%
Once a year	88 4%	5 8%	3 3%	8 5%	9 4%	7 2%	7 3%	5 3%	1 2%	7 8%	6 4%	8 3%	9 3%	8 4%	5 3%	12 4%	20 3%	29 5%	16 3%	3 2%	3 5%	5 3%
Never	1507 60%	28 42%	17 20%	49 33%	106 42%	157 57%	176 78%	166 83%	23 38%	39 44%	71 47%	134 54%	187 68%	180 80%	174 87%	152 51%	385 62%	360 59%	391 63%	77 61%	31 62%	111 67%

Digital Entertainment Survey 2013

45. Please indicate how often, if at all, do you do the following

Post a tweet on Twitter

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once a week or more	325	62	104	104	40	16	31	29	79	48	10	46	29	4	20	20	5	5	15	158	139	13	-	41	47	50	33	204
	13%	28%	18%	11%	8%	6%	13%	13%	13%	14%	11%	25%	25%	12%	9%	9%	3%	7%	31%	17%	11%	6%	-	14%	15%	17%	6%	15%
Once a fortnight	209	44	76	64	19	6	21	31	51	38	13	12	15	3	12	9	3	3	6	87	100	10	6	33	31	39	36	110
	8%	20%	13%	7%	4%	2%	9%	14%	8%	11%	14%	6%	13%	10%	6%	4%	2%	4%	13%	10%	8%	5%	22%	11%	10%	13%	6%	8%
Once a month	215	36	72	68	29	9	20	30	45	34	15	17	18	5	13	13	2	4	7	89	110	7	1	41	32	28	26	121
	9%	16%	13%	7%	6%	4%	8%	13%	7%	10%	16%	9%	15%	17%	6%	1%	6%	15%	10%	8%	3%	5%	14%	10%	10%	4%	9%	
Between once a month and once a year	156	19	42	64	22	10	8	18	49	26	2	16	6	2	11	12	3	5	3	68	74	8	2	24	20	13	19	99
	6%	9%	7%	7%	4%	4%	3%	8%	8%	7%	2%	8%	5%	6%	5%	6%	2%	7%	7%	7%	6%	4%	8%	8%	6%	4%	3%	7%
Once a year	88	6	24	32	18	7	12	6	20	14	2	10	4	1	7	6	3	3	1	38	41	6	1	11	12	3	20	50
	4%	3%	4%	3%	4%	3%	5%	3%	3%	4%	2%	5%	3%	3%	3%	3%	2%	5%	3%	4%	3%	3%	4%	4%	4%	1%	3%	4%
Never	1507	52	255	624	383	193	148	114	356	192	50	83	44	17	149	160	147	49	15	468	832	176	16	145	183	158	452	750
	60%	24%	45%	65%	75%	80%	62%	50%	59%	55%	55%	45%	38%	53%	71%	73%	91%	71%	31%	51%	64%	80%	61%	49%	56%	54%	77%	56%

Digital Entertainment Survey 2013

45. Please indicate how often, if at all, do you do the following

Summary table

Base: All respondents

	Total	Once a week or more	Once a fortnight	Once a month	Between once a month and once a year	Once a year	Never
Comment on a blog or article	2500 100%	268 11%	212 8%	274 11%	280 11%	150 6%	1315 53%
Create videos and upload them to the internet	2500 100%	70 3%	143 6%	172 7%	245 10%	160 6%	1709 68%
Comment on or rate online purchases	2500 100%	133 5%	219 9%	504 20%	550 22%	178 7%	915 37%
Write a blog	2500 100%	105 4%	140 6%	199 8%	179 7%	92 4%	1784 71%
Submit a review	2500 100%	123 5%	197 8%	390 16%	552 22%	229 9%	1009 40%
Upload material to Pinterest, Flickr or other similar websites	2500 100%	97 4%	146 6%	190 8%	185 7%	87 3%	1794 72%
Contribute to discussions on internet forums	2500 100%	272 11%	227 9%	293 12%	306 12%	157 6%	1246 50%
Create parodies of existing videos and upload them to the internet	2500 100%	48 2%	99 4%	131 5%	130 5%	56 2%	2037 81%
Start or contribute to social media campaigns	2500 100%	115 5%	146 6%	221 9%	237 9%	110 4%	1670 67%
Maintain your own profile by uploading materials to your own account (e.g. on Facebook, Twitter or other social networking site)	2500 100%	520 21%	373 15%	371 15%	279 11%	118 5%	839 34%
Post a tweet on Twitter	2500 100%	325 13%	209 8%	215 9%	156 6%	88 4%	1507 60%

Digital Entertainment Survey 2013

46. Please indicate whether you are likely to do any of the following in the future.

Comment on a blog or article

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Definitely	363	20	24	38	54	36	23	20	8	18	22	32	37	21	11	59	93	82	87	21	3	19
	15%	30%	28%	25%	22%	13%	10%	10%	13%	20%	15%	13%	13%	9%	5%	20%	15%	13%	14%	17%	6%	11%
Probably	606	13	18	48	80	82	40	34	12	20	32	77	64	48	39	81	143	150	151	26	9	47
	24%	20%	22%	32%	32%	30%	18%	17%	19%	23%	21%	31%	23%	21%	19%	27%	23%	24%	24%	20%	18%	28%
Unlikely	309	11	13	18	35	28	21	17	16	19	28	36	20	23	25	31	83	84	72	10	8	21
	12%	16%	16%	12%	14%	10%	9%	8%	26%	21%	19%	14%	7%	10%	12%	11%	13%	14%	12%	8%	16%	13%
I do not plan to do this in the future	859	12	17	24	51	97	105	107	16	23	39	63	104	100	100	78	215	223	217	50	20	57
	34%	18%	20%	16%	20%	35%	47%	54%	26%	27%	26%	25%	38%	44%	50%	26%	35%	36%	35%	40%	39%	34%
Don't know	363	11	12	22	31	32	35	22	9	8	28	42	50	34	26	49	89	75	95	18	11	24
	15%	16%	14%	14%	12%	12%	16%	11%	15%	9%	19%	17%	18%	15%	13%	17%	14%	12%	15%	15%	21%	15%

Digital Entertainment Survey 2013

46. Please indicate whether you are likely to do any of the following in the future.

Comment on a blog or article

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Definitely	363	87	98	114	53	10	30	51	75	58	17	37	21	4	30	27	8	7	9	144	181	22	7	60	57	54	64	188
	15%	40%	17%	12%	10%	4%	12%	22%	13%	16%	18%	20%	18%	12%	14%	12%	5%	10%	19%	16%	14%	10%	27%	20%	17%	19%	11%	14%
Probably	606	64	180	243	87	33	61	51	140	117	26	51	25	9	43	43	29	10	10	244	310	40	2	84	86	68	113	337
	24%	29%	31%	25%	17%	14%	26%	22%	23%	33%	29%	28%	22%	29%	20%	20%	18%	15%	22%	27%	24%	18%	8%	29%	26%	24%	19%	25%
Unlikely	309	15	86	111	65	32	28	33	80	31	8	32	13	3	26	25	15	15	9	136	132	30	2	31	33	32	55	188
	12%	7%	15%	12%	13%	13%	12%	15%	13%	9%	8%	17%	12%	11%	12%	11%	9%	22%	19%	15%	10%	14%	8%	10%	10%	11%	9%	14%
I do not plan to do this in the future	859	35	142	332	226	124	83	63	215	104	23	41	33	11	83	94	87	22	12	242	502	97	6	76	97	95	277	423
	34%	16%	25%	35%	44%	52%	34%	28%	36%	30%	25%	22%	29%	34%	39%	43%	54%	32%	26%	27%	39%	44%	23%	26%	30%	33%	47%	32%
Don't know	363	20	67	155	80	41	38	29	89	42	17	23	22	5	29	31	22	15	7	143	171	33	9	44	54	41	78	198
	15%	9%	12%	16%	16%	17%	16%	13%	15%	12%	19%	13%	19%	15%	14%	14%	14%	21%	16%	16%	13%	15%	34%	15%	16%	14%	13%	15%

Digital Entertainment Survey 2013

46. Please indicate whether you are likely to do any of the following in the future.

Create videos and upload them to the internet

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Definitely	189	12	14	17	37	24	8	4	8	8	12	26	14	5	1	30	50	43	38	16	3	9
	8%	18%	17%	12%	15%	9%	4%	2%	13%	9%	8%	10%	5%	2%	*	10%	8%	7%	6%	13%	6%	5%
Probably	461	30	30	52	69	57	26	8	11	19	46	42	44	20	7	88	104	97	117	15	9	32
	18%	46%	36%	35%	28%	21%	12%	4%	17%	21%	31%	17%	16%	9%	4%	29%	17%	16%	19%	12%	18%	19%
Unlikely	418	8	13	35	49	45	26	25	21	21	22	48	48	36	21	50	111	106	98	14	9	29
	17%	12%	16%	23%	20%	16%	12%	13%	34%	24%	15%	19%	17%	16%	11%	17%	18%	17%	16%	12%	19%	17%
I do not plan to do this in the future	1106	11	16	32	66	117	132	139	16	26	47	97	129	136	143	88	276	304	280	66	21	71
	44%	16%	19%	21%	27%	42%	59%	70%	26%	29%	31%	39%	47%	61%	71%	30%	44%	50%	45%	52%	42%	42%
Don't know	326	5	11	14	29	33	33	24	6	14	23	38	40	28	28	42	82	64	90	14	8	26
	13%	8%	13%	9%	11%	12%	15%	12%	9%	16%	16%	15%	14%	13%	14%	14%	13%	10%	14%	12%	15%	16%

Digital Entertainment Survey 2013

46. Please indicate whether you are likely to do any of the following in the future.

Create videos and upload them to the internet

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Definitely	189	53	63	49	19	6	13	20	35	31	11	31	14	2	10	12	2	7	7	89	86	6	1	31	25	25	18	120
	8%	24%	11%	5%	4%	2%	5%	9%	6%	9%	12%	17%	12%	6%	5%	5%	1%	11%	15%	10%	7%	3%	5%	11%	8%	8%	3%	9%
Probably	461	83	142	162	52	21	50	65	95	73	22	45	32	7	32	25	7	9	17	217	203	15	10	84	75	58	50	267
	18%	38%	25%	17%	10%	9%	21%	28%	16%	21%	24%	24%	28%	23%	15%	11%	4%	13%	36%	24%	16%	7%	36%	28%	23%	20%	9%	20%
Unlikely	418	25	121	168	79	25	36	37	107	75	12	43	22	5	22	33	12	12	9	165	202	38	5	50	58	52	85	231
	17%	11%	21%	18%	16%	11%	15%	16%	18%	21%	14%	23%	20%	17%	11%	15%	8%	17%	18%	18%	16%	17%	19%	17%	18%	18%	14%	17%
I do not plan to do this in the future	1106	39	183	432	299	152	107	77	284	136	30	47	29	12	114	118	121	30	9	320	638	133	5	86	113	120	359	554
	44%	18%	32%	45%	59%	63%	45%	34%	47%	39%	33%	26%	25%	39%	54%	53%	75%	44%	20%	35%	49%	60%	19%	29%	35%	41%	61%	41%
Don't know	326	19	65	145	60	36	33	28	79	37	15	17	17	5	33	32	20	11	5	118	167	30	6	43	56	36	75	162
	13%	9%	11%	15%	12%	15%	14%	12%	13%	11%	17%	9%	15%	15%	16%	14%	12%	16%	10%	13%	13%	14%	21%	15%	17%	12%	13%	12%

Digital Entertainment Survey 2013

46. Please indicate whether you are likely to do any of the following in the future.

Comment on online purchases

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Definitely	434	9	11	32	56	55	36	22	8	12	25	40	55	41	32	54	112	93	112	22	5	34
	17%	14%	13%	21%	22%	20%	16%	11%	13%	13%	17%	16%	20%	18%	16%	18%	18%	15%	18%	18%	11%	21%
Probably	889	24	37	51	84	95	67	62	23	35	49	97	103	89	73	110	203	240	228	43	19	46
	36%	36%	44%	34%	33%	35%	30%	31%	38%	40%	32%	39%	38%	39%	36%	37%	33%	39%	37%	34%	39%	27%
Unlikely	324	13	16	25	37	35	17	26	16	15	19	41	24	19	20	46	87	77	65	17	7	25
	13%	20%	19%	17%	15%	13%	7%	13%	26%	17%	13%	16%	9%	9%	10%	15%	14%	13%	10%	13%	14%	15%
I do not plan to do this in the future	574	13	12	26	46	64	77	71	6	18	35	41	62	50	54	50	151	148	141	32	10	42
	23%	20%	14%	17%	18%	23%	34%	35%	9%	20%	23%	16%	22%	22%	27%	17%	24%	24%	23%	26%	20%	25%
Don't know	280	7	9	16	28	26	27	19	8	8	21	32	31	26	21	39	69	56	76	12	8	20
	11%	10%	11%	11%	11%	10%	12%	9%	13%	9%	14%	13%	11%	11%	11%	13%	11%	9%	12%	9%	16%	12%

Digital Entertainment Survey 2013

46. Please indicate whether you are likely to do any of the following in the future.

Comment on online purchases

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Definitely	434	79	133	139	64	19	39	49	94	81	14	28	15	3	31	42	24	15	6	146	240	37	5	68	76	69	95	208
	17%	36%	23%	15%	12%	8%	16%	21%	16%	23%	16%	15%	13%	9%	15%	19%	15%	21%	12%	16%	19%	17%	18%	23%	23%	24%	16%	16%
Probably	889	80	225	348	177	58	85	86	209	118	36	81	40	13	66	83	52	20	16	323	464	78	8	115	100	96	211	477
	36%	37%	39%	36%	35%	24%	35%	38%	35%	34%	40%	44%	35%	41%	31%	38%	32%	30%	33%	36%	36%	35%	29%	39%	31%	33%	36%	36%
Unlikely	324	22	60	128	71	42	31	27	86	46	8	25	22	3	29	19	18	11	12	142	136	28	6	35	38	25	57	200
	13%	10%	11%	13%	14%	17%	13%	12%	14%	13%	8%	13%	19%	9%	14%	8%	11%	15%	25%	16%	10%	13%	21%	12%	12%	9%	10%	15%
I do not plan to do this in the future	574	20	110	217	142	86	55	45	137	80	20	35	20	8	58	52	49	15	6	186	324	55	3	40	66	66	168	298
	23%	9%	19%	23%	28%	36%	23%	20%	23%	23%	22%	19%	17%	25%	28%	24%	30%	22%	14%	20%	25%	25%	11%	14%	20%	23%	29%	22%
Don't know	280	18	45	124	57	36	29	21	73	26	13	16	18	5	27	24	20	8	7	111	132	23	6	36	47	34	56	150
	11%	8%	8%	13%	11%	15%	12%	9%	12%	7%	15%	9%	15%	15%	13%	11%	12%	12%	16%	12%	10%	10%	21%	12%	14%	12%	10%	11%

Digital Entertainment Survey 2013

46. Please indicate whether you are likely to do any of the following in the future.

Write a blog

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Definitely	210	9	12	18	29	23	16	7	8	16	17	23	19	11	2	26	58	51	48	10	3	15
	8%	14%	14%	12%	11%	8%	7%	4%	13%	19%	11%	9%	7%	5%	1%	9%	9%	8%	8%	8%	6%	9%
Probably	420	5	17	47	65	53	18	21	14	21	32	44	41	25	18	71	106	100	98	15	5	26
	17%	8%	20%	31%	26%	19%	8%	10%	23%	24%	21%	18%	15%	11%	9%	24%	17%	16%	16%	12%	10%	15%
Unlikely	460	13	24	30	52	51	35	27	16	16	28	52	48	36	31	64	119	104	114	20	6	35
	18%	20%	28%	20%	21%	18%	16%	13%	26%	19%	19%	21%	17%	16%	15%	21%	19%	17%	18%	16%	11%	21%
I do not plan to do this in the future	1085	28	18	35	78	119	122	129	18	25	47	88	125	128	127	93	265	291	280	65	26	67
	43%	42%	22%	23%	31%	43%	54%	64%	28%	28%	31%	35%	45%	57%	64%	31%	43%	47%	45%	52%	52%	40%
Don't know	324	11	13	20	27	30	34	17	6	9	26	42	43	26	23	45	76	69	83	16	11	26
	13%	16%	16%	13%	11%	11%	15%	8%	9%	11%	18%	17%	15%	11%	11%	15%	12%	11%	13%	13%	21%	15%

Digital Entertainment Survey 2013

46. Please indicate whether you are likely to do any of the following in the future.

Write a blog

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Definitely	210	57	58	60	25	10	14	20	40	43	11	32	13	4	10	14	2	7	6	97	97	7	2	29	34	24	28	130
	8%	26%	10%	6%	5%	4%	6%	9%	7%	12%	12%	17%	11%	13%	5%	6%	1%	10%	13%	11%	7%	3%	9%	10%	10%	8%	5%	10%
Probably	420	64	148	146	48	14	37	58	92	85	22	27	24	6	29	21	12	5	6	179	210	20	5	65	70	59	71	223
	17%	29%	26%	15%	9%	6%	16%	26%	15%	24%	24%	15%	21%	19%	14%	10%	8%	7%	12%	20%	16%	9%	18%	22%	21%	20%	12%	17%
Unlikely	460	27	116	183	99	35	44	42	114	62	13	52	17	7	39	39	19	13	10	185	212	46	7	60	48	48	90	266
	18%	12%	20%	19%	19%	15%	18%	18%	19%	18%	15%	28%	15%	22%	19%	18%	12%	19%	21%	20%	16%	21%	24%	20%	15%	16%	15%	20%
I do not plan to do this in the future	1085	52	187	425	274	148	110	82	274	129	28	50	43	11	101	118	112	29	18	319	624	118	6	98	118	126	330	545
	43%	24%	33%	44%	54%	61%	46%	36%	46%	37%	31%	27%	38%	34%	48%	53%	69%	42%	39%	35%	48%	53%	23%	33%	36%	43%	56%	41%
Don't know	324	20	64	142	65	34	35	25	79	32	16	23	18	4	32	29	17	15	8	128	153	29	7	43	57	33	68	170
	13%	9%	11%	15%	13%	14%	14%	11%	13%	9%	18%	12%	16%	12%	15%	13%	10%	21%	16%	14%	12%	13%	26%	15%	17%	12%	12%	13%

Digital Entertainment Survey 2013

46. Please indicate whether you are likely to do any of the following in the future.

Submit reviews

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Definitely	417	8	13	29	61	53	33	23	7	9	21	40	51	37	31	54	105	91	115	20	7	24
	17%	12%	16%	20%	24%	19%	15%	12%	11%	11%	14%	16%	18%	17%	15%	18%	17%	15%	19%	16%	15%	14%
Probably	842	24	30	48	74	86	64	61	29	32	48	93	96	84	74	102	202	221	204	47	15	53
	34%	36%	36%	32%	30%	31%	29%	30%	47%	36%	32%	37%	35%	37%	37%	34%	32%	36%	33%	37%	30%	32%
Unlikely	325	7	13	27	32	36	21	21	12	20	22	42	26	26	22	46	83	81	76	14	5	20
	13%	10%	16%	18%	13%	13%	9%	10%	19%	23%	15%	17%	10%	11%	11%	15%	13%	13%	12%	11%	10%	12%
I do not plan to do this in the future	625	14	13	24	53	71	80	78	9	19	33	44	70	58	59	53	158	165	151	35	13	49
	25%	22%	16%	16%	21%	26%	36%	39%	15%	21%	22%	18%	25%	26%	29%	18%	25%	27%	24%	28%	27%	30%
Don't know	291	13	14	22	30	30	27	18	5	8	25	32	33	20	15	45	75	56	76	9	9	21
	12%	20%	17%	14%	12%	11%	12%	9%	8%	9%	17%	13%	12%	9%	7%	15%	12%	9%	12%	8%	19%	13%

Digital Entertainment Survey 2013

46. Please indicate whether you are likely to do any of the following in the future.

Submit reviews

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Definitely	417	78	125	137	57	19	36	50	89	82	12	27	13	5	26	44	21	12	5	133	242	33	3	72	80	67	100	189
	17%	36%	22%	14%	11%	8%	15%	22%	15%	23%	13%	15%	11%	16%	12%	20%	13%	18%	10%	15%	19%	15%	12%	24%	25%	23%	17%	14%
Probably	842	78	221	330	160	54	78	80	195	124	31	71	41	10	63	79	51	20	16	306	443	72	7	101	100	99	196	450
	34%	35%	38%	35%	31%	22%	33%	35%	33%	35%	34%	39%	36%	32%	30%	36%	31%	29%	33%	34%	34%	32%	26%	34%	31%	34%	33%	34%
Unlikely	325	20	70	126	72	37	31	28	85	39	12	30	15	4	28	26	16	11	9	133	142	34	6	32	36	23	59	199
	13%	9%	12%	13%	14%	15%	13%	12%	14%	11%	13%	17%	13%	12%	13%	12%	10%	15%	20%	15%	11%	16%	21%	11%	11%	8%	10%	15%
I do not plan to do this in the future	625	23	105	239	164	94	64	45	154	83	20	34	27	8	64	53	56	16	9	212	338	62	4	51	69	70	176	333
	25%	11%	18%	25%	32%	39%	27%	20%	26%	24%	22%	18%	24%	25%	30%	24%	35%	24%	18%	23%	26%	28%	16%	17%	21%	24%	30%	25%
Don't know	291	20	54	124	57	37	30	25	76	24	15	22	18	5	31	18	18	9	9	125	131	20	7	39	42	31	55	163
	12%	9%	9%	13%	11%	15%	12%	11%	13%	7%	17%	12%	16%	15%	15%	8%	11%	13%	19%	14%	10%	9%	26%	13%	13%	11%	9%	12%

Digital Entertainment Survey 2013

46. Please indicate whether you are likely to do any of the following in the future.

Upload material to Pinterest, Flickr or other similar websites

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Definitely	184	7	5	11	39	29	7	4	6	11	16	25	14	6	4	42	46	33	40	13	1	10
	7%	10%	6%	7%	16%	11%	3%	2%	9%	12%	10%	10%	5%	3%	2%	14%	7%	5%	6%	10%	2%	6%
Probably	365	9	33	36	48	40	20	7	7	22	29	42	40	21	11	53	94	82	91	14	7	24
	15%	14%	39%	24%	19%	14%	9%	4%	11%	25%	19%	17%	14%	9%	6%	18%	15%	13%	15%	11%	14%	14%
Unlikely	443	12	11	37	56	47	33	22	16	16	28	54	53	32	25	61	115	120	98	13	6	30
	18%	18%	13%	25%	22%	17%	15%	11%	26%	19%	19%	22%	19%	14%	12%	20%	19%	20%	16%	11%	11%	18%
I do not plan to do this in the future	1156	25	24	43	72	124	134	142	25	29	50	94	124	135	135	96	280	310	298	68	27	77
	46%	38%	28%	29%	29%	45%	59%	71%	40%	33%	33%	38%	45%	60%	68%	32%	45%	51%	48%	55%	54%	46%
Don't know	352	13	12	23	35	35	32	24	8	9	27	35	43	30	25	46	88	69	96	17	9	27
	14%	20%	14%	15%	14%	13%	14%	12%	13%	11%	18%	14%	16%	13%	13%	15%	14%	11%	15%	14%	18%	16%

Digital Entertainment Survey 2013

46. Please indicate whether you are likely to do any of the following in the future.

Upload material to Pinterest, Flickr or other similar websites

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Definitely	184	58	65	47	11	4	17	27	45	40	8	15	6	3	5	11	4	4	2	73	101	7	1	34	35	37	23	95
	7%	26%	11%	5%	2%	2%	7%	12%	8%	11%	9%	8%	5%	9%	2%	5%	2%	6%	5%	8%	8%	3%	5%	11%	11%	13%	4%	7%
Probably	365	60	131	117	42	14	35	52	78	63	18	41	22	4	20	23	5	3	6	172	168	15	2	63	51	43	52	209
	15%	27%	23%	12%	8%	6%	15%	23%	13%	18%	20%	22%	19%	13%	9%	11%	3%	4%	13%	19%	13%	7%	9%	21%	16%	15%	9%	16%
Unlikely	443	29	114	185	89	25	40	36	109	71	16	37	23	4	35	46	12	14	11	165	225	35	7	57	66	57	82	246
	18%	13%	20%	19%	17%	11%	17%	16%	18%	20%	18%	20%	20%	13%	17%	21%	8%	20%	22%	18%	17%	16%	28%	19%	20%	20%	14%	18%
I do not plan to do this in the future	1156	47	196	454	297	162	108	85	281	144	34	63	41	14	120	113	119	33	18	360	635	135	8	98	118	119	357	590
	46%	21%	34%	48%	58%	67%	45%	37%	47%	41%	37%	35%	36%	44%	57%	51%	74%	48%	38%	40%	49%	61%	28%	33%	36%	41%	61%	44%
Don't know	352	25	69	152	70	36	40	28	86	34	14	27	22	7	32	27	21	15	10	139	167	29	8	44	55	34	72	194
	14%	11%	12%	16%	14%	15%	17%	12%	14%	10%	16%	15%	19%	21%	15%	12%	13%	22%	21%	15%	13%	13%	29%	15%	17%	12%	12%	15%

Digital Entertainment Survey 2013

46. Please indicate whether you are likely to do any of the following in the future.

Contribute to discussions on internet forums

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Definitely	393	14	11	34	57	53	37	23	7	11	24	42	41	22	17	59	85	88	97	27	2	34
	16%	22%	13%	22%	23%	19%	17%	12%	11%	12%	16%	17%	15%	10%	8%	20%	14%	14%	16%	21%	4%	20%
Probably	612	9	37	42	77	71	41	34	12	26	33	66	70	59	36	84	151	155	145	25	14	38
	24%	14%	44%	28%	31%	26%	18%	17%	19%	29%	22%	26%	25%	26%	18%	28%	24%	25%	23%	20%	29%	22%
Unlikely	358	16	14	28	37	31	17	24	15	18	26	51	30	22	28	46	91	96	87	12	8	17
	14%	24%	17%	19%	15%	11%	7%	12%	25%	20%	18%	21%	11%	10%	14%	15%	15%	16%	14%	10%	17%	10%
I do not plan to do this in the future	825	17	12	26	55	89	93	100	16	26	42	60	98	98	93	65	220	214	206	47	15	59
	33%	26%	14%	17%	22%	33%	41%	50%	26%	29%	28%	24%	36%	43%	46%	22%	35%	35%	33%	37%	30%	35%
Don't know	312	9	11	20	24	31	36	19	12	8	24	31	37	24	26	45	76	60	87	14	10	20
	12%	14%	13%	13%	10%	11%	16%	9%	19%	9%	16%	12%	13%	11%	13%	15%	12%	10%	14%	11%	20%	12%

Digital Entertainment Survey 2013

46. Please indicate whether you are likely to do any of the following in the future.

Contribute to discussions on internet forums

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Definitely	393	72	122	120	59	20	33	44	86	79	14	34	15	6	27	34	14	6	6	148	209	25	5	57	63	57	76	211
	16%	33%	21%	13%	12%	8%	14%	19%	14%	22%	15%	19%	14%	18%	13%	15%	9%	9%	14%	16%	16%	11%	17%	19%	19%	20%	13%	16%
Probably	612	68	168	247	97	32	58	65	137	106	24	48	30	7	49	53	27	9	6	250	306	43	7	91	90	83	123	319
	24%	31%	29%	26%	19%	14%	24%	29%	23%	30%	26%	26%	26%	22%	23%	24%	16%	13%	13%	28%	24%	19%	26%	31%	27%	29%	21%	24%
Unlikely	358	32	83	137	74	32	36	30	76	44	14	41	19	6	23	33	22	13	13	141	166	32	5	41	40	35	68	212
	14%	15%	15%	14%	14%	13%	15%	13%	13%	12%	16%	22%	16%	18%	11%	15%	14%	18%	28%	16%	13%	14%	20%	14%	12%	12%	12%	16%
I do not plan to do this in the future	825	28	139	322	216	120	74	63	224	93	25	41	28	8	84	76	80	28	12	248	470	91	4	67	88	84	251	423
	33%	13%	24%	34%	42%	50%	31%	28%	37%	26%	28%	22%	24%	27%	40%	35%	49%	41%	25%	27%	36%	41%	16%	23%	27%	29%	43%	32%
Don't know	312	20	61	130	65	36	38	25	77	30	13	19	23	5	27	24	19	13	10	121	145	31	6	38	45	31	69	169
	12%	9%	11%	14%	13%	15%	16%	11%	13%	8%	15%	10%	20%	15%	13%	11%	12%	19%	21%	13%	11%	14%	21%	13%	14%	11%	12%	13%

Digital Entertainment Survey 2013

46. Please indicate whether you are likely to do any of the following in the future.

Create parodies of existing videos and upload them to the internet

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Definitely	96	4	7	8	22	18	7	-	2	2	8	7	10	1	1	28	15	25	16	6	-	6
	4%	6%	8%	5%	9%	7%	3%	-	4%	3%	5%	3%	4%	*	*	9%	2%	4%	3%	5%	-	3%
Probably	241	12	16	26	46	33	13	1	7	4	20	32	21	6	4	50	54	52	59	8	3	15
	10%	18%	19%	17%	18%	12%	6%	*	11%	4%	14%	13%	8%	3%	2%	17%	9%	8%	10%	6%	6%	9%
Unlikely	434	18	28	43	59	37	26	20	14	21	29	50	42	28	18	61	108	102	107	15	9	31
	17%	28%	33%	29%	24%	13%	12%	10%	23%	24%	19%	20%	15%	13%	9%	20%	17%	17%	17%	12%	18%	19%
I do not plan to do this in the future	1377	22	22	50	91	153	144	156	32	49	62	126	156	161	152	114	355	363	348	79	28	90
	55%	34%	27%	33%	36%	55%	64%	78%	51%	56%	42%	51%	57%	72%	76%	38%	57%	59%	56%	63%	56%	54%
Don't know	352	9	12	23	32	35	35	23	7	12	30	35	46	28	25	45	90	71	92	18	10	26
	14%	14%	14%	15%	13%	13%	16%	12%	11%	13%	20%	14%	17%	13%	12%	15%	15%	12%	15%	14%	20%	15%

Digital Entertainment Survey 2013

46. Please indicate whether you are likely to do any of the following in the future.

Create parodies of existing videos and upload them to the internet

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Definitely	96	41	36	14	4	1	14	17	14	20	8	6	4	3	3	6	-	1	1	40	51	2	2	24	26	22	9	44
	4%	19%	6%	2%	1%	1%	6%	8%	2%	6%	9%	3%	4%	9%	1%	3%	-	1%	2%	4%	4%	1%	9%	8%	8%	8%	2%	3%
Probably	241	56	84	71	17	13	30	38	44	46	18	16	15	2	12	16	2	2	9	102	121	7	2	48	38	37	33	123
	10%	26%	15%	7%	3%	5%	13%	17%	7%	13%	20%	9%	13%	6%	6%	7%	1%	3%	18%	11%	9%	3%	8%	16%	12%	13%	6%	9%
Unlikely	434	37	121	178	75	23	44	42	110	60	12	45	32	4	26	33	11	15	13	194	195	25	6	56	63	45	67	261
	17%	17%	21%	19%	15%	10%	18%	19%	18%	17%	13%	24%	28%	14%	12%	15%	7%	22%	28%	21%	15%	11%	23%	19%	19%	16%	11%	20%
I do not plan to do this in the future	1377	60	265	539	347	166	113	100	345	188	39	93	45	17	137	134	130	38	16	443	752	158	9	119	142	145	399	722
	55%	27%	46%	56%	68%	69%	47%	44%	58%	54%	43%	51%	39%	53%	65%	61%	80%	55%	33%	49%	58%	72%	33%	40%	44%	50%	68%	54%
Don't know	352	25	68	153	68	37	39	30	86	37	14	24	18	6	33	33	20	13	9	130	177	29	7	48	57	41	78	185
	14%	12%	12%	16%	13%	15%	16%	13%	14%	11%	16%	13%	16%	18%	16%	15%	12%	19%	19%	14%	14%	13%	26%	16%	17%	14%	13%	14%

Digital Entertainment Survey 2013

46. Please indicate whether you are likely to do any of the following in the future.

Start or contribute to social media campaigns

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Definitely	195	7	8	15	41	29	13	5	4	7	15	16	17	11	7	34	45	36	49	10	2	19
	8%	10%	9%	10%	16%	11%	6%	3%	6%	8%	10%	6%	6%	5%	4%	11%	7%	6%	8%	8%	4%	12%
Probably	435	12	25	35	53	56	27	20	8	16	21	53	49	43	17	70	105	106	101	23	6	25
	17%	18%	30%	23%	21%	20%	12%	10%	13%	19%	14%	21%	18%	19%	8%	23%	17%	17%	16%	18%	12%	15%
Unlikely	431	20	21	32	52	39	24	24	19	20	33	49	45	25	29	58	98	113	109	19	9	26
	17%	30%	25%	21%	21%	14%	11%	12%	30%	23%	22%	19%	16%	11%	14%	20%	16%	18%	17%	15%	18%	15%
I do not plan to do this in the future	1092	20	14	42	72	118	128	131	25	29	50	97	123	121	121	86	283	292	278	59	23	71
	44%	30%	17%	28%	29%	43%	57%	66%	40%	33%	33%	39%	45%	54%	61%	29%	45%	48%	45%	47%	45%	43%
Don't know	348	8	16	26	32	34	33	20	7	15	31	34	41	26	26	52	92	68	85	15	10	26
	14%	12%	19%	17%	13%	12%	15%	10%	11%	17%	21%	14%	15%	11%	13%	17%	15%	11%	14%	12%	20%	16%

Digital Entertainment Survey 2013

46. Please indicate whether you are likely to do any of the following in the future.

Start or contribute to social media campaigns

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Definitely	195	60	56	56	10	11	26	29	32	37	13	11	6	2	13	19	2	5	3	73	98	17	3	41	38	37	30	92
	8%	27%	10%	6%	2%	5%	11%	13%	5%	11%	14%	6%	5%	6%	6%	9%	1%	7%	6%	8%	8%	8%	13%	14%	12%	13%	5%	7%
Probably	435	59	149	143	61	22	46	43	101	78	24	36	24	7	20	32	16	7	9	173	215	35	3	64	71	63	92	223
	17%	27%	26%	15%	12%	9%	19%	19%	17%	22%	26%	20%	21%	23%	10%	15%	10%	11%	18%	19%	17%	16%	12%	22%	22%	22%	16%	17%
Unlikely	431	30	108	172	84	36	33	42	99	67	11	43	35	6	30	33	19	13	14	178	205	27	6	51	51	40	70	263
	17%	14%	19%	18%	17%	15%	14%	18%	17%	19%	12%	24%	30%	20%	14%	15%	11%	19%	30%	20%	16%	12%	21%	17%	16%	14%	12%	20%
I do not plan to do this in the future	1092	47	194	422	290	138	92	84	287	133	30	61	33	11	112	107	107	33	14	338	614	118	8	90	114	116	324	563
	44%	21%	34%	44%	57%	57%	39%	37%	48%	38%	33%	33%	29%	36%	53%	49%	66%	48%	30%	37%	47%	54%	29%	30%	35%	40%	55%	42%
Don't know	348	23	66	161	65	33	42	29	80	36	14	32	18	5	35	28	19	11	8	146	164	23	7	48	52	34	70	192
	14%	10%	12%	17%	13%	14%	18%	13%	13%	10%	15%	17%	15%	15%	17%	13%	12%	16%	16%	16%	13%	11%	24%	16%	16%	12%	12%	14%

Digital Entertainment Survey 2013

46. Please indicate whether you are likely to do any of the following in the future.

Maintain your own profile by uploading materials to your own account (e.g. on Facebook, Twitter or other social networking site)

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Definitely	743	33	33	47	73	87	46	21	28	43	63	105	80	53	31	85	188	202	166	42	12	47
	30%	50%	39%	31%	29%	32%	20%	11%	45%	49%	42%	42%	29%	24%	15%	29%	30%	33%	27%	33%	24%	28%
Probably	640	17	25	49	86	70	53	44	19	18	35	62	68	55	40	92	149	161	162	28	16	32
	26%	26%	30%	33%	34%	25%	24%	22%	30%	20%	23%	25%	25%	24%	20%	31%	24%	26%	26%	23%	31%	19%
Unlikely	223	5	9	23	22	24	14	24	4	9	15	22	18	16	18	31	53	53	56	7	4	19
	9%	8%	11%	15%	9%	9%	6%	12%	6%	11%	10%	9%	7%	7%	9%	10%	9%	9%	9%	6%	7%	11%
I do not plan to do this in the future	646	7	8	17	42	67	88	93	7	9	19	37	78	81	94	54	163	157	176	36	9	52
	26%	10%	9%	12%	17%	24%	39%	46%	11%	11%	12%	15%	28%	36%	47%	18%	26%	26%	28%	29%	17%	31%
Don't know	248	4	9	14	27	28	24	18	5	8	19	24	32	19	18	36	69	41	62	12	10	18
	10%	6%	11%	9%	11%	10%	11%	9%	8%	9%	12%	10%	12%	9%	9%	12%	11%	7%	10%	10%	20%	11%

Digital Entertainment Survey 2013

46. Please indicate whether you are likely to do any of the following in the future.

Maintain your own profile by uploading materials to your own account (e.g. on Facebook, Twitter or other social networking site)

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Definitely	743	97	215	268	127	36	65	52	179	117	22	90	50	10	56	71	15	16	22	303	356	55	7	117	108	93	125	420
	30%	44%	38%	28%	25%	15%	27%	23%	30%	33%	24%	49%	44%	33%	27%	32%	9%	23%	46%	33%	27%	25%	27%	40%	33%	32%	21%	31%
Probably	640	74	176	231	116	44	65	75	149	99	25	45	26	8	51	51	33	12	11	242	330	52	6	82	70	80	140	345
	26%	34%	31%	24%	23%	18%	27%	33%	25%	28%	27%	25%	22%	24%	24%	23%	20%	18%	22%	27%	25%	23%	23%	28%	22%	27%	24%	26%
Unlikely	223	16	49	91	44	22	22	25	48	33	10	14	10	3	17	17	17	9	5	100	98	17	3	22	28	21	51	129
	9%	7%	9%	10%	9%	9%	9%	11%	8%	9%	11%	7%	9%	10%	8%	8%	10%	13%	10%	11%	8%	11%	7%	9%	7%	9%	10%	
I do not plan to do this in the future	646	19	89	256	176	106	62	52	163	79	23	21	15	7	61	62	82	20	5	167	391	78	5	41	73	75	221	310
	26%	9%	16%	27%	35%	44%	26%	23%	27%	22%	25%	11%	13%	21%	29%	28%	50%	29%	10%	18%	30%	35%	20%	14%	22%	26%	38%	23%
Don't know	248	14	45	110	47	33	26	23	61	24	11	13	13	4	26	20	15	12	5	98	121	19	5	33	47	22	49	130
	10%	6%	8%	12%	9%	14%	11%	10%	10%	7%	13%	7%	12%	12%	12%	9%	9%	17%	10%	11%	9%	9%	20%	11%	14%	8%	8%	10%

Digital Entertainment Survey 2013

46. Please indicate whether you are likely to do any of the following in the future.

Post a tweet on Twitter

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Definitely	428	20	26	37	53	57	28	9	23	27	35	51	35	18	7	54	108	107	104	26	6	23
	17%	30%	31%	25%	21%	21%	12%	4%	38%	31%	23%	21%	13%	8%	4%	18%	17%	17%	17%	21%	12%	14%
Probably	388	12	22	33	49	45	13	21	12	15	25	51	47	23	20	59	99	98	80	16	11	24
	16%	18%	27%	22%	20%	16%	6%	11%	19%	17%	17%	20%	17%	10%	10%	20%	16%	16%	13%	13%	22%	15%
Unlikely	327	9	13	32	42	37	21	17	11	14	26	31	33	26	18	52	75	80	84	8	5	24
	13%	14%	16%	21%	17%	13%	9%	8%	17%	16%	18%	12%	12%	11%	9%	17%	12%	13%	14%	6%	9%	14%
I do not plan to do this in the future	1029	16	13	29	77	102	126	131	14	22	37	85	119	132	126	88	255	267	270	58	19	70
	41%	24%	16%	20%	31%	37%	56%	66%	23%	25%	25%	34%	43%	59%	63%	30%	41%	44%	43%	46%	38%	42%
Don't know	328	9	9	20	30	34	37	21	2	9	26	32	42	27	29	45	86	61	83	17	9	27
	13%	14%	11%	13%	12%	12%	17%	11%	4%	11%	18%	13%	15%	12%	14%	15%	14%	10%	13%	13%	18%	16%

Digital Entertainment Survey 2013

46. Please indicate whether you are likely to do any of the following in the future.

Post a tweet on Twitter

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Definitely	428	84	135	135	56	17	35	41	104	66	13	61	35	4	28	29	4	8	15	189	201	19	3	58	69	72	51	257
	17%	38%	24%	14%	11%	7%	14%	18%	17%	19%	14%	33%	31%	12%	13%	13%	3%	11%	32%	21%	16%	9%	10%	20%	21%	25%	9%	19%
Probably	388	57	120	142	54	15	43	42	92	66	18	27	23	8	28	25	10	7	11	159	189	25	5	65	53	47	70	209
	16%	26%	21%	15%	11%	6%	18%	18%	15%	19%	20%	15%	20%	25%	13%	11%	6%	10%	24%	18%	15%	11%	17%	22%	16%	16%	12%	16%
Unlikely	327	31	78	128	62	28	35	37	73	50	16	28	19	4	19	27	11	8	12	140	147	24	4	39	37	32	59	193
	13%	14%	14%	13%	12%	12%	15%	16%	12%	14%	18%	15%	17%	13%	9%	12%	7%	12%	25%	15%	11%	11%	15%	13%	11%	11%	10%	14%
I do not plan to do this in the future	1029	25	173	408	279	143	97	77	256	131	31	45	19	11	108	108	115	30	6	296	596	124	7	88	113	111	335	503
	41%	11%	30%	43%	55%	60%	40%	34%	43%	37%	34%	25%	17%	35%	51%	49%	71%	44%	13%	33%	46%	56%	24%	30%	35%	38%	57%	38%
Don't know	328	22	68	142	59	37	30	31	75	38	12	23	18	5	28	32	20	16	3	123	163	30	9	43	55	29	72	172
	13%	10%	12%	15%	12%	15%	13%	13%	12%	11%	14%	12%	16%	15%	13%	14%	13%	24%	6%	14%	13%	14%	34%	15%	17%	10%	12%	13%

Digital Entertainment Survey 2013

46. Please indicate whether you are likely to do any of the following in the future.

Summary table

Base: All respondents

	Total	Definitely	Probably	Unlikely	I do not plan to do this in the future	Don't know
Comment on a blog or article	2500	363	606	309	859	363
	100%	15%	24%	12%	34%	15%
Create videos and upload them to the internet	2500	189	461	418	1106	326
	100%	8%	18%	17%	44%	13%
Comment on online purchases	2500	434	889	324	574	280
	100%	17%	36%	13%	23%	11%
Write a blog	2500	210	420	460	1085	324
	100%	8%	17%	18%	43%	13%
Submit reviews	2500	417	842	325	625	291
	100%	17%	34%	13%	25%	12%
Upload material to Pinterest, Flickr or other similar websites	2500	184	365	443	1156	352
	100%	7%	15%	18%	46%	14%
Contribute to discussions on internet forums	2500	393	612	358	825	312
	100%	16%	24%	14%	33%	12%
Create parodies of existing videos and upload them to the internet	2500	96	241	434	1377	352
	100%	4%	10%	17%	55%	14%
Start or contribute to social media campaigns	2500	195	435	431	1092	348
	100%	8%	17%	17%	44%	14%
Maintain your own profile by uploading materials to your own account (e.g. on Facebook, Twitter or other social networking site)	2500	743	640	223	646	248
	100%	30%	26%	9%	26%	10%
Post a tweet on Twitter	2500	428	388	327	1029	328
	100%	17%	16%	13%	41%	13%

Digital Entertainment Survey 2013

47. Thinking generally, which of the following, if any, are reasons why you would share online content?

Base: All respondents

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
If it is funny or amusing	1276	50	62	95	131	142	88	69	45	59	93	142	134	95	74	157	324	313	308	65	27	82
	51%	76%	73%	63%	52%	52%	39%	34%	72%	67%	62%	57%	49%	42%	37%	53%	52%	51%	50%	52%	53%	49%
If it is short	334	13	14	28	49	33	24	17	14	13	23	29	36	22	18	55	88	67	85	19	5	16
	13%	20%	17%	19%	20%	12%	11%	8%	23%	15%	16%	12%	13%	10%	9%	18%	14%	11%	14%	15%	9%	10%
If it is informative	966	28	29	68	111	119	72	58	22	42	57	99	121	80	59	129	234	239	234	50	17	62
	39%	42%	34%	46%	44%	43%	32%	29%	36%	48%	38%	40%	44%	35%	29%	43%	38%	39%	38%	40%	35%	37%
If it is topical	592	20	37	49	72	69	43	35	12	29	27	59	57	50	33	88	149	141	139	33	10	32
	24%	30%	44%	33%	29%	25%	19%	17%	19%	33%	18%	23%	21%	22%	17%	30%	24%	23%	22%	26%	20%	19%
If it is shocking	357	25	28	34	47	24	20	15	21	30	30	25	33	19	5	62	87	89	72	20	7	19
	14%	38%	33%	22%	19%	9%	9%	8%	34%	35%	20%	10%	12%	9%	3%	21%	14%	15%	12%	16%	14%	11%
If the content is part of an offer or discount (financial benefit / prize draw / competition)	413	16	12	30	38	34	25	18	11	25	30	53	52	41	28	65	110	83	94	29	5	27
	17%	24%	14%	20%	15%	12%	11%	9%	17%	28%	20%	21%	19%	18%	14%	22%	18%	14%	15%	23%	11%	16%
If it is breaking news	534	25	20	45	58	58	41	32	14	29	31	57	55	40	28	78	135	126	129	28	8	31
	21%	38%	23%	30%	23%	21%	18%	16%	23%	33%	21%	23%	20%	18%	14%	26%	22%	20%	21%	22%	16%	19%
If you personally find it interesting	948	28	36	59	90	102	63	57	33	53	62	118	109	85	54	106	245	241	218	46	22	69
	38%	42%	42%	39%	36%	37%	28%	29%	53%	60%	42%	47%	40%	38%	27%	36%	39%	39%	35%	37%	45%	41%
If you know others will find interesting	1003	29	32	49	94	104	72	81	34	45	61	110	123	94	75	109	258	262	237	48	21	68
	40%	44%	38%	33%	38%	38%	32%	41%	55%	51%	41%	44%	45%	42%	38%	36%	41%	43%	38%	38%	43%	41%
I would not share online content	615	9	4	16	42	65	83	79	9	9	25	48	69	77	79	59	154	145	163	38	9	47
	25%	14%	5%	11%	17%	24%	37%	40%	15%	11%	17%	19%	25%	34%	39%	20%	25%	24%	26%	30%	19%	28%

Digital Entertainment Survey 2013

47. Thinking generally, which of the following, if any, are reasons why you would share online content?

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?						
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334	
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
If it is funny or amusing	1276	154	331	475	237	78	129	112	297	171	35	141	77	16	108	102	58	30	35	512	615	99	14	161	154	149	253	732	
	51%	70%	58%	50%	46%	33%	54%	49%	50%	49%	38%	77%	67%	51%	51%	46%	36%	43%	74%	56%	47%	45%	51%	55%	47%	51%	43%	55%	
If it is short	334	52	95	108	56	23	30	43	69	51	16	35	27	3	18	17	17	8	12	143	155	23	1	37	39	40	66	194	
	13%	24%	17%	11%	11%	10%	13%	19%	12%	15%	18%	19%	24%	9%	8%	8%	10%	12%	25%	16%	12%	10%	4%	13%	12%	14%	11%	15%	
If it is informative	966	100	270	369	169	58	83	88	240	155	27	98	40	12	74	76	47	25	17	369	490	82	8	109	123	115	196	543	
	39%	45%	47%	39%	33%	24%	35%	39%	40%	44%	30%	53%	35%	37%	35%	35%	29%	37%	36%	41%	38%	37%	28%	37%	38%	40%	33%	41%	
If it is topical	592	73	172	223	92	32	52	61	146	94	23	66	26	8	41	39	26	10	9	230	297	46	10	72	69	81	119	328	
	24%	33%	30%	23%	18%	13%	22%	27%	24%	27%	25%	36%	23%	26%	20%	17%	16%	15%	19%	25%	23%	21%	35%	24%	21%	28%	20%	25%	
If it is shocking	357	50	95	133	60	19	37	45	57	51	14	48	35	7	21	23	7	12	15	175	138	23	6	34	29	41	51	235	
	14%	23%	16%	14%	12%	8%	15%	20%	9%	14%	15%	26%	30%	21%	10%	10%	4%	17%	31%	19%	11%	10%	22%	11%	9%	14%	9%	18%	
If the content is part of an offer or discount (financial benefit / prize draw / competition)	413	45	98	162	82	26	43	31	75	55	14	32	26	7	46	49	20	15	9	169	203	32	1	61	41	55	86	232	
	17%	20%	17%	17%	16%	11%	18%	14%	12%	16%	15%	17%	23%	22%	22%	22%	13%	22%	18%	19%	16%	14%	5%	21%	13%	19%	15%	17%	
If it is breaking news	534	67	158	203	79	28	50	47	121	81	22	56	28	7	36	46	25	15	10	219	257	42	6	63	63	75	108	304	
	21%	30%	28%	21%	15%	12%	21%	21%	20%	23%	24%	31%	24%	23%	17%	21%	15%	22%	21%	24%	20%	19%	21%	21%	19%	26%	18%	23%	
If you personally find it interesting	948	79	246	373	194	56	86	73	224	133	22	112	50	14	81	86	43	24	20	382	456	82	9	115	107	107	193	549	
	38%	36%	43%	39%	38%	23%	36%	32%	37%	38%	25%	61%	44%	45%	38%	39%	27%	34%	41%	42%	35%	37%	32%	39%	33%	37%	33%	41%	
If you know others will find interesting	1003	76	236	402	224	66	77	64	235	139	28	104	46	13	98	107	67	23	21	372	502	99	10	116	98	120	237	560	
	40%	34%	41%	42%	44%	27%	32%	28%	39%	39%	31%	56%	41%	42%	46%	49%	42%	34%	44%	41%	39%	45%	36%	40%	30%	41%	40%	42%	
I would not share online content	615	20	84	230	166	115	65	47	150	75	20	14	18	8	60	68	63	26	6	174	354	73	8	53	81	64	194	294	
	25%	9%	15%	24%	33%	48%	27%	21%	25%	21%	22%	8%	15%	27%	28%	31%	39%	38%	13%	19%	27%	33%	29%	18%	25%	22%	33%	22%	

Digital Entertainment Survey 2013

48. To what extent would you trust user-generated reviews and reports from each of the following sources? Please rate this on a scale of 1 to 5, where 1 = do not trust at all and 5 = trust a great deal.

General recommendations on Twitter

Base: All respondents

		Gender/age														Region							
		Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland	
Unweighted Total		2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total		2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do not trust at all	(1.0)	752	21	20	22	50	81	89	116	14	12	26	53	68	87	94	81	169	176	220	40	11	55
		30%	32%	23%	14%	20%	29%	39%	58%	23%	13%	18%	21%	25%	39%	47%	27%	27%	29%	35%	32%	23%	33%
	(2.0)	481	12	18	33	45	48	45	29	12	28	32	52	45	49	32	47	151	123	93	23	11	34
		19%	18%	22%	22%	18%	17%	20%	15%	19%	32%	21%	21%	16%	22%	16%	16%	24%	20%	15%	18%	22%	20%
	(3.0)	991	20	30	63	99	111	75	51	32	34	75	118	132	82	69	111	248	250	243	53	23	63
		40%	30%	36%	42%	40%	40%	33%	25%	51%	39%	50%	47%	48%	37%	35%	37%	40%	41%	39%	42%	47%	38%
	(4.0)	181	9	12	21	35	24	10	4	1	8	10	18	21	5	4	41	36	47	39	4	4	11
		7%	14%	14%	14%	14%	9%	5%	2%	2%	9%	6%	7%	8%	2%	2%	14%	6%	8%	6%	3%	8%	6%
Trust a great deal	(5.0)	94	4	4	12	21	11	7	-	4	6	7	8	9	1	1	19	19	18	27	6	-	5
		4%	6%	5%	8%	9%	4%	3%	-	6%	7%	5%	3%	3%	*	*	6%	3%	3%	4%	5%	-	3%
Mean Score		2.35	2.44	2.55	2.79	2.73	2.40	2.12	1.71	2.49	2.64	2.59	2.50	2.48	2.04	1.93	2.57	2.33	2.36	2.29	2.30	2.41	2.27
Std Deviation		1.10	1.24	1.14	1.10	1.18	1.12	1.08	.91	1.05	1.05	1.00	1.01	1.05	.94	.96	1.20	1.03	1.07	1.14	1.10	.94	1.08
Std Error		.022	.176	.142	.094	.075	.065	.069	.061	.144	.121	.081	.061	.060	.060	.064	.069	.040	.042	.045	.097	.132	.081

Digital Entertainment Survey 2013

48. To what extent would you trust user-generated reviews and reports from each of the following sources? Please rate this on a scale of 1 to 5, where 1 = do not trust at all and 5 = trust a great deal.

General recommendations on Twitter

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?						
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334	
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Do not trust at all	(1.0)	752	42	112	304	181	113	67	79	156	104	25	31	24	11	70	70	83	32	13	218	420	93	7	65	72	74	257	356
		30%	19%	20%	32%	35%	47%	28%	35%	26%	30%	28%	17%	21%	34%	33%	32%	52%	46%	28%	24%	32%	42%	26%	22%	22%	26%	44%	27%
	(2.0)	481	22	123	190	102	44	45	35	114	74	16	49	26	6	34	43	27	13	9	203	225	39	5	47	59	52	96	293
		19%	10%	21%	20%	20%	18%	19%	16%	19%	21%	18%	27%	22%	18%	16%	19%	17%	19%	18%	22%	17%	18%	17%	16%	18%	18%	16%	22%
	(3.0)	991	79	245	393	202	73	95	61	283	127	26	84	52	10	92	95	47	19	18	372	508	81	13	130	148	117	204	542
		40%	36%	43%	41%	39%	30%	40%	27%	47%	36%	29%	46%	45%	32%	44%	43%	29%	27%	38%	41%	39%	37%	47%	44%	45%	40%	35%	41%
	(4.0)	181	41	70	48	18	5	20	31	34	34	12	11	9	2	12	7	4	3	5	76	92	6	1	32	26	28	23	94
		7%	19%	12%	5%	3%	2%	8%	14%	6%	10%	14%	6%	8%	6%	6%	3%	3%	4%	11%	8%	7%	3%	5%	11%	8%	9%	4%	7%
Trust a great deal	(5.0)	94	36	23	20	9	6	12	21	13	13	11	8	5	3	2	5	-	2	2	39	51	1	1	20	21	19	7	49
		4%	16%	4%	2%	2%	2%	5%	9%	2%	4%	12%	4%	4%	10%	1%	2%	-	3%	5%	4%	4%	*	4%	7%	6%	7%	1%	4%
Mean Score	2.35	3.03	2.60	2.26	2.16	1.94	2.44	2.47	2.39	2.37	2.64	2.55	2.51	2.41	2.25	2.24	1.83	1.97	2.47	2.46	2.33	2.02	2.43	2.64	2.59	2.53	2.03	2.39	
Std Deviation	1.10	1.31	1.06	1.03	1.01	1.03	1.13	1.34	1.00	1.11	1.34	.99	1.03	1.30	1.01	1.01	.94	1.08	1.17	1.07	1.12	.97	1.09	1.14	1.11	1.16	1.03	1.06	
Std Error	.022	.089	.044	.033	.044	.065	.072	.088	.040	.058	.138	.078	.105	.230	.068	.065	.070	.127	.188	.036	.030	.062	.222	.065	.060	.066	.041	.029	

Digital Entertainment Survey 2013

48. To what extent would you trust user-generated reviews and reports from each of the following sources? Please rate this on a scale of 1 to 5, where 1 = do not trust at all and 5 = trust a great deal.

