

YouGov / IAB Survey Results

Adspend Study

Sample Size: 2,090 GB adults

Fieldwork: 16th - 17th March 2015

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England	Wales	Scotland

Thinking about the devices that you personally own and those owned by other members of your household (i.e. not including those provided by work)...

How many of each of the following devices, if any, do you/ your household currently own in total? (Please select one option on each row)

Desktop computer(s)

	Unweighted base	2090	970	1120	247	288	365	440	750	1162	928	500	315	185	272	473	1745	122	223
Base: All GB Adults online	2090	1003	1087	251	337	397	373	732	1149	941	514	343	201	268	479	1804	104	182	
0 - i.e. none	46%	40%	51%	46%	55%	48%	41%	42%	45%	46%	48%	45%	46%	47%	45%	46%	33%	44%	
1	44%	48%	40%	39%	33%	43%	49%	49%	45%	43%	42%	46%	44%	39%	44%	43%	51%	49%	
2	6%	6%	5%	5%	5%	5%	7%	6%	5%	5%	6%	6%	5%	6%	6%	6%	10%	4%	
3	2%	2%	1%	3%	2%	1%	2%	2%	2%	2%	2%	1%	1%	2%	2%	2%	5%	2%	
4	0%	1%	0%	0%	0%	1%	1%	0%	0%	1%	0%	-	1%	-	1%	1%	0%	0%	
5 or more	0%	0%	0%	1%	-	1%	0%	0%	0%	0%	0%	0%	-	0%	0%	0%	0%	-	
Don't know	2%	3%	2%	6%	5%	1%	1%	1%	2%	3%	3%	2%	1%	7%	1%	3%	-	1%	

Laptop(s)

	Unweighted base	2090	970	1120	247	288	365	440	750	1162	928	500	315	185	272	473	1745	122	223
Base: All GB Adults online	2090	1003	1087	251	337	397	373	732	1149	941	514	343	201	268	479	1804	104	182	
0 - i.e. none	15%	17%	14%	3%	13%	13%	14%	22%	13%	18%	16%	13%	8%	17%	16%	15%	17%	20%	
1	50%	47%	52%	41%	54%	52%	45%	51%	51%	48%	53%	51%	59%	40%	47%	50%	49%	47%	
2	22%	23%	21%	23%	20%	24%	24%	20%	24%	19%	17%	25%	21%	24%	23%	22%	26%	21%	
3	8%	8%	8%	16%	6%	6%	12%	4%	7%	8%	8%	6%	6%	10%	9%	8%	3%	10%	
4	2%	2%	2%	4%	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	1%	1%	
5 or more	2%	2%	2%	7%	0%	2%	2%	1%	1%	3%	2%	1%	4%	1%	1%	2%	3%	0%	
Don't know	2%	3%	2%	6%	5%	1%	1%	1%	2%	2%	2%	2%	1%	6%	1%	2%	-	1%	

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Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England	Wales	Scotland

Tablet computer(s)

Unweighted base	2090	970	1120	247	288	365	440	750	1162	928	500	315	185	272	473	1745	122	223
Base: All GB Adults online	2090	1003	1087	251	337	397	373	732	1149	941	514	343	201	268	479	1804	104	182
0 - i.e. none	28%	27%	28%	30%	22%	21%	29%	33%	26%	30%	30%	30%	25%	27%	27%	28%	29%	23%
1	40%	39%	41%	38%	44%	33%	37%	44%	43%	36%	38%	37%	43%	42%	40%	40%	39%	45%
2	19%	20%	18%	11%	20%	25%	21%	17%	20%	17%	18%	18%	19%	16%	21%	19%	23%	20%
3	8%	8%	7%	11%	7%	11%	9%	4%	6%	10%	6%	12%	4%	8%	8%	8%	9%	7%
4	2%	2%	2%	3%	2%	6%	2%	1%	2%	3%	5%	1%	3%	1%	1%	2%	0%	2%
5 or more	1%	1%	2%	2%	1%	3%	2%	0%	1%	1%	1%	0%	4%	1%	1%	1%	0%	2%
Don't know	2%	3%	2%	6%	5%	1%	1%	1%	2%	2%	3%	2%	1%	6%	1%	2%	-	1%

Smartphone(s)

