Internet Users' Survey

Populus interviewed 2075 Internet Users' aged 18+ online between Friday 29th May and Sunday 31st May 2009. Results have been weighted to be representative of all adults with home Internet access in the UK. Populus is a member of the British Polling Council, for more information see www.populus.co.uk

Which of the following do you use the Internet for? Please tick all that apply.

| | Total | Gender | | Age | | | | | |
		Male	Female	18-24	25-34	35-44	45-54	55-64	65 and over
Social networking	1064	503	561	255	272	252	149	82	53
	51%	49%	54%	85%	74%	52%	41%	29%	19%
Instant messaging / chat rooms	787	377	410	204	188	163	118	67	47
	38%	37%	39%	68%	51%	34%	32%	24%	17%
Skype or other voice over IP (VoIP) services	460	263	197	72	96	94	69	74	55
	22%	26%	19%	24%	26%	20%	19%	26%	20%
Sharing content with friends	849	413	435	182	185	186	128	83	85
	41%	40%	42%	61%	50%	39%	35%	29%	30%
Downloading music	881	486	394	209	222	230	116	66	37
	42%	47%	38%	70%	61%	48%	32%	23%	13%
For work purposes	898	493	405	166	199	220	181	83	48
	43%	48%	39%	55%	54%	46%	50%	29%	17%
Playing games	973	462	511	199	211	225	160	103	75
	47%	45%	49%	66%	57%	47%	44%	36%	27%
Sending / receiving e-mails	1999	990	1009	276	353	468	357	272	273
	96%	96%	97%	92%	96%	97%	98%	96%	98%
Following / pursuing hobbies	1164	651	513	169	217	266	195	171	145
	56%	63%	49%	56%	59%	55%	54%	61%	52%
Online shopping	1863	928	935	264	342	435	335	245	242
	90%	90%	90%	88%	93%	90%	92%	86%	87%
Watching videos / television / films	1027	552	474	240	242	249	146	83	66
	49%	54%	45%	80%	66%	52%	40%	29%	24%
Reading the news	1531	804	727	228	286	369	273	193	182
	74%	78%	70%	76%	78%	77%	75%	68%	65%
Passing the time	1541	760	781	251	305	391	265	180	149
	74%	74%	75%	84%	83%	81%	73%	63%	53%

Which of the following do you use the Internet for? Please tick all that apply.

	Socio-Economic Group				Region			Type of Internet User	
	AB	C1	C2	DE	North	Midlands	South	Advanced User	Basic User
Social networking	304	389	214	158	342	300	423	805	259
	48%	57%	51%	46%	52%	48%	53%	84%	23%
Instant messaging / chat rooms	212	272	168	135	255	228	304	651	136
	34%	40%	40%	39%	39%	37%	38%	68%	12%
Skype or other voice over IP (VoIP) services	182	152	87	39	116	143	201	339	121
	29%	22%	21%	11%	18%	23%	25%	36%	11%
Sharing content with friends	257	303	172	117	291	243	315	699	150
	41%	45%	41%	34%	44%	39%	40%	73%	13%
Downloading music	259	336	184	101	296	263	322	595	285
	41%	50%	43%	30%	45%	42%	41%	62%	25%
For work purposes	339	350	150	58	265	264	368	503	394
	54%	52%	36%	17%	40%	42%	47%	53%	35%
Playing games	250	342	201	180	312	294	368	678	295
	40%	50%	48%	53%	47%	47%	47%	71%	26%
Sending / receiving e-mails	614	659	400	327	636	601	763	938	1061
	97%	97%	95%	96%	96%	96%	97%	98%	95%
Following / pursuing hobbies	371	391	238	164	370	362	432	628	537
	59%	58%	56%	48%	56%	58%	55%	66%	48%
Online shopping	589	624	374	277	590	564	709	881	982
	93%	92%	88%	81%	89%	90%	90%	92%	88%
Watching videos / television / films	311	370	210	135	318	307	402	743	283
	49%	55%	50%	39%	48%	49%	51%	78%	25%
Reading the news	503	514	310	204	488	454	589	768	762
	79%	76%	73%	60%	74%	73%	74%	80%	68%
Passing the time	438	509	333	261	494	450	597	821	719
	69%	75%	79%	76%	75%	72%	76%	86%	64%

Which of the following do you use the Internet for? Please tick all that apply.

