

Online Video Survey

Fieldwork : November 17th-19th 2006

Absolutes/col percents

Table 1

Q.1 Which of the following best describes your viewing of video from the internet or on a mobile device (including clips from YouTube, news and sport, online TV shows)?

Base: All respondents

	Sex		Age							Social Class				Region					
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1062	438	624	62	97	122	200	184	174	223	327	247	170	318	274	261	272	158	97
Weighted base	1062	516	546	32	106	202	191	181	138	212	246	291	232	293	282	274	265	146	95
I watch online/mobile video once a week or more	96 9%	67 13%	28 5%	13 40%	26 24%	26 13%	13 7%	12 7%	1 1%	6 3%	33 13%	22 8%	25 11%	16 5%	22 8%	33 12%	18 7%	15 11%	7 8%
I watch occasionally but less than once a week	134 13%	78 15%	57 10%	11 36%	22 21%	31 15%	29 15%	23 13%	8 6%	10 5%	52 21%	35 12%	28 12%	19 7%	46 16%	25 9%	35 13%	18 13%	11 11%
I never watch but can envisage starting in the next 12 months	111 10%	49 9%	62 11%	1 3%	18 17%	33 16%	23 12%	18 10%	8 6%	11 5%	21 8%	42 15%	20 9%	28 10%	35 12%	29 10%	26 10%	13 9%	9 9%
I never watch and cannot envisage myself doing so in the foreseeable future	707 67%	317 61%	390 71%	7 22%	41 38%	112 56%	124 65%	127 71%	116 84%	179 85%	138 56%	188 65%	157 67%	224 77%	179 63%	184 67%	180 68%	96 66%	68 72%
Don't know	14 1%	6 1%	8 2%	- -	- -	- -	2 1%	1 *	4 3%	7 3%	3 1%	3 1%	2 1%	6 2%	1 *	3 1%	6 2%	3 2%	- -

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Base: All respondents

	Total	Q.1 Which of the following best describes your viewing of video from the internet or on a mobile device (including clips from YouTube, news and sport, online TV shows)?	
		I watch online/mobile video once a week or more	I watch occasionally but less than once a week
Unweighted base	1062	96	141
Weighted base	1062	96	134
I watch online/mobile video once a week or more	96 9%	96 100%	- -
I watch occasionally but less than once a week	134 13%	- -	134 100%
I never watch but can envisage starting in the next 12 months	111 10%	- -	- -
I never watch and cannot envisage myself doing so in the foreseeable future	707 67%	- -	- -
Don't know	14 1%	- -	- -

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Table 2
Q.2 How do you think you will receive most of your TV in 10 years?
Base: All respondents

	Sex			Age							Social Class				Region				
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1062	438	624	62	97	122	200	184	174	223	327	247	170	318	274	261	272	158	97
Weighted base	1062	516	546	32	106	202	191	181	138	212	246	291	232	293	282	274	265	146	95
Digital TV signal (Freeview, satellite or cable)	720 68%	361 70%	359 66%	19 60%	67 63%	124 61%	144 75%	134 74%	97 71%	135 64%	166 67%	204 70%	163 70%	187 64%	183 65%	186 68%	188 71%	97 66%	66 70%
Broadband internet connection	202 19%	113 22%	89 16%	10 31%	33 31%	57 28%	27 14%	35 19%	22 16%	19 9%	61 25%	57 20%	44 19%	40 14%	55 19%	60 22%	41 16%	27 19%	18 19%
Other	38 4%	15 3%	23 4%	2 5%	5 4%	8 4%	9 5%	3 2%	3 2%	8 4%	6 3%	8 3%	8 3%	16 5%	11 4%	8 3%	10 4%	6 4%	3 3%
Don't know	102 10%	27 5%	74 14%	1 3%	2 2%	12 6%	12 6%	9 5%	16 12%	50 23%	13 5%	22 7%	17 7%	50 17%	33 12%	20 7%	26 10%	16 11%	8 8%

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Table 2
Q.2 How do you think you will receive most of your TV in 10 years?
Base: All respondents

	Total	Q.1 Which of the following best describes your viewing of video from the internet or on a mobile device (including clips from YouTube, news and sport, online TV shows)?	
		I watch online/mobile video once a week or more	I watch occasionally but less than once a week
Unweighted base	1062	96	141
Weighted base	1062	96	134
Digital TV signal (Freeview, satellite or cable)	720 68%	57 60%	94 70%
Broadband internet connection	202 19%	36 38%	29 22%
Other	38 4%	2 2%	8 6%
Don't know	102 10%	-	4 3%

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Table 3
Q.3 Is the amount of online/mobile video you watch now...?
Base: All respondents aged 16-17 who watch online/mobile video