Unweighted base	2090	970	1120	247	288	365	440	750	1162	928	500	315	185	272	473	1745	122	223
Base: All GB Adults online	2090	1003	1087	251	337	397	373	732	1149	941	514	343	201	268	479	1804	104	182
0 - i.e. none	15%	13%	17%	2%	3%	5%	14%	31%	15%	15%	17%	17%	14%	12%	15%	15%	9%	15%
1	30%	31%	29%	22%	31%	20%	31%	37%	30%	30%	30%	27%	27%	30%	34%	30%	28%	28%
2	31%	31%	31%	27%	41%	46%	27%	22%	36%	26%	28%	32%	36%	31%	31%	31%	39%	30%
3	12%	12%	12%	20%	11%	15%	16%	6%	10%	14%	14%	12%	9%	8%	13%	12%	11%	15%
4	7%	6%	8%	15%	5%	10%	9%	2%	5%	9%	7%	7%	6%	10%	4%	7%	9%	7%
5 or more	3%	3%	2%	7%	4%	2%	2%	1%	2%	4%	3%	3%	4%	3%	1%	2%	4%	2%
Don't know	2%	3%	2%	6%	6%	1%	1%	1%	2%	3%	3%	2%	3%	6%	1%	3%	-	1%

Smart/ internet-connected television(s)

Unweighted base	2090	970	1120	247	288	365	440	750	1162	928	500	315	185	272	473	1745	122	223
Base: All GB Adults online	2090	1003	1087	251	337	397	373	732	1149	941	514	343	201	268	479	1804	104	182
0 - i.e. none	62%	60%	63%	55%	54%	57%	62%	70%	58%	67%	61%	62%	62%	57%	63%	61%	69%	62%
1	29%	30%	28%	32%	32%	32%	28%	25%	33%	24%	31%	30%	27%	28%	29%	29%	24%	28%
2	4%	5%	4%	3%	4%	5%	6%	4%	5%	4%	3%	4%	6%	7%	4%	4%	5%	5%
3	2%	2%	3%	2%	5%	3%	1%	0%	2%	2%	2%	2%	4%	2%	1%	2%	1%	4%
4	0%	0%	0%	1%	-	1%	1%	0%	0%	0%	1%	0%	-	0%	1%	0%	1%	-
5 or more	0%	0%	0%	1%	-	1%	-	-	0%	0%	0%	-	-	0%	0%	0%	0%	-
Don't know	2%	3%	2%	6%	5%	1%	1%	1%	2%	3%	3%	2%	1%	6%	1%	2%	-	2%

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Standard television(s) (i.e. not smart/ internet-connected)

	Unweighted base	2090	970	1120	247	288	365	440	750	1162	928	500	315	185	272	473	1745	122	223
Base: All GB Adults online	2090	1003	1087	251	337	397	373	732	1149	941	514	343	201	268	479	1804	104	182	
0 - i.e. none	14%	14%	14%	15%	19%	14%	13%	12%	15%	12%	14%	11%	10%	19%	14%	14%	13%	17%	
1	37%	39%	36%	34%	38%	33%	34%	42%	40%	34%	37%	39%	45%	39%	35%	38%	25%	36%	
2	25%	23%	27%	21%	18%	33%	30%	23%	24%	27%	26%	23%	23%	20%	27%	24%	40%	25%	
3	13%	12%	14%	14%	11%	10%	15%	15%	12%	14%	12%	14%	11%	11%	15%	13%	13%	15%	
4	6%	7%	5%	5%	7%	6%	6%	5%	5%	7%	6%	8%	8%	3%	5%	6%	6%	5%	
5 or more	3%	3%	3%	5%	3%	3%	2%	2%	2%	4%	2%	4%	2%	3%	2%	3%	3%	2%	
Don't know	2%	3%	2%	6%	5%	1%	1%	1%	2%	3%	3%	2%	1%	6%	1%	2%	-	1%	

Games console(s)

