

Measuring and Understanding Public Opinion: Video on Demand (VOD) viewing habits September 2013

This public opinion data has been collected and analysed by NEMS from a representative sample of UK adults. It contains basic breakdowns by demography, geography and any key interesting market sub-groups.

You are free to use the data, providing you acknowledge/reference the source as "NEMS Market Research, September 2013".

You may also find the following related items of interest:

Blog: <http://blog.nemsmr.co.uk/post/The-changing-face-of-TV-viewing.aspx>

If you would like to know more about this or anything else research related, please get in touch, we would be happy to help.



	Total	Male	Female	16-34	35-54	55+	ABC1	C2DE
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VOD Video on Demand Status:

Unable to watch VOD	16.1%	157	15.3%	73	16.9%	84	9.0%	29	6.4%	21	33.5%	107	9.3%	43	22.3%	114
Choose not to watch VOD	42.7%	417	42.8%	204	42.6%	213	39.3%	125	41.2%	139	47.7%	152	39.0%	181	46.0%	235
Choose to watch VOD	41.2%	402	41.9%	199	40.6%	203	51.7%	165	52.5%	178	18.8%	60	51.7%	240	31.7%	162
Weighted base:		976		476		500		319		338		319		465		511
Sample:		1001		460		541		101		419		481		419		582

Q01 Which of the following devices does your household have that can access the internet? [MR/PR]

Digital SMART TV (i.e. a TV which can connect to the internet)	26.7%	261	32.0%	152	21.7%	108	30.1%	96	33.8%	114	15.7%	50	30.3%	141	23.4%	120
PC	56.0%	546	53.8%	256	58.0%	290	59.6%	190	65.1%	220	42.7%	136	63.2%	294	49.4%	253
Laptop / netbook	66.8%	652	68.6%	327	65.1%	325	83.1%	265	77.1%	261	39.5%	126	75.2%	350	59.1%	302
Tablet	36.1%	353	34.7%	165	37.5%	188	43.1%	137	46.6%	158	18.0%	57	43.4%	202	29.5%	151
Smartphone (i.e. internet capable mobile phone)	51.9%	506	55.0%	262	48.9%	244	72.5%	231	61.9%	209	20.7%	66	59.6%	277	44.9%	229
Satellite TV	38.2%	372	43.2%	206	33.4%	167	42.0%	134	48.5%	164	23.4%	75	38.7%	180	37.7%	193
Cable set-up box	27.6%	269	27.0%	128	28.2%	141	38.5%	123	28.7%	97	15.5%	49	25.0%	116	30.0%	153
DVR (Digital Video Recorder)	22.4%	219	25.1%	119	19.9%	99	17.1%	55	26.5%	90	23.3%	74	21.7%	101	23.0%	118
DVD / Blu-ray player with internet capabilities	36.8%	359	43.6%	208	30.3%	151	49.0%	156	41.1%	139	19.9%	63	37.6%	175	36.0%	184
X-BOX / Playstation / Wii	40.2%	392	40.7%	194	39.7%	198	58.8%	187	51.6%	175	9.5%	30	43.2%	201	37.4%	191
Streaming devices (such as Roku, NetGear & Apple TV)	5.7%	55	7.3%	35	4.1%	21	9.1%	29	7.2%	24	0.7%	2	7.6%	35	3.9%	20
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None)	16.1%	157	15.3%	73	16.9%	84	9.0%	29	6.4%	21	33.5%	107	9.3%	43	22.3%	114
Weighted base:		976		476		500		319		338		319		465		511
Sample:		1001		460		541		101		419		481		419		582

Q02 Which of the following devices do you use to watch video on demand (such as the BBC iPlayer, Sky Go, 4 On Demand, etc) ? [MR/PR]
Those with internet capable devices in their home at Q01

Digital SMART TV (i.e. a TV which can connect to the internet)	8.7%	71	9.1%	37	8.4%	35	4.7%	14	13.4%	43	7.2%	15	10.6%	45	6.7%	27
PC	11.2%	92	12.9%	52	9.6%	40	13.3%	39	12.8%	41	6.0%	13	14.9%	63	7.3%	29
Laptop / netbook	23.6%	193	24.1%	97	23.1%	96	35.4%	103	22.5%	71	9.1%	19	30.0%	126	16.9%	67
Tablet	10.3%	85	10.1%	41	10.6%	44	11.9%	34	13.2%	42	3.9%	8	13.7%	58	6.8%	27
Smartphone (i.e. internet capable mobile phone)	6.5%	53	8.4%	34	4.6%	19	10.4%	30	5.8%	18	2.1%	4	9.4%	40	3.3%	13
Satellite TV	13.8%	113	14.0%	56	13.6%	56	11.9%	35	18.6%	59	9.1%	19	14.9%	63	12.6%	50
Cable set-up box	9.0%	74	9.4%	38	8.5%	35	9.9%	29	11.3%	36	4.2%	9	7.6%	32	10.4%	41
DVR (Digital Video Recorder)	2.7%	22	3.5%	14	1.9%	8	2.6%	8	2.2%	7	3.5%	7	3.6%	15	1.7%	7
DVD / Blu-ray player with internet capabilities	2.1%	17	2.4%	10	1.9%	8	0.9%	3	3.4%	11	1.8%	4	2.6%	11	1.6%	6
X-BOX / Playstation / Wii	5.2%	43	6.7%	27	3.8%	16	7.8%	23	5.7%	18	1.0%	2	6.2%	26	4.1%	16
Streaming devices (such as Roku, NetGear & Apple TV)	0.4%	3	0.1%	0	0.7%	3	0.5%	1	0.6%	2	0.0%	0	0.8%	3	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None - don't watch video on demand)	50.9%	417	50.6%	204	51.2%	213	43.2%	125	43.9%	139	71.8%	152	43.0%	181	59.2%	235
Weighted base:		819		403		415		290		317		212		422		397
Sample:		785		357		428		91		385		309		373		412

Total Male Female 16-34 35-54 55+ ABC1 C2DE

Mean score: [More than once a week = 3.5, Once a week = 1, Once a fortnight = 0.5, Less often = 0.25, Never = 0]

Q03 How frequently do you watch the following video on demand services? [PR]

Those who watch Video on demand at Q02

BBC iPlayer

More than once a week	23.4%	94	26.6%	53	20.2%	41	26.0%	43	24.5%	44	12.7%	8	20.1%	48	28.2%	46
Once a week	23.1%	93	29.0%	58	17.2%	35	29.9%	49	13.3%	24	33.4%	20	25.3%	61	19.7%	32
Once a fortnight	15.5%	62	12.2%	24	18.8%	38	18.2%	30	15.2%	27	8.9%	5	19.4%	47	9.8%	16
less often	28.5%	115	22.6%	45	34.3%	69	23.0%	38	33.5%	59	28.8%	17	27.1%	65	30.6%	49
Never	9.1%	37	8.9%	18	9.4%	19	2.9%	5	12.9%	23	15.3%	9	7.9%	19	10.9%	18
(Don't know)	0.4%	2	0.6%	1	0.2%	0	0.0%	0	0.7%	1	0.8%	0	0.2%	1	0.7%	1
Mean:		1.22		1.36		1.08		1.37		1.18		0.92		1.14		1.34
Weighted base:		402		199		203		165		178		60		240		162
Sample:		354		164		190		58		210		86		191		163

ITV Player

More than once a week	13.5%	54	13.2%	26	13.8%	28	17.9%	30	10.8%	19	9.4%	6	10.2%	24	18.4%	30
Once a week	13.0%	52	16.3%	32	9.9%	20	13.4%	22	11.0%	20	18.1%	11	13.0%	31	13.1%	21
Once a fortnight	10.9%	44	9.5%	19	12.2%	25	14.1%	23	9.0%	16	7.5%	4	13.8%	33	6.5%	11
less often	32.5%	130	31.3%	62	33.6%	68	29.9%	49	38.3%	68	22.1%	13	28.4%	68	38.5%	62
Never	29.4%	118	29.6%	59	29.2%	59	24.2%	40	30.6%	54	40.1%	24	34.1%	82	22.4%	36
(Don't know)	0.8%	3	0.3%	1	1.3%	3	0.5%	1	0.3%	1	2.9%	2	0.6%	1	1.1%	2
Mean:		0.76		0.77		0.75		0.93		0.65		0.63		0.64		0.93
Weighted base:		402		199		203		165		178		60		240		162
Sample:		354		164		190		58		210		86		191		163

4OD / 4 On Demand (Channel 4 player)

More than once a week	13.8%	55	14.8%	29	12.8%	26	21.4%	35	9.2%	16	6.1%	4	12.3%	29	16.0%	26
Once a week	15.5%	62	17.8%	35	13.4%	27	26.8%	44	7.0%	13	9.8%	6	22.0%	53	6.0%	10
Once a fortnight	4.7%	19	6.8%	14	2.6%	5	4.7%	8	4.4%	8	5.3%	3	6.1%	15	2.5%	4
less often	28.7%	115	23.3%	46	34.1%	69	26.7%	44	33.6%	60	19.7%	12	23.2%	56	36.9%	60
Never	36.7%	147	36.8%	73	36.5%	74	19.7%	33	45.1%	80	58.3%	35	36.2%	87	37.4%	60
(Don't know)	0.6%	3	0.5%	1	0.7%	2	0.6%	1	0.6%	1	0.8%	0	0.2%	1	1.3%	2
Mean:		0.75		0.80		0.70		1.13		0.52		0.40		0.75		0.75
Weighted base:		402		199		203		165		178		60		240		162
Sample:		354		164		190		58		210		86		191		163