| | Existing User | | ISP | | | | | | | |
	User of Amazon or iTunes Recommendations	Non User of Amazon or iTunes Recommendations	BT	Orange	Sky	TalkTalk	Tiscali	Virgin	Other
Social networking	423	640	219	66	116	78	53	289	243
	61%	46%	52%	47%	58%	47%	38%	53%	52%
Instant messaging / chat rooms	309	479	176	44	74	63	44	220	166
	45%	35%	42%	32%	37%	37%	31%	41%	36%
Skype or other voice over IP (VoIP) services	186	275	98	20	41	36	25	140	102
	27%	20%	23%	14%	20%	22%	18%	26%	22%
Sharing content with friends	347	502	182	54	98	72	47	213	183
	50%	36%	43%	38%	49%	43%	34%	39%	39%
Downloading music	402	478	178	47	97	65	45	243	205
	58%	35%	42%	34%	49%	39%	33%	45%	44%
For work purposes	393	505	197	62	93	64	54	215	211
	57%	36%	47%	45%	47%	38%	39%	40%	45%
Playing games	352	621	205	51	110	71	51	274	211
	51%	45%	49%	36%	55%	43%	36%	51%	45%
Sending / receiving e-mails	670	1330	409	132	190	165	136	526	441
	97%	96%	97%	94%	95%	98%	98%	97%	95%
Following / pursuing hobbies	443	722	232	71	111	95	78	303	275
	64%	52%	55%	51%	55%	57%	56%	56%	59%
Online shopping	665	1199	388	126	184	143	127	472	423
	96%	87%	92%	90%	92%	85%	91%	87%	91%
Watching videos / television / films	435	592	205	63	111	84	77	257	230
	63%	43%	49%	45%	55%	50%	55%	48%	49%
Reading the news	588	942	314	97	151	125	100	400	342
	85%	68%	75%	70%	75%	74%	72%	74%	74%
Passing the time	546	995	308	106	159	124	102	408	334
	79%	72%	73%	75%	79%	74%	74%	75%	72%

Do you ever use online services such as the Apple Genius Bar or Amazon's personalised recommendations that use information about songs you've downloaded or books you've previously bought online to suggest new songs or books you might like to buy?

| | Total | Gender | | Age | | | | | |
		Male	Female	18–24	25–34	35–44	45–54	55–64	65 and over
Yes, I use the Apple Genius Bar or Amazon's personalised recommendations	692	337	355	143	157	170	109	64	50
	33%	33%	34%	48%	43%	35%	30%	22%	18%
No, I've never heard of these services before now	780	387	392	77	119	186	134	120	143
	38%	38%	38%	26%	32%	39%	37%	43%	51%
No, I've heard of them but haven't got round to using them	380	187	193	56	70	88	73	51	43
	18%	18%	18%	19%	19%	18%	20%	18%	15%
No, I've heard of them and don't want to use them	223	119	104	23	21	38	48	48	44
	11%	12%	10%	8%	6%	8%	13%	17%	16%

Do you ever use online services such as the Apple Genius Bar or Amazon's personalised recommendations that use information about songs you've downloaded or books you've previously bought online to suggest new songs or books you might like to buy?

	Socio-Economic Group				Region			Type of Internet User	
	AB	C1	C2	DE	North	Midlands	South	Advanced User	Basic User
Yes, I use the Apple Genius Bar or Amazon's personalised recommendations	228	262	126	76	223	201	267	396	296
	36%	39%	30%	22%	34%	32%	34%	41%	26%
No, I've never heard of these services before now	219	231	179	151	251	258	271	289	490
	35%	34%	42%	44%	38%	41%	34%	30%	44%
No, I've heard of them but haven't got round to using them	125	127	81	47	124	92	165	195	185
	20%	19%	19%	14%	19%	15%	21%	20%	17%
No, I've heard of them and don't want to use them	61	58	37	68	63	73	87	74	149
	10%	8%	9%	20%	10%	12%	11%	8%	13%

Do you ever use online services such as the Apple Genius Bar or Amazon's personalised recommendations that use information about songs you've downloaded or books you've previously bought online to suggest new songs or books you might like to buy?

	Existing User		ISP						
	User of Amazon or iTunes Recommendations	Non User of Amazon or iTunes Recommendations	BT	Orange	Sky	TalkTalk	Tiscali	Virgin	Other
Yes, I use the Apple Genius Bar or Amazon's personalised recommendations	692	0	156	32	72	45	42	165	180
	100%	0%	37%	23%	36%	27%	30%	31%	39%
No, I've never heard of these services before now	0	780	154	54	67	80	54	218	151
	0%	56%	37%	39%	34%	48%	39%	40%	32%
No, I've heard of them but haven't got round to using them	0	380	72	28	39	29	29	95	89
	0%	27%	17%	20%	19%	17%	21%	18%	19%
No, I've heard of them and don't want to use them	0	223	39	25	22	14	15	63	45
	0%	16%	9%	18%	11%	8%	11%	12%	10%

Having seen this demonstration, do you like this service? [Asked after demonstration video]