Recommendations on Twitter from friends

Base: All respondents

	Total	Gender/age														Region							
		Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland	
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176	
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Do not trust at all	(1.0)	580	12	8	13	34	66	74	97	7	7	17	41	50	72	83	50	134	140	169	36	10	41
		23%	18%	9%	9%	13%	24%	33%	49%	11%	8%	11%	16%	18%	32%	42%	17%	22%	23%	27%	29%	19%	24%
	(2.0)	329	14	13	16	26	37	32	29	8	15	22	31	31	30	24	44	89	77	71	17	4	27
		13%	22%	16%	11%	10%	13%	14%	15%	13%	17%	15%	12%	11%	13%	12%	15%	14%	13%	11%	14%	7%	16%
	(3.0)	967	14	36	62	110	104	81	54	19	27	73	104	131	86	67	110	244	240	228	46	27	72
		39%	22%	42%	41%	44%	38%	36%	27%	30%	31%	49%	42%	48%	38%	33%	37%	39%	39%	37%	37%	54%	43%
	(4.0)	480	20	24	41	60	51	26	16	19	29	31	61	48	31	23	67	128	121	112	23	9	21
		19%	30%	28%	28%	24%	18%	12%	8%	30%	33%	21%	25%	17%	14%	11%	22%	21%	20%	18%	18%	19%	12%
Trust a great deal	(5.0)	144	5	4	17	20	18	12	4	9	9	7	14	15	5	4	28	27	36	43	3	-	7
		6%	8%	5%	12%	8%	7%	5%	2%	15%	11%	5%	5%	6%	2%	2%	9%	4%	6%	7%	2%	-	4%
Mean Score		2.71	2.88	3.03	3.22	3.03	2.70	2.43	2.00	3.25	3.21	2.93	2.91	2.81	2.41	2.20	2.93	2.72	2.73	2.66	2.52	2.73	2.55
Std Deviation		1.18	1.25	1.01	1.07	1.10	1.21	1.21	1.11	1.21	1.11	.99	1.11	1.10	1.15	1.15	1.19	1.14	1.18	1.24	1.16	.99	1.11
Std Error		.023	.177	.126	.091	.070	.071	.078	.074	.166	.128	.080	.067	.063	.073	.076	.069	.045	.047	.049	.102	.139	.083

Digital Entertainment Survey 2013

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Recommendations on Twitter from friends

Base: All respondents

	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334	
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Do not trust at all	(1.0)	580	30	78	223	149	99	48	59	113	77	24	18	13	7	59	56	75	30	5	150	345	76	4	49	57	48	201	276
		23%	14%	14%	23%	29%	41%	20%	26%	19%	22%	27%	10%	12%	22%	28%	25%	47%	44%	10%	16%	27%	34%	17%	17%	17%	34%	21%	
	(2.0)	329	24	78	129	67	30	31	32	72	52	10	22	21	6	21	30	25	6	9	133	163	19	5	33	43	38	84	173
		13%	11%	14%	14%	13%	12%	13%	14%	12%	15%	11%	12%	18%	19%	10%	14%	15%	9%	18%	15%	13%	9%	19%	11%	13%	13%	14%	13%
	(3.0)	967	74	226	385	200	82	104	69	278	124	23	68	39	9	88	96	45	23	14	356	499	91	8	122	138	119	212	522
		39%	34%	39%	40%	39%	34%	43%	31%	46%	35%	25%	37%	34%	29%	42%	43%	28%	33%	29%	39%	38%	41%	30%	42%	42%	41%	36%	39%
	(4.0)	480	56	148	179	74	25	38	42	114	75	23	64	30	8	37	30	13	6	17	206	220	31	7	65	64	59	70	290
		19%	25%	26%	19%	14%	10%	16%	19%	19%	21%	26%	35%	27%	24%	18%	14%	8%	9%	35%	23%	17%	14%	27%	22%	20%	20%	12%	22%
Trust a great deal	(5.0)	144	36	43	39	20	5	19	24	23	23	10	11	11	2	5	8	3	4	4	64	70	5	2	24	25	27	19	74
		6%	16%	8%	4%	4%	2%	8%	11%	4%	7%	11%	6%	9%	7%	3%	4%	2%	6%	7%	7%	5%	2%	8%	8%	8%	9%	3%	6%
Mean Score	2.71	3.19	3.00	2.67	2.51	2.20	2.79	2.74	2.77	2.75	2.84	3.16	3.04	2.76	2.56	2.57	2.03	2.24	3.11	2.89	2.62	2.41	2.91	2.94	2.87	2.93	2.35	2.78	
Std Deviation	1.18	1.24	1.12	1.15	1.17	1.15	1.17	1.32	1.08	1.20	1.37	1.04	1.14	1.24	1.15	1.12	1.11	1.26	1.12	1.14	1.20	1.16	1.22	1.16	1.15	1.17	1.16	1.16	
Std Error	.023	.085	.046	.036	.050	.072	.074	.087	.043	.062	.141	.082	.116	.220	.077	.073	.082	.149	.180	.038	.032	.074	.249	.066	.061	.066	.046	.032	

Digital Entertainment Survey 2013

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General recommendations on Facebook

Base: All respondents

	Total	Gender/age														Region						
		Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do not trust at all	(1.0)	589	9	8	13	32	63	78	105	7	6	20	43	54	77	48	142	144	171	27	12	46
		24%	14%	9%	9%	13%	23%	35%	53%	11%	7%	14%	17%	20%	34%	16%	23%	23%	28%	21%	23%	28%
	(2.0)	485	16	20	28	45	54	40	29	15	27	31	45	53	48	58	139	109	112	24	11	33
		19%	24%	23%	19%	18%	20%	18%	15%	25%	31%	21%	18%	19%	22%	19%	22%	18%	18%	19%	21%	20%
	(3.0)	1028	24	34	70	102	120	81	55	27	41	74	114	122	84	121	257	259	242	59	21	70
		41%	36%	41%	46%	41%	43%	36%	28%	43%	47%	49%	45%	44%	37%	40%	41%	42%	39%	47%	41%	42%
	(4.0)	299	13	20	27	53	24	19	10	11	12	17	36	33	15	46	65	85	74	12	5	12
		12%	20%	23%	18%	21%	9%	8%	5%	17%	13%	11%	14%	12%	7%	15%	10%	14%	12%	9%	11%	7%
Trust a great deal	(5.0)	99	4	3	12	18	14	7	-	2	2	8	12	12	1	26	20	17	23	4	2	7
		4%	6%	3%	8%	7%	5%	3%	-	4%	3%	5%	5%	4%	*	9%	3%	3%	4%	3%	4%	4%
Mean Score		2.53	2.80	2.88	2.98	2.93	2.54	2.27	1.85	2.77	2.75	2.73	2.71	2.62	2.17	2.81	2.49	2.55	2.46	2.54	2.51	2.41
Std Deviation		1.09	1.10	.98	1.02	1.09	1.09	1.11	.99	.99	.87	1.00	1.06	1.07	.99	1.15	1.05	1.08	1.12	1.03	1.09	1.09
Std Error		.021	.156	.123	.087	.070	.064	.072	.066	.136	.101	.081	.064	.061	.063	.066	.041	.043	.044	.090	.152	.082

Digital Entertainment Survey 2013

48. To what extent would you trust user-generated reviews and reports from each of the following sources? Please rate this on a scale of 1 to 5, where 1 = do not trust at all and 5 = trust a great deal.

General recommendations on Facebook

Base: All respondents

	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334	
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Do not trust at all	(1.0)	589	27	91	229	144	98	43	55	126	85	23	18	16	7	63	64	69	20	9	161	340	77	3	43	57	53	211	284
		24%	12%	16%	24%	28%	41%	18%	24%	21%	24%	26%	10%	14%	23%	30%	29%	42%	30%	18%	18%	26%	35%	12%	15%	17%	18%	36%	21%
	(2.0)	485	31	110	195	108	41	48	33	123	71	17	53	28	4	26	40	29	13	13	189	243	36	4	42	64	56	94	288
		19%	14%	19%	20%	21%	17%	20%	15%	21%	20%	19%	29%	24%	12%	12%	18%	18%	19%	28%	21%	19%	16%	17%	14%	20%	19%	16%	22%
	(3.0)	1028	82	234	427	205	81	100	72	279	143	26	78	55	10	98	89	54	25	18	392	512	93	13	136	138	125	232	550
		41%	37%	41%	45%	40%	34%	42%	32%	47%	41%	29%	42%	48%	30%	47%	40%	33%	36%	38%	43%	39%	42%	50%	46%	42%	43%	39%	41%
	(4.0)	299	46	114	77	49	13	38	44	62	40	14	27	12	7	16	22	10	6	8	130	144	14	4	52	46	41	39	167
		12%	21%	20%	8%	10%	6%	16%	20%	10%	11%	16%	15%	11%	21%	8%	10%	6%	9%	16%	14%	11%	6%	14%	18%	14%	14%	7%	13%
Trust a great deal	(5.0)	99	34	25	27	6	7	10	23	10	12	10	7	4	4	8	5	1	5	-	37	57	3	2	22	21	15	10	45
		4%	16%	4%	3%	1%	3%	4%	10%	2%	3%	11%	4%	4%	13%	4%	2%	1%	7%	-	4%	4%	1%	8%	7%	6%	5%	2%	3%
Mean Score	2.53	3.14	2.77	2.45	2.34	2.13	2.69	2.77	2.51	2.49	2.67	2.73	2.67	2.88	2.43	2.39	2.05	2.45	2.52	2.66	2.49	2.23	2.89	2.89	2.73	2.69	2.22	2.55	
Std Deviation	1.09	1.20	1.07	1.03	1.02	1.10	1.08	1.29	.99	1.08	1.31	.96	.97	1.35	1.10	1.08	1.03	1.21	.97	1.05	1.12	1.03	1.06	1.09	1.11	1.09	1.07	1.06	
Std Error	.021	.082	.044	.033	.044	.069	.068	.085	.039	.056	.134	.075	.099	.239	.074	.070	.076	.142	.156	.035	.030	.066	.216	.062	.059	.062	.042	.029	

Digital Entertainment Survey 2013

48. To what extent would you trust user-generated reviews and reports from each of the following sources? Please rate this on a scale of 1 to 5, where 1 = do not trust at all and 5 = trust a great deal.

Recommendations on Facebook from friends

Base: All respondents

		Gender/age														Region							
		Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland	
Unweighted Total		2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total		2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do not trust at all	(1.0)	416	7	11	8	23	41	52	81	5	2	12	28	33	58	56	33	97	98	133	21	7	27
		17%	10%	13%	5%	9%	15%	23%	41%	8%	3%	8%	11%	12%	26%	28%	11%	16%	16%	21%	17%	15%	16%
	(2.0)	271	11	11	11	18	26	33	24	7	11	19	21	33	28	18	42	71	58	53	17	6	24
		11%	16%	13%	7%	7%	10%	15%	12%	11%	12%	12%	8%	12%	13%	9%	14%	11%	9%	8%	14%	12%	14%
	(3.0)	947	17	30	60	96	110	89	62	20	32	66	97	109	82	76	114	228	236	229	49	15	76
		38%	26%	36%	40%	38%	40%	39%	31%	32%	36%	44%	39%	40%	37%	38%	38%	37%	38%	37%	39%	30%	46%
	(4.0)	663	24	21	55	87	73	40	30	20	30	40	76	75	50	40	71	181	177	154	30	20	30
		27%	36%	25%	37%	35%	27%	18%	15%	32%	35%	27%	30%	27%	22%	20%	24%	29%	29%	25%	24%	39%	18%
Trust a great deal	(5.0)	204	8	12	16	26	24	11	3	11	13	14	28	24	6	9	38	45	46	53	8	2	11
		8%	12%	14%	11%	10%	9%	5%	1%	17%	15%	9%	11%	9%	3%	4%	13%	7%	8%	9%	7%	4%	6%
Mean Score		2.99	3.24	3.16	3.41	3.29	3.04	2.67	2.25	3.40	3.47	3.17	3.22	3.09	2.64	2.64	3.14	3.01	3.03	2.91	2.90	3.06	2.84
Std Deviation		1.17	1.17	1.20	.96	1.06	1.15	1.16	1.18	1.13	.98	1.02	1.11	1.10	1.17	1.21	1.15	1.15	1.15	1.23	1.15	1.13	1.10
Std Error		.023	.165	.149	.081	.068	.067	.075	.079	.155	.113	.082	.067	.063	.075	.080	.066	.045	.045	.049	.101	.158	.083

Digital Entertainment Survey 2013

48. To what extent would you trust user-generated reviews and reports from each of the following sources? Please rate this on a scale of 1 to 5, where 1 = do not trust at all and 5 = trust a great deal.

Recommendations on Facebook from friends

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?						
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334	
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Do not trust at all	(1.0)	416	24	60	145	107	80	30	44	81	51	19	11	10	5	47	49	52	19	5	104	251	51	4	31	37	29	147	201
		17%	11%	10%	15%	21%	33%	13%	19%	13%	15%	21%	6%	8%	15%	22%	22%	32%	27%	10%	11%	19%	23%	17%	10%	11%	10%	25%	15%
	(2.0)	271	21	53	112	55	30	19	29	61	43	6	20	19	4	17	22	21	10	10	98	135	23	5	26	35	27	67	148
		11%	10%	9%	12%	11%	12%	8%	13%	10%	12%	6%	11%	17%	12%	8%	10%	13%	14%	21%	11%	10%	10%	18%	9%	11%	9%	11%	11%
	(3.0)	947	62	226	376	196	87	102	71	258	134	29	60	38	10	79	87	54	24	11	358	485	84	9	110	135	123	224	499
		38%	28%	39%	39%	38%	36%	43%	31%	43%	38%	32%	33%	33%	32%	38%	40%	33%	34%	23%	39%	37%	38%	35%	37%	41%	42%	38%	37%
	(4.0)	663	65	173	265	125	35	62	62	167	97	25	71	35	9	51	45	29	9	18	269	319	55	2	88	79	80	123	382
		27%	29%	30%	28%	24%	14%	26%	27%	28%	28%	28%	39%	30%	27%	24%	20%	18%	14%	38%	30%	25%	25%	9%	30%	24%	28%	21%	29%
Trust a great deal	(5.0)	204	47	62	58	27	10	25	21	33	27	13	21	13	4	16	17	6	8	3	79	107	9	6	39	39	31	26	104
		8%	22%	11%	6%	5%	4%	10%	9%	5%	8%	14%	11%	11%	14%	8%	8%	4%	11%	7%	9%	8%	4%	22%	13%	12%	11%	4%	8%
Mean Score		2.99	3.41	3.22	2.98	2.82	2.43	3.14	2.95	3.02	3.01	3.08	3.39	3.20	3.14	2.87	2.81	2.49	2.68	3.11	3.13	2.92	2.76	3.02	3.27	3.15	3.20	2.69	3.03
Std Deviation		1.17	1.24	1.10	1.11	1.17	1.20	1.12	1.24	1.07	1.14	1.31	1.02	1.11	1.25	1.23	1.21	1.22	1.31	1.14	1.09	1.20	1.18	1.37	1.13	1.13	1.08	1.19	1.14
Std Error		.023	.085	.045	.035	.050	.075	.071	.082	.042	.059	.135	.080	.113	.222	.083	.078	.091	.155	.183	.037	.032	.076	.281	.064	.060	.061	.047	.031

Digital Entertainment Survey 2013

48. To what extent would you trust user-generated reviews and reports from each of the following sources? Please rate this on a scale of 1 to 5, where 1 = do not trust at all and 5 = trust a great deal.

User comments on travel sites (e.g. Trip Advisor)

Base: All respondents

	Total	Gender/age														Region								
		Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland		
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176		
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Do not trust at all	(1.0)	316	12	7	11	22	30	39	63	11	6	8	18	21	33	36	32	64	73	98	20	6	24	
		13%	18%	8%	7%	9%	11%	17%	32%	17%	7%	5%	7%	8%	15%	18%	11%	10%	12%	16%	16%	11%	14%	
	(2.0)	307	13	12	15	30	29	35	29	8	16	23	14	29	30	22	40	83	86	58	10	7	23	
		12%	20%	14%	10%	12%	11%	16%	14%	13%	19%	16%	6%	11%	13%	11%	13%	13%	14%	9%	8%	15%	14%	
	(3.0)	1007	22	37	62	88	112	96	70	23	32	63	111	111	96	83	107	263	243	250	60	16	67	
		40%	34%	44%	41%	35%	41%	43%	35%	38%	36%	42%	44%	40%	43%	42%	36%	42%	42%	40%	40%	48%	32%	40%
	(4.0)	646	11	21	45	80	80	43	34	11	23	36	79	88	52	44	82	159	156	159	27	17	46	
		26%	16%	25%	30%	32%	29%	19%	17%	17%	27%	24%	32%	32%	23%	22%	28%	26%	25%	26%	22%	33%	28%	
Trust a great deal	(5.0)	224	8	8	17	31	24	11	4	9	11	19	27	26	14	15	38	54	56	57	8	4	8	
		9%	12%	9%	12%	12%	9%	5%	2%	15%	12%	13%	11%	10%	6%	7%	13%	9%	9%	9%	6%	8%	5%	
Mean Score	3.06	2.84	3.14	3.28	3.27	3.14	2.78	2.44	3.00	3.19	3.24	3.33	3.25	2.93	2.90	3.19	3.09	3.06	3.03	2.93	3.13	2.94		
Std Deviation	1.11	1.25	1.03	1.04	1.10	1.08	1.10	1.17	1.27	1.09	1.04	1.00	1.02	1.09	1.16	1.15	1.07	1.11	1.16	1.09	1.13	1.08		
Std Error	.022	.177	.129	.088	.071	.063	.071	.078	.174	.125	.083	.060	.059	.070	.077	.066	.042	.044	.046	.096	.158	.081		

Digital Entertainment Survey 2013

48. To what extent would you trust user-generated reviews and reports from each of the following sources? Please rate this on a scale of 1 to 5, where 1 = do not trust at all and 5 = trust a great deal.

User comments on travel sites (e.g. Trip Advisor)

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?						
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334	
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Do not trust at all	(1.0)	316	17	41	113	91	54	28	34	50	31	11	11	14	5	48	28	39	17	11	100	152	50	4	23	27	27	106	157
		13%	8%	7%	12%	18%	22%	12%	15%	8%	9%	12%	6%	13%	15%	23%	13%	24%	25%	23%	11%	12%	22%	13%	8%	8%	9%	18%	12%
	(2.0)	307	26	65	105	66	44	33	31	76	37	7	24	17	4	24	25	17	12	10	127	139	26	5	35	34	24	70	177
		12%	12%	11%	11%	13%	18%	14%	13%	13%	10%	8%	13%	15%	12%	11%	11%	10%	17%	21%	14%	11%	12%	17%	12%	10%	8%	12%	13%
	(3.0)	1007	72	217	412	217	90	94	71	244	156	29	71	51	13	95	102	57	25	13	378	515	89	11	110	133	121	245	536
		40%	33%	38%	43%	42%	37%	39%	31%	41%	44%	32%	39%	45%	40%	45%	46%	35%	36%	28%	42%	40%	40%	40%	37%	41%	42%	42%	40%
	(4.0)	646	56	188	259	111	32	59	59	182	101	32	55	19	6	31	53	39	8	4	217	370	49	6	92	96	91	128	340
		26%	26%	33%	27%	22%	13%	25%	26%	30%	29%	36%	30%	16%	20%	15%	24%	24%	12%	9%	24%	29%	22%	22%	31%	29%	31%	22%	25%
Trust a great deal	(5.0)	224	48	63	67	26	21	26	32	48	26	11	23	13	4	13	13	10	7	9	86	120	7	2	34	36	28	37	124
		9%	22%	11%	7%	5%	9%	11%	14%	8%	7%	12%	12%	11%	13%	6%	6%	6%	10%	18%	9%	9%	3%	8%	12%	11%	10%	6%	9%
Mean Score		3.06	3.41	3.29	3.07	2.83	2.67	3.09	3.11	3.17	3.15	3.27	3.30	2.99	3.05	2.70	2.99	2.77	2.65	2.78	3.07	3.13	2.72	2.94	3.27	3.25	3.24	2.86	3.07
Std Deviation		1.11	1.18	1.04	1.06	1.11	1.21	1.13	1.25	1.03	1.01	1.16	1.04	1.13	1.22	1.15	1.05	1.23	1.26	1.40	1.09	1.10	1.14	1.13	1.06	1.06	1.05	1.14	1.11
Std Error		.022	.081	.043	.034	.048	.075	.072	.082	.041	.052	.119	.081	.116	.215	.077	.068	.091	.148	.224	.037	.030	.073	.230	.061	.057	.059	.045	.030

Digital Entertainment Survey 2013

48. To what extent would you trust user-generated reviews and reports from each of the following sources? Please rate this on a scale of 1 to 5, where 1 = do not trust at all and 5 = trust a great deal.

User comments on products (e.g. Amazon)

Base: All respondents

		Gender/age														Region							
		Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland	
Unweighted Total		2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total		2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do not trust at all	(1.0)	190	5	7	5	14	18	21	42	2	2	5	12	12	22	22	18	40	42	62	10	4	13
		8%	8%	8%	4%	6%	7%	10%	21%	4%	3%	3%	5%	4%	10%	11%	6%	6%	7%	10%	8%	8%	8%
	(2.0)	187	9	7	12	13	12	28	20	9	8	15	13	14	14	14	29	56	42	33	5	4	18
		7%	14%	8%	8%	5%	4%	12%	10%	15%	9%	10%	5%	5%	6%	7%	10%	9%	7%	5%	4%	8%	11%
	(3.0)	877	20	14	59	86	99	81	71	16	27	68	81	98	78	79	100	227	220	214	50	10	57
		35%	30%	17%	39%	34%	36%	36%	36%	26%	31%	45%	32%	36%	35%	39%	33%	36%	36%	34%	40%	19%	34%
	(4.0)	927	22	45	52	95	111	69	57	21	38	43	106	118	87	63	103	227	238	226	47	28	59
		37%	34%	53%	35%	38%	40%	31%	29%	34%	43%	29%	43%	43%	39%	32%	35%	36%	39%	36%	37%	56%	35%
Trust a great deal	(5.0)	319	9	12	22	42	35	25	10	13	13	19	38	34	25	22	48	72	72	87	14	5	21
		13%	14%	14%	14%	17%	13%	11%	5%	21%	15%	13%	15%	13%	11%	11%	16%	12%	12%	14%	11%	9%	12%
Mean Score		3.40	3.32	3.58	3.49	3.55	3.48	3.22	2.87	3.53	3.57	3.38	3.58	3.54	3.35	3.25	3.44	3.37	3.42	3.39	3.40	3.52	3.33
Std Deviation		1.05	1.13	1.08	.96	1.02	.99	1.10	1.19	1.10	.95	.94	.97	.93	1.08	1.10	1.07	1.02	1.01	1.11	1.02	1.03	1.08
Std Error		.021	.160	.135	.082	.065	.058	.071	.079	.151	.109	.076	.058	.053	.069	.073	.061	.040	.040	.044	.089	.145	.081

Digital Entertainment Survey 2013

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User comments on products (e.g. Amazon)

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?						
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334	
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Do not trust at all	(1.0)	190	8	21	66	53	42	14	21	35	16	8	4	7	4	32	12	27	11	5	61	95	28	1	13	19	17	65	95
		8%	4%	4%	7%	10%	18%	6%	9%	6%	4%	8%	2%	6%	12%	15%	5%	17%	16%	10%	7%	7%	13%	5%	4%	6%	6%	11%	7%
	(2.0)	187	12	44	65	48	19	23	17	44	28	8	13	13	-	10	16	12	3	9	63	96	16	3	22	18	11	50	102
		7%	5%	8%	7%	9%	8%	9%	8%	7%	8%	9%	7%	12%	-	5%	7%	7%	4%	18%	7%	7%	7%	13%	7%	5%	4%	9%	8%
	(3.0)	877	56	194	354	184	89	89	65	222	135	25	57	37	11	73	82	57	25	7	322	466	70	11	99	111	105	214	464
		35%	26%	34%	37%	36%	37%	37%	28%	37%	39%	28%	31%	33%	36%	34%	37%	35%	36%	16%	35%	36%	32%	40%	34%	34%	36%	37%	35%
	(4.0)	927	71	246	355	183	72	88	81	228	136	37	80	40	14	70	84	52	17	17	335	483	85	7	101	132	116	204	497
		37%	32%	43%	37%	36%	30%	37%	35%	38%	39%	41%	44%	35%	43%	33%	38%	32%	24%	36%	37%	37%	39%	26%	34%	41%	40%	35%	37%
Trust a great deal	(5.0)	319	72	70	116	42	18	26	44	71	35	13	29	16	3	27	27	14	13	10	128	156	21	4	59	47	41	53	175
		13%	33%	12%	12%	8%	7%	11%	19%	12%	10%	15%	16%	14%	9%	13%	12%	9%	19%	20%	14%	12%	10%	16%	20%	14%	14%	9%	13%
Mean Score		3.40	3.86	3.52	3.41	3.22	3.02	3.37	3.49	3.43	3.42	3.45	3.63	3.40	3.38	3.24	3.44	3.10	3.26	3.37	3.45	3.39	3.25	3.36	3.59	3.53	3.53	3.22	3.42
Std Deviation		1.05	1.06	.93	1.02	1.07	1.18	1.00	1.16	.99	.94	1.10	.91	1.07	1.08	1.20	.98	1.19	1.29	1.28	1.04	1.03	1.14	1.07	1.03	1.00	.98	1.09	1.04
Std Error		.021	.072	.038	.032	.046	.074	.064	.076	.039	.048	.113	.072	.109	.191	.080	.063	.088	.152	.206	.035	.028	.073	.218	.058	.053	.055	.043	.029



Digital Entertainment Survey 2013

48. To what extent would you trust user-generated reviews and reports from each of the following sources? Please rate this on a scale of 1 to 5, where 1 = do not trust at all and 5 = trust a great deal.

User comments on blogs or articles

Base: All respondents

	Total	Gender/age														Region							
		Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland	
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176	
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Do not trust at all	(1.0)	414	13	11	9	24	43	49	71	6	9	18	23	37	44	57	36	99	90	130	20	9	30
		17%	20%	13%	6%	10%	16%	22%	35%	9%	11%	12%	9%	13%	20%	29%	12%	16%	15%	21%	16%	18%	18%
	(2.0)	379	14	16	25	24	32	39	37	11	14	24	30	37	40	35	43	110	97	83	14	5	28
		15%	22%	19%	17%	10%	12%	17%	18%	17%	16%	16%	12%	13%	18%	18%	14%	18%	16%	13%	11%	10%	17%
	(3.0)	1184	24	36	67	121	138	105	80	33	41	69	127	143	109	90	134	302	304	275	62	25	81
		47%	36%	42%	45%	49%	50%	46%	40%	53%	47%	46%	51%	52%	48%	45%	45%	48%	50%	44%	49%	51%	49%
	(4.0)	426	8	21	39	63	54	24	11	6	20	32	53	47	30	18	65	94	101	108	26	10	22
		17%	12%	25%	26%	25%	20%	11%	5%	9%	23%	21%	21%	17%	13%	9%	22%	15%	16%	17%	21%	20%	13%
Trust a great deal	(5.0)	98	7	1	10	16	8	8	2	7	4	7	16	11	2	-	21	18	22	26	4	1	6
		4%	10%	2%	7%	7%	3%	4%	1%	11%	4%	5%	6%	4%	1%	-	7%	3%	4%	4%	3%	3%	3%
Mean Score	2.77	2.70	2.84	3.11	3.09	2.82	2.58	2.18	2.96	2.93	2.91	3.04	2.85	2.58	2.34	2.98	2.72	2.79	2.71	2.84	2.80	2.67	
Std Deviation	1.04	1.21	.99	.96	1.00	1.01	1.06	1.01	1.05	.99	1.01	.98	.99	.98	.99	1.06	1.00	1.00	1.11	1.03	1.04	1.03	
Std Error	.020	.172	.124	.081	.064	.059	.068	.068	.145	.114	.082	.059	.057	.062	.065	.061	.039	.040	.044	.090	.146	.078	

Digital Entertainment Survey 2013

48. To what extent would you trust user-generated reviews and reports from each of the following sources? Please rate this on a scale of 1 to 5, where 1 = do not trust at all and 5 = trust a great deal.

User comments on blogs or articles

Base: All respondents

	Ownership of technology devices						Which of the following best describes your occupation?											What is your family status?					Are you a parent, and if so how old are your children?						
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334	
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Do not trust at all	(1.0)	414	21	56	155	104	78	38	44	86	47	14	13	15	5	44	39	49	19	8	115	227	61	3	39	38	36	142	196
		17%	10%	10%	16%	20%	32%	16%	20%	14%	13%	15%	7%	13%	15%	21%	18%	30%	27%	16%	13%	18%	28%	10%	13%	12%	12%	24%	15%
	(2.0)	379	23	74	145	96	41	37	36	86	53	11	32	21	7	24	34	28	11	13	147	187	26	6	36	40	34	90	219
		15%	11%	13%	15%	19%	17%	16%	16%	14%	15%	12%	17%	18%	22%	11%	15%	17%	16%	28%	16%	14%	12%	21%	12%	12%	12%	15%	16%
	(3.0)	1184	90	286	478	238	93	121	76	309	173	34	93	49	10	105	108	75	30	17	429	612	113	13	134	158	149	279	633
		47%	41%	50%	50%	47%	39%	50%	33%	52%	49%	37%	51%	43%	31%	50%	49%	47%	43%	35%	47%	47%	51%	49%	46%	48%	51%	47%	47%
	(4.0)	426	56	130	153	66	21	31	48	108	65	26	38	19	8	33	35	10	6	6	176	220	20	4	67	72	54	69	231
		17%	26%	23%	16%	13%	9%	13%	21%	18%	18%	29%	21%	16%	26%	16%	16%	6%	8%	12%	19%	17%	9%	15%	23%	22%	19%	12%	17%
Trust a great deal	(5.0)	98	29	28	25	7	8	12	23	11	13	7	7	11	2	5	5	-	4	4	42	51	1	1	19	17	16	7	55
		4%	13%	5%	3%	1%	4%	5%	10%	2%	4%	7%	4%	9%	7%	2%	2%	-	6%	8%	5%	4%	*	4%	6%	5%	6%	1%	4%
Mean Score	2.77	3.22	3.00	2.74	2.56	2.34	2.75	2.87	2.78	2.84	3.01	2.96	2.91	2.88	2.67	2.69	2.29	2.50	2.68	2.87	2.75	2.43	2.83	2.97	2.97	2.93	2.51	2.80	
Std Deviation	1.04	1.11	.97	1.00	1.00	1.12	1.03	1.24	.96	1.00	1.15	.91	1.11	1.17	1.05	1.00	.97	1.15	1.14	1.01	1.05	1.00	.97	1.07	1.01	1.01	1.02	1.03	
Std Error	.020	.076	.040	.032	.043	.070	.066	.082	.038	.052	.118	.071	.114	.206	.070	.065	.072	.135	.182	.034	.028	.064	.198	.061	.054	.058	.040	.028	

Digital Entertainment Survey 2013

48. To what extent would you trust user-generated reviews and reports from each of the following sources? Please rate this on a scale of 1 to 5, where 1 = do not trust at all and 5 = trust a great deal.

Bloggers themselves

Base: All respondents

	Total	Gender/age														Region							
		Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland	
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176	
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Do not trust at all	(1.0)	478	13	11	12	26	55	59	77	6	12	19	27	40	55	68	43	115	104	149	22	10	35
		19%	20%	13%	8%	10%	20%	26%	38%	9%	13%	13%	11%	14%	24%	34%	14%	18%	17%	24%	18%	19%	21%
	(2.0)	455	14	20	24	33	45	45	44	13	20	23	38	46	51	39	51	125	113	106	21	7	31
		18%	22%	23%	16%	13%	16%	20%	22%	21%	23%	16%	15%	17%	23%	19%	17%	20%	18%	17%	17%	15%	19%
	(3.0)	1118	21	34	63	124	129	97	72	23	34	71	127	139	102	80	123	278	284	263	58	27	85
		45%	32%	41%	42%	50%	47%	43%	36%	38%	39%	47%	51%	51%	45%	40%	41%	45%	46%	42%	46%	54%	51%
	(4.0)	347	13	18	36	52	35	17	6	12	16	27	48	37	16	13	59	84	95	77	18	4	11
		14%	20%	22%	24%	21%	13%	7%	3%	19%	19%	18%	19%	13%	7%	7%	20%	13%	15%	12%	14%	8%	7%
Trust a great deal	(5.0)	103	4	1	15	15	11	7	1	8	6	9	10	13	1	1	23	21	17	27	7	2	5
		4%	6%	2%	10%	6%	4%	3%	*	13%	7%	6%	4%	5%	*	*	8%	3%	3%	4%	6%	4%	3%
Mean Score	2.66	2.70	2.77	3.12	3.00	2.65	2.42	2.05	3.06	2.83	2.88	2.90	2.77	2.37	2.21	2.90	2.63	2.69	2.56	2.73	2.61	2.52	
Std Deviation	1.06	1.18	.99	1.06	1.00	1.06	1.06	.96	1.15	1.09	1.04	.96	1.01	.95	1.00	1.12	1.04	1.02	1.11	1.08	1.01	.99	
Std Error	.021	.167	.123	.090	.064	.062	.068	.064	.158	.126	.084	.058	.058	.060	.066	.064	.041	.040	.044	.095	.141	.075	

Digital Entertainment Survey 2013

48. To what extent would you trust user-generated reviews and reports from each of the following sources? Please rate this on a scale of 1 to 5, where 1 = do not trust at all and 5 = trust a great deal.

Bloggers themselves

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?						
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334	
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Do not trust at all	(1.0)	478	25	71	170	122	90	47	52	98	51	17	15	7	51	45	59	21	10	126	266	72	4	45	44	47	166	219	
		19%	11%	12%	18%	24%	38%	20%	23%	16%	14%	18%	8%	13%	22%	24%	20%	36%	31%	21%	14%	21%	33%	14%	15%	14%	16%	28%	16%
	(2.0)	455	22	95	182	104	53	47	42	106	70	14	36	25	6	29	41	29	13	173	233	32	5	46	52	52	108	252	
		18%	10%	17%	19%	20%	22%	19%	18%	18%	20%	15%	20%	21%	18%	14%	19%	18%	14%	26%	19%	18%	14%	18%	16%	16%	18%	18%	19%
	(3.0)	1118	88	269	460	222	79	113	65	307	157	33	80	50	10	105	103	67	11	422	575	100	10	127	158	139	257	600	
		45%	40%	47%	48%	43%	33%	47%	29%	51%	45%	37%	44%	44%	32%	50%	47%	42%	23%	46%	44%	45%	38%	43%	49%	48%	44%	45%	
	(4.0)	347	52	107	122	56	11	20	46	79	60	19	45	12	6	21	25	5	10	139	176	16	7	58	52	37	46	207	
		14%	24%	19%	13%	11%	4%	8%	20%	13%	17%	21%	24%	11%	19%	10%	11%	3%	20%	15%	14%	7%	26%	20%	16%	13%	8%	16%	
Trust a great deal	(5.0)	103	33	32	22	8	8	13	22	10	13	7	7	13	3	5	6	1	5	48	46	2	1	18	20	15	9	56	
		4%	15%	6%	2%	2%	3%	5%	10%	2%	4%	8%	4%	11%	10%	2%	3%	1%	10%	5%	4%	1%	4%	6%	6%	5%	2%	4%	
Mean Score		2.66	3.21	2.89	2.63	2.46	2.14	2.60	2.76	2.66	2.75	2.85	2.96	2.86	2.78	2.52	2.57	2.14	2.72	2.79	2.62	2.29	2.89	2.86	2.85	2.73	2.36	2.72	
Std Deviation		1.06	1.16	1.03	.99	1.02	1.08	1.06	1.28	.96	1.02	1.20	.96	1.13	1.28	1.04	1.03	.97	1.28	1.03	1.07	1.03	1.10	1.09	1.04	1.04	1.02	1.05	
Std Error		.021	.080	.043	.031	.044	.067	.067	.084	.038	.053	.123	.075	.115	.226	.069	.066	.072	.206	.035	.029	.066	.225	.062	.056	.059	.040	.029	

Digital Entertainment Survey 2013

48. To what extent would you trust user-generated reviews and reports from each of the following sources? Please rate this on a scale of 1 to 5, where 1 = do not trust at all and 5 = trust a great deal.

Summary table

Base: All respondents

	Total	Do not trust at all 1	2	3	4	Trust a great deal 5	Mean score
General recommendations on Twitter	2500 100%	752 30%	481 19%	991 40%	181 7%	94 4%	2.35
Recommendations on Twitter from friends	2500 100%	580 23%	329 13%	967 39%	480 19%	144 6%	2.71
General recommendations on Facebook	2500 100%	589 24%	485 19%	1028 41%	299 12%	99 4%	2.53
Recommendations on Facebook from friends	2500 100%	416 17%	271 11%	947 38%	663 27%	204 8%	2.99
User comments on travel sites (e.g. Trip Advisor)	2500 100%	316 13%	307 12%	1007 40%	646 26%	224 9%	3.06
User comments on products (e.g. Amazon)	2500 100%	190 8%	187 7%	877 35%	927 37%	319 13%	3.40
User comments on blogs or articles	2500 100%	414 17%	379 15%	1184 47%	426 17%	98 4%	2.77
Bloggers themselves	2500 100%	478 19%	455 18%	1118 45%	347 14%	103 4%	2.66

Digital Entertainment Survey 2013

49. Overall would you say that you currently watch more user-generated content, or more commercially produced content?

Base: All respondents

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I watch more user-generated content than commercially produced content	412	22	38	37	63	56	22	16	13	18	25	42	23	17	19	56	100	106	98	18	7	28
	16%	34%	45%	25%	25%	20%	10%	8%	21%	20%	17%	17%	8%	8%	10%	19%	16%	17%	16%	14%	14%	17%
I watch more commercially produced content than user-generated content	823	16	25	65	89	91	89	93	11	22	44	77	84	62	55	102	204	205	202	41	18	51
	33%	24%	30%	43%	36%	33%	39%	46%	17%	25%	29%	31%	31%	28%	28%	34%	33%	33%	32%	32%	37%	31%
I watch an equal amount of both user-generated and commercially produced content	500	9	12	25	56	61	43	31	13	16	27	58	71	39	37	66	118	117	125	29	12	32
	20%	14%	14%	17%	22%	22%	19%	16%	21%	19%	18%	23%	26%	17%	18%	22%	19%	19%	20%	23%	25%	19%
Don't know	766	18	9	23	42	67	71	60	26	32	54	73	97	106	89	75	201	186	197	38	12	56
	31%	28%	11%	15%	17%	24%	32%	30%	42%	36%	36%	29%	35%	47%	44%	25%	32%	30%	32%	30%	25%	33%

Digital Entertainment Survey 2013

49. Overall would you say that you currently watch more user-generated content, or more commercially produced content?

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I watch more user-generated content than commercially produced content	412	66	122	149	54	21	34	53	85	63	20	51	34	4	30	17	14	6	8	196	185	21	3	60	65	48	63	240
	16%	30%	21%	16%	11%	9%	14%	23%	14%	18%	22%	28%	30%	13%	14%	8%	9%	9%	16%	22%	14%	9%	12%	21%	20%	16%	11%	18%
I watch more commercially produced content than user-generated content	823	93	222	299	141	68	75	79	207	151	36	57	28	10	55	53	52	19	13	283	450	70	7	87	121	101	189	432
	33%	42%	39%	31%	28%	28%	31%	35%	35%	43%	40%	31%	25%	31%	26%	24%	32%	28%	28%	31%	35%	32%	27%	29%	37%	35%	32%	32%
I watch an equal amount of both user-generated and commercially produced content	500	36	105	220	106	33	38	51	138	56	21	38	16	5	47	56	25	9	7	178	266	46	2	70	63	65	114	260
	20%	16%	18%	23%	21%	14%	16%	22%	23%	16%	23%	20%	14%	15%	22%	25%	15%	12%	16%	20%	20%	21%	9%	24%	19%	23%	19%	19%
Don't know	766	25	125	287	210	119	92	45	169	81	14	37	36	13	79	95	70	35	19	251	396	85	14	77	78	76	221	402
	31%	11%	22%	30%	41%	49%	38%	20%	28%	23%	15%	20%	31%	41%	38%	43%	43%	51%	40%	28%	31%	38%	53%	26%	24%	26%	38%	30%

Digital Entertainment Survey 2013

50. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Download unauthorised films or TV programmes using linking and hosting sites

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Regularly	69	8	8	5	14	9	1	1	5	4	4	5	4	1	-	18	13	16	16	2	-	4
	3%	12%	9%	4%	6%	3%	*	*	8%	4%	3%	2%	1%	*	-	6%	2%	3%	3%	1%	-	2%
Occasionally	168	3	16	22	34	24	7	2	4	13	12	17	10	3	3	42	26	35	42	10	4	10
	7%	4%	19%	14%	13%	9%	3%	1%	6%	15%	8%	7%	4%	1%	1%	14%	4%	6%	7%	8%	8%	6%
Rarely	178	5	12	25	33	20	13	8	6	7	19	17	6	5	2	33	40	45	39	7	3	10
	7%	8%	14%	17%	13%	7%	6%	4%	9%	8%	13%	7%	2%	2%	1%	11%	6%	7%	6%	6%	7%	6%
Plan to start in next 6 months	56	1	8	10	10	6	1	-	5	2	5	3	3	3	-	16	9	10	13	3	1	4
	2%	2%	9%	7%	4%	2%	*	-	8%	3%	3%	1%	1%	1%	-	5%	1%	2%	2%	2%	2%	3%
No plans to start	1638	33	33	72	137	184	170	160	35	53	87	171	198	162	145	143	439	414	411	86	36	111
	66%	50%	39%	48%	55%	67%	76%	80%	57%	60%	58%	69%	72%	72%	72%	48%	70%	67%	66%	68%	72%	66%
Not at all familiar with this	391	16	8	16	22	32	33	29	8	9	23	36	54	52	51	47	96	94	101	18	6	29
	16%	24%	9%	11%	9%	12%	15%	15%	13%	11%	16%	14%	20%	23%	25%	16%	15%	15%	16%	14%	12%	17%

Digital Entertainment Survey 2013

50. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Download unauthorised films or TV programmes using linking and hosting sites

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Regularly	69	22	30	12	2	3	6	15	8	8	7	12	8	-	1	2	-	2	6	32	30	-	1	12	13	15	6	40
	3%	10%	5%	1%	*	1%	3%	7%	1%	2%	7%	6%	7%	-	*	1%	-	3%	12%	4%	2%	-	5%	4%	4%	5%	1%	3%
Occasionally	168	39	53	56	15	5	21	29	27	32	8	18	12	3	7	6	3	2	1	82	74	8	3	30	23	19	8	105
	7%	18%	9%	6%	3%	2%	9%	13%	4%	9%	9%	10%	10%	10%	3%	3%	2%	3%	3%	9%	6%	4%	10%	10%	7%	6%	1%	8%
Rarely	178	24	53	65	19	17	16	31	45	21	6	13	19	3	10	8	3	3	2	88	79	6	2	27	23	24	28	100
	7%	11%	9%	7%	4%	7%	7%	14%	7%	6%	6%	7%	16%	10%	5%	3%	2%	5%	4%	10%	6%	3%	8%	9%	7%	8%	5%	7%
Plan to start in next 6 months	56	9	20	16	6	5	4	14	9	6	5	5	1	1	2	3	-	5	2	24	24	4	1	8	11	5	9	29
	2%	4%	3%	2%	1%	2%	2%	6%	2%	2%	6%	3%	1%	3%	1%	1%	-	7%	5%	3%	2%	2%	3%	3%	3%	2%	2%	2%
No plans to start	1638	104	348	660	381	145	159	109	419	240	50	108	56	19	156	156	124	43	25	567	872	164	11	174	205	178	428	866
	66%	47%	61%	69%	74%	60%	66%	48%	70%	68%	55%	59%	49%	61%	74%	71%	77%	63%	52%	62%	67%	74%	40%	59%	63%	61%	73%	65%
Not at all familiar with this	391	21	69	146	88	66	33	28	92	44	15	28	18	5	35	46	32	13	11	115	217	39	9	43	52	50	107	195
	16%	10%	12%	15%	17%	27%	14%	12%	15%	13%	16%	15%	16%	16%	17%	21%	20%	19%	23%	13%	17%	18%	33%	15%	16%	17%	18%	15%

Digital Entertainment Survey 2013

50. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Download unauthorised films or TV programmes using filesharing sites

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Regularly	82	3	8	8	26	13	3	1	1	2	5	9	5	-	-	18	17	18	21	2	1	5
	3%	4%	9%	5%	10%	5%	1%	*	2%	3%	3%	4%	2%	-	-	6%	3%	3%	3%	1%	2%	3%
Occasionally	157	7	13	30	23	25	7	3	6	6	11	14	7	2	2	41	18	42	41	4	3	8
	6%	10%	16%	20%	9%	9%	3%	1%	9%	7%	7%	6%	3%	1%	1%	14%	3%	7%	7%	3%	6%	5%
Rarely	210	-	14	21	37	21	14	10	9	13	27	23	11	6	4	34	52	50	46	12	5	13
	8%	-	17%	14%	15%	8%	6%	5%	15%	15%	18%	9%	4%	3%	2%	11%	8%	8%	7%	9%	10%	8%
Plan to start in next 6 months	42	-	5	7	9	4	-	-	1	1	4	5	4	3	-	11	10	6	6	4	1	3
	2%	-	6%	4%	4%	1%	-	-	2%	1%	3%	2%	1%	1%	-	4%	2%	1%	1%	3%	3%	2%
No plans to start	1628	39	34	68	134	182	169	156	36	55	83	166	195	162	147	146	431	409	408	88	35	111
	65%	60%	41%	46%	53%	66%	75%	78%	58%	63%	55%	66%	71%	72%	74%	49%	69%	67%	66%	70%	70%	67%
Not at all familiar with this	381	17	9	16	21	30	32	30	8	11	20	32	53	52	47	49	96	89	100	16	5	27
	15%	26%	11%	11%	9%	11%	14%	15%	13%	12%	14%	13%	19%	23%	24%	16%	15%	14%	16%	13%	10%	16%

Digital Entertainment Survey 2013

50. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Download unauthorised films or TV programmes using filesharing sites

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Regularly	82	29	26	22	5	-	9	12	16	17	8	9	5	1	2	2	-	2	-	34	45	2	1	20	17	17	5	42
	3%	13%	5%	2%	1%	-	4%	5%	3%	5%	8%	5%	4%	3%	1%	1%	-	3%	-	4%	3%	1%	5%	7%	5%	6%	1%	3%
Occasionally	157	30	60	50	11	7	18	33	26	22	10	20	10	2	7	4	1	3	6	82	59	7	3	25	21	18	11	101
	6%	14%	10%	5%	2%	3%	8%	14%	4%	6%	11%	11%	9%	6%	3%	2%	1%	5%	13%	9%	5%	3%	10%	8%	6%	6%	2%	8%
Rarely	210	29	66	73	23	18	12	35	50	33	4	17	19	1	16	17	4	3	3	100	97	7	2	35	31	20	36	115
	8%	13%	12%	8%	5%	7%	5%	16%	8%	9%	5%	9%	16%	3%	7%	8%	2%	4%	7%	11%	7%	3%	8%	12%	10%	7%	6%	9%
Plan to start in next 6 months	42	5	12	15	7	3	7	6	6	7	3	1	3	2	1	2	-	4	-	19	20	3	-	4	6	5	5	25
	2%	2%	2%	2%	1%	1%	3%	3%	1%	2%	3%	1%	3%	6%	*	1%	-	6%	-	2%	2%	1%	-	1%	2%	2%	1%	2%
No plans to start	1628	102	341	661	377	146	159	112	413	230	50	107	60	21	155	154	125	42	26	559	870	161	12	170	204	184	423	858
	65%	47%	60%	69%	74%	61%	66%	49%	69%	65%	55%	59%	52%	65%	73%	70%	77%	61%	55%	61%	67%	73%	44%	58%	62%	64%	72%	64%
Not at all familiar with this	381	24	68	134	88	67	34	30	89	42	16	28	18	5	31	42	32	14	12	114	205	41	9	41	48	46	107	192
	15%	11%	12%	14%	17%	28%	14%	13%	15%	12%	18%	15%	15%	16%	15%	19%	20%	21%	26%	13%	16%	18%	33%	14%	15%	16%	18%	14%

Digital Entertainment Survey 2013

50. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Stream unauthorised films or TV programmes using streaming sites

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Regularly	96	5	14	11	18	9	3	2	2	7	10	7	5	1	-	25	13	27	25	3	1	2
	4%	8%	17%	7%	7%	3%	1%	1%	4%	8%	6%	3%	2%	*	-	8%	2%	4%	4%	3%	2%	1%
Occasionally	189	5	16	24	40	26	7	3	9	13	17	15	6	5	3	42	34	39	52	8	4	10
	8%	8%	19%	16%	16%	10%	3%	1%	15%	15%	11%	6%	2%	2%	1%	14%	5%	6%	8%	7%	8%	6%
Rarely	202	8	12	30	36	22	10	7	5	11	18	23	11	7	3	35	47	55	37	8	7	11
	8%	12%	14%	20%	14%	8%	5%	4%	8%	12%	12%	9%	4%	3%	1%	12%	8%	9%	6%	7%	15%	7%
Plan to start in next 6 months	40	1	1	7	7	4	-	2	1	2	5	5	3	3	-	7	11	10	6	3	-	3
	2%	2%	2%	4%	3%	1%	-	1%	2%	3%	3%	2%	1%	1%	-	2%	2%	2%	1%	2%	-	2%
No plans to start	1585	29	33	62	129	185	172	154	34	47	77	164	196	156	147	142	421	391	400	86	35	112
	63%	44%	39%	41%	51%	67%	76%	77%	55%	53%	51%	66%	71%	70%	74%	47%	68%	64%	64%	68%	70%	67%
Not at all familiar with this	388	17	8	16	20	29	33	32	11	8	24	35	53	53	47	47	98	92	102	17	3	29
	16%	26%	9%	11%	8%	11%	15%	16%	17%	9%	16%	14%	19%	24%	24%	16%	16%	15%	16%	14%	6%	17%

Digital Entertainment Survey 2013

50. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Stream unauthorised films or TV programmes using streaming sites

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Regularly	96	34	22	22	13	5	9	20	14	8	7	14	7	-	6	7	2	2	1	53	36	2	4	14	13	8	11	62
	4%	15%	4%	2%	3%	2%	4%	9%	2%	2%	7%	8%	6%	-	3%	3%	1%	3%	3%	6%	3%	1%	15%	5%	4%	3%	2%	5%
Occasionally	189	31	77	57	15	8	22	39	31	25	6	23	18	3	12	6	-	4	5	100	77	7	-	33	26	26	14	114
	8%	14%	13%	6%	3%	4%	9%	17%	5%	7%	7%	12%	16%	10%	6%	3%	-	6%	10%	11%	6%	3%	-	11%	8%	9%	2%	9%
Rarely	202	26	65	75	20	16	13	26	40	43	8	18	22	2	14	8	4	6	8	100	83	9	2	25	27	27	28	123
	8%	12%	11%	8%	4%	7%	5%	11%	7%	12%	9%	10%	19%	7%	7%	3%	2%	9%	17%	11%	6%	4%	8%	9%	8%	9%	5%	9%
Plan to start in next 6 months	40	4	10	16	7	3	7	7	11	4	2	-	1	1	1	4	-	3	-	17	20	3	1	6	7	3	4	23
	2%	2%	2%	2%	1%	1%	3%	3%	2%	1%	2%	-	1%	3%	*	2%	-	4%	-	2%	2%	1%	3%	2%	2%	1%	1%	2%
No plans to start	1585	100	333	642	368	142	156	103	410	229	53	103	48	20	145	152	124	41	21	528	865	161	11	174	203	178	419	822
	63%	46%	58%	67%	72%	59%	65%	45%	68%	65%	58%	56%	42%	64%	69%	69%	77%	60%	44%	58%	67%	73%	40%	59%	62%	61%	71%	62%
Not at all familiar with this	388	24	67	143	87	66	33	32	94	43	15	26	19	5	33	44	32	12	12	111	217	39	9	42	51	48	111	190
	16%	11%	12%	15%	17%	28%	14%	14%	16%	12%	16%	14%	16%	16%	16%	20%	20%	18%	26%	12%	17%	18%	33%	14%	16%	17%	19%	14%

Digital Entertainment Survey 2013

50. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Download unauthorised music using file sharing sites

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Regularly	85	5	12	9	18	12	4	-	5	5	6	5	4	-	1	23	14	20	21	1	2	5
	3%	8%	14%	6%	7%	4%	2%	-	8%	5%	4%	2%	1%	-	*	8%	2%	3%	3%	1%	4%	3%
Occasionally	183	3	12	28	35	31	7	5	4	14	16	17	7	4	1	41	37	49	40	4	2	11
	7%	4%	14%	19%	14%	11%	3%	3%	6%	16%	10%	7%	3%	2%	*	14%	6%	8%	6%	3%	4%	6%
Rarely	220	7	16	24	40	24	14	9	8	13	24	23	11	6	2	41	47	49	55	13	4	11
	9%	10%	19%	16%	16%	9%	6%	4%	13%	15%	16%	9%	4%	3%	1%	14%	8%	8%	9%	10%	9%	6%
Plan to start in next 6 months	45	4	5	8	7	3	-	1	4	1	6	3	2	2	-	6	15	7	7	4	1	3
	2%	6%	6%	5%	3%	1%	-	*	6%	1%	4%	1%	1%	1%	-	2%	2%	1%	1%	3%	3%	2%
No plans to start	1594	30	33	65	131	177	169	155	32	46	77	170	197	164	149	142	418	401	398	88	34	113
	64%	46%	39%	43%	52%	64%	75%	78%	51%	52%	51%	68%	72%	73%	75%	47%	67%	65%	64%	70%	69%	67%
Not at all familiar with this	373	17	7	16	19	28	31	29	11	9	21	32	54	49	47	46	93	88	101	15	6	25
	15%	26%	8%	11%	8%	10%	14%	15%	17%	11%	14%	13%	20%	22%	24%	15%	15%	14%	16%	12%	11%	15%

Digital Entertainment Survey 2013

50. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Download unauthorised music using file sharing sites