Demand 5 (Channel 5 player)

More than once a week	4.2%	17	6.2%	12	2.3%	5	6.1%	10	2.2%	4	5.1%	3	2.7%	6	6.5%	11
Once a week	2.8%	11	3.3%	6	2.4%	5	1.6%	3	3.5%	6	4.1%	2	1.6%	4	4.7%	8
Once a fortnight	2.0%	8	1.1%	2	2.8%	6	0.9%	2	3.6%	6	0.0%	0	2.0%	5	2.0%	3
less often	23.9%	96	26.0%	52	21.8%	44	21.2%	35	30.1%	54	12.7%	8	22.2%	53	26.4%	43
Never	66.5%	267	63.0%	126	69.9%	142	69.5%	114	60.2%	107	76.5%	46	71.1%	171	59.5%	96
(Don't know)	0.6%	3	0.5%	1	0.7%	2	0.6%	1	0.3%	1	1.7%	1	0.4%	1	0.9%	2
Mean:		0.26		0.33		0.19		0.30		0.22		0.26		0.19		0.37
Weighted base:		402		199		203		165		178		60		240		162
Sample:		354		164		190		58		210		86		191		163

Sky Go / On Demand

More than once a week	8.3%	33	11.0%	22	5.7%	12	9.0%	15	8.1%	14	7.2%	4	8.7%	21	7.7%	13
Once a week	5.7%	23	7.1%	14	4.4%	9	1.6%	3	9.3%	17	6.3%	4	4.8%	11	7.1%	12
Once a fortnight	3.7%	15	2.7%	5	4.6%	9	3.7%	6	4.2%	8	1.8%	1	4.3%	10	2.7%	4
less often	14.5%	58	14.4%	29	14.6%	30	11.1%	18	19.4%	34	9.3%	6	12.0%	29	18.3%	30
Never	67.0%	269	64.2%	128	69.7%	141	73.9%	122	58.0%	103	74.6%	45	69.7%	168	62.9%	102
(Don't know)	0.8%	3	0.5%	1	1.0%	2	0.6%	1	0.9%	2	0.9%	1	0.4%	1	1.3%	2
Mean:		0.41		0.52		0.31		0.39		0.46		0.35		0.41		0.42
Weighted base:		402		199		203		165		178		60		240		162
Sample:		354		164		190		58		210		86		191		163

	Total	Male	Female	16-34	35-54	55+	ABC1	C2DE
Now TV								
More than once a week	0.7%	3	0.3%	1	1.0%	2	0.0%	0
Once a week	3.1%	12	3.8%	7	2.4%	5	3.4%	6
Once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0
less often	5.2%	21	4.4%	9	6.0%	12	1.9%	3
Never	90.4%	364	91.0%	181	89.9%	182	94.1%	155
(Don't know)	0.6%	3	0.5%	1	0.7%	2	0.6%	1
Mean:	0.07		0.06		0.08		0.04	
Weighted base:	402		199		203		165	
Sample:	354		164		190		58	

	Total	Male	Female	16-34	35-54	55+	ABC1	C2DE
YouTube								
More than once a week	31.8%	128	32.3%	64	31.4%	64	38.1%	63
Once a week	19.0%	76	23.2%	46	14.9%	30	27.8%	46
Once a fortnight	7.8%	31	8.9%	18	6.6%	13	11.2%	18
less often	13.3%	54	13.5%	27	13.1%	27	10.2%	17
Never	27.8%	112	21.9%	44	33.7%	68	12.7%	21
(Don't know)	0.3%	1	0.3%	1	0.2%	0	0.0%	0
Mean:	1.39		1.45		1.32		1.70	
Weighted base:	402		199		203		165	
Sample:	354		164		190		58	

	Total	Male	Female	16-34	35-54	55+	ABC1	C2DE
Virgin TV Anywhere / On Demand								
More than once a week	7.8%	31	9.4%	19	6.2%	13	11.2%	19
Once a week	4.3%	17	6.9%	14	1.8%	4	4.5%	7
Once a fortnight	0.2%	1	0.0%	0	0.5%	1	0.0%	0
less often	4.6%	19	3.2%	6	6.1%	12	2.5%	4
Never	82.6%	332	80.0%	159	85.2%	173	81.7%	135
(Don't know)	0.4%	2	0.5%	1	0.2%	0	0.0%	0
Mean:	0.33		0.41		0.26		0.45	
Weighted base:	402		199		203		165	
Sample:	354		164		190		58	

	Total	Male	Female	16-34	35-54	55+	ABC1	C2DE
TVCatchup								
More than once a week	15.2%	61	17.3%	34	13.1%	27	17.3%	29
Once a week	9.0%	36	13.4%	27	4.7%	10	10.4%	17
Once a fortnight	4.2%	17	5.4%	11	3.0%	6	5.7%	9
less often	7.7%	31	8.2%	16	7.2%	15	5.6%	9
Never	63.5%	255	55.2%	110	71.6%	145	61.0%	101
(Don't know)	0.5%	2	0.5%	1	0.5%	1	0.0%	0
Mean:	0.67		0.79		0.54		0.76	
Weighted base:	402		199		203		165	
Sample:	354		164		190		58	

Q04 When watching video on demand, do you tend to stream video or download content to watch later? [PR]

Those who watch Video on demand at Q02

	Total	Male	Female	16-34	35-54	55+	ABC1	C2DE
Mostly stream	57.2%	230	61.4%	122	53.1%	108	60.5%	100
Mostly download	17.2%	69	14.0%	28	20.3%	41	10.2%	17
Mix of both	18.5%	74	20.2%	40	16.9%	34	25.9%	43
(Don't know)	7.1%	29	4.5%	9	9.8%	20	3.4%	6
Weighted base:	402		199		203		165	
Sample:	354		164		190		58	

	Total	Male	Female	16-34	35-54	55+	ABC1	C2DE								
Mean score (%)																
Q05 What proportion of your TV viewing do you estimate is spent watch video on demand - compared to traditional broadcast / recorded TV? [PR]																
<i>Those who watch Video on demand at Q02</i>																
Hardly any of the TV I watch is VOD	42.6%	171	38.8%	77	46.3%	94	31.3%	52	49.0%	87	54.4%	33	41.8%	100	43.8%	71
Around a quarter	26.0%	105	25.3%	50	26.7%	54	26.6%	44	26.0%	46	24.4%	15	27.2%	65	24.3%	39
About half	12.7%	51	17.4%	35	8.0%	16	19.6%	32	6.8%	12	11.3%	7	11.5%	28	14.5%	23
Around three-quarters	8.6%	34	8.2%	16	8.9%	18	9.6%	16	9.1%	16	4.2%	2	8.5%	20	8.7%	14
Almost all is VOD	6.8%	27	8.4%	17	5.2%	11	11.4%	19	4.5%	8	1.1%	1	9.0%	22	3.6%	6
(Don't know)	3.4%	13	1.8%	4	4.9%	10	1.5%	2	4.7%	8	4.6%	3	2.1%	5	5.2%	8
Mean:		32.48		35.12		29.81		39.53		28.62		23.90		33.80		30.46
Weighted base:		402		199		203		165		178		60		240		162
Sample:		354		164		190		58		210		86		191		163
SEX Sex of respondent																
Male	48.8%	476	100.0%	476	0.0%	0	50.5%	161	50.2%	170	45.6%	145	50.8%	236	47.0%	240
Female	51.2%	500	0.0%	0	100.0%	500	49.5%	158	49.8%	168	54.4%	173	49.2%	229	53.0%	271
Weighted base:		976		476		500		319		338		319		465		511
Sample:		1001		460		541		101		419		481		419		582
AGE To ensure we get a representative sample, could I ask how old you are ?																
16 to 24	15.1%	148	15.9%	76	14.4%	72	46.3%	148	0.0%	0	0.0%	0	14.9%	69	15.4%	79
25 to 34	17.5%	171	17.9%	85	17.2%	86	53.7%	171	0.0%	0	0.0%	0	20.0%	93	15.3%	78
35 to 44	18.4%	179	18.9%	90	17.9%	89	0.0%	0	53.0%	179	0.0%	0	20.0%	93	16.9%	86
45 to 54	16.3%	159	16.8%	80	15.8%	79	0.0%	0	47.0%	159	0.0%	0	17.7%	82	15.0%	77
55 to 64	13.1%	128	13.4%	64	12.8%	64	0.0%	0	0.0%	0	40.1%	128	14.0%	65	12.3%	63
65 +	19.6%	191	17.1%	81	21.9%	109	0.0%	0	0.0%	0	59.9%	191	13.4%	62	25.1%	128
Weighted base:		976		476		500		319		338		319		465		511
Sample:		1001		460		541		101		419		481		419		582
SEG Socio-economic group																
A	1.3%	12	1.4%	7	1.1%	5	0.0%	0	2.1%	7	1.6%	5	2.6%	12	0.0%	0
B	14.4%	140	18.8%	90	10.1%	51	14.3%	46	16.5%	56	12.1%	39	30.2%	140	0.0%	0
C1	32.0%	312	29.3%	140	34.6%	173	36.5%	116	33.2%	112	26.2%	84	67.2%	312	0.0%	0
C2	27.0%	263	27.0%	129	26.9%	135	32.3%	103	28.7%	97	19.9%	63	0.0%	0	51.5%	263
D	11.0%	108	10.5%	50	11.5%	58	9.5%	30	15.2%	51	8.1%	26	0.0%	0	21.1%	108
E	14.3%	140	12.9%	61	15.8%	79	7.4%	23	4.3%	14	32.0%	102	0.0%	0	27.4%	140
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		976		476		500		319		338		319		465		511
Sample:		1001		460		541		101		419		481		419		582
EMP Which of the following best describes your current employment status ? [PR]																
Working full-time (30+ hours a week)	41.6%	406	54.6%	260	29.2%	146	51.1%	163	56.8%	192	15.9%	51	48.6%	226	35.3%	180
Part-time	20.3%	198	13.2%	63	27.0%	135	23.5%	75	25.5%	86	11.5%	37	20.0%	93	20.6%	105
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	12.9%	126	9.6%	46	16.0%	80	21.6%	69	13.1%	44	3.9%	12	13.3%	62	12.5%	64
Not working (retired / invalid)	24.2%	236	22.2%	106	26.1%	130	1.6%	5	3.7%	13	68.5%	218	16.8%	78	30.9%	158
(Refused)	1.1%	10	0.4%	2	1.6%	8	2.2%	7	0.8%	3	0.2%	1	1.4%	7	0.7%	4
Weighted base:		976		476		500		319		338		319		465		511
Sample:		1001		460		541		101		419		481		419		582