	Sex			Age						Social Class				Region				
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	47	31	16	47	-	-	-	-	-	17	12	7	11	9	11	10	13	4
Weighted base	24	17	7	24	-	-	-	-	-	6	7	5	6	5	6	5	7	1
NET: More	15	11	4	15	-	-	-	-	-	6	4	2	3	3	4	4	4	1
	62%	66%	52%	62%	-	-	-	-	-	96%	58%	34%	57%	54%	62%	72%	53%	100%
A lot more than a year ago	(+2)	9	7	3	9	-	-	-	-	4	4	-	2	1	1	3	3	1
		38%	39%	37%	38%	-	-	-	-	60%	50%	-	35%	24%	20%	61%	44%	52%
A bit more than a year ago	(+1)	6	5	1	6	-	-	-	-	2	1	2	1	1	2	1	1	1
		24%	27%	15%	24%	-	-	-	-	36%	8%	34%	21%	30%	42%	11%	9%	48%
About the same as a year ago	(0)	3	2	2	3	-	-	-	-	*	1	2	1	1	1	1	1	-
		14%	10%	23%	14%	-	-	-	-	4%	10%	33%	11%	13%	12%	28%	9%	-
A bit less than a year ago	(-1)	3	3	1	3	-	-	-	-	-	*	2	1	1	1	-	2	-
		14%	15%	13%	14%	-	-	-	-	-	4%	33%	25%	19%	11%	-	27%	-
A lot less than a year ago	(-2)	1	1	*	1	-	-	-	-	-	1	-	*	-	*	-	1	-
		5%	5%	6%	5%	-	-	-	-	-	12%	-	7%	-	7%	-	12%	-
NET: Less		5	3	1	5	-	-	-	-	-	1	2	2	1	1	-	3	-
		20%	20%	19%	20%	-	-	-	-	-	16%	33%	32%	19%	18%	-	38%	-
Don't know		1	1	*	1	-	-	-	-	-	1	-	-	1	*	-	-	-
		5%	4%	6%	5%	-	-	-	-	-	16%	-	-	14%	8%	-	-	-
Mean		0.79	0.83	0.69	0.79	-	-	-	-	1.56	0.95	0.01	0.53	0.68	0.63	1.33	0.47	1.52
Standard deviation		1.29	1.29	1.39	1.29	-	-	-	-	0.63	1.62	0.91	1.51	1.26	1.30	0.99	1.65	-
Standard error		0.19	0.24	0.36	0.19	-	-	-	-	0.15	0.51	0.34	0.46	0.45	0.41	0.31	0.46	-

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Q.3 Is the amount of online/mobile video you watch now...?
Base: All respondents aged 16-17 who watch online/mobile video

	Total	Q.1 Which of the following best describes your viewing of video from the internet or on a mobile device (including clips from YouTube, news and sport, online TV shows)?	
		I watch online/mobile video once a week or more	I watch occasionally but less than once a week
Unweighted base	47	25	22
Weighted base	24	13	11
NET: More	15 62%	9 72%	6 51%
A lot more than a year ago	(+2) 9 38%	7 52%	3 22%
A bit more than a year ago	(+1) 6 24%	2 19%	3 29%
About the same as a year ago	(0) 3 14%	- -	3 29%
A bit less than a year ago	(-1) 3 14%	2 16%	1 12%
A lot less than a year ago	(-2) 1 5%	1 7%	* 3%
NET: Less	5 20%	3 23%	2 16%
Don't know	1 5%	1 5%	* 4%
Mean	0.79	1.00	0.56
Standard deviation	1.29	1.43	1.14
Standard error	0.19	0.29	0.25

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Table 4

Q.4 Which of the following statements best applies to you?**Base: All respondents aged 16-17 who watch online/mobile video**

	Sex			Age						Social Class				Region				
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	47	31	16	47	-	-	-	-	-	17	12	7	11	9	11	10	13	4
Weighted base	24	17	7	24	-	-	-	-	-	6	7	5	6	5	6	5	7	1
I watch a lot less normal TV as a result of my online/mobile video viewing	3 12%	3 17%	-	3 12%	-	-	-	-	-	1 23%	1 10%	-	1 14%	-	1 9%	1 15%	1 17%	* 33%
I watch a bit less normal TV as a result of my online/mobile video viewing	7 27%	5 28%	2 26%	7 27%	-	-	-	-	-	2 30%	3 43%	-	2 31%	2 36%	* 6%	1 28%	3 39%	* 19%
I watch about the same amount of TV - my online/mobile video viewing is extra	7 30%	4 24%	3 46%	7 30%	-	-	-	-	-	1 21%	2 33%	2 46%	1 21%	1 26%	2 44%	* 8%	2 33%	1 48%
I watch more TV because online/mobile viewing has increased my interest in video as a whole	4 15%	2 11%	2 24%	4 15%	-	-	-	-	-	1 23%	1 14%	-	1 23%	* 5%	2 41%	1 21%	-	-
Don't know/ none of these	4 16%	3 20%	* 4%	4 16%	-	-	-	-	-	* 4%	-	3 54%	1 11%	2 32%	-	1 28%	1 11%	-

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Q.4 Which of the following statements best applies to you?**Base: All respondents aged 16-17 who watch online/mobile video**

	Total	Q.1 Which of the following best describes your viewing of video from the internet or on a mobile device (including clips from YouTube, news and sport, online TV shows)?	
		I watch online/mobile video once a week or more	I watch occasionally but less than once a week
Unweighted base	47	25	22
Weighted base	24	13	11
I watch a lot less normal TV as a result of my online/mobile video viewing	3 12%	1 11%	2 13%
I watch a bit less normal TV as a result of my online/mobile video viewing	7 27%	4 33%	2 21%
I watch about the same amount of TV - my online/mobile video viewing is extra	7 30%	5 36%	3 24%
I watch more TV because online/mobile viewing has increased my interest in video as a whole	4 15%	1 7%	3 24%
Don't know/ none of these	4 16%	2 14%	2 18%