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Regularly	85	30	21	20	7	7	9	9	10	13	9	14	12	1	2	4	-	3	4	41	37	2	1	14	16	14	8	49
	3%	14%	4%	2%	1%	3%	4%	4%	2%	4%	10%	7%	10%	3%	1%	2%	-	4%	8%	5%	3%	1%	5%	5%	5%	5%	1%	4%
Occasionally	183	36	69	55	18	5	20	39	41	25	10	20	8	1	9	7	2	3	3	86	82	10	2	32	27	27	18	106
	7%	16%	12%	6%	3%	2%	8%	17%	7%	7%	11%	11%	7%	3%	4%	3%	1%	4%	7%	9%	6%	5%	8%	11%	8%	9%	3%	8%
Rarely	220	28	61	92	23	16	17	34	39	42	5	20	24	2	17	13	4	3	6	110	90	10	4	29	30	25	26	136
	9%	13%	11%	10%	4%	7%	7%	15%	6%	12%	5%	11%	21%	7%	8%	6%	3%	4%	12%	12%	7%	5%	13%	10%	9%	9%	4%	10%
Plan to start in next 6 months	45	3	15	16	5	5	2	9	8	6	4	4	4	1	1	2	-	3	-	25	17	2	1	4	5	2	4	31
	2%	1%	3%	2%	1%	2%	1%	4%	1%	2%	5%	2%	3%	3%	*	1%	-	5%	-	3%	1%	1%	4%	1%	1%	1%	1%	2%
No plans to start	1594	100	340	636	372	147	160	107	415	226	47	95	49	21	151	155	124	44	22	540	864	159	10	173	197	175	432	824
	64%	46%	59%	67%	73%	61%	67%	47%	69%	64%	52%	52%	42%	67%	72%	70%	77%	64%	47%	59%	67%	72%	36%	59%	60%	60%	74%	62%
Not at all familiar with this	373	22	68	136	86	60	31	29	87	40	16	30	19	5	31	41	31	12	12	107	206	38	9	42	52	46	100	188
	15%	10%	12%	14%	17%	25%	13%	13%	15%	11%	17%	16%	16%	16%	14%	19%	19%	18%	26%	12%	16%	17%	33%	14%	16%	16%	17%	14%

Digital Entertainment Survey 2013

50. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Download or stream unauthorised music using linking and hosting sites

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Regularly	73	5	7	10	12	10	1	-	7	8	6	5	2	-	-	14	16	16	21	3	1	3
	3%	8%	8%	7%	5%	4%	*	-	11%	9%	4%	2%	1%	-	-	5%	3%	3%	3%	3%	2%	2%
Occasionally	166	4	14	30	34	23	7	1	7	6	11	16	8	2	3	46	25	36	42	3	2	12
	7%	6%	17%	20%	13%	8%	3%	*	11%	7%	7%	6%	3%	1%	1%	15%	4%	6%	7%	3%	4%	7%
Rarely	202	4	16	25	39	21	10	6	5	11	23	23	10	7	2	38	46	50	42	9	3	14
	8%	6%	19%	17%	16%	8%	5%	3%	8%	12%	16%	9%	4%	3%	1%	13%	7%	8%	7%	7%	6%	8%
Plan to start in next 6 months	37	3	7	3	6	2	-	1	4	1	2	5	2	2	1	12	7	9	3	2	1	2
	1%	4%	8%	2%	2%	1%	-	*	6%	1%	1%	2%	1%	1%	*	4%	1%	2%	1%	1%	2%	1%
No plans to start	1626	34	33	67	136	189	170	159	30	53	88	167	195	160	145	140	427	413	412	88	36	110
	65%	52%	39%	45%	54%	69%	76%	79%	49%	60%	58%	67%	71%	71%	72%	47%	69%	67%	66%	70%	72%	66%
Not at all familiar with this	395	16	8	14	23	30	36	33	9	9	20	33	58	54	50	49	102	90	102	20	7	26
	16%	24%	9%	9%	9%	11%	16%	17%	15%	11%	14%	13%	21%	24%	25%	16%	16%	15%	16%	16%	14%	15%

Digital Entertainment Survey 2013

50. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Download or stream unauthorised music using linking and hosting sites

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Regularly	73	30	14	22	6	2	9	16	8	9	3	11	11	1	3	2	-	1	4	41	24	3	1	11	11	6	3	51
	3%	14%	2%	2%	1%	1%	4%	7%	1%	3%	3%	6%	9%	3%	2%	1%	-	1%	8%	5%	2%	1%	5%	4%	4%	2%	*	4%
Occasionally	166	29	61	56	17	3	19	35	28	27	10	18	14	1	7	5	1	2	6	76	77	5	1	33	29	21	13	92
	7%	13%	11%	6%	3%	1%	8%	15%	5%	8%	11%	10%	12%	3%	3%	2%	1%	3%	12%	8%	6%	2%	5%	11%	9%	7%	2%	7%
Rarely	202	35	59	70	19	18	14	26	50	31	10	17	18	1	18	10	3	4	6	100	84	10	2	28	26	28	23	122
	8%	16%	10%	7%	4%	7%	6%	12%	8%	9%	11%	9%	16%	3%	8%	5%	2%	6%	12%	11%	6%	5%	8%	9%	8%	10%	4%	9%
Plan to start in next 6 months	37	3	13	13	3	5	4	9	5	6	3	2	3	1	1	2	1	-	3	16	16	2	-	4	5	4	6	21
	1%	1%	2%	1%	1%	2%	2%	4%	1%	2%	4%	1%	2%	3%	*	1%	1%	-	6%	2%	1%	1%	-	1%	1%	1%	1%	2%
No plans to start	1626	101	355	651	376	143	162	110	417	232	50	110	50	23	148	155	123	49	20	559	876	158	13	173	202	180	427	855
	65%	46%	62%	68%	74%	59%	67%	48%	69%	66%	55%	60%	44%	72%	70%	70%	76%	71%	42%	62%	68%	72%	49%	59%	62%	62%	73%	64%
Not at all familiar with this	395	22	71	143	90	70	32	31	92	47	15	26	19	5	34	46	35	13	10	115	219	42	9	45	53	51	115	192
	16%	10%	12%	15%	18%	29%	13%	14%	15%	13%	16%	14%	17%	16%	16%	21%	21%	19%	20%	13%	17%	19%	33%	15%	16%	18%	20%	14%

Digital Entertainment Survey 2013

50. Please take a look at this list of activities. Do you do any of these or plan to start soon?

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Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Regularly	47 2%	5 8%	3 3%	3 2%	10 4%	9 3%	- -	- -	- -	2 3%	5 3%	4 1%	3 1%	2 1%	1 *	15 5%	5 1%	12 2%	13 2%	2 2%	- -	- -
Occasionally	138 6%	3 4%	13 16%	18 12%	35 14%	18 7%	5 2%	3 1%	5 8%	5 5%	12 8%	13 5%	7 3%	1 *	2 1%	47 16%	13 2%	24 4%	39 6%	4 3%	3 6%	7 4%
Rarely	181 7%	3 4%	14 17%	27 18%	24 10%	24 9%	11 5%	5 3%	9 15%	13 9%	14 9%	17 7%	14 5%	4 2%	2 1%	33 11%	43 7%	41 7%	40 6%	10 8%	3 7%	9 5%
Plan to start in next 6 months	59 2%	3 4%	5 6%	11 7%	14 6%	2 1%	- -	1 *	2 4%	2 3%	7 5%	5 2%	3 1%	3 1%	1 *	7 2%	17 3%	16 3%	11 2%	3 3%	- -	5 3%
No plans to start	1667 67%	33 50%	38 45%	75 50%	139 56%	191 70%	176 78%	157 79%	36 58%	56 64%	90 60%	175 70%	191 69%	163 72%	146 73%	148 50%	436 70%	426 69%	414 67%	87 69%	38 77%	117 70%
Not at all familiar with this	408 16%	20 30%	11 13%	15 10%	28 11%	31 11%	33 15%	34 17%	9 15%	9 11%	23 16%	36 14%	58 21%	53 24%	48 24%	48 16%	108 17%	95 15%	105 17%	19 15%	5 10%	29 17%

Digital Entertainment Survey 2013

50. Please take a look at this list of activities. Do you do any of these or plan to start soon?

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Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Regularly	47	16	15	11	2	2	6	10	6	6	4	4	2	1	1	2	1	3	1	20	24	-	1	11	12	10	2	26
	2%	7%	3%	1%	*	1%	3%	4%	1%	2%	4%	2%	3%	1%	1%	1%	4%	3%	2%	2%	-	5%	4%	4%	3%	*	2%	
Occasionally	138	34	56	30	12	6	16	28	30	23	9	13	8	3	4	1	1	3	4	62	64	6	1	22	25	16	12	80
	6%	16%	10%	3%	2%	3%	7%	12%	5%	7%	10%	7%	7%	9%	2%	*	1%	5%	9%	7%	5%	3%	5%	7%	8%	5%	2%	6%
Rarely	181	28	51	72	16	14	13	26	36	34	7	18	19	1	8	11	3	6	5	85	81	5	4	28	22	27	23	105
	7%	13%	9%	8%	3%	6%	5%	11%	6%	10%	8%	10%	16%	3%	4%	5%	2%	9%	10%	9%	6%	2%	17%	9%	7%	9%	4%	8%
Plan to start in next 6 months	59	8	19	19	8	4	4	11	16	7	2	4	5	-	3	4	1	2	1	31	23	3	1	7	7	4	6	37
	2%	4%	3%	2%	2%	2%	2%	5%	3%	2%	2%	2%	4%	-	1%	2%	1%	3%	2%	3%	2%	1%	4%	2%	2%	1%	1%	3%
No plans to start	1667	107	355	671	386	148	167	120	415	235	54	114	60	22	156	158	123	42	25	586	879	168	9	184	209	180	426	884
	67%	49%	62%	70%	76%	62%	70%	53%	69%	67%	60%	62%	53%	69%	74%	72%	76%	61%	53%	64%	68%	76%	32%	63%	64%	62%	73%	66%
Not at all familiar with this	408	26	77	152	87	66	34	33	97	46	15	29	20	5	38	45	34	12	11	124	224	39	10	42	51	54	118	202
	16%	12%	13%	16%	17%	27%	14%	14%	16%	13%	16%	16%	18%	16%	18%	21%	21%	18%	23%	14%	17%	18%	37%	14%	16%	19%	20%	15%

Digital Entertainment Survey 2013

50. Please take a look at this list of activities. Do you do any of these or plan to start soon?

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Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Regularly	46	4	5	1	11	8	1	-	-	2	5	5	4	-	-	17	7	11	10	1	-	1
	2%	6%	6%	1%	4%	3%	*	-	-	3%	3%	2%	1%	-	-	6%	1%	2%	2%	1%	-	1%
Occasionally	115	4	13	20	24	20	3	-	1	1	9	9	7	2	2	28	14	27	34	7	1	5
	5%	6%	16%	13%	10%	7%	1%	-	2%	1%	6%	4%	3%	1%	1%	9%	2%	4%	5%	5%	2%	3%
Rarely	161	4	14	28	33	15	8	3	5	6	16	16	6	5	2	40	32	37	29	7	4	12
	6%	6%	17%	19%	13%	5%	4%	1%	8%	7%	10%	6%	2%	2%	1%	13%	5%	6%	5%	6%	7%	7%
Plan to start in next 6 months	43	1	5	4	7	4	-	-	2	4	5	5	4	1	-	11	13	8	8	1	-	2
	2%	2%	6%	3%	3%	1%	-	-	4%	4%	3%	2%	1%	*	-	4%	2%	1%	1%	1%	-	1%
No plans to start	1707	34	36	79	149	192	176	162	43	64	93	174	196	162	145	151	447	430	434	88	40	117
	68%	52%	42%	53%	60%	70%	78%	81%	70%	73%	62%	70%	71%	72%	72%	51%	72%	70%	70%	70%	80%	70%
Not at all familiar with this	429	18	11	17	26	36	36	35	11	11	23	41	58	56	52	53	110	101	107	22	6	31
	17%	28%	13%	12%	10%	13%	16%	17%	17%	12%	16%	16%	21%	25%	26%	18%	18%	16%	17%	17%	11%	18%

Digital Entertainment Survey 2013

50. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Download unauthorised copies of magazines

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Regularly	46	20	18	7	-	1	10	9	6	6	6	6	1	-	-	2	-	1	-	19	26	-	1	15	13	9	4	19
	2%	9%	3%	1%	-	1%	4%	4%	1%	2%	6%	3%	1%	-	-	1%	-	1%	-	2%	2%	-	5%	5%	4%	3%	1%	1%
Occasionally	115	32	41	35	2	5	9	35	18	20	8	11	7	2	3	1	-	1	4	51	54	4	3	17	21	18	10	66
	5%	15%	7%	4%	*	2%	4%	15%	3%	6%	9%	6%	6%	6%	1%	*	-	1%	8%	6%	4%	2%	10%	6%	6%	6%	2%	5%
Rarely	161	30	42	63	14	12	14	22	36	30	9	11	17	1	6	9	2	4	3	85	65	6	2	25	23	20	22	93
	6%	13%	7%	7%	3%	5%	6%	10%	6%	8%	10%	6%	14%	3%	3%	4%	1%	6%	7%	9%	5%	2%	8%	9%	7%	7%	4%	7%
Plan to start in next 6 months	43	4	17	8	7	7	3	6	9	6	2	5	2	2	2	2	-	3	3	18	19	2	1	8	7	4	3	25
	2%	2%	3%	1%	1%	3%	1%	3%	1%	2%	3%	3%	2%	6%	1%	1%	-	5%	7%	2%	1%	1%	3%	3%	2%	1%	*	2%
No plans to start	1707	112	372	680	394	149	167	121	436	242	51	120	65	21	159	156	124	44	26	606	896	169	10	182	204	183	427	922
	68%	51%	65%	71%	77%	62%	70%	53%	73%	69%	56%	66%	57%	65%	75%	71%	77%	63%	54%	67%	69%	76%	36%	62%	63%	63%	73%	69%
Not at all familiar with this	429	22	84	162	94	67	36	34	94	48	15	31	22	6	41	51	36	16	11	130	237	41	10	47	60	57	121	210
	17%	10%	15%	17%	18%	28%	15%	15%	16%	14%	16%	17%	19%	19%	19%	23%	22%	23%	23%	14%	18%	19%	38%	16%	18%	20%	21%	16%

Digital Entertainment Survey 2013

50. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Download unauthorised games

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Regularly	56 2%	3 4%	5 6%	9 6%	15 6%	7 2%	2 1%	- -	1 2%	1 1%	4 3%	5 2%	3 1%	2 1%	- -	15 5%	9 1%	12 2%	16 3%	2 2%	- -	2 1%
Occasionally	122 5%	8 12%	12 14%	20 13%	22 9%	16 6%	2 1%	- -	4 6%	6 7%	10 6%	13 5%	8 3%	1 *	2 1%	33 11%	19 3%	21 3%	37 6%	3 3%	2 4%	6 3%
Rarely	177 7%	3 4%	22 27%	18 12%	31 12%	24 9%	8 4%	5 3%	6 9%	8 9%	19 13%	15 6%	10 4%	4 2%	2 1%	37 12%	35 6%	52 9%	30 5%	8 7%	3 6%	10 6%
Plan to start in next 6 months	55 2%	1 2%	4 5%	12 8%	13 5%	6 2%	1 *	- -	2 4%	4 4%	3 2%	5 2%	4 1%	1 *	- -	14 5%	13 2%	9 1%	8 1%	4 3%	1 2%	6 3%
No plans to start	1690 68%	34 52%	32 38%	75 50%	144 58%	192 70%	178 79%	164 82%	39 62%	61 69%	92 61%	179 71%	190 69%	163 72%	148 74%	148 49%	444 71%	430 70%	428 69%	89 71%	38 77%	114 68%
Not at all familiar with this	400 16%	17 26%	9 11%	16 11%	24 10%	30 11%	34 15%	30 15%	11 17%	8 9%	22 15%	34 14%	61 22%	55 24%	48 24%	52 17%	101 16%	90 15%	102 16%	19 15%	5 11%	31 18%

Digital Entertainment Survey 2013

50. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Download unauthorised games

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Regularly	56	30	18	8	-	-	9	10	9	6	8	6	3	-	2	1	-	2	-	26	27	1	1	12	15	11	6	27
	2%	14%	3%	1%	-	-	4%	4%	2%	2%	8%	3%	-	1%	*	-	3%	-	3%	2%	*	5%	4%	4%	4%	1%	2%	
Occasionally	122	29	47	35	6	6	7	35	21	23	7	11	9	3	1	3	1	2	4	62	51	3	2	21	21	13	7	73
	5%	13%	8%	4%	1%	2%	3%	15%	4%	6%	8%	6%	7%	9%	1%	1%	1%	3%	8%	7%	4%	1%	9%	7%	6%	5%	1%	5%
Rarely	177	27	55	66	13	15	21	24	38	24	8	15	16	3	10	12	2	2	6	79	84	5	2	28	27	30	19	102
	7%	12%	10%	7%	3%	6%	9%	10%	6%	7%	9%	8%	14%	11%	5%	6%	1%	3%	12%	9%	6%	2%	9%	10%	8%	10%	3%	8%
Plan to start in next 6 months	55	4	23	18	5	5	7	9	9	11	3	2	7	-	1	2	-	4	1	28	22	2	1	8	5	6	9	31
	2%	2%	4%	2%	1%	2%	3%	4%	1%	3%	4%	1%	6%	-	1%	1%	-	6%	2%	3%	2%	1%	4%	3%	1%	2%	1%	2%
No plans to start	1690	103	360	686	395	147	162	119	430	238	50	121	61	20	162	156	125	46	26	593	890	170	11	179	208	181	435	900
	68%	47%	63%	72%	77%	61%	67%	52%	72%	68%	55%	66%	53%	64%	77%	71%	77%	67%	54%	65%	69%	77%	39%	61%	64%	62%	74%	67%
Not at all familiar with this	400	26	72	143	91	68	35	32	92	49	15	28	18	5	34	46	34	12	11	120	221	40	9	46	51	50	111	201
	16%	12%	13%	15%	18%	28%	14%	14%	15%	14%	16%	15%	16%	16%	16%	21%	21%	18%	23%	13%	17%	18%	33%	16%	16%	17%	19%	15%

Digital Entertainment Survey 2013

50. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Download unauthorised software applications

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Regularly	47	5	5	3	16	8	-	-	-	1	2	2	4	1	-	16	6	11	10	3	-	2
	2%	8%	6%	2%	7%	3%	-	-	-	1%	1%	1%	1%	*	-	5%	1%	2%	2%	3%	-	1%
Occasionally	150	4	16	25	33	20	6	4	2	4	13	11	8	3	3	37	22	37	37	5	4	9
	6%	6%	19%	17%	13%	7%	2%	2%	4%	4%	8%	4%	3%	1%	1%	12%	3%	6%	6%	4%	9%	5%
Rarely	215	5	16	26	36	28	17	7	11	14	19	21	9	5	2	44	52	35	56	8	5	15
	9%	8%	19%	17%	14%	10%	7%	4%	17%	16%	12%	8%	3%	2%	1%	15%	8%	6%	9%	6%	10%	9%
Plan to start in next 6 months	50	1	5	10	8	2	1	-	2	4	6	6	2	3	-	9	6	15	9	6	-	5
	2%	2%	6%	7%	3%	1%	*	-	4%	4%	4%	3%	1%	1%	-	3%	1%	2%	1%	5%	-	3%
No plans to start	1644	33	33	72	137	186	170	159	35	55	88	173	199	157	147	145	438	425	405	86	37	110
	66%	50%	39%	48%	55%	68%	76%	79%	57%	63%	58%	69%	72%	70%	74%	49%	70%	69%	65%	68%	73%	66%
Not at all familiar with this	393	17	9	14	20	31	32	29	12	11	23	37	53	56	48	48	100	92	106	17	4	28
	16%	26%	11%	9%	8%	11%	14%	15%	19%	12%	16%	15%	19%	25%	24%	16%	16%	15%	17%	14%	8%	17%

Digital Entertainment Survey 2013

50. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Download unauthorised software applications

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Regularly	47	23	14	8	1	1	4	12	7	7	5	6	2	-	-	-	-	4	1	19	25	1	1	8	9	9	4	24
	2%	10%	2%	1%	*	1%	2%	5%	1%	2%	5%	3%	2%	-	-	-	-	6%	3%	2%	2%	*	5%	3%	3%	3%	1%	2%
Occasionally	150	28	59	45	10	8	18	32	22	28	9	13	8	2	7	5	3	3	5	66	70	8	1	30	25	20	14	82
	6%	13%	10%	5%	2%	3%	8%	14%	4%	8%	10%	7%	7%	6%	3%	2%	2%	4%	10%	7%	5%	4%	4%	10%	8%	7%	2%	6%
Rarely	215	35	66	80	20	14	22	29	53	31	6	18	19	6	15	9	2	5	7	112	87	6	3	31	24	28	29	136
	9%	16%	12%	8%	4%	6%	9%	13%	9%	9%	7%	10%	17%	20%	7%	4%	1%	7%	15%	12%	7%	3%	12%	10%	7%	10%	5%	10%
Plan to start in next 6 months	50	6	16	14	9	5	4	9	12	6	3	3	5	-	1	6	-	1	-	27	21	2	-	6	11	3	5	28
	2%	3%	3%	1%	2%	2%	2%	4%	2%	2%	4%	2%	4%	-	*	3%	-	2%	-	3%	2%	1%	-	2%	3%	1%	1%	2%
No plans to start	1644	104	354	658	383	145	160	114	411	236	54	116	59	17	155	155	125	43	24	570	877	163	11	176	206	183	424	868
	66%	47%	62%	69%	75%	60%	67%	50%	69%	67%	59%	63%	51%	54%	73%	70%	77%	63%	49%	63%	68%	74%	41%	60%	63%	63%	72%	65%
Not at all familiar with this	393	23	65	151	87	67	31	32	94	44	14	27	21	6	33	46	32	12	11	115	217	41	10	44	52	48	110	196
	16%	10%	11%	16%	17%	28%	13%	14%	16%	13%	15%	15%	19%	19%	16%	21%	20%	18%	23%	13%	17%	18%	38%	15%	16%	17%	19%	15%

Digital Entertainment Survey 2013

50. Please take a look at this list of activities. Do you do any of these or plan to start soon?

Summary table

Base: All respondents

	Total	Regularly	Occasionally	Rarely	Plan to start in next 6 months	No plans to start	Not at all familiar with this
Download unauthorised films or TV programmes using linking and hosting sites	2500 100%	69 3%	168 7%	178 7%	56 2%	1638 66%	391 16%
Download unauthorised films or TV programmes using filesharing sites	2500 100%	82 3%	157 6%	210 8%	42 2%	1628 65%	381 15%
Stream unauthorised films or TV programmes using streaming sites	2500 100%	96 4%	189 8%	202 8%	40 2%	1585 63%	388 16%
Download unauthorised music using file sharing sites	2500 100%	85 3%	183 7%	220 9%	45 2%	1594 64%	373 15%
Download or stream unauthorised music using linking and hosting sites	2500 100%	73 3%	166 7%	202 8%	37 1%	1626 65%	395 16%
Download unauthorised copies of e-books	2500 100%	47 2%	138 6%	181 7%	59 2%	1667 67%	408 16%
Download unauthorised copies of magazines	2500 100%	46 2%	115 5%	161 6%	43 2%	1707 68%	429 17%
Download unauthorised games	2500 100%	56 2%	122 5%	177 7%	55 2%	1690 68%	400 16%
Download unauthorised software applications	2500 100%	47 2%	150 6%	215 9%	50 2%	1644 66%	393 16%

Digital Entertainment Survey 2013

51. Below is a list of actions that you can perform with commercially-produced media.
Which of the following actions do you think are legal or illegal under current British law?

Borrowing a CD from a friend to listen to

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Legal	2037	53	67	121	181	226	176	155	56	81	120	212	236	189	165	229	494	516	522	100	42	134
	81%	80%	80%	80%	72%	82%	78%	78%	91%	92%	80%	85%	86%	84%	82%	77%	79%	84%	84%	80%	85%	80%
Illegal	169	7	8	15	34	24	20	14	2	1	9	9	6	12	9	26	45	38	36	9	4	10
	7%	10%	9%	10%	13%	9%	9%	7%	4%	1%	6%	4%	2%	5%	4%	9%	7%	6%	6%	7%	7%	6%
Don't know	294	7	9	14	36	25	30	30	4	6	21	29	33	24	26	44	84	60	64	16	4	23
	12%	10%	11%	9%	14%	9%	13%	15%	6%	7%	14%	12%	12%	11%	13%	15%	13%	10%	10%	13%	7%	14%

Digital Entertainment Survey 2013

51. Below is a list of actions that you can perform with commercially-produced media.
Which of the following actions do you think are legal or illegal under current British law?

Borrowing a CD from a friend to listen to

Base: All respondents

	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Legal	2037	168	471	798	426	175	197	182	492	282	64	164	98	29	168	180	128	54	43	733	1063	178	21	244	262	230	475	1088
	81%	76%	82%	83%	83%	73%	82%	80%	82%	80%	70%	90%	85%	91%	80%	82%	79%	78%	90%	81%	82%	80%	79%	83%	80%	79%	81%	82%
Illegal	169	24	49	63	22	11	11	25	41	27	15	11	7	-	13	7	10	3	2	66	87	14	-	13	23	23	45	85
	7%	11%	9%	7%	4%	5%	4%	11%	7%	8%	16%	6%	6%	-	6%	3%	6%	5%	5%	7%	7%	6%	-	4%	7%	8%	8%	6%
Don't know	294	28	54	95	63	55	32	21	66	43	12	8	10	3	30	33	24	12	3	109	146	30	6	37	41	37	67	161
	12%	13%	9%	10%	12%	23%	13%	9%	11%	12%	14%	4%	9%	9%	14%	15%	15%	17%	6%	12%	11%	13%	21%	13%	13%	13%	11%	12%

Digital Entertainment Survey 2013

51. Below is a list of actions that you can perform with commercially-produced media.
Which of the following actions do you think are legal or illegal under current British law?

Borrowing a CD from a friend and burning it to your computer

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Legal	528	24	32	42	59	57	25	24	22	29	42	54	61	24	33	81	122	130	127	26	16	25
	21%	36%	38%	28%	24%	21%	11%	12%	36%	33%	28%	22%	22%	11%	17%	27%	20%	21%	20%	21%	33%	15%
Illegal	1488	30	39	82	142	186	164	137	23	45	77	139	155	152	117	144	380	376	385	73	29	101
	60%	46%	47%	54%	57%	68%	73%	69%	38%	51%	51%	56%	56%	67%	58%	48%	61%	61%	62%	58%	58%	61%
Don't know	484	12	13	26	49	32	35	38	16	14	31	57	60	49	50	73	121	108	110	27	5	41
	19%	18%	16%	17%	20%	12%	16%	19%	26%	16%	21%	23%	22%	22%	25%	24%	19%	18%	18%	21%	10%	24%

Digital Entertainment Survey 2013

51. Below is a list of actions that you can perform with commercially-produced media.
Which of the following actions do you think are legal or illegal under current British law?

Borrowing a CD from a friend and burning it to your computer

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Legal	528	57	136	203	93	40	54	61	97	71	17	52	47	5	51	43	21	8	18	232	234	37	7	73	65	67	92	301
	21%	26%	24%	21%	18%	16%	23%	27%	16%	20%	19%	28%	41%	17%	24%	20%	13%	11%	37%	25%	18%	17%	28%	25%	20%	23%	16%	23%
Illegal	1488	130	346	565	319	128	133	136	381	223	53	102	48	18	118	130	107	39	23	492	819	142	13	163	207	176	383	760
	60%	59%	60%	59%	62%	53%	56%	60%	64%	64%	59%	56%	42%	56%	56%	59%	66%	57%	48%	54%	63%	64%	47%	56%	63%	61%	65%	57%
Don't know	484	33	91	188	99	73	52	30	122	57	20	30	20	9	42	47	34	22	7	185	243	42	7	58	55	47	111	273
	19%	15%	16%	20%	19%	30%	22%	13%	20%	16%	22%	16%	17%	27%	20%	21%	21%	32%	15%	20%	19%	19%	25%	20%	17%	16%	19%	20%

Digital Entertainment Survey 2013

51. Below is a list of actions that you can perform with commercially-produced media.
Which of the following actions do you think are legal or illegal under current British law?

Copying an MP3 or other music file from a friend (both online or offline)

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Legal	457	18	25	34	54	47	27	22	19	27	38	51	48	27	18	74	103	112	117	13	12	25
	18%	28%	30%	22%	22%	17%	12%	11%	30%	31%	25%	21%	17%	12%	9%	25%	17%	18%	19%	11%	25%	15%
Illegal	1435	28	45	89	145	181	150	131	26	41	74	136	142	133	114	149	367	359	351	82	29	97
	57%	42%	53%	59%	58%	66%	67%	66%	42%	47%	49%	55%	52%	59%	57%	50%	59%	58%	56%	65%	59%	58%
Don't know	609	20	14	27	51	47	48	46	18	20	38	62	85	65	68	76	152	142	154	30	8	46
	24%	30%	17%	18%	20%	17%	21%	23%	28%	23%	25%	25%	31%	29%	34%	25%	24%	23%	25%	24%	16%	27%

Digital Entertainment Survey 2013

51. Below is a list of actions that you can perform with commercially-produced media.
Which of the following actions do you think are legal or illegal under current British law?

Copying an MP3 or other music file from a friend (both online or offline)

Base: All respondents

	Ownership of technology devices						Which of the following best describes your occupation?											What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Legal	457	48	123	170	81	34	42	57	85	64	22	47	33	2	48	32	17	6	17	185	221	27	6	77	70	59	84	240
	18%	22%	21%	18%	16%	14%	18%	25%	14%	18%	24%	26%	29%	7%	23%	15%	10%	9%	36%	20%	17%	12%	23%	26%	21%	20%	14%	18%
Illegal	1435	133	341	552	295	114	128	122	361	215	51	107	57	17	117	125	99	37	19	505	763	138	9	155	183	169	357	757
	57%	60%	59%	58%	58%	48%	53%	54%	60%	61%	56%	58%	50%	53%	55%	57%	61%	54%	41%	56%	59%	62%	35%	53%	56%	58%	61%	57%
Don't know	609	39	110	233	135	92	69	48	153	73	18	29	24	13	47	63	46	25	11	218	312	56	11	63	73	63	146	337
	24%	18%	19%	24%	26%	38%	29%	21%	26%	21%	20%	16%	21%	40%	22%	29%	29%	37%	23%	24%	24%	25%	42%	21%	22%	22%	25%	25%

Digital Entertainment Survey 2013

51. Below is a list of actions that you can perform with commercially-produced media.
Which of the following actions do you think are legal or illegal under current British law?

Downloading an MP3 or other music file from the internet from a file sharing website

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Legal	469	13	18	28	67	44	34	31	8	11	37	45	48	48	35	87	111	105	106	17	12	31
	19%	20%	22%	19%	27%	16%	15%	16%	13%	12%	25%	18%	17%	22%	18%	29%	18%	17%	17%	13%	25%	19%
Illegal	1360	43	50	95	139	173	131	105	40	57	86	146	129	88	77	138	338	340	345	73	27	98
	54%	66%	59%	63%	56%	63%	58%	53%	64%	65%	57%	58%	47%	39%	39%	46%	54%	55%	56%	59%	55%	58%
Don't know	672	9	16	27	44	57	61	63	14	20	27	59	98	89	88	74	174	169	171	35	10	39
	27%	14%	19%	18%	18%	21%	27%	32%	23%	23%	18%	23%	36%	39%	44%	25%	28%	28%	27%	28%	20%	23%

Digital Entertainment Survey 2013

51. Below is a list of actions that you can perform with commercially-produced media.
Which of the following actions do you think are legal or illegal under current British law?

Downloading an MP3 or other music file from the internet from a file sharing website

Base: All respondents

	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Legal	469	54	112	181	86	36	42	56	105	62	29	25	20	5	38	43	30	15	11	174	233	47	4	70	67	65	108	235
	19%	25%	20%	19%	17%	15%	17%	24%	18%	18%	32%	14%	18%	15%	18%	19%	19%	21%	23%	19%	18%	21%	16%	24%	20%	22%	18%	18%
Illegal	1360	131	353	532	248	95	131	118	330	206	37	139	70	17	108	103	70	30	28	525	694	100	13	148	174	145	284	766
	54%	60%	62%	56%	49%	40%	55%	52%	55%	59%	41%	76%	61%	54%	51%	47%	43%	43%	59%	58%	54%	45%	48%	50%	53%	50%	48%	57%
Don't know	672	34	109	243	177	109	66	53	164	84	25	19	25	10	65	75	61	25	9	210	370	74	10	77	86	80	194	333
	27%	16%	19%	25%	35%	45%	28%	23%	27%	24%	27%	11%	22%	30%	31%	34%	38%	36%	18%	23%	29%	33%	36%	26%	26%	28%	33%	25%

Digital Entertainment Survey 2013

51. Below is a list of actions that you can perform with commercially-produced media.
Which of the following actions do you think are legal or illegal under current British law?

Copying a film or TV show as a file from a friend

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Legal	337	16	11	33	48	42	19	16	9	9	31	41	30	19	13	69	71	83	78	9	10	16
	13%	24%	13%	22%	19%	15%	8%	8%	15%	11%	21%	16%	11%	9%	7%	23%	11%	14%	12%	7%	21%	10%
Illegal	1615	36	57	96	154	190	162	137	36	61	86	154	175	154	118	159	413	399	409	87	34	114
	65%	54%	67%	64%	62%	69%	72%	69%	58%	69%	57%	62%	63%	68%	59%	53%	66%	65%	66%	70%	68%	68%
Don't know	548	14	17	22	48	42	44	46	16	18	33	55	71	52	69	70	139	132	136	29	5	37
	22%	22%	20%	14%	19%	15%	20%	23%	26%	20%	22%	22%	26%	23%	35%	23%	22%	22%	22%	23%	11%	22%

Digital Entertainment Survey 2013

51. Below is a list of actions that you can perform with commercially-produced media.
Which of the following actions do you think are legal or illegal under current British law?

Copying a film or TV show as a file from a friend

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Legal	337	41	93	123	47	33	31	41	68	46	22	29	16	5	41	22	9	6	11	138	163	19	6	58	58	47	59	175
	13%	19%	16%	13%	9%	14%	13%	18%	11%	13%	24%	16%	14%	17%	19%	10%	6%	9%	23%	15%	13%	8%	24%	20%	18%	16%	10%	13%
Illegal	1615	145	375	631	334	130	149	144	396	241	48	124	76	19	124	144	107	42	24	578	856	148	10	173	208	186	387	865
	65%	66%	65%	66%	65%	54%	62%	63%	66%	69%	53%	67%	67%	59%	59%	66%	67%	61%	51%	64%	66%	67%	36%	59%	64%	64%	66%	65%
Don't know	548	34	106	201	130	77	60	42	136	64	20	31	22	8	47	54	45	21	13	193	277	55	11	63	60	58	141	294
	22%	15%	18%	21%	26%	32%	25%	18%	23%	18%	22%	17%	19%	25%	22%	24%	28%	30%	26%	21%	21%	25%	41%	21%	18%	20%	24%	22%

Digital Entertainment Survey 2013

51. Below is a list of actions that you can perform with commercially-produced media.
Which of the following actions do you think are legal or illegal under current British law?

Borrowing a film or TV show from a friend to watch

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Legal	1833	51	64	103	169	201	148	127	56	80	113	192	212	175	141	207	427	469	481	92	40	117
	73%	78%	77%	69%	68%	73%	66%	63%	91%	91%	75%	77%	77%	78%	71%	69%	69%	76%	77%	74%	80%	70%
Illegal	276	8	11	24	37	38	38	35	1	2	14	19	15	15	20	33	83	65	58	12	6	19
	11%	12%	13%	16%	15%	14%	17%	17%	2%	3%	9%	8%	6%	7%	10%	11%	13%	11%	9%	10%	11%	11%
Don't know	391	7	9	23	44	37	38	38	5	6	23	39	48	36	39	59	113	80	83	21	5	31
	16%	10%	11%	15%	18%	13%	17%	19%	8%	7%	16%	16%	17%	16%	19%	20%	18%	13%	13%	16%	9%	18%

Digital Entertainment Survey 2013

51. Below is a list of actions that you can perform with commercially-produced media.
Which of the following actions do you think are legal or illegal under current British law?

Borrowing a film or TV show from a friend to watch

Base: All respondents

	Ownership of technology devices						Which of the following best describes your occupation?											What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Legal	1833	145	434	710	395	150	163	155	451	264	63	159	95	25	150	158	102	48	41	676	936	162	18	224	236	208	414	989
	73%	66%	76%	74%	77%	62%	68%	68%	75%	75%	69%	87%	83%	78%	71%	72%	63%	70%	85%	74%	72%	73%	66%	76%	72%	72%	70%	74%
Illegal	276	43	67	112	33	22	28	36	65	39	14	16	12	-	20	18	25	4	4	95	151	23	2	21	36	32	74	141
	11%	19%	12%	12%	6%	9%	12%	16%	11%	11%	16%	9%	10%	-	10%	8%	15%	5%	9%	10%	12%	11%	9%	7%	11%	11%	13%	11%
Don't know	391	32	73	133	83	69	49	37	84	49	13	9	7	7	40	45	35	17	3	137	209	35	7	49	54	50	99	203
	16%	15%	13%	14%	16%	29%	20%	16%	14%	14%	15%	5%	6%	22%	19%	20%	21%	25%	6%	15%	16%	16%	25%	17%	17%	17%	17%	15%

Digital Entertainment Survey 2013

51. Below is a list of actions that you can perform with commercially-produced media.
Which of the following actions do you think are legal or illegal under current British law?

Downloading a film or TV show as a file from the internet from a file sharing website

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Legal	423	7	16	33	61	53	35	30	11	6	25	39	41	39	27	81	96	97	103	12	11	22
	17%	10%	19%	22%	24%	19%	16%	15%	17%	7%	17%	16%	15%	17%	14%	27%	15%	16%	17%	9%	23%	13%
Illegal	1431	49	54	97	139	175	133	104	40	68	95	155	137	102	82	144	346	364	370	80	26	100
	57%	74%	64%	64%	56%	64%	59%	52%	64%	77%	64%	62%	50%	46%	41%	48%	56%	59%	59%	64%	53%	60%
Don't know	646	11	14	21	50	47	57	65	12	14	29	56	97	83	90	74	180	153	149	33	12	45
	26%	16%	17%	14%	20%	17%	25%	33%	19%	16%	19%	22%	35%	37%	45%	25%	29%	25%	24%	26%	24%	27%

Digital Entertainment Survey 2013

51. Below is a list of actions that you can perform with commercially-produced media.
Which of the following actions do you think are legal or illegal under current British law?

Downloading a film or TV show as a file from the internet from a file sharing website

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Legal	423	52	104	153	76	38	39	47	103	63	27	20	19	5	34	29	23	13	7	151	220	40	4	67	60	56	98	207
	17%	24%	18%	16%	15%	16%	16%	21%	17%	18%	30%	11%	17%	15%	16%	13%	14%	18%	15%	17%	17%	18%	16%	23%	18%	19%	17%	16%
Illegal	1431	133	377	558	265	97	138	124	344	208	40	142	77	17	115	122	75	29	32	556	721	109	14	154	182	153	293	816
	57%	61%	66%	58%	52%	40%	58%	54%	57%	59%	44%	78%	67%	54%	54%	55%	46%	43%	66%	61%	56%	49%	51%	52%	56%	53%	50%	61%
Don't know	646	35	92	244	170	105	62	57	152	80	24	21	19	10	62	69	64	27	9	202	355	72	9	73	84	81	196	310
	26%	16%	16%	26%	33%	44%	26%	25%	25%	23%	26%	11%	16%	30%	29%	31%	40%	39%	18%	22%	27%	33%	33%	25%	26%	28%	33%	23%

Digital Entertainment Survey 2013

51. Below is a list of actions that you can perform with commercially-produced media.
Which of the following actions do you think are legal or illegal under current British law?

Watching videos on the internet (e.g. YouTube, DailyMotion)

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Legal	2046	55	64	123	191	230	186	162	54	77	127	206	232	183	156	235	495	522	518	100	43	132
	82%	84%	77%	82%	76%	84%	83%	81%	87%	88%	84%	82%	84%	81%	78%	79%	80%	85%	83%	80%	87%	79%
Illegal	117	4	7	13	23	15	8	7	2	1	6	12	7	5	6	19	27	27	27	7	4	6
	5%	6%	8%	9%	9%	5%	4%	4%	4%	1%	4%	5%	3%	2%	3%	6%	4%	4%	4%	6%	8%	4%
Don't know	338	7	13	14	36	30	31	30	6	9	18	32	36	37	38	45	101	65	77	18	3	29
	14%	10%	16%	9%	14%	11%	14%	15%	9%	11%	12%	13%	13%	17%	19%	15%	16%	11%	12%	14%	6%	17%

Digital Entertainment Survey 2013

51. Below is a list of actions that you can perform with commercially-produced media.
Which of the following actions do you think are legal or illegal under current British law?

Watching videos on the internet (e.g. YouTube, DailyMotion)

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?				Are you a parent, and if so how old are your children?						
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Legal	2046	178	475	793	429	171	195	178	492	293	69	169	98	26	172	183	123	49	38	747	1059	180	21	241	259	236	479	1097
	82%	81%	83%	83%	84%	71%	81%	78%	82%	83%	77%	92%	85%	82%	81%	83%	76%	71%	80%	82%	82%	81%	79%	82%	79%	81%	82%	82%
Illegal	117	17	32	45	14	8	10	15	35	16	7	6	9	1	6	4	7	2	5	39	67	6	-	13	21	16	22	61
	5%	8%	5%	5%	3%	3%	4%	7%	6%	5%	7%	3%	8%	3%	3%	2%	4%	3%	10%	4%	5%	3%	-	5%	6%	6%	4%	5%
Don't know	338	24	67	117	68	62	35	35	72	42	15	9	8	5	34	34	32	18	5	122	170	35	6	40	47	38	86	175
	14%	11%	12%	12%	13%	26%	15%	15%	12%	12%	16%	5%	7%	15%	16%	15%	20%	26%	10%	13%	13%	16%	21%	14%	14%	13%	15%	13%

Digital Entertainment Survey 2013

51. Below is a list of actions that you can perform with commercially-produced media.
Which of the following actions do you think are legal or illegal under current British law?

Summary table

Base: All respondents

	Total	Legal	Illegal	Don't know
Borrowing a CD from a friend to listen to	2500 100%	2037 81%	169 7%	294 12%
Borrowing a CD from a friend and burning it to your computer	2500 100%	528 21%	1488 60%	484 19%
Copying an MP3 or other music file from a friend (both online or offline)	2500 100%	457 18%	1435 57%	609 24%
Downloading an MP3 or other music file from the internet from a file sharing website	2500 100%	469 19%	1360 54%	672 27%
Copying a film or TV show as a file from a friend	2500 100%	337 13%	1615 65%	548 22%
Borrowing a film or TV show from a friend to watch	2500 100%	1833 73%	276 11%	391 16%
Downloading a film or TV show as a file from the internet from a file sharing website	2500 100%	423 17%	1431 57%	646 26%
Watching videos on the internet (e.g. YouTube, DailyMotion)	2500 100%	2046 82%	117 5%	338 14%

Digital Entertainment Survey 2013

52. Which of the following activities do you think are legal or illegal under current British law?

Uploading a commercially-produced video to a video streaming site (e.g. YouTube, DailyMotion)

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Legal	550	26	22	37	66	70	49	29	21	23	40	55	54	35	22	90	122	117	147	23	17	34
	22%	40%	27%	25%	27%	25%	22%	15%	34%	27%	27%	22%	20%	15%	11%	30%	20%	19%	24%	19%	34%	20%
Illegal	1163	30	42	82	116	141	103	103	20	39	63	120	111	105	88	113	301	296	295	61	19	77
	47%	46%	50%	54%	47%	51%	46%	51%	32%	44%	42%	48%	40%	47%	44%	38%	48%	48%	47%	49%	38%	46%
Don't know	787	9	20	32	67	64	74	68	21	26	47	75	109	85	90	96	200	200	180	41	14	56
	31%	14%	23%	21%	27%	23%	33%	34%	34%	29%	31%	30%	40%	38%	45%	32%	32%	33%	29%	33%	27%	34%

Digital Entertainment Survey 2013

52. Which of the following activities do you think are legal or illegal under current British law?

Uploading a commercially-produced video to a video streaming site (e.g. YouTube, DailyMotion)

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Legal	550	76	136	206	90	42	65	68	117	81	18	42	36	5	48	43	17	11	21	215	267	43	5	80	73	78	94	304
	22%	34%	24%	22%	18%	18%	27%	30%	20%	23%	20%	23%	31%	15%	23%	20%	10%	17%	44%	24%	21%	19%	17%	27%	22%	27%	16%	23%
Illegal	1163	106	293	447	230	87	102	93	281	179	52	109	56	8	92	97	76	17	17	424	617	94	11	129	151	120	281	625
	47%	48%	51%	47%	45%	36%	43%	41%	47%	51%	58%	60%	49%	27%	44%	44%	47%	25%	36%	47%	48%	42%	42%	44%	46%	41%	48%	47%
Don't know	787	38	145	302	191	111	73	67	202	91	20	32	22	18	71	80	68	40	9	269	413	85	11	85	102	93	212	405
	31%	17%	25%	32%	37%	46%	30%	30%	34%	26%	22%	18%	20%	58%	34%	36%	42%	58%	20%	30%	32%	38%	41%	29%	31%	32%	36%	30%

Digital Entertainment Survey 2013

52. Which of the following activities do you think are legal or illegal under current British law?

Uploading a video you have made yourself to a video streaming site (e.g. YouTube, DailyMotion)

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Legal	1885	57	61	121	181	215	171	137	52	69	126	198	207	166	125	212	473	476	479	90	41	113
	75%	86%	72%	80%	72%	78%	76%	69%	83%	79%	84%	79%	75%	74%	63%	71%	76%	78%	77%	72%	83%	68%
Illegal	152	4	12	14	27	23	8	15	2	5	1	9	5	15	13	30	35	29	36	10	4	8
	6%	6%	14%	9%	11%	8%	4%	8%	4%	5%	1%	4%	2%	7%	7%	10%	6%	5%	6%	8%	8%	5%
Don't know	464	5	12	15	43	38	46	47	8	14	23	43	63	44	61	57	115	109	107	26	5	46
	19%	8%	14%	10%	17%	14%	20%	24%	13%	16%	16%	17%	23%	20%	31%	19%	18%	18%	17%	20%	9%	27%

Digital Entertainment Survey 2013

52. Which of the following activities do you think are legal or illegal under current British law?

Uploading a video you have made yourself to a video streaming site (e.g. YouTube, DailyMotion)

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Legal	1885	168	467	725	379	145	178	162	469	270	65	165	90	22	154	169	100	39	37	711	959	161	15	222	240	213	404	1048
	75%	77%	81%	76%	74%	60%	74%	71%	78%	77%	72%	90%	78%	69%	73%	77%	62%	57%	78%	78%	74%	73%	58%	75%	74%	73%	69%	79%
Illegal	152	25	29	55	26	17	11	21	36	24	12	3	14	2	8	7	12	3	5	46	84	15	2	16	24	20	45	65
	6%	12%	5%	6%	5%	7%	4%	9%	6%	7%	13%	2%	13%	6%	4%	3%	7%	4%	10%	5%	6%	7%	8%	5%	7%	7%	8%	5%
Don't know	464	26	78	175	106	78	51	44	95	58	14	15	10	8	49	44	50	27	5	151	253	45	9	56	62	57	138	220
	19%	12%	14%	18%	21%	33%	21%	19%	16%	16%	15%	8%	9%	25%	23%	20%	31%	39%	11%	17%	19%	20%	34%	19%	19%	20%	23%	17%

Digital Entertainment Survey 2013

52. Which of the following activities do you think are legal or illegal under current British law?

Uploading a video you have made yourself that incorporates commercially produced media (e.g. video clips, music, etc) to a video streaming site (e.g. YouTube, DailyMotion)

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Legal	722	25	28	63	91	86	59	32	30	32	54	79	63	51	29	89	159	176	205	35	15	43
	29%	38%	33%	42%	36%	31%	26%	16%	49%	36%	36%	32%	23%	23%	14%	30%	26%	29%	33%	28%	31%	26%
Illegal	963	28	36	50	90	125	90	98	13	26	49	81	105	89	85	105	256	235	221	55	18	73
	39%	42%	42%	33%	36%	46%	40%	49%	21%	29%	32%	32%	38%	39%	43%	35%	41%	38%	36%	44%	36%	44%
Don't know	815	13	21	37	69	64	77	70	19	30	48	89	107	85	86	105	207	204	196	36	16	52
	33%	20%	25%	25%	28%	23%	34%	35%	30%	35%	32%	36%	39%	38%	43%	35%	33%	33%	31%	28%	33%	31%

Digital Entertainment Survey 2013

52. Which of the following activities do you think are legal or illegal under current British law?

Uploading a video you have made yourself that incorporates commercially produced media (e.g. video clips, music, etc) to a video streaming site (e.g. YouTube, DailyMotion)

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Legal	722	97	194	267	121	43	86	82	160	99	24	60	45	4	63	64	19	14	22	301	344	49	5	98	103	87	133	396
	29%	44%	34%	28%	24%	18%	36%	36%	27%	28%	27%	33%	39%	12%	30%	29%	12%	21%	46%	33%	27%	22%	20%	33%	32%	30%	23%	30%
Illegal	963	81	238	361	195	87	81	85	235	157	39	74	48	11	74	68	75	15	17	318	523	96	9	107	121	111	245	501
	39%	37%	42%	38%	38%	36%	34%	37%	39%	45%	43%	40%	42%	34%	35%	31%	46%	22%	36%	35%	40%	43%	34%	36%	37%	38%	42%	38%
Don't know	815	41	141	327	195	111	72	61	204	95	27	49	21	17	73	88	68	39	8	289	429	76	12	89	102	92	209	436
	33%	19%	25%	34%	38%	46%	30%	27%	34%	27%	30%	27%	19%	54%	35%	40%	42%	57%	17%	32%	33%	34%	46%	30%	31%	32%	36%	33%

Digital Entertainment Survey 2013

52. Which of the following activities do you think are legal or illegal under current British law?

Uploading commercially produced media to a file-sharing website

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Legal	322	9	14	23	50	40	24	21	9	9	23	32	33	19	14	62	71	75	70	16	9	20
	13%	14%	17%	15%	20%	15%	11%	10%	15%	11%	16%	13%	12%	9%	7%	21%	11%	12%	11%	12%	18%	12%
Illegal	1392	41	53	99	139	177	128	112	32	52	78	138	131	126	88	145	353	347	355	69	29	94
	56%	62%	63%	66%	56%	64%	57%	56%	51%	59%	52%	55%	48%	56%	44%	49%	57%	57%	57%	55%	58%	56%
Don't know	786	16	17	28	61	57	73	68	21	27	49	80	110	80	98	92	198	192	197	41	12	54
	31%	24%	20%	19%	24%	21%	32%	34%	34%	31%	32%	32%	40%	35%	49%	31%	32%	31%	32%	32%	24%	32%

Digital Entertainment Survey 2013

52. Which of the following activities do you think are legal or illegal under current British law?

Uploading commercially produced media to a file-sharing website

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Legal	322	45	82	121	51	24	35	41	66	51	18	19	15	3	25	29	13	7	12	120	164	26	1	55	52	43	63	160
	13%	21%	14%	13%	10%	10%	15%	18%	11%	15%	20%	11%	13%	9%	12%	13%	8%	10%	25%	13%	13%	12%	4%	19%	16%	15%	11%	12%
Illegal	1392	137	356	523	269	106	121	119	340	211	51	130	75	17	116	111	78	23	24	525	707	122	15	148	178	157	303	776
	56%	63%	62%	55%	53%	44%	51%	52%	57%	60%	56%	71%	65%	53%	55%	50%	48%	33%	49%	58%	55%	55%	55%	50%	54%	54%	52%	58%
Don't know	786	37	136	312	191	111	83	67	193	89	22	34	25	12	70	80	70	40	12	264	425	74	11	91	97	90	220	398
	31%	17%	24%	33%	37%	46%	35%	29%	32%	25%	24%	18%	22%	38%	33%	36%	43%	57%	26%	29%	33%	33%	41%	31%	30%	31%	38%	30%

Digital Entertainment Survey 2013

52. Which of the following activities do you think are legal or illegal under current British law?

Downloading commercially produced media as a torrent (e.g. from BitTorrent)

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Legal	276	9	13	21	47	41	27	18	2	7	13	24	22	19	12	57	54	69	66	10	5	17
	11%	14%	16%	14%	19%	15%	12%	9%	4%	8%	8%	10%	8%	9%	6%	19%	9%	11%	11%	8%	10%	10%
Illegal	1282	41	47	100	139	166	109	96	36	55	90	139	109	92	63	135	309	322	329	75	25	87
	51%	62%	56%	67%	56%	60%	49%	48%	58%	63%	60%	56%	39%	41%	32%	45%	50%	52%	53%	59%	50%	52%
Don't know	943	16	24	29	64	68	89	87	23	26	48	87	145	113	125	107	260	224	228	41	20	64
	38%	24%	28%	20%	26%	25%	39%	43%	38%	29%	32%	35%	53%	50%	62%	36%	42%	36%	37%	33%	40%	38%

Digital Entertainment Survey 2013

52. Which of the following activities do you think are legal or illegal under current British law?

Downloading commercially produced media as a torrent (e.g. from BitTorrent)

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Legal	276	42	73	98	42	22	30	33	59	49	21	14	9	5	21	20	10	7	3	95	152	25	1	49	47	40	52	133
	11%	19%	13%	10%	8%	9%	12%	15%	10%	14%	23%	7%	8%	15%	10%	9%	6%	10%	6%	10%	12%	11%	5%	17%	15%	14%	9%	10%
Illegal	1282	139	343	477	236	86	124	117	315	187	42	129	78	14	104	94	53	24	29	522	627	89	14	132	155	140	261	744
	51%	63%	60%	50%	46%	36%	52%	52%	53%	53%	47%	70%	68%	44%	49%	43%	33%	35%	60%	58%	48%	40%	53%	45%	48%	48%	44%	56%
Don't know	943	38	158	380	233	133	86	77	226	116	28	41	27	13	86	106	98	38	16	291	517	107	11	113	124	111	274	457
	38%	17%	28%	40%	46%	55%	36%	34%	38%	33%	30%	22%	24%	41%	41%	48%	61%	55%	35%	32%	40%	48%	42%	39%	38%	38%	47%	34%

Digital Entertainment Survey 2013

52. Which of the following activities do you think are legal or illegal under current British law?

Summary table

Base: All respondents

	Total	Legal	Illegal	Don't know
Uploading a commercially-produced video to a video streaming site (e.g. YouTube, DailyMotion)	2500 100%	550 22%	1163 47%	787 31%
Uploading a video you have made yourself to a video streaming site (e.g. YouTube, DailyMotion)	2500 100%	1885 75%	152 6%	464 19%
Uploading a video you have made yourself that incorporates commercially produced media (e.g. video clips, music, etc) to a video streaming site (e.g. YouTube, DailyMotion)	2500 100%	722 29%	963 39%	815 33%
Uploading commercially produced media to a file-sharing website	2500 100%	322 13%	1392 56%	786 31%
Downloading commercially produced media as a torrent (e.g. from BitTorrent)	2500 100%	276 11%	1282 51%	943 38%

Digital Entertainment Survey 2013

53. Please indicate how much you agree or disagree with each of the following statements.

I have been a victim of cyber-bullying in the last 12 months

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	70 3%	3 4%	4 5%	9 6%	22 9%	8 3%	3 1%	2 1%	2 4%	2 3%	5 3%	5 2%	5 2%	1 *	- -	18 6%	13 2%	16 3%	17 3%	3 2%	1 2%	3 2%
Agree	128 5%	8 12%	17 20%	15 10%	28 11%	9 3%	7 3%	- -	2 4%	9 11%	10 6%	11 4%	7 3%	3 1%	1 *	41 14%	29 5%	25 4%	21 3%	5 4%	4 8%	4 2%
Disagree	514 21%	20 30%	16 19%	38 25%	41 16%	64 23%	41 18%	37 18%	12 19%	23 27%	30 20%	57 23%	58 21%	39 17%	39 19%	54 18%	131 21%	119 19%	135 22%	22 18%	11 23%	41 24%
Strongly disagree	1585 63%	25 38%	38 45%	82 54%	139 56%	172 63%	154 68%	146 73%	38 60%	43 49%	89 59%	158 63%	191 69%	168 75%	142 71%	156 52%	398 64%	415 68%	405 65%	84 67%	28 55%	100 60%
Don't know	203 8%	11 16%	9 11%	7 4%	20 8%	22 8%	20 9%	15 8%	8 13%	9 11%	17 11%	20 8%	14 5%	14 6%	18 9%	31 10%	51 8%	39 6%	45 7%	12 9%	6 12%	19 11%
AGREE	198 8%	11 16%	21 25%	24 16%	50 20%	17 6%	10 5%	2 1%	5 8%	12 13%	15 10%	15 6%	13 5%	4 2%	1 *	58 20%	41 7%	41 7%	37 6%	8 6%	5 10%	7 4%
DISAGREE	2099 84%	45 68%	54 64%	120 80%	180 72%	236 86%	195 87%	183 92%	49 79%	67 76%	119 79%	215 86%	249 90%	208 92%	181 90%	209 70%	530 85%	534 87%	539 87%	106 85%	39 78%	141 85%