	Total	Male	Female	16-34	35-54	55+	ABC1	C2DE								
MAR Which of these best describes your current marital status ? [PR]																
Married / Living as married	49.3%	481	44.9%	214	53.6%	268	29.4%	94	66.9%	226	50.7%	161	52.2%	243	46.7%	239
Single	32.1%	313	39.3%	187	25.3%	126	64.0%	204	21.5%	73	11.6%	37	32.2%	150	32.1%	164
Divorced	6.2%	60	4.6%	22	7.7%	38	0.3%	1	7.8%	26	10.4%	33	6.6%	31	5.8%	29
Widowed	8.9%	87	7.1%	34	10.6%	53	1.0%	3	1.0%	4	25.2%	80	6.2%	29	11.3%	58
Separated	2.3%	23	3.7%	18	1.0%	5	3.0%	10	2.6%	9	1.3%	4	1.9%	9	2.6%	14
(Refused)	1.1%	11	0.3%	1	2.0%	10	2.3%	7	0.2%	1	1.0%	3	0.8%	4	1.5%	7
Weighted base:		976		476		500		319		338		319		465		511
Sample:		1001		460		541		101		419		481		419		582

	Total	Male	Female	16-34	35-54	55+	ABC1	C2DE								
CHI How many children live in your household, aged 15 years and under ?																
None	74.5%	727	77.5%	369	71.6%	358	68.6%	219	59.2%	200	96.6%	308	70.0%	325	78.6%	401
One	11.0%	107	10.4%	49	11.6%	58	14.6%	46	16.1%	54	2.0%	6	12.5%	58	9.6%	49
Two	9.9%	97	7.8%	37	11.9%	60	11.5%	37	17.4%	59	0.5%	1	12.5%	58	7.6%	39
Three	3.2%	31	2.5%	12	3.8%	19	3.4%	11	5.9%	20	0.0%	0	2.5%	12	3.8%	19
Four	0.3%	3	0.7%	3	0.0%	0	0.0%	0	0.8%	3	0.2%	1	0.7%	3	0.0%	0
Five	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or more	0.6%	6	0.6%	3	0.6%	3	1.8%	6	0.0%	0	0.0%	0	1.3%	6	0.0%	0
(Refused)	0.5%	5	0.4%	2	0.5%	3	0.0%	0	0.7%	2	0.7%	2	0.6%	3	0.4%	2
Weighted base:		976		476		500		319		338		319		465		511
Sample:		1001		460		541		101		419		481		419		582

	Total	Male	Female	16-34	35-54	55+	ABC1	C2DE								
ADU How many adults aged 16 years or older, including yourself, live in your household ?																
One	27.5%	268	30.0%	143	25.2%	126	19.2%	61	21.7%	73	42.1%	134	24.6%	114	30.2%	154
Two	47.7%	466	45.3%	216	50.0%	250	47.6%	152	50.5%	171	44.9%	143	52.3%	243	43.5%	222
Three	12.8%	124	11.3%	54	14.2%	71	16.4%	52	13.5%	46	8.3%	27	11.1%	52	14.2%	73
Four	9.8%	96	10.3%	49	9.4%	47	13.8%	44	11.9%	40	3.5%	11	10.3%	48	9.3%	48
Five	0.7%	6	0.5%	3	0.8%	4	0.5%	1	1.3%	4	0.2%	1	0.3%	1	1.0%	5
Six or more	1.1%	10	2.2%	10	0.0%	0	2.6%	8	0.4%	1	0.2%	1	0.8%	4	1.3%	6
(Refused)	0.5%	5	0.4%	2	0.5%	3	0.0%	0	0.7%	2	0.7%	2	0.6%	3	0.4%	2
Weighted base:		976		476		500		319		338		319		465		511
Sample:		1001		460		541		101		419		481		419		582

	Total	Male	Female	16-34	35-54	55+	ABC1	C2DE								
IS2 ISBA region																
Scotland	9.0%	88	6.0%	28	11.9%	60	7.8%	25	9.2%	31	10.0%	32	7.2%	34	10.6%	54
North / Borders	6.1%	60	6.5%	31	5.7%	29	2.2%	7	7.3%	25	8.8%	28	5.8%	27	6.4%	33
Lancashire	12.4%	121	14.1%	67	10.7%	53	10.4%	33	11.1%	38	15.5%	50	14.5%	67	10.4%	53
Yorkshire	10.3%	100	11.7%	56	8.9%	44	13.8%	44	9.2%	31	7.9%	25	8.8%	41	11.6%	59
Wales & South West	10.7%	104	9.4%	45	11.9%	59	7.3%	23	14.4%	49	10.0%	32	10.4%	48	10.9%	56
Midlands	16.2%	158	17.5%	83	14.9%	75	15.0%	48	21.5%	73	11.8%	38	18.9%	88	13.7%	70
East England	7.0%	68	8.1%	39	6.0%	30	5.4%	17	6.4%	22	9.3%	30	7.9%	37	6.2%	32
London	19.2%	187	20.5%	98	17.9%	89	25.5%	81	14.4%	49	17.9%	57	16.8%	78	21.3%	109
Southern	9.2%	90	6.2%	29	12.1%	61	12.6%	40	6.5%	22	8.8%	28	9.7%	45	8.8%	45
Weighted base:		976		476		500		319		338		319		465		511
Sample:		1001		460		541		101		419		481		419		582

	Total	North (inc. Scotland)	Midlands (inc. Wales)	Southern				
VOD Video on Demand Status:								
Unable to watch VOD	16.1%	157	18.8%	69	12.0%	38	17.1%	50
Choose not to watch VOD	42.7%	417	41.1%	151	40.5%	128	47.1%	138
Choose to watch VOD	41.2%	402	40.1%	148	47.5%	150	35.8%	105
Weighted base:		976		368		315		292
Sample:		1001		443		313		245

Q01 Which of the following devices does your household have that can access the internet? [MR/PR]

Digital SMART TV (i.e. a TV which can connect to the internet)	26.7%	261	25.5%	94	27.1%	85	27.8%	81
PC	56.0%	546	48.7%	179	63.4%	200	57.2%	167
Laptop / netbook	66.8%	652	62.0%	229	72.1%	227	67.1%	196
Tablet	36.1%	353	34.1%	125	35.1%	111	39.9%	117
Smartphone (i.e. internet capable mobile phone)	51.9%	506	48.0%	177	55.0%	173	53.4%	156
Satellite TV	38.2%	372	34.1%	126	40.8%	129	40.4%	118
Cable set-up box	27.6%	269	26.6%	98	19.5%	61	37.6%	110
DVR (Digital Video Recorder)	22.4%	219	21.5%	79	20.3%	64	25.8%	75
DVD / Blu-ray player with internet capabilities	36.8%	359	32.7%	121	36.8%	116	41.9%	123
X-BOX / Playstation / Wii	40.2%	392	36.5%	134	43.8%	138	40.9%	120
Streaming devices (such as Roku, NetGear & Apple TV)	5.7%	55	5.6%	21	6.2%	19	5.2%	15
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None)	16.1%	157	18.8%	69	12.0%	38	17.1%	50
Weighted base:		976		368		315		292
Sample:		1001		443		313		245

Q02 Which of the following devices do you use to watch video on demand (such as the BBC iPlayer, Sky Go, 4 On Demand, etc) ? [MR/PR]
Those with internet capable devices in their home at Q01