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Table 5

Q.4 Which of the following statements best applies to you?**Base: All respondents aged 16-17 who watch online/mobile video**

FILTER: I watch online/mobile video once a week or more

	Sex			Age						Social Class				Region				
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	25	19	6	25	-	-	-	-	-	10	7	4	4	5	5	4	9	2
Weighted base	13	10	2	13	-	-	-	-	-	4	4	3	1	3	3	1	5	1
I watch a lot less normal TV as a result of my online/mobile video viewing	1 11%	1 13%	-	1 11%	-	-	-	-	-	1 34%	-	-	-	-	1 19%	-	*	*
I watch a bit less normal TV as a result of my online/mobile video viewing	4 33%	3 31%	1 42%	4 33%	-	-	-	-	-	1 22%	2 60%	-	1 54%	1 20%	* 13%	1 56%	2 50%	-
I watch about the same amount of TV - my online/mobile video viewing is extra	5 36%	3 31%	1 58%	5 36%	-	-	-	-	-	1 23%	2 40%	1 42%	1 46%	1 46%	1 46%	* 27%	1 26%	* 41%
I watch more TV because online/mobile viewing has increased my interest in video as a whole	1 7%	1 8%	-	1 7%	-	-	-	-	-	1 21%	-	-	-	-	1 22%	* 16%	-	-
Don't know/ none of these	2 14%	2 17%	-	2 14%	-	-	-	-	-	-	-	2 58%	-	1 34%	-	-	1 17%	-

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Table 5

Q.4 Which of the following statements best applies to you?**Base: All respondents aged 16-17 who watch online/mobile video**

FILTER: I watch online/mobile video once a week or more

	Total	Q.1 Which of the following best describes your viewing of video from the internet or on a mobile device (including clips from YouTube, news and sport, online TV shows)?	
		I watch online/mobile video once a week or more	I watch occasionally but less than once a week
Unweighted base	25	25	-
Weighted base	13	13	-
I watch a lot less normal TV as a result of my online/mobile video viewing	1 11%	1 11%	-
I watch a bit less normal TV as a result of my online/mobile video viewing	4 33%	4 33%	-
I watch about the same amount of TV - my online/mobile video viewing is extra	5 36%	5 36%	-
I watch more TV because online/mobile viewing has increased my interest in video as a whole	1 7%	1 7%	-
Don't know/ none of these	2 14%	2 14%	-

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Table 6
Classification
Base: All respondents

	Sex			Age							Social Class				Region				
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1062	438	624	62	97	122	200	184	174	223	327	247	170	318	274	261	272	158	97
Weighted base	1062	516	546	32	106	202	191	181	138	212	246	291	232	293	282	274	265	146	95
Sex																			
Male	516 49%	516 100%	- -	23 72%	50 47%	98 49%	83 43%	99 55%	63 45%	101 48%	134 55%	118 41%	124 54%	140 48%	134 47%	151 55%	117 44%	65 45%	50 53%
Female	546 51%	- -	546 100%	9 28%	56 53%	104 51%	108 57%	82 45%	76 55%	111 52%	112 45%	173 59%	108 46%	153 52%	149 53%	123 45%	148 56%	80 55%	45 47%
Age																			
16-17	(16.5) 3%	32 4%	23 2%	9 100%	32 -	- -	- -	- -	- -	- -	8 3%	8 3%	8 4%	7 2%	6 2%	10 4%	6 2%	8 5%	1 1%
18-24	(21) 10%	106 10%	56 10%	- -	106 100%	- -	- -	- -	- -	- -	28 11%	34 12%	24 10%	20 7%	26 9%	37 14%	24 9%	13 9%	7 7%
25-34	(29.5) 19%	202 19%	98 19%	104 19%	- -	- -	202 100%	- -	- -	- -	64 26%	62 21%	45 19%	31 11%	53 19%	53 19%	48 18%	30 21%	17 18%
35-44	(39.5) 18%	191 16%	83 16%	108 20%	- -	- -	191 100%	- -	- -	- -	51 21%	63 22%	40 17%	36 12%	56 20%	45 17%	48 18%	22 15%	20 21%
45-54	(49.5) 17%	181 19%	99 19%	82 15%	- -	- -	- -	181 100%	- -	- -	50 20%	47 16%	51 22%	32 11%	46 16%	55 20%	47 18%	19 13%	14 15%
55-64	(59.5) 13%	138 12%	63 12%	76 14%	- -	- -	- -	- -	138 100%	- -	25 10%	36 12%	32 14%	45 15%	30 11%	40 14%	40 15%	16 11%	12 13%
65+	(70) 20%	212 20%	101 20%	111 20%	- -	- -	- -	- -	- -	212 100%	19 8%	40 14%	31 13%	122 42%	64 23%	34 12%	52 20%	38 26%	24 25%
Average age	45.45	45.09	45.80	16.50	21.00	29.50	39.50	49.50	59.50	70.00	40.53	42.83	43.88	53.44	46.12	42.88	46.20	46.08	47.81

