

	Gender		Age					Social Grade		
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 +	ABC1	C2DE	
<b>All GB Adults</b>	<b>2168</b>	1041	1127	238	432	341	386	770	1171	997
<b>Unweighted Sample</b>	<b>2168</b>	1044	1124	248	425	336	397	762	1044	1124
	%	%	%	%	%	%	%	%	%	%

**Now thinking about watching TV on-demand...**

**Approximately how much TV do you record or watch ON-DEMAND per week?**

None	<b>39</b>	41	38	35	46	42	39	37	40	39
Up to 1 hour	<b>11</b>	11	11	21	10	10	12	9	11	11
More than 1 up to 3 hours	<b>16</b>	15	17	18	18	17	15	15	16	16
More than 3 up to 6 hours	<b>13</b>	14	12	12	12	13	13	14	14	12
More than 6 up to 10 hours	<b>9</b>	10	8	4	6	10	10	11	9	8
10 hours or more	<b>8</b>	6	10	6	4	4	8	12	7	9
Don't know	<b>4</b>	3	5	5	4	4	4	4	3	5
Mean	<b>2.68</b>	2.56	2.80	2.15	2.05	2.40	2.81	3.26	2.65	2.72

**Which if any of the following devices do you use to record programmes for later viewing? [Please tick all that apply]**

VHS	<b>27</b>	27	26	22	13	23	29	36	25	29
DVD recorder	<b>18</b>	20	16	12	10	18	17	25	19	17
Hard Disk recorder	<b>14</b>	18	10	8	13	15	14	14	16	10
Sky+	<b>22</b>	24	20	23	23	22	23	19	23	19
Internet catch up service (e.g. BBC iPlayer 4 on Demand etc.)	<b>16</b>	19	13	32	21	19	13	9	18	14
On-demand TV service (e.g. Virgin Media Tiscali TV etc.)	<b>11</b>	10	12	12	14	10	12	10	11	11
Other	<b>2</b>	2	2	3	2	1	2	1	1	2
Not applicable - I do not record programmes	<b>23</b>	19	27	23	32	23	20	20	21	25
Don't know	<b>1</b>	1	1	3	1	0	2	0	1	1

**Internet TV or video allows viewers to watch streamed on-demand content on a PC or other media device. This is done through a downloaded branded player or service. These players and services include YouTube, BBC iPlayer, 4 On Demand (4OD), ITV on Demand, Sky Anytime and Joost**

**Have you ever watched Internet TV or video?**

Yes in the past 7 days	<b>22</b>	29	16	45	32	26	15	12	25	19
Yes in the past month but not in the past 7 days	<b>14</b>	15	14	16	17	17	13	12	15	14
Yes but over a month ago	<b>12</b>	12	13	15	14	16	12	10	11	14
No - I have heard of these services but have never used them	<b>42</b>	37	46	15	30	35	50	55	41	42
No - I have never heard of these services	<b>6</b>	4	8	3	4	3	8	8	5	7
Don't know/ can't recall	<b>3</b>	3	3	7	4	3	3	2	2	5

	Region						Have you ever watched Internet TV or video?						
	Total	London	Rest of South	Midlands / Wales	North	Northern Ireland	Scotland	Yes in the past 7 days	Yes in the past month but not in the past 7 days	Yes but over a month ago	No – I have heard of these services but have never used them	No – I have never heard of these services	Don't know/ can't recall
<b>All GB Adults</b>	<b>2168</b>	265	680	454	522	59	189	486	311	270	901	129	70
<b>Unweighted Sample</b>	<b>2168</b>	221	755	429	538	61	164	503	315	275	878	127	70
	%	%	%	%	%	%	%	%	%	%	%	%	%

**Now thinking about watching TV on-demand...**

**Approximately how much TV do you record or watch ON-DEMAND per week?**

None	39	42	38	42	39	35	38	33	42	40	43	36	30
Up to 1 hour	11	13	12	10	10	8	13	15	13	15	8	5	6
More than 1 up to 3 hours	16	15	16	15	17	8	21	21	11	13	15	19	13
More than 3 up to 6 hours	13	11	14	13	13	18	13	14	12	18	12	11	9
More than 6 up to 10 hours	9	8	9	9	8	17	7	7	10	8	10	6	9
10 hours or more	8	7	7	8	9	11	8	6	8	4	9	16	9
Don't know	4	4	4	3	5	3	1	3	3	3	3	7	26
Mean	<b>2.68</b>	<b>2.37</b>	<b>2.70</b>	<b>2.69</b>	<b>2.75</b>	<b>3.75</b>	<b>2.53</b>	<b>2.49</b>	<b>2.68</b>	<b>2.34</b>	<b>2.76</b>	<b>3.39</b>	<b>3.20</b>

**Which if any of the following devices do you use to record programmes for later viewing? [Please tick all that apply]**

VHS	27	24	29	28	26	23	25	25	26	23	29	31	12
DVD recorder	18	16	18	16	22	22	13	18	20	20	17	14	17
Hard Disk recorder	14	15	15	9	16	9	13	17	14	14	12	7	10
Sky+	22	18	23	23	21	30	17	20	21	22	22	23	22
Internet catch up service (e.g. BBC iPlayer 4 on Demand etc.)	16	23	14	15	15	20	21	45	27	13	1	1	3
On-demand TV service (e.g. Virgin Media Tiscali TV etc.)	11	9	9	12	13	2	17	13	11	17	10	6	7
Other	2	1	1	2	3	0	1	3	2	4	1	1	2
Not applicable - I do not record programmes	23	27	22	26	20	23	24	17	23	19	27	34	20
Don't know	1	0	1	1	0	4	1	1	0	0	1	0	19