	Total	Gender		Age					
		Male	Female	18–24	25–34	35–44	45–54	55–64	65 and over
Yes – I like it a lot	213	119	94	44	39	45	30	32	22
	10%	12%	9%	15%	11%	9%	8%	11%	8%
Yes – I like it	1171	545	626	168	223	283	205	149	144
	56%	53%	60%	56%	61%	59%	56%	53%	51%
No – I dislike it	411	210	201	57	66	100	68	60	59
	20%	20%	19%	19%	18%	21%	19%	21%	21%
No – I dislike it a lot	116	82	34	15	17	29	22	18	16
	6%	8%	3%	5%	5%	6%	6%	6%	6%
I don't understand / I don't know	164	73	90	16	21	25	38	24	39
	8%	7%	9%	5%	6%	5%	11%	9%	14%

Having seen this demonstration, do you like this service? [Asked after demonstration video]

	Socio-Economic Group				Region			Type of Internet User	
	AB	C1	C2	DE	North	Midlands	South	Advanced User	Basic User
Yes – I like it a lot	67	67	43	36	71	55	88	122	91
	11%	10%	10%	11%	11%	9%	11%	13%	8%
Yes – I like it	337	390	249	195	391	342	438	565	606
	53%	58%	59%	57%	59%	55%	55%	59%	54%
No – I dislike it	133	142	82	54	116	144	151	168	243
	21%	21%	19%	16%	17%	23%	19%	18%	22%
No – I dislike it a lot	46	39	14	17	38	28	50	49	67
	7%	6%	3%	5%	6%	5%	6%	5%	6%
I don't understand / I don't know	50	39	35	40	46	55	63	51	113
	8%	6%	8%	12%	7%	9%	8%	5%	10%

Having seen this demonstration, do you like this service? [Asked after demonstration video]

	Existing User		ISP						
	User of Amazon or iTunes Recommendations	Non User of Amazon or iTunes Recommendations	BT	Orange	Sky	TalkTalk	Tiscali	Virgin	Other
Yes – I like it a lot	86	127	54	19	29	13	13	44	42
	12%	9%	13%	13%	15%	8%	10%	8%	9%
Yes – I like it	417	754	246	69	114	104	71	316	251
	60%	55%	58%	49%	57%	62%	51%	58%	54%
No – I dislike it	122	289	73	31	34	29	37	112	95
	18%	21%	17%	22%	17%	17%	27%	21%	20%
No – I dislike it a lot	33	83	22	9	10	9	8	25	33
	5%	6%	5%	6%	5%	5%	6%	5%	7%
I don't understand / I don't know	34	130	26	14	14	13	9	44	45
	5%	9%	6%	10%	7%	8%	6%	8%	10%

Having seen this demonstration, do you like this service? [Asked after demonstration video] ONLY THOSE EXPRESSING AN OPINION

	Total	Gender		Age					
		Male	Female	18–24	25–34	35–44	45–54	55–64	65 and over
Yes – I like it a lot	213	119	94	44	39	45	30	32	22
	11%	12%	10%	16%	11%	10%	9%	12%	9%
Yes – I like it	1171	545	626	168	223	283	205	149	144
	61%	57%	66%	59%	64%	62%	63%	58%	60%
No – I dislike it	411	210	201	57	66	100	68	60	59
	22%	22%	21%	20%	19%	22%	21%	23%	25%
No – I dislike it a lot	116	82	34	15	17	29	22	18	16
	6%	9%	4%	5%	5%	6%	7%	7%	7%

Having seen this demonstration, do you like this service? [Asked after demonstration video] ONLY THOSE EXPRESSING AN OPINION

	Socio-Economic Group				Region			Type of Internet User	
	AB	C1	C2	DE	North	Midlands	South	Advanced User	Basic User
Yes – I like it a lot	67	67	43	36	71	55	88	122	91
	11%	11%	11%	12%	12%	10%	12%	14%	9%
Yes – I like it	337	390	249	195	391	342	438	565	606
	58%	61%	64%	64%	64%	60%	60%	62%	60%
No – I dislike it	133	142	82	54	116	144	151	168	243
	23%	22%	21%	18%	19%	25%	21%	19%	24%
No – I dislike it a lot	46	39	14	17	38	28	50	49	67
	8%	6%	4%	6%	6%	5%	7%	5%	7%

Having seen this demonstration, do you like this service? [Asked after demonstration video] ONLY THOSE EXPRESSING AN OPINION

| | Existing User | | ISP | | | | | | |
	User of Amazon or iTunes Recommendations	Non User of Amazon or iTunes Recommendations	BT	Orange	Sky	TalkTalk	Tiscali	Virgin	Other
Yes – I like it a lot	86	127	54	19	29	13	13	44	42
	13%	10%	14%	15%	16%	8%	10%	9%	10%
Yes – I like it	417	754	246	69	114	104	71	316	251
	63%	60%	62%	54%	61%	67%	55%	64%	60%
No – I dislike it	122	289	73	31	34	29	37	112	95
	19%	23%	19%	24%	18%	19%	29%	23%	23%
No – I dislike it a lot	33	83	22	9	10	9	8	25	33
	5%	7%	6%	7%	5%	6%	6%	5%	8%