Digital SMART TV (i.e. a TV which can connect to the internet)	8.7%	71	9.1%	27	10.2%	28	6.5%	16
PC	11.2%	92	11.7%	35	14.1%	39	7.4%	18
Laptop / netbook	23.6%	193	23.5%	70	27.1%	75	19.8%	48
Tablet	10.3%	85	8.4%	25	12.0%	33	10.8%	26
Smartphone (i.e. internet capable mobile phone)	6.5%	53	8.1%	24	6.5%	18	4.3%	10
Satellite TV	13.8%	113	14.5%	43	14.0%	39	12.6%	30
Cable set-up box	9.0%	74	12.1%	36	5.6%	15	9.1%	22
DVR (Digital Video Recorder)	2.7%	22	4.6%	14	1.6%	4	1.5%	4
DVD / Blu-ray player with internet capabilities	2.1%	17	2.7%	8	1.7%	5	1.9%	5
X-BOX / Playstation / Wii	5.2%	43	7.9%	24	6.3%	18	0.6%	1
Streaming devices (such as Roku, NetGear & Apple TV)	0.4%	3	0.4%	1	0.1%	0	0.8%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None - don't watch video on demand)	50.9%	417	50.6%	151	46.0%	128	56.8%	138
Weighted base:		819		299		277		242
Sample:		785		334		258		193

Total North (inc. Scotland) Midlands (inc. Wales) Southern

Mean score: [More than once a week = 3.5, Once a week = 1, Once a fortnight = 0.5, Less often = 0.25, Never = 0]

Q03 How frequently do you watch the following video on demand services? [PR]

Those who watch Video on demand at Q02

BBC iPlayer

More than once a week	23.4%	94	19.0%	28	28.6%	43	22.0%	23
Once a week	23.1%	93	17.9%	26	29.4%	44	21.3%	22
Once a fortnight	15.5%	62	17.0%	25	10.6%	16	20.5%	21
less often	28.5%	115	34.0%	50	22.7%	34	29.0%	30
Never	9.1%	37	11.0%	16	8.7%	13	7.2%	7
(Don't know)	0.4%	2	1.1%	2	0.0%	0	0.0%	0
Mean:		1.22		1.04		1.42		1.17
Weighted base:		402		148		150		105
Sample:		354		153		123		78

ITV Player

More than once a week	13.5%	54	12.5%	19	15.0%	23	12.6%	13
Once a week	13.0%	52	11.9%	18	18.1%	27	7.4%	8
Once a fortnight	10.9%	44	9.5%	14	8.3%	12	16.5%	17
less often	32.5%	130	36.1%	53	29.2%	44	32.1%	34
Never	29.4%	118	29.3%	43	28.9%	43	30.2%	32
(Don't know)	0.8%	3	0.7%	1	0.6%	1	1.2%	1
Mean:		0.76		0.72		0.84		0.70
Weighted base:		402		148		150		105
Sample:		354		153		123		78

4OD / 4 On Demand (Channel 4 player)

More than once a week	13.8%	55	10.4%	15	19.2%	29	10.7%	11
Once a week	15.5%	62	6.8%	10	15.1%	23	28.5%	30
Once a fortnight	4.7%	19	5.3%	8	5.9%	9	2.1%	2
less often	28.7%	115	38.0%	56	18.9%	28	29.6%	31
Never	36.7%	147	37.8%	56	40.9%	61	29.1%	30
(Don't know)	0.6%	3	1.8%	3	0.0%	0	0.0%	0
Mean:		0.75		0.58		0.91		0.76
Weighted base:		402		148		150		105
Sample:		354		153		123		78

Demand 5 (Channel 5 player)

More than once a week	4.2%	17	7.5%	11	1.9%	3	2.9%	3
Once a week	2.8%	11	2.0%	3	4.7%	7	1.3%	1
Once a fortnight	2.0%	8	1.4%	2	2.8%	4	1.6%	2
less often	23.9%	96	19.2%	28	26.5%	40	26.7%	28
Never	66.5%	267	68.1%	101	64.1%	96	67.5%	71
(Don't know)	0.6%	3	1.7%	3	0.0%	0	0.0%	0
Mean:		0.26		0.35		0.21		0.20
Weighted base:		402		148		150		105
Sample:		354		153		123		78

Sky Go / On Demand

More than once a week	8.3%	33	6.9%	10	13.3%	20	3.3%	3
Once a week	5.7%	23	3.3%	5	10.0%	15	3.0%	3
Once a fortnight	3.7%	15	2.3%	3	3.1%	5	6.4%	7
less often	14.5%	58	18.9%	28	12.9%	19	10.6%	11
Never	67.0%	269	66.5%	98	60.7%	91	76.6%	80
(Don't know)	0.8%	3	2.1%	3	0.0%	0	0.0%	0
Mean:		0.41		0.35		0.62		0.21
Weighted base:		402		148		150		105
Sample:		354		153		123		78

	Total	North (inc. Scotland)		Midlands (inc. Wales)		Southern		
Now TV								
More than once a week	0.7%	3	1.4%	2	0.0%	0	0.6%	1
Once a week	3.1%	12	3.4%	5	4.0%	6	1.1%	1
Once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0
less often	5.2%	21	5.5%	8	7.1%	11	2.1%	2
Never	90.4%	364	87.9%	130	88.8%	133	96.2%	101
(Don't know)	0.6%	3	1.7%	3	0.0%	0	0.0%	0
Mean:		0.07		0.10		0.06		0.04
Weighted base:		402		148		150		105
Sample:		354		153		123		78

YouTube								
More than once a week	31.8%	128	30.0%	44	33.7%	50	31.7%	33
Once a week	19.0%	76	22.7%	33	12.6%	19	23.0%	24
Once a fortnight	7.8%	31	6.9%	10	9.9%	15	5.9%	6
less often	13.3%	54	11.7%	17	12.7%	19	16.5%	17
Never	27.8%	112	28.0%	41	31.1%	47	23.0%	24
(Don't know)	0.3%	1	0.7%	1	0.0%	0	0.0%	0
Mean:		1.39		1.36		1.39		1.42
Weighted base:		402		148		150		105
Sample:		354		153		123		78

Virgin TV Anywhere / On Demand								
More than once a week	7.8%	31	12.8%	19	0.7%	1	10.9%	11
Once a week	4.3%	17	1.6%	2	7.9%	12	2.9%	3
Once a fortnight	0.2%	1	0.6%	1	0.0%	0	0.0%	0
less often	4.6%	19	6.3%	9	5.3%	8	1.4%	2
Never	82.6%	332	77.6%	115	86.1%	129	84.7%	89
(Don't know)	0.4%	2	1.1%	2	0.0%	0	0.0%	0
Mean:		0.33		0.49		0.12		0.42
Weighted base:		402		148		150		105
Sample:		354		153		123		78

TVCatchup								
More than once a week	15.2%	61	14.0%	21	11.2%	17	22.5%	24
Once a week	9.0%	36	8.5%	13	13.7%	21	2.9%	3
Once a fortnight	4.2%	17	4.0%	6	3.6%	5	5.2%	5
less often	7.7%	31	5.3%	8	13.2%	20	3.3%	3
Never	63.5%	255	67.2%	99	58.3%	87	65.5%	69
(Don't know)	0.5%	2	1.1%	2	0.0%	0	0.5%	0
Mean:		0.67		0.62		0.59		0.86
Weighted base:		402		148		150		105
Sample:		354		153		123		78

Q04 When watching video on demand, do you tend to stream video or download content to watch later? [PR]

Those who watch Video on demand at Q02

Mostly stream	57.2%	230	50.8%	75	66.8%	100	52.6%	55
Mostly download	17.2%	69	14.9%	22	17.4%	26	20.0%	21
Mix of both	18.5%	74	26.4%	39	12.4%	19	16.1%	17
(Don't know)	7.1%	29	7.9%	12	3.5%	5	11.3%	12
Weighted base:		402		148		150		105
Sample:		354		153		123		78

Total North (inc. Scotland) Midlands (inc. Wales) Southern

Mean score (%)

Q05 What proportion of your TV viewing do you estimate is spent watch video on demand - compared to traditional broadcast / recorded TV? [PR]

Those who watch Video on demand at Q02

	Total	North (inc. Scotland)	Midlands (inc. Wales)	Southern				
Hardly any of the TV I watch is VOD	42.6%	171	50.2%	74	37.4%	56	39.4%	41
Around a quarter	26.0%	105	20.9%	31	26.7%	40	32.2%	34
About half	12.7%	51	11.1%	16	11.7%	17	16.3%	17
Around three-quarters	8.6%	34	5.6%	8	12.2%	18	7.4%	8
Almost all is VOD	6.8%	27	7.3%	11	9.4%	14	2.4%	3
(Don't know)	3.4%	13	4.9%	7	2.6%	4	2.3%	2
Mean:	32.48		30.04		36.71		29.82	
Weighted base:	402		148		150		105	
Sample:	354		153		123		78	

SEX Sex of respondent

Male	48.8%	476	49.5%	182	50.4%	159	46.1%	135
Female	51.2%	500	50.5%	186	49.6%	156	53.9%	158
Weighted base:	976		368		315		292	
Sample:	1001		443		313		245	

AGE To ensure we get a representative sample, could I ask how old you are ?