Digital Entertainment Survey 2013

53. Please indicate how much you agree or disagree with each of the following statements.

I have been a victim of cyber-bullying in the last 12 months

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	70	29	19	14	1	8	14	17	9	11	8	1	5	-	3	2	1	1	3	33	31	2	1	10	16	11	6	36
	3%	13%	3%	1%	*	3%	6%	8%	1%	3%	9%	1%	4%	-	1%	1%	1%	2%	7%	4%	2%	1%	4%	3%	5%	4%	1%	3%
Agree	128	24	51	35	11	7	11	23	20	19	10	14	8	4	9	4	-	7	5	59	56	5	4	22	16	17	10	78
	5%	11%	9%	4%	2%	3%	4%	10%	3%	5%	11%	8%	7%	12%	4%	2%	-	10%	11%	6%	4%	2%	13%	7%	5%	6%	2%	6%
Disagree	514	40	128	204	99	43	44	53	120	86	19	45	28	3	34	44	28	10	11	196	255	50	2	61	73	57	116	278
	21%	18%	22%	21%	19%	18%	18%	23%	20%	24%	21%	25%	24%	9%	16%	20%	17%	15%	23%	22%	20%	23%	9%	21%	22%	20%	20%	21%
Strongly disagree	1585	106	347	621	362	148	147	113	414	213	46	112	63	22	140	153	123	38	22	529	868	155	12	178	198	189	411	825
	63%	48%	60%	65%	71%	62%	61%	50%	69%	61%	51%	61%	55%	69%	66%	69%	76%	55%	45%	58%	67%	70%	44%	61%	61%	65%	70%	62%
Don't know	203	20	29	81	37	35	25	21	37	23	8	11	11	3	25	18	10	12	6	92	86	10	8	24	23	17	43	116
	8%	9%	5%	8%	7%	15%	10%	9%	6%	7%	9%	6%	10%	10%	12%	8%	6%	18%	13%	10%	7%	4%	30%	8%	7%	6%	7%	9%
AGREE	198	53	70	49	12	14	24	40	28	29	18	15	13	4	12	6	1	8	9	91	87	6	5	31	32	28	16	114
	8%	24%	12%	5%	2%	6%	10%	18%	5%	8%	20%	8%	11%	12%	5%	3%	1%	12%	18%	10%	7%	3%	18%	11%	10%	10%	3%	9%
DISAGREE	2099	147	475	825	461	191	191	166	534	299	65	158	90	25	174	197	151	49	33	724	1123	205	14	239	271	245	527	1104
	84%	67%	83%	86%	90%	79%	80%	73%	89%	85%	72%	86%	79%	78%	83%	90%	93%	70%	69%	80%	87%	93%	53%	81%	83%	85%	90%	83%

Digital Entertainment Survey 2013

53. Please indicate how much you agree or disagree with each of the following statements.

A family member has been a victim of cyber bullying in the last 12 months

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	65 3%	4 6%	5 6%	10 7%	11 4%	8 3%	5 2%	2 1%	- -	1 1%	4 3%	5 2%	6 2%	3 1%	- -	23 8%	8 1%	9 1%	16 3%	3 3%	1 2%	5 3%
Agree	152 6%	8 12%	11 13%	14 9%	33 13%	19 7%	8 4%	1 *	8 13%	8 9%	11 7%	14 5%	11 4%	5 2%	3 1%	29 10%	34 5%	35 6%	32 5%	9 7%	4 8%	9 6%
Disagree	510 20%	24 36%	21 25%	34 22%	41 16%	60 22%	44 20%	35 17%	9 15%	25 28%	27 18%	55 22%	59 21%	39 17%	38 19%	58 19%	133 21%	116 19%	135 22%	27 21%	11 21%	31 19%
Strongly disagree	1500 60%	18 28%	34 41%	80 54%	139 56%	161 59%	143 63%	141 71%	30 49%	42 48%	87 58%	153 61%	178 65%	158 70%	134 67%	152 51%	375 60%	400 65%	376 61%	74 59%	26 53%	98 58%
Don't know	273 11%	12 18%	13 16%	12 8%	27 11%	26 10%	25 11%	21 11%	14 23%	12 13%	21 14%	23 9%	21 8%	20 9%	25 13%	36 12%	74 12%	55 9%	63 10%	13 10%	8 16%	24 15%
AGREE	217 9%	12 18%	16 19%	24 16%	44 18%	27 10%	13 6%	3 1%	8 13%	9 11%	15 10%	19 8%	17 6%	7 3%	3 1%	53 18%	41 7%	43 7%	48 8%	13 10%	5 10%	14 8%
DISAGREE	2011 80%	42 64%	55 66%	114 76%	180 72%	221 80%	187 83%	176 88%	40 64%	67 76%	114 76%	208 83%	237 86%	198 88%	172 86%	210 70%	508 82%	516 84%	511 82%	100 80%	37 74%	129 77%

Digital Entertainment Survey 2013

53. Please indicate how much you agree or disagree with each of the following statements.

A family member has been a victim of cyber bullying in the last 12 months

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	65	22	19	16	4	5	10	12	10	12	6	2	1	-	4	6	-	1	1	27	37	-	-	12	12	14	13	28
	3%	10%	3%	2%	1%	2%	4%	5%	2%	4%	6%	1%	-	-	2%	3%	-	2%	3%	3%	3%	-	-	4%	4%	5%	2%	2%
Agree	152	33	49	46	17	7	15	31	27	19	14	15	10	1	7	7	1	5	7	64	72	6	2	27	31	32	19	76
	6%	15%	9%	5%	3%	3%	6%	13%	5%	5%	16%	8%	9%	3%	3%	3%	1%	8%	15%	7%	6%	3%	9%	9%	10%	11%	3%	6%
Disagree	510	35	131	197	102	45	43	49	118	84	21	45	31	4	35	41	29	10	13	193	252	48	5	64	72	51	111	277
	20%	16%	23%	21%	20%	19%	18%	21%	20%	24%	23%	25%	27%	13%	16%	19%	18%	15%	26%	21%	19%	22%	17%	22%	22%	18%	19%	21%
Strongly disagree	1500	109	333	588	335	136	141	106	389	208	42	105	57	23	131	143	118	37	17	507	821	146	9	166	189	169	383	789
	60%	49%	58%	62%	66%	57%	59%	47%	65%	59%	46%	57%	50%	71%	62%	65%	73%	54%	35%	56%	63%	66%	35%	56%	58%	58%	65%	59%
Don't know	273	21	42	109	53	47	31	30	56	27	8	16	15	4	35	23	13	15	10	118	114	21	10	26	22	24	60	165
	11%	10%	7%	11%	10%	20%	13%	13%	9%	8%	9%	9%	13%	13%	17%	10%	8%	22%	21%	13%	9%	9%	39%	9%	7%	8%	10%	12%
AGREE	217	55	68	62	21	12	25	43	37	32	20	17	12	1	10	13	1	6	9	90	109	6	2	38	44	46	33	103
	9%	25%	12%	6%	4%	5%	10%	19%	6%	9%	22%	9%	10%	3%	5%	6%	1%	9%	18%	10%	8%	3%	9%	13%	13%	16%	6%	8%
DISAGREE	2011	144	464	785	437	181	184	155	506	293	63	150	88	27	165	185	147	47	29	700	1074	194	14	230	260	221	494	1066
	80%	65%	81%	82%	86%	75%	77%	68%	84%	83%	69%	82%	77%	84%	78%	84%	91%	69%	61%	77%	83%	88%	52%	78%	80%	76%	84%	80%

Digital Entertainment Survey 2013

53. Please indicate how much you agree or disagree with each of the following statements.

I (or a family member) have been the victim of online identity theft as a result of using pirate websites

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	77	4	4	7	16	8	7	2	1	4	9	3	7	5	2	21	11	15	22	4	1	4
	3%	6%	5%	4%	7%	3%	3%	1%	2%	4%	6%	1%	3%	2%	1%	7%	2%	2%	3%	3%	2%	2%
Agree	166	7	17	23	27	19	7	6	2	5	14	19	11	5	4	42	39	39	25	6	4	11
	7%	10%	20%	15%	11%	7%	3%	3%	4%	5%	9%	8%	4%	2%	2%	14%	6%	6%	4%	5%	8%	7%
Disagree	541	12	20	30	48	69	53	44	12	22	27	57	61	48	39	60	142	119	140	28	13	37
	22%	18%	23%	20%	19%	25%	24%	22%	19%	25%	18%	23%	22%	21%	19%	20%	23%	19%	23%	23%	27%	22%
Strongly disagree	1397	25	33	78	132	148	128	124	32	45	82	142	167	141	122	138	341	374	360	74	26	84
	56%	38%	39%	52%	53%	54%	57%	62%	51%	51%	55%	57%	61%	63%	61%	46%	55%	61%	58%	59%	52%	50%
Don't know	319	18	11	12	28	31	30	24	15	13	19	30	29	27	33	37	89	66	75	13	6	31
	13%	28%	13%	8%	11%	11%	13%	12%	25%	15%	12%	12%	11%	12%	17%	12%	14%	11%	12%	11%	12%	19%
AGREE	243	11	21	29	43	27	14	8	4	8	22	22	18	10	6	63	50	54	46	10	5	15
	10%	16%	25%	20%	17%	10%	6%	4%	6%	9%	15%	9%	7%	4%	3%	21%	8%	9%	7%	8%	10%	9%
DISAGREE	1938	37	53	109	180	217	181	168	43	67	109	199	228	188	161	199	484	493	500	102	39	121
	78%	56%	63%	72%	72%	79%	80%	84%	70%	76%	73%	79%	83%	84%	80%	67%	78%	80%	80%	81%	78%	72%

Digital Entertainment Survey 2013

53. Please indicate how much you agree or disagree with each of the following statements.

I (or a family member) have been the victim of online identity theft as a result of using pirate websites

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	77	25	18	20	7	8	12	19	8	11	9	9	1	-	3	4	-	2	4	29	39	5	1	11	13	15	13	34
	3%	11%	3%	2%	1%	3%	5%	9%	1%	3%	10%	5%	1%	-	1%	2%	-	3%	8%	3%	3%	2%	4%	4%	4%	5%	2%	3%
Agree	166	34	54	48	19	11	14	29	35	32	11	8	14	3	5	7	4	3	7	73	77	7	1	28	25	21	26	87
	7%	15%	9%	5%	4%	5%	6%	13%	6%	9%	12%	4%	13%	9%	2%	3%	3%	4%	15%	8%	6%	3%	5%	10%	8%	7%	4%	6%
Disagree	541	36	124	227	110	44	49	49	131	84	19	41	27	4	41	52	29	15	7	192	289	49	3	60	78	62	129	280
	22%	16%	22%	24%	22%	18%	20%	22%	22%	24%	21%	22%	23%	12%	20%	23%	18%	21%	15%	21%	22%	12%	12%	20%	24%	21%	22%	21%
Strongly disagree	1397	104	337	526	308	122	126	104	369	189	42	103	53	19	121	128	109	34	16	487	750	135	11	158	175	159	340	754
	56%	47%	59%	55%	60%	51%	53%	46%	62%	54%	46%	56%	46%	59%	57%	58%	68%	49%	33%	54%	58%	61%	39%	54%	54%	55%	58%	57%
Don't know	319	22	41	133	67	55	39	25	57	35	11	22	20	6	41	29	19	15	14	128	141	25	10	38	36	34	79	179
	13%	10%	7%	14%	13%	23%	16%	11%	9%	10%	12%	12%	17%	20%	19%	13%	11%	22%	29%	14%	11%	11%	39%	13%	11%	12%	13%	13%
AGREE	243	58	72	68	25	19	26	49	42	43	20	16	16	3	8	11	4	5	11	102	116	12	2	39	37	36	39	121
	10%	27%	13%	7%	5%	8%	11%	21%	7%	12%	22%	9%	14%	9%	4%	5%	3%	7%	23%	11%	9%	5%	9%	13%	11%	13%	7%	9%
DISAGREE	1938	140	461	753	418	166	175	153	501	273	60	145	79	23	162	180	139	48	23	679	1039	184	14	217	253	220	469	1034
	78%	64%	80%	79%	82%	69%	73%	67%	83%	78%	67%	79%	69%	71%	77%	82%	86%	70%	48%	75%	80%	83%	52%	74%	77%	76%	80%	78%

Digital Entertainment Survey 2013

53. Please indicate how much you agree or disagree with each of the following statements.

I (or a family member) have encountered problems with viruses and/or malware obtained through the use of pirate websites

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	162 6%	7 10%	11 13%	17 12%	30 12%	21 8%	12 5%	3 1%	7 11%	7 8%	14 9%	9 4%	14 5%	6 3%	5 3%	36 12%	31 5%	41 7%	40 7%	6 5%	1 3%	6 3%
Agree	379 15%	16 24%	21 25%	32 21%	47 19%	44 16%	19 8%	23 12%	8 13%	22 25%	32 21%	36 14%	35 13%	28 13%	15 7%	61 21%	86 14%	86 14%	91 15%	17 13%	14 29%	23 14%
Disagree	474 19%	12 18%	14 17%	32 21%	39 16%	61 22%	46 20%	32 16%	9 15%	21 24%	20 14%	55 22%	61 22%	36 16%	36 18%	45 15%	131 21%	102 17%	130 21%	28 22%	8 16%	30 18%
Strongly disagree	1141 46%	18 28%	24 28%	57 38%	106 42%	121 44%	114 51%	112 56%	23 38%	25 28%	61 41%	124 49%	130 47%	121 54%	104 52%	112 38%	283 45%	306 50%	292 47%	58 46%	19 37%	71 43%
Don't know	345 14%	13 20%	14 17%	13 9%	29 11%	27 10%	35 15%	29 15%	14 23%	13 15%	22 15%	26 10%	35 13%	34 15%	39 20%	44 15%	92 15%	79 13%	68 11%	17 14%	8 15%	36 22%
AGREE	540 22%	22 34%	32 38%	49 33%	77 31%	65 24%	31 14%	26 13%	15 25%	29 33%	46 31%	45 18%	49 18%	35 15%	20 10%	98 33%	116 19%	126 21%	132 21%	23 18%	16 32%	29 17%
DISAGREE	1615 65%	30 46%	38 45%	88 59%	145 58%	183 66%	160 71%	145 72%	33 53%	46 52%	82 55%	179 71%	191 69%	156 70%	140 70%	157 53%	414 66%	408 66%	422 68%	85 68%	26 53%	102 61%

Digital Entertainment Survey 2013

53. Please indicate how much you agree or disagree with each of the following statements.

I (or a family member) have encountered problems with viruses and/or malware obtained through the use of pirate websites

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	162	35	35	53	26	12	20	23	27	31	13	13	12	2	9	6	1	5	7	73	72	7	2	23	27	25	29	78
	6%	16%	6%	6%	5%	5%	8%	10%	5%	9%	14%	7%	10%	6%	4%	3%	1%	7%	16%	8%	6%	3%	9%	8%	8%	9%	5%	6%
Agree	379	41	98	150	68	21	29	54	79	49	15	42	22	3	28	28	17	15	12	154	186	25	2	50	51	42	66	209
	15%	19%	17%	16%	13%	9%	12%	24%	13%	14%	16%	23%	19%	9%	13%	13%	10%	21%	25%	17%	14%	11%	8%	17%	16%	15%	11%	16%
Disagree	474	33	120	193	87	41	42	40	126	73	15	38	23	3	37	47	22	8	10	162	255	44	4	56	68	60	101	259
	19%	15%	21%	20%	17%	17%	17%	18%	21%	21%	16%	21%	20%	9%	18%	21%	14%	12%	20%	18%	20%	20%	13%	19%	21%	21%	17%	19%
Strongly disagree	1141	92	272	423	251	103	107	81	297	168	38	74	37	18	100	104	92	26	10	388	623	112	8	128	140	126	295	611
	46%	42%	47%	44%	49%	43%	45%	35%	49%	48%	42%	40%	33%	56%	47%	47%	57%	38%	20%	43%	48%	51%	31%	43%	43%	43%	50%	46%
Don't know	345	19	48	136	78	64	42	29	71	31	10	16	21	6	38	37	29	15	9	131	161	33	10	38	41	36	95	177
	14%	8%	8%	14%	15%	27%	17%	13%	12%	9%	11%	9%	18%	19%	18%	17%	18%	22%	18%	14%	12%	15%	39%	13%	12%	12%	16%	13%
AGREE	540	76	133	204	94	33	49	77	107	79	27	55	33	5	36	33	18	20	20	227	257	32	5	73	78	68	96	287
	22%	35%	23%	21%	18%	14%	21%	34%	18%	23%	30%	30%	29%	16%	17%	15%	11%	28%	41%	25%	20%	14%	17%	25%	24%	23%	16%	22%
DISAGREE	1615	125	392	616	338	144	149	121	422	241	53	112	60	21	137	150	114	34	19	550	878	156	12	183	207	187	396	869
	65%	57%	68%	64%	66%	60%	62%	53%	70%	69%	59%	61%	53%	65%	65%	68%	71%	50%	40%	61%	68%	71%	44%	62%	64%	64%	67%	65%

Digital Entertainment Survey 2013

53. Please indicate how much you agree or disagree with each of the following statements.

Summary table

Base: All respondents

	Total	Strongly agree	Agree	Disagree	Strongly disagree	Don't know	AGREE	DISAGREE
I have been a victim of cyber-bullying in the last 12 months	2500 100%	70 3%	128 5%	514 21%	1585 63%	203 8%	198 8%	2099 84%
A family member has been a victim of cyber bullying in the last 12 months	2500 100%	65 3%	152 6%	510 20%	1500 60%	273 11%	217 9%	2011 80%
I (or a family member) have been the victim of online identity theft as a result of using pirate websites	2500 100%	77 3%	166 7%	541 22%	1397 56%	319 13%	243 10%	1938 78%
I (or a family member) have encountered problems with viruses and/or malware obtained through the use of pirate websites	2500 100%	162 6%	379 15%	474 19%	1141 46%	345 14%	540 22%	1615 65%

Digital Entertainment Survey 2013

54. Please indicate how much you agree or disagree with the following statements?

The internet requires more regulation to prevent individuals from downloading unauthorised content

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	628	7	13	17	39	64	61	59	11	12	28	50	84	98	86	62	175	139	169	29	16	37
	25%	10%	16%	12%	16%	23%	27%	29%	17%	13%	19%	20%	31%	43%	43%	21%	28%	23%	27%	23%	33%	22%
Agree	805	17	18	51	85	86	58	49	18	30	46	90	110	76	71	98	201	223	187	36	12	49
	32%	26%	22%	34%	34%	31%	26%	25%	28%	35%	31%	36%	40%	34%	36%	33%	32%	36%	30%	28%	23%	29%
Disagree	320	11	22	32	51	34	32	25	8	19	20	28	22	9	8	40	86	82	72	16	6	19
	13%	16%	27%	21%	20%	12%	14%	13%	13%	21%	14%	11%	8%	4%	4%	13%	14%	13%	12%	12%	13%	12%
Strongly disagree	182	9	8	23	31	29	25	15	2	6	11	11	5	3	4	29	37	38	47	9	6	15
	7%	14%	9%	15%	12%	11%	11%	8%	4%	7%	7%	4%	2%	1%	2%	10%	6%	6%	8%	7%	12%	9%
I have no opinion	565	22	22	27	45	62	49	52	23	21	45	71	54	39	31	69	124	133	146	36	10	47
	23%	34%	27%	18%	18%	23%	22%	26%	38%	24%	30%	29%	20%	17%	15%	23%	20%	22%	24%	29%	20%	28%
AGREE	1433	24	32	68	123	150	119	108	28	42	74	140	194	174	157	160	376	362	356	65	28	86
	57%	36%	38%	46%	49%	54%	53%	54%	45%	48%	49%	56%	71%	77%	79%	54%	60%	59%	57%	52%	56%	51%
DISAGREE	502	20	30	54	82	63	57	40	11	25	31	39	26	12	12	69	123	119	119	24	12	35
	20%	30%	36%	36%	33%	23%	25%	20%	17%	28%	21%	16%	10%	5%	6%	23%	20%	19%	19%	19%	24%	21%

Digital Entertainment Survey 2013

54. Please indicate how much you agree or disagree with the following statements?

The internet requires more regulation to prevent individuals from downloading unauthorised content

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	628	67	114	230	139	78	70	67	132	74	27	27	15	10	50	72	65	20	5	154	378	87	4	76	95	86	211	264
	25%	31%	20%	24%	27%	32%	29%	30%	22%	21%	30%	14%	13%	30%	23%	33%	40%	29%	10%	17%	29%	39%	14%	26%	29%	30%	36%	20%
Agree	805	68	195	322	164	57	75	76	208	117	26	61	34	8	62	67	48	25	11	294	424	67	9	100	107	105	182	418
	32%	31%	34%	34%	32%	24%	31%	33%	35%	33%	29%	33%	30%	24%	29%	30%	30%	36%	23%	32%	33%	30%	35%	34%	33%	36%	31%	31%
Disagree	320	25	91	131	53	21	23	24	81	60	11	43	16	7	22	17	10	5	11	144	147	15	4	34	39	26	46	207
	13%	12%	16%	14%	10%	9%	10%	11%	13%	17%	12%	23%	14%	24%	11%	8%	6%	7%	23%	16%	11%	7%	13%	12%	12%	9%	8%	15%
Strongly disagree	182	22	61	57	34	8	15	15	45	27	11	21	12	-	20	9	5	1	3	86	84	8	-	16	12	16	28	126
	7%	10%	11%	6%	7%	3%	6%	6%	7%	8%	12%	12%	11%	-	9%	4%	3%	1%	6%	10%	6%	4%	-	5%	4%	6%	5%	9%
I have no opinion	565	36	113	216	122	77	57	45	134	72	16	32	37	7	58	56	34	18	19	230	263	44	10	68	73	57	119	319
	23%	17%	20%	23%	24%	32%	24%	20%	22%	21%	17%	17%	32%	23%	27%	25%	21%	26%	39%	25%	20%	20%	38%	23%	22%	20%	20%	24%
AGREE	1433	136	309	551	303	134	144	143	340	191	53	87	49	17	111	139	113	45	15	448	802	154	13	176	203	191	393	682
	57%	62%	54%	58%	59%	56%	60%	63%	57%	54%	59%	48%	43%	54%	53%	63%	70%	65%	33%	49%	62%	70%	49%	60%	62%	66%	67%	51%
DISAGREE	502	47	151	188	86	29	38	39	126	88	21	64	28	7	42	26	15	6	14	231	231	23	4	50	51	43	74	332
	20%	21%	26%	20%	17%	12%	16%	17%	21%	25%	24%	35%	25%	24%	20%	12%	9%	8%	28%	25%	18%	10%	13%	17%	16%	15%	13%	25%

Digital Entertainment Survey 2013

54. Please indicate how much you agree or disagree with the following statements?

British law should be applied online in the same way as it is offline

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	726	4	8	18	44	83	82	72	11	7	25	66	93	110	103	69	193	168	201	33	14	48
	29%	6%	9%	12%	18%	30%	37%	36%	17%	8%	17%	26%	34%	49%	51%	23%	31%	27%	32%	27%	28%	29%
Agree	864	22	20	43	98	91	71	67	16	32	57	88	111	77	69	93	222	245	192	40	14	58
	35%	34%	23%	29%	39%	33%	32%	33%	26%	36%	38%	35%	40%	34%	35%	31%	36%	40%	31%	32%	28%	35%
Disagree	266	9	24	39	46	27	16	11	12	18	19	21	17	4	4	54	58	58	58	15	8	14
	11%	14%	28%	26%	18%	10%	7%	5%	19%	20%	13%	8%	6%	2%	2%	18%	9%	9%	9%	12%	16%	8%
Strongly disagree	109	11	9	16	17	20	7	4	1	5	8	7	1	-	3	15	25	27	26	4	4	8
	4%	16%	11%	11%	7%	7%	3%	2%	2%	5%	5%	3%	*	-	1%	5%	4%	4%	4%	3%	7%	5%
I have no opinion	536	20	24	33	45	54	49	46	22	27	40	68	52	35	22	68	124	116	146	33	10	39
	21%	30%	28%	22%	18%	20%	22%	23%	36%	31%	27%	27%	19%	15%	11%	23%	20%	19%	23%	26%	20%	24%
AGREE	1590	26	28	62	142	174	153	139	27	39	83	154	204	187	172	162	415	413	392	74	28	106
	64%	40%	33%	41%	57%	63%	68%	70%	43%	44%	55%	62%	74%	83%	86%	54%	67%	67%	63%	59%	56%	63%
DISAGREE	374	20	33	55	63	47	23	14	13	22	27	28	18	4	6	68	83	86	84	19	12	22
	15%	30%	39%	37%	25%	17%	10%	7%	21%	25%	18%	11%	7%	2%	3%	23%	13%	14%	14%	15%	24%	13%

Digital Entertainment Survey 2013

54. Please indicate how much you agree or disagree with the following statements?

British law should be applied online in the same way as it is offline

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	726	74	132	273	162	85	76	67	164	100	33	18	16	5	64	81	76	24	6	170	447	101	2	90	103	95	250	311
	29%	34%	23%	29%	32%	35%	32%	30%	27%	28%	37%	10%	14%	14%	31%	37%	47%	35%	12%	19%	35%	46%	7%	31%	32%	33%	43%	23%
Agree	864	70	209	335	183	68	77	76	232	128	25	70	27	13	64	71	59	23	10	315	455	74	11	105	116	117	197	445
	35%	32%	36%	35%	36%	28%	32%	33%	39%	37%	28%	38%	23%	40%	30%	32%	36%	33%	20%	35%	35%	34%	40%	36%	36%	40%	34%	33%
Disagree	266	31	79	105	41	9	20	24	62	34	12	38	24	4	20	14	6	6	11	136	106	8	4	22	38	20	21	187
	11%	14%	14%	11%	8%	4%	8%	10%	10%	10%	14%	21%	21%	14%	9%	7%	4%	9%	23%	15%	8%	4%	14%	8%	12%	7%	4%	14%
Strongly disagree	109	12	39	38	13	8	9	11	15	23	5	20	10	-	8	7	1	1	5	59	41	3	1	15	9	10	10	75
	4%	5%	7%	4%	3%	3%	4%	5%	2%	6%	5%	11%	9%	-	4%	3%	1%	2%	11%	6%	3%	1%	4%	5%	3%	3%	2%	6%
I have no opinion	536	33	115	204	113	72	57	50	126	67	15	37	37	10	55	47	20	15	16	229	247	35	9	62	60	48	108	316
	21%	15%	20%	21%	22%	30%	24%	22%	21%	19%	16%	20%	32%	32%	26%	21%	12%	22%	34%	25%	19%	16%	34%	21%	18%	17%	18%	24%
AGREE	1590	144	341	608	344	152	153	143	396	228	59	88	43	17	129	152	135	47	15	485	902	175	13	195	219	212	448	755
	64%	66%	59%	64%	67%	63%	64%	63%	66%	65%	65%	48%	38%	54%	61%	69%	83%	68%	33%	53%	70%	79%	47%	66%	67%	73%	76%	57%
DISAGREE	374	43	118	143	54	17	29	34	77	57	17	58	35	4	28	21	7	7	16	195	147	11	5	37	47	30	31	262
	15%	19%	21%	15%	11%	7%	12%	15%	13%	16%	19%	32%	30%	14%	13%	10%	4%	11%	34%	21%	11%	5%	18%	13%	15%	10%	5%	20%

Digital Entertainment Survey 2013

54. Please indicate how much you agree or disagree with the following statements?

It is important to protect the creative industries from piracy

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	699	5	13	30	42	79	73	71	12	15	31	52	93	96	86	83	188	157	181	32	16	42
	28%	8%	16%	20%	17%	29%	32%	35%	19%	17%	21%	21%	34%	43%	43%	28%	30%	26%	29%	26%	32%	25%
Agree	999	22	28	61	105	115	81	73	22	46	56	114	109	85	82	108	259	274	230	48	19	61
	40%	34%	33%	41%	42%	42%	36%	37%	36%	52%	37%	45%	40%	38%	41%	36%	42%	45%	37%	38%	39%	37%
Disagree	220	8	14	25	41	22	17	10	8	12	19	16	14	7	6	34	49	52	61	9	3	13
	9%	12%	17%	17%	16%	8%	7%	5%	13%	13%	6%	5%	3%	3%	11%	11%	8%	8%	10%	7%	6%	8%
Strongly disagree	89	5	9	7	22	8	9	4	2	1	6	7	4	1	3	9	17	25	27	4	2	5
	4%	8%	11%	4%	9%	3%	4%	2%	4%	1%	4%	3%	1%	*	1%	3%	3%	4%	4%	3%	4%	3%
I have no opinion	493	25	20	27	40	51	45	43	18	14	38	60	54	36	23	64	111	106	123	33	9	47
	20%	38%	23%	18%	16%	18%	20%	21%	28%	16%	25%	24%	20%	16%	11%	22%	18%	17%	20%	26%	19%	28%
AGREE	1698	28	41	91	147	194	154	144	34	61	87	166	203	181	168	191	447	431	411	80	35	103
	68%	42%	48%	61%	59%	71%	68%	72%	55%	69%	58%	66%	74%	80%	84%	64%	72%	70%	66%	64%	71%	62%
DISAGREE	309	13	24	32	63	30	26	13	11	13	25	23	18	8	9	44	65	77	88	13	5	17
	12%	20%	28%	21%	25%	11%	12%	7%	17%	15%	17%	9%	7%	4%	4%	15%	11%	12%	14%	10%	10%	10%

Digital Entertainment Survey 2013

54. Please indicate how much you agree or disagree with the following statements?

It is important to protect the creative industries from piracy

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	699	80	137	248	157	77	70	77	152	95	26	39	16	5	57	71	67	25	2	201	398	93	4	77	101	89	213	326
	28%	36%	24%	26%	31%	32%	29%	34%	25%	27%	29%	21%	14%	14%	27%	32%	42%	36%	4%	22%	31%	42%	16%	26%	31%	31%	36%	24%
Agree	999	76	233	415	209	67	89	80	262	145	34	87	43	16	78	78	69	20	20	370	519	86	5	116	119	119	221	551
	40%	35%	41%	43%	41%	28%	37%	35%	44%	41%	37%	47%	38%	49%	37%	35%	43%	29%	42%	41%	40%	39%	17%	39%	36%	41%	38%	41%
Disagree	220	19	72	82	32	15	20	17	49	35	14	19	18	3	20	15	3	7	9	105	94	8	3	23	30	20	31	134
	9%	9%	13%	9%	6%	6%	9%	7%	8%	10%	16%	10%	16%	10%	7%	2%	10%	19%	12%	7%	4%	12%	8%	9%	7%	5%	10%	
Strongly disagree	89	11	32	27	13	6	8	6	17	17	5	10	8	1	7	8	2	-	2	39	45	2	1	18	11	10	12	54
	4%	5%	6%	3%	3%	3%	3%	2%	3%	5%	5%	5%	7%	4%	3%	4%	1%	-	5%	4%	3%	1%	4%	6%	4%	3%	2%	4%
I have no opinion	493	34	100	184	100	74	53	49	120	59	12	29	30	7	49	48	21	18	14	193	240	33	14	60	65	53	110	269
	20%	16%	17%	19%	20%	31%	22%	21%	20%	17%	13%	16%	26%	23%	23%	22%	13%	26%	29%	21%	18%	15%	51%	20%	20%	18%	19%	20%
AGREE	1698	156	370	662	366	145	158	157	414	240	60	126	59	20	135	149	137	45	22	571	918	178	9	193	220	207	434	877
	68%	71%	64%	69%	72%	60%	66%	69%	69%	68%	66%	69%	52%	63%	64%	67%	85%	65%	46%	63%	71%	81%	33%	66%	67%	71%	74%	66%
DISAGREE	309	30	104	109	44	22	29	22	66	52	19	29	25	4	27	24	4	7	12	144	139	10	4	41	41	30	42	187
	12%	14%	18%	11%	9%	9%	12%	10%	11%	15%	21%	16%	22%	14%	13%	11%	3%	10%	25%	16%	11%	5%	16%	14%	13%	10%	7%	14%

Digital Entertainment Survey 2013

54. Please indicate how much you agree or disagree with the following statements?

I understand what copyright is there for and what it protects

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	742	9	13	45	59	88	75	67	7	18	33	68	88	86	88	76	202	158	194	46	16	50
	30%	14%	16%	30%	24%	32%	33%	33%	11%	20%	22%	27%	32%	38%	44%	26%	32%	26%	31%	37%	33%	30%
Agree	1116	24	32	62	115	125	104	86	23	48	67	111	128	102	89	130	270	309	266	48	22	72
	45%	36%	38%	41%	46%	46%	46%	43%	38%	55%	45%	44%	47%	46%	44%	43%	43%	50%	43%	38%	44%	43%
Disagree	212	8	18	23	30	21	12	7	13	9	14	21	21	12	4	36	50	49	48	11	5	13
	8%	12%	22%	15%	12%	8%	5%	4%	21%	11%	9%	8%	8%	5%	2%	12%	8%	8%	8%	9%	10%	8%
Strongly disagree	63	8	5	3	15	8	1	4	2	-	6	5	2	2	1	8	9	17	22	3	-	3
	3%	12%	6%	2%	6%	3%	*	2%	4%	-	4%	2%	1%	1%	*	3%	2%	3%	3%	3%	-	2%
I have no opinion	366	17	16	17	31	34	34	36	16	13	30	45	36	23	18	48	91	81	93	17	7	30
	15%	26%	19%	12%	12%	12%	15%	18%	26%	15%	20%	18%	13%	10%	9%	16%	15%	13%	15%	13%	13%	18%
AGREE	1859	33	45	107	174	213	178	153	30	66	100	179	216	188	176	206	473	466	459	94	38	122
	74%	50%	53%	71%	70%	77%	79%	76%	49%	75%	67%	71%	79%	84%	88%	69%	76%	76%	74%	75%	77%	73%
DISAGREE	275	16	24	26	45	28	13	12	15	9	19	26	23	14	5	44	60	67	70	14	5	16
	11%	24%	28%	17%	18%	10%	6%	6%	25%	11%	13%	10%	8%	6%	3%	15%	10%	11%	11%	11%	10%	9%

Digital Entertainment Survey 2013

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I understand what copyright is there for and what it protects

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	742	94	159	279	136	73	73	77	152	116	33	50	16	5	54	74	69	23	5	210	434	89	4	85	107	94	224	346
	30%	43%	28%	29%	27%	30%	30%	34%	25%	33%	37%	27%	14%	17%	26%	34%	43%	33%	10%	23%	33%	40%	16%	29%	33%	32%	38%	26%
Agree	1116	70	270	436	257	83	104	86	288	160	32	90	48	19	98	97	67	27	11	430	573	94	8	125	132	139	248	617
	45%	32%	47%	46%	50%	35%	43%	38%	48%	46%	35%	49%	42%	61%	46%	44%	41%	39%	24%	47%	44%	43%	29%	42%	40%	48%	42%	46%
Disagree	212	22	59	79	36	17	18	26	58	27	7	23	17	2	15	13	5	3	13	95	91	10	4	25	31	20	29	132
	8%	10%	10%	8%	7%	7%	8%	11%	10%	8%	7%	12%	15%	6%	7%	6%	3%	5%	27%	10%	7%	5%	13%	8%	10%	7%	5%	10%
Strongly disagree	63	6	15	27	10	5	6	5	17	8	5	4	9	-	5	4	-	-	2	29	29	2	-	7	7	5	7	42
	3%	3%	3%	3%	2%	2%	3%	2%	3%	2%	5%	2%	8%	-	2%	2%	-	-	5%	3%	2%	1%	-	2%	2%	2%	1%	3%
I have no opinion	366	28	71	134	71	63	38	33	85	40	14	17	24	5	39	33	21	16	16	144	170	25	11	53	49	33	78	197
	15%	13%	12%	14%	14%	26%	16%	15%	14%	12%	15%	9%	21%	16%	19%	15%	13%	23%	34%	16%	13%	12%	41%	18%	15%	11%	13%	15%
AGREE	1859	164	429	715	393	156	177	163	440	276	65	139	65	25	152	171	136	50	16	640	1006	184	12	210	239	233	473	963
	74%	75%	75%	75%	77%	65%	74%	72%	73%	79%	72%	76%	56%	78%	72%	78%	84%	72%	34%	70%	78%	83%	45%	71%	73%	80%	81%	72%
DISAGREE	275	28	74	106	46	22	25	31	75	35	11	27	26	2	20	17	5	3	16	124	120	12	4	32	38	25	35	174
	11%	13%	13%	11%	9%	9%	10%	14%	12%	10%	13%	15%	22%	6%	9%	8%	3%	5%	33%	14%	9%	5%	13%	11%	12%	8%	6%	13%

Digital Entertainment Survey 2013

54. Please indicate how much you agree or disagree with the following statements?

I can get all the content I want from legal services

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	687	9	9	29	52	72	70	74	8	11	27	51	90	101	84	78	180	154	174	44	11	46
	27%	14%	11%	20%	21%	26%	31%	37%	13%	12%	18%	21%	33%	45%	42%	26%	29%	25%	28%	35%	23%	28%
Agree	854	14	26	59	93	92	73	67	16	29	49	96	98	73	68	97	221	223	209	32	19	53
	34%	22%	31%	39%	37%	34%	32%	33%	26%	33%	32%	38%	36%	33%	34%	32%	36%	36%	34%	26%	38%	32%
Disagree	305	13	22	27	43	33	22	16	14	30	19	27	21	8	9	45	54	84	81	19	6	15
	12%	20%	27%	18%	17%	12%	10%	8%	23%	35%	12%	11%	8%	4%	4%	15%	9%	14%	13%	15%	13%	9%
Strongly disagree	144	9	7	12	26	20	10	3	6	6	17	15	7	3	4	18	34	35	34	6	4	13
	6%	14%	8%	8%	10%	7%	5%	1%	9%	7%	11%	6%	3%	1%	2%	6%	5%	6%	5%	5%	9%	8%
I have no opinion	510	20	20	23	37	58	49	40	18	12	39	60	60	40	34	62	134	117	124	24	9	41
	20%	30%	23%	15%	15%	21%	22%	20%	28%	13%	26%	24%	22%	18%	17%	21%	21%	19%	20%	19%	17%	24%
AGREE	1541	24	36	88	145	164	143	141	25	40	76	147	187	174	153	174	401	377	383	76	30	99
	62%	36%	42%	59%	58%	60%	63%	71%	40%	45%	51%	59%	68%	77%	76%	58%	64%	61%	62%	61%	61%	59%
DISAGREE	449	22	29	39	68	53	33	19	20	36	35	42	28	11	13	63	88	120	115	25	11	28
	18%	34%	34%	26%	27%	19%	15%	9%	32%	41%	23%	17%	10%	5%	7%	21%	14%	19%	19%	20%	21%	17%

Digital Entertainment Survey 2013

54. Please indicate how much you agree or disagree with the following statements?

I can get all the content I want from legal services

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	687	79	136	251	142	79	68	62	153	96	27	26	16	9	61	70	73	25	4	187	406	83	7	75	94	89	215	322
	27%	36%	24%	26%	28%	33%	28%	27%	26%	27%	30%	14%	14%	28%	29%	32%	45%	37%	9%	21%	31%	37%	25%	26%	29%	31%	37%	24%
Agree	854	63	224	332	174	60	68	76	223	136	32	69	35	9	61	70	55	20	12	293	468	75	5	107	120	103	195	440
	34%	29%	39%	35%	34%	25%	28%	33%	37%	39%	35%	38%	30%	28%	29%	32%	34%	28%	26%	32%	36%	34%	19%	37%	37%	35%	33%	33%
Disagree	305	32	80	127	53	14	35	29	59	37	11	43	28	3	27	20	8	4	11	160	112	18	3	28	30	29	40	206
	12%	15%	14%	13%	10%	6%	15%	13%	10%	11%	13%	23%	25%	9%	13%	9%	5%	6%	23%	18%	9%	8%	12%	10%	9%	10%	7%	15%
Strongly disagree	144	13	50	51	24	7	14	11	31	20	3	21	11	3	12	14	2	2	5	74	59	3	3	19	14	13	17	98
	6%	6%	9%	5%	5%	3%	6%	5%	5%	6%	3%	11%	10%	9%	6%	6%	1%	3%	10%	8%	5%	1%	11%	6%	4%	5%	3%	7%
I have no opinion	510	33	84	194	118	81	55	48	134	62	17	24	24	8	50	46	24	18	15	193	251	42	9	64	67	57	118	268
	20%	15%	15%	20%	23%	34%	23%	21%	22%	18%	19%	13%	21%	26%	24%	21%	15%	25%	32%	21%	19%	19%	33%	22%	21%	20%	20%	20%
AGREE	1541	142	360	584	316	139	136	138	376	232	59	95	51	18	122	141	128	45	17	481	874	158	12	183	215	191	410	762
	62%	65%	63%	61%	62%	58%	57%	61%	63%	66%	65%	52%	45%	56%	58%	64%	79%	65%	35%	53%	67%	72%	43%	62%	66%	66%	70%	57%
DISAGREE	449	44	130	177	76	21	49	40	90	58	14	64	39	6	39	33	10	6	16	235	171	21	6	47	44	42	58	304
	18%	20%	23%	19%	15%	9%	20%	18%	15%	16%	16%	35%	34%	18%	18%	15%	6%	9%	33%	26%	13%	10%	24%	16%	14%	14%	10%	23%

Digital Entertainment Survey 2013

54. Please indicate how much you agree or disagree with the following statements?

I understand that if I use the internet to break the law, my ISP (Internet Service Provider) can reveal my identity so that action can be taken against me

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	717	7	9	28	58	80	76	71	11	11	32	64	94	87	89	63	189	173	195	36	12	50
	29%	10%	11%	19%	23%	29%	34%	36%	17%	12%	21%	26%	34%	39%	45%	21%	30%	28%	31%	28%	25%	30%
Agree	927	17	32	52	101	96	83	71	16	36	51	99	115	91	66	110	240	247	209	44	17	61
	37%	26%	38%	35%	40%	35%	37%	36%	26%	41%	34%	40%	42%	41%	33%	37%	38%	40%	34%	35%	35%	36%
Disagree	254	13	16	35	28	28	16	11	12	21	21	22	18	6	7	45	57	67	56	12	7	10
	10%	20%	19%	23%	11%	10%	7%	5%	19%	24%	14%	9%	7%	3%	4%	15%	9%	11%	9%	10%	14%	6%
Strongly disagree	120	9	7	11	28	16	6	7	7	4	8	8	4	5	3	15	26	33	25	6	3	12
	5%	14%	8%	7%	11%	6%	2%	4%	11%	4%	5%	3%	1%	2%	1%	5%	4%	5%	4%	5%	7%	7%
I have no opinion	482	20	21	24	36	55	45	39	16	16	38	57	44	36	35	66	112	94	137	27	10	35
	19%	30%	25%	16%	14%	20%	20%	20%	26%	19%	25%	23%	16%	16%	18%	22%	18%	15%	22%	22%	20%	21%
AGREE	1644	24	41	80	159	176	159	143	27	47	83	163	209	178	155	173	428	420	404	80	30	111
	66%	36%	48%	54%	64%	64%	71%	71%	43%	53%	55%	65%	76%	79%	78%	58%	69%	68%	65%	64%	59%	66%
DISAGREE	374	22	22	46	55	44	21	18	19	25	29	30	22	11	10	61	83	100	81	18	10	21
	15%	34%	27%	30%	22%	16%	10%	9%	30%	28%	19%	12%	8%	5%	5%	20%	13%	16%	13%	14%	21%	13%

Digital Entertainment Survey 2013

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Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	717	76	156	260	151	73	70	65	170	110	29	31	16	6	60	75	64	21	6	193	425	91	2	94	105	97	224	320
	29%	35%	27%	27%	30%	31%	29%	29%	28%	31%	32%	17%	14%	20%	29%	34%	39%	31%	12%	21%	33%	41%	8%	32%	32%	33%	38%	24%
Agree	927	73	220	380	196	58	86	78	235	134	29	90	33	16	64	81	60	22	7	342	490	79	9	102	117	108	199	519
	37%	33%	38%	40%	38%	24%	36%	34%	39%	38%	32%	49%	29%	49%	30%	37%	37%	32%	16%	38%	38%	36%	32%	35%	36%	37%	34%	39%
Disagree	254	22	77	88	48	18	15	28	54	43	12	20	32	1	25	10	7	6	16	125	97	13	3	25	39	29	35	151
	10%	10%	13%	9%	9%	7%	6%	12%	9%	12%	13%	11%	28%	3%	12%	5%	4%	9%	33%	14%	7%	6%	11%	9%	12%	10%	6%	11%
Strongly disagree	120	16	30	45	20	9	14	13	26	12	7	14	9	1	13	9	-	2	2	57	53	6	2	13	8	10	19	80
	5%	7%	5%	5%	4%	4%	6%	6%	4%	3%	8%	8%	8%	3%	6%	4%	-	3%	5%	6%	4%	3%	9%	4%	3%	4%	3%	6%
I have no opinion	482	33	89	182	95	83	55	43	113	53	14	29	25	8	49	45	30	17	16	190	232	33	11	60	57	47	110	264
	19%	15%	16%	19%	19%	34%	23%	19%	19%	15%	16%	16%	22%	25%	23%	21%	19%	25%	34%	21%	18%	15%	41%	20%	17%	16%	19%	20%
AGREE	1644	149	377	640	347	131	155	143	405	244	58	120	48	22	124	156	124	43	13	535	915	170	11	196	222	205	423	839
	66%	68%	66%	67%	68%	55%	65%	63%	68%	69%	64%	66%	42%	69%	59%	71%	77%	63%	28%	59%	71%	77%	40%	67%	68%	71%	72%	63%
DISAGREE	374	38	108	133	69	27	29	41	81	54	18	34	41	2	38	19	7	8	18	183	149	19	5	38	47	39	53	231
	15%	17%	19%	14%	13%	11%	12%	18%	13%	15%	20%	19%	36%	6%	18%	9%	4%	12%	38%	20%	12%	8%	20%	13%	14%	13%	9%	17%

Digital Entertainment Survey 2013

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If someone uses the internet to repeatedly break the law despite warnings to stop then it's right that their internet connection should be suspended

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	887	8	7	35	58	98	89	88	18	13	40	74	122	119	119	82	246	217	227	45	19	52
	35%	12%	8%	23%	23%	36%	39%	44%	28%	15%	27%	30%	44%	53%	60%	28%	40%	35%	36%	36%	38%	31%
Agree	795	17	26	45	88	97	71	55	13	39	43	90	92	69	50	87	194	218	183	44	18	51
	32%	26%	31%	30%	35%	35%	32%	28%	21%	44%	29%	36%	34%	30%	25%	29%	31%	36%	29%	35%	37%	30%
Disagree	219	11	22	33	35	21	12	9	6	15	19	20	12	3	2	44	47	53	51	5	7	12
	9%	16%	27%	22%	14%	8%	5%	4%	9%	17%	13%	8%	4%	1%	1%	15%	8%	9%	8%	4%	15%	7%
Strongly disagree	152	12	9	9	35	15	14	9	5	6	13	9	6	5	5	23	31	34	44	5	1	14
	6%	18%	11%	6%	14%	5%	6%	4%	8%	7%	8%	4%	2%	2%	3%	8%	5%	6%	7%	4%	2%	8%
I have no opinion	448	18	20	29	35	44	39	38	21	15	35	57	43	29	24	63	105	92	117	27	5	39
	18%	28%	23%	20%	14%	16%	17%	19%	34%	17%	23%	23%	15%	13%	12%	21%	17%	15%	19%	22%	9%	23%
AGREE	1682	25	33	79	146	195	160	144	30	52	83	164	214	187	169	169	440	435	410	89	37	102
	67%	38%	39%	53%	58%	71%	71%	72%	49%	59%	55%	66%	78%	83%	85%	57%	71%	71%	66%	71%	75%	61%
DISAGREE	370	22	32	41	69	36	26	18	11	21	32	29	18	8	7	67	77	87	95	10	8	26
	15%	34%	38%	28%	28%	13%	12%	9%	17%	24%	21%	12%	7%	4%	4%	22%	12%	14%	15%	8%	16%	16%

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If someone uses the internet to repeatedly break the law despite warnings to stop then it's right that their internet connection should be suspended

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	887	79	170	325	216	97	94	82	203	127	31	31	25	12	72	91	92	27	7	241	520	115	4	97	121	113	291	403
	35%	36%	30%	34%	42%	41%	39%	36%	34%	36%	35%	17%	22%	39%	34%	41%	57%	39%	15%	27%	40%	52%	15%	33%	37%	39%	50%	30%
Agree	795	68	200	323	156	48	74	72	193	119	29	73	29	7	63	71	42	22	8	306	409	65	6	102	108	102	163	426
	32%	31%	35%	34%	31%	20%	31%	32%	32%	34%	32%	40%	26%	23%	30%	32%	26%	32%	18%	34%	32%	29%	22%	35%	33%	35%	28%	32%
Disagree	219	22	64	88	30	15	22	19	58	28	11	26	21	5	13	10	2	4	11	107	91	6	4	24	22	21	17	155
	9%	10%	11%	9%	6%	6%	9%	8%	10%	8%	12%	14%	18%	17%	6%	5%	1%	6%	23%	12%	7%	3%	13%	8%	7%	7%	3%	12%
Strongly disagree	152	16	49	51	20	16	11	16	36	21	7	24	9	-	14	10	3	2	4	72	68	5	3	18	17	13	19	99
	6%	7%	8%	5%	4%	7%	4%	7%	6%	6%	7%	13%	8%	-	7%	5%	2%	3%	8%	8%	5%	2%	12%	6%	5%	5%	3%	7%
I have no opinion	448	35	91	169	89	65	40	38	110	57	12	29	31	7	49	38	23	14	17	183	209	29	10	53	59	41	97	250
	18%	16%	16%	18%	17%	27%	17%	17%	18%	16%	13%	16%	27%	21%	23%	17%	14%	20%	36%	20%	16%	13%	38%	18%	18%	14%	16%	19%
AGREE	1682	147	370	648	372	145	168	155	395	246	61	105	54	20	135	162	134	48	15	547	929	180	10	199	229	215	453	829
	67%	67%	64%	68%	73%	60%	70%	68%	66%	70%	67%	57%	47%	62%	64%	73%	83%	70%	32%	60%	72%	81%	37%	68%	70%	74%	77%	62%
DISAGREE	370	38	113	139	50	31	32	34	94	49	18	50	29	5	27	20	4	6	15	178	158	12	7	42	39	34	37	254
	15%	17%	20%	15%	10%	13%	13%	15%	16%	14%	20%	27%	26%	17%	13%	9%	3%	9%	31%	20%	12%	5%	25%	14%	12%	12%	6%	19%

Digital Entertainment Survey 2013

54. Please indicate how much you agree or disagree with the following statements?

If someone has their internet connection suspended they should be barred from signing up with another internet provider until their suspension period has ended

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	691	3	9	16	48	80	66	74	8	13	29	66	96	95	87	65	188	163	179	34	15	46
	28%	4%	11%	11%	19%	29%	29%	37%	13%	15%	19%	26%	35%	42%	43%	22%	30%	27%	29%	27%	30%	28%
Agree	762	20	26	47	78	80	74	52	16	30	38	79	83	76	63	89	188	205	185	33	17	45
	30%	30%	31%	31%	31%	29%	33%	26%	26%	35%	25%	31%	30%	34%	32%	30%	30%	33%	30%	26%	33%	27%
Disagree	299	13	22	36	38	37	16	13	13	19	29	28	24	6	5	42	65	77	70	17	7	20
	12%	20%	27%	24%	15%	13%	7%	7%	21%	21%	19%	11%	9%	3%	3%	14%	11%	12%	11%	14%	15%	12%
Strongly disagree	174	9	5	15	41	20	19	10	4	8	16	14	6	5	4	24	36	40	48	7	5	14
	7%	14%	6%	10%	16%	7%	8%	5%	6%	9%	10%	5%	2%	2%	2%	8%	6%	6%	8%	6%	10%	9%
I have no opinion	575	21	21	36	46	58	50	51	21	18	38	64	66	43	41	78	145	130	140	34	6	41
	23%	32%	25%	24%	18%	21%	22%	25%	34%	20%	25%	26%	24%	19%	21%	26%	23%	21%	23%	27%	12%	25%
AGREE	1452	22	36	63	126	160	140	126	25	43	67	144	179	171	150	155	376	368	364	67	31	91
	58%	34%	42%	42%	50%	58%	62%	63%	40%	49%	45%	58%	65%	76%	75%	52%	60%	60%	59%	54%	63%	55%
DISAGREE	473	22	28	51	79	57	35	23	16	27	45	42	30	11	9	66	102	116	118	24	13	34
	19%	34%	33%	34%	31%	21%	15%	12%	26%	31%	30%	17%	11%	5%	4%	22%	16%	19%	19%	19%	25%	21%

Digital Entertainment Survey 2013

54. Please indicate how much you agree or disagree with the following statements?

If someone has their internet connection suspended they should be barred from signing up with another internet provider until their suspension period has ended

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	691	68	130	244	166	81	68	68	154	96	33	19	16	7	60	74	74	23	3	183	413	90	2	77	99	87	227	306
	28%	31%	23%	26%	33%	34%	28%	30%	26%	27%	36%	10%	14%	21%	28%	34%	46%	33%	7%	20%	32%	41%	8%	26%	30%	30%	39%	23%
Agree	762	63	186	305	158	50	61	78	188	114	23	64	28	10	61	61	54	22	12	277	401	66	5	94	96	101	172	409
	30%	29%	32%	32%	31%	21%	25%	34%	31%	32%	25%	35%	24%	31%	29%	28%	33%	32%	26%	30%	31%	30%	20%	32%	29%	35%	29%	31%
Disagree	299	26	89	120	44	20	30	22	72	43	11	44	30	5	19	14	4	5	11	148	125	10	5	28	39	31	32	197
	12%	12%	16%	13%	9%	8%	13%	10%	12%	12%	12%	24%	26%	17%	9%	6%	2%	7%	23%	16%	10%	5%	20%	9%	12%	11%	5%	15%
Strongly disagree	174	22	53	63	22	14	19	14	43	23	10	25	5	2	20	12	1	1	2	85	77	7	2	23	18	11	18	118
	7%	10%	9%	7%	4%	6%	8%	6%	7%	7%	11%	14%	4%	6%	10%	5%	1%	2%	5%	9%	6%	3%	9%	8%	6%	4%	3%	9%
I have no opinion	575	40	115	222	121	76	62	46	143	76	14	31	36	8	51	60	29	18	19	215	282	47	12	73	75	60	137	304
	23%	18%	20%	23%	24%	32%	26%	20%	24%	22%	16%	17%	31%	25%	24%	27%	18%	26%	39%	24%	22%	21%	43%	25%	23%	21%	23%	23%
AGREE	1452	131	316	550	324	131	129	145	342	210	55	82	44	16	121	135	128	45	15	460	813	156	8	171	194	187	399	715
	58%	60%	55%	58%	63%	54%	54%	64%	57%	60%	61%	45%	38%	52%	57%	61%	79%	65%	33%	51%	63%	71%	28%	58%	60%	65%	68%	54%
DISAGREE	473	48	142	184	66	33	49	35	115	66	21	70	35	7	39	25	4	6	13	233	201	18	8	50	57	43	50	315
	19%	22%	25%	19%	13%	14%	20%	16%	19%	19%	23%	38%	31%	23%	19%	11%	3%	9%	28%	26%	16%	8%	29%	17%	18%	15%	9%	24%