Having seen Discover's protection against online fraud, in addition to its personalisation service, do you like this service? [Asked after information / screenshot on Discover's online fraud protection]

	Total	Gender		Age					
		Male	Female	18–24	25–34	35–44	45–54	55–64	65 and over
Yes – I like it a lot	360	176	183	63	72	84	51	50	39
	17%	17%	18%	21%	20%	17%	14%	18%	14%
Yes – I like it	1223	582	641	165	209	298	217	169	165
	59%	57%	61%	55%	57%	62%	60%	60%	59%
No – I dislike it	293	166	127	41	60	59	54	43	36
	14%	16%	12%	14%	16%	12%	15%	15%	13%
No – I dislike it a lot	68	51	17	12	14	15	15	7	6
	3%	5%	2%	4%	4%	3%	4%	2%	2%
I don't understand / I don't know	130	53	77	18	11	26	26	14	34
	6%	5%	7%	6%	3%	5%	7%	5%	12%

Having seen Discover's protection against online fraud, in addition to its personalisation service, do you like this service? [Asked after information / screenshot on Discover's online fraud protection]

	Socio-Economic Group				Region			Type of Internet User	
	AB	C1	C2	DE	North	Midlands	South	Advanced User	Basic User
Yes – I like it a lot	118	108	70	63	120	104	136	188	172
	19%	16%	17%	18%	18%	17%	17%	20%	15%
Yes – I like it	340	411	268	205	400	362	461	553	670
	54%	61%	63%	60%	61%	58%	58%	58%	60%
No – I dislike it	99	108	57	29	88	96	109	131	162
	16%	16%	14%	8%	13%	15%	14%	14%	14%
No – I dislike it a lot	28	20	4	16	23	16	30	33	36
	4%	3%	1%	5%	3%	3%	4%	3%	3%
I don't understand / I don't know	47	30	23	30	30	46	54	50	80
	7%	4%	5%	9%	5%	7%	7%	5%	7%

Having seen Discover's protection against online fraud, in addition to its personalisation service, do you like this service? [Asked after information / screenshot on Discover's online fraud protection]

	Existing User		ISP						
	User of Amazon or iTunes Recommendations	Non User of Amazon or iTunes Recommendations	BT	Orange	Sky	TalkTalk	Tiscali	Virgin	Other
Yes – I like it a lot	152	208	73	26	49	25	20	93	75
	22%	15%	17%	19%	24%	15%	14%	17%	16%
Yes – I like it	402	821	257	85	105	109	87	324	256
	58%	59%	61%	61%	53%	65%	62%	60%	55%
No – I dislike it	88	205	49	16	27	20	23	76	82
	13%	15%	12%	11%	14%	12%	16%	14%	18%
No – I dislike it a lot	17	51	14	1	4	4	2	21	22
	2%	4%	3%	1%	2%	3%	2%	4%	5%
I don't understand / I don't know	33	97	29	11	15	10	7	28	30
	5%	7%	7%	8%	8%	6%	5%	5%	6%

Having seen Discover's protection against online fraud, in addition to its personalisation service, do you like this service? [Asked after information / screenshot on Discover's online fraud protection] ONLY THOSE EXPRESSING AN OPINION

	Total	Gender		Age					
		Male	Female	18–24	25–34	35–44	45–54	55–64	65 and over
Yes – I like it a lot	360	176	183	63	72	84	51	50	39
	19%	18%	19%	23%	20%	18%	15%	19%	16%
Yes – I like it	1223	582	641	165	209	298	217	169	165
	63%	60%	66%	59%	59%	65%	64%	63%	67%
No – I dislike it	293	166	127	41	60	59	54	43	36
	15%	17%	13%	15%	17%	13%	16%	16%	15%
No – I dislike it a lot	68	51	17	12	14	15	15	7	6
	4%	5%	2%	4%	4%	3%	5%	2%	2%

Having seen Discover's protection against online fraud, in addition to its personalisation service, do you like this service? [Asked after information / screenshot on Discover's online fraud protection] ONLY THOSE EXPRESSING AN OPINION

	Socio-Economic Group				Region			Type of Internet User	
	AB	C1	C2	DE	North	Midlands	South	Advanced User	Basic User
Yes – I like it a lot	118	108	70	63	120	104	136	188	172
	20%	17%	18%	20%	19%	18%	19%	21%	17%
Yes – I like it	340	411	268	205	400	362	461	553	670
	58%	63%	67%	66%	63%	63%	63%	61%	64%
No – I dislike it	99	108	57	29	88	96	109	131	162
	17%	17%	14%	9%	14%	17%	15%	14%	16%
No – I dislike it a lot	28	20	4	16	23	16	30	33	36
	5%	3%	1%	5%	4%	3%	4%	4%	3%