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Classification
Base: All respondents

	Sex			Age							Social Class				Region				
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1062	516	546	32	106	202	191	181	138	212	246	291	232	293	282	274	265	146	95
<u>Social Class</u>																			
AB	246 23%	134 26%	112 20%	8 25%	28 26%	64 32%	51 27%	50 28%	25 18%	19 9%	246 100%	-	-	-	68 24%	72 26%	51 19%	35 24%	19 20%
C1	291 27%	118 23%	173 32%	8 27%	34 32%	62 31%	63 33%	47 26%	36 26%	40 19%	-	291 100%	-	-	73 26%	73 27%	76 29%	42 29%	27 28%
C2	232 22%	124 24%	108 20%	8 26%	24 23%	45 22%	40 21%	51 28%	32 23%	31 15%	-	-	232 100%	-	61 22%	65 24%	57 22%	31 22%	18 19%
DE	293 28%	140 27%	153 28%	7 22%	20 19%	31 15%	36 19%	32 17%	45 32%	122 58%	-	-	-	293 100%	80 28%	64 23%	81 31%	36 25%	31 33%
<u>Region</u>																			
North	360 34%	166 32%	193 35%	8 24%	30 29%	65 32%	68 35%	61 34%	52 38%	76 36%	70 29%	102 35%	75 32%	112 38%	-	-	265 100%	-	95 100%
Midlands	328 31%	164 32%	164 30%	13 42%	42 39%	63 31%	58 30%	59 33%	44 32%	48 23%	83 34%	88 30%	81 35%	76 26%	-	274 100%	-	54 37%	-
South	374 35%	186 36%	189 35%	11 33%	34 32%	74 37%	66 34%	61 34%	41 30%	88 42%	93 38%	101 35%	77 33%	104 36%	282 100%	-	-	92 63%	-

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	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1062	516	546	32	106	202	191	181	138	212	246	291	232	293	282	274	265	146	95
<u>Working status</u>																			
Full-time	486 46%	288 56%	198 36%	1 3%	37 35%	145 72%	127 67%	129 72%	44 32%	4 2%	159 64%	163 56%	109 47%	56 19%	126 45%	141 52%	112 42%	64 44%	43 45%
Part-time	119 11%	22 4%	97 18%	2 7%	11 10%	24 12%	37 19%	17 9%	21 15%	7 4%	30 12%	39 13%	27 12%	24 8%	35 12%	29 11%	33 12%	13 9%	9 10%
Not working but seeking work or temporarily unemployed/sick	55 5%	24 5%	31 6%	2 6%	7 6%	15 8%	9 4%	15 8%	7 5%	2 1%	4 2%	8 3%	17 7%	26 9%	16 6%	10 4%	21 8%	2 1%	6 6%
Not working/not seeking work	44 4%	6 1%	37 7%	- -	5 5%	12 6%	12 6%	8 4%	7 5%	- -	7 3%	7 2%	16 7%	14 5%	9 3%	14 5%	10 4%	6 4%	6 6%
Retired	272 26%	130 25%	143 26%	- -	- -	- -	4 2%	10 5%	60 44%	198 93%	27 11%	51 18%	42 18%	152 52%	76 27%	53 19%	71 27%	44 30%	28 30%
Student	83 8%	45 9%	38 7%	27 85%	47 44%	6 3%	1 1%	1 *	- -	1 1%	20 8%	23 8%	21 9%	19 7%	19 7%	26 10%	19 7%	16 11%	2 3%
Refused	2 *	- -	2 *	- -	- -	- -	1 *	2 1%	- -	- -	- -	1 *	- -	1 1%	2 1%	- -	- -	1 *	- -

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Classification
Base: All respondents

	Sex			Age							Social Class				Region				
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1062	516	546	32	106	202	191	181	138	212	246	291	232	293	282	274	265	146	95
Tenure																			
Own outright	301 28%	151 29%	150 27%	6 19%	19 18%	23 11%	29 15%	42 23%	72 52%	110 52%	59 24%	78 27%	67 29%	97 33%	68 24%	75 27%	85 32%	49 34%	24 25%
Own with a mortgage	449 42%	220 43%	229 42%	17 52%	38 36%	113 56%	104 54%	105 58%	39 28%	33 15%	156 63%	126 43%	105 45%	61 21%	114 40%	122 45%	114 43%	62 42%	37 39%
Council	177 17%	79 15%	99 18%	5 16%	30 28%	24 12%	39 21%	16 9%	17 13%	46 22%	7 3%	42 14%	36 15%	93 32%	49 18%	43 16%	42 16%	18 12%	25 26%
Housing Assoc.	29 3%	12 2%	17 3%	* 1%	4 4%	5 2%	4 2%	6 3%	3 2%	6 3%	3 1%	10 3%	7 3%	9 3%	11 4%	12 4%	4 2%	2 2%	- -
Rented from someone else	75 7%	39 8%	36 7%	1 3%	10 9%	33 16%	10 5%	9 5%	4 3%	8 4%	13 5%	24 8%	16 7%	23 8%	30 11%	17 6%	15 6%	7 5%	6 6%
Rent free	10 1%	6 1%	4 1%	1 2%	2 2%	3 2%	- -	- -	1 1%	3 2%	3 1%	4 1%	- -	4 1%	3 1%	1 1%	2 1%	4 2%	1 1%
Refused	21 2%	10 2%	11 2%	3 8%	2 2%	2 1%	4 2%	2 1%	1 1%	6 3%	5 2%	8 3%	2 1%	7 2%	7 3%	4 1%	3 1%	4 3%	3 3%