	Unweighted base	2090	970	1120	247	288	365	440	750	1162	928	500	315	185	272	473	1745	122	223
Base: All GB Adults online	2090	1003	1087	251	337	397	373	732	1149	941	514	343	201	268	479	1804	104	182	
0 - i.e. none	42%	40%	44%	19%	26%	24%	41%	68%	45%	39%	44%	35%	40%	42%	43%	41%	43%	48%	
1	30%	33%	28%	36%	35%	36%	30%	24%	32%	28%	30%	35%	29%	32%	32%	32%	24%	22%	
2	15%	14%	16%	19%	23%	20%	17%	6%	13%	18%	15%	18%	12%	13%	14%	15%	15%	18%	
3	6%	6%	6%	10%	7%	12%	7%	1%	5%	7%	5%	6%	9%	5%	6%	6%	9%	7%	
4	2%	2%	2%	4%	3%	3%	1%	1%	2%	2%	1%	1%	4%	2%	2%	2%	5%	2%	
5 or more	2%	3%	2%	6%	2%	4%	2%	1%	1%	4%	3%	3%	4%	1%	1%	2%	4%	2%	
Don't know	2%	3%	2%	6%	5%	1%	1%	1%	2%	3%	3%	2%	2%	6%	1%	3%	-	1%	

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Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England	Wales	Scotland

Which, if any, of the following elements of your life do you think would be MOST affected if you never had access to the internet or a mobile phone/ smartphone? (Please select all that apply)

	Unweighted base	2090	970	1120	247	288	365	440	750	1162	928	500	315	185	272	473	1745	122	223
	Base: All GB Adults online	2090	1003	1087	251	337	397	373	732	1149	941	514	343	201	268	479	1804	104	182
Relationships with my friends and family	37%	30%	44%	53%	47%	36%	26%	33%	35%	39%	31%	36%	34%	48%	40%	37%	41%	33%	
Dating	3%	5%	2%	9%	5%	3%	2%	1%	3%	3%	2%	2%	5%	5%	4%	3%	11%	0%	
Business/ work	20%	23%	18%	26%	24%	22%	27%	12%	25%	15%	18%	18%	19%	27%	22%	21%	19%	18%	
Shopping	38%	33%	43%	41%	40%	38%	36%	38%	39%	37%	35%	41%	34%	34%	44%	38%	40%	36%	
Keeping up with current events	42%	46%	38%	64%	54%	40%	40%	32%	43%	41%	36%	46%	39%	45%	46%	42%	49%	39%	
Banking/ finance	51%	52%	49%	40%	51%	53%	52%	52%	54%	47%	47%	54%	51%	44%	56%	51%	55%	49%	
Managing utilities/ bills (e.g. gas, electricity etc.)	34%	34%	34%	18%	29%	31%	37%	43%	38%	30%	38%	31%	31%	26%	40%	34%	38%	31%	
Accessing entertainment (e.g. music, television, films, games etc.)	28%	31%	26%	49%	41%	30%	26%	15%	26%	31%	25%	32%	27%	37%	28%	29%	24%	25%	
Travel/ commuting (i.e. not holidays)	13%	14%	13%	17%	16%	14%	10%	12%	14%	13%	12%	14%	9%	18%	13%	13%	12%	15%	
Holidays	26%	25%	27%	23%	24%	19%	23%	34%	27%	25%	26%	28%	26%	23%	25%	26%	27%	30%	
Other	4%	4%	5%	3%	5%	5%	6%	4%	4%	5%	5%	4%	4%	6%	4%	4%	5%	3%	
Don't know	4%	5%	3%	3%	5%	7%	5%	3%	5%	4%	6%	5%	5%	5%	2%	4%	1%	5%	
Not applicable - I don't think any element of my life would be affected if I never had access to the internet or a mobile phone/ smartphone	10%	10%	9%	5%	6%	7%	9%	15%	8%	11%	13%	9%	12%	7%	8%	10%	9%	11%	

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What is the MAXIMUM amount you would be willing to pay per month to have access to each of the following services that are usually free-of-charge? (Please enter the maximum amount you would be willing to pay per month for each service in the boxes below. Please type your answer in whole numbers to the nearest pound. If you're unsure, please give your best estimate)

Search engines (e.g. Google, Bing etc.)