Having seen Discover's protection against online fraud, in addition to its personalisation service, do you like this service? [Asked after information / screenshot on Discover's online fraud protection] ONLY THOSE EXPRESSING AN OPINION

	Existing User		ISP						
	User of Amazon or iTunes Recommendations	Non User of Amazon or iTunes Recommendations	BT	Orange	Sky	TalkTalk	Tiscali	Virgin	Other
Yes – I like it a lot	152	208	73	26	49	25	20	93	75
	23%	16%	19%	20%	26%	16%	15%	18%	17%
Yes – I like it	402	821	257	85	105	109	87	324	256
	61%	64%	65%	66%	57%	69%	66%	63%	59%
No – I dislike it	88	205	49	16	27	20	23	76	82
	13%	16%	13%	12%	15%	13%	17%	15%	19%
No – I dislike it a lot	17	51	14	1	4	4	2	21	22
	3%	4%	4%	1%	2%	3%	2%	4%	5%

On average, how many hours do you spend online each week?

		Gender				Age			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 and over
Including time spent browsing, sending / receiving e-mails, downloading files, playing games and any other activity that requires you to use the Internet	21	23	20	23	23	21	23	19	19
Only time spent browsing the Internet	16	18	14	18	19	16	16	14	13

On average, how many hours do you spend online each week?

	Socio-Economic Group				Region			Type of Internet User	
	AB	C1	C2	DE	North	Midlands	South	Advanced User	Basic User
Including time spent browsing, sending / receiving e-mails, downloading files, playing games and any other activity that requires you to use the Internet	20	22	21	22	21	22	21	24	18
Only time spent browsing the Internet	15	17	16	17	16	17	16	19	14

On average, how many hours do you spend online each week?

| | Existing User | | | | ISP | | | | |
	User of Amazon or iTunes Recommendations	Non User of Amazon or iTunes Recommendations	BT	Orange	Sky	TalkTalk	Tiscali	Virgin	Other
Including time spent browsing, sending / receiving e-mails, downloading files, playing games and any other activity that requires you to use the Internet	23	20	22	19	21	20	21	22	22
Only time spent browsing the Internet	18	15	16	15	16	16	15	17	17

Overall, how concerned are you about online security issues (e.g. fraud and identity theft)? Are you...

	Total	Gender		Age					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65 and over
Very concerned	711	342	369	83	110	161	129	116	112
	34%	33%	35%	28%	30%	33%	35%	41%	40%
Fairly concerned	981	479	501	150	183	220	171	128	130
	47%	47%	48%	50%	50%	46%	47%	45%	46%
Neither concerned nor unconcerned	243	129	115	40	45	63	43	26	26
	12%	12%	11%	13%	12%	13%	12%	9%	9%
Fairly unconcerned	112	60	52	23	24	31	14	11	9
	5%	6%	5%	8%	6%	6%	4%	4%	3%
Very unconcerned	26	21	5	3	5	7	6	2	2
	1%	2%	0%	1%	1%	1%	2%	1%	1%
Don't know	3	0	3	1	0	0	0	0	1
	0%	0%	0%	0%	0%	0%	0%	0%	0%

Overall, how concerned are you about online security issues (e.g. fraud and identity theft)? Are you...

	Socio-Economic Group				Region			Type of Internet User	
	AB	C1	C2	DE	North	Midlands	South	Advanced User	Basic User
Very concerned	212	236	156	107	235	201	275	335	376
	34%	35%	37%	31%	36%	32%	35%	35%	34%
Fairly concerned	309	315	190	167	318	307	356	427	554
	49%	46%	45%	49%	48%	49%	45%	45%	49%
Neither concerned nor unconcerned	60	77	54	52	70	70	104	114	129
	9%	11%	13%	15%	11%	11%	13%	12%	12%
Fairly unconcerned	40	44	18	10	34	37	41	64	49
	6%	7%	4%	3%	5%	6%	5%	7%	4%
Very unconcerned	10	6	4	6	5	7	14	15	10
	2%	1%	1%	2%	1%	1%	2%	2%	1%
Don't know	1	1	1	0	0	1	1	0	3
	0%	0%	0%	0%	0%	0%	0%	0%	0%

Overall, how concerned are you about online security issues (e.g. fraud and identity theft)? Are you...

	Existing User		ISP						
	User of Amazon or iTunes Recommendations	Non User of Amazon or iTunes Recommendations	BT	Orange	Sky	TalkTalk	Tiscali	Virgin	Other
Very concerned	238	472	154	45	78	63	41	183	148
	34%	34%	36%	32%	39%	37%	30%	34%	32%
Fairly concerned	328	653	191	63	94	73	73	254	233
	47%	47%	45%	45%	47%	43%	53%	47%	50%
Neither concerned nor unconcerned	74	169	50	18	22	24	13	70	45
	11%	12%	12%	13%	11%	14%	9%	13%	10%
Fairly unconcerned	46	66	22	12	6	8	7	29	29
	7%	5%	5%	8%	3%	5%	5%	5%	6%
Very unconcerned	6	19	4	2	1	0	5	6	8
	1%	1%	1%	1%	0%	0%	3%	1%	2%
Don't know	0	3	1	0	0	0	0	0	2
	0%	0%	0%	0%	0%	0%	0%	0%	0%

Which ISP (Internet Service Provider) are you currently using at home?