Online Video Survey

Fieldwork : November 17th-19th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

	Sex			Age							Social Class				Region				
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1062	516	546	32	106	202	191	181	138	212	246	291	232	293	282	274	265	146	95
<u>Foreign Holiday in last 3 years</u>																			
Yes	610 57%	291 56%	320 59%	18 55%	69 65%	126 62%	124 65%	123 68%	75 54%	76 36%	181 73%	177 61%	132 57%	121 41%	177 63%	157 57%	158 60%	73 50%	45 48%
No	452 43%	226 44%	226 41%	14 45%	37 35%	76 38%	67 35%	58 32%	63 46%	136 64%	65 27%	114 39%	100 43%	172 59%	105 37%	117 43%	107 40%	73 50%	49 52%
<u>Number of cars</u>																			
None	236 22%	96 19%	140 26%	4 14%	18 17%	43 21%	35 18%	27 15%	18 13%	91 43%	26 10%	65 22%	38 16%	108 37%	85 30%	46 17%	60 23%	21 14%	24 25%
1	462 43%	233 45%	229 42%	14 45%	37 34%	78 39%	88 46%	69 38%	74 54%	102 48%	83 34%	125 43%	115 49%	138 47%	106 37%	118 43%	129 49%	65 45%	44 47%
2	275 26%	140 27%	135 25%	9 29%	29 28%	68 34%	58 30%	57 32%	37 27%	16 8%	101 41%	70 24%	65 28%	39 13%	64 23%	83 30%	54 20%	50 35%	24 26%
3+	89 8%	47 9%	42 8%	4 12%	23 21%	12 6%	10 5%	28 16%	9 6%	3 2%	36 15%	30 10%	14 6%	8 3%	28 10%	27 10%	23 9%	9 6%	2 2%

Online Video Survey

Fieldwork : November 17th-19th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

	Sex			Age							Social Class				Region				
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1062	516	546	32	106	202	191	181	138	212	246	291	232	293	282	274	265	146	95
<u>Internet Access</u>																			
At all	797 75%	401 78%	396 73%	32 100%	102 96%	187 93%	170 89%	148 82%	88 64%	70 33%	230 93%	240 82%	172 74%	156 53%	205 73%	216 79%	191 72%	112 77%	73 77%
At home (net)	711 67%	369 71%	342 63%	27 86%	90 84%	162 80%	156 81%	137 76%	81 59%	58 28%	212 86%	208 72%	156 67%	134 46%	187 66%	194 71%	174 66%	94 65%	62 65%
At work (net)	269 25%	132 26%	137 25%	3 9%	26 24%	81 40%	73 38%	59 32%	26 19%	2 1%	106 43%	101 35%	45 19%	17 6%	81 29%	79 29%	65 24%	30 20%	15 15%
At home	492 46%	253 49%	239 44%	25 78%	70 66%	102 51%	91 47%	87 48%	59 43%	58 27%	120 49%	128 44%	119 51%	124 42%	116 41%	131 48%	120 45%	75 52%	50 53%
At work	50 5%	16 3%	34 6%	* 1%	6 6%	21 10%	8 4%	9 5%	4 3%	1 1%	14 6%	21 7%	8 4%	7 2%	10 4%	16 6%	10 4%	11 8%	3 3%
Both at home and at work	219 21%	116 22%	103 19%	3 8%	20 19%	60 30%	65 34%	49 27%	22 16%	1 *	92 37%	80 28%	36 16%	10 3%	71 25%	63 23%	54 20%	19 13%	12 12%
Somewhere else	36 3%	16 3%	21 4%	4 13%	6 6%	5 2%	6 3%	2 1%	3 2%	10 5%	3 1%	11 4%	8 4%	14 5%	8 3%	7 2%	7 2%	7 5%	8 9%
Not at all	261 25%	113 22%	149 27%	- -	4 4%	15 7%	21 11%	32 18%	50 36%	139 66%	16 6%	49 17%	60 26%	137 47%	75 27%	58 21%	73 28%	33 23%	22 23%
Refused	3 *	3 1%	1 *	- -	- -	- -	- -	1 *	- -	3 1%	1 *	2 1%	- -	1 *	3 1%	- -	1 *	- -	- -

Online Video Survey

Fieldwork : November 17th-19th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