	Unweighted base	2090	970	1120	247	288	365	440	750	1162	928	500	315	185	272	473	1745	122	223
Base: All GB Adults online		2090	1003	1087	251	337	397	373	732	1149	941	514	343	201	268	479	1804	104	182
£0		50%	54%	46%	44%	49%	54%	54%	48%	52%	48%	54%	53%	52%	40%	48%	50%	51%	52%
£1		4%	4%	4%	6%	4%	4%	4%	4%	4%	5%	3%	3%	4%	7%	5%	4%	3%	5%
£2		3%	3%	2%	4%	4%	3%	1%	2%	3%	3%	1%	3%	2%	3%	5%	3%	3%	3%
£3		1%	1%	1%	4%	0%	1%	0%	0%	0%	1%	-	2%	1%	1%	1%	1%	2%	-
£4		0%	0%	0%	1%	-	0%	0%	0%	0%	0%	0%	0%	-	1%	1%	0%	-	1%
£5		8%	7%	9%	11%	9%	8%	6%	8%	9%	6%	6%	7%	13%	12%	8%	8%	8%	5%
£6		0%	0%	-	-	-	-	-	0%	0%	-	-	-	-	0%	0%	-	-	-
£7		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£8		0%	-	0%	-	-	-	0%	-	0%	-	-	-	-	0%	0%	-	-	-
£9		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£10		3%	2%	3%	4%	2%	2%	2%	3%	3%	2%	2%	4%	1%	4%	3%	3%	-	2%
£11 - £19		0%	-	0%	-	0%	-	0%	0%	0%	0%	-	-	-	1%	0%	0%	-	0%
£20 or more		0%	1%	0%	1%	1%	-	1%	0%	0%	1%	0%	0%	1%	0%	0%	0%	2%	1%
Don't know		30%	28%	33%	24%	30%	27%	31%	34%	28%	34%	34%	27%	26%	33%	29%	30%	31%	32%

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Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England	Wales	Scotland

News websites (e.g. The Guardian, Daily Mail etc.)

	Unweighted base	2090	970	1120	247	288	365	440	750	1162	928	500	315	185	272	473	1745	122	223
Base: All GB Adults online		2090	1003	1087	251	337	397	373	732	1149	941	514	343	201	268	479	1804	104	182
£0	58%	59%	56%	50%	52%	59%	61%	60%	58%	58%	62%	61%	57%	51%	56%	58%	54%	57%	
£1	3%	3%	3%	6%	4%	4%	2%	1%	3%	3%	2%	3%	4%	4%	4%	3%	3%	4%	
£2	2%	2%	2%	3%	1%	2%	0%	2%	2%	2%	1%	2%	1%	2%	3%	2%	3%	1%	
£3	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%	0%	1%	0%	-	1%	0%	2%	2%	
£4	1%	1%	1%	0%	1%	1%	0%	1%	1%	1%	2%	1%	0%	0%	1%	1%	-	1%	
£5	5%	5%	5%	9%	6%	5%	6%	3%	6%	4%	3%	4%	7%	7%	6%	5%	8%	3%	
£6	0%	0%	0%	-	0%	-	-	-	0%	0%	-	-	-	-	0%	0%	-	0%	
£7	0%	0%	0%	1%	-	-	-	0%	0%	0%	-	0%	-	0%	0%	0%	-	-	
£8	0%	1%	0%	-	1%	1%	1%	0%	1%	0%	-	-	1%	1%	1%	1%	-	-	
£9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
£10	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	4%	1%	1%	-	1%	
£11 - £19	0%	0%	0%	-	-	0%	0%	0%	0%	0%	0%	-	0%	-	0%	0%	-	-	
£20 or more	0%	1%	0%	0%	1%	-	0%	0%	0%	0%	0%	0%	-	0%	0%	0%	2%	-	
Don't know	29%	27%	30%	28%	31%	27%	28%	30%	27%	31%	29%	28%	29%	31%	27%	29%	28%	31%	

Sending/ receiving emails (e.g. Outlook, Yahoo etc.)

	Unweighted base	2090	970	1120	247	288	365	440	750	1162	928	500	315	185	272	473	1745	122	223
Base: All GB Adults online		2090	1003	1087	251	337	397	373	732	1149	941	514	343	201	268	479	1804	104	182
£0	49%	53%	46%	45%	50%	51%	52%	48%	50%	48%	56%	51%	43%	40%	48%	49%	50%	51%	
£1	4%	5%	4%	5%	4%	5%	4%	3%	4%	4%	3%	4%	4%	7%	3%	4%	2%	4%	
£2	4%	5%	3%	5%	4%	4%	3%	3%	4%	4%	1%	3%	4%	6%	7%	4%	2%	3%	
£3	1%	0%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	2%	-	
£4	0%	-	0%	1%	-	-	-	0%	0%	0%	-	-	-	0%	0%	0%	-	1%	
£5	8%	7%	8%	13%	6%	9%	6%	7%	8%	7%	6%	10%	14%	7%	8%	8%	7%	4%	
£6	0%	0%	0%	-	0%	-	-	0%	0%	0%	-	-	-	-	0%	0%	-	0%	
£7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
£8	0%	-	0%	-	-	-	1%	0%	0%	-	-	-	1%	-	1%	0%	-	-	
£9	0%	0%	-	-	-	-	0%	-	0%	-	0%	-	-	-	-	0%	-	-	
£10	4%	3%	5%	6%	4%	3%	4%	4%	5%	3%	3%	3%	8%	6%	4%	4%	2%	3%	
£11 - £19	0%	0%	0%	-	0%	-	-	1%	0%	0%	-	1%	-	-	0%	0%	2%	1%	
£20 or more	0%	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%	0%	-	0%	1%	0%	2%	1%	
Don't know	29%	26%	32%	23%	30%	27%	29%	32%	27%	31%	30%	27%	27%	33%	28%	29%	31%	32%	

