

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

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.)

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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%	2%	1%	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%

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

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£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.)

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£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%	