		Gender				Age			
	Total	Male	Female	18–24	25–34	35–44	45–54	55–64	65 and over
Aquiss	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%
BT	422	196	226	78	51	86	88	60	58
	20%	19%	22%	26%	14%	18%	24%	21%	21%
Eclipse Internet	5	3	2	1	1	0	0	1	2
	0%	0%	0%	0%	0%	0%	0%	0%	1%
Entanet	1	1	0	0	1	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%
Fast	2	2	0	0	0	1	0	0	1
	0%	0%	0%	0%	0%	0%	0%	0%	0%
ICUK	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%
IDNet	5	2	2	0	0	2	2	1	0
	0%	0%	0%	0%	0%	0%	1%	0%	0%
Naims	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%
O2	65	40	25	15	20	19	3	6	1
	3%	4%	2%	5%	5%	4%	1%	2%	0%
Orange	140	73	67	11	28	37	30	18	16
	7%	7%	6%	4%	8%	8%	8%	7%	6%
Sky	200	94	106	25	55	53	28	22	16
	10%	9%	10%	8%	15%	11%	8%	8%	6%
SurfAnyTime	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%
Talk Talk	168	85	83	14	29	41	26	20	39
	8%	8%	8%	5%	8%	8%	7%	7%	14%
TescoNet	18	11	7	1	2	8	2	3	3
	1%	1%	1%	0%	0%	2%	1%	1%	1%
Thus	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%
Tiscali	139	66	73	13	21	38	21	24	23
	7%	6%	7%	4%	6%	8%	6%	8%	8%
TitanADSL	2	1	1	0	0	0	0	2	0
	0%	0%	0%	0%	0%	0%	0%	1%	0%
UKFSN	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%

Which ISP (Internet Service Provider) are you currently using at home?

		Gender				Age			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 and over
Virgin Media	542	261	280	87	96	118	95	74	72
	26%	25%	27%	29%	26%	24%	26%	26%	26%
Vispa	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%
Vodafone	13	7	5	2	5	1	3	1	0
	1%	1%	1%	1%	1%	0%	1%	0%	0%
Zen	11	6	5	0	2	6	1	2	0
	1%	1%	0%	0%	1%	1%	0%	1%	0%
Other	303	165	139	37	54	64	57	46	46
	15%	16%	13%	12%	15%	13%	16%	16%	16%
Don't know / not sure	40	17	24	16	3	9	7	4	2
	2%	2%	2%	5%	1%	2%	2%	1%	1%

Which ISP (Internet Service Provider) are you currently using at home?

	Socio-Economic Group				Region			Type of Internet User	
	AB	C1	C2	DE	North	Midlands	South	Advanced User	Basic User
Aquiss	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%
BT	154	127	89	52	127	122	173	205	217
	24%	19%	21%	15%	19%	20%	22%	21%	19%
Eclipse Internet	1	2	2	0	1	1	3	2	3
	0%	0%	0%	0%	0%	0%	0%	0%	0%
Entanet	0	1	0	0	0	0	1	1	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%
Fast	1	1	0	0	1	1	0	1	1
	0%	0%	0%	0%	0%	0%	0%	0%	0%
ICUK	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%
IDNet	2	0	3	0	0	4	1	2	2
	0%	0%	1%	0%	0%	1%	0%	0%	0%
Naims	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%
O2	18	33	8	6	26	13	25	41	24
	3%	5%	2%	2%	4%	2%	3%	4%	2%
Orange	33	43	41	23	48	52	40	54	86
	5%	6%	10%	7%	7%	8%	5%	6%	8%
Sky	57	79	31	34	62	56	82	102	98
	9%	12%	7%	10%	9%	9%	10%	11%	9%
SurfAnyTime	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%
Talk Talk	51	52	33	32	70	33	64	71	96
	8%	8%	8%	9%	11%	5%	8%	7%	9%
TescoNet	4	7	7	0	5	4	9	7	11
	1%	1%	2%	0%	1%	1%	1%	1%	1%
Thus	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%
Tiscali	35	57	29	17	45	34	60	48	91
	6%	8%	7%	5%	7%	5%	8%	5%	8%
TitanADSL	1	0	0	1	0	0	2	0	2
	0%	0%	0%	0%	0%	0%	0%	0%	0%
UKFSN	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%

Which ISP (Internet Service Provider) are you currently using at home?