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Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England	Wales	Scotland

Social media (e.g. Facebook, Twitter etc.)

Unweighted base	2090	970	1120	247	288	365	440	750	1162	928	500	315	185	272	473	1745	122	223
Base: All GB Adults online	2090	1003	1087	251	337	397	373	732	1149	941	514	343	201	268	479	1804	104	182
£0	60%	64%	56%	48%	54%	59%	63%	66%	63%	56%	64%	60%	55%	55%	59%	60%	57%	65%
£1	3%	3%	3%	5%	5%	2%	2%	2%	2%	3%	1%	3%	3%	6%	3%	3%	3%	2%
£2	2%	2%	2%	5%	3%	2%	2%	1%	2%	2%	1%	1%	2%	4%	3%	2%	3%	1%
£3	1%	1%	0%	2%	-	-	0%	0%	0%	1%	0%	1%	-	-	1%	0%	1%	0%
£4	0%	-	1%	1%	-	0%	0%	0%	0%	0%	0%	0%	-	-	1%	0%	-	1%
£5	5%	4%	6%	9%	6%	8%	3%	2%	4%	6%	3%	7%	12%	3%	6%	5%	4%	2%
£6	0%	-	0%	0%	-	-	-	-	0%	0%	-	-	-	0%	-	0%	-	0%
£7	0%	0%	-	-	-	0%	-	-	-	0%	-	-	-	0%	-	0%	-	-
£8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£9	0%	0%	-	-	-	-	0%	-	-	0%	-	-	-	-	0%	0%	-	-
£10	2%	1%	2%	4%	3%	2%	1%	1%	2%	2%	1%	3%	0%	1%	2%	2%	4%	1%
£11 - £19	0%	-	0%	-	-	-	1%	-	-	0%	-	-	1%	-	-	0%	-	-
£20 or more	0%	0%	1%	2%	1%	-	0%	-	0%	1%	0%	-	2%	0%	0%	0%	-	-
Don't know	27%	25%	29%	23%	30%	26%	27%	27%	25%	29%	29%	26%	25%	30%	25%	27%	27%	27%

Video content (e.g. YouTube, ITV Player etc.)

Unweighted base	2090	970	1120	247	288	365	440	750	1162	928	500	315	185	272	473	1745	122	223
Base: All GB Adults online	2090	1003	1087	251	337	397	373	732	1149	941	514	343	201	268	479	1804	104	182
£0	55%	56%	54%	40%	49%	55%	57%	62%	57%	52%	59%	54%	59%	44%	55%	55%	61%	56%
£1	4%	5%	3%	6%	4%	4%	4%	3%	4%	4%	1%	4%	3%	7%	6%	4%	2%	3%
£2	3%	3%	2%	3%	3%	3%	3%	2%	3%	3%	2%	2%	3%	1%	4%	3%	2%	3%
£3	1%	1%	1%	2%	1%	1%	1%	0%	1%	1%	0%	1%	1%	1%	1%	1%	2%	1%
£4	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%	0%	-	1%	-	1%	0%	-	1%
£5	7%	7%	6%	16%	9%	6%	5%	3%	6%	7%	5%	10%	2%	10%	7%	7%	3%	5%
£6	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	-	2%	0%	-	0%	-	0%
£7	0%	0%	0%	2%	-	-	-	-	-	0%	-	0%	1%	0%	-	0%	-	-
£8	0%	-	0%	1%	-	-	-	-	-	0%	-	-	-	-	0%	0%	-	-
£9	0%	0%	-	-	-	0%	0%	-	0%	-	-	-	-	0%	-	0%	-	0%
£10	2%	2%	1%	2%	3%	0%	2%	1%	2%	1%	1%	3%	1%	3%	1%	2%	-	1%
£11 - £19	0%	0%	0%	0%	0%	-	-	0%	0%	0%	0%	-	-	0%	-	0%	-	0%
£20 or more	0%	0%	0%	1%	-	-	0%	0%	0%	0%	-	-	0%	0%	0%	0%	2%	-
Don't know	28%	25%	30%	25%	30%	28%	28%	27%	25%	31%	30%	27%	26%	32%	24%	28%	27%	29%