Digital Entertainment Survey 2013

54. Please indicate how much you agree or disagree with the following statements?

More should be done to stop websites that promote or allow piracy

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	747	7	11	32	46	78	77	72	12	12	32	65	103	98	103	76	212	177	184	35	19	43
	30%	10%	13%	21%	18%	28%	34%	36%	19%	13%	21%	26%	38%	43%	51%	26%	34%	29%	30%	28%	38%	26%
Agree	808	18	22	46	88	83	70	65	20	32	46	79	93	79	68	91	187	216	209	39	11	55
	32%	28%	27%	30%	35%	30%	31%	33%	32%	36%	31%	31%	34%	35%	34%	30%	30%	35%	34%	31%	22%	33%
Disagree	258	9	25	32	46	24	16	9	12	15	24	22	18	5	3	37	60	70	61	7	10	13
	10%	14%	30%	21%	18%	9%	7%	4%	19%	17%	16%	9%	7%	2%	1%	12%	10%	11%	10%	6%	21%	8%
Strongly disagree	130	11	4	12	27	22	11	7	4	6	7	9	4	4	4	24	26	26	32	9	4	11
	5%	16%	5%	8%	11%	8%	5%	4%	6%	7%	5%	4%	1%	2%	2%	8%	4%	4%	5%	7%	8%	6%
I have no opinion	558	21	22	29	44	69	50	46	15	23	41	76	57	40	23	71	138	125	137	36	6	45
	22%	32%	27%	20%	18%	25%	22%	23%	25%	27%	27%	30%	21%	18%	11%	24%	22%	20%	22%	29%	11%	27%
AGREE	1554	25	33	77	134	161	148	137	32	43	78	144	196	177	170	167	399	393	393	73	30	99
	62%	38%	39%	51%	53%	59%	66%	69%	51%	49%	52%	57%	71%	78%	85%	56%	64%	64%	63%	58%	60%	59%
DISAGREE	388	20	29	43	72	45	27	16	15	21	31	31	22	8	7	61	85	96	93	16	14	24
	16%	30%	34%	29%	29%	16%	12%	8%	25%	24%	21%	12%	8%	4%	4%	20%	14%	16%	15%	12%	28%	14%

Digital Entertainment Survey 2013

54. Please indicate how much you agree or disagree with the following statements?

More should be done to stop websites that promote or allow piracy

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	747	79	147	267	163	92	86	75	164	96	31	32	15	9	65	81	74	19	4	197	442	99	5	87	113	102	244	321
	30%	36%	26%	28%	32%	38%	36%	33%	27%	27%	34%	17%	13%	27%	31%	37%	46%	28%	9%	22%	34%	45%	18%	30%	35%	35%	42%	24%
Agree	808	67	197	330	160	52	66	72	213	121	26	68	32	10	58	62	56	22	13	289	429	72	5	101	98	91	182	433
	32%	31%	34%	35%	31%	22%	28%	32%	36%	35%	29%	37%	28%	32%	28%	28%	35%	32%	28%	32%	33%	32%	18%	34%	30%	31%	31%	32%
Disagree	258	23	73	96	48	19	20	22	53	42	10	33	29	4	15	19	4	7	11	132	104	6	6	28	32	23	30	173
	10%	11%	13%	10%	9%	8%	9%	10%	9%	12%	18%	25%	13%	7%	8%	2%	10%	23%	15%	8%	3%	21%	9%	10%	8%	5%	13%	
Strongly disagree	130	12	47	42	18	10	9	11	29	20	10	16	8	2	14	8	3	2	5	60	62	3	-	16	16	14	15	84
	5%	6%	8%	4%	4%	4%	4%	5%	5%	6%	11%	9%	7%	6%	7%	3%	2%	3%	10%	7%	5%	1%	-	5%	5%	5%	2%	6%
I have no opinion	558	38	110	220	122	68	57	47	140	72	14	35	32	7	59	51	25	19	14	230	260	42	12	62	67	61	116	322
	22%	17%	19%	23%	24%	28%	24%	21%	23%	20%	15%	19%	28%	23%	28%	23%	15%	27%	29%	25%	20%	19%	43%	21%	21%	21%	20%	24%
AGREE	1554	146	344	597	323	144	153	147	378	217	57	100	47	19	123	143	130	41	18	486	870	171	10	188	211	193	426	755
	62%	66%	60%	63%	63%	60%	64%	65%	63%	62%	63%	54%	41%	58%	58%	65%	81%	60%	37%	53%	67%	77%	36%	64%	65%	66%	73%	57%
DISAGREE	388	35	120	138	66	29	30	33	82	62	20	49	36	6	29	26	6	9	16	192	166	8	6	44	48	36	44	258
	16%	16%	21%	14%	13%	12%	12%	14%	14%	18%	22%	27%	32%	19%	14%	12%	4%	13%	34%	21%	13%	4%	21%	15%	15%	13%	8%	19%

Digital Entertainment Survey 2013

54. Please indicate how much you agree or disagree with the following statements?

It's better to block access to websites that allow piracy than taking action against individual internet users

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	779	9	16	32	66	93	79	76	19	21	42	72	94	78	82	83	196	194	193	40	19	53
	31%	14%	19%	21%	27%	34%	35%	38%	30%	24%	28%	29%	34%	35%	41%	28%	32%	32%	31%	32%	38%	31%
Agree	873	17	29	54	82	90	77	71	15	33	51	95	104	87	68	100	230	227	210	40	13	53
	35%	26%	34%	36%	33%	33%	34%	35%	25%	37%	34%	38%	38%	39%	34%	33%	37%	37%	34%	32%	27%	32%
Disagree	226	8	16	26	37	27	15	7	7	13	15	16	18	9	12	35	46	59	62	9	5	11
	9%	12%	19%	17%	15%	10%	7%	4%	11%	15%	10%	6%	7%	4%	6%	12%	7%	10%	10%	7%	9%	7%
Strongly disagree	113	9	5	15	26	14	6	5	1	5	8	7	5	3	4	21	21	22	28	9	4	8
	5%	14%	6%	10%	10%	5%	2%	3%	2%	5%	5%	3%	2%	1%	2%	7%	3%	4%	5%	7%	8%	5%
I have no opinion	509	22	18	23	40	50	48	41	20	16	35	60	54	48	33	60	129	113	129	28	9	42
	20%	34%	22%	15%	16%	18%	21%	21%	32%	19%	23%	24%	20%	22%	17%	20%	21%	18%	21%	22%	18%	25%
AGREE	1652	26	45	86	148	184	157	146	34	54	93	167	198	165	150	183	427	420	403	80	32	106
	66%	40%	53%	57%	59%	67%	70%	73%	55%	61%	62%	67%	72%	73%	75%	61%	69%	68%	65%	64%	65%	63%
DISAGREE	339	17	21	41	62	41	21	12	8	18	22	23	23	12	17	56	67	80	90	18	8	19
	14%	26%	25%	28%	25%	15%	9%	6%	13%	20%	15%	9%	8%	5%	8%	19%	11%	13%	14%	14%	17%	12%

Digital Entertainment Survey 2013

54. Please indicate how much you agree or disagree with the following statements?

It's better to block access to websites that allow piracy than taking action against individual internet users

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	779	87	166	293	160	73	73	75	189	97	33	53	25	7	66	72	67	21	10	235	435	90	8	88	106	109	222	380
	31%	40%	29%	31%	31%	30%	30%	33%	32%	28%	36%	29%	22%	21%	31%	33%	42%	31%	20%	26%	34%	41%	31%	30%	32%	38%	38%	29%
Agree	873	68	211	347	188	59	72	80	228	135	27	68	26	15	69	75	54	24	10	327	457	72	7	105	114	94	198	469
	35%	31%	37%	36%	37%	25%	30%	35%	38%	38%	29%	37%	23%	48%	33%	34%	33%	35%	20%	36%	35%	33%	26%	36%	35%	33%	34%	35%
Disagree	226	21	69	82	31	23	22	22	45	33	14	23	20	2	17	16	6	6	11	91	107	15	2	27	34	28	25	138
	9%	10%	12%	9%	6%	10%	9%	10%	7%	9%	16%	12%	18%	6%	8%	7%	4%	9%	23%	10%	8%	7%	8%	9%	10%	10%	4%	10%
Strongly disagree	113	11	33	43	18	8	18	8	23	17	3	10	12	-	11	5	4	1	1	57	48	6	-	15	10	11	16	73
	5%	5%	6%	4%	4%	3%	8%	4%	4%	5%	3%	5%	10%	-	5%	2%	3%	2%	2%	6%	4%	3%	-	5%	3%	4%	3%	5%
I have no opinion	509	33	95	191	114	77	54	41	115	69	14	30	31	8	48	53	29	16	16	198	248	37	9	60	62	48	126	273
	20%	15%	16%	20%	22%	32%	23%	18%	19%	20%	16%	16%	27%	25%	23%	24%	18%	23%	34%	22%	19%	17%	34%	20%	19%	17%	21%	20%
AGREE	1652	155	377	639	348	132	145	156	417	232	59	121	51	22	135	147	122	46	19	562	892	163	15	193	220	203	420	849
	66%	71%	66%	67%	68%	55%	61%	69%	70%	66%	65%	66%	45%	69%	64%	67%	75%	66%	40%	62%	69%	74%	57%	66%	67%	70%	72%	64%
DISAGREE	339	32	102	125	49	31	40	31	68	50	17	32	32	2	28	20	11	8	12	148	155	21	2	42	44	39	41	211
	14%	14%	18%	13%	10%	13%	17%	13%	11%	14%	19%	18%	28%	6%	13%	9%	7%	11%	26%	16%	12%	10%	8%	14%	13%	13%	7%	16%

Digital Entertainment Survey 2013

54. Please indicate how much you agree or disagree with the following statements?

It's fair to slow down my internet speed if I continue to download or stream unauthorised content after receiving 3 warnings from my ISP (Internet Service Provider)

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	590 24%	7 10%	11 13%	21 14%	46 18%	64 23%	61 27%	56 28%	6 9%	11 12%	27 18%	41 16%	74 27%	87 39%	80 40%	59 20%	154 25%	135 22%	164 26%	25 20%	15 31%	37 22%
Agree	797 32%	14 22%	29 34%	51 34%	93 37%	99 36%	63 28%	44 22%	20 32%	30 35%	49 32%	97 39%	90 33%	69 30%	50 25%	93 31%	195 31%	224 36%	182 29%	36 29%	15 29%	53 32%
Disagree	307 12%	12 18%	18 22%	32 21%	36 14%	38 14%	26 12%	27 13%	8 13%	18 20%	18 12%	25 10%	31 11%	11 5%	9 4%	45 15%	71 11%	83 14%	66 11%	18 14%	8 17%	15 9%
Strongly disagree	233 9%	13 20%	9 11%	18 12%	42 17%	24 9%	22 10%	19 9%	8 13%	11 12%	18 12%	16 6%	15 6%	11 5%	7 4%	31 10%	50 8%	50 8%	62 10%	12 10%	3 6%	26 15%
I have no opinion	572 23%	20 30%	17 20%	28 19%	34 13%	51 18%	52 23%	54 27%	20 32%	19 21%	39 26%	71 29%	65 24%	48 21%	54 27%	71 24%	152 24%	122 20%	148 24%	35 28%	8 17%	36 21%
AGREE	1387 55%	21 32%	39 47%	72 48%	139 56%	163 59%	124 55%	100 50%	26 42%	41 47%	76 51%	137 55%	164 60%	155 69%	130 65%	152 51%	349 56%	358 58%	346 56%	61 48%	30 60%	91 54%
DISAGREE	540 22%	25 38%	28 33%	50 33%	78 31%	61 22%	49 22%	46 23%	16 26%	28 32%	35 23%	42 17%	46 17%	22 10%	16 8%	76 25%	122 20%	133 22%	128 21%	30 24%	11 23%	41 24%

Digital Entertainment Survey 2013

54. Please indicate how much you agree or disagree with the following statements?

It's fair to slow down my internet speed if I continue to download or stream unauthorised content after receiving 3 warnings from my ISP (Internet Service Provider)

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	590	71	113	211	133	62	56	59	127	87	27	24	12	8	51	59	60	21	3	164	340	81	2	66	81	75	185	271
	24%	32%	20%	22%	26%	26%	23%	26%	21%	25%	30%	13%	10%	24%	24%	27%	37%	30%	7%	18%	26%	37%	7%	22%	25%	26%	31%	20%
Agree	797	70	199	320	155	52	75	69	204	119	27	71	39	9	52	69	44	19	12	304	420	54	8	109	110	103	163	424
	32%	32%	35%	33%	30%	22%	31%	31%	34%	34%	30%	39%	34%	29%	25%	31%	27%	28%	25%	33%	32%	24%	28%	37%	34%	35%	28%	32%
Disagree	307	21	90	130	47	20	23	32	77	47	9	33	15	5	28	21	10	7	10	125	146	21	5	26	42	37	43	192
	12%	9%	16%	14%	9%	8%	9%	14%	13%	13%	10%	18%	13%	17%	13%	10%	6%	10%	20%	14%	11%	10%	18%	9%	13%	13%	7%	14%
Strongly disagree	233	27	63	88	39	16	20	23	53	35	14	26	20	1	14	15	7	5	8	102	110	10	4	25	25	22	42	145
	9%	12%	11%	9%	8%	7%	8%	10%	9%	10%	15%	14%	17%	3%	7%	7%	4%	7%	16%	11%	8%	5%	14%	9%	8%	7%	7%	11%
I have no opinion	572	30	108	207	137	91	65	44	138	63	14	29	30	9	65	56	41	18	15	213	280	55	9	67	67	54	153	303
	23%	14%	19%	22%	27%	38%	27%	19%	23%	18%	16%	16%	26%	28%	31%	26%	25%	25%	31%	23%	22%	25%	33%	23%	21%	19%	26%	23%
AGREE	1387	141	313	531	288	114	131	128	331	206	54	95	51	17	103	128	104	40	15	468	759	135	9	175	192	178	348	694
	55%	64%	55%	56%	56%	47%	55%	56%	55%	59%	59%	52%	44%	52%	49%	58%	64%	58%	33%	52%	59%	61%	35%	60%	59%	61%	59%	52%
DISAGREE	540	48	153	217	86	36	43	55	131	82	23	59	34	6	42	36	17	12	17	227	256	31	9	52	67	58	85	336
	22%	22%	27%	23%	17%	15%	18%	24%	22%	23%	25%	32%	30%	20%	20%	16%	11%	17%	36%	25%	20%	14%	32%	18%	21%	20%	15%	25%

Digital Entertainment Survey 2013

54. Please indicate how much you agree or disagree with the following statements?

Summary table

Base: All respondents

	Total	Strongly agree	Agree	Disagree	Strongly disagree	I have no opinion	AGREE	DISAGREE
The internet requires more regulation to prevent individuals from downloading unauthorised content	2500 100%	628 25%	805 32%	320 13%	182 7%	565 23%	1433 57%	502 20%
British law should be applied online in the same way as it is offline	2500 100%	726 29%	864 35%	266 11%	109 4%	536 21%	1590 64%	374 15%
It is important to protect the creative industries from piracy	2500 100%	699 28%	999 40%	220 9%	89 4%	493 20%	1698 68%	309 12%
I understand what copyright is there for and what it protects	2500 100%	742 30%	1116 45%	212 8%	63 3%	366 15%	1859 74%	275 11%
I can get all the content I want from legal services	2500 100%	687 27%	854 34%	305 12%	144 6%	510 20%	1541 62%	449 18%
I understand that if I use the internet to break the law, my ISP (Internet Service Provider) can reveal my identity so that action can be taken against me	2500 100%	717 29%	927 37%	254 10%	120 5%	482 19%	1644 66%	374 15%
If someone uses the internet to repeatedly break the law despite warnings to stop then it's right that their internet connection should be suspended	2500 100%	887 35%	795 32%	219 9%	152 6%	448 18%	1682 67%	370 15%
If someone has their internet connection suspended they should be barred from signing up with another internet provider until their suspension period has ended	2500 100%	691 28%	762 30%	299 12%	174 7%	575 23%	1452 58%	473 19%
More should be done to stop websites that promote or allow piracy	2500 100%	747 30%	808 32%	258 10%	130 5%	558 22%	1554 62%	388 16%

Digital Entertainment Survey 2013

54. Please indicate how much you agree or disagree with the following statements?

Summary table

Base: All respondents

It's better to block access to websites that allow piracy than taking action against individual internet users

It's fair to slow down my internet speed if I continue to download or stream unauthorised content after receiving 3 warnings from my ISP (Internet Service Provider)

Total	Strongly agree	Agree	Disagree	Strongly disagree	I have no opinion	AGREE	DISAGREE
2500 100%	779 31%	873 35%	226 9%	113 5%	509 20%	1652 66%	339 14%
2500 100%	590 24%	797 32%	307 12%	233 9%	572 23%	1387 55%	540 22%

Digital Entertainment Survey 2013

55. Which of the following web browsers, if any, do you usually use when searching for or accessing content online?

Base: All respondents

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Chrome	853	33	51	67	92	91	66	54	34	42	61	75	83	62	39	118	200	213	209	37	18	58
	34%	50%	61%	45%	37%	33%	29%	27%	55%	48%	41%	30%	30%	28%	20%	40%	32%	35%	34%	29%	36%	35%
Firefox	586	9	12	42	77	69	56	52	6	19	33	67	62	47	37	56	157	135	144	30	14	49
	23%	14%	14%	28%	31%	25%	25%	26%	9%	21%	22%	27%	22%	21%	18%	19%	25%	22%	23%	24%	28%	29%
Internet Explorer	843	13	9	28	60	98	94	79	12	15	33	80	110	99	111	88	215	221	210	47	14	48
	34%	20%	11%	19%	24%	36%	42%	40%	19%	17%	22%	32%	40%	44%	56%	29%	35%	36%	34%	37%	28%	29%
Safari	149	7	7	11	9	11	4	6	11	11	19	24	12	11	8	22	37	35	38	8	4	4
	6%	10%	8%	7%	4%	4%	2%	3%	17%	12%	12%	10%	4%	5%	4%	7%	6%	6%	6%	6%	8%	2%
Opera	30	1	3	1	10	3	2	3	-	1	3	2	2	-	-	12	1	4	9	2	-	3
	1%	2%	3%	1%	4%	1%	1%	1%	-	1%	2%	1%	1%	-	-	4%	*	1%	1%	2%	-	2%
Other	38	3	3	-	2	3	3	5	-	-	1	2	6	6	4	3	11	6	11	2	-	5
	2%	4%	3%	-	1%	1%	1%	3%	-	-	1%	1%	2%	3%	2%	1%	2%	1%	2%	1%	-	3%

Digital Entertainment Survey 2013

55. Which of the following web browsers, if any, do you usually use when searching for or accessing content online?

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Chrome	853	97	217	307	166	65	93	74	182	120	19	89	58	10	69	73	44	21	25	360	398	57	12	97	104	109	164	491
	34%	44%	38%	32%	33%	27%	39%	33%	30%	34%	21%	48%	51%	33%	33%	33%	27%	31%	53%	40%	31%	26%	47%	33%	32%	38%	28%	37%
Firefox	586	53	142	222	116	52	45	63	146	90	26	39	22	6	56	46	32	15	5	212	325	42	3	78	92	64	141	303
	23%	24%	25%	23%	23%	22%	19%	28%	24%	26%	29%	21%	19%	18%	27%	21%	20%	22%	11%	23%	25%	19%	11%	27%	28%	22%	24%	23%
Internet Explorer	843	43	151	358	196	95	82	71	228	115	30	32	17	12	74	84	76	23	12	241	475	107	8	89	107	97	244	409
	34%	19%	26%	37%	38%	39%	34%	31%	38%	33%	33%	17%	15%	37%	35%	38%	47%	33%	26%	27%	37%	48%	30%	30%	33%	33%	42%	31%
Safari	149	21	48	46	18	17	11	12	30	22	11	20	12	2	9	11	6	5	5	64	68	9	3	25	20	12	23	89
	6%	10%	8%	5%	4%	7%	5%	5%	5%	6%	12%	11%	10%	6%	4%	5%	4%	8%	10%	7%	5%	4%	13%	8%	6%	4%	4%	7%
Opera	30	5	9	11	3	2	2	2	6	2	3	5	1	1	3	2	1	3	-	18	11	2	-	3	1	2	2	24
	1%	2%	2%	1%	1%	1%	1%	1%	1%	3%	3%	1%	3%	1%	1%	1%	4%	-	2%	1%	1%	-	-	1%	*	1%	*	2%
Other	38	-	6	11	11	10	6	6	7	2	1	-	4	1	1	5	3	2	-	14	20	4	-	3	1	6	13	18
	2%	-	1%	1%	2%	4%	3%	3%	1%	1%	1%	-	3%	3%	*	2%	2%	3%	-	2%	2%	2%	-	1%	*	2%	2%	1%

Digital Entertainment Survey 2013

56. Do you regularly update your browser to the latest available version?

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1807	47	58	118	207	231	181	160	33	56	97	167	176	146	128	222	449	433	460	80	37	126
	72%	72%	69%	79%	83%	84%	80%	80%	53%	64%	65%	67%	64%	65%	64%	74%	72%	70%	74%	64%	74%	76%
No	693	18	26	32	43	44	44	40	29	32	53	83	99	79	72	77	174	181	162	45	13	41
	28%	28%	31%	21%	17%	16%	20%	20%	47%	36%	35%	33%	36%	35%	36%	26%	28%	30%	26%	36%	26%	24%

Digital Entertainment Survey 2013

56. Do you regularly update your browser to the latest available version?

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1807	195	477	686	326	122	177	182	403	280	71	125	72	22	155	155	119	46	31	641	960	159	16	221	244	232	431	936
	72%	89%	83%	72%	64%	51%	74%	80%	67%	80%	79%	68%	63%	68%	73%	70%	74%	67%	65%	71%	74%	72%	61%	75%	75%	80%	74%	70%
No	693	24	96	270	185	119	63	45	197	71	19	58	43	10	56	65	43	23	17	267	337	62	10	73	82	59	155	398
	28%	11%	17%	28%	36%	49%	26%	20%	33%	20%	21%	32%	37%	32%	27%	30%	26%	33%	35%	29%	26%	28%	39%	25%	25%	20%	26%	30%

Digital Entertainment Survey 2013

57. When you visit a website which of the following do you do?

Base: All respondents

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Partially type the name of the website into a search engine so that I am redirected to the site	1045	32	37	63	108	114	81	64	28	33	74	109	118	102	82	129	258	256	257	55	24	66
	42%	48%	44%	42%	43%	41%	36%	32%	45%	37%	49%	44%	43%	45%	41%	43%	41%	42%	41%	44%	48%	39%
Partially type the name of the website into the address bar (the box at the top of the browser screen)	661	14	25	51	81	65	35	39	22	36	43	83	74	48	45	90	175	158	156	24	12	46
	26%	22%	30%	34%	32%	24%	15%	20%	36%	41%	29%	33%	27%	21%	22%	30%	28%	26%	25%	19%	23%	27%
Type a fully-formed URL like http://www.bbc.co.uk into the address bar	247	3	9	17	20	32	31	16	4	5	12	25	26	23	25	34	71	51	61	16	2	12
	10%	4%	11%	12%	8%	12%	14%	8%	6%	5%	8%	10%	10%	10%	12%	11%	11%	8%	10%	12%	4%	7%
Use a previously stored bookmark	547	17	13	18	41	64	78	80	8	14	21	32	57	53	48	46	118	149	147	30	12	44
	22%	26%	16%	12%	16%	23%	35%	40%	13%	16%	14%	13%	21%	24%	24%	15%	19%	24%	24%	24%	25%	26%

Digital Entertainment Survey 2013

57. When you visit a website which of the following do you do?

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Partially type the name of the website into a search engine so that I am redirected to the site	1045	120	244	386	200	95	108	96	249	139	38	77	54	14	84	93	68	26	22	386	531	96	10	139	139	128	225	555
	42%	55%	43%	40%	39%	39%	45%	42%	41%	40%	42%	42%	47%	44%	40%	42%	42%	37%	47%	43%	41%	43%	37%	47%	42%	44%	38%	42%
Partially type the name of the website into the address bar (the box at the top of the browser screen)	661	50	184	257	121	49	58	64	160	103	24	63	39	10	46	56	28	10	16	262	332	47	5	82	87	77	131	372
	26%	23%	32%	27%	24%	20%	24%	28%	27%	29%	27%	34%	34%	32%	22%	25%	18%	15%	34%	29%	26%	21%	17%	28%	27%	27%	22%	28%
Type a fully-formed URL like http://www.bbc.co.uk into the address bar	247	22	57	91	49	28	23	28	61	38	15	10	6	2	21	21	14	8	1	82	137	24	3	27	36	34	64	123
	10%	10%	10%	10%	10%	12%	10%	12%	10%	11%	16%	6%	5%	6%	10%	10%	9%	11%	2%	9%	11%	11%	12%	9%	11%	12%	11%	9%
Use a previously stored bookmark	547	28	88	221	140	70	51	40	130	71	14	34	15	6	59	50	52	25	8	178	297	54	9	46	65	51	166	284
	22%	13%	15%	23%	27%	29%	21%	17%	22%	20%	16%	18%	14%	18%	28%	23%	32%	36%	18%	20%	23%	25%	35%	16%	20%	18%	28%	21%

Digital Entertainment Survey 2013

58. Please indicate how much you agree or disagree with each of the following statements.

Legitimate purchasers of CDs / DVDs / e-Books should be permitted under UK law to copy those items onto other devices (e.g., iPods / iPads) for their personal use

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	959	17	24	64	109	122	114	93	16	22	52	93	96	70	67	106	253	244	226	46	22	62
	38%	26%	28%	43%	44%	45%	51%	46%	26%	25%	34%	37%	35%	31%	33%	35%	41%	40%	36%	37%	44%	37%
Agree	769	20	26	40	79	76	54	58	14	32	36	79	99	84	73	94	183	206	198	31	12	45
	31%	30%	31%	27%	31%	28%	24%	29%	23%	36%	24%	31%	36%	37%	36%	31%	29%	33%	32%	25%	25%	27%
Disagree	156	7	12	25	23	12	8	6	7	8	16	12	7	5	8	25	40	29	35	11	2	13
	6%	10%	14%	17%	9%	4%	4%	3%	11%	9%	10%	5%	3%	2%	4%	8%	6%	5%	6%	9%	5%	8%
Strongly disagree	55	4	7	3	4	7	3	9	1	1	2	5	3	5	3	8	11	11	13	5	2	6
	2%	6%	8%	2%	2%	2%	1%	4%	2%	1%	1%	2%	1%	2%	1%	3%	2%	2%	2%	4%	4%	3%
I have no opinion	561	18	16	17	35	57	46	34	23	25	45	62	71	62	50	66	136	124	150	32	11	42
	22%	28%	19%	12%	14%	21%	20%	17%	38%	28%	30%	25%	26%	28%	25%	22%	22%	20%	24%	26%	23%	25%
AGREE	1728	37	50	104	188	199	168	151	30	54	88	171	194	154	139	199	436	449	425	77	34	107
	69%	56%	59%	70%	75%	72%	75%	75%	49%	61%	58%	69%	71%	68%	70%	67%	70%	73%	68%	62%	69%	64%
DISAGREE	211	11	18	28	28	19	11	15	8	9	18	16	10	9	11	33	51	41	48	16	4	18
	8%	16%	22%	19%	11%	7%	5%	8%	13%	11%	12%	6%	4%	4%	5%	11%	8%	7%	8%	13%	9%	11%

Digital Entertainment Survey 2013

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Legitimate purchasers of CDs / DVDs / e-Books should be permitted under UK law to copy those items onto other devices (e.g., iPods / iPads) for their personal use

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	959	101	229	381	186	62	86	73	242	138	41	76	32	12	104	80	56	20	9	354	495	92	8	98	126	105	223	527
	38%	46%	40%	40%	36%	26%	36%	32%	40%	39%	45%	41%	28%	38%	49%	36%	35%	29%	20%	39%	38%	42%	31%	33%	38%	36%	38%	39%
Agree	769	69	179	303	162	56	65	73	181	124	29	59	31	10	42	78	62	14	14	249	434	66	7	99	95	105	200	383
	31%	31%	31%	32%	32%	23%	27%	32%	30%	35%	31%	32%	27%	31%	20%	36%	38%	20%	29%	27%	33%	30%	26%	34%	29%	36%	34%	29%
Disagree	156	15	52	57	23	9	20	15	40	21	6	12	18	1	8	6	4	4	7	83	62	3	2	16	16	17	22	99
	6%	7%	9%	6%	5%	4%	8%	7%	7%	6%	7%	7%	16%	3%	4%	3%	3%	6%	14%	9%	5%	1%	7%	5%	5%	6%	4%	7%
Strongly disagree	55	6	15	14	10	9	6	10	16	8	-	1	4	-	3	3	3	3	3	14	31	8	-	13	9	6	14	25
	2%	3%	3%	1%	2%	4%	2%	4%	3%	2%	-	1%	3%	-	1%	1%	2%	4%	6%	1%	2%	4%	-	4%	3%	2%	2%	2%
I have no opinion	561	29	98	200	129	104	64	56	121	61	15	35	30	9	54	53	36	28	15	210	275	52	10	68	81	58	128	300
	22%	13%	17%	21%	25%	43%	27%	25%	20%	17%	17%	19%	26%	28%	26%	24%	22%	41%	31%	23%	21%	24%	36%	23%	25%	20%	22%	22%
AGREE	1728	170	408	684	348	118	151	146	423	262	69	135	63	22	146	158	118	34	23	603	929	158	15	197	221	210	423	910
	69%	77%	71%	72%	68%	49%	63%	64%	71%	75%	76%	74%	55%	68%	69%	72%	73%	49%	49%	66%	72%	71%	57%	67%	68%	72%	72%	68%
DISAGREE	211	20	67	71	34	18	25	25	56	29	6	14	22	1	11	9	7	7	9	96	93	11	2	29	24	23	36	124
	8%	9%	12%	7%	7%	8%	11%	11%	9%	8%	7%	7%	19%	3%	5%	4%	4%	10%	20%	11%	7%	5%	7%	10%	7%	8%	6%	9%

Digital Entertainment Survey 2013

58. Please indicate how much you agree or disagree with each of the following statements.

Legitimate purchasers of CDs / DVDs / e-Books should be permitted under UK law to copy those items onto other devices for their own personal use and that of their immediate family

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	783	13	22	45	96	89	98	78	15	23	50	66	75	59	54	94	211	187	191	34	21	45
	31%	20%	27%	30%	38%	32%	44%	39%	25%	27%	33%	26%	27%	26%	27%	31%	34%	31%	31%	27%	41%	27%
Agree	834	21	22	58	85	97	63	64	18	30	39	85	97	81	75	92	191	235	206	45	13	53
	33%	32%	27%	38%	34%	35%	28%	32%	28%	35%	26%	34%	35%	36%	37%	31%	31%	38%	33%	36%	26%	31%
Disagree	208	9	17	21	23	21	16	13	5	8	17	16	17	11	14	32	50	45	53	8	5	15
	8%	14%	20%	14%	9%	8%	7%	7%	8%	9%	11%	6%	6%	5%	7%	11%	8%	7%	8%	7%	10%	9%
Strongly disagree	64	3	1	8	11	8	4	5	1	2	2	3	5	7	4	8	18	10	15	6	-	9
	3%	4%	2%	5%	4%	3%	2%	3%	2%	3%	1%	1%	2%	3%	2%	3%	3%	2%	2%	5%	-	5%
I have no opinion	610	20	21	20	35	61	45	39	23	23	43	80	81	66	54	74	153	137	158	32	11	46
	24%	30%	25%	13%	14%	22%	20%	20%	38%	27%	29%	32%	29%	29%	27%	25%	24%	22%	25%	25%	22%	27%
AGREE	1618	34	45	102	181	186	161	142	33	54	89	151	172	141	129	186	402	422	397	79	34	98
	65%	52%	53%	68%	72%	67%	71%	71%	53%	61%	59%	60%	63%	63%	64%	62%	65%	69%	64%	63%	67%	58%
DISAGREE	272	12	18	28	35	28	20	19	6	11	19	19	23	18	18	39	68	55	67	14	5	24
	11%	18%	22%	19%	14%	10%	9%	9%	9%	12%	12%	8%	8%	8%	9%	13%	11%	9%	11%	11%	10%	14%

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Legitimate purchasers of CDs / DVDs / e-Books should be permitted under UK law to copy those items onto other devices for their own personal use and that of their immediate family

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	783	86	191	309	151	47	70	69	187	108	31	69	26	8	80	71	45	20	8	281	411	76	7	84	108	92	180	424
	31%	39%	33%	32%	30%	19%	29%	30%	31%	31%	34%	37%	23%	25%	38%	32%	28%	28%	18%	31%	32%	34%	26%	28%	33%	32%	31%	32%
Agree	834	73	213	317	176	55	66	68	210	133	36	56	38	12	61	75	65	15	13	292	452	72	5	99	107	108	204	426
	33%	33%	37%	33%	34%	23%	28%	30%	35%	38%	39%	30%	33%	37%	29%	34%	40%	22%	28%	32%	35%	32%	17%	33%	33%	37%	35%	32%
Disagree	208	20	48	84	36	21	24	29	44	31	6	20	14	1	10	16	9	5	6	91	99	9	3	25	23	17	47	119
	8%	9%	8%	9%	7%	9%	10%	13%	7%	9%	7%	11%	12%	3%	5%	7%	5%	7%	13%	10%	8%	4%	12%	9%	7%	6%	8%	9%
Strongly disagree	64	10	16	20	11	6	7	6	22	11	2	2	5	-	5	2	2	2	2	22	32	8	-	12	10	9	12	34
	3%	5%	3%	2%	2%	3%	3%	2%	4%	3%	2%	1%	4%	-	2%	1%	3%	3%	5%	2%	2%	4%	-	4%	3%	3%	2%	3%
I have no opinion	610	31	105	226	136	112	73	56	137	68	16	37	32	11	54	57	42	27	17	222	303	56	12	75	78	65	143	331
	24%	14%	18%	24%	27%	46%	30%	25%	23%	19%	17%	20%	28%	35%	26%	26%	26%	40%	37%	24%	23%	25%	45%	25%	24%	22%	24%	25%
AGREE	1618	159	404	625	327	102	137	137	397	242	67	124	64	20	142	146	109	35	22	574	863	148	12	182	215	200	385	850
	65%	72%	70%	65%	64%	42%	57%	60%	66%	69%	74%	68%	56%	62%	67%	66%	68%	50%	45%	63%	67%	67%	43%	62%	66%	69%	66%	64%
DISAGREE	272	30	64	104	47	27	30	34	66	42	8	22	18	1	15	18	11	7	9	113	131	17	3	37	33	26	58	153
	11%	14%	11%	11%	9%	11%	13%	15%	11%	12%	9%	12%	16%	3%	7%	8%	7%	10%	18%	12%	10%	8%	12%	13%	10%	9%	10%	12%

Digital Entertainment Survey 2013

58. Please indicate how much you agree or disagree with each of the following statements.

Consumers should be permitted under UK law to store copies of music, films, TV programmes and e-Books legitimately purchased by them in the 'cloud' (i.e. on the internet so it can be accessed from anywhere) for access by themselves and their family and friends on any device

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	646	14	22	40	88	87	71	58	15	16	33	64	57	37	42	79	168	155	153	32	15	42
	26%	22%	27%	27%	35%	32%	32%	29%	25%	19%	22%	26%	21%	17%	21%	27%	27%	25%	25%	26%	31%	25%
Agree	769	16	25	52	84	81	56	55	16	25	47	80	91	75	66	92	185	217	182	35	16	42
	31%	24%	30%	35%	33%	29%	25%	28%	26%	28%	31%	32%	33%	33%	33%	31%	30%	35%	29%	28%	32%	25%
Disagree	273	11	13	28	29	31	31	16	5	14	17	18	21	18	22	31	73	56	74	15	5	18
	11%	16%	16%	19%	11%	11%	14%	8%	8%	16%	11%	7%	8%	8%	11%	11%	12%	9%	12%	12%	11%	11%
Strongly disagree	78	4	5	3	11	10	6	9	1	2	5	8	1	7	4	12	21	11	16	7	1	9
	3%	6%	6%	2%	4%	4%	2%	4%	2%	3%	3%	3%	*	3%	2%	4%	3%	2%	3%	6%	2%	6%
I have no opinion	734	21	18	26	39	66	62	62	25	30	49	79	105	87	66	84	174	175	197	36	12	55
	29%	32%	22%	17%	16%	24%	27%	31%	40%	35%	32%	32%	38%	39%	33%	28%	28%	29%	32%	29%	24%	33%
AGREE	1415	30	47	92	171	168	127	113	32	41	80	144	148	112	108	171	354	372	335	67	31	84
	57%	46%	56%	62%	69%	61%	56%	57%	51%	47%	53%	58%	54%	50%	54%	57%	57%	61%	54%	54%	63%	50%
DISAGREE	351	14	18	32	40	41	36	25	6	16	21	26	22	26	26	44	95	66	90	22	6	28
	14%	22%	22%	21%	16%	15%	16%	13%	9%	19%	14%	10%	8%	11%	13%	15%	15%	11%	14%	17%	13%	17%

Digital Entertainment Survey 2013

58. Please indicate how much you agree or disagree with each of the following statements.

Consumers should be permitted under UK law to store copies of music, films, TV programmes and e-Books legitimately purchased by them in the 'cloud' (i.e. on the internet so it can be accessed from anywhere) for access by themselves and their family and friends on any device

Base: All respondents

	Ownership of technology devices						Which of the following best describes your occupation?											What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	646	83	158	253	118	33	55	56	164	87	31	50	31	9	66	49	31	16	11	246	332	52	5	74	82	69	137	362
	26%	38%	28%	26%	23%	14%	23%	25%	27%	25%	34%	27%	27%	29%	31%	22%	19%	24%	22%	27%	26%	23%	20%	25%	25%	24%	23%	27%
Agree	769	69	211	292	151	45	66	83	178	130	29	59	26	8	50	75	53	12	8	274	417	65	6	102	109	105	189	379
	31%	32%	37%	31%	30%	19%	28%	37%	30%	37%	32%	32%	22%	24%	24%	34%	33%	18%	18%	30%	32%	29%	21%	35%	33%	36%	32%	28%
Disagree	273	27	66	107	52	21	28	18	69	35	11	27	19	3	21	16	19	7	8	110	129	23	4	26	30	33	52	162
	11%	12%	12%	11%	10%	9%	12%	8%	12%	10%	12%	15%	17%	9%	10%	7%	11%	10%	16%	12%	10%	10%	13%	9%	9%	11%	9%	12%
Strongly disagree	78	11	17	22	13	15	8	9	20	14	4	1	5	1	5	2	5	3	4	23	42	7	1	13	16	6	19	36
	3%	5%	3%	2%	3%	6%	3%	4%	3%	4%	5%	1%	4%	3%	3%	1%	3%	4%	8%	3%	3%	3%	5%	4%	5%	2%	3%	3%
I have no opinion	734	30	121	281	176	126	83	61	168	85	15	46	34	11	68	79	53	31	17	255	376	75	11	80	89	76	190	394
	29%	14%	21%	29%	35%	52%	35%	27%	28%	24%	17%	25%	29%	35%	32%	36%	33%	45%	37%	28%	29%	34%	40%	27%	27%	26%	32%	30%
AGREE	1415	153	369	545	269	79	121	139	342	217	60	109	57	17	116	124	84	29	19	520	749	116	11	175	191	175	326	742
	57%	70%	64%	57%	53%	33%	51%	61%	57%	62%	66%	60%	50%	53%	55%	56%	52%	42%	40%	57%	58%	53%	41%	60%	59%	60%	56%	56%
DISAGREE	351	37	83	129	65	36	36	28	89	49	15	28	24	4	27	17	24	9	11	133	171	30	5	39	46	40	70	198
	14%	17%	15%	14%	13%	15%	15%	12%	15%	14%	17%	15%	21%	12%	13%	8%	15%	14%	23%	15%	13%	14%	18%	13%	14%	14%	12%	15%

Digital Entertainment Survey 2013

58. Please indicate how much you agree or disagree with each of the following statements.

Technologies that restrict copying (such as DRM - Digital Rights Management) should not be applied to e-Books

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	301	5	16	24	63	38	31	20	4	4	15	33	25	13	11	51	66	75	73	12	6	17
	12%	8%	19%	16%	25%	14%	14%	10%	6%	4%	10%	13%	9%	6%	6%	17%	11%	12%	12%	10%	12%	10%
Agree	508	21	20	38	65	61	44	40	9	16	35	44	43	38	32	70	115	124	141	20	6	31
	20%	32%	23%	25%	26%	22%	20%	20%	15%	19%	23%	18%	15%	17%	16%	23%	18%	20%	23%	16%	12%	19%
Disagree	456	8	18	35	40	45	40	46	11	21	29	42	48	38	33	47	128	116	101	26	12	26
	18%	12%	22%	23%	16%	16%	18%	23%	17%	24%	19%	17%	17%	17%	17%	16%	21%	19%	16%	21%	24%	16%
Strongly disagree	176	4	4	10	20	21	18	20	4	4	12	16	19	11	15	22	51	34	42	8	3	16
	7%	6%	5%	7%	8%	8%	8%	10%	6%	4%	8%	6%	7%	5%	7%	7%	8%	6%	7%	7%	6%	9%
I have no opinion	1060	28	26	43	61	110	92	74	35	43	59	114	140	124	108	109	262	264	265	58	23	77
	42%	42%	31%	29%	24%	40%	41%	37%	57%	49%	40%	45%	51%	55%	54%	36%	42%	43%	43%	46%	47%	46%
AGREE	809	26	36	62	129	99	75	60	13	20	50	78	68	51	44	121	181	200	214	33	12	48
	32%	40%	42%	41%	51%	36%	33%	30%	21%	23%	33%	31%	25%	23%	22%	41%	29%	32%	34%	26%	24%	29%
DISAGREE	632	12	22	45	60	66	58	66	14	25	41	59	67	49	48	69	179	150	142	35	15	42
	25%	18%	27%	30%	24%	24%	26%	33%	23%	28%	27%	23%	24%	22%	24%	23%	29%	24%	23%	28%	29%	25%

Digital Entertainment Survey 2013

58. Please indicate how much you agree or disagree with each of the following statements.

Technologies that restrict copying (such as DRM - Digital Rights Management) should not be applied to e-Books

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	301	63	84	106	34	14	24	31	76	36	23	30	7	6	25	24	10	10	4	121	157	17	2	40	38	40	59	172
	12%	28%	15%	11%	7%	6%	10%	13%	13%	10%	25%	16%	6%	19%	12%	11%	6%	14%	7%	13%	12%	8%	9%	13%	12%	14%	10%	13%
Agree	508	56	166	190	69	27	48	59	106	89	26	44	20	4	37	43	26	7	10	192	262	39	5	69	76	68	112	253
	20%	25%	29%	20%	13%	11%	20%	26%	18%	25%	28%	24%	18%	12%	17%	20%	16%	10%	21%	21%	20%	18%	19%	24%	23%	23%	19%	19%
Disagree	456	45	104	192	89	25	28	35	119	77	15	40	27	3	28	33	40	12	12	168	230	40	5	47	61	47	104	257
	18%	21%	18%	20%	17%	10%	12%	15%	20%	22%	16%	22%	23%	9%	13%	15%	25%	17%	25%	19%	18%	18%	20%	16%	19%	16%	18%	19%
Strongly disagree	176	16	38	60	41	22	18	18	41	27	7	9	7	3	21	11	10	4	1	62	94	19	-	24	25	18	43	90
	7%	7%	7%	6%	8%	9%	8%	8%	7%	8%	7%	5%	6%	9%	10%	5%	6%	7%	2%	7%	7%	8%	-	8%	8%	6%	7%	7%
I have no opinion	1060	40	182	407	279	152	122	85	258	122	20	61	54	16	99	109	77	36	21	365	553	106	14	115	126	118	268	562
	42%	18%	32%	43%	55%	63%	51%	37%	43%	35%	23%	33%	47%	51%	47%	50%	47%	53%	44%	40%	43%	48%	53%	39%	39%	41%	46%	42%
AGREE	809	118	250	296	102	42	72	89	181	125	49	74	27	10	62	67	35	16	13	313	419	56	7	109	114	108	171	425
	32%	54%	44%	31%	20%	17%	30%	39%	30%	36%	54%	40%	24%	31%	30%	31%	22%	24%	28%	34%	32%	25%	27%	37%	35%	37%	29%	32%
DISAGREE	632	61	142	252	130	46	46	53	160	104	21	48	34	6	49	44	50	16	13	230	324	59	5	70	86	65	148	347
	25%	28%	25%	26%	25%	19%	19%	23%	27%	30%	24%	26%	30%	18%	23%	20%	31%	23%	28%	25%	25%	27%	20%	24%	26%	22%	25%	26%

Digital Entertainment Survey 2013

58. Please indicate how much you agree or disagree with each of the following statements.

I would pay more for an e-Book to obtain a copy that can be copied on to various devices

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	187 7%	9 14%	13 16%	17 12%	24 10%	28 10%	9 4%	5 3%	6 9%	5 5%	16 10%	17 7%	23 8%	7 3%	6 3%	41 14%	32 5%	45 7%	50 8%	8 6%	2 4%	9 5%
Agree	506 20%	7 10%	28 33%	43 29%	66 27%	59 22%	43 19%	34 17%	12 19%	19 21%	36 24%	60 24%	49 18%	27 12%	25 12%	66 22%	115 19%	127 21%	128 21%	28 22%	12 25%	30 18%
Disagree	584 23%	17 26%	16 19%	36 24%	63 25%	53 19%	53 24%	54 27%	14 23%	28 32%	25 17%	51 21%	64 23%	57 25%	53 26%	79 27%	160 26%	146 24%	133 21%	22 18%	11 22%	32 19%
Strongly disagree	360 14%	5 8%	8 9%	21 14%	35 14%	39 14%	40 18%	36 18%	5 8%	2 3%	18 12%	34 14%	43 15%	34 15%	42 21%	31 10%	97 16%	81 13%	91 15%	26 20%	8 17%	26 16%
I have no opinion	863 35%	28 42%	20 23%	33 22%	61 24%	96 35%	79 35%	71 36%	26 42%	34 39%	56 37%	88 35%	97 35%	101 45%	75 37%	82 27%	218 35%	215 35%	219 35%	42 34%	16 33%	70 42%
AGREE	693 28%	16 24%	41 48%	61 41%	91 36%	88 32%	52 23%	39 20%	18 28%	23 27%	52 34%	77 31%	71 26%	34 15%	31 15%	107 36%	147 24%	172 28%	178 29%	35 28%	14 29%	39 23%
DISAGREE	944 38%	22 34%	24 28%	57 38%	98 39%	91 33%	93 41%	89 45%	19 30%	30 35%	43 29%	86 34%	107 39%	91 40%	95 47%	110 37%	258 41%	227 37%	225 36%	48 38%	19 39%	58 35%

Digital Entertainment Survey 2013

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I would pay more for an e-Book to obtain a copy that can be copied on to various devices

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	187	43	51	62	19	12	19	16	31	32	14	25	10	1	14	16	4	5	7	78	92	8	1	25	39	25	27	106
	7%	20%	9%	6%	4%	5%	8%	7%	5%	9%	16%	14%	8%	3%	7%	7%	3%	7%	15%	9%	7%	4%	5%	9%	12%	9%	5%	8%
Agree	506	74	167	177	72	17	40	60	121	83	33	42	22	6	31	37	20	11	7	187	277	29	6	86	71	78	96	258
	20%	34%	29%	19%	14%	7%	17%	27%	20%	24%	36%	23%	19%	18%	15%	17%	13%	15%	14%	21%	21%	13%	23%	29%	22%	27%	16%	19%
Disagree	584	31	146	260	120	28	42	43	158	87	18	48	33	8	41	46	52	10	11	215	294	59	4	56	67	63	138	322
	23%	14%	25%	27%	23%	12%	17%	19%	26%	25%	20%	26%	29%	25%	19%	21%	32%	14%	24%	24%	23%	27%	15%	19%	21%	22%	24%	24%
Strongly disagree	360	26	59	138	86	51	33	35	91	50	7	17	8	4	45	34	26	10	1	118	197	44	-	36	37	34	102	192
	14%	12%	10%	14%	17%	21%	14%	15%	15%	14%	8%	9%	7%	12%	21%	15%	16%	15%	3%	13%	15%	20%	-	12%	11%	12%	17%	14%
I have no opinion	863	46	151	319	215	132	106	73	198	99	18	51	42	13	81	88	60	34	21	311	436	80	15	90	112	91	223	456
	35%	21%	26%	33%	42%	55%	44%	32%	33%	28%	20%	28%	37%	43%	38%	40%	37%	49%	44%	34%	34%	36%	57%	31%	34%	31%	38%	34%
AGREE	693	117	217	239	91	29	59	77	152	115	47	67	32	7	45	52	25	15	14	264	369	38	7	112	111	103	123	364
	28%	53%	38%	25%	18%	12%	25%	34%	25%	33%	52%	37%	28%	21%	21%	24%	15%	22%	29%	29%	29%	17%	28%	38%	34%	35%	21%	27%
DISAGREE	944	57	205	398	205	79	75	78	249	137	26	65	41	11	85	80	77	20	13	333	491	103	4	92	104	97	241	514
	38%	26%	36%	42%	40%	33%	31%	34%	42%	39%	28%	35%	35%	36%	40%	36%	48%	29%	27%	37%	38%	47%	15%	31%	32%	33%	41%	39%

Digital Entertainment Survey 2013

58. Please indicate how much you agree or disagree with each of the following statements.

A levy should be charged on products that allow the copying of digital content (such as discs and other media devices) to compensate copyright holders for any changes to current UK copyright law that permit private copying

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	195 8%	3 4%	7 8%	13 9%	29 11%	34 12%	10 5%	20 10%	2 4%	4 4%	12 8%	18 7%	19 7%	12 5%	14 7%	46 15%	36 6%	43 7%	46 7%	10 8%	4 8%	11 7%
Agree	592 24%	16 24%	26 31%	37 25%	72 29%	63 23%	51 23%	49 25%	11 17%	18 20%	34 23%	51 21%	56 20%	59 26%	48 24%	76 25%	131 21%	151 25%	156 25%	25 20%	17 33%	37 22%
Disagree	475 19%	13 20%	16 19%	49 33%	48 19%	51 18%	48 21%	47 24%	12 19%	20 23%	26 18%	37 15%	42 15%	35 15%	32 16%	50 17%	139 22%	108 18%	115 18%	26 21%	4 9%	33 20%
Strongly disagree	256 10%	7 10%	9 11%	20 13%	44 18%	31 11%	36 16%	25 13%	5 8%	5 5%	11 7%	22 9%	19 7%	13 6%	11 5%	29 10%	57 9%	69 11%	61 10%	15 12%	6 12%	19 11%
I have no opinion	983 39%	28 42%	26 31%	32 21%	57 23%	96 35%	79 35%	59 29%	33 53%	42 48%	67 45%	122 49%	139 51%	107 48%	96 48%	98 33%	261 42%	244 40%	244 39%	49 39%	19 39%	68 40%
AGREE	787 31%	18 28%	33 39%	50 33%	101 40%	97 35%	62 27%	69 34%	13 21%	21 24%	46 31%	69 28%	75 27%	70 31%	62 31%	122 41%	166 27%	193 32%	203 33%	34 27%	20 41%	48 28%
DISAGREE	730 29%	20 30%	25 30%	68 46%	92 37%	82 30%	84 37%	72 36%	16 26%	25 28%	37 25%	59 23%	61 22%	48 21%	42 21%	79 26%	196 31%	177 29%	175 28%	42 33%	10 20%	52 31%

Digital Entertainment Survey 2013

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A levy should be charged on products that allow the copying of digital content (such as discs and other media devices) to compensate copyright holders for any changes to current UK copyright law that permit private copying

Base: All respondents

	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren		
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334	
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	195	43	44	64	26	18	22	27	38	26	15	11	7	3	14	16	11	7	2	68	111	14	-	29	40	26	47	90	
	8%	20%	8%	7%	5%	8%	9%	12%	6%	7%	17%	6%	6%	10%	7%	7%	7%	10%	4%	7%	9%	6%	-	10%	12%	9%	8%	7%	
Agree	592	71	157	225	95	44	45	77	139	96	21	46	20	5	47	41	44	10	11	208	320	47	5	66	79	76	137	306	
	24%	33%	27%	24%	19%	18%	19%	34%	23%	27%	23%	25%	18%	15%	22%	19%	27%	15%	23%	23%	25%	21%	18%	23%	24%	26%	23%	23%	
Disagree	475	35	132	189	91	28	43	27	116	76	15	47	29	4	39	31	35	13	11	183	233	41	6	45	44	61	102	272	
	19%	16%	23%	20%	18%	11%	18%	12%	19%	22%	17%	26%	25%	13%	19%	14%	21%	19%	23%	20%	18%	19%	22%	15%	13%	21%	17%	20%	
Strongly disagree	256	30	80	81	49	16	18	16	70	41	17	14	13	3	25	26	10	3	5	100	130	20	-	35	30	29	60	142	
	10%	14%	14%	9%	10%	7%	8%	7%	12%	12%	19%	8%	11%	9%	12%	12%	6%	4%	11%	11%	10%	9%	-	12%	9%	10%	10%	11%	
I have no opinion	983	40	161	396	250	135	111	80	237	113	23	65	46	17	86	106	63	37	18	348	501	98	16	119	133	98	240	523	
	39%	18%	28%	41%	49%	56%	46%	35%	40%	32%	25%	35%	41%	53%	41%	48%	39%	53%	39%	38%	39%	45%	60%	40%	41%	34%	41%	39%	
AGREE	787	115	201	289	121	62	67	104	176	122	36	58	27	8	61	57	54	17	13	276	431	62	5	95	119	102	184	396	
	31%	52%	35%	30%	24%	26%	28%	46%	29%	35%	40%	31%	24%	25%	29%	26%	34%	24%	28%	30%	33%	28%	18%	32%	36%	35%	31%	30%	
DISAGREE	730	65	212	270	140	44	62	43	186	117	32	61	41	7	64	57	45	16	16	284	364	61	6	81	74	91	163	414	
	29%	29%	37%	28%	27%	18%	26%	19%	31%	33%	35%	33%	36%	22%	30%	26%	28%	23%	34%	31%	28%	28%	22%	27%	23%	31%	28%	31%	

Digital Entertainment Survey 2013

58. Please indicate how much you agree or disagree with each of the following statements.

Summary table

Base: All respondents

	Total	Strongly agree	Agree	Disagree	Strongly disagree	I have no opinion	AGREE	DISAGREE
Legitimate purchasers of CDs / DVDs / e-Books should be permitted under UK law to copy those items onto other devices (e.g., iPods / iPads) for their personal use	2500 100%	959 38%	769 31%	156 6%	55 2%	561 22%	1728 69%	211 8%
Legitimate purchasers of CDs / DVDs / e-Books should be permitted under UK law to copy those items onto other devices for their own personal use and that of their immediate family	2500 100%	783 31%	834 33%	208 8%	64 3%	610 24%	1618 65%	272 11%
Consumers should be permitted under UK law to store copies of music, films, TV programmes and e-Books legitimately purchased by them in the 'cloud' (i.e. on the internet so it can be accessed from anywhere) for access by themselves and their family and friends on any device	2500 100%	646 26%	769 31%	273 11%	78 3%	734 29%	1415 57%	351 14%
Technologies that restrict copying (such as DRM - Digital Rights Management) should not be applied to e-Books	2500 100%	301 12%	508 20%	456 18%	176 7%	1060 42%	809 32%	632 25%
I would pay more for an e-Book to obtain a copy that can be copied on to various devices	2500 100%	187 7%	506 20%	584 23%	360 14%	863 35%	693 28%	944 38%

Digital Entertainment Survey 2013

58. Please indicate how much you agree or disagree with each of the following statements.

Summary table

Base: All respondents

A levy should be charged on products that allow the copying of digital content (such as discs and other media devices) to compensate copyright holders for any changes to current UK copyright law that permit private copying

Total	Strongly agree	Agree	Disagree	Strongly disagree	I have no opinion	AGREE	DISAGREE
2500	195	592	475	256	983	787	730
100%	8%	24%	19%	10%	39%	31%	29%

Digital Entertainment Survey 2013

59. When searching for online access to music, movies, games or e-books how easy would you say it is to distinguish between lawful websites and pirate sites?