	Socio-Economic Group				Region			Type of Internet User	
	AB	C1	C2	DE	North	Midlands	South	Advanced User	Basic User
Virgin Media	150	163	120	109	166	195	180	264	278
	24%	24%	28%	32%	25%	31%	23%	28%	25%
Vispa	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%
Vodafone	0	9	3	1	1	3	9	9	4
	0%	1%	1%	0%	0%	0%	1%	1%	0%
Zen	7	2	1	1	3	5	3	5	6
	1%	0%	0%	0%	0%	1%	0%	0%	1%
Other	109	90	51	54	96	82	125	123	180
	17%	13%	12%	16%	14%	13%	16%	13%	16%
Don't know / not sure	11	12	5	12	10	18	13	21	20
	2%	2%	1%	4%	1%	3%	2%	2%	2%

Which ISP (Internet Service Provider) are you currently using at home?

	Existing User		ISP						
	User of Amazon or iTunes Recommendations	Non User of Amazon or iTunes Recommendations	BT	Orange	Sky	TalkTalk	Tiscali	Virgin	Other
Aquiss	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%
BT	156	265	422	0	0	0	0	0	0
	23%	19%	100%	0%	0%	0%	0%	0%	0%
Eclipse Internet	1	4	0	0	0	0	0	0	5
	0%	0%	0%	0%	0%	0%	0%	0%	1%
Entanet	1	0	0	0	0	0	0	0	1
	0%	0%	0%	0%	0%	0%	0%	0%	0%
Fast	1	1	0	0	0	0	0	0	2
	0%	0%	0%	0%	0%	0%	0%	0%	0%
ICUK	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%
IDNet	0	5	0	0	0	0	0	0	5
	0%	0%	0%	0%	0%	0%	0%	0%	1%
Naims	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%
O2	31	34	0	0	0	0	0	0	65
	4%	2%	0%	0%	0%	0%	0%	0%	14%
Orange	32	108	0	140	0	0	0	0	0
	5%	8%	0%	100%	0%	0%	0%	0%	0%
Sky	72	128	0	0	200	0	0	0	0
	10%	9%	0%	0%	100%	0%	0%	0%	0%
SurfAnyTime	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%
Talk Talk	45	123	0	0	0	168	0	0	0
	6%	9%	0%	0%	0%	100%	0%	0%	0%
TescoNet	6	13	0	0	0	0	0	0	18
	1%	1%	0%	0%	0%	0%	0%	0%	4%
Thus	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%
Tiscali	42	97	0	0	0	0	139	0	0
	6%	7%	0%	0%	0%	0%	100%	0%	0%
TitanADSL	1	1	0	0	0	0	0	0	2
	0%	0%	0%	0%	0%	0%	0%	0%	0%
UKFSN	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%

Which ISP (Internet Service Provider) are you currently using at home?

	Existing User		ISP						
	User of Amazon or iTunes Recommendations	Non User of Amazon or iTunes Recommendations	BT	Orange	Sky	TalkTalk	Tiscali	Virgin	Other
Virgin Media	165	376	0	0	0	0	0	542	0
	24%	27%	0%	0%	0%	0%	0%	100%	0%
Vispa	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%
Vodafone	3	10	0	0	0	0	0	0	13
	0%	1%	0%	0%	0%	0%	0%	0%	3%
Zen	8	3	0	0	0	0	0	0	11
	1%	0%	0%	0%	0%	0%	0%	0%	2%
Other	120	183	0	0	0	0	0	0	303
	17%	13%	0%	0%	0%	0%	0%	0%	65%
Don't know / not sure	8	32	0	0	0	0	0	0	40
	1%	2%	0%	0%	0%	0%	0%	0%	9%

Demographics

		Gender		Age					
		Male	Female	18–24	25–34	35–44	45–54	55–64	65 and over
Gender	Male	1030	0	116	183	240	209	138	143
		100%	0%	39%	50%	50%	58%	49%	51%
	Female	0	1045	184	184	241	155	145	137
		0%	100%	61%	50%	50%	42%	51%	49%
Age	18–24	116	184	300	0	0	0	0	0
		11%	18%	100%	0%	0%	0%	0%	0%
	25–34	183	184	0	367	0	0	0	0
		18%	18%	0%	100%	0%	0%	0%	0%
	35–44	240	241	0	0	482	0	0	0
		23%	23%	0%	0%	100%	0%	0%	0%
	45–54	209	155	0	0	0	364	0	0
		20%	15%	0%	0%	0%	100%	0%	0%
	55–64	138	145	0	0	0	0	283	0
		13%	14%	0%	0%	0%	0%	100%	0%
	65 and over	143	137	0	0	0	0	0	280
		14%	13%	0%	0%	0%	0%	0%	100%
Socio-Economic Group	AB	322	311	84	90	136	106	95	122
		31%	30%	28%	25%	28%	29%	34%	43%
	C1	331	347	107	158	153	104	85	71
		32%	33%	36%	43%	32%	29%	30%	25%
	C2	219	203	59	72	119	83	61	28
		21%	19%	20%	20%	25%	23%	21%	10%
	DE	158	183	48	47	74	71	43	59
		15%	18%	16%	13%	15%	19%	15%	21%
Region	North	325	336	83	125	157	117	91	88
		32%	32%	28%	34%	33%	32%	32%	32%
	Midlands	334	290	98	102	148	109	70	98
		32%	28%	33%	28%	31%	30%	25%	35%
	South	371	419	120	140	176	138	122	94
		36%	40%	40%	38%	37%	38%	43%	34%