	Sex			Age							Social Class				Region				
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1062	516	546	32	106	202	191	181	138	212	246	291	232	293	282	274	265	146	95
Age Finished Full Time Education																			
Up to 15	219 21%	107 21%	112 20%	* 1%	4 3%	8 4%	18 9%	21 12%	56 41%	111 53%	14 6%	41 14%	56 24%	108 37%	43 15%	57 21%	66 25%	29 20%	24 25%
16	253 24%	130 25%	123 22%	5 16%	14 13%	30 15%	72 37%	73 40%	26 19%	34 16%	30 12%	73 25%	68 29%	82 28%	53 19%	71 26%	66 25%	32 22%	30 32%
17	81 8%	29 6%	51 9%	1 4%	11 10%	18 9%	9 5%	16 9%	14 10%	11 5%	24 10%	21 7%	24 10%	12 4%	19 7%	22 8%	21 8%	8 6%	10 10%
18	108 10%	41 8%	68 12%	1 3%	14 13%	31 15%	24 13%	14 8%	14 10%	12 6%	30 12%	41 14%	20 9%	16 6%	30 11%	28 10%	29 11%	16 11%	5 5%
19 or over	303 28%	163 32%	139 26%	6 18%	21 20%	104 52%	60 31%	50 28%	27 19%	35 16%	124 50%	91 31%	41 18%	47 16%	111 39%	66 24%	59 22%	45 31%	21 22%
Still in full time education	43 4%	25 5%	18 3%	9 28%	29 27%	1 *	2 1%	2 1%	- -	1 *	12 5%	6 2%	14 6%	11 4%	11 4%	17 6%	8 3%	6 4%	1 1%
Had no full time education	2 *	1 *	2 *	1 2%	- -	- -	1 *	- -	- -	1 *	1 *	- -	- -	2 1%	2 1%	* *	- -	* *	- -
Refused	53 5%	20 4%	33 6%	9 28%	15 14%	10 5%	5 3%	6 4%	2 1%	7 3%	12 5%	17 6%	9 4%	15 5%	14 5%	13 5%	15 6%	9 6%	3 3%
What is the highest educational level that you have achieved to date?																			
Secondary/ high school/ NVQ 1-3	669 63%	320 62%	350 64%	27 84%	83 78%	89 44%	120 63%	116 64%	93 68%	141 67%	102 41%	166 57%	180 77%	221 76%	156 55%	181 66%	171 65%	99 68%	61 65%
University degree or equivalent professional qualification/ NVQ4	234 22%	115 22%	119 22%	2 5%	17 16%	81 40%	46 24%	39 21%	25 18%	25 12%	94 38%	85 29%	24 10%	31 10%	73 26%	60 22%	56 21%	27 18%	18 19%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	67 6%	42 8%	25 5%	- -	3 3%	24 12%	12 6%	13 7%	7 5%	8 4%	38 15%	14 5%	8 4%	6 2%	22 8%	13 5%	15 6%	10 7%	7 7%
None of these	61 6%	28 5%	33 6%	1 4%	- -	4 2%	8 4%	7 4%	12 9%	29 14%	5 2%	15 5%	14 6%	26 9%	19 7%	15 5%	16 6%	6 4%	5 5%
Refused	31 3%	12 2%	19 4%	2 8%	2 2%	4 2%	6 3%	6 3%	1 1%	10 5%	6 3%	10 4%	6 3%	8 3%	12 4%	5 2%	7 3%	3 2%	3 3%

Prepared on behalf of BBC by ICM Research



Online Video Survey

Fieldwork : November 17th-19th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

	Sex			Age							Social Class				Region				
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1062	516	546	32	106	202	191	181	138	212	246	291	232	293	282	274	265	146	95
Marital Status																			
Single	279 26%	166 32%	113 21%	30 95%	79 75%	76 38%	43 22%	23 13%	10 7%	18 8%	60 24%	79 27%	62 27%	78 26%	81 29%	74 27%	74 28%	27 19%	23 25%
Married/ co-habiting	581 55%	279 54%	303 55%	1 2%	25 24%	113 56%	122 64%	127 71%	98 71%	95 45%	162 66%	159 55%	136 58%	125 43%	151 54%	153 56%	141 53%	84 57%	52 55%
Widowed/ separated/ divorced	188 18%	64 12%	124 23%	1 3%	1 1%	9 4%	22 12%	29 16%	28 20%	98 46%	22 9%	48 17%	32 14%	86 29%	44 15%	46 17%	48 18%	33 22%	17 18%
Refused	14 1%	8 2%	6 1%	- -	1 1%	4 2%	4 2%	2 1%	2 1%	1 1%	2 1%	4 2%	3 1%	4 2%	7 2%	1 *	3 1%	2 1%	2 2%
Children																			
None aged 18 or under	717 67%	368 71%	348 64%	27 86%	83 78%	105 52%	58 31%	108 60%	129 93%	206 97%	144 58%	189 65%	154 67%	230 78%	190 67%	188 68%	188 71%	90 62%	61 64%
NET: Yes	327 31%	140 27%	187 34%	4 14%	23 22%	92 46%	128 67%	67 37%	8 6%	4 2%	97 39%	97 33%	74 32%	59 20%	84 30%	84 31%	72 27%	53 36%	33 35%
NET: Yes any aged 15 or under	273 26%	111 22%	162 30%	3 9%	21 19%	89 44%	111 58%	45 25%	3 2%	1 *	85 35%	85 29%	57 24%	47 16%	71 25%	70 25%	60 22%	44 30%	29 30%
- Aged under 5	124 12%	55 11%	69 13%	1 3%	17 16%	59 29%	37 20%	10 5%	- -	- -	40 16%	33 11%	32 14%	19 6%	38 14%	29 11%	27 10%	16 11%	13 13%
- Aged 5-10	114 11%	52 10%	63 11%	- -	1 1%	38 19%	57 30%	17 9%	1 *	1 *	33 14%	37 13%	27 12%	17 6%	21 7%	30 11%	23 9%	28 19%	14 14%
- Aged 11-15	113 11%	48 9%	66 12%	2 6%	2 2%	14 7%	61 32%	32 17%	3 2%	- -	31 13%	37 13%	25 11%	20 7%	31 11%	30 11%	25 9%	15 10%	12 13%
- Aged 16-18	87 8%	44 8%	44 8%	2 5%	4 4%	9 4%	31 16%	32 18%	7 5%	3 1%	24 10%	24 8%	18 8%	21 7%	22 8%	23 8%	23 9%	11 7%	9 9%
Refused	19 2%	8 2%	10 2%	- -	- -	5 3%	5 2%	6 3%	1 1%	2 1%	6 2%	5 2%	4 2%	4 1%	8 3%	2 1%	4 2%	3 2%	1 1%