16 to 24	15.1%	148	10.2%	38	9.2%	29	27.7%	81
25 to 34	17.5%	171	19.4%	72	18.8%	59	13.8%	40
35 to 44	18.4%	179	19.6%	72	23.4%	74	11.5%	34
45 to 54	16.3%	159	14.2%	52	19.0%	60	16.0%	47
55 to 64	13.1%	128	14.8%	54	12.4%	39	11.8%	34
65 +	19.6%	191	21.8%	80	17.3%	54	19.3%	56
Weighted base:	976		368		315		292	
Sample:	1001		443		313		245	

SEG Socio-economic group

A	1.3%	12	0.6%	2	2.1%	7	1.1%	3
B	14.4%	140	13.8%	51	16.5%	52	12.9%	38
C1	32.0%	312	31.4%	116	34.5%	109	30.1%	88
C2	27.0%	263	28.7%	106	25.6%	81	26.3%	77
D	11.0%	108	11.9%	44	9.7%	31	11.3%	33
E	14.3%	140	13.6%	50	11.6%	37	18.2%	53
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	976		368		315		292	
Sample:	1001		443		313		245	

EMP Which of the following best describes your current employment status ? [PR]

Working full-time (30+ hours a week)	41.6%	406	41.8%	154	44.6%	140	38.2%	112
Part-time	20.3%	198	16.2%	60	21.8%	69	23.9%	70
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	12.9%	126	12.6%	46	11.4%	36	14.9%	43
Not working (retired / invalid)	24.2%	236	28.8%	106	21.8%	69	20.9%	61
(Refused)	1.1%	10	0.7%	2	0.5%	2	2.2%	6
Weighted base:	976		368		315		292	
Sample:	1001		443		313		245	

	Total	North (inc. Scotland)	Midlands (inc. Wales)	Southern				
MAR Which of these best describes your current marital status ? [PR]								
Married / Living as married	49.3%	481	47.2%	174	58.2%	183	42.4%	124
Single	32.1%	313	30.4%	112	24.6%	77	42.4%	124
Divorced	6.2%	60	6.3%	23	7.6%	24	4.5%	13
Widowed	8.9%	87	11.8%	43	7.7%	24	6.5%	19
Separated	2.3%	23	3.8%	14	1.7%	5	1.1%	3
(Refused)	1.1%	11	0.4%	1	0.3%	1	3.1%	9
Weighted base:		976		368		315		292
Sample:		1001		443		313		245

	Total	North (inc. Scotland)	Midlands (inc. Wales)	Southern				
CHI How many children live in your household, aged 15 years and under ?								
None	74.5%	727	73.3%	270	71.3%	225	79.4%	232
One	11.0%	107	10.6%	39	9.1%	29	13.6%	40
Two	9.9%	97	10.0%	37	14.0%	44	5.4%	16
Three	3.2%	31	4.5%	16	4.2%	13	0.4%	1
Four	0.3%	3	0.2%	1	0.8%	3	0.0%	0
Five	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or more	0.6%	6	0.8%	3	0.0%	0	1.0%	3
(Refused)	0.5%	5	0.7%	2	0.6%	2	0.2%	1
Weighted base:		976		368		315		292
Sample:		1001		443		313		245

	Total	North (inc. Scotland)	Midlands (inc. Wales)	Southern				
ADU How many adults aged 16 years or older, including yourself, live in your household ?								
One	27.5%	268	31.0%	114	28.6%	90	22.0%	64
Two	47.7%	466	46.0%	170	51.6%	162	45.7%	134
Three	12.8%	124	13.3%	49	10.8%	34	14.2%	41
Four	9.8%	96	7.8%	29	7.9%	25	14.4%	42
Five	0.7%	6	0.3%	1	0.2%	1	1.5%	5
Six or more	1.1%	10	1.0%	4	0.2%	1	2.0%	6
(Refused)	0.5%	5	0.7%	2	0.6%	2	0.2%	1
Weighted base:		976		368		315		292
Sample:		1001		443		313		245

	Total	North (inc. Scotland)	Midlands (inc. Wales)	Southern				
IS2 ISBA region								
Scotland	9.0%	88	23.9%	88	0.0%	0	0.0%	0
North / Borders	6.1%	60	16.2%	60	0.0%	0	0.0%	0
Lancashire	12.4%	121	32.7%	121	0.0%	0	0.0%	0
Yorkshire	10.3%	100	27.2%	100	0.0%	0	0.0%	0
Wales & South West	10.7%	104	0.0%	0	28.1%	89	5.3%	15
Midlands	16.2%	158	0.0%	0	50.2%	158	0.0%	0
East England	7.0%	68	0.0%	0	21.7%	68	0.0%	0
London	19.2%	187	0.0%	0	0.0%	0	64.0%	187
Southern	9.2%	90	0.0%	0	0.0%	0	30.8%	90
Weighted base:		976		368		315		292
Sample:		1001		443		313		245

Omnibus Data Tabulations – Video On Demand

Topline
Weighted:

	Total	Children in hhold		No children in hhold		Single adult occupancy		Multi adult occupancy		Watch through TV		Watch through portable device		Unable to watch VOD		Choose not to watch VOD		Choose to watch VOD		
VOD Video on Demand Status:																				
Unable to watch VOD	16.1%	157	3.4%	8	20.0%	146	32.9%	88	9.7%	69	0.0%	0	0.0%	0	100.0%	157	0.0%	0	0.0%	0
Choose not to watch VOD	42.7%	417	37.1%	87	44.5%	325	42.9%	115	42.6%	301	0.0%	0	0.0%	0	0.0%	0	100.0%	417	0.0%	0
Choose to watch VOD	41.2%	402	59.5%	140	35.5%	259	24.2%	65	47.7%	337	100.0%	248	100.0%	240	0.0%	0	0.0%	0	100.0%	402
Weighted base:		976		235		730		268		707		248		240		157		417		402
Sample:		1001		190		803		313		688		239		181		216		431		354

Q01 Which of the following devices does your household have that can access the internet? [MR/PR]

Digital SMART TV (i.e. a TV which can connect to the internet)	26.7%	261	33.6%	79	24.9%	182	20.5%	55	29.1%	206	43.8%	109	25.1%	60	0.0%	0	27.9%	116	35.9%	144
PC	56.0%	546	65.5%	154	53.1%	388	34.2%	92	64.3%	455	82.6%	205	74.3%	178	0.0%	0	56.5%	235	77.4%	311
Laptop / netbook	66.8%	652	86.3%	203	61.3%	448	44.8%	120	75.1%	531	88.1%	219	96.8%	233	0.0%	0	70.9%	295	88.6%	356
Tablet	36.1%	353	54.1%	127	30.5%	222	15.9%	43	43.8%	310	59.0%	147	59.3%	142	0.0%	0	31.5%	131	55.1%	221
Smartphone (i.e. internet capable mobile phone)	51.9%	506	70.2%	165	46.7%	341	30.0%	80	60.2%	426	78.5%	195	81.0%	195	0.0%	0	48.2%	201	75.9%	305
Satellite TV	38.2%	372	44.8%	105	36.6%	267	23.6%	63	43.7%	309	63.6%	158	44.4%	107	0.0%	0	40.3%	168	50.9%	204
Cable set-up box	27.6%	269	35.6%	84	25.4%	185	16.2%	44	31.9%	226	47.2%	117	28.2%	68	0.0%	0	27.7%	115	38.3%	154
DVR (Digital Video Recorder)	22.4%	219	27.8%	65	20.9%	153	14.2%	38	25.5%	180	35.6%	88	21.5%	52	0.0%	0	24.9%	104	28.6%	115
DVD / Blu-ray player with internet capabilities	36.8%	359	35.4%	83	37.7%	275	26.6%	71	40.7%	288	51.3%	127	39.0%	94	0.0%	0	41.2%	171	46.6%	187
X-BOX / Playstation / Wii	40.2%	392	64.6%	152	32.9%	240	19.7%	53	48.0%	339	63.4%	157	63.2%	152	0.0%	0	36.7%	153	59.5%	239
Streaming devices (such as Roku, NetGear & Apple TV)	5.7%	55	8.2%	19	5.0%	36	5.0%	13	5.9%	42	6.7%	17	11.9%	28	0.0%	0	4.1%	17	9.6%	38
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None)	16.1%	157	3.4%	8	20.0%	146	32.9%	88	9.7%	69	0.0%	0	0.0%	0	100.0%	157	0.0%	0	0.0%	0
Weighted base:		976		235		730		268		707		248		240		157		417		402
Sample:		1001		190		803		313		688		239		181		216		431		354

Omnibus Data Tabulations – Video On Demand

Topline
Weighted:

	Total	Children in hhold		No children in hhold		Single adult occupancy		Multi adult occupancy		Watch through TV		Watch through portable device		Unable to watch VOD		Choose not to watch VOD		Choose to watch VOD		
Q02 Which of the following devices do you use to watch video on demand (such as the BBC iPlayer, Sky Go, 4 On Demand, etc) ? [MR/PR]																				
<i>Those with internet capable devices in their home at Q01</i>																				
Digital SMART TV (i.e. a TV which can connect to the internet)	8.7%	71	13.8%	31	6.9%	40	7.0%	13	9.2%	59	28.8%	71	12.6%	30	0.0%	0	0.0%	0	17.8%	71
PC	11.2%	92	11.5%	26	10.8%	63	7.3%	13	12.3%	79	23.2%	58	26.4%	63	0.0%	0	0.0%	0	22.9%	92
Laptop / netbook	23.6%	193	30.2%	69	21.2%	124	15.6%	28	25.9%	165	36.1%	90	80.5%	193	0.0%	0	0.0%	0	48.1%	193
Tablet	10.3%	85	17.7%	40	7.6%	44	6.7%	12	11.4%	73	18.8%	47	35.2%	85	0.0%	0	0.0%	0	21.0%	85
Smartphone (i.e. internet capable mobile phone)	6.5%	53	8.2%	19	5.9%	34	1.8%	3	7.8%	50	12.3%	31	22.0%	53	0.0%	0	0.0%	0	13.1%	53
Satellite TV	13.8%	113	16.1%	37	13.1%	76	8.4%	15	15.3%	98	45.5%	113	23.2%	56	0.0%	0	0.0%	0	28.1%	113
Cable set-up box	9.0%	74	15.8%	36	6.4%	37	6.3%	11	9.7%	62	29.6%	74	8.0%	19	0.0%	0	0.0%	0	18.3%	74
DVR (Digital Video Recorder)	2.7%	22	3.7%	8	2.3%	14	2.9%	5	2.6%	17	8.8%	22	6.5%	16	0.0%	0	0.0%	0	5.5%	22
DVD / Blu-ray player with internet capabilities	2.1%	17	3.1%	7	1.8%	11	1.6%	3	2.3%	15	7.0%	17	4.4%	10	0.0%	0	0.0%	0	4.3%	17
X-BOX / Playstation / Wii	5.2%	43	7.4%	17	4.5%	26	1.6%	3	6.2%	40	17.2%	43	14.1%	34	0.0%	0	0.0%	0	10.6%	43
Streaming devices (such as Roku, NetGear & Apple TV)	0.4%	3	1.1%	3	0.1%	1	0.0%	0	0.5%	3	1.3%	3	1.2%	3	0.0%	0	0.0%	0	0.8%	3
Other (None - don't watch video on demand)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		819		227		584		180		638		248		240		0		417		402
Sample:		785		182		596		188		597		239		181		0		431		354

Mean score: [More than once a week = 3.5, Once a week = 1, Once a fortnight = 0.5, Less often = 0.25, Never = 0]

Q03 How frequently do you watch the following video on demand services? [PR]

Those who watch Video on demand at Q02

BBC iPlayer

More than once a week	23.4%	94	23.4%	33	23.6%	61	16.6%	11	24.7%	83	28.3%	70	21.0%	50	0.0%	0	0.0%	0	23.4%	94
Once a week	23.1%	93	26.0%	36	21.8%	56	23.9%	16	22.9%	77	20.3%	50	22.4%	54	0.0%	0	0.0%	0	23.1%	93
Once a fortnight	15.5%	62	12.4%	17	17.4%	45	22.2%	14	14.2%	48	15.3%	38	19.5%	47	0.0%	0	0.0%	0	15.5%	62
less often	28.5%	115	29.7%	42	27.1%	70	26.5%	17	28.9%	97	25.6%	63	29.9%	72	0.0%	0	0.0%	0	28.5%	115
Never	9.1%	37	8.5%	12	9.5%	25	9.7%	6	9.0%	30	10.1%	25	7.2%	17	0.0%	0	0.0%	0	9.1%	37
(Don't know)	0.4%	2	0.0%	0	0.7%	2	1.0%	1	0.3%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	2
Mean:		1.22		1.23		1.22		1.02		1.25		1.35		1.15		0.00		0.00		1.22
Weighted base:		402		140		259		65		337		248		240		0		0		402
Sample:		354		111		240		62		292		239		181		0		0		354

Omnibus Data Tabulations – Video On Demand

Topline
Weighted:

	Total	Children in hhold		No children in hhold		Single adult occupancy		Multi adult occupancy		Watch through TV		Watch through portable device		Unable to watch VOD	Choose not to watch VOD	Choose to watch VOD				
ITV Player																				
More than once a week	13.5%	54	13.8%	19	13.5%	35	4.5%	3	15.2%	51	17.4%	43	12.6%	30	0.0%	0	0.0%	0	13.5%	54
Once a week	13.0%	52	9.6%	13	15.0%	39	20.1%	13	11.7%	39	13.5%	33	12.3%	30	0.0%	0	0.0%	0	13.0%	52
Once a fortnight	10.9%	44	11.1%	16	10.9%	28	2.6%	2	12.5%	42	8.7%	22	12.2%	29	0.0%	0	0.0%	0	10.9%	44
less often	32.5%	130	36.2%	51	30.8%	80	40.5%	26	30.9%	104	35.0%	87	34.5%	83	0.0%	0	0.0%	0	32.5%	130
Never	29.4%	118	28.6%	40	29.0%	75	29.0%	19	29.5%	99	24.9%	62	27.9%	67	0.0%	0	0.0%	0	29.4%	118
(Don't know)	0.8%	3	0.6%	1	0.9%	2	3.2%	2	0.3%	1	0.6%	1	0.5%	1	0.0%	0	0.0%	0	0.8%	3
Mean:		0.76		0.75		0.78		0.51		0.81		0.90		0.73		0.00		0.00		0.76
Weighted base:		402		140		259		65		337		248		240		0		0		402
Sample:		354		111		240		62		292		239		181		0		0		354

4OD / 4 On Demand (Channel 4 player)																				
More than once a week	13.8%	55	6.0%	8	18.1%	47	11.1%	7	14.3%	48	14.4%	36	14.8%	36	0.0%	0	0.0%	0	13.8%	55
Once a week	15.5%	62	15.0%	21	16.0%	41	12.3%	8	16.2%	54	10.2%	25	17.3%	42	0.0%	0	0.0%	0	15.5%	62
Once a fortnight	4.7%	19	5.0%	7	4.4%	11	1.0%	1	5.4%	18	4.2%	10	5.4%	13	0.0%	0	0.0%	0	4.7%	19
less often	28.7%	115	31.6%	44	26.8%	70	30.9%	20	28.3%	95	30.4%	75	31.6%	76	0.0%	0	0.0%	0	28.7%	115
Never	36.7%	147	42.0%	59	33.9%	88	44.7%	29	35.1%	118	39.8%	99	30.7%	74	0.0%	0	0.0%	0	36.7%	147
(Don't know)	0.6%	3	0.4%	1	0.8%	2	0.0%	0	0.8%	3	0.8%	2	0.2%	1	0.0%	0	0.0%	0	0.6%	3
Mean:		0.75		0.48		0.90		0.61		0.78		0.73		0.82		0.00		0.00		0.75
Weighted base:		402		140		259		65		337		248		240		0		0		402
Sample:		354		111		240		62		292		239		181		0		0		354

Demand 5 (Channel 5 player)																				
More than once a week	4.2%	17	4.2%	6	4.3%	11	2.5%	2	4.6%	15	5.2%	13	2.3%	5	0.0%	0	0.0%	0	4.2%	17
Once a week	2.8%	11	3.6%	5	2.4%	6	0.9%	1	3.2%	11	3.3%	8	2.0%	5	0.0%	0	0.0%	0	2.8%	11
Once a fortnight	2.0%	8	1.9%	3	2.0%	5	0.7%	0	2.2%	7	1.6%	4	1.8%	4	0.0%	0	0.0%	0	2.0%	8
less often	23.9%	96	28.9%	40	21.4%	56	14.1%	9	25.8%	87	27.0%	67	22.7%	54	0.0%	0	0.0%	0	23.9%	96
Never	66.5%	267	61.3%	86	68.8%	178	81.8%	53	63.5%	214	62.2%	154	71.1%	171	0.0%	0	0.0%	0	66.5%	267
(Don't know)	0.6%	3	0.0%	0	1.0%	3	0.0%	0	0.8%	3	0.8%	2	0.2%	1	0.0%	0	0.0%	0	0.6%	3
Mean:		0.26		0.28		0.25		0.14		0.28		0.30		0.18		0.00		0.00		0.26
Weighted base:		402		140		259		65		337		248		240		0		0		402
Sample:		354		111		240		62		292		239		181		0		0		354

Omnibus Data Tabulations – Video On Demand

Topline
Weighted:

	Total	Children in hhold		No children in hhold		Single adult occupancy		Multi adult occupancy		Watch through TV		Watch through portable device		Unable to watch VOD	Choose not to watch VOD	Choose to watch VOD				
Sky Go / On Demand																				
More than once a week	8.3%	33	4.8%	7	10.3%	27	7.2%	5	8.5%	29	9.2%	23	9.3%	22	0.0%	0	0.0%	0	8.3%	33
Once a week	5.7%	23	8.6%	12	4.3%	11	3.3%	2	6.2%	21	5.9%	15	5.8%	14	0.0%	0	0.0%	0	5.7%	23
Once a fortnight less often	3.7%	15	5.5%	8	2.7%	7	0.0%	0	4.4%	15	3.6%	9	2.4%	6	0.0%	0	0.0%	0	3.7%	15
Never	14.5%	58	23.6%	33	9.8%	25	13.3%	9	14.7%	50	14.9%	37	14.9%	36	0.0%	0	0.0%	0	14.5%	58
(Don't know)	67.0%	269	56.6%	79	72.2%	187	76.2%	50	65.2%	220	65.1%	162	67.0%	161	0.0%	0	0.0%	0	67.0%	269
Mean:	0.8%	3	0.8%	1	0.8%	2	0.0%	0	0.9%	3	1.3%	3	0.7%	2	0.0%	0	0.0%	0	0.8%	3
Mean:	0.41		0.36		0.45		0.32		0.43		0.45		0.44		0.00		0.00		0.41	
Weighted base:	402		140		259		65		337		248		240		0		0		402	
Sample:	354		111		240		62		292		239		181		0		0		354	
Now TV																				
More than once a week	0.7%	3	0.2%	0	0.9%	2	0.5%	0	0.7%	2	1.1%	3	0.1%	0	0.0%	0	0.0%	0	0.7%	3
Once a week	3.1%	12	4.1%	6	2.5%	7	0.9%	1	3.5%	12	2.9%	7	2.8%	7	0.0%	0	0.0%	0	3.1%	12
Once a fortnight less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	5.2%	21	6.4%	9	4.7%	12	3.9%	3	5.5%	18	5.8%	14	4.4%	11	0.0%	0	0.0%	0	5.2%	21
(Don't know)	90.4%	364	89.3%	125	90.9%	236	94.6%	62	89.6%	302	89.3%	222	92.5%	222	0.0%	0	0.0%	0	90.4%	364
Mean:	0.6%	3	0.0%	0	1.0%	3	0.0%	0	0.8%	3	0.8%	2	0.2%	1	0.0%	0	0.0%	0	0.6%	3
Mean:	0.07		0.07		0.07		0.04		0.08		0.09		0.05		0.00		0.00		0.07	
Weighted base:	402		140		259		65		337		248		240		0		0		402	
Sample:	354		111		240		62		292		239		181		0		0		354	
YouTube																				
More than once a week	31.8%	128	33.3%	47	31.4%	81	32.9%	21	31.6%	107	31.7%	79	33.8%	81	0.0%	0	0.0%	0	31.8%	128
Once a week	19.0%	76	19.1%	27	18.4%	48	26.8%	17	17.5%	59	15.9%	39	22.6%	54	0.0%	0	0.0%	0	19.0%	76
Once a fortnight less often	7.8%	31	8.0%	11	7.7%	20	3.8%	2	8.5%	29	7.0%	17	11.0%	26	0.0%	0	0.0%	0	7.8%	31
Never	13.3%	54	11.4%	16	14.5%	38	11.4%	7	13.7%	46	15.0%	37	12.8%	31	0.0%	0	0.0%	0	13.3%	54
(Don't know)	27.8%	112	28.3%	40	27.6%	71	25.2%	16	28.4%	96	30.3%	75	19.8%	48	0.0%	0	0.0%	0	27.8%	112
Mean:	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Mean:	1.39		1.43		1.37		1.47		1.37		1.35		1.50		0.00		0.00		1.39	
Weighted base:	402		140		259		65		337		248		240		0		0		402	
Sample:	354		111		240		62		292		239		181		0		0		354	

Omnibus Data Tabulations – Video On Demand

Topline
Weighted:

	Total	Children in hhold		No children in hhold		Single adult occupancy		Multi adult occupancy		Watch through TV		Watch through portable device		Unable to watch VOD		Choose not to watch VOD		Choose to watch VOD		
Virgin TV Anywhere / On Demand																				
More than once a week	7.8%	31	3.2%	4	10.3%	27	3.4%	2	8.7%	29	11.4%	28	3.7%	9	0.0%	0	0.0%	0	7.8%	31
Once a week	4.3%	17	5.2%	7	3.9%	10	1.8%	1	4.8%	16	2.7%	7	2.5%	6	0.0%	0	0.0%	0	4.3%	17
Once a fortnight less often	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.3%	1	0.4%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1
Never	4.6%	19	4.4%	6	4.8%	13	2.6%	2	5.0%	17	6.4%	16	4.3%	10	0.0%	0	0.0%	0	4.6%	19
(Don't know)	82.6%	332	86.6%	121	80.4%	209	92.3%	60	80.8%	272	78.7%	195	88.9%	214	0.0%	0	0.0%	0	82.6%	332
Mean:	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.5%	2	0.4%	1	0.2%	1	0.0%	0	0.0%	0	0.4%	2
Mean:		0.33		0.18		0.42		0.14		0.37		0.45		0.17		0.00		0.00		0.33
Weighted base:		402		140		259		65		337		248		240		0		0		402
Sample:		354		111		240		62		292		239		181		0		0		354

TVCatchup																				
More than once a week	15.2%	61	9.8%	14	18.1%	47	7.3%	5	16.7%	56	20.2%	50	11.0%	26	0.0%	0	0.0%	0	15.2%	61
Once a week	9.0%	36	8.4%	12	9.4%	24	14.7%	10	7.9%	27	7.2%	18	8.1%	19	0.0%	0	0.0%	0	9.0%	36
Once a fortnight less often	4.2%	17	5.7%	8	3.4%	9	4.3%	3	4.1%	14	3.5%	9	5.4%	13	0.0%	0	0.0%	0	4.2%	17
Never	7.7%	31	6.0%	8	8.8%	23	6.9%	4	7.9%	27	10.0%	25	7.0%	17	0.0%	0	0.0%	0	7.7%	31
(Don't know)	63.5%	255	70.1%	98	59.6%	154	66.8%	43	62.8%	212	58.5%	145	68.3%	164	0.0%	0	0.0%	0	63.5%	255
Mean:	0.5%	2	0.0%	0	0.8%	2	0.0%	0	0.6%	2	0.6%	2	0.2%	1	0.0%	0	0.0%	0	0.5%	2
Mean:		0.67		0.47		0.78		0.44		0.71		0.83		0.52		0.00		0.00		0.67
Weighted base:		402		140		259		65		337		248		240		0		0		402
Sample:		354		111		240		62		292		239		181		0		0		354

Q04 When watching video on demand, do you tend to stream video or download content to watch later? [PR]

Those who watch Video on demand at Q02

Mostly stream	57.2%	230	62.4%	87	53.9%	140	66.0%	43	55.5%	187	51.2%	127	56.2%	135	0.0%	0	0.0%	0	57.2%	230
Mostly download	17.2%	69	17.1%	24	17.4%	45	10.1%	7	18.5%	62	20.2%	50	15.8%	38	0.0%	0	0.0%	0	17.2%	69
Mix of both	18.5%	74	15.7%	22	20.2%	52	17.7%	12	18.7%	63	20.5%	51	23.1%	56	0.0%	0	0.0%	0	18.5%	74
(Don't know)	7.1%	29	4.7%	7	8.5%	22	6.1%	4	7.3%	25	8.0%	20	4.9%	12	0.0%	0	0.0%	0	7.1%	29
Weighted base:		402		140		259		65		337		248		240		0		0		402
Sample:		354		111		240		62		292		239		181		0		0		354

Omnibus Data Tabulations – Video On Demand

Topline
Weighted:

	Total	Children in hhold	No children in hhold	Single adult occupancy	Multi adult occupancy	Watch through TV	Watch through portable device	Unable to watch VOD	Choose not to watch VOD	Choose to watch VOD										
Mean score (%)																				
Q05 What proportion of your TV viewing do you estimate is spent watch video on demand - compared to traditional broadcast / recorded TV? [PR]																				
<i>Those who watch Video on demand at Q02</i>																				
Hardly any of the TV I watch is VOD	42.6%	171	50.1%	70	38.7%	100	50.5%	33	41.1%	138	41.2%	102	41.9%	101	0.0%	0	0.0%	0	42.6%	171
Around a quarter	26.0%	105	26.8%	37	25.8%	67	18.7%	12	27.4%	92	26.5%	66	29.8%	72	0.0%	0	0.0%	0	26.0%	105
About half	12.7%	51	8.5%	12	15.1%	39	9.1%	6	13.4%	45	13.0%	32	7.8%	19	0.0%	0	0.0%	0	12.7%	51
Around three-quarters	8.6%	34	6.3%	9	9.9%	26	6.5%	4	8.9%	30	10.7%	27	8.6%	21	0.0%	0	0.0%	0	8.6%	34
Almost all is VOD	6.8%	27	3.8%	5	7.9%	20	13.6%	9	5.5%	19	4.6%	11	9.2%	22	0.0%	0	0.0%	0	6.8%	27
(Don't know)	3.4%	13	4.6%	6	2.7%	7	1.6%	1	3.7%	12	4.0%	10	2.7%	6	0.0%	0	0.0%	0	3.4%	13
Mean:	32.48		26.92		35.04		34.59		32.07		32.20		33.09		0.00		0.00		32.48	
Weighted base:	402		140		259		65		337		248		240		0		0		402	
Sample:	354		111		240		62		292		239		181		0		0		354	
SEX Sex of respondent																				
Male	48.8%	476	41.9%	99	51.0%	372	53.1%	143	47.1%	333	51.2%	127	48.5%	117	46.3%	73	48.9%	204	49.6%	199
Female	51.2%	500	58.1%	137	49.0%	358	46.9%	126	52.9%	374	48.8%	121	51.5%	124	53.7%	84	51.1%	213	50.4%	203
Weighted base:	976		235		730		268		707		248		240		157		417		402	
Sample:	1001		190		803		313		688		239		181		216		431		354	
AGE To ensure we get a representative sample, could I ask how old you are ?																				
16 to 24	15.1%	148	12.4%	29	16.2%	118	7.1%	19	18.2%	129	12.8%	32	21.4%	51	5.1%	8	17.6%	73	16.5%	66
25 to 34	17.5%	171	27.6%	65	13.7%	100	15.7%	42	18.2%	129	23.3%	58	30.1%	72	13.2%	21	12.5%	52	24.5%	98
35 to 44	18.4%	179	38.8%	91	11.8%	86	15.3%	41	19.6%	138	25.0%	62	22.3%	54	5.7%	9	17.1%	71	24.6%	99
45 to 54	16.3%	159	17.8%	42	15.9%	116	12.0%	32	17.9%	127	23.3%	58	15.8%	38	8.0%	13	16.3%	68	19.5%	79
55 to 64	13.1%	128	2.0%	5	16.7%	122	15.2%	41	12.3%	87	10.0%	25	7.3%	18	14.2%	22	16.1%	67	9.5%	38
65 +	19.6%	191	1.3%	3	25.6%	187	34.7%	93	13.8%	98	5.6%	14	3.0%	7	53.8%	85	20.4%	85	5.3%	21
Weighted base:	976		235		730		268		707		248		240		157		417		402	
Sample:	1001		190		803		313		688		239		181		216		431		354	