Sample Size: 2,090 GB adults
Fieldwork: 16th - 17th March 2015

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England	Wales	Scotland

Comparison websites (e.g. comparethemarket.com, gocompare.com etc.)

	Unweighted base	2090	970	1120	247	288	365	440	750	1162	928	500	315	185	272	473	1745	122	223
Base: All GB Adults online		2090	1003	1087	251	337	397	373	732	1149	941	514	343	201	268	479	1804	104	182
£0	63%	66%	60%	60%	62%	63%	65%	63%	65%	60%	64%	61%	65%	61%	63%	63%	60%	66%	
£1	4%	4%	3%	6%	3%	3%	3%	3%	3%	4%	2%	3%	5%	3%	6%	4%	3%	2%	
£2	2%	2%	2%	2%	2%	3%	1%	2%	2%	1%	2%	3%	2%	2%	2%	2%	1%	1%	
£3	1%	0%	1%	1%	0%	1%	1%	0%	0%	1%	0%	1%	-	-	1%	1%	-	0%	
£4	0%	-	0%	-	0%	-	0%	1%	0%	0%	1%	0%	-	-	0%	0%	-	-	
£5	2%	2%	2%	4%	2%	2%	3%	2%	3%	2%	1%	5%	2%	2%	3%	2%	2%	1%	
£6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
£7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
£8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
£9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
£10	0%	1%	-	1%	1%	-	0%	0%	0%	1%	-	0%	0%	1%	-	0%	4%	-	
£11 - £19	0%	-	0%	-	-	-	-	0%	0%	-	-	-	-	-	-	-	-	0%	
£20 or more	0%	-	0%	-	-	-	0%	0%	0%	-	-	0%	-	-	0%	0%	2%	-	
Don't know	28%	25%	31%	26%	31%	28%	26%	29%	25%	32%	30%	28%	25%	31%	25%	28%	28%	29%	

Online games or game mobile apps (e.g. Miniclip, Candy Crush etc.)

	Unweighted base	2090	970	1120	247	288	365	440	750	1162	928	500	315	185	272	473	1745	122	223
Base: All GB Adults online		2090	1003	1087	251	337	397	373	732	1149	941	514	343	201	268	479	1804	104	182
£0	65%	65%	64%	61%	58%	59%	68%	70%	67%	61%	67%	64%	64%	59%	65%	64%	63%	68%	
£1	2%	3%	2%	4%	2%	5%	2%	1%	3%	2%	1%	2%	1%	3%	5%	3%	3%	1%	
£2	1%	1%	1%	3%	0%	2%	0%	0%	1%	1%	1%	2%	2%	1%	1%	1%	2%	-	
£3	1%	0%	1%	0%	0%	1%	2%	0%	1%	0%	0%	0%	-	-	1%	1%	0%	1%	
£4	0%	0%	0%	-	-	0%	0%	0%	0%	-	1%	0%	-	-	0%	0%	-	-	
£5	2%	3%	2%	1%	4%	4%	2%	1%	2%	2%	2%	2%	6%	2%	2%	2%	1%	1%	
£6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
£7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
£8	0%	-	0%	-	1%	-	-	-	-	0%	-	1%	-	-	-	0%	-	-	
£9	0%	-	0%	-	-	0%	-	-	0%	-	-	0%	-	-	-	0%	-	-	
£10	1%	1%	0%	3%	1%	0%	1%	0%	1%	1%	-	0%	2%	3%	1%	1%	2%	0%	
£11 - £19	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
£20 or more	0%	1%	0%	-	1%	-	-	1%	0%	0%	-	0%	0%	-	0%	0%	2%	1%	
Don't know	28%	26%	29%	28%	32%	29%	26%	26%	25%	31%	29%	27%	25%	34%	25%	28%	26%	27%	