Online Video Survey

Fieldwork : November 17th-19th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

	Sex			Age							Social Class				Region				
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1062	516	546	32	106	202	191	181	138	212	246	291	232	293	282	274	265	146	95
<u>Grocery shopping status</u>																			
I am the main grocery shopper in the household	592 56%	183 35%	410 75%	1 2%	28 26%	120 59%	112 59%	97 54%	93 67%	143 67%	119 49%	181 62%	124 53%	168 57%	169 60%	141 52%	152 57%	76 52%	54 57%
I regularly do the main grocery shop	148 14%	80 15%	69 13%	1 2%	10 9%	28 14%	32 17%	32 18%	17 12%	29 14%	42 17%	28 10%	34 15%	43 15%	40 14%	31 11%	41 15%	22 15%	15 16%
I regularly do top up grocery shopping (buy items or a basket of items as they are needed)	171 16%	108 21%	63 11%	6 20%	23 22%	34 17%	32 17%	30 17%	21 15%	24 11%	44 18%	51 17%	35 15%	42 14%	38 14%	48 17%	39 15%	22 15%	23 24%
I do not do grocery shopping	208 20%	164 32%	44 8%	24 77%	45 42%	25 12%	22 11%	40 22%	18 13%	34 16%	49 20%	50 17%	54 23%	55 19%	52 18%	59 22%	54 20%	31 21%	12 13%
Refused	11 1%	5 1%	6 1%	- -	- -	2 1%	4 2%	2 1%	- -	3 1%	2 1%	6 2%	- -	2 1%	4 1%	1 1%	3 1%	2 1%	- -

Online Video Survey
Fieldwork : November 17th-19th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

	Total	Q.1 Which of the following best describes your viewing of video from the internet or on a mobile device (including clips from YouTube, news and sport, online TV shows)?	
		I watch online/mobile video once a week or more	I watch occasionally but less than once a week
Unweighted base	1062	96	141
Weighted base	1062	96	134
Sex			
Male	516 49%	67 71%	78 58%
Female	546 51%	28 29%	57 42%
Age			
16-17	(16.5) 32 3%	13 13%	11 9%
18-24	(21) 106 10%	26 27%	22 16%
25-34	(29.5) 202 19%	26 27%	31 23%
35-44	(39.5) 191 18%	13 13%	29 22%
45-54	(49.5) 181 17%	12 13%	23 17%
55-64	(59.5) 138 13%	1 1%	8 6%
65+	(70) 212 20%	6 6%	10 7%
Average age	45.45	32.14	37.35

Online Video Survey
Fieldwork : November 17th-19th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

Q.1 Which of the following best describes your viewing of video from the internet or on a mobile device (including clips from YouTube, news and sport, online TV shows)?

	Total	I watch online/ mobile video once a week or more	I watch occasionally but less than once a week
Weighted base	1062	96	134
<u>Social Class</u>			
AB	246 23%	33 34%	52 39%
C1	291 27%	22 23%	35 26%
C2	232 22%	25 26%	28 21%
DE	293 28%	16 16%	19 14%
<u>Region</u>			
North	360 34%	26 27%	45 34%
Midlands	328 31%	37 38%	33 25%
South	374 35%	33 35%	56 42%

Online Video Survey
Fieldwork : November 17th-19th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

	Total	Q.1 Which of the following best describes your viewing of video from the internet or on a mobile device (including clips from YouTube, news and sport, online TV shows)?	
		I watch online/mobile video once a week or more	I watch occasionally but less than once a week
Weighted base	1062	96	134
<u>Working status</u>			
Full-time	486 46%	46 48%	79 59%
Part-time	119 11%	11 11%	16 12%
Not working but seeking work or temporarily unemployed/sick	55 5%	5 5%	4 3%
Not working/not seeking work	44 4%	2 3%	2 1%
Retired	272 26%	7 7%	11 8%
Student	83 8%	24 25%	22 16%
Refused	2 *	-	-

Online Video Survey
Fieldwork : November 17th-19th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