Base: All respondents

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very easy	359	18	18	43	61	56	27	18	6	11	24	30	24	13	11	50	81	93	83	16	13	23
	14%	28%	22%	29%	24%	20%	12%	9%	9%	12%	16%	12%	9%	6%	5%	17%	13%	15%	13%	13%	26%	14%
Fairly easy	703	13	33	54	104	81	49	43	25	29	39	87	71	45	30	98	175	176	178	34	6	36
	28%	20%	39%	36%	42%	29%	22%	21%	40%	33%	26%	35%	26%	20%	15%	33%	28%	29%	29%	27%	13%	22%
Neither easy nor difficult	905	18	25	35	62	92	97	88	12	29	56	81	105	101	104	94	232	215	229	48	17	70
	36%	28%	30%	23%	25%	34%	43%	44%	19%	33%	37%	32%	38%	45%	52%	31%	37%	35%	37%	39%	34%	42%
Fairly difficult	371	7	7	13	13	29	36	34	13	14	24	43	53	48	36	34	93	92	98	19	10	24
	15%	10%	8%	9%	5%	11%	16%	17%	21%	16%	16%	17%	19%	21%	18%	12%	15%	15%	16%	15%	19%	15%
Very difficult	162	9	1	4	9	17	15	17	7	5	7	9	22	19	20	23	42	38	33	8	4	13
	6%	14%	2%	3%	4%	6%	7%	8%	11%	5%	5%	4%	8%	9%	10%	8%	7%	6%	5%	6%	8%	8%
EASY	1063	32	51	98	165	137	77	61	30	40	63	116	95	58	40	148	256	269	261	50	19	60
	43%	48%	61%	65%	66%	50%	34%	30%	49%	45%	42%	47%	35%	26%	20%	49%	41%	44%	42%	40%	39%	36%
DIFFICULT	532	16	8	17	22	46	51	51	20	19	31	52	75	67	56	57	135	130	131	27	13	38
	21%	24%	9%	12%	9%	17%	23%	25%	32%	21%	21%	21%	27%	30%	28%	19%	22%	21%	21%	21%	27%	22%

Digital Entertainment Survey 2013

59. When searching for online access to music, movies, games or e-books how easy would you say it is to distinguish between lawful websites and pirate sites?

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	Housewife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very easy	359	91	130	87	39	12	36	49	79	49	23	36	18	4	21	23	14	7	9	146	185	16	4	57	55	43	52	207
	14%	41%	23%	9%	8%	5%	15%	22%	13%	14%	25%	20%	16%	12%	10%	11%	9%	10%	19%	16%	14%	7%	13%	19%	17%	15%	9%	16%
Fairly easy	703	78	213	279	97	37	58	70	185	113	19	69	39	9	53	52	27	10	14	290	350	44	5	88	98	90	114	409
	28%	35%	37%	29%	19%	15%	24%	31%	31%	32%	21%	38%	34%	29%	25%	24%	17%	14%	30%	32%	27%	20%	19%	30%	30%	31%	19%	31%
Neither easy nor difficult	905	30	148	397	211	120	98	62	218	113	30	40	27	17	84	95	87	33	10	297	481	103	14	86	106	104	266	455
	36%	13%	26%	42%	41%	50%	41%	27%	36%	32%	33%	22%	24%	53%	40%	43%	54%	48%	22%	33%	37%	47%	51%	29%	32%	36%	45%	34%
Fairly difficult	371	10	61	143	114	42	34	36	83	60	10	31	14	-	33	37	25	7	9	125	194	42	1	40	49	37	107	185
	15%	4%	11%	15%	22%	18%	14%	16%	14%	17%	12%	17%	13%	-	16%	17%	15%	9%	20%	14%	15%	19%	4%	14%	15%	13%	18%	14%
Very difficult	162	12	21	49	50	30	14	11	35	16	8	7	16	2	19	12	9	13	5	50	86	17	4	23	18	17	48	78
	6%	6%	4%	5%	10%	12%	6%	5%	6%	4%	9%	4%	14%	6%	9%	5%	5%	18%	10%	5%	7%	8%	13%	8%	6%	6%	8%	6%
EASY	1063	168	343	366	136	49	94	119	264	162	42	105	57	13	74	76	41	16	23	436	536	59	9	145	153	133	166	616
	43%	77%	60%	38%	27%	20%	39%	52%	44%	46%	46%	57%	50%	42%	35%	34%	25%	24%	49%	48%	41%	27%	32%	49%	47%	46%	28%	46%
DIFFICULT	532	22	83	192	164	72	48	47	117	76	19	38	30	2	53	49	34	19	14	175	280	59	5	63	67	54	155	263
	21%	10%	14%	20%	32%	30%	20%	21%	20%	22%	21%	21%	26%	6%	25%	22%	21%	28%	30%	19%	22%	27%	17%	22%	21%	18%	26%	20%

Digital Entertainment Survey 2013

60. When searching online to download or stream music, movies, games or e- books, which of the following attributes would indicate to you that a site is legitimate and the content is legal?

Base: All respondents

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
There is advertising by big brands	538	20	28	37	57	59	44	43	23	26	39	41	47	46	29	83	124	135	127	23	14	32
	22%	30%	33%	25%	23%	22%	20%	21%	38%	29%	26%	16%	17%	20%	14%	28%	20%	22%	20%	18%	28%	19%
The site is an established legitimate brand	1301	34	39	80	114	140	116	122	36	46	62	118	150	133	109	137	338	318	323	74	27	84
	52%	52%	47%	54%	46%	51%	51%	61%	58%	52%	42%	47%	55%	59%	54%	46%	54%	52%	52%	59%	55%	50%
The site appears high in Google search results	671	26	37	48	54	72	46	36	32	23	54	70	68	66	40	94	168	157	161	35	11	45
	27%	40%	44%	32%	22%	26%	20%	18%	51%	27%	36%	28%	25%	29%	20%	31%	27%	26%	26%	28%	23%	27%
Payment is required to access the content	693	22	24	43	83	68	51	56	20	33	47	69	69	59	49	89	176	173	170	27	21	36
	28%	34%	28%	29%	33%	25%	23%	28%	32%	37%	31%	28%	25%	26%	25%	30%	28%	28%	27%	22%	43%	22%
The site looks professional	669	29	37	53	86	72	34	31	30	40	60	70	63	35	29	98	160	171	155	33	13	39
	27%	44%	44%	36%	34%	26%	15%	16%	49%	45%	40%	28%	23%	15%	14%	33%	26%	28%	25%	26%	26%	23%
The site has terms and conditions	956	24	37	58	81	86	83	75	32	36	68	80	115	91	91	109	242	248	234	48	18	57
	38%	36%	44%	38%	32%	31%	37%	38%	51%	41%	45%	32%	42%	40%	46%	37%	39%	40%	38%	38%	37%	34%
There is advertising by small companies	171	7	8	20	27	22	8	9	8	9	12	13	12	7	11	32	45	34	38	5	5	12
	7%	10%	9%	13%	11%	8%	4%	4%	13%	11%	8%	5%	4%	3%	5%	11%	7%	6%	6%	4%	10%	7%
There is no content uploaded by other users of the site	493	20	9	30	65	69	47	33	8	32	35	51	44	26	24	59	130	128	109	23	11	34
	20%	30%	11%	20%	26%	25%	21%	17%	13%	36%	23%	21%	16%	11%	12%	20%	21%	21%	17%	18%	22%	20%
Other	175	1	-	2	9	17	23	32	1	1	6	14	22	19	27	12	41	48	55	6	1	12
	7%	2%	-	1%	4%	6%	10%	16%	2%	1%	4%	5%	8%	9%	14%	4%	7%	8%	9%	5%	2%	7%

Digital Entertainment Survey 2013

60. When searching online to download or stream music, movies, games or e-books, which of the following attributes would indicate to you that a site is legitimate and the content is legal?

Base: All respondents

	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
There is advertising by big brands	538	68	131	207	104	28	55	50	123	60	20	55	39	8	41	46	29	10	13	218	267	35	5	57	72	72	110	293
	22%	31%	23%	22%	20%	12%	23%	22%	21%	17%	22%	30%	34%	26%	20%	21%	18%	15%	26%	24%	21%	16%	19%	20%	22%	25%	19%	22%
The site is an established legitimate brand	1301	102	303	517	282	97	111	89	337	190	33	115	56	14	112	117	98	29	22	464	673	135	7	132	146	155	334	707
	52%	46%	53%	54%	55%	40%	46%	39%	56%	54%	36%	63%	49%	44%	53%	53%	60%	42%	47%	51%	52%	61%	26%	45%	45%	53%	57%	53%
The site appears high in Google search results	671	71	163	256	132	50	73	67	139	71	17	70	56	7	56	60	37	18	21	273	314	53	10	86	76	86	127	387
	27%	32%	28%	27%	26%	21%	30%	30%	23%	20%	19%	38%	49%	22%	27%	27%	23%	26%	44%	30%	24%	24%	36%	29%	23%	30%	22%	29%
Payment is required to access the content	693	77	173	269	129	46	72	67	159	89	24	68	34	9	55	55	46	13	16	262	359	55	1	83	95	91	134	391
	28%	35%	30%	28%	25%	19%	30%	29%	27%	25%	27%	37%	30%	30%	26%	25%	29%	19%	33%	29%	28%	25%	5%	28%	29%	31%	23%	29%
The site looks professional	669	83	188	235	125	38	63	68	136	81	24	83	64	9	51	47	29	14	29	318	272	40	10	75	80	70	91	427
	27%	38%	33%	25%	25%	16%	26%	30%	23%	23%	27%	45%	56%	27%	24%	21%	18%	20%	61%	35%	21%	18%	36%	25%	24%	24%	16%	32%
The site has terms and conditions	956	87	201	382	211	76	85	78	216	126	27	97	43	12	88	90	66	26	17	366	468	99	5	104	124	122	229	518
	38%	40%	35%	40%	41%	31%	36%	34%	36%	36%	30%	53%	37%	39%	42%	41%	41%	37%	37%	40%	36%	45%	17%	35%	38%	42%	39%	39%
There is advertising by small companies	171	42	42	56	24	7	20	26	26	23	6	16	12	4	12	15	8	4	4	74	81	10	2	23	28	30	29	89
	7%	19%	7%	6%	5%	3%	8%	12%	4%	7%	6%	9%	10%	12%	6%	7%	5%	6%	8%	8%	6%	4%	9%	8%	9%	10%	5%	7%
There is no content uploaded by other users of the site	493	61	125	186	94	27	37	42	127	69	13	53	26	3	51	35	27	11	9	191	249	39	6	60	73	53	82	288
	20%	28%	22%	19%	18%	11%	15%	19%	21%	20%	14%	29%	23%	9%	24%	16%	17%	16%	18%	21%	19%	18%	21%	20%	23%	18%	14%	22%
Other	175	6	19	55	58	37	18	8	35	22	7	3	1	3	20	18	27	11	-	47	104	21	2	12	16	17	68	81
	7%	3%	3%	6%	11%	15%	8%	4%	6%	6%	8%	2%	1%	9%	10%	8%	17%	17%	-	5%	8%	10%	8%	4%	5%	6%	12%	6%

Digital Entertainment Survey 2013

61. If a website that you use to access infringing content is blocked by your internet service provider (ISP), how likely would you be to...?

Move to another internet service provider to allow you to access the site

Base: All pirates

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	713	22	40	80	120	90	46	37	23	36	67	76	42	23	11	125	151	174	175	29	15	44
Weighted Total	723	29	53	87	122	85	43	33	27	42	65	69	38	21	10	130	151	177	176	30	15	44
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	82	1	8	7	16	15	8	3	1	4	4	8	7	-	-	23	19	16	17	4	3	1
	11%	5%	15%	8%	13%	18%	20%	8%	4%	8%	6%	12%	19%	-	-	17%	13%	9%	9%	13%	21%	2%
Fairly likely	160	9	14	22	40	17	4	4	2	7	16	10	11	3	1	37	26	41	37	10	1	8
	22%	32%	28%	25%	33%	20%	9%	14%	9%	17%	24%	14%	29%	13%	9%	28%	17%	23%	21%	32%	7%	18%
I don't know	201	7	11	23	33	24	11	10	8	12	23	22	8	5	5	34	40	48	50	7	7	15
	28%	23%	20%	26%	27%	28%	26%	30%	30%	28%	36%	32%	21%	26%	55%	26%	27%	27%	28%	22%	48%	34%
Fairly unlikely	109	8	14	12	13	9	7	6	6	9	11	5	4	4	-	18	23	34	23	2	2	7
	15%	27%	28%	14%	11%	11%	17%	19%	22%	22%	16%	8%	10%	17%	-	14%	15%	19%	13%	7%	12%	17%
Very unlikely	117	1	1	20	18	16	10	4	2	11	6	15	5	5	2	12	29	26	35	6	2	7
	16%	5%	3%	23%	15%	19%	24%	14%	9%	25%	9%	22%	14%	22%	18%	9%	19%	15%	20%	20%	12%	16%
Unaware of this option	54	3	4	4	2	4	2	5	7	-	6	8	3	5	2	7	14	12	14	2	-	6
	7%	9%	8%	5%	2%	4%	4%	16%	26%	-	9%	12%	7%	22%	18%	5%	9%	7%	8%	6%	-	13%
LIKELY	242	11	22	28	56	32	12	7	4	11	19	18	18	3	1	59	45	57	54	13	4	9
	33%	36%	43%	33%	46%	38%	28%	22%	13%	25%	30%	26%	48%	13%	9%	46%	30%	32%	31%	45%	28%	20%
UNLIKELY	227	9	16	32	32	25	18	11	8	20	17	21	9	8	2	30	52	60	58	8	4	14
	31%	32%	30%	36%	26%	30%	41%	32%	30%	47%	25%	30%	24%	39%	18%	23%	35%	34%	33%	27%	24%	33%

Digital Entertainment Survey 2013

61. If a website that you use to access infringing content is blocked by your internet service provider (ISP), how likely would you be to...?

Move to another internet service provider to allow you to access the site

Base: All pirates

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	713	105	220	249	98	41	74	102	142	117	30	68	49	8	52	39	15	17	19	329	319	39	7	105	103	87	101	412
Weighted Total	723	109	223	253	97	41	75	104	139	113	30	76	58	8	52	37	13	17	23	348	308	36	8	103	98	84	95	433
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	82	29	24	22	5	2	12	16	6	19	9	5	3	2	4	3	-	3	1	37	38	5	1	16	17	16	14	37
	11%	27%	11%	9%	6%	5%	16%	15%	5%	17%	29%	6%	6%	23%	7%	7%	-	17%	4%	11%	12%	13%	14%	16%	17%	19%	14%	8%
Fairly likely	160	38	60	47	8	6	14	30	35	34	7	11	15	1	6	4	-	2	6	70	75	6	3	23	29	22	16	90
	22%	35%	27%	19%	8%	15%	19%	29%	25%	30%	24%	14%	27%	13%	11%	11%	-	14%	27%	20%	24%	18%	32%	22%	30%	26%	17%	21%
I don't know	201	15	60	74	36	17	17	31	39	24	6	22	17	-	22	12	4	7	5	106	73	15	2	30	25	23	20	128
	28%	13%	27%	29%	37%	41%	23%	29%	28%	21%	20%	29%	29%	-	43%	34%	33%	39%	20%	31%	24%	41%	25%	29%	25%	28%	21%	30%
Fairly unlikely	109	7	38	50	11	3	10	12	20	14	3	21	11	4	5	5	4	1	4	65	36	3	2	11	9	8	16	75
	15%	7%	17%	20%	11%	8%	13%	11%	14%	12%	11%	27%	19%	49%	10%	13%	27%	6%	16%	19%	12%	8%	29%	11%	9%	9%	17%	17%
Very unlikely	117	16	30	40	24	7	15	9	29	15	4	15	5	-	9	9	4	3	2	51	59	4	-	14	16	11	17	73
	16%	14%	13%	16%	25%	18%	20%	8%	21%	13%	13%	19%	8%	-	18%	26%	27%	18%	11%	15%	19%	11%	-	14%	16%	14%	18%	17%
Unaware of this option	54	5	10	20	13	6	6	7	9	8	1	3	7	1	5	4	2	1	5	19	27	4	-	8	3	4	12	30
	7%	4%	5%	8%	14%	13%	8%	7%	7%	7%	3%	4%	12%	16%	10%	10%	13%	5%	21%	5%	9%	10%	-	8%	3%	5%	13%	7%
LIKELY	242	67	84	69	13	8	27	46	42	53	16	15	19	3	10	7	-	5	7	107	113	11	4	39	46	38	30	127
	33%	61%	38%	27%	14%	20%	36%	44%	30%	47%	53%	20%	32%	36%	19%	18%	-	31%	32%	31%	37%	31%	46%	38%	47%	45%	31%	29%
UNLIKELY	227	23	68	90	35	11	25	21	49	29	7	36	16	4	15	14	7	4	6	116	95	7	2	26	25	19	33	148
	31%	21%	31%	35%	36%	26%	33%	20%	35%	26%	24%	47%	27%	49%	29%	39%	54%	25%	27%	33%	31%	18%	29%	25%	25%	23%	35%	34%

Digital Entertainment Survey 2013

61. If a website that you use to access infringing content is blocked by your internet service provider (ISP), how likely would you be to...?

Use a virtual private network (VPN) service to access it

Base: All pirates

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	713	22	40	80	120	90	46	37	23	36	67	76	42	23	11	125	151	174	175	29	15	44
Weighted Total	723	29	53	87	122	85	43	33	27	42	65	69	38	21	10	130	151	177	176	30	15	44
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	78	7	7	10	20	11	2	4	1	-	5	6	5	1	-	24	12	18	18	2	2	2
	11%	23%	13%	11%	17%	13%	4%	11%	4%	-	7%	9%	12%	4%	-	18%	8%	10%	10%	6%	13%	4%
Fairly likely	133	4	18	12	34	17	6	4	1	7	9	13	6	1	1	34	26	30	31	4	2	5
	18%	14%	35%	14%	28%	20%	13%	14%	4%	17%	13%	18%	17%	4%	9%	26%	17%	17%	18%	14%	15%	12%
I don't know	187	4	13	23	30	23	11	5	8	9	22	19	11	5	4	29	38	45	45	9	6	16
	26%	14%	25%	26%	24%	27%	26%	16%	30%	22%	34%	28%	29%	26%	36%	22%	25%	25%	25%	29%	39%	36%
Fairly unlikely	99	7	7	18	16	8	5	5	-	7	10	5	8	1	2	11	25	33	21	5	1	4
	14%	23%	13%	21%	13%	10%	11%	16%	-	17%	15%	8%	21%	4%	18%	8%	16%	18%	12%	17%	6%	10%
Very unlikely	87	3	-	10	16	15	9	5	4	6	3	6	4	5	2	16	18	16	24	6	2	5
	12%	9%	-	11%	13%	18%	22%	16%	13%	14%	4%	9%	10%	22%	18%	12%	12%	9%	13%	20%	12%	12%
Unaware of this option	139	5	8	14	6	10	10	9	13	13	17	19	5	8	2	16	32	36	37	4	2	12
	19%	18%	15%	16%	5%	12%	24%	27%	48%	31%	25%	28%	12%	39%	18%	12%	21%	20%	21%	14%	15%	26%
LIKELY	211	11	25	22	54	28	7	8	2	7	14	19	11	2	1	58	37	48	50	6	4	7
	29%	36%	48%	25%	44%	33%	17%	24%	9%	17%	21%	28%	29%	9%	9%	45%	25%	27%	28%	20%	28%	16%
UNLIKELY	187	9	7	28	33	24	14	11	4	13	13	12	12	5	4	27	43	49	45	11	3	9
	26%	32%	13%	33%	27%	28%	33%	32%	13%	31%	19%	17%	31%	26%	36%	21%	28%	27%	25%	37%	18%	21%

Digital Entertainment Survey 2013

61. If a website that you use to access infringing content is blocked by your internet service provider (ISP), how likely would you be to...?

Use a virtual private network (VPN) service to access it

Base: All pirates

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	713	105	220	249	98	41	74	102	142	117	30	68	49	8	52	39	15	17	19	329	319	39	7	105	103	87	101	412
Weighted Total	723	109	223	253	97	41	75	104	139	113	30	76	58	8	52	37	13	17	23	348	308	36	8	103	98	84	95	433
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	78	28	25	15	6	3	8	17	7	18	6	7	6	1	-	5	-	3	3	37	35	3	-	13	16	12	7	38
	11%	26%	11%	6%	6%	8%	11%	16%	5%	16%	19%	9%	10%	11%	-	13%	-	19%	11%	11%	11%	8%	-	13%	16%	14%	8%	9%
Fairly likely	133	31	52	43	7	1	9	26	24	32	11	13	5	3	5	2	1	2	6	55	66	4	3	23	24	21	14	74
	18%	28%	23%	17%	7%	3%	13%	25%	17%	28%	38%	16%	8%	36%	9%	5%	7%	12%	25%	16%	21%	10%	32%	22%	24%	26%	15%	17%
I don't know	187	19	62	65	27	15	22	25	39	22	7	12	22	2	19	10	4	3	3	97	74	10	2	34	22	18	19	116
	26%	17%	28%	26%	27%	35%	29%	24%	28%	20%	23%	16%	37%	25%	36%	28%	26%	17%	15%	28%	24%	28%	28%	33%	22%	21%	20%	27%
Fairly unlikely	99	10	38	34	11	6	11	14	18	15	3	17	7	-	4	4	3	4	3	56	32	5	3	9	9	14	10	70
	14%	9%	17%	14%	12%	14%	14%	14%	13%	13%	10%	23%	13%	-	8%	11%	20%	24%	11%	16%	10%	15%	40%	9%	9%	16%	11%	16%
Very unlikely	87	13	25	29	14	5	8	12	25	13	1	7	5	-	7	6	4	1	2	36	44	5	-	11	15	9	18	48
	12%	12%	11%	12%	14%	13%	10%	11%	18%	11%	3%	9%	8%	-	13%	16%	27%	5%	11%	10%	14%	13%	-	11%	16%	10%	19%	11%
Unaware of this option	139	8	21	66	33	11	17	10	26	13	2	20	14	2	17	10	3	4	6	66	57	9	-	13	12	10	26	87
	19%	7%	10%	26%	34%	26%	22%	10%	18%	12%	6%	27%	24%	28%	33%	28%	20%	24%	27%	19%	19%	25%	-	12%	12%	12%	27%	20%
LIKELY	211	59	77	58	12	5	18	43	31	50	17	19	10	4	5	7	1	5	8	92	101	6	3	36	39	34	22	112
	29%	54%	34%	23%	13%	11%	24%	41%	22%	44%	57%	25%	18%	47%	9%	18%	7%	30%	37%	27%	33%	18%	32%	35%	40%	40%	23%	26%
UNLIKELY	187	24	62	64	25	11	18	26	43	27	4	24	12	-	11	10	6	5	5	92	76	10	3	20	25	22	28	118
	26%	22%	28%	25%	26%	28%	25%	25%	31%	24%	13%	32%	21%	-	21%	26%	47%	29%	22%	27%	25%	28%	40%	19%	25%	26%	30%	27%

Digital Entertainment Survey 2013

61. If a website that you use to access infringing content is blocked by your internet service provider (ISP), how likely would you be to...?

Use a proxy service to access it

Base: All pirates

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	713	22	40	80	120	90	46	37	23	36	67	76	42	23	11	125	151	174	175	29	15	44
Weighted Total	723	29	53	87	122	85	43	33	27	42	65	69	38	21	10	130	151	177	176	30	15	44
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	92 13%	5 18%	7 13%	20 23%	23 19%	12 14%	2 4%	4 14%	2 9%	- -	4 6%	8 12%	4 10%	1 4%	- -	26 20%	14 9%	25 14%	17 9%	5 17%	2 13%	4 9%
Fairly likely	148 20%	5 18%	18 35%	11 13%	34 28%	19 22%	7 15%	4 11%	6 22%	11 25%	8 12%	15 22%	6 17%	3 13%	2 18%	43 33%	26 17%	29 17%	38 22%	6 20%	2 13%	3 7%
I don't know	187 26%	4 14%	13 25%	24 28%	31 25%	23 27%	10 24%	8 24%	4 13%	6 14%	25 39%	21 30%	10 26%	5 22%	4 45%	27 21%	38 25%	47 26%	46 26%	5 18%	5 35%	18 41%
Fairly unlikely	101 14%	11 36%	7 13%	13 15%	15 13%	10 12%	6 13%	4 11%	2 9%	8 19%	11 16%	5 8%	6 17%	3 13%	- -	10 8%	23 15%	37 21%	19 11%	6 19%	2 15%	4 10%
Very unlikely	84 12%	- -	1 3%	13 15%	14 12%	10 12%	10 24%	3 8%	4 13%	7 17%	4 6%	5 8%	7 19%	3 13%	2 18%	11 9%	20 13%	13 8%	26 15%	5 17%	2 12%	6 15%
Unaware of this option	112 16%	4 14%	7 13%	7 8%	5 4%	10 12%	8 20%	11 32%	9 35%	11 25%	14 21%	14 20%	5 12%	7 35%	2 18%	13 10%	30 20%	26 15%	31 18%	3 9%	2 12%	9 19%
LIKELY	240 33%	11 36%	25 48%	30 35%	57 47%	31 37%	8 20%	8 24%	8 30%	11 25%	12 18%	23 34%	10 26%	4 17%	2 18%	69 53%	41 27%	54 31%	55 31%	11 37%	4 26%	7 15%
UNLIKELY	184 25%	11 36%	8 15%	26 30%	30 24%	21 24%	16 37%	6 19%	6 22%	15 36%	15 22%	11 16%	14 36%	5 26%	2 18%	21 16%	42 28%	50 28%	45 25%	11 36%	4 27%	11 24%

Digital Entertainment Survey 2013

61. If a website that you use to access infringing content is blocked by your internet service provider (ISP), how likely would you be to...?

Use a proxy service to access it

Base: All pirates

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	713	105	220	249	98	41	74	102	142	117	30	68	49	8	52	39	15	17	19	329	319	39	7	105	103	87	101	412
Weighted Total	723	109	223	253	97	41	75	104	139	113	30	76	58	8	52	37	13	17	23	348	308	36	8	103	98	84	95	433
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	92	36	27	17	9	3	8	21	14	18	5	11	6	-	2	4	-	3	2	46	41	3	-	13	14	11	7	53
	13%	33%	12%	7%	9%	7%	11%	20%	10%	16%	16%	15%	10%	-	4%	10%	-	19%	10%	13%	13%	8%	-	12%	14%	13%	8%	12%
Fairly likely	148	34	58	46	8	2	17	27	28	25	11	14	12	3	6	3	2	-	4	71	66	5	3	20	16	19	17	92
	20%	31%	26%	18%	8%	5%	23%	26%	20%	22%	37%	19%	20%	34%	11%	7%	13%	-	16%	20%	21%	13%	32%	20%	17%	23%	17%	21%
I don't know	187	16	52	75	24	19	20	18	40	29	7	22	13	2	16	12	4	4	3	90	75	15	4	39	32	23	21	105
	26%	15%	23%	30%	25%	45%	27%	18%	29%	25%	24%	28%	22%	25%	30%	33%	34%	22%	15%	26%	24%	41%	44%	38%	33%	27%	22%	24%
Fairly unlikely	101	6	46	32	13	3	4	16	15	20	3	12	12	1	7	5	2	3	5	57	33	4	1	10	12	11	8	71
	14%	6%	21%	13%	14%	8%	5%	15%	11%	18%	10%	16%	21%	13%	14%	14%	13%	19%	22%	17%	11%	10%	13%	10%	13%	13%	9%	16%
Very unlikely	84	12	23	30	13	5	12	9	21	9	4	7	5	-	7	5	1	5	1	37	41	4	1	9	14	11	16	49
	12%	11%	10%	12%	13%	11%	16%	8%	15%	8%	13%	9%	8%	-	13%	13%	7%	29%	5%	11%	13%	11%	11%	9%	14%	13%	16%	11%
Unaware of this option	112	5	16	52	30	9	14	13	21	12	-	10	11	2	14	8	4	2	7	46	52	6	-	11	10	9	26	65
	16%	5%	7%	21%	31%	22%	18%	13%	15%	11%	-	13%	19%	28%	27%	22%	33%	12%	32%	13%	17%	18%	-	11%	11%	11%	27%	15%
LIKELY	240	69	85	63	17	5	25	48	42	43	16	26	18	3	8	6	2	3	6	117	107	7	3	33	30	30	24	145
	33%	63%	38%	25%	17%	13%	34%	46%	31%	38%	53%	34%	30%	34%	15%	18%	13%	19%	26%	34%	35%	20%	32%	32%	30%	36%	25%	33%
UNLIKELY	184	19	69	62	26	8	16	25	35	29	7	19	17	1	14	10	3	8	6	94	74	8	2	20	26	22	24	119
	25%	17%	31%	25%	27%	20%	21%	24%	26%	26%	23%	25%	29%	13%	27%	27%	20%	48%	27%	27%	24%	21%	24%	19%	26%	26%	25%	27%

Digital Entertainment Survey 2013

61. If a website that you use to access infringing content is blocked by your internet service provider (ISP), how likely would you be to...?

Download content from another website offering unauthorised content

Base: All pirates

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	713	22	40	80	120	90	46	37	23	36	67	76	42	23	11	125	151	174	175	29	15	44
Weighted Total	723	29	53	87	122	85	43	33	27	42	65	69	38	21	10	130	151	177	176	30	15	44
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	110 15%	5 18%	11 20%	12 14%	26 21%	16 19%	5 11%	5 16%	2 9%	6 14%	3 4%	13 18%	7 19%	- -	- -	32 25%	22 15%	24 14%	23 13%	4 13%	1 6%	5 11%
Fairly likely	181 25%	8 27%	20 38%	27 31%	31 25%	22 26%	9 22%	4 11%	4 13%	16 39%	18 27%	14 21%	5 12%	4 17%	1 9%	37 28%	31 21%	47 26%	43 24%	10 32%	2 13%	11 26%
I don't know	233 32%	7 23%	11 20%	28 33%	41 33%	28 33%	15 35%	9 27%	8 30%	12 28%	32 49%	21 30%	12 31%	6 30%	4 36%	34 26%	45 30%	62 35%	60 34%	8 28%	7 48%	17 38%
Fairly unlikely	78 11%	3 9%	8 15%	9 10%	13 11%	4 4%	2 4%	4 14%	7 26%	6 14%	4 6%	5 7%	9 24%	4 17%	2 18%	15 12%	23 15%	19 11%	14 8%	1 3%	3 21%	2 5%
Very unlikely	64 9%	4 14%	1 3%	7 8%	9 8%	10 12%	7 17%	4 11%	- -	2 6%	3 4%	8 12%	4 10%	3 13%	2 18%	7 5%	13 9%	16 9%	19 11%	5 18%	1 6%	2 5%
Unaware of this option	57 8%	3 9%	3 5%	4 5%	3 3%	5 6%	5 11%	7 22%	6 22%	- -	6 9%	8 12%	2 5%	5 22%	2 18%	6 5%	16 10%	9 5%	17 10%	2 6%	1 6%	7 15%
LIKELY	291 40%	13 45%	30 58%	39 45%	56 46%	38 44%	14 33%	9 27%	6 22%	22 53%	20 31%	27 39%	12 31%	4 17%	1 9%	69 53%	54 35%	71 40%	66 37%	14 45%	3 19%	16 37%
UNLIKELY	142 20%	7 23%	9 18%	15 18%	22 18%	14 17%	9 22%	8 24%	7 26%	8 19%	7 10%	13 18%	13 33%	6 30%	4 36%	22 17%	37 24%	36 20%	33 19%	6 21%	4 27%	5 10%

Digital Entertainment Survey 2013

61. If a website that you use to access infringing content is blocked by your internet service provider (ISP), how likely would you be to...?

Download content from another website offering unauthorised content

Base: All pirates

	Ownership of technology devices						Which of the following best describes your occupation?											What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	713	105	220	249	98	41	74	102	142	117	30	68	49	8	52	39	15	17	19	329	319	39	7	105	103	87	101	412
Weighted Total	723	109	223	253	97	41	75	104	139	113	30	76	58	8	52	37	13	17	23	348	308	36	8	103	98	84	95	433
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	110	38	35	27	9	1	14	14	20	24	9	14	4	1	3	4	1	3	-	54	51	4	1	19	17	19	15	60
	15%	35%	16%	11%	9%	2%	18%	13%	14%	21%	28%	18%	8%	11%	6%	10%	7%	19%	-	16%	16%	10%	16%	19%	18%	23%	16%	14%
Fairly likely	181	28	69	67	12	5	16	30	39	25	8	27	13	1	12	7	2	2	6	94	73	5	3	25	19	19	19	115
	25%	26%	31%	26%	13%	13%	21%	28%	28%	22%	25%	35%	23%	12%	23%	18%	14%	12%	26%	27%	24%	13%	32%	25%	20%	23%	20%	26%
I don't know	233	20	64	91	38	19	23	33	42	37	6	24	20	4	21	14	4	6	6	117	91	15	3	33	36	21	19	150
	32%	18%	29%	36%	39%	46%	30%	32%	30%	32%	19%	32%	34%	51%	40%	39%	27%	33%	25%	34%	30%	41%	39%	32%	37%	25%	20%	35%
Fairly unlikely	78	8	31	21	16	2	5	12	16	13	5	5	11	1	2	4	4	2	5	37	30	5	1	6	10	10	14	49
	11%	8%	14%	8%	16%	5%	7%	11%	11%	11%	18%	6%	18%	11%	4%	10%	26%	12%	21%	11%	10%	15%	13%	6%	10%	11%	14%	11%
Very unlikely	64	11	16	25	9	4	11	8	13	7	2	3	4	-	8	5	1	2	1	28	33	2	-	11	10	8	12	32
	9%	10%	7%	10%	9%	9%	15%	7%	10%	6%	7%	5%	6%	-	15%	13%	7%	12%	6%	8%	11%	5%	-	11%	11%	10%	12%	7%
Unaware of this option	57	4	8	21	13	10	6	8	8	8	1	3	6	1	7	4	3	2	5	18	29	5	-	8	5	7	16	29
	8%	4%	4%	8%	14%	25%	9%	8%	6%	7%	3%	4%	10%	16%	13%	10%	20%	11%	21%	5%	9%	15%	-	8%	5%	8%	16%	7%
LIKELY	291	66	103	94	22	6	30	44	59	49	16	40	18	2	15	10	3	5	6	148	124	9	4	45	37	38	35	174
	40%	60%	46%	37%	22%	15%	40%	42%	43%	43%	54%	53%	31%	23%	28%	28%	20%	31%	26%	43%	40%	24%	48%	43%	37%	46%	37%	40%
UNLIKELY	142	19	47	47	24	6	16	20	29	20	7	8	14	1	9	8	4	4	6	64	63	7	1	17	21	18	26	81
	20%	17%	21%	18%	25%	14%	22%	19%	21%	18%	24%	11%	25%	11%	18%	23%	33%	24%	27%	19%	21%	20%	13%	17%	21%	21%	27%	19%

Digital Entertainment Survey 2013

61. If a website that you use to access infringing content is blocked by your internet service provider (ISP), how likely would you be to...?

Pay to download content from a legitimate website

Base: All pirates

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	713	22	40	80	120	90	46	37	23	36	67	76	42	23	11	125	151	174	175	29	15	44
Weighted Total	723	29	53	87	122	85	43	33	27	42	65	69	38	21	10	130	151	177	176	30	15	44
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	73	1	4	13	19	8	2	2	1	4	5	7	5	2	1	19	15	14	17	4	1	4
	10%	5%	8%	15%	16%	9%	4%	5%	4%	8%	7%	11%	12%	9%	9%	14%	10%	8%	9%	13%	6%	9%
Fairly likely	190	8	17	28	35	18	6	8	7	13	17	15	13	3	4	34	33	57	47	6	5	9
	26%	27%	33%	33%	28%	21%	13%	24%	26%	31%	25%	22%	33%	13%	36%	26%	22%	32%	26%	21%	30%	21%
I don't know	207	1	16	23	41	30	12	9	4	9	19	23	14	5	2	43	45	41	49	7	3	18
	29%	5%	30%	26%	33%	36%	28%	27%	13%	22%	28%	33%	36%	26%	18%	33%	30%	23%	28%	23%	21%	41%
Fairly unlikely	104	9	8	12	11	11	7	2	6	11	11	9	3	4	2	14	24	29	27	3	3	5
	14%	32%	15%	14%	9%	13%	15%	5%	22%	25%	16%	13%	7%	17%	18%	10%	16%	16%	15%	12%	19%	12%
Very unlikely	100	7	1	9	14	14	13	10	4	6	9	5	5	4	-	17	21	26	23	8	2	3
	14%	23%	3%	10%	12%	17%	30%	30%	13%	14%	13%	8%	12%	17%	-	13%	14%	14%	13%	27%	15%	6%
Unaware of this option	50	3	7	2	2	4	4	3	6	-	6	9	-	4	2	4	14	11	15	1	1	5
	7%	9%	13%	3%	2%	4%	9%	8%	22%	-	9%	13%	-	17%	18%	3%	9%	6%	8%	3%	9%	11%
LIKELY	263	9	21	41	54	25	7	10	8	16	21	23	17	5	4	52	47	71	63	10	6	13
	36%	32%	40%	48%	44%	30%	17%	30%	30%	39%	33%	33%	45%	22%	45%	40%	31%	40%	36%	35%	36%	29%
UNLIKELY	204	16	9	21	26	25	20	12	9	16	19	14	7	7	2	31	45	54	50	12	5	8
	28%	55%	18%	24%	21%	30%	46%	35%	35%	39%	30%	21%	19%	35%	18%	24%	30%	30%	28%	39%	34%	18%

Digital Entertainment Survey 2013

61. If a website that you use to access infringing content is blocked by your internet service provider (ISP), how likely would you be to...?

Pay to download content from a legitimate website

Base: All pirates

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	713	105	220	249	98	41	74	102	142	117	30	68	49	8	52	39	15	17	19	329	319	39	7	105	103	87	101	412
Weighted Total	723	109	223	253	97	41	75	104	139	113	30	76	58	8	52	37	13	17	23	348	308	36	8	103	98	84	95	433
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	73	29	22	16	4	3	18	19	8	10	7	1	2	-	4	3	-	2	-	36	36	1	-	15	15	9	12	34
	10%	27%	10%	6%	4%	7%	24%	18%	6%	8%	22%	2%	4%	-	7%	8%	-	11%	-	10%	12%	3%	-	15%	15%	11%	12%	8%
Fairly likely	190	35	73	61	16	6	17	28	41	29	8	22	18	2	9	8	4	2	8	96	77	6	3	19	29	22	15	120
	26%	32%	33%	24%	16%	14%	23%	27%	30%	26%	27%	29%	30%	24%	18%	23%	33%	12%	36%	28%	25%	18%	32%	19%	29%	26%	15%	28%
I don't know	207	26	51	89	26	15	18	29	44	33	6	20	14	3	22	9	3	5	5	95	91	15	1	38	33	32	26	116
	29%	24%	23%	35%	27%	36%	24%	28%	32%	29%	19%	26%	24%	38%	42%	26%	20%	28%	21%	27%	30%	41%	14%	37%	34%	39%	28%	27%
Fairly unlikely	104	5	39	38	18	4	6	12	19	16	4	19	11	1	4	5	3	5	1	63	31	7	2	7	8	10	15	73
	14%	5%	18%	15%	18%	10%	8%	11%	14%	14%	14%	25%	19%	12%	8%	13%	20%	27%	6%	18%	10%	18%	29%	7%	8%	12%	16%	17%
Very unlikely	100	11	30	31	22	6	9	13	20	16	3	11	8	1	7	8	2	2	4	40	51	3	2	13	10	7	18	63
	14%	10%	14%	12%	22%	15%	11%	12%	15%	14%	10%	15%	15%	11%	13%	21%	13%	11%	16%	11%	17%	8%	25%	12%	11%	8%	19%	15%
Unaware of this option	50	4	7	19	12	7	7	3	5	9	2	3	5	1	6	4	2	2	5	18	22	5	-	10	4	3	9	27
	7%	3%	3%	8%	13%	18%	9%	3%	4%	8%	7%	4%	8%	16%	12%	10%	13%	11%	21%	5%	7%	13%	-	10%	4%	4%	10%	6%
LIKELY	263	64	95	76	20	9	35	47	50	39	15	23	20	2	13	11	4	4	8	132	113	7	3	34	43	31	26	154
	36%	59%	43%	30%	20%	21%	47%	45%	36%	34%	50%	30%	34%	24%	25%	31%	33%	23%	36%	38%	37%	21%	32%	33%	44%	37%	27%	36%
UNLIKELY	204	16	70	69	39	10	15	25	39	32	7	30	20	2	11	12	4	6	5	103	82	9	4	20	18	17	33	136
	28%	15%	31%	27%	40%	25%	20%	24%	28%	29%	24%	39%	34%	23%	21%	33%	34%	38%	22%	30%	27%	26%	54%	19%	19%	20%	35%	31%

Digital Entertainment Survey 2013

61. If a website that you use to access infringing content is blocked by your internet service provider (ISP), how likely would you be to...?

Stop downloading infringing content

Base: All pirates

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	713	22	40	80	120	90	46	37	23	36	67	76	42	23	11	125	151	174	175	29	15	44
Weighted Total	723	29	53	87	122	85	43	33	27	42	65	69	38	21	10	130	151	177	176	30	15	44
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	109	1	5	13	19	18	6	4	5	6	6	12	8	5	1	24	21	19	35	4	2	2
	15%	5%	10%	15%	16%	21%	13%	14%	17%	14%	9%	17%	21%	22%	9%	19%	14%	11%	20%	14%	12%	5%
Fairly likely	161	9	17	12	34	14	3	5	1	12	17	19	13	4	2	34	38	49	25	5	3	6
	22%	32%	33%	14%	28%	17%	7%	16%	4%	28%	25%	28%	33%	17%	18%	26%	25%	28%	14%	18%	19%	13%
I don't know	223	8	14	26	37	27	19	8	6	13	26	22	9	5	3	32	46	53	57	8	7	20
	31%	27%	28%	30%	30%	32%	43%	24%	22%	31%	40%	32%	24%	26%	27%	25%	31%	30%	32%	28%	45%	45%
Fairly unlikely	107	5	9	21	17	10	7	3	6	11	6	5	4	2	2	19	18	28	26	4	2	9
	15%	18%	18%	24%	14%	12%	15%	8%	22%	25%	9%	8%	10%	9%	18%	15%	12%	16%	15%	14%	11%	20%
Very unlikely	67	3	3	8	13	12	7	6	2	1	5	4	3	-	-	13	12	16	17	5	1	3
	9%	9%	5%	9%	11%	14%	17%	19%	9%	3%	7%	5%	7%	-	-	10%	8%	9%	9%	17%	7%	6%
Unaware of this option	57	3	4	8	2	3	2	6	7	-	6	7	2	5	3	7	15	10	16	3	1	5
	8%	9%	8%	9%	2%	3%	4%	19%	26%	-	9%	11%	5%	26%	27%	5%	10%	6%	9%	10%	6%	11%
LIKELY	269	11	22	25	53	32	8	10	6	18	22	31	21	8	3	58	60	69	60	9	5	8
	37%	36%	43%	29%	43%	38%	20%	30%	22%	42%	34%	45%	55%	39%	27%	45%	40%	39%	34%	32%	31%	18%
UNLIKELY	174	8	12	28	31	23	14	9	8	12	11	9	6	2	2	33	30	45	43	9	3	11
	24%	27%	23%	33%	25%	27%	33%	27%	30%	28%	16%	13%	17%	9%	18%	25%	20%	25%	24%	31%	19%	26%

Digital Entertainment Survey 2013

61. If a website that you use to access infringing content is blocked by your internet service provider (ISP), how likely would you be to...?

Stop downloading infringing content

Base: All pirates

	Ownership of technology devices						Which of the following best describes your occupation?											What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	713	105	220	249	98	41	74	102	142	117	30	68	49	8	52	39	15	17	19	329	319	39	7	105	103	87	101	412
Weighted Total	723	109	223	253	97	41	75	104	139	113	30	76	58	8	52	37	13	17	23	348	308	36	8	103	98	84	95	433
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	109	32	27	30	14	5	17	22	16	18	7	7	6	-	7	4	1	4	2	41	59	6	-	15	22	21	18	50
	15%	29%	12%	12%	15%	12%	23%	21%	11%	16%	25%	9%	10%	-	14%	10%	7%	23%	10%	12%	19%	18%	-	15%	22%	25%	19%	11%
Fairly likely	161	32	57	50	15	7	15	34	25	27	8	14	11	-	10	11	4	2	5	78	71	4	4	29	24	23	19	86
	22%	29%	25%	20%	16%	17%	20%	33%	18%	23%	27%	18%	19%	-	20%	30%	27%	12%	21%	22%	23%	10%	46%	28%	24%	27%	20%	20%
I don't know	223	20	76	86	27	14	20	24	53	36	8	24	18	3	22	9	2	5	6	119	84	13	1	34	36	22	19	146
	31%	18%	34%	34%	28%	34%	26%	23%	38%	32%	26%	32%	31%	36%	42%	24%	13%	30%	25%	34%	27%	36%	14%	33%	37%	26%	20%	34%
Fairly unlikely	107	8	33	45	18	4	7	13	21	11	3	18	12	4	6	4	3	5	2	62	34	6	3	10	7	8	9	79
	15%	7%	15%	18%	18%	10%	10%	12%	15%	10%	11%	24%	20%	49%	11%	10%	20%	30%	11%	18%	11%	16%	40%	10%	7%	9%	10%	18%
Very unlikely	67	13	21	20	10	3	7	6	15	15	3	9	5	-	1	5	1	-	2	28	33	4	-	8	8	7	13	42
	9%	12%	10%	8%	10%	7%	10%	6%	11%	14%	11%	12%	8%	-	2%	13%	7%	-	11%	8%	11%	10%	-	8%	8%	8%	14%	10%
Unaware of this option	57	5	9	22	13	8	8	6	9	7	-	4	7	1	6	5	4	1	5	21	28	4	-	6	2	4	17	31
	8%	4%	4%	9%	13%	20%	11%	6%	6%	6%	-	6%	12%	16%	11%	12%	26%	5%	21%	6%	9%	10%	-	6%	2%	5%	17%	7%
LIKELY	269	64	83	81	30	12	32	56	41	44	16	20	16	-	18	15	4	6	7	118	130	10	4	44	46	44	37	135
	37%	58%	37%	32%	31%	28%	43%	54%	29%	39%	52%	27%	28%	-	34%	41%	33%	35%	32%	34%	42%	28%	46%	43%	47%	53%	39%	31%
UNLIKELY	174	21	54	65	27	7	14	18	36	26	6	27	17	4	6	9	4	5	5	90	67	9	3	18	15	14	22	120
	24%	19%	24%	26%	28%	17%	19%	18%	26%	23%	22%	36%	29%	49%	12%	23%	27%	30%	21%	26%	22%	26%	40%	18%	15%	17%	23%	28%

Digital Entertainment Survey 2013

61. If a website that you use to access infringing content is blocked by your internet service provider (ISP), how likely would you be to...?

Summary table

Base: All respondents

	Total	Very likely	Fairly likely	I don't know	Fairly unlikely	Very unlikely	Unaware of this option	LIKELY	UNLIKELY
Move to another internet service provider to allow you to access the site	723	82	160	201	109	117	54	242	227
	100%	11%	22%	28%	15%	16%	7%	33%	31%
Use a virtual private network (VPN) service to access it	723	78	133	187	99	87	139	211	187
	100%	11%	18%	26%	14%	12%	19%	29%	26%
Use a proxy service to access it	723	92	148	187	101	84	112	240	184
	100%	13%	20%	26%	14%	12%	16%	33%	25%
Download content from another website offering unauthorised content	723	110	181	233	78	64	57	291	142
	100%	15%	25%	32%	11%	9%	8%	40%	20%
Pay to download content from a legitimate website	723	73	190	207	104	100	50	263	204
	100%	10%	26%	29%	14%	14%	7%	36%	28%
Stop downloading infringing content	723	109	161	223	107	67	57	269	174
	100%	15%	22%	31%	15%	9%	8%	37%	24%

Digital Entertainment Survey 2013

62. If you received a letter from your internet service provider (ISP) informing you that further action may be taken by your ISP if you continue to infringe and download unauthorised content (pirate music, films, e-books and games), how likely would you be to...?

Stop downloading unauthorised content

Base: All pirates

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	713	22	40	80	120	90	46	37	23	36	67	76	42	23	11	125	151	174	175	29	15	44
Weighted Total	723	29	53	87	122	85	43	33	27	42	65	69	38	21	10	130	151	177	176	30	15	44
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	213	12	12	25	37	23	5	10	11	11	17	20	16	14	3	36	43	52	51	11	6	14
	29%	41%	23%	29%	30%	27%	11%	30%	39%	25%	25%	29%	43%	65%	27%	28%	28%	30%	29%	35%	40%	31%
Fairly likely	212	7	17	25	40	19	14	10	6	18	21	23	9	2	2	34	45	61	53	6	3	9
	29%	23%	33%	29%	33%	22%	33%	30%	22%	42%	33%	34%	24%	9%	18%	26%	30%	35%	30%	20%	18%	21%
Fairly unlikely	120	3	12	15	18	19	9	1	2	7	12	11	6	2	3	23	24	30	26	7	4	5
	17%	9%	23%	18%	15%	22%	22%	3%	9%	17%	18%	16%	17%	9%	27%	18%	16%	17%	15%	22%	27%	12%
Very unlikely	71	5	3	14	12	11	7	4	-	1	5	5	3	1	-	18	13	15	14	4	1	6
	10%	18%	5%	16%	10%	13%	15%	14%	-	3%	7%	7%	7%	4%	-	14%	8%	9%	8%	14%	7%	13%
I don't know	108	3	9	8	15	13	8	8	8	6	11	10	4	3	3	18	26	18	32	3	1	10
	15%	9%	18%	9%	13%	16%	20%	24%	30%	14%	16%	14%	10%	13%	27%	14%	17%	10%	18%	9%	9%	23%
LIKELY	425	18	29	50	77	41	19	20	16	28	38	43	25	16	4	71	88	114	104	16	9	23
	59%	64%	55%	58%	63%	49%	43%	59%	61%	67%	58%	63%	67%	74%	45%	55%	58%	64%	59%	55%	58%	52%
UNLIKELY	191	8	14	29	31	30	16	5	2	8	17	15	9	3	3	41	37	45	40	11	5	11
	26%	27%	28%	34%	25%	36%	37%	16%	9%	19%	25%	22%	24%	13%	27%	31%	25%	26%	23%	35%	34%	25%

Digital Entertainment Survey 2013

62. If you received a letter from your internet service provider (ISP) informing you that further action may be taken by your ISP if you continue to infringe and download unauthorised content (pirate music, films, e-books and games), how likely would you be to...?

Stop downloading unauthorised content

Base: All pirates

	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children	
Unweighted Total	713	105	220	249	98	41	74	102	142	117	30	68	49	8	52	39	15	17	19	329	319	39	7	105	103	87	101	412
Weighted Total	723	109	223	253	97	41	75	104	139	113	30	76	58	8	52	37	13	17	23	348	308	36	8	103	98	84	95	433
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	213	39	67	68	29	10	24	32	41	29	7	23	18	1	13	12	5	7	8	104	89	12	-	29	30	25	32	124
	29%	36%	30%	27%	30%	25%	32%	30%	30%	26%	22%	30%	31%	13%	25%	33%	40%	42%	33%	30%	29%	33%	-	28%	31%	30%	34%	29%
Fairly likely	212	37	70	71	23	10	22	40	38	33	7	24	15	3	16	9	3	1	5	109	86	7	5	31	30	22	26	129
	29%	34%	32%	28%	24%	25%	30%	39%	28%	29%	23%	32%	26%	35%	32%	25%	20%	6%	20%	31%	28%	18%	62%	30%	30%	26%	27%	30%
Fairly unlikely	120	14	44	44	12	5	7	12	29	21	9	15	8	1	4	7	4	2	2	57	54	6	1	18	22	17	11	69
	17%	13%	20%	17%	12%	13%	10%	12%	21%	19%	29%	20%	15%	11%	8%	19%	26%	12%	10%	16%	18%	15%	14%	17%	22%	20%	12%	16%
Very unlikely	71	12	24	23	8	3	7	9	15	16	4	6	5	1	1	3	-	4	4	24	38	4	2	10	10	10	11	41
	10%	11%	11%	9%	8%	8%	9%	9%	11%	14%	14%	7%	8%	13%	2%	7%	-	23%	16%	7%	12%	10%	24%	10%	10%	11%	12%	10%
I Don't know	108	7	17	47	25	12	14	11	16	13	4	8	12	2	17	6	2	3	5	54	41	8	-	15	7	11	15	70
	15%	6%	8%	19%	26%	29%	19%	10%	11%	12%	12%	11%	20%	28%	33%	15%	13%	17%	21%	15%	13%	23%	-	15%	7%	13%	16%	16%
LIKELY	425	76	137	139	52	21	46	72	79	62	14	47	33	4	29	22	8	8	12	214	175	19	5	60	60	47	58	253
	59%	69%	62%	55%	54%	51%	62%	69%	57%	55%	45%	62%	57%	48%	57%	59%	60%	48%	53%	61%	57%	51%	62%	58%	61%	56%	61%	58%
UNLIKELY	191	27	68	67	20	8	14	22	43	38	13	21	13	2	5	10	4	6	6	80	92	9	3	28	31	27	22	111
	26%	25%	31%	27%	20%	21%	19%	21%	31%	33%	43%	28%	23%	24%	10%	26%	26%	36%	26%	23%	30%	26%	38%	27%	32%	32%	23%	26%

Digital Entertainment Survey 2013

62. If you received a letter from your internet service provider (ISP) informing you that further action may be taken by your ISP if you continue to infringe and download unauthorised content (pirate music, films, e-books and games), how likely would you be to...?