Demographics

		Socio-Economic Group				Region			Type of Internet User	
		AB	C1	C2	DE	North	Midlands	South	Advanced User	Basic User
Gender	Male	322	331	219	158	325	334	371	469	561
		51%	49%	52%	46%	49%	54%	47%	49%	50%
	Female	311	347	203	183	336	290	419	486	559
		49%	51%	48%	54%	51%	46%	53%	51%	50%
Age	18-24	84	107	59	48	83	98	120	243	57
		13%	16%	14%	14%	12%	16%	15%	25%	5%
	25-34	90	158	72	47	125	102	140	230	136
		14%	23%	17%	14%	19%	16%	18%	24%	12%
	35-44	136	153	119	74	157	148	176	212	270
		21%	23%	28%	22%	24%	24%	22%	22%	24%
	45-54	106	104	83	71	117	109	138	138	226
		17%	15%	20%	21%	18%	17%	17%	14%	20%
	55-64	95	85	61	43	91	70	122	75	208
		15%	12%	14%	13%	14%	11%	15%	8%	19%
	65 and over	122	71	28	59	88	98	94	57	223
		19%	11%	7%	17%	13%	16%	12%	6%	20%
Socio-Economic Group	AB	633	0	0	0	184	202	246	268	364
		100%	0%	0%	0%	28%	32%	31%	28%	33%
	C1	0	678	0	0	242	180	255	356	322
		0%	100%	0%	0%	37%	29%	32%	37%	29%
	C2	0	0	423	0	127	126	170	194	229
		0%	0%	100%	0%	19%	20%	22%	20%	20%
	DE	0	0	0	342	108	116	118	137	205
		0%	0%	0%	100%	16%	19%	15%	14%	18%
Region	North	184	242	127	108	661	0	0	306	355
		29%	36%	30%	32%	100%	0%	0%	32%	32%
	Midlands	202	180	126	116	0	624	0	278	346
		32%	27%	30%	34%	0%	100%	0%	29%	31%
	South	246	255	170	118	0	0	790	370	420
		39%	38%	40%	35%	0%	0%	100%	39%	38%

Demographics

		Existing User		ISP						
		User of Amazon or iTunes Recommendations	Non User of Amazon or iTunes Recommendations	BT	Orange	Sky	TalkTalk	Tiscali	Virgin	Other
Gender	Male	337	693	196	73	94	85	66	261	255
		49%	50%	46%	52%	47%	50%	48%	48%	55%
	Female	355	690	226	67	106	83	73	280	210
		51%	50%	54%	48%	53%	50%	52%	52%	45%
Age	18–24	143	157	78	11	25	14	13	87	72
		21%	11%	19%	8%	13%	8%	9%	16%	15%
	25–34	157	210	51	28	55	29	21	96	87
		23%	15%	12%	20%	28%	17%	15%	18%	19%
	35–44	170	312	86	37	53	41	38	118	109
		25%	23%	20%	26%	26%	24%	27%	22%	24%
	45–54	109	255	88	30	28	26	21	95	77
		16%	18%	21%	21%	14%	16%	15%	17%	16%
	55–64	64	219	60	18	22	20	24	74	64
		9%	16%	14%	13%	11%	12%	17%	14%	14%
	65 and over	50	230	58	16	16	39	23	72	56
		7%	17%	14%	11%	8%	23%	17%	13%	12%
Socio-Economic Group	AB	228	404	154	33	57	51	35	150	154
		33%	29%	36%	24%	28%	30%	25%	28%	33%
	C1	262	415	127	43	79	52	57	163	156
		38%	30%	30%	31%	39%	31%	41%	30%	34%
	C2	126	297	89	41	31	33	29	120	80
		18%	21%	21%	29%	15%	20%	21%	22%	17%
	DE	76	266	52	23	34	32	17	109	75
		11%	19%	12%	16%	17%	19%	12%	20%	16%
Region	North	223	438	127	48	62	70	45	166	143
		32%	32%	30%	34%	31%	42%	32%	31%	31%
	Midlands	201	423	122	52	56	33	34	195	131
		29%	31%	29%	38%	28%	20%	24%	36%	28%
	South	267	523	173	40	82	64	60	180	190
		39%	38%	41%	28%	41%	38%	43%	33%	41%