	Total	Q.1 Which of the following best describes your viewing of video from the internet or on a mobile device (including clips from YouTube, news and sport, online TV shows)?	
		I watch online/mobile video once a week or more	I watch occasionally but less than once a week
Weighted base	1062	96	134
Tenure			
Own outright	301 28%	20 21%	28 21%
Own with a mortgage	449 42%	41 43%	71 53%
Council	177 17%	15 16%	12 9%
Housing Assoc.	29 3%	6 6%	3 2%
Rented from someone else	75 7%	11 12%	15 11%
Rent free	10 1%	1 1%	2 2%
Refused	21 2%	2 2%	3 2%

Online Video Survey
Fieldwork : November 17th-19th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

	Q.1 Which of the following best describes your viewing of video from the internet or on a mobile device (including clips from YouTube, news and sport, online TV shows)?		
	Total	I watch online/ mobile video once a week or more	I watch occasionally but less than once a week
Weighted base	1062	96	134
<u>Foreign Holiday in last 3 years</u>			
Yes	610 57%	66 69%	88 65%
No	452 43%	30 31%	46 35%
<u>Number of cars</u>			
None	236 22%	19 20%	20 15%
1	462 43%	38 40%	57 42%
2	275 26%	27 28%	42 31%
3+	89 8%	11 12%	16 12%

Online Video Survey
Fieldwork : November 17th-19th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

	Total	Q.1 Which of the following best describes your viewing of video from the internet or on a mobile device (including clips from YouTube, news and sport, online TV shows)?	
		I watch online/mobile video once a week or more	I watch occasionally but less than once a week
Weighted base	1062	96	134
<u>Internet Access</u>			
At all	797 75%	91 95%	122 91%
At home (net)	711 67%	84 88%	114 85%
At work (net)	269 25%	30 32%	39 29%
At home	492 46%	57 59%	77 58%
At work	50 5%	3 3%	2 2%
Both at home and at work	219 21%	27 29%	37 27%
Somewhere else	36 3%	4 4%	5 4%
Not at all	261 25%	5 5%	12 9%
Refused	3 *	-	-

Online Video Survey
Fieldwork : November 17th-19th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

	Total	Q.1 Which of the following best describes your viewing of video from the internet or on a mobile device (including clips from YouTube, news and sport, online TV shows)?	
		I watch online/mobile video once a week or more	I watch occasionally but less than once a week
Weighted base	1062	96	134
<u>Age Finished Full Time Education</u>			
Up to 15	219 21%	12 13%	12 9%
16	253 24%	25 26%	23 17%
17	81 8%	4 4%	13 10%
18	108 10%	7 7%	18 14%
19 or over	303 28%	25 26%	48 35%
Still in full time education	43 4%	12 13%	10 7%
Had no full time education	2 *	- -	1 *
Refused	53 5%	11 11%	10 7%
<u>What is the highest educational level that you have achieved to date?</u>			
Secondary/ high school/ NVQ 1-3	669 63%	64 66%	78 58%
University degree or equivalent professional qualification/ NVQ4	234 22%	18 19%	38 28%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	67 6%	8 8%	12 9%

Prepared on behalf of BBC by ICM Research

Online Video Survey
Fieldwork : November 17th-19th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

Q.1 Which of the following best
describes your viewing of video
from the internet or on a
mobile device (including clips
from YouTube, news and sport,
online TV shows)?

	Total	I watch online/ mobile video once a week or more	I watch occasionally but less than once a week
Weighted base	1062	96	134
None of these	61 6%	1 1%	3 2%
Refused	31 3%	5 6%	3 3%

Online Video Survey
Fieldwork : November 17th-19th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

	Total	Q.1 Which of the following best describes your viewing of video from the internet or on a mobile device (including clips from YouTube, news and sport, online TV shows)?	
		I watch online/mobile video once a week or more	I watch occasionally but less than once a week
Weighted base	1062	96	134
<u>Marital Status</u>			
Single	279 26%	46 48%	43 32%
Married/ co-habiting	581 55%	43 45%	74 55%
Widowed/ separated/ divorced	188 18%	6 7%	14 10%
Refused	14 1%	- -	3 2%
<u>Children</u>			
None aged 18 or under	717 67%	60 62%	76 57%
NET: Yes	327 31%	35 37%	54 40%
NET: Yes any aged 15 or under	273 26%	29 31%	49 37%
- Aged under 5	124 12%	15 16%	16 12%
- Aged 5-10	114 11%	16 16%	22 16%
- Aged 11-15	113 11%	12 13%	28 21%
- Aged 16-18	87 8%	9 9%	13 10%
Refused	19 2%	1 1%	4 3%

Online Video Survey
Fieldwork : November 17th-19th 2006

Absolutes/col percents

Table 6
Classification
Base: All respondents

	Q.1 Which of the following best describes your viewing of video from the internet or on a mobile device (including clips from YouTube, news and sport, online TV shows)?		
	Total	I watch online/ mobile video once a week or more	I watch occasionally but less than once a week
Weighted base	1062	96	134
<u>Grocery shopping status</u>			
I am the main grocery shopper in the household	592 56%	31 32%	52 39%
I regularly do the main grocery shop	148 14%	17 18%	25 18%
I regularly do top up grocery shopping (buy items or a basket of items as they are needed)	171 16%	18 19%	18 13%
I do not do grocery shopping	208 20%	30 32%	41 31%
Refused	11 1%	- -	1 1%