Hide your identity online

Base: All pirates

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	713	22	40	80	120	90	46	37	23	36	67	76	42	23	11	125	151	174	175	29	15	44
Weighted Total	723	29	53	87	122	85	43	33	27	42	65	69	38	21	10	130	151	177	176	30	15	44
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	156	8	16	18	30	22	7	4	5	5	15	13	10	4	1	29	31	40	36	8	4	8
	21%	27%	30%	21%	24%	26%	15%	14%	17%	11%	22%	18%	26%	17%	9%	22%	21%	23%	20%	26%	29%	18%
Fairly likely	179	5	14	27	36	22	12	4	4	9	14	21	10	1	-	45	33	44	38	10	3	6
	25%	18%	28%	31%	29%	26%	28%	14%	13%	22%	21%	30%	26%	4%	-	34%	22%	25%	22%	33%	18%	15%
Fairly unlikely	144	8	12	16	28	16	7	4	7	6	16	12	7	3	4	21	29	32	39	9	5	10
	20%	27%	23%	19%	23%	19%	15%	14%	26%	14%	24%	17%	19%	13%	36%	16%	19%	18%	22%	29%	33%	22%
Very unlikely	101	4	3	11	14	10	7	8	-	11	5	9	7	9	3	13	22	30	24	-	1	11
	14%	14%	5%	13%	12%	12%	17%	24%	-	25%	7%	13%	19%	43%	27%	10%	15%	17%	14%	-	6%	24%
I don't know	143	4	8	14	15	15	10	12	12	12	17	14	4	5	3	22	35	32	39	4	2	9
	20%	14%	15%	16%	13%	18%	24%	35%	43%	28%	25%	21%	10%	22%	27%	17%	23%	18%	22%	13%	14%	22%
LIKELY	335	13	30	46	65	43	19	9	8	14	28	33	20	5	1	73	64	84	74	17	7	14
	46%	45%	58%	53%	53%	51%	43%	27%	30%	33%	43%	49%	52%	22%	9%	57%	42%	47%	42%	58%	47%	32%
UNLIKELY	245	12	14	27	42	26	14	12	7	16	20	21	14	12	6	34	52	62	63	9	6	20
	34%	41%	28%	31%	34%	31%	33%	38%	26%	39%	31%	30%	38%	57%	64%	26%	34%	35%	36%	29%	39%	46%

Digital Entertainment Survey 2013

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Hide your identity online

Base: All pirates

	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children	
Unweighted Total	713	105	220	249	98	41	74	102	142	117	30	68	49	8	52	39	15	17	19	329	319	39	7	105	103	87	101	412
Weighted Total	723	109	223	253	97	41	75	104	139	113	30	76	58	8	52	37	13	17	23	348	308	36	8	103	98	84	95	433
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	156	40	45	47	16	7	16	27	25	30	12	19	11	1	7	8	-	1	5	79	64	7	1	28	28	22	16	89
	21%	37%	20%	19%	16%	18%	21%	26%	18%	26%	38%	25%	19%	11%	13%	21%	-	5%	23%	23%	21%	18%	14%	28%	28%	26%	17%	20%
Fairly likely	179	28	74	64	9	4	19	30	37	33	7	21	8	4	10	7	1	3	3	83	81	8	4	26	26	21	15	109
	25%	25%	33%	25%	9%	10%	25%	28%	27%	29%	23%	28%	14%	48%	19%	18%	7%	17%	15%	24%	26%	21%	43%	26%	27%	25%	16%	25%
Fairly unlikely	144	18	52	46	21	7	12	21	36	21	6	9	18	-	6	6	5	4	3	76	59	5	1	23	22	19	20	85
	20%	17%	23%	18%	22%	18%	16%	20%	26%	18%	21%	11%	30%	-	12%	15%	40%	25%	15%	22%	19%	13%	16%	22%	22%	23%	22%	20%
Very unlikely	101	11	28	35	18	9	11	12	17	17	3	10	7	1	8	8	4	4	5	40	46	8	2	9	13	11	21	56
	14%	10%	13%	14%	18%	22%	15%	11%	12%	15%	11%	13%	13%	13%	15%	21%	26%	23%	22%	11%	15%	23%	27%	8%	13%	13%	22%	13%
I Don't know	143	12	24	61	34	14	17	15	24	12	2	17	14	2	21	9	4	5	6	70	58	9	-	17	9	12	23	94
	20%	11%	11%	24%	34%	33%	23%	14%	17%	11%	7%	23%	24%	28%	41%	25%	27%	29%	26%	20%	19%	25%	-	16%	10%	14%	24%	22%
LIKELY	335	68	119	111	25	11	34	57	62	63	18	40	19	5	17	14	1	4	9	162	145	14	5	55	54	42	31	198
	46%	62%	54%	44%	25%	28%	46%	55%	45%	56%	61%	53%	33%	59%	32%	39%	7%	22%	37%	47%	47%	39%	57%	53%	55%	50%	32%	46%
UNLIKELY	245	30	79	81	39	16	23	33	53	38	10	19	25	1	14	13	9	8	8	115	105	13	4	31	35	30	41	141
	34%	27%	36%	32%	40%	39%	31%	31%	38%	34%	32%	25%	43%	13%	27%	36%	67%	48%	37%	33%	34%	36%	43%	30%	35%	36%	44%	33%

Digital Entertainment Survey 2013

62. If you received a letter from your internet service provider (ISP) informing you that further action may be taken by your ISP if you continue to infringe and download unauthorised content (pirate music, films, e-books and games), how likely would you be to...?

Use a means of piracy where you can't be identified

Base: All pirates

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	713	22	40	80	120	90	46	37	23	36	67	76	42	23	11	125	151	174	175	29	15	44
Weighted Total	723	29	53	87	122	85	43	33	27	42	65	69	38	21	10	130	151	177	176	30	15	44
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	124	8	9	18	24	17	7	4	2	1	8	12	9	3	1	28	22	34	28	5	3	5
	17%	27%	18%	21%	20%	20%	15%	14%	9%	3%	12%	17%	24%	13%	9%	22%	14%	19%	16%	16%	19%	11%
Fairly likely	172	3	16	20	44	24	9	4	2	8	15	18	10	1	-	34	31	47	39	9	3	10
	24%	9%	30%	23%	36%	28%	22%	11%	9%	19%	22%	26%	26%	4%	-	26%	20%	27%	22%	30%	21%	22%
Fairly unlikely	154	9	11	23	19	16	9	4	5	8	21	13	8	4	4	29	35	32	36	10	4	8
	21%	32%	20%	26%	16%	19%	22%	11%	17%	19%	33%	18%	21%	17%	45%	22%	23%	18%	20%	35%	24%	19%
Very unlikely	132	7	8	14	17	11	7	10	7	12	8	13	7	10	2	19	27	36	35	1	2	12
	18%	23%	15%	16%	14%	13%	15%	30%	26%	28%	12%	18%	19%	48%	18%	14%	18%	21%	20%	4%	15%	27%
I don't know	141	3	9	12	17	17	11	12	11	13	14	14	4	4	3	21	36	28	39	5	3	9
	20%	9%	18%	14%	14%	20%	26%	35%	39%	31%	21%	20%	10%	17%	27%	16%	24%	16%	22%	16%	21%	21%
LIKELY	296	11	25	38	68	40	16	8	5	9	22	30	19	4	1	62	52	81	67	14	6	14
	41%	36%	48%	44%	56%	48%	37%	24%	17%	22%	34%	43%	50%	17%	9%	47%	35%	46%	38%	45%	40%	33%
UNLIKELY	286	16	18	37	37	27	16	13	12	20	29	25	15	14	6	47	62	68	70	12	6	20
	40%	55%	35%	43%	30%	32%	37%	41%	43%	47%	45%	37%	40%	65%	64%	37%	41%	38%	40%	39%	39%	46%

Digital Entertainment Survey 2013

62. If you received a letter from your internet service provider (ISP) informing you that further action may be taken by your ISP if you continue to infringe and download unauthorised content (pirate music, films, e-books and games), how likely would you be to...?

Use a means of piracy where you can't be identified

Base: All pirates

	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most have ready them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children	
Unweighted Total	713	105	220	249	98	41	74	102	142	117	30	68	49	8	52	39	15	17	19	329	319	39	7	105	103	87	101	412
Weighted Total	723	109	223	253	97	41	75	104	139	113	30	76	58	8	52	37	13	17	23	348	308	36	8	103	98	84	95	433
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	124	40	40	26	13	5	15	21	22	23	6	13	6	2	5	7	1	3	5	60	55	4	-	23	18	13	13	67
	17%	36%	18%	10%	14%	13%	21%	20%	16%	20%	19%	17%	10%	23%	10%	18%	7%	19%	21%	17%	18%	10%	-	23%	18%	16%	14%	16%
Fairly likely	172	26	65	61	13	6	18	33	36	29	14	14	9	3	8	6	1	2	2	81	79	8	1	30	32	26	15	97
	24%	24%	29%	24%	13%	15%	25%	31%	26%	25%	47%	18%	16%	36%	16%	16%	7%	12%	11%	23%	26%	23%	16%	30%	33%	31%	16%	22%
Fairly unlikely	154	20	60	48	18	8	9	24	34	27	4	17	13	-	7	9	5	4	2	82	59	7	5	19	25	20	21	92
	21%	19%	27%	19%	19%	18%	12%	23%	25%	24%	14%	22%	23%	-	14%	23%	40%	23%	10%	23%	19%	18%	57%	19%	25%	24%	22%	21%
Very unlikely	132	11	32	56	23	9	15	10	24	18	4	17	16	1	11	9	4	3	8	59	56	8	1	11	14	13	26	83
	18%	10%	15%	22%	24%	22%	21%	9%	17%	16%	14%	23%	27%	13%	21%	23%	27%	17%	32%	17%	18%	23%	13%	11%	15%	15%	28%	19%
I Don't know	141	12	26	62	29	13	16	17	23	16	2	15	14	2	20	7	3	5	6	66	59	9	1	19	9	12	19	95
	20%	11%	12%	25%	30%	31%	22%	16%	16%	14%	7%	20%	24%	28%	39%	20%	20%	29%	26%	19%	19%	25%	14%	18%	10%	14%	20%	22%
LIKELY	296	66	105	87	26	12	34	54	58	52	20	27	15	5	13	12	2	5	7	141	134	12	1	53	50	39	29	165
	41%	60%	47%	35%	27%	28%	45%	51%	42%	46%	66%	36%	26%	59%	25%	33%	13%	31%	32%	41%	44%	34%	16%	52%	51%	47%	30%	38%
UNLIKELY	286	32	92	104	42	17	25	34	58	45	8	34	29	1	19	17	9	7	10	141	115	15	6	30	39	33	47	174
	40%	29%	41%	41%	43%	41%	33%	32%	42%	40%	27%	45%	50%	13%	36%	46%	67%	40%	42%	40%	37%	41%	70%	30%	40%	39%	49%	40%

Digital Entertainment Survey 2013

62. If you received a letter from your internet service provider (ISP) informing you that further action may be taken by your ISP if you continue to infringe and download unauthorised content (pirate music, films, e-books and games), how likely would you be to...?

Summary table

Base: All respondents

	Total	Very likely	Fairly likely	Fairly unlikely	Very unlikely	Don't know	LIKELY	UNLIKELY
Stop downloading unauthorised content	723 100%	213 29%	212 29%	120 17%	71 10%	108 15%	425 59%	191 26%
Hide your identity online	723 100%	156 21%	179 25%	144 20%	101 14%	143 20%	335 46%	245 34%
Use a means of piracy where you can't be identified	723 100%	124 17%	172 24%	154 21%	132 18%	141 20%	296 41%	286 40%

Digital Entertainment Survey 2013

63. If you received a letter from your internet service provider (ISP) informing you that further action may be taken by a rights owner if you continue to infringe and download unauthorised content (pirate music, films, e-books and games), how likely would you be to...?

Stop downloading unauthorised content

Base: All pirates

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	713	22	40	80	120	90	46	37	23	36	67	76	42	23	11	125	151	174	175	29	15	44
Weighted Total	723	29	53	87	122	85	43	33	27	42	65	69	38	21	10	130	151	177	176	30	15	44
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	213	8	9	28	35	27	7	8	8	13	17	19	18	15	2	31	46	57	46	12	5	17
	29%	27%	18%	33%	28%	32%	15%	24%	30%	31%	25%	28%	48%	70%	18%	24%	31%	32%	26%	40%	33%	38%
Fairly likely	209	9	17	17	41	21	14	11	7	19	20	22	7	2	2	42	47	54	47	6	5	8
	29%	32%	33%	20%	33%	24%	33%	32%	26%	44%	31%	32%	19%	9%	18%	32%	31%	31%	27%	20%	33%	18%
Fairly unlikely	131	4	17	20	26	15	8	2	1	2	13	13	8	-	3	26	25	30	36	5	2	7
	18%	14%	33%	23%	21%	18%	20%	5%	4%	6%	19%	18%	21%	-	27%	20%	16%	17%	21%	18%	12%	16%
Very unlikely	51	4	1	10	7	8	5	5	-	1	3	4	2	-	1	11	10	12	10	4	2	2
	7%	14%	3%	11%	6%	10%	11%	16%	-	3%	4%	5%	5%	-	9%	9%	6%	7%	6%	14%	13%	4%
I don't know	120	4	8	12	14	13	9	7	11	7	13	12	3	5	3	21	24	24	37	3	1	10
	17%	14%	15%	14%	12%	16%	22%	22%	39%	17%	19%	17%	7%	22%	27%	16%	16%	13%	21%	9%	9%	23%
LIKELY	422	17	26	46	76	48	21	19	15	32	37	41	25	16	4	72	93	111	93	18	10	25
	58%	59%	50%	53%	62%	57%	48%	57%	57%	75%	57%	59%	67%	78%	36%	56%	61%	63%	53%	59%	66%	56%
UNLIKELY	182	8	18	29	33	24	13	7	1	4	16	16	10	-	4	37	34	42	46	9	4	9
	25%	27%	35%	34%	27%	28%	30%	22%	4%	8%	24%	24%	26%	-	36%	28%	23%	24%	26%	31%	25%	20%

Digital Entertainment Survey 2013

63. If you received a letter from your internet service provider (ISP) informing you that further action may be taken by a rights owner if you continue to infringe and download unauthorised content (pirate music, films, e-books and games), how likely would you be to...?

Stop downloading unauthorised content

Base: All pirates

	Ownership of technology devices						Which of the following best describes your occupation?											What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	713	105	220	249	98	41	74	102	142	117	30	68	49	8	52	39	15	17	19	329	319	39	7	105	103	87	101	412
Weighted Total	723	109	223	253	97	41	75	104	139	113	30	76	58	8	52	37	13	17	23	348	308	36	8	103	98	84	95	433
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	213	35	63	77	27	10	26	26	45	33	9	23	17	1	11	11	4	6	4	96	100	13	-	32	30	29	35	115
	29%	32%	29%	31%	27%	24%	35%	25%	33%	29%	31%	30%	29%	12%	22%	31%	27%	34%	17%	28%	32%	36%	-	31%	31%	34%	36%	27%
Fairly likely	209	38	70	66	26	8	20	41	35	37	8	23	17	3	16	6	4	1	7	113	78	5	5	25	25	22	26	136
	29%	35%	31%	26%	27%	20%	26%	39%	25%	33%	27%	29%	29%	38%	30%	15%	27%	6%	31%	33%	25%	15%	62%	25%	25%	27%	27%	31%
Fairly unlikely	131	17	48	44	13	9	8	18	31	15	11	13	7	2	5	10	3	7	4	60	58	7	2	22	25	17	8	78
	18%	16%	22%	17%	13%	22%	11%	18%	22%	13%	35%	17%	12%	24%	10%	28%	20%	43%	16%	17%	19%	20%	24%	22%	25%	20%	9%	18%
Very unlikely	51	7	22	18	4	-	3	6	8	16	1	6	4	1	1	3	2	-	2	22	25	2	-	7	11	4	11	24
	7%	7%	10%	7%	4%	-	4%	6%	6%	14%	3%	7%	8%	13%	2%	8%	13%	-	10%	6%	8%	5%	-	7%	11%	4%	12%	5%
I Don't know	120	11	18	48	28	14	17	13	20	12	1	13	13	1	19	7	2	3	6	57	47	8	1	16	7	12	15	81
	17%	10%	8%	19%	29%	33%	23%	13%	14%	10%	4%	17%	22%	13%	36%	18%	13%	17%	26%	17%	15%	23%	14%	15%	8%	15%	16%	19%
LIKELY	422	74	133	144	53	18	46	67	80	70	17	45	34	4	27	17	7	7	11	209	178	19	5	57	55	51	60	251
	58%	67%	60%	57%	54%	45%	62%	64%	58%	62%	58%	59%	58%	50%	52%	46%	54%	40%	48%	60%	58%	52%	62%	56%	56%	61%	64%	58%
UNLIKELY	182	25	71	61	16	9	11	25	39	31	11	19	12	3	6	13	4	7	6	81	84	9	2	30	35	20	19	102
	25%	23%	32%	24%	17%	22%	15%	23%	28%	28%	38%	24%	20%	37%	12%	36%	33%	43%	26%	23%	27%	26%	24%	29%	36%	24%	20%	23%

Digital Entertainment Survey 2013

63. If you received a letter from your internet service provider (ISP) informing you that further action may be taken by a rights owner if you continue to infringe and download unauthorised content (pirate music, films, e-books and games), how likely would you be to...?

Hide your identity online

Base: All pirates

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	713	22	40	80	120	90	46	37	23	36	67	76	42	23	11	125	151	174	175	29	15	44
Weighted Total	723	29	53	87	122	85	43	33	27	42	65	69	38	21	10	130	151	177	176	30	15	44
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	137	9	12	16	24	20	7	6	2	4	10	11	10	5	1	30	23	36	32	7	3	5
	19%	32%	23%	19%	20%	23%	17%	19%	9%	8%	15%	16%	26%	22%	9%	23%	15%	20%	18%	24%	19%	11%
Fairly likely	189	5	16	26	45	24	9	4	4	11	17	19	9	-	-	42	36	50	41	12	3	5
	26%	18%	30%	30%	37%	29%	22%	14%	13%	25%	25%	28%	24%	-	-	33%	24%	28%	23%	39%	18%	12%
Fairly unlikely	129	4	11	16	21	9	7	4	6	6	16	14	9	2	4	23	31	25	31	4	5	9
	18%	14%	20%	19%	18%	11%	15%	14%	22%	14%	24%	20%	24%	9%	45%	18%	20%	14%	18%	14%	31%	21%
Very unlikely	122	5	5	11	19	18	9	8	4	12	6	7	6	10	2	14	32	30	30	2	2	11
	17%	18%	10%	13%	16%	21%	22%	24%	13%	28%	9%	11%	17%	48%	18%	11%	21%	17%	17%	7%	15%	26%
I don't know	146	5	9	17	12	13	10	10	12	11	18	18	4	5	3	19	28	36	42	5	3	13
	20%	18%	18%	20%	10%	16%	24%	30%	43%	25%	27%	26%	10%	22%	27%	15%	19%	20%	24%	16%	17%	30%
LIKELY	326	14	28	42	69	44	17	11	6	14	26	30	19	5	1	73	60	86	74	19	6	10
	45%	50%	53%	49%	57%	52%	39%	32%	22%	33%	40%	43%	50%	22%	9%	56%	39%	48%	42%	63%	37%	22%
UNLIKELY	251	9	16	27	41	27	16	12	9	18	21	21	15	12	6	38	63	55	61	6	7	21
	35%	32%	30%	31%	33%	32%	37%	38%	35%	42%	33%	30%	40%	57%	64%	29%	42%	31%	35%	21%	46%	47%

Digital Entertainment Survey 2013

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Hide your identity online

Base: All pirates

	Ownership of technology devices						Which of the following best describes your occupation?											What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children	
Unweighted Total	713	105	220	249	98	41	74	102	142	117	30	68	49	8	52	39	15	17	19	329	319	39	7	105	103	87	101	412
Weighted Total	723	109	223	253	97	41	75	104	139	113	30	76	58	8	52	37	13	17	23	348	308	36	8	103	98	84	95	433
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	137	35	45	40	11	6	17	20	22	24	7	19	12	2	5	7	1	1	5	68	56	7	1	22	18	19	17	80
	19%	32%	20%	16%	11%	15%	23%	19%	16%	21%	25%	25%	21%	27%	9%	18%	7%	5%	23%	19%	18%	18%	14%	22%	18%	23%	18%	18%
Fairly likely	189	35	79	61	10	4	10	35	40	38	6	18	11	4	15	6	2	3	1	92	88	5	3	29	29	30	19	110
	26%	32%	35%	24%	10%	9%	14%	34%	29%	33%	20%	24%	20%	48%	29%	16%	13%	20%	5%	27%	29%	13%	32%	29%	30%	36%	20%	25%
Fairly unlikely	129	16	36	50	21	5	15	20	28	19	8	9	8	-	4	8	5	4	7	66	47	5	3	16	24	12	13	79
	18%	15%	16%	20%	22%	13%	20%	19%	20%	16%	28%	11%	15%	-	8%	23%	40%	23%	30%	19%	15%	15%	41%	16%	25%	14%	14%	18%
Very unlikely	122	11	40	43	18	10	14	17	22	16	7	10	12	1	8	7	4	4	4	50	59	8	1	15	14	13	26	64
	17%	10%	18%	17%	19%	24%	19%	16%	16%	14%	24%	13%	21%	13%	16%	18%	27%	23%	16%	14%	19%	23%	13%	15%	15%	15%	27%	15%
I Don't know	146	12	22	59	37	16	18	12	27	17	1	21	14	1	20	9	2	5	6	72	57	11	-	19	12	10	19	101
	20%	11%	10%	23%	38%	39%	24%	11%	19%	15%	4%	27%	24%	13%	38%	25%	13%	29%	26%	21%	19%	30%	-	19%	12%	11%	20%	23%
LIKELY	326	70	124	101	21	10	28	56	62	62	13	37	24	6	20	12	3	4	6	160	144	11	4	52	47	50	37	190
	45%	64%	56%	40%	22%	24%	37%	53%	45%	55%	44%	49%	40%	74%	38%	34%	20%	25%	28%	46%	47%	31%	46%	50%	48%	59%	39%	44%
UNLIKELY	251	27	76	93	39	15	29	37	50	35	16	18	21	1	12	15	9	8	11	116	106	14	4	31	39	25	39	143
	35%	25%	34%	37%	41%	37%	39%	36%	36%	31%	52%	24%	35%	13%	24%	41%	67%	46%	46%	33%	35%	38%	54%	31%	40%	30%	41%	33%

Digital Entertainment Survey 2013

63. If you received a letter from your internet service provider (ISP) informing you that further action may be taken by a rights owner if you continue to infringe and download unauthorised content (pirate music, films, e-books and games), how likely would you be to...?

Use a means of piracy where you can't be identified

Base: All pirates

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	713	22	40	80	120	90	46	37	23	36	67	76	42	23	11	125	151	174	175	29	15	44
Weighted Total	723	29	53	87	122	85	43	33	27	42	65	69	38	21	10	130	151	177	176	30	15	44
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	129	8	8	16	30	19	7	4	2	2	8	13	6	5	1	31	23	34	27	8	2	5
	18%	27%	15%	19%	24%	22%	17%	14%	9%	6%	12%	18%	17%	22%	9%	24%	15%	19%	15%	28%	12%	11%
Fairly likely	164	7	16	18	37	20	8	5	4	9	12	16	11	1	-	32	31	46	38	10	2	7
	23%	23%	30%	21%	30%	23%	20%	16%	13%	22%	18%	24%	29%	4%	-	24%	20%	26%	21%	32%	12%	16%
Fairly unlikely	143	4	13	22	22	14	7	3	4	7	19	14	8	2	4	28	32	27	36	4	6	9
	20%	14%	25%	25%	18%	17%	17%	8%	13%	17%	30%	20%	21%	9%	45%	22%	21%	15%	21%	14%	40%	22%
Very unlikely	143	7	8	14	20	15	7	11	6	13	10	12	9	10	2	19	35	38	34	5	2	10
	20%	23%	15%	16%	17%	18%	17%	32%	22%	31%	15%	17%	24%	48%	18%	14%	23%	22%	19%	18%	15%	24%
I don't know	143	4	8	16	13	17	12	10	12	11	17	14	4	4	3	20	31	32	42	3	3	d2
	20%	14%	15%	19%	11%	20%	28%	30%	43%	25%	25%	21%	10%	17%	27%	16%	21%	18%	24%	9%	21%	28%
LIKELY	293	14	24	35	66	39	16	10	6	12	19	29	17	5	1	63	54	79	64	18	4	12
	41%	50%	45%	40%	54%	46%	37%	30%	22%	28%	30%	42%	45%	26%	9%	48%	35%	45%	37%	60%	24%	26%
UNLIKELY	287	11	21	36	43	29	15	13	9	20	29	25	17	12	6	47	66	66	70	9	8	20
	40%	36%	40%	41%	35%	34%	35%	41%	35%	47%	45%	37%	45%	57%	64%	36%	44%	37%	40%	31%	54%	45%

Digital Entertainment Survey 2013

63. If you received a letter from your internet service provider (ISP) informing you that further action may be taken by a rights owner if you continue to infringe and download unauthorised content (pirate music, films, e-books and games), how likely would you be to...?

Use a means of piracy where you can't be identified

Base: All pirates

	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children	
Unweighted Total	713	105	220	249	98	41	74	102	142	117	30	68	49	8	52	39	15	17	19	329	319	39	7	105	103	87	101	412
Weighted Total	723	109	223	253	97	41	75	104	139	113	30	76	58	8	52	37	13	17	23	348	308	36	8	103	98	84	95	433
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	129	35	49	29	11	5	13	19	29	21	9	12	7	2	5	9	1	3	4	64	54	7	1	24	21	17	16	68
	18%	32%	22%	11%	12%	13%	17%	18%	21%	18%	28%	16%	13%	27%	10%	24%	7%	18%	15%	18%	18%	19%	11%	24%	21%	20%	17%	16%
Fairly likely	164	34	61	52	12	5	14	38	29	33	8	17	7	1	9	5	1	2	2	84	70	6	2	27	25	24	16	94
	23%	31%	27%	20%	12%	12%	19%	37%	21%	29%	27%	22%	12%	12%	18%	12%	7%	12%	11%	24%	23%	15%	30%	26%	26%	28%	16%	22%
Fairly unlikely	143	17	50	49	20	7	15	19	30	24	7	14	8	3	5	8	5	4	6	65	65	4	4	20	26	16	14	91
	20%	15%	22%	20%	21%	17%	20%	18%	21%	22%	24%	19%	14%	36%	10%	23%	40%	24%	26%	19%	21%	10%	45%	20%	27%	19%	15%	21%
Very unlikely	143	14	37	60	24	8	14	13	29	20	4	15	22	1	12	8	4	3	5	66	63	9	-	13	16	15	30	83
	20%	13%	17%	24%	25%	20%	19%	12%	21%	18%	13%	20%	37%	13%	23%	21%	27%	17%	22%	19%	21%	26%	-	13%	17%	18%	32%	19%
I Don't know	143	10	25	64	29	16	19	16	23	14	2	18	14	1	21	7	3	5	6	70	55	11	1	18	9	12	18	98
	20%	9%	11%	25%	30%	38%	26%	15%	16%	13%	7%	24%	24%	13%	40%	20%	20%	29%	26%	20%	18%	30%	14%	17%	9%	15%	19%	23%
LIKELY	293	68	111	80	23	10	27	57	58	54	17	29	14	3	14	13	2	5	6	147	124	12	3	51	46	41	32	162
	41%	63%	50%	32%	24%	25%	36%	54%	42%	48%	56%	38%	25%	39%	27%	36%	13%	30%	26%	42%	40%	34%	41%	50%	47%	48%	34%	37%
UNLIKELY	287	31	87	109	45	15	29	32	58	45	11	29	30	4	17	16	9	7	11	130	129	13	4	34	43	31	45	174
	40%	28%	39%	43%	46%	37%	38%	30%	42%	40%	37%	39%	51%	48%	33%	44%	67%	41%	48%	37%	42%	36%	45%	33%	43%	37%	47%	40%

Digital Entertainment Survey 2013

63. If you received a letter from your internet service provider (ISP) informing you that further action may be taken by a rights owner if you continue to infringe and download unauthorised content (pirate music, films, e-books and games), how likely would you be to...?

Summary table

Base: All respondents

	Total	Very likely	Fairly likely	Fairly unlikely	Very unlikely	Don't know	LIKELY	UNLIKELY
Stop downloading unauthorised content	723 100%	213 29%	209 29%	131 18%	51 7%	120 17%	422 58%	182 25%
Hide your identity online	723 100%	137 19%	189 26%	129 18%	122 17%	146 20%	326 45%	251 35%
Use a means of piracy where you can't be identified	723 100%	129 18%	164 23%	143 20%	143 20%	143 20%	293 41%	287 40%

Digital Entertainment Survey 2013

64. Which of the following types of websites do you use to download and/or stream/access unauthorised content (pirate music, films, e-books and/or games)?

Base: All pirates

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	713	22	40	80	120	90	46	37	23	36	67	76	42	23	11	125	151	174	175	29	15	44
Weighted Total	723	29	53	87	122	85	43	33	27	42	65	69	38	21	10	130	151	177	176	30	15	44
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Cyberlocker / file hosting sites	128	13	14	18	28	18	1	2	6	6	9	6	5	2	1	35	21	30	30	1	4	6
	18%	45%	28%	21%	23%	21%	2%	5%	22%	14%	13%	9%	12%	9%	9%	27%	14%	17%	17%	4%	28%	14%
Video streaming link sites	265	7	26	39	52	23	9	4	13	21	25	26	13	2	4	61	57	59	56	14	5	12
	37%	23%	50%	45%	43%	27%	22%	14%	48%	50%	39%	38%	33%	9%	45%	47%	38%	33%	32%	46%	35%	28%
BitTorrent sites	283	12	25	36	57	42	21	11	6	12	21	26	8	5	1	47	54	66	77	10	8	21
	39%	41%	48%	41%	47%	50%	48%	32%	22%	28%	33%	38%	21%	26%	9%	36%	36%	37%	43%	35%	55%	47%
Usenet indexing / NZB sites	57	3	5	13	12	7	2	1	2	4	3	4	2	-	-	14	10	15	13	1	-	3
	8%	9%	10%	15%	10%	8%	4%	3%	9%	8%	4%	5%	5%	-	-	11%	6%	8%	8%	3%	-	8%
Video hosting sites / user generated content sites	119	4	11	18	18	8	6	5	7	12	12	7	6	5	-	28	17	27	30	8	2	6
	16%	14%	20%	21%	15%	10%	13%	16%	26%	28%	18%	11%	17%	22%	-	22%	12%	15%	17%	28%	15%	14%
Other	117	5	3	9	12	13	10	12	1	7	11	12	9	10	4	9	29	37	28	5	1	9
	16%	18%	5%	10%	10%	16%	24%	35%	4%	17%	16%	17%	24%	48%	36%	7%	19%	21%	16%	15%	6%	20%

Digital Entertainment Survey 2013

64. Which of the following types of websites do you use to download and/or stream/access unauthorised content (pirate music, films, e-books and/or games)?

Base: All pirates

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children	
Unweighted Total	713	105	220	249	98	41	74	102	142	117	30	68	49	8	52	39	15	17	19	329	319	39	7	105	103	87	101	412
Weighted Total	723	109	223	253	97	41	75	104	139	113	30	76	58	8	52	37	13	17	23	348	308	36	8	103	98	84	95	433
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Cyberlocker / file hosting sites	128	41	37	30	16	5	16	28	23	20	6	12	10	-	4	4	4	1	6	66	51	4	1	14	21	16	13	79
	18%	37%	17%	12%	16%	12%	22%	27%	17%	18%	20%	15%	17%	-	8%	10%	27%	8%	28%	19%	17%	11%	16%	13%	21%	19%	14%	18%
Video streaming link sites	265	51	82	96	27	9	26	42	51	41	9	36	25	3	17	8	2	6	7	147	98	8	5	39	32	33	26	167
	37%	46%	37%	38%	28%	22%	35%	40%	36%	36%	31%	47%	42%	36%	33%	21%	13%	34%	29%	42%	32%	23%	56%	38%	32%	39%	28%	39%
BitTorrent sites	283	54	94	94	24	17	30	43	53	45	13	28	21	4	22	17	2	5	5	140	127	9	2	41	39	35	28	172
	39%	49%	42%	37%	25%	42%	40%	41%	38%	40%	43%	37%	36%	52%	42%	46%	13%	32%	22%	40%	41%	26%	29%	40%	40%	42%	30%	40%
Usenet indexing / NZB sites	57	20	23	11	3	-	12	12	11	5	5	4	3	-	1	4	-	-	1	27	27	1	-	8	10	13	2	31
	8%	18%	10%	4%	3%	-	16%	12%	8%	4%	17%	5%	6%	-	2%	10%	-	-	5%	8%	9%	3%	-	8%	10%	15%	2%	7%
Video hosting sites / user generated content sites	119	23	34	40	17	5	12	10	26	13	7	23	13	1	5	3	2	4	-	74	39	5	2	14	8	12	11	84
	16%	21%	15%	16%	17%	13%	16%	10%	19%	12%	24%	30%	22%	12%	10%	8%	13%	23%	-	21%	13%	13%	28%	13%	8%	14%	12%	19%
Other	117	9	23	44	32	10	12	9	19	19	-	16	6	1	15	11	4	4	5	47	51	14	-	14	13	12	27	68
	16%	8%	10%	17%	32%	25%	17%	9%	13%	17%	-	21%	10%	13%	29%	31%	33%	23%	22%	14%	17%	38%	-	14%	13%	15%	29%	16%

Digital Entertainment Survey 2013

65. Please indicate how much you agree or disagree with each of the following statements

I regularly use proxies to access infringing content online

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	713	22	40	80	120	90	46	37	23	36	67	76	42	23	11	125	151	174	175	29	15	44
Weighted Total	723	29	53	87	122	85	43	33	27	42	65	38	21	10	130	151	177	176	30	15	44	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	63 9%	1 5%	7 13%	8 9%	17 14%	11 13%	2 4%	- -	- -	1 3%	2 3%	6 9%	5 14%	2 9%	- -	23 18%	11 7%	12 7%	12 7%	2 6%	- -	3 7%
Agree	133 18%	5 18%	14 28%	23 26%	34 28%	12 14%	1 2%	1 3%	4 13%	6 14%	11 16%	14 20%	5 14%	3 13%	1 9%	33 26%	24 16%	30 17%	30 17%	7 23%	2 14%	6 14%
Disagree	176 24%	4 14%	13 25%	27 31%	31 25%	24 29%	15 35%	10 30%	4 13%	7 17%	15 22%	15 22%	6 17%	3 13%	3 27%	35 27%	39 26%	37 21%	43 24%	7 24%	5 33%	10 23%
Strongly disagree	211 29%	13 45%	11 20%	17 20%	28 23%	27 32%	15 35%	15 46%	7 26%	19 44%	18 27%	16 24%	13 33%	9 43%	4 36%	18 14%	43 28%	68 38%	53 30%	11 38%	3 19%	16 36%
Don't know	140 19%	5 18%	8 15%	12 14%	13 11%	9 11%	10 24%	7 22%	13 48%	9 22%	20 31%	17 25%	8 21%	5 22%	3 27%	20 16%	34 22%	31 17%	39 22%	3 9%	5 34%	9 20%
AGREE	196 27%	7 23%	21 40%	30 35%	51 42%	24 28%	3 7%	1 3%	4 13%	7 17%	13 19%	20 29%	11 29%	5 22%	1 9%	56 43%	35 23%	42 23%	42 24%	9 29%	2 14%	9 21%
DISAGREE	387 54%	17 59%	24 45%	45 51%	58 48%	52 61%	30 70%	25 76%	11 39%	26 61%	32 49%	32 46%	19 50%	12 57%	6 64%	53 41%	82 54%	105 59%	95 54%	19 62%	8 51%	26 59%

Digital Entertainment Survey 2013

65. Please indicate how much you agree or disagree with each of the following statements

I regularly use proxies to access infringing content online

Base: All respondents

	Ownership of technology devices						Which of the following best describes your occupation?											What is your family status?					Are you a parent, and if so how old are your children?					
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren
Unweighted Total	713	105	220	249	98	41	74	102	142	117	30	68	49	8	52	39	15	17	19	329	319	39	7	105	103	87	101	412
Weighted Total	723	109	223	253	97	41	75	104	139	113	30	76	58	8	52	37	13	17	23	348	308	36	8	103	98	84	95	433
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	63	26	25	9	1	1	12	14	9	10	10	1	2	-	2	1	-	1	3	25	33	-	1	11	18	9	10	28
	9%	24%	11%	4%	1%	3%	16%	14%	7%	9%	33%	2%	4%	-	4%	2%	-	5%	14%	7%	11%	-	16%	11%	18%	11%	11%	6%
Agree	133	33	52	37	10	1	11	30	26	22	9	14	6	2	5	4	2	2	3	63	62	2	2	29	19	17	9	78
	18%	30%	23%	15%	10%	3%	15%	29%	19%	19%	29%	19%	10%	24%	10%	10%	13%	12%	15%	18%	20%	5%	30%	28%	20%	21%	9%	18%
Disagree	176	24	60	55	24	14	17	29	35	27	4	16	15	4	11	8	5	4	1	99	60	12	3	15	16	21	18	120
	24%	22%	27%	22%	25%	34%	23%	28%	26%	24%	14%	22%	26%	48%	21%	21%	40%	23%	6%	29%	20%	33%	38%	15%	16%	25%	19%	28%
Strongly disagree	211	18	58	94	34	8	17	15	44	36	6	29	19	1	17	13	4	7	7	98	91	14	1	24	29	24	39	123
	29%	17%	26%	37%	34%	19%	23%	15%	31%	32%	20%	38%	33%	13%	34%	37%	33%	43%	28%	28%	30%	39%	16%	23%	29%	28%	42%	28%
Don't know	140	9	28	58	29	17	18	16	24	18	1	15	15	1	16	11	2	3	8	63	61	8	-	24	16	13	18	85
	19%	8%	13%	23%	30%	40%	23%	15%	17%	16%	4%	20%	26%	16%	31%	30%	13%	16%	37%	18%	20%	23%	-	23%	16%	16%	19%	20%
AGREE	196	59	77	47	10	3	23	44	36	32	19	16	8	2	7	5	2	3	7	88	95	2	4	40	37	26	19	105
	27%	54%	35%	18%	11%	6%	31%	43%	26%	28%	62%	21%	14%	24%	14%	13%	13%	18%	29%	25%	31%	5%	46%	39%	38%	31%	20%	24%
DISAGREE	387	42	117	149	58	22	34	44	79	63	10	46	35	5	29	21	10	11	8	197	152	26	4	38	45	44	58	243
	54%	38%	53%	59%	59%	53%	46%	42%	57%	56%	34%	60%	60%	61%	55%	57%	73%	66%	34%	57%	49%	72%	54%	38%	46%	53%	61%	56%

Digital Entertainment Survey 2013

65. Please indicate how much you agree or disagree with each of the following statements

I would be prepared to pay for a proxy service if it enabled me to continue accessing infringing content online from my preferred website(s)

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	713	22	40	80	120	90	46	37	23	36	67	76	42	23	11	125	151	174	175	29	15	44
Weighted Total	723	29	53	87	122	85	43	33	27	42	65	69	38	21	10	130	151	177	176	30	15	44
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	79	4	8	9	22	10	4	2	-	-	7	5	6	2	-	24	15	15	20	3	-	2
	11%	14%	15%	10%	18%	12%	9%	5%	-	-	10%	8%	17%	9%	-	19%	10%	9%	11%	9%	-	4%
Agree	153	8	13	26	35	23	6	2	2	7	11	11	5	2	3	39	20	33	37	10	5	8
	21%	27%	25%	30%	28%	27%	13%	5%	9%	17%	16%	16%	14%	9%	27%	30%	13%	19%	21%	33%	31%	19%
Disagree	168	1	14	22	28	16	9	11	7	12	16	22	6	4	1	31	46	39	32	4	4	12
	23%	5%	28%	25%	23%	19%	22%	32%	26%	28%	24%	32%	17%	17%	9%	24%	30%	22%	18%	14%	23%	28%
Strongly disagree	152	12	5	22	18	20	9	7	5	12	15	10	10	5	3	16	27	49	39	8	2	10
	21%	41%	10%	25%	15%	23%	22%	22%	17%	28%	22%	14%	26%	22%	27%	12%	18%	28%	22%	28%	13%	22%
Don't know	172	4	12	9	19	16	15	12	13	12	18	21	10	9	4	19	43	41	47	5	5	12
	24%	14%	23%	10%	16%	19%	35%	35%	48%	28%	27%	30%	26%	43%	36%	15%	29%	23%	27%	16%	33%	26%
AGREE	232	12	21	35	57	33	9	4	2	7	18	16	12	4	3	63	35	48	58	13	5	10
	32%	41%	40%	40%	47%	39%	22%	11%	9%	17%	27%	24%	31%	17%	27%	49%	23%	27%	33%	42%	31%	23%
DISAGREE	320	13	20	43	46	36	19	18	12	23	30	32	16	4	4	47	73	88	71	13	5	22
	44%	45%	38%	50%	38%	42%	43%	54%	43%	56%	46%	46%	43%	39%	36%	36%	48%	50%	40%	42%	36%	50%

Digital Entertainment Survey 2013

65. Please indicate how much you agree or disagree with each of the following statements

I would be prepared to pay for a proxy service if it enabled me to continue accessing infringing content online from my preferred website(s)

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	713	105	220	249	98	41	74	102	142	117	30	68	49	8	52	39	15	17	19	329	319	39	7	105	103	87	101	412
Weighted Total	723	109	223	253	97	41	75	104	139	113	30	76	58	8	52	37	13	17	23	348	308	36	8	103	98	84	95	433
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	79	29	27	15	3	5	11	20	12	12	8	3	2	1	4	1	-	4	5	31	41	2	1	17	19	12	7	35
	11%	27%	12%	6%	3%	11%	15%	19%	9%	11%	27%	4%	4%	12%	7%	2%	-	25%	20%	9%	13%	5%	16%	17%	19%	14%	7%	8%
Agree	153	35	63	46	6	3	17	34	29	26	11	11	7	2	7	5	3	2	5	71	70	7	1	23	25	22	17	92
	21%	32%	28%	18%	6%	7%	22%	32%	21%	23%	36%	14%	11%	26%	14%	13%	20%	12%	20%	20%	23%	18%	16%	22%	25%	26%	18%	21%
Disagree	168	20	56	58	25	9	15	23	36	26	5	23	12	2	6	8	6	4	-	97	60	7	3	18	15	19	21	109
	23%	19%	25%	23%	26%	21%	20%	22%	26%	23%	16%	31%	21%	23%	12%	23%	47%	24%	-	28%	20%	18%	41%	17%	15%	23%	22%	25%
Strongly disagree	152	13	40	65	28	6	12	9	26	24	4	23	22	1	12	12	3	4	6	77	60	7	1	16	20	15	21	99
	21%	12%	18%	26%	28%	14%	16%	8%	19%	21%	12%	31%	37%	11%	24%	31%	20%	23%	28%	22%	19%	21%	11%	16%	21%	17%	22%	23%
Don't know	172	12	36	69	36	19	19	19	35	25	2	15	15	2	22	11	2	3	7	72	78	14	1	28	20	17	29	98
	24%	11%	16%	27%	37%	47%	26%	19%	25%	22%	8%	20%	26%	28%	43%	30%	13%	16%	32%	21%	25%	38%	16%	28%	20%	20%	31%	23%
AGREE	232	64	90	61	9	7	28	53	41	38	19	14	9	3	11	6	3	6	9	101	110	8	3	40	43	34	24	127
	32%	59%	41%	24%	9%	18%	38%	51%	30%	34%	63%	19%	16%	38%	21%	16%	20%	37%	41%	29%	36%	23%	32%	39%	44%	40%	25%	29%
DISAGREE	320	33	97	123	52	14	27	32	62	50	9	47	34	3	19	20	9	8	6	174	120	14	4	34	35	34	42	208
	44%	30%	43%	49%	54%	35%	37%	30%	45%	44%	29%	61%	58%	34%	36%	54%	67%	47%	28%	50%	39%	39%	52%	33%	36%	40%	44%	48%

Digital Entertainment Survey 2013

65. Please indicate how much you agree or disagree with each of the following statements

I would rather pay for a proxy service to access infringing content than pay for legitimate content online

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	713	22	40	80	120	90	46	37	23	36	67	76	42	23	11	125	151	174	175	29	15	44
Weighted Total	723	29	53	87	122	85	43	33	27	42	65	69	38	21	10	130	151	177	176	30	15	44
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	85 12%	3 9%	8 15%	12 14%	19 16%	11 13%	2 4%	2 5%	1 4%	5 11%	6 9%	5 7%	9 24%	2 9%	1 9%	30 23%	14 9%	20 11%	17 10%	2 7%	- -	2 4%
Agree	133 18%	9 32%	9 18%	21 24%	35 28%	14 17%	5 11%	3 8%	2 9%	7 17%	9 13%	12 17%	4 10%	3 13%	2 18%	39 30%	17 12%	30 17%	26 15%	9 30%	6 38%	6 13%
Disagree	178 25%	7 23%	14 28%	23 26%	31 25%	16 19%	15 35%	9 27%	6 22%	9 24%	16 29%	20 29%	8 21%	4 17%	1 9%	27 21%	44 29%	36 21%	44 25%	8 26%	2 15%	15 35%
Strongly disagree	143 20%	5 18%	9 18%	20 23%	19 16%	24 29%	8 20%	7 22%	4 13%	9 22%	12 18%	11 16%	9 24%	4 17%	2 18%	11 9%	28 18%	43 24%	41 23%	7 22%	5 33%	9 21%
Don't know	184 25%	5 18%	12 23%	12 14%	18 15%	19 22%	13 30%	12 38%	14 52%	12 28%	23 36%	22 32%	8 21%	9 43%	4 45%	22 17%	48 32%	48 27%	48 27%	5 16%	2 14%	12 27%
AGREE	218 30%	12 41%	17 33%	33 38%	54 44%	25 30%	7 15%	4 14%	4 13%	12 28%	15 22%	16 24%	13 33%	5 22%	3 27%	69 53%	31 21%	50 28%	43 25%	11 36%	6 38%	8 18%
DISAGREE	321 44%	12 41%	24 45%	42 49%	50 41%	40 48%	23 54%	16 49%	9 35%	19 44%	27 42%	31 45%	17 45%	7 35%	3 27%	38 30%	72 48%	79 45%	85 48%	14 48%	7 48%	24 56%

Digital Entertainment Survey 2013

65. Please indicate how much you agree or disagree with each of the following statements

I would rather pay for a proxy service to access infringing content than pay for legitimate content online

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	713	105	220	249	98	41	74	102	142	117	30	68	49	8	52	39	15	17	19	329	319	39	7	105	103	87	101	412
Weighted Total	723	109	223	253	97	41	75	104	139	113	30	76	58	8	52	37	13	17	23	348	308	36	8	103	98	84	95	433
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	85	37	26	16	4	1	13	21	11	14	7	7	3	2	4	1	1	1	1	40	40	2	2	17	20	11	9	41
	12%	34%	12%	6%	4%	2%	18%	20%	8%	13%	23%	9%	6%	23%	8%	2%	7%	5%	5%	11%	13%	5%	30%	17%	21%	13%	10%	10%
Agree	133	24	55	46	3	5	11	27	21	26	12	13	10	-	7	3	2	2	6	57	60	7	2	25	19	21	13	77
	18%	22%	25%	18%	3%	11%	14%	26%	15%	23%	41%	17%	17%	-	13%	8%	13%	11%	28%	16%	19%	21%	27%	24%	19%	25%	14%	18%
Disagree	178	17	67	58	27	9	22	27	38	25	5	16	15	3	5	8	6	9	6	97	65	7	2	19	20	24	21	112
	25%	15%	30%	23%	28%	21%	29%	26%	28%	22%	16%	21%	25%	36%	10%	21%	47%	50%	25%	28%	21%	20%	27%	19%	20%	28%	22%	26%
Strongly disagree	143	17	40	57	21	9	13	11	29	27	4	23	12	1	10	11	1	2	2	73	59	10	-	12	19	15	21	92
	20%	15%	18%	22%	22%	23%	17%	10%	21%	24%	12%	29%	21%	13%	20%	29%	7%	12%	11%	21%	19%	26%	-	11%	20%	18%	22%	21%
Don't know	184	15	34	76	42	17	16	18	39	20	2	19	19	2	26	15	4	4	7	81	85	10	1	29	20	13	30	111
	25%	14%	15%	30%	43%	42%	22%	18%	28%	18%	8%	25%	32%	28%	49%	40%	26%	22%	32%	23%	27%	28%	16%	28%	20%	16%	32%	26%
AGREE	218	61	81	63	7	5	24	49	32	41	19	19	13	2	11	4	3	3	8	97	100	9	5	42	39	32	22	118
	30%	56%	37%	25%	7%	13%	32%	47%	23%	36%	63%	25%	22%	23%	21%	10%	20%	16%	32%	28%	32%	26%	57%	41%	40%	38%	24%	27%
DISAGREE	321	33	107	115	48	18	34	38	68	52	9	38	27	4	15	18	7	11	8	170	124	17	2	31	39	39	42	204
	44%	30%	48%	45%	50%	44%	46%	36%	49%	46%	28%	50%	46%	49%	30%	50%	54%	62%	36%	49%	40%	47%	27%	30%	40%	46%	45%	47%

Digital Entertainment Survey 2013

65. Please indicate how much you agree or disagree with each of the following statements

I consider that proxy services that charge a fee aren't worth paying for

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	713	22	40	80	120	90	46	37	23	36	67	76	42	23	11	125	151	174	175	29	15	44
Weighted Total	723	29	53	87	122	85	43	33	27	42	65	69	38	21	10	130	151	177	176	30	15	44
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	121 17%	5 18%	9 18%	17 20%	30 24%	18 21%	7 15%	3 8%	5 17%	- -	10 15%	5 8%	7 19%	5 22%	1 9%	22 17%	16 11%	36 20%	36 20%	9 28%	1 6%	2 4%
Agree	209 29%	8 27%	16 30%	27 31%	39 32%	28 33%	10 24%	6 19%	4 13%	18 42%	15 22%	21 30%	10 26%	6 30%	2 18%	47 36%	43 28%	49 28%	50 28%	8 27%	5 34%	7 16%
Disagree	115 16%	- -	7 13%	16 19%	28 23%	12 14%	7 15%	4 11%	2 9%	2 6%	14 21%	15 22%	6 17%	1 4%	2 18%	23 18%	25 16%	29 17%	19 11%	4 13%	3 18%	12 28%
Strongly disagree	52 7%	8 27%	8 15%	8 9%	6 5%	7 8%	1 2%	- -	2 9%	5 11%	5 7%	3 4%	- -	- -	- -	11 9%	9 6%	15 8%	10 5%	4 12%	- -	3 7%
Don't know	226 31%	8 27%	13 25%	18 21%	20 17%	20 23%	19 43%	21 62%	14 52%	18 42%	22 34%	24 36%	14 38%	9 43%	5 55%	26 20%	58 38%	48 27%	62 35%	6 19%	6 42%	20 45%
AGREE	330 46%	13 45%	25 48%	45 51%	68 56%	46 54%	17 39%	9 27%	8 30%	18 42%	24 37%	26 38%	17 45%	11 52%	3 27%	70 54%	59 39%	85 48%	85 48%	17 56%	6 40%	9 20%
DISAGREE	167 23%	8 27%	14 28%	24 28%	34 28%	19 22%	7 17%	4 11%	5 17%	7 17%	19 28%	18 26%	6 17%	1 4%	2 18%	34 26%	34 22%	44 25%	29 16%	8 25%	3 18%	15 35%

Digital Entertainment Survey 2013

65. Please indicate how much you agree or disagree with each of the following statements

I consider that proxy services that charge a fee aren't worth paying for

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	713	105	220	249	98	41	74	102	142	117	30	68	49	8	52	39	15	17	19	329	319	39	7	105	103	87	101	412
Weighted Total	723	109	223	253	97	41	75	104	139	113	30	76	58	8	52	37	13	17	23	348	308	36	8	103	98	84	95	433
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	121	36	36	34	13	3	13	22	24	17	6	10	10	-	8	5	2	4	2	57	56	5	1	15	24	23	14	66
	17%	33%	16%	13%	13%	8%	18%	21%	17%	15%	19%	13%	18%	-	15%	13%	13%	24%	10%	16%	18%	13%	16%	14%	25%	28%	15%	15%
Agree	209	35	82	63	19	10	21	38	38	37	18	28	11	3	7	6	3	-	7	104	87	7	4	28	28	27	23	133
	29%	32%	37%	25%	20%	24%	28%	37%	27%	32%	60%	37%	19%	36%	13%	15%	20%	-	30%	30%	28%	20%	44%	27%	28%	32%	24%	31%
Disagree	115	13	45	36	14	8	11	15	31	19	2	6	7	3	5	10	2	5	-	52	56	6	2	26	17	10	9	66
	16%	12%	20%	14%	15%	19%	14%	14%	22%	17%	7%	8%	12%	36%	10%	28%	13%	30%	-	15%	18%	16%	24%	25%	17%	12%	10%	15%
Strongly disagree	52	12	16	19	3	2	5	7	5	9	2	8	11	-	2	1	-	1	4	32	14	2	-	4	6	4	8	34
	7%	11%	7%	7%	3%	6%	7%	6%	4%	8%	6%	11%	19%	-	4%	3%	-	6%	17%	9%	5%	5%	-	4%	6%	5%	8%	8%
Don't know	226	14	45	101	48	18	24	22	41	31	2	24	19	2	30	15	7	7	10	103	95	17	1	30	23	19	41	136
	31%	12%	20%	40%	49%	44%	32%	21%	30%	27%	8%	32%	33%	28%	59%	41%	53%	41%	42%	30%	31%	46%	16%	29%	24%	22%	43%	31%
AGREE	330	71	117	97	32	13	34	61	61	54	24	38	21	3	15	10	4	4	9	161	143	12	5	42	52	51	37	198
	46%	65%	53%	38%	33%	31%	46%	58%	44%	48%	79%	50%	37%	36%	28%	28%	34%	24%	41%	46%	46%	33%	60%	41%	53%	60%	39%	46%
DISAGREE	167	25	61	55	17	10	16	22	36	28	4	14	18	3	7	11	2	6	4	83	70	8	2	30	23	15	17	99
	23%	23%	27%	22%	18%	24%	22%	21%	26%	25%	13%	19%	31%	36%	13%	31%	13%	36%	17%	24%	23%	21%	24%	30%	23%	17%	18%	23%

Digital Entertainment Survey 2013

65. Please indicate how much you agree or disagree with each of the following statements

I have never used a proxy service to access infringing content online

Base: All respondents

	Gender/age														Region							
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	713	22	40	80	120	90	46	37	23	36	67	76	42	23	11	125	151	174	175	29	15	44
Weighted Total	723	29	53	87	122	85	43	33	27	42	65	69	38	21	10	130	151	177	176	30	15	44
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	196	8	14	17	29	24	14	10	5	15	13	15	16	12	4	36	39	51	45	9	4	12
	27%	27%	28%	20%	23%	29%	33%	30%	17%	36%	19%	22%	43%	57%	36%	27%	26%	29%	26%	31%	27%	27%
Agree	189	3	14	25	40	23	8	11	4	9	16	21	12	2	3	36	40	42	43	11	5	12
	26%	9%	28%	29%	33%	27%	20%	32%	13%	22%	24%	30%	31%	9%	27%	28%	26%	24%	24%	38%	35%	28%
Disagree	140	7	11	25	31	13	10	4	5	4	14	12	3	1	3	25	30	35	34	3	3	9
	19%	23%	20%	29%	25%	16%	24%	11%	17%	8%	21%	17%	7%	4%	27%	19%	20%	20%	19%	11%	18%	21%
Strongly disagree	47	4	3	4	10	10	-	-	-	2	5	6	1	1	-	10	9	12	11	2	-	2
	6%	14%	5%	5%	8%	12%	-	-	-	6%	7%	9%	2%	4%	-	8%	6%	7%	6%	7%	-	4%
Don't know	152	8	11	15	13	14	10	9	14	12	19	14	6	5	1	23	33	36	44	4	3	9
	21%	27%	20%	18%	11%	17%	24%	27%	52%	28%	28%	21%	17%	26%	9%	18%	22%	20%	25%	13%	20%	20%
AGREE	385	11	29	42	68	47	22	21	8	25	28	36	28	14	6	71	79	93	88	21	10	24
	53%	36%	55%	49%	56%	56%	52%	62%	30%	58%	43%	53%	74%	65%	64%	55%	52%	53%	50%	69%	62%	55%
DISAGREE	186	11	13	29	41	24	10	4	5	6	19	18	4	2	3	35	39	47	45	5	3	11
	26%	36%	25%	34%	33%	28%	24%	11%	17%	14%	28%	26%	10%	9%	27%	27%	26%	27%	25%	18%	18%	25%

Digital Entertainment Survey 2013

65. Please indicate how much you agree or disagree with each of the following statements

I have never used a proxy service to access infringing content online

Base: All respondents

	Ownership of technology devices						Which of the following best describes your occupation?											What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	713	105	220	249	98	41	74	102	142	117	30	68	49	8	52	39	15	17	19	329	319	39	7	105	103	87	101	412
Weighted Total	723	109	223	253	97	41	75	104	139	113	30	76	58	8	52	37	13	17	23	348	308	36	8	103	98	84	95	433
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	196	30	63	65	28	10	22	27	39	31	8	19	14	1	12	11	4	8	9	85	87	14	1	21	31	24	41	107
	27%	28%	28%	26%	29%	25%	30%	26%	28%	27%	25%	23%	13%	24%	29%	34%	46%	39%	25%	28%	38%	16%	21%	31%	29%	43%	25%	
Agree	189	37	64	67	16	5	17	31	40	33	10	19	10	3	15	7	3	1	2	99	74	9	5	24	28	25	17	117
	26%	34%	29%	26%	17%	12%	22%	30%	29%	29%	33%	25%	17%	36%	30%	18%	20%	6%	9%	28%	24%	26%	60%	24%	28%	30%	18%	27%
Disagree	140	18	51	47	16	7	13	23	26	21	9	13	12	3	4	7	4	5	2	68	61	7	2	23	14	17	13	87
	19%	17%	23%	18%	17%	17%	17%	22%	19%	19%	30%	18%	21%	36%	8%	18%	26%	30%	10%	19%	20%	18%	24%	23%	14%	21%	14%	20%
Strongly disagree	47	11	13	15	7	1	4	4	11	8	3	8	5	-	2	2	-	-	-	26	21	-	-	9	11	4	3	28
	6%	10%	6%	6%	7%	3%	5%	4%	8%	7%	11%	10%	8%	-	4%	5%	-	-	-	7%	7%	-	-	9%	11%	5%	3%	6%
Don't know	152	13	31	61	30	17	19	19	23	20	-	17	17	1	18	11	3	3	10	71	65	6	-	24	15	13	22	95
	21%	12%	14%	24%	30%	42%	26%	18%	17%	17%	-	23%	30%	16%	34%	30%	20%	18%	42%	20%	21%	18%	-	24%	15%	16%	23%	22%
AGREE	385	67	127	131	45	16	39	59	79	64	18	38	24	4	28	17	7	9	11	184	161	23	6	45	58	49	58	224
	53%	61%	57%	52%	46%	38%	52%	56%	57%	56%	59%	50%	41%	48%	54%	47%	54%	52%	48%	53%	52%	64%	76%	44%	59%	59%	61%	52%
DISAGREE	186	29	64	61	23	8	17	27	37	30	12	21	17	3	6	8	4	5	2	93	82	7	2	33	25	21	16	114
	26%	27%	29%	24%	24%	20%	22%	25%	27%	26%	41%	28%	29%	36%	12%	23%	26%	30%	10%	27%	27%	18%	24%	32%	25%	25%	17%	26%

Digital Entertainment Survey 2013

65. Please indicate how much you agree or disagree with each of the following statements

Summary table

Base: All respondents

	Total	Strongly agree	Agree	Disagree	Strongly disagree	Don't know	AGREE	DISAGREE
I regularly use proxies to access infringing content online	723 100%	63 9%	133 18%	176 24%	211 29%	140 19%	196 27%	387 54%
I would be prepared to pay for a proxy service if it enabled me to continue accessing infringing content online from my preferred website(s)	723 100%	79 11%	153 21%	168 23%	152 21%	172 24%	232 32%	320 44%
I would rather pay for a proxy service to access infringing content than pay for legitimate content online	723 100%	85 12%	133 18%	178 25%	143 20%	184 25%	218 30%	321 44%
I consider that proxy services that charge a fee aren't worth paying for	723 100%	121 17%	209 29%	115 16%	52 7%	226 31%	330 46%	167 23%
I have never used a proxy service to access infringing content online	723 100%	196 27%	189 26%	140 19%	47 6%	152 21%	385 53%	186 26%

Digital Entertainment Survey 2013

66. Which of the following devices, if any, do you use to download or stream unauthorised content (pirate music, films, TV programmes, e-books or games)?