Omnibus Data Tabulations – Video On Demand

Topline
Weighted:

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September 2013

	Total	Children in hhold		No children in hhold		Single adult occupancy		Multi adult occupancy		Watch through TV		Watch through portable device		Unable to watch VOD		Choose not to watch VOD		Choose to watch VOD		
SEG Socio-economic group																				
A	1.3%	12	1.7%	4	1.1%	8	1.6%	4	1.1%	8	0.7%	2	0.9%	2	1.1%	2	1.9%	8	0.6%	3
B	14.4%	140	14.3%	34	14.2%	104	12.1%	32	15.3%	108	14.6%	36	22.0%	53	5.0%	8	14.2%	59	18.2%	73
C1	32.0%	312	38.4%	90	29.7%	217	28.9%	78	33.2%	235	40.3%	100	41.9%	101	21.3%	33	27.4%	114	40.9%	165
C2	27.0%	263	29.7%	70	26.5%	193	21.2%	57	29.2%	206	32.0%	79	23.9%	57	16.3%	26	29.8%	124	28.2%	114
D	11.0%	108	12.2%	29	10.8%	79	12.6%	34	10.4%	74	9.1%	22	9.7%	23	16.2%	26	10.8%	45	9.2%	37
E	14.3%	140	3.8%	9	17.8%	130	23.6%	63	10.8%	77	3.4%	8	1.6%	4	39.9%	63	15.9%	66	2.8%	11
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		976		235		730		268		707		248		240		157		417		402
Sample:		1001		190		803		313		688		239		181		216		431		354

EMP Which of the following best describes your current employment status ? [PR]

Working full-time (30+ hours a week)	41.6%	406	48.9%	115	39.8%	291	31.6%	85	45.4%	321	52.8%	131	57.5%	138	14.7%	23	40.6%	169	53.1%	214
Part-time	20.3%	198	29.3%	69	17.6%	129	9.8%	26	24.3%	172	25.9%	64	21.5%	52	8.1%	13	22.7%	94	22.6%	91
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	12.9%	126	19.4%	46	10.6%	77	13.3%	36	12.7%	90	12.8%	32	16.9%	41	7.0%	11	11.8%	49	16.3%	65
Not working (retired / invalid)	24.2%	236	2.3%	5	30.9%	226	43.2%	116	17.0%	120	8.5%	21	4.1%	10	65.6%	103	24.6%	102	7.6%	30
(Refused)	1.1%	10	0.0%	0	1.1%	8	2.2%	6	0.6%	5	0.0%	0	0.0%	0	4.7%	7	0.3%	1	0.4%	2
Weighted base:		976		235		730		268		707		248		240		157		417		402
Sample:		1001		190		803		313		688		239		181		216		431		354

MAR Which of these best describes your current marital status ? [PR]

Married / Living as married	49.3%	481	74.7%	176	41.5%	303	3.7%	10	66.7%	472	62.8%	156	52.4%	126	31.1%	49	50.0%	208	55.8%	224
Single	32.1%	313	19.3%	45	36.4%	266	46.2%	124	26.8%	189	27.5%	68	38.9%	93	26.1%	41	32.6%	136	34.0%	137
Divorced	6.2%	60	4.7%	11	6.6%	48	13.0%	35	3.6%	25	5.7%	14	5.0%	12	6.6%	10	6.3%	26	5.8%	24
Widowed	8.9%	87	0.4%	1	11.4%	83	26.3%	71	2.3%	16	2.2%	5	1.3%	3	30.4%	48	7.4%	31	2.0%	8
Separated	2.3%	23	0.9%	2	2.8%	20	7.8%	21	0.2%	2	1.8%	4	2.4%	6	0.0%	0	3.1%	13	2.4%	10
(Refused)	1.1%	11	0.0%	0	1.3%	9	3.0%	8	0.4%	3	0.0%	0	0.0%	0	5.8%	9	0.5%	2	0.0%	0
Weighted base:		976		235		730		268		707		248		240		157		417		402
Sample:		1001		190		803		313		688		239		181		216		431		354

	Total	Children in hhold	No children in hhold	Single adult occupancy	Multi adult occupancy	Watch through TV	Watch through portable device	Unable to watch VOD	Choose not to watch VOD	Choose to watch VOD										
CHI How many children live in your household, aged 15 years and under ?																				
None	74.5%	727	0.0%	0	99.6%	727	89.9%	241	68.6%	485	62.8%	156	63.9%	153	92.9%	146	77.4%	322	64.3%	259
One	11.0%	107	45.6%	107	0.0%	0	4.8%	13	13.3%	94	15.7%	39	15.9%	38	1.8%	3	9.9%	41	15.7%	63
Two	9.9%	97	41.3%	97	0.0%	0	3.5%	9	12.4%	88	14.7%	36	13.5%	32	2.0%	3	9.7%	40	13.3%	54
Three	3.2%	31	13.1%	31	0.0%	0	1.8%	5	3.7%	26	6.8%	17	6.4%	15	1.4%	2	1.3%	5	5.8%	23
Four	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	3	0.2%	1
Five	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or more (Refused)	0.6% 0.5%	6 5	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.8% 0.7%	6 5	0.0% 0.1%	0 0	0.0% 0.4%	0 1	2.0% 0.0%	3 0	0.7% 0.4%	3 2	0.0% 0.8%	0 3
Weighted base:		976		235		730		268		707		248		240		157		417		402
Sample:		1001		190		803		313		688		239		181		216		431		354

ADU How many adults aged 16 years or older, including yourself, live in your household ?																				
One	27.5%	268	11.6%	27	33.1%	241	100.0%	268	0.0%	0	16.2%	40	15.8%	38	56.2%	88	27.7%	115	16.2%	65
Two	47.7%	466	69.2%	163	41.1%	300	0.0%	0	65.8%	466	49.4%	123	54.7%	131	28.3%	44	48.4%	202	54.6%	220
Three	12.8%	124	11.1%	26	13.5%	98	0.0%	0	17.6%	124	20.8%	52	17.6%	42	2.5%	4	12.1%	51	17.4%	70
Four	9.8%	96	7.3%	17	10.7%	78	0.0%	0	13.5%	96	12.8%	32	10.6%	26	7.5%	12	10.0%	42	10.4%	42
Five	0.7%	6	0.6%	1	0.7%	5	0.0%	0	0.9%	6	0.5%	1	0.6%	1	0.3%	0	1.0%	4	0.5%	2
Six or more (Refused)	1.1% 0.5%	10 5	0.2% 0.0%	1 0	0.9% 0.0%	7 0	0.0% 0.0%	0 0	1.5% 0.7%	10 5	0.2% 0.1%	1 0	0.2% 0.4%	1 1	5.2% 0.0%	8 0	0.4% 0.4%	2 2	0.1% 0.8%	1 3
Weighted base:		976		235		730		268		707		248		240		157		417		402
Sample:		1001		190		803		313		688		239		181		216		431		354

IS2 ISBA region																				
Scotland	9.0%	88	13.1%	31	7.8%	57	8.2%	22	9.3%	66	12.9%	32	11.0%	26	11.2%	18	7.3%	30	10.0%	40
North / Borders	6.1%	60	6.1%	14	5.8%	42	6.2%	17	6.1%	43	5.7%	14	3.7%	9	11.2%	18	5.5%	23	4.8%	19
Lancashire	12.4%	121	11.7%	28	12.7%	93	16.3%	44	10.8%	77	13.1%	32	12.2%	29	12.9%	20	12.6%	53	11.8%	48
Yorkshire	10.3%	100	8.4%	20	10.7%	78	11.8%	32	9.7%	69	11.7%	29	9.4%	22	8.9%	14	10.9%	45	10.1%	41
Wales & South West	10.7%	104	8.4%	20	11.4%	83	9.1%	24	11.2%	79	12.1%	30	9.5%	23	9.8%	15	11.5%	48	10.2%	41
Midlands	16.2%	158	20.8%	49	14.8%	108	15.6%	42	16.4%	116	15.1%	38	21.0%	50	10.4%	16	14.5%	61	20.2%	81
East England	7.0%	68	8.1%	19	6.8%	49	10.7%	29	5.6%	40	8.5%	21	8.2%	20	5.5%	9	6.4%	27	8.2%	33
London	19.2%	187	14.5%	34	20.6%	150	13.6%	37	21.3%	150	12.6%	31	17.2%	41	16.5%	26	23.0%	96	16.3%	65
Southern	9.2%	90	9.0%	21	9.4%	68	8.5%	23	9.5%	67	8.4%	21	7.9%	19	13.7%	22	8.3%	35	8.4%	34
Weighted base:		976		235		730		268		707		248		240		157		417		402
Sample:		1001		190		803		313		688		239		181		216		431		354