Base: All pirates

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	713	22	40	80	120	90	46	37	23	36	67	76	42	23	11	125	151	174	175	29	15	44
Weighted Total	723	29	53	87	122	85	43	33	27	42	65	69	38	21	10	130	151	177	176	30	15	44
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Home computer (desktop or laptop)	389	16	28	49	65	48	28	17	15	27	33	40	14	6	3	66	65	108	103	16	5	25
	54%	55%	53%	56%	53%	57%	65%	51%	57%	64%	51%	58%	38%	30%	27%	51%	43%	61%	58%	55%	32%	58%
Work computer (desktop or laptop)	74	1	9	17	12	12	3	-	1	2	10	1	5	-	-	21	12	17	16	4	1	4
	10%	5%	18%	20%	10%	14%	7%	-	4%	6%	15%	1%	12%	-	-	16%	8%	9%	9%	12%	7%	9%
Computer at school/college	92	8	12	18	24	7	2	1	-	6	8	2	3	1	1	30	17	23	15	2	-	5
	13%	27%	23%	21%	20%	8%	4%	3%	-	14%	12%	3%	7%	4%	9%	23%	11%	13%	9%	8%	-	12%
iPhone	96	7	12	16	17	8	1	-	6	4	7	12	7	-	-	30	24	16	21	2	1	2
	13%	23%	23%	19%	14%	9%	2%	-	22%	8%	10%	17%	19%	-	-	23%	16%	9%	12%	8%	7%	5%
Smartphone other than iPhone	99	5	13	13	15	12	4	1	-	6	10	11	5	2	2	33	16	15	24	4	1	5
	14%	18%	25%	15%	13%	14%	9%	3%	-	14%	15%	16%	14%	9%	18%	26%	11%	9%	14%	14%	6%	12%
Games console	75	3	13	15	13	8	2	1	2	5	6	4	2	1	1	28	13	12	11	6	2	2
	10%	9%	25%	18%	11%	9%	4%	3%	9%	11%	9%	5%	5%	4%	9%	22%	9%	7%	6%	19%	12%	5%
Internet connected TV	33	-	5	7	6	6	1	1	-	2	1	2	1	1	1	16	3	4	7	-	2	1
	5%	-	10%	8%	5%	7%	2%	3%	-	6%	1%	3%	2%	4%	9%	12%	2%	2%	4%	-	12%	2%
iPad or Tablet	60	3	3	9	12	12	2	1	2	1	5	5	4	-	1	20	13	8	11	4	2	3
	8%	9%	5%	10%	10%	14%	4%	3%	9%	3%	7%	8%	10%	-	9%	15%	8%	5%	6%	12%	12%	7%
Other (specify)	7	1	-	1	1	-	-	1	-	-	1	-	-	2	-	2	1	2	2	-	-	-
	1%	5%	-	1%	1%	-	-	3%	-	-	1%	-	-	9%	-	2%	1%	1%	1%	-	-	-
None of the above	164	4	8	12	21	16	10	15	5	12	17	13	15	11	5	15	45	35	41	11	7	11
	23%	14%	15%	14%	18%	19%	24%	46%	17%	28%	25%	18%	40%	52%	55%	11%	30%	20%	23%	36%	44%	24%

Digital Entertainment Survey 2013

66. Which of the following devices, if any, do you use to download or stream unauthorised content (pirate music, films, TV programmes, e-books or games)?

Base: All pirates

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren
Unweighted Total	713	105	220	249	98	41	74	102	142	117	30	68	49	8	52	39	15	17	19	329	319	39	7	105	103	87	101	412
Weighted Total	723	109	223	253	97	41	75	104	139	113	30	76	58	8	52	37	13	17	23	348	308	36	8	103	98	84	95	433
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Home computer (desktop or laptop)	389	76	131	127	47	8	37	52	84	56	10	49	34	3	31	18	8	6	14	189	169	15	3	56	50	45	46	244
	54%	69%	59%	50%	48%	20%	50%	49%	61%	50%	35%	64%	58%	36%	60%	48%	60%	34%	59%	54%	55%	41%	32%	55%	51%	53%	48%	56%
Work computer (desktop or laptop)	74	20	29	19	4	1	7	17	19	14	8	7	-	1	-	1	-	-	-	38	34	1	1	10	17	18	7	37
	10%	19%	13%	8%	4%	2%	10%	17%	13%	13%	27%	9%	-	13%	-	3%	-	-	-	11%	11%	3%	16%	10%	17%	22%	8%	9%
Computer at school/college	92	26	34	24	5	2	7	26	14	12	9	11	6	-	4	-	1	2	5	53	32	2	1	12	14	11	7	57
	13%	24%	15%	10%	5%	6%	10%	25%	10%	11%	30%	14%	10%	-	7%	-	7%	14%	19%	15%	10%	5%	14%	12%	14%	13%	8%	13%
iPhone	96	18	38	29	8	3	10	21	14	18	8	9	6	3	2	2	-	3	3	54	37	-	2	18	11	18	9	56
	13%	17%	17%	11%	8%	7%	13%	20%	10%	15%	27%	12%	10%	39%	4%	5%	-	19%	11%	15%	12%	-	29%	18%	12%	21%	9%	13%
Smartphone other than iPhone	99	27	36	27	5	3	11	24	15	17	6	11	5	-	7	2	1	1	-	53	44	2	1	17	10	18	8	57
	14%	25%	16%	11%	5%	8%	15%	23%	11%	15%	21%	14%	8%	-	13%	5%	7%	5%	-	15%	14%	5%	14%	16%	11%	21%	9%	13%
Games console	75	22	27	22	1	2	7	18	13	12	5	9	3	2	3	1	2	-	3	35	34	1	1	16	10	14	5	42
	10%	20%	12%	9%	1%	5%	9%	17%	9%	11%	18%	12%	6%	24%	7%	3%	13%	-	15%	10%	11%	3%	14%	16%	11%	17%	6%	10%
Internet connected TV	33	13	12	6	-	2	4	6	8	7	4	-	1	-	2	-	1	-	-	17	15	1	-	5	2	4	6	19
	5%	12%	6%	2%	-	4%	5%	6%	6%	6%	13%	-	2%	-	4%	-	7%	-	-	5%	5%	3%	-	5%	2%	5%	6%	4%
iPad or Tablet	60	21	26	7	4	2	8	6	11	16	4	6	4	1	1	3	1	-	-	29	27	3	-	8	6	12	7	35
	8%	19%	12%	3%	4%	5%	11%	6%	8%	14%	13%	7%	6%	11%	2%	7%	7%	-	-	8%	9%	8%	-	8%	6%	14%	8%	8%
Other (specify)	7	1	1	1	4	-	-	-	2	1	-	3	-	-	-	1	-	-	-	3	4	-	-	-	-	-	1	6
	1%	1%	*	*	4%	-	-	-	1%	1%	-	4%	-	-	-	2%	-	-	-	1%	1%	-	-	-	-	-	1%	1%
None of the above	164	12	33	69	29	21	20	15	31	25	4	19	11	2	12	14	4	7	2	76	66	18	2	20	22	17	33	94
	23%	11%	15%	27%	30%	51%	27%	15%	22%	22%	13%	25%	18%	25%	23%	39%	33%	40%	11%	22%	21%	48%	25%	20%	22%	20%	34%	22%

Digital Entertainment Survey 2013

67. If you could continue to download or stream content from your preferred unauthorised site but it would be legal if you paid a fee, which of the following would you do?

Base: All pirates

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	713	22	40	80	120	90	46	37	23	36	67	76	42	23	11	125	151	174	175	29	15	44
Weighted Total	723	29	53	87	122	85	43	33	27	42	65	69	38	21	10	130	151	177	176	30	15	44
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Pay a monthly fee to continue with my favourite service	388	14	25	50	74	43	21	19	18	20	30	34	24	13	2	78	75	93	97	15	8	20
	54%	50%	48%	58%	61%	51%	48%	57%	65%	47%	46%	50%	64%	61%	18%	60%	50%	53%	55%	51%	50%	47%
Switch to another unauthorised service that was free	273	13	25	30	39	34	18	10	9	18	27	30	10	5	5	45	56	64	69	14	7	17
	38%	45%	48%	35%	32%	40%	41%	30%	35%	42%	42%	43%	26%	22%	55%	35%	37%	36%	39%	45%	43%	40%
Other	63	1	3	7	9	8	5	4	-	5	8	5	4	4	3	6	20	20	10	1	1	6
	9%	5%	5%	8%	8%	9%	11%	14%	-	11%	12%	7%	10%	17%	27%	5%	13%	11%	6%	3%	6%	13%

Digital Entertainment Survey 2013

67. If you could continue to download or stream content from your preferred unauthorised site but it would be legal if you paid a fee, which of the following would you do?

Base: All pirates

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren
Unweighted Total	713	105	220	249	98	41	74	102	142	117	30	68	49	8	52	39	15	17	19	329	319	39	7	105	103	87	101	412
Weighted Total	723	109	223	253	97	41	75	104	139	113	30	76	58	8	52	37	13	17	23	348	308	36	8	103	98	84	95	433
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Pay a monthly fee to continue with my favourite service	388	81	130	126	34	16	39	64	77	66	17	34	34	5	23	16	6	7	15	176	175	20	1	57	66	58	54	209
	54%	74%	58%	50%	35%	40%	52%	62%	56%	58%	55%	44%	59%	60%	45%	44%	47%	40%	63%	51%	57%	56%	14%	56%	67%	69%	57%	48%
Switch to another unauthorised service that was free	273	26	83	98	48	18	27	34	55	40	13	32	22	3	20	15	5	7	9	136	111	9	7	41	26	22	28	183
	38%	24%	37%	39%	50%	44%	37%	32%	40%	35%	42%	42%	37%	40%	38%	40%	40%	43%	37%	39%	36%	26%	86%	40%	26%	26%	30%	42%
Other	63	2	10	30	15	7	9	6	7	8	1	11	2	-	9	6	2	3	-	35	22	6	-	4	7	4	13	42
	9%	2%	4%	12%	15%	16%	12%	6%	5%	7%	3%	14%	4%	-	17%	16%	13%	17%	-	10%	7%	18%	-	4%	7%	5%	13%	10%

Digital Entertainment Survey 2013

68. Which of the following means do you use to find unauthorised content (pirate music, films, TV programmes, e-books and games)?

Base: All pirates

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	713	22	40	80	120	90	46	37	23	36	67	76	42	23	11	125	151	174	175	29	15	44
Weighted Total	723	29	53	87	122	85	43	33	27	42	65	69	38	21	10	130	151	177	176	30	15	44
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I use a search engine such as Google	461	21	32	59	78	57	26	17	22	29	41	44	22	8	5	87	86	111	122	20	8	28
	64%	73%	60%	68%	63%	68%	61%	51%	83%	69%	63%	64%	57%	39%	55%	67%	57%	63%	69%	66%	52%	64%
I access my preferred pirate site directly and use the site's search function	204	5	20	32	43	29	12	6	6	13	16	14	6	3	-	46	42	57	38	9	5	7
	28%	18%	38%	36%	35%	34%	28%	19%	22%	31%	24%	20%	17%	13%	-	36%	28%	32%	21%	32%	32%	16%
I follow recommendations posted to forum sites	84	4	8	12	15	6	1	5	4	2	8	8	5	5	1	16	16	21	21	4	2	4
	12%	14%	15%	14%	13%	7%	2%	16%	13%	6%	12%	12%	12%	26%	9%	12%	11%	12%	12%	13%	16%	9%
Other	84	4	4	7	10	8	6	9	-	5	6	7	8	8	4	5	22	26	18	3	2	8
	12%	14%	8%	8%	8%	9%	13%	27%	-	11%	9%	11%	21%	39%	36%	4%	15%	15%	10%	9%	15%	18%

Digital Entertainment Survey 2013

68. Which of the following means do you use to find unauthorised content (pirate music, films, TV programmes, e-books and games)?

Base: All pirates

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children	
Unweighted Total	713	105	220	249	98	41	74	102	142	117	30	68	49	8	52	39	15	17	19	329	319	39	7	105	103	87	101	412
Weighted Total	723	109	223	253	97	41	75	104	139	113	30	76	58	8	52	37	13	17	23	348	308	36	8	103	98	84	95	433
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I use a search engine such as Google	461	86	149	153	59	15	49	72	84	74	14	41	49	5	38	19	7	9	19	233	187	18	5	64	66	59	57	278
	64%	78%	67%	60%	60%	37%	66%	69%	60%	65%	45%	54%	83%	63%	73%	51%	54%	53%	81%	67%	61%	51%	55%	63%	68%	70%	60%	64%
I access my preferred pirate site directly and use the site's search function	204	30	76	74	20	4	14	32	45	37	15	30	9	1	11	4	4	2	2	107	85	8	3	22	27	29	21	128
	28%	28%	34%	29%	20%	10%	19%	30%	32%	33%	51%	39%	16%	11%	22%	10%	27%	12%	10%	31%	28%	21%	32%	21%	28%	34%	22%	30%
I follow recommendations posted to forum sites	84	11	27	24	13	9	8	12	23	7	7	6	5	1	4	7	1	3	2	38	37	4	2	15	11	6	11	46
	12%	10%	12%	9%	13%	22%	11%	11%	17%	6%	24%	7%	9%	13%	8%	18%	7%	18%	10%	11%	12%	10%	29%	15%	11%	7%	12%	11%
Other	84	6	12	34	18	14	13	6	13	11	1	14	4	1	6	9	3	5	1	38	37	7	-	9	4	5	19	56
	12%	6%	5%	14%	19%	34%	18%	5%	10%	10%	3%	18%	6%	13%	11%	23%	20%	29%	6%	11%	12%	21%	-	8%	4%	6%	20%	13%

Digital Entertainment Survey 2013

69. How easy would you say it is to find unauthorised content (pirate music, films, TV programmes, e-books and games) using a search engine (e.g. Google, Bing, etc)?

Base: All pirates

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	713	22	40	80	120	90	46	37	23	36	67	76	42	23	11	125	151	174	175	29	15	44
Weighted Total	723	29	53	87	122	85	43	33	27	42	65	69	38	21	10	130	151	177	176	30	15	44
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very easy	215	8	21	35	42	25	10	7	11	9	18	13	8	6	2	42	35	56	53	6	7	15
	30%	27%	40%	40%	34%	30%	24%	22%	39%	22%	27%	18%	21%	30%	18%	33%	23%	32%	30%	21%	47%	34%
Fairly easy	283	12	18	35	54	35	16	11	8	15	20	37	15	3	4	56	59	73	63	15	5	13
	39%	41%	35%	40%	44%	41%	37%	32%	30%	36%	31%	54%	40%	13%	36%	43%	39%	41%	36%	51%	30%	29%
I don't know	182	8	12	10	21	20	15	12	8	16	20	14	10	11	4	24	43	43	50	6	4	13
	25%	27%	23%	11%	18%	23%	35%	38%	30%	39%	31%	20%	26%	52%	45%	19%	28%	24%	28%	19%	24%	30%
Fairly difficult	28	-	1	4	2	4	1	3	-	1	4	5	4	-	-	6	10	4	5	2	-	2
	4%	-	3%	5%	2%	4%	2%	8%	-	3%	6%	7%	10%	-	-	5%	6%	2%	3%	6%	-	4%
Very difficult	15	1	-	3	3	1	1	-	-	-	3	1	1	1	-	1	5	1	6	1	-	1
	2%	5%	-	4%	3%	1%	2%	-	-	-	4%	1%	2%	4%	-	1%	3%	1%	4%	3%	-	2%
EASY	498	20	39	70	96	60	26	18	19	25	38	50	24	9	5	98	94	129	116	21	12	28
	69%	68%	75%	80%	78%	71%	61%	54%	70%	58%	58%	72%	62%	43%	55%	76%	62%	73%	65%	72%	76%	63%
DIFFICULT	43	1	1	8	5	5	2	3	-	1	7	5	5	1	-	7	14	5	11	3	-	3
	6%	5%	3%	9%	4%	6%	4%	8%	-	3%	10%	8%	12%	4%	-	5%	10%	3%	6%	9%	-	7%

Digital Entertainment Survey 2013

69. How easy would you say it is to find unauthorised content (pirate music, films, TV programmes, e-books and games) using a search engine (e.g. Google, Bing, etc)?

Base: All pirates

	Ownership of technology devices					Which of the following best describes your occupation?													What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children	
Unweighted Total	713	105	220	249	98	41	74	102	142	117	30	68	49	8	52	39	15	17	19	329	319	39	7	105	103	87	101	412
Weighted Total	723	109	223	253	97	41	75	104	139	113	30	76	58	8	52	37	13	17	23	348	308	36	8	103	98	84	95	433
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very easy	215	65	70	55	24	1	27	34	32	30	13	25	19	3	16	9	3	5	7	107	89	10	1	40	27	28	21	124
	30%	59%	32%	22%	25%	2%	37%	33%	23%	26%	42%	33%	32%	37%	31%	24%	20%	29%	32%	31%	29%	26%	16%	39%	27%	33%	23%	29%
Fairly easy	283	25	115	110	27	6	23	51	63	51	8	29	26	2	17	9	4	1	11	138	122	10	3	38	38	32	33	176
	39%	23%	52%	43%	28%	15%	31%	48%	45%	45%	26%	38%	44%	24%	33%	25%	27%	6%	47%	40%	40%	28%	32%	37%	39%	38%	35%	41%
I don't know	182	13	30	73	38	28	22	16	30	28	8	18	13	3	17	14	5	8	2	85	80	14	1	21	26	18	34	108
	25%	12%	13%	29%	39%	68%	30%	15%	21%	24%	25%	24%	22%	39%	33%	38%	40%	48%	11%	24%	26%	38%	14%	20%	26%	22%	36%	25%
Fairly difficult	28	4	5	9	6	4	1	2	11	3	2	2	-	-	1	3	2	2	2	9	12	2	3	2	4	3	6	16
	4%	4%	2%	4%	6%	11%	1%	2%	8%	2%	8%	3%	-	-	2%	8%	13%	12%	10%	2%	4%	5%	38%	2%	4%	3%	6%	4%
Very difficult	15	3	2	6	2	2	1	2	4	2	-	2	1	-	-	2	-	1	-	9	5	1	-	2	4	3	1	9
	2%	3%	1%	2%	2%	5%	1%	2%	3%	2%	-	3%	2%	-	-	5%	-	6%	-	3%	2%	3%	-	2%	4%	3%	1%	2%
EASY	498	89	186	165	51	7	50	85	94	81	20	54	44	5	33	18	6	6	18	245	211	20	4	78	65	60	55	300
	69%	82%	83%	65%	53%	17%	67%	81%	68%	71%	67%	71%	76%	61%	65%	49%	47%	34%	79%	70%	68%	54%	48%	76%	66%	71%	58%	69%
DIFFICULT	43	7	7	16	8	6	2	4	14	5	2	4	1	-	1	5	2	3	2	18	17	3	3	4	8	6	6	25
	6%	6%	3%	6%	8%	15%	3%	4%	10%	4%	8%	6%	2%	-	2%	13%	13%	18%	10%	5%	6%	8%	38%	4%	8%	7%	7%	6%

Digital Entertainment Survey 2013

70. How often do you use search engines such as Google to search for unauthorised content (pirate music, films, TV programmes, e-books and games) that can be downloaded for free?

Base: All pirates

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	713	22	40	80	120	90	46	37	23	36	67	76	42	23	11	125	151	174	175	29	15	44
Weighted Total	723	29	53	87	122	85	43	33	27	42	65	69	38	21	10	130	151	177	176	30	15	44
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	72	8	8	13	16	6	2	-	5	1	5	5	2	2	-	20	9	16	18	3	-	5
	10%	27%	15%	15%	13%	7%	4%	-	17%	3%	7%	8%	5%	9%	-	16%	6%	9%	10%	11%	-	12%
Twice per day	51	-	11	4	14	5	-	1	-	4	1	11	1	-	-	20	8	13	9	-	-	1
	7%	-	20%	5%	12%	6%	-	3%	-	8%	1%	16%	2%	-	-	16%	5%	7%	5%	-	-	2%
Every day	69	3	5	10	15	11	2	-	2	1	7	5	5	2	2	19	14	12	17	2	1	4
	10%	9%	10%	11%	13%	13%	4%	-	9%	3%	10%	7%	12%	9%	18%	14%	9%	7%	10%	7%	6%	9%
A few times a week	61	1	7	8	11	9	1	-	1	5	11	3	4	-	1	17	15	15	12	-	-	2
	8%	5%	13%	9%	9%	11%	2%	-	4%	11%	16%	4%	10%	-	9%	13%	10%	8%	7%	-	-	5%
Once a week	33	1	-	8	5	6	4	1	-	2	1	4	2	-	-	8	6	5	10	2	-	2
	5%	5%	-	9%	4%	7%	9%	3%	-	6%	1%	5%	5%	-	-	6%	4%	3%	6%	6%	-	5%
A few times a month	64	3	3	11	12	6	7	1	4	4	8	5	1	1	-	7	6	20	19	5	3	3
	9%	9%	5%	13%	10%	7%	15%	3%	13%	8%	12%	8%	2%	4%	-	6%	4%	11%	11%	17%	19%	7%
Once a month	37	1	1	7	5	3	4	2	-	6	1	5	2	-	1	5	8	11	5	2	2	4
	5%	5%	3%	8%	4%	3%	9%	5%	-	14%	1%	7%	5%	-	9%	4%	5%	6%	3%	7%	12%	9%
Every few months	81	4	-	5	8	14	4	6	9	5	7	12	1	5	1	9	16	23	20	6	3	4
	11%	14%	-	6%	7%	17%	9%	19%	35%	11%	10%	17%	2%	22%	9%	7%	11%	13%	11%	22%	19%	9%
Once or twice a year	88	4	8	8	13	7	9	4	4	6	5	11	6	4	1	10	27	19	20	2	1	9
	12%	14%	15%	9%	11%	8%	22%	11%	13%	14%	7%	16%	17%	17%	9%	8%	18%	11%	11%	8%	6%	20%
Never	168	4	11	14	21	19	11	19	2	9	20	9	15	8	4	14	43	43	45	7	6	10
	23%	14%	20%	16%	18%	22%	26%	57%	9%	22%	31%	13%	40%	39%	45%	11%	28%	24%	26%	22%	38%	23%

Digital Entertainment Survey 2013

70. How often do you use search engines such as Google to search for unauthorised content (pirate music, films, TV programmes, e-books and games) that can be downloaded for free?

Base: All pirates

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	713	105	220	249	98	41	74	102	142	117	30	68	49	8	52	39	15	17	19	329	319	39	7	105	103	87	101	412
Weighted Total	723	109	223	253	97	41	75	104	139	113	30	76	58	8	52	37	13	17	23	348	308	36	8	103	98	84	95	433
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Three or more times a day	72	40	17	13	2	-	12	14	9	11	3	5	10	2	3	2	-	2	8	31	31	-	1	12	9	11	7	41
	10%	36%	8%	5%	2%	-	16%	14%	7%	9%	10%	6%	18%	23%	6%	5%	-	11%	36%	9%	10%	-	16%	12%	9%	13%	8%	9%
Twice per day	51	8	29	13	1	-	3	12	10	14	5	2	4	-	-	-	-	-	1	27	21	1	1	10	11	13	6	25
	7%	7%	13%	5%	1%	-	4%	12%	7%	13%	16%	3%	6%	-	-	-	-	-	4%	8%	7%	3%	14%	9%	11%	16%	6%	6%
Every day	69	11	26	22	5	4	5	20	11	11	7	3	4	-	3	2	1	2	-	29	37	3	-	15	14	13	8	30
	10%	10%	12%	9%	5%	10%	7%	19%	8%	9%	22%	5%	8%	-	6%	5%	7%	13%	-	8%	12%	8%	-	14%	14%	16%	8%	7%
A few times a week	61	10	23	18	7	2	5	8	10	9	7	10	3	-	4	3	1	1	2	31	25	2	-	12	13	7	4	35
	8%	9%	10%	7%	8%	6%	7%	8%	7%	8%	22%	13%	6%	-	8%	8%	7%	6%	10%	9%	8%	5%	-	12%	13%	8%	4%	8%
Once a week	33	6	11	13	3	-	4	8	6	4	1	3	2	1	1	2	-	1	-	18	13	1	1	6	1	4	4	21
	5%	5%	5%	5%	3%	-	5%	8%	4%	4%	3%	4%	4%	13%	2%	5%	-	5%	-	5%	4%	3%	11%	6%	1%	5%	4%	5%
A few times a month	64	4	23	29	5	2	4	8	18	6	1	8	7	-	7	2	1	2	3	37	20	4	-	5	5	4	6	47
	9%	4%	10%	12%	5%	5%	5%	8%	13%	5%	4%	10%	13%	-	14%	5%	7%	12%	11%	11%	7%	10%	-	5%	5%	5%	6%	11%
Once a month	37	2	10	12	9	4	1	2	11	7	-	7	1	1	2	3	1	1	1	18	15	2	1	4	2	4	4	26
	5%	2%	5%	5%	9%	9%	2%	2%	8%	6%	-	9%	2%	12%	4%	7%	7%	6%	6%	5%	5%	5%	16%	4%	2%	4%	4%	6%
Every few months	81	6	27	34	13	1	8	6	21	12	1	9	12	-	8	3	2	-	5	37	34	5	-	10	6	6	11	56
	11%	5%	12%	13%	13%	2%	10%	5%	15%	10%	3%	12%	21%	-	15%	8%	14%	-	21%	11%	11%	13%	-	10%	6%	8%	11%	13%
Once or twice a year	88	5	24	31	22	6	15	9	14	15	1	4	9	3	9	7	1	2	1	47	32	6	2	10	14	7	12	55
	12%	5%	11%	12%	22%	14%	20%	9%	10%	14%	3%	5%	15%	39%	18%	18%	7%	12%	6%	13%	10%	15%	30%	9%	15%	8%	13%	13%
Never	168	17	31	67	30	22	17	17	30	26	5	25	5	1	15	14	7	6	1	73	79	14	1	19	25	15	35	97
	23%	16%	14%	26%	31%	54%	23%	16%	22%	23%	16%	33%	8%	13%	28%	38%	53%	36%	6%	21%	26%	38%	13%	19%	25%	18%	36%	22%

Digital Entertainment Survey 2013

71. Thinking about websites where it is possible to download or stream unauthorised content (pirate music, films, TV programmes, e-books and games), do you use these sites to access...?

Base: All respondents

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	713	22	40	80	120	90	46	37	23	36	67	76	42	23	11	125	151	174	175	29	15	44
Weighted Total	723	29	53	87	122	85	43	33	27	42	65	69	38	21	10	130	151	177	176	30	15	44
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
All of the music / films / e-books / games that you consume	81 11%	4 14%	5 10%	15 18%	23 19%	6 7%	1 2%	1 3%	4 13%	6 14%	8 12%	6 9%	2 5%	- -	- -	25 19%	17 11%	18 10%	16 9%	3 11%	- -	2 4%
Most of the music / films / e-books / games that you consume	159 22%	8 27%	16 30%	24 28%	31 25%	17 20%	7 15%	1 3%	6 22%	11 25%	9 13%	17 25%	11 29%	1 4%	3 27%	46 36%	25 16%	36 20%	39 22%	4 14%	4 25%	5 11%
Some of the music / films / e-books / games that you consume	176 24%	8 27%	16 30%	22 25%	29 23%	25 30%	13 30%	4 11%	8 30%	12 28%	19 28%	14 20%	5 12%	2 9%	2 18%	28 22%	37 24%	41 23%	44 25%	8 26%	3 20%	16 36%
Hardly any of the music / films / e-books / games that you consume	131 18%	4 14%	7 13%	15 18%	18 15%	16 19%	9 22%	9 27%	5 17%	6 14%	10 15%	18 26%	6 17%	6 30%	2 18%	14 11%	29 19%	38 22%	33 19%	6 20%	1 6%	10 22%
None of the music / films / e-books / games that you consume	176 24%	5 18%	9 18%	11 13%	21 18%	21 24%	13 30%	19 57%	5 17%	8 19%	20 31%	14 20%	14 38%	12 57%	4 36%	17 13%	43 29%	44 25%	44 25%	9 30%	8 50%	12 26%

Digital Entertainment Survey 2013

71. Thinking about websites where it is possible to download or stream unauthorised content (pirate music, films, TV programmes, e-books and games), do you use these sites to access...?

Base: All respondents

	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?				
	Total	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children
Unweighted Total	713	105	220	249	98	41	74	102	142	117	30	68	49	8	52	39	15	17	19	329	319	39	7	105	103	87	101	412
Weighted Total	723	109	223	253	97	41	75	104	139	113	30	76	58	8	52	37	13	17	23	348	308	36	8	103	98	84	95	433
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
All of the music / films / e-books / games that you consume	81	47	20	10	3	-	12	16	11	11	5	8	11	1	3	3	-	1	5	39	35	-	2	23	14	10	5	43
	11%	43%	9%	4%	3%	-	16%	15%	8%	10%	16%	10%	18%	12%	6%	8%	-	5%	20%	11%	11%	-	30%	23%	14%	12%	5%	10%
Most of the music / films / e-books / games that you consume	159	20	75	46	13	5	15	33	28	31	6	18	13	2	7	3	2	2	5	80	70	5	-	26	22	25	17	88
	22%	19%	34%	18%	14%	13%	19%	32%	20%	27%	21%	23%	22%	24%	14%	7%	13%	11%	22%	23%	23%	13%	-	26%	22%	29%	18%	20%
Some of the music / films / e-books / games that you consume	176	14	54	89	19	-	20	23	40	23	7	24	16	4	10	7	2	1	5	91	70	7	2	18	17	15	12	126
	24%	13%	24%	35%	20%	-	26%	22%	29%	21%	23%	31%	28%	52%	19%	18%	13%	8%	21%	26%	23%	20%	30%	18%	18%	18%	13%	29%
Hardly any of the music / films / e-books / games that you consume	131	15	42	40	27	7	13	17	29	25	1	9	7	-	13	8	3	6	3	68	53	6	2	14	19	12	24	80
	18%	14%	19%	16%	28%	17%	17%	16%	21%	22%	3%	12%	13%	-	26%	22%	20%	37%	11%	19%	17%	15%	29%	14%	19%	14%	26%	19%
None of the music / films / e-books / games that you consume	176	12	31	69	34	29	16	16	32	23	11	18	11	1	18	16	7	7	6	70	80	19	1	21	26	22	36	96
	24%	11%	14%	27%	35%	71%	21%	16%	23%	20%	37%	23%	18%	13%	36%	43%	53%	39%	26%	20%	26%	52%	11%	20%	27%	26%	38%	22%

Digital Entertainment Survey 2013

72. Which one of the following best describes you personally?

Base: All respondents

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I like to own technology devices as soon as they come onto the market as I'm very keen on them	220	14	16	38	45	34	13	4	4	7	15	15	9	3	4	40	43	47	59	13	2	15
	9%	22%	19%	25%	18%	12%	6%	2%	6%	8%	10%	6%	3%	1%	2%	13%	7%	8%	9%	11%	4%	9%
I like to own technology devices fairly soon after they come out	574	17	24	48	95	81	48	28	14	18	39	69	57	22	16	86	137	139	139	25	10	38
	23%	26%	28%	32%	38%	29%	21%	14%	23%	20%	26%	27%	21%	10%	8%	29%	22%	23%	22%	20%	19%	23%
I tend to wait a while before owning technology devices to see how other people cope with them	955	18	32	42	70	102	96	98	26	38	55	101	121	87	69	114	263	226	229	41	15	67
	38%	28%	38%	28%	28%	37%	43%	49%	42%	43%	36%	40%	44%	39%	35%	38%	42%	37%	37%	33%	30%	40%
I seem to own technology devices after most people already own them	511	8	8	14	30	40	50	47	16	20	31	49	61	72	64	33	122	148	133	32	13	29
	20%	12%	9%	9%	12%	15%	22%	24%	26%	23%	21%	19%	22%	32%	32%	11%	20%	24%	21%	26%	26%	18%
I don't own many technology devices and they don't really interest me	241	8	5	8	10	18	18	23	2	6	11	16	27	41	47	26	58	54	62	14	10	18
	10%	12%	6%	5%	4%	7%	8%	12%	4%	7%	7%	6%	10%	18%	24%	9%	9%	9%	10%	11%	20%	11%

Digital Entertainment Survey 2013

72. Which one of the following best describes you personally?

Base: All respondents

	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I like to own technology devices as soon as they come onto the market as I'm very keen on them	220	220	-	-	-	-	25	42	38	29	14	21	14	1	17	8	3	6	7	95	103	5	8	40	31	31	26	129
	9%	100%	-	-	-	-	11%	18%	6%	8%	16%	12%	13%	3%	8%	4%	2%	9%	15%	10%	8%	2%	31%	14%	10%	11%	4%	10%
I like to own technology devices fairly soon after they come out	574	-	574	-	-	-	43	64	144	116	30	44	31	9	37	30	17	8	14	235	295	27	3	86	104	77	81	315
	23%	-	100%	-	-	-	18%	28%	24%	33%	33%	24%	27%	27%	18%	14%	11%	12%	29%	26%	23%	12%	12%	29%	32%	27%	14%	24%
I tend to wait a while before owning technology devices to see how other people cope with them	955	-	-	955	-	-	91	67	255	135	29	72	45	10	74	88	66	22	13	337	513	84	8	100	121	116	234	512
	38%	-	-	100%	-	-	38%	29%	42%	38%	32%	40%	40%	31%	35%	40%	41%	32%	28%	37%	40%	38%	29%	34%	37%	40%	40%	38%
I seem to own technology devices after most people already own them	511	-	-	-	511	-	53	35	118	51	10	31	14	8	55	64	49	23	8	174	259	67	3	55	56	48	167	244
	20%	-	-	-	100%	-	22%	15%	20%	15%	11%	17%	12%	27%	26%	29%	30%	33%	17%	19%	20%	30%	10%	19%	17%	16%	29%	18%
I don't own many technology devices and they don't really interest me	241	-	-	-	-	241	27	20	45	20	7	14	10	4	27	29	27	10	5	67	126	38	5	13	13	18	78	134
	10%	-	-	-	-	100%	11%	9%	8%	6%	7%	8%	9%	13%	13%	13%	17%	14%	11%	7%	10%	17%	17%	4%	4%	6%	13%	10%

Digital Entertainment Survey 2013

73. Which of the following best describes your occupation?

Base: All respondents

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Semi or unskilled manual worker (e.g. Manual workers, all apprentices to be skilled trades, Caretaker, shop assistant)	240	4	9	20	30	28	28	15	1	7	16	20	23	26	14	23	61	67	62	5	3	20
	10%	6%	11%	13%	12%	10%	12%	8%	2%	8%	10%	8%	8%	11%	7%	8%	10%	11%	10%	4%	6%	12%
Skilled manual worker (e.g. Skilled Bricklayer, Plumber, Painter, Bus Driver, pub/bar worker, etc)	227	3	14	23	40	38	24	20	6	2	12	11	16	13	6	30	61	39	70	10	7	11
	9%	4%	17%	15%	16%	14%	11%	10%	9%	3%	8%	4%	6%	6%	3%	10%	10%	6%	11%	8%	14%	6%
Supervisory or clerical/ junior managerial/ professional/ administrative (e.g. office worker, student doctor, salesperson, etc)	600	1	5	32	82	77	54	27	2	5	33	91	95	59	36	61	158	149	152	38	8	35
	24%	2%	6%	21%	33%	28%	24%	13%	4%	5%	22%	36%	35%	26%	18%	20%	25%	24%	24%	30%	15%	21%
Intermediate managerial/ professional/ administrative (e.g. Newly qualified doctor, Solicitor, Board director small organisation, middle manager in large organisation, principle officer in civil service)	351	3	4	8	39	73	53	29	1	2	10	43	46	23	18	55	92	81	74	15	9	26
	14%	4%	5%	5%	16%	26%	24%	15%	2%	3%	6%	17%	17%	10%	9%	18%	15%	13%	12%	12%	17%	16%
Higher managerial/ professional/ administrative (e.g. Established doctor, Solicitor, Board Director in a large organisation, top level civil servant)	91	-	3	1	13	16	13	7	-	4	6	7	14	5	2	22	19	26	15	2	1	6
	4%	-	3%	1%	5%	6%	6%	4%	-	4%	4%	3%	5%	2%	1%	7%	3%	4%	2%	1%	2%	3%
Higher education student	183	20	29	32	9	3	-	-	13	40	31	5	-	2	-	19	44	46	48	10	5	13
	7%	30%	34%	21%	4%	1%	-	-	21%	45%	21%	2%	-	1%	-	6%	7%	7%	8%	8%	9%	8%
School student	115	29	14	11	2	-	-	-	36	15	5	1	1	-	-	21	25	26	28	7	2	5
	5%	44%	17%	7%	1%	-	-	-	58%	17%	3%	*	*	-	-	7%	4%	4%	4%	6%	5%	3%

Digital Entertainment Survey 2013

73. Which of the following best describes your occupation?

Base: All respondents

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Casual worker - not in permanent employment	32	-	3	4	5	1	4	2	-	2	1	4	3	1	3	10	6	7	7	1	-	1
	1%	-	3%	3%	2%	*	2%	1%	-	3%	1%	1%	1%	*	1%	3%	1%	1%	1%	1%	-	1%
Currently unemployed / not working	211	4	3	15	17	24	30	22	1	4	15	22	23	21	11	22	41	56	56	13	6	18
	8%	6%	3%	10%	7%	9%	13%	11%	2%	4%	10%	9%	8%	9%	5%	7%	7%	9%	9%	10%	13%	11%
Housewife/House husband/ Homemaker/Carer	220	-	-	-	7	11	9	3	-	4	18	42	47	56	25	18	56	66	51	12	3	15
	9%	-	-	-	3%	4%	4%	1%	-	4%	12%	17%	17%	25%	12%	6%	9%	11%	8%	10%	6%	9%
Retired	162	-	-	-	-	2	8	71	-	-	-	-	-	3	78	12	48	39	41	5	5	12
	6%	-	-	-	-	1%	4%	35%	-	-	-	-	-	1%	39%	4%	8%	6%	7%	4%	11%	7%
Other	69	3	-	5	6	2	1	4	1	4	5	5	8	16	9	8	12	12	20	8	1	8
	3%	4%	-	4%	2%	1%	*	2%	2%	4%	3%	2%	3%	7%	4%	3%	2%	2%	3%	7%	2%	5%

Digital Entertainment Survey 2013

73. Which of the following best describes your occupation?

Base: All respondents

	Ownership of technology devices						Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?				
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Marr ied / Part ner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have child ren	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Semi or unskilled manual worker (e.g. Manual workers, all apprentices to be skilled trades, Caretaker, shop assistant)	240	25	43	91	53	27	240	-	-	-	-	-	-	-	-	-	-	-	-	98	117	22	2	28	25	39	62	120
	10%	11%	7%	10%	10%	11%	100%	-	-	-	-	-	-	-	-	-	-	-	-	11%	9%	10%	8%	10%	8%	14%	11%	9%
Skilled manual worker (e.g. Skilled Bricklayer, Plumber, Painter, Bus Driver, pub/bar worker, etc)	227	42	64	67	35	20	-	227	-	-	-	-	-	-	-	-	-	-	1	83	124	15	4	33	38	40	41	106
	9%	19%	11%	7%	7%	8%	-	100%	-	-	-	-	-	-	-	-	-	-	2%	9%	10%	7%	14%	11%	12%	14%	7%	8%
Supervisory or clerical/ junior managerial/ professional/ administrative (e.g. office worker, student doctor, salesperson, etc)	600	38	144	255	118	45	-	-	600	-	-	-	-	-	-	-	-	-	1	191	353	55	1	71	82	68	120	332
	24%	17%	25%	27%	23%	19%	-	-	100%	-	-	-	-	-	-	-	-	-	2%	21%	27%	25%	3%	24%	25%	23%	20%	25%
Intermediate managerial/ professional/ administrative (e.g. Newly qualified doctor, Solicitor, Board director small organisation, middle manager in large organisation, principle officer in civil service)	351	29	116	135	51	20	-	-	-	351	-	-	-	-	-	-	-	-	3	95	224	28	1	54	78	58	86	148
	14%	13%	20%	14%	10%	8%	-	-	-	100%	-	-	-	-	-	-	-	-	6%	10%	17%	13%	4%	18%	24%	20%	15%	11%
Higher managerial/ professional/ administrative (e.g. Established doctor, Solicitor, Board Director in a large organisation , top level civil servant)	91	14	30	29	10	7	-	-	-	-	91	-	-	-	-	-	-	-	2	21	63	4	-	19	24	17	21	34
	4%	6%	5%	3%	2%	3%	-	-	-	-	100%	-	-	-	-	-	-	-	5%	2%	5%	2%	-	6%	8%	6%	4%	3%

Digital Entertainment Survey 2013

73. Which of the following best describes your occupation?

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	Housewife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Higher education student	183	21	44	72	31	14	-	-	-	-	-	183	-	-	-	-	-	-	4	140	30	1	8	5	3	2	2	174
	7%	10%	8%	8%	6%	6%	-	-	-	-	-	100%	-	-	-	-	-	-	8%	15%	2%	*	31%	2%	1%	1%	*	13%
School student	115	14	31	45	14	10	-	-	-	-	-	-	115	-	-	-	-	-	35	71	8	-	1	1	2	-	1	111
	5%	7%	5%	5%	3%	4%	-	-	-	-	-	-	100%	-	-	-	-	-	73%	8%	1%	-	4%	*	1%	-	*	8%
Casual worker - not in permanent employment	32	1	9	10	8	4	-	-	-	-	-	-	-	32	-	-	-	-	-	22	7	1	1	1	1	2	4	25
	1%	*	1%	1%	2%	2%	-	-	-	-	-	-	-	100%	-	-	-	-	-	2%	1%	*	4%	*	*	1%	1%	2%
Currently unemployed / not working	211	17	37	74	55	27	-	-	-	-	-	-	-	-	211	-	-	-	1	122	54	33	1	9	14	9	44	147
	8%	8%	7%	8%	11%	11%	-	-	-	-	-	-	-	-	100%	-	-	-	3%	13%	4%	15%	4%	3%	4%	3%	8%	11%
Housewife/House husband/ Homemaker/ Carer	220	8	30	88	64	29	-	-	-	-	-	-	-	-	-	220	-	-	1	24	184	12	-	70	53	48	81	39
	9%	4%	5%	9%	13%	12%	-	-	-	-	-	-	-	-	-	100%	-	-	2%	3%	14%	5%	-	24%	16%	17%	14%	3%
Retired	162	3	17	66	49	27	-	-	-	-	-	-	-	-	-	-	162	-	-	14	108	39	1	1	3	4	104	53
	6%	1%	3%	7%	10%	11%	-	-	-	-	-	-	-	-	-	-	100%	-	-	2%	8%	18%	3%	*	1%	1%	18%	4%
Other	69	6	8	22	23	10	-	-	-	-	-	-	-	-	-	-	69	-	-	27	24	12	6	2	3	2	19	44
	3%	3%	1%	2%	4%	4%	-	-	-	-	-	-	-	-	-	-	100%	-	-	3%	2%	5%	24%	1%	1%	1%	3%	3%

Digital Entertainment Survey 2013

74. What is your family status?

Base: All respondents

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Under 16 and still living at home	48	24	1	1	-	-	-	-	19	-	1	1	-	1	-	7	12	13	14	-	-	1
	2%	36%	2%	1%	-	-	-	-	30%	-	1%	*	-	*	-	2%	2%	2%	2%	-	-	1%
Single	908	33	71	112	120	75	56	26	36	74	90	97	68	35	15	130	203	207	230	50	19	70
	36%	50%	84%	75%	48%	27%	25%	13%	58%	84%	60%	39%	25%	15%	7%	43%	33%	34%	37%	40%	37%	42%
Married / Partner	1296	4	8	34	128	177	138	145	4	11	56	149	183	141	121	139	339	333	317	61	25	82
	52%	6%	9%	22%	51%	64%	61%	72%	6%	12%	37%	60%	66%	63%	61%	47%	54%	54%	51%	48%	50%	49%
Divorced / Widowed / Separated	221	-	-	1	1	21	31	29	-	-	2	2	24	48	62	15	64	54	56	14	6	11
	9%	-	-	1%	*	8%	14%	15%	-	-	1%	1%	9%	22%	31%	5%	10%	9%	9%	11%	13%	6%
Rather not say	27	5	4	2	1	2	-	-	4	4	2	1	1	-	2	7	5	7	4	1	-	3
	1%	8%	5%	1%	*	1%	-	-	6%	4%	1%	*	*	-	1%	2%	1%	1%	1%	1%	-	2%

Digital Entertainment Survey 2013

74. What is your family status?

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?				Are you a parent, and if so how old are your children?						
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Under 16 and still living at home	48	7	14	13	8	5	-	1	1	3	2	4	35	-	1	1	-	-	48	-	-	-	-	-	2	-	4	42
	2%	3%	2%	1%	2%	2%	-	1%	*	1%	3%	2%	30%	-	1%	*	-	-	100%	-	-	-	-	-	1%	-	1%	3%
Single	908	95	235	337	174	67	98	83	191	95	21	140	71	22	122	24	14	27	-	908	-	-	-	35	28	30	45	796
	36%	43%	41%	35%	34%	28%	41%	36%	32%	27%	23%	77%	62%	70%	58%	11%	9%	39%	-	100%	-	-	-	12%	9%	10%	8%	60%
Married / Partner	1296	103	295	513	259	126	117	124	353	224	63	30	8	7	54	184	108	24	-	-	1296	-	-	249	272	234	425	402
	52%	47%	51%	54%	51%	52%	49%	55%	59%	64%	70%	16%	7%	23%	26%	83%	67%	35%	-	-	100%	-	-	85%	83%	81%	72%	30%
Divorced / Widowed / Separated	221	5	27	84	67	38	22	15	55	28	4	1	-	1	33	12	39	12	-	-	-	221	-	8	23	27	111	73
	9%	2%	5%	9%	13%	16%	9%	7%	9%	8%	4%	1%	-	3%	16%	5%	24%	17%	-	-	-	100%	-	3%	7%	9%	19%	5%
Rather not say	27	8	3	8	3	5	2	4	1	1	-	8	1	1	1	-	1	6	-	-	-	-	27	2	1	-	2	22
	1%	4%	1%	1%	1%	2%	1%	2%	*	*	-	5%	1%	4%	*	-	1%	9%	-	-	-	-	100%	1%	*	-	*	2%

Digital Entertainment Survey 2013

75. Are you a parent, and if so how old are your children?

Base: All respondents

	Gender/age															Region						
	Total	Male 15 to 17	Male 18 to 19	Male 20 to 24	Male 25 to 34	Male 35 to 44	Male 45 to 54	Male 55 to 64	Female 15 to 17	Female 18 to 19	Female 20 to 24	Female 25 to 34	Female 35 to 44	Female 45 to 54	Female 55 to 64	London	South	Midlands	North	Wales	NI	Scotland
Unweighted Total	2591	50	64	138	245	292	241	224	53	75	154	277	304	246	228	301	650	638	645	130	51	176
Weighted Total	2500	66	84	150	250	275	225	200	62	88	150	250	275	225	200	299	623	614	622	125	50	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
5 or under	294	1	3	11	51	54	7	-	-	5	35	77	46	5	-	34	72	72	74	16	6	20
	12%	2%	3%	7%	20%	20%	3%	-	-	5%	23%	31%	17%	2%	-	11%	12%	12%	12%	13%	11%	12%
6 - 10 years	326	-	-	2	45	87	31	4	-	-	9	49	81	19	1	39	92	73	88	12	6	16
	13%	-	-	1%	18%	32%	14%	2%	-	-	6%	19%	29%	9%	*	13%	15%	12%	14%	10%	13%	9%
11-15 years	290	1	1	3	31	69	49	4	1	1	2	20	69	35	4	42	80	61	75	11	4	18
	12%	2%	2%	2%	12%	25%	22%	2%	2%	1%	1%	8%	25%	15%	2%	14%	13%	10%	12%	9%	7%	11%
16+	587	3	7	3	4	28	89	134	-	-	3	4	50	121	142	34	166	152	146	29	14	45
	23%	4%	8%	2%	2%	10%	39%	67%	-	-	2%	1%	18%	54%	71%	11%	27%	25%	24%	23%	29%	27%
I don't have children	1334	61	74	132	155	116	89	63	61	82	107	148	111	80	56	182	310	325	330	71	28	88
	53%	92%	88%	88%	62%	42%	39%	32%	98%	93%	71%	59%	40%	35%	28%	61%	50%	53%	53%	57%	56%	52%

Digital Entertainment Survey 2013

75. Are you a parent, and if so how old are your children?

Base: All respondents

	Ownership of technology devices					Which of the following best describes your occupation?												What is your family status?					Are you a parent, and if so how old are your children?					
	As soon as they come on the market	Fairly soon after they come out	Tend to wait	After most al ready have them	Don't inter est me	Semi or unskilled manual worker	Skilled manual worker	Supervisory or clerical	Intermediate managerial	Higher managerial	Higher education student	School student	Casual worker	Currently unemployed	House wife	Retired	Other	Under 16 and still living at home	Single	Married / Partner	Div. /Wid /Sep	Rather not say	5 or under	6 - 10 years	11-15 years	16+	don't have children	
Unweighted Total	2591	214	584	997	540	256	248	231	636	374	95	163	96	32	222	240	182	72	39	893	1391	244	24	309	349	310	645	1334
Weighted Total	2500	220	574	955	511	241	240	227	600	351	91	183	115	32	211	220	162	69	48	908	1296	221	27	294	326	290	587	1334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
5 or under	294	40	86	100	55	13	28	33	71	54	19	5	1	1	9	70	1	2	-	35	249	8	2	294	107	51	16	-
	12%	18%	15%	11%	11%	5%	12%	15%	12%	15%	21%	3%	1%	3%	4%	32%	1%	3%	-	4%	19%	4%	8%	100%	33%	17%	3%	-
6 - 10 years	326	31	104	121	56	13	25	38	82	78	24	3	2	1	14	53	3	3	2	28	272	23	1	107	326	97	42	-
	13%	14%	18%	13%	11%	5%	11%	17%	14%	22%	27%	2%	2%	3%	7%	24%	2%	4%	4%	3%	21%	10%	4%	36%	100%	33%	7%	-
11-15 years	290	31	77	116	48	18	39	40	68	58	17	2	-	2	9	48	4	2	-	30	234	27	-	51	97	290	75	-
	12%	14%	13%	12%	9%	8%	16%	18%	11%	17%	19%	1%	-	6%	4%	22%	2%	3%	-	3%	18%	12%	-	17%	30%	100%	13%	-
16+	587	26	81	234	167	78	62	41	120	86	21	2	1	4	44	81	104	19	4	45	425	111	2	16	42	75	587	-
	23%	12%	14%	25%	33%	32%	26%	18%	20%	25%	23%	1%	1%	11%	21%	37%	64%	27%	7%	5%	33%	50%	8%	5%	13%	26%	100%	-
I don't have children	1334	129	315	512	244	134	120	106	332	148	34	174	111	25	147	39	53	44	42	796	402	73	22	-	-	-	-	1334
	53%	59%	55%	54%	48%	56%	50%	46%	55%	42%	38%	95%	97%	80%	70%	18%	33%	64%	89%	88%	31%	33%	80%	-	-	-	-	100%