**Internet TV or video allows viewers to watch streamed on-demand content on a PC or other media device. This is done through a downloaded branded player or service. These players and services include YouTube, BBC iPlayer, 4 On Demand (4OD), ITV on Demand, Sky Anytime and Joost**

**Have you ever watched Internet TV or video?**

Yes in the past 7 days	22	35	20	19	21	23	26	100	0	0	0	0	0
Yes in the past month but not in the past 7 days	14	13	15	16	11	17	18	0	100	0	0	0	0
Yes but over a month ago	12	15	11	14	10	15	16	0	0	100	0	0	0
No – I have heard of these services but have never used them	42	29	45	39	50	33	34	0	0	0	100	0	0
No – I have never heard of these services	6	4	6	8	6	7	3	0	0	0	0	100	0
Don't know/ can't recall	3	4	4	3	2	6	2	0	0	0	0	0	100

Total	Gender		Age					Social Grade		
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 +	ABC1	C2DE	
<b>901</b>	386	515	36	129	119	192	426	479	423	
Unweighted Sample	878	388	490	38	127	115	190	408	405	473
	%	%	%	%	%	%	%	%	%	%

**ALL GB Adults who have heard of Internet TV or video but never used them**

**You mentioned that you have heard of Internet TV or Video but never used them...**

**Which if any of the following best describe why this is? [Please tick all that apply]**

Don't want to watch TV or videos on my computer	<b>76</b>	79	73	68	73	68	78	79	75	77
Don't know where to find them	<b>8</b>	7	9	0	5	5	7	11	7	9
Don't have the correct software	<b>10</b>	8	11	7	8	13	6	11	11	8
Scared of viruses	<b>5</b>	4	5	0	9	5	4	4	6	4
Other	<b>7</b>	9	5	12	10	12	8	4	8	6
Don't know	<b>4</b>	2	5	14	5	8	2	3	2	6

Total	Region						Have you ever watched Internet TV or video?						
	London	Rest of South	Midlands / Wales	North	Northern Ireland	Scotland	Yes in the past 7 days	Yes in the past month but not in the past 7 days	Yes but over a month ago	No – I have heard of these services but have never used them	No – I have never heard of these services	Don't know/can't recall	
<b>901</b>	76	303	178	261	19	65	0	0	0	901	0	0	
Unweighted Sample	878	63	326	162	252	19	56	0	0	0	878	0	0
	%	%	%	%	%	%	%	%	%	%	%	%	%

**ALL GB Adults who have heard of Internet TV or video but never used them**

**You mentioned that you have heard of Internet TV or Video but never used them...**

**Which if any of the following best describe why this is? [Please tick all that apply]**

Don't want to watch TV or videos on my computer	<b>76</b>	77	77	76	76	77	69	0	0	0	76	0	0
Don't know where to find them	<b>8</b>	14	9	7	6	16	4	0	0	0	8	0	0
Don't have the correct software	<b>10</b>	15	10	10	9	7	6	0	0	0	10	0	0
Scared of viruses	<b>5</b>	7	4	6	5	6	6	0	0	0	5	0	0
Other	<b>7</b>	6	6	5	6	16	17	0	0	0	7	0	0
Don't know	<b>4</b>	4	4	4	6	0	0	0	0	0	4	0	0

	Gender		Age					Social Grade	
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 +	ABC1	C2DE
<b>Total</b>									
<b>1068</b>	580	488	180	272	201	152	263	605	463
<b>Unweighted Sample</b>	578	515	188	268	199	166	272	565	528
	%	%	%	%	%	%	%	%	%

**ALL GB Adults who have watched Internet TV or video**

**Which of the following Internet TV or video services have you used? [Please tick all that apply]**

Internet TV (e.g. BBC iPlayer ITV on Demand 4OD Joost etc.)	<b>70</b>	73	67	72	72	75	70	64	74	66
YouTube	<b>64</b>	69	59	93	79	64	51	37	62	67
News website (BBC News Online Sun Online Guardian Unlimited etc.)	<b>48</b>	56	38	52	55	47	41	43	51	44
Sports website (e.g. ESPN Sky Sports.com etc.)	<b>15</b>	20	8	21	16	15	11	11	15	14
Online tutorials	<b>12</b>	15	9	15	11	16	11	8	14	9
Other	<b>6</b>	8	5	8	8	7	6	4	6	7
Can't recall	<b>3</b>	2	4	0	1	4	3	7	3	4

**Which if any of the following categories of programmes do/ would you prefer to watch on a computer rather than on a TV? [Please tick all that apply]**

News	<b>24</b>	29	19	24	22	27	20	26	27	21
Sports matches	<b>6</b>	10	2	7	7	8	4	5	6	7
Sports highlights	<b>13</b>	20	4	15	10	15	14	12	14	10
Entertainment	<b>27</b>	29	25	46	26	29	21	16	27	27
Films	<b>12</b>	16	8	23	15	11	6	8	12	14
Short videos (less than 5 minutes)	<b>42</b>	48	35	49	46	44	31	38	42	41
None of these	<b>26</b>	20	33	13	27	25	34	31	27	25
Don't know	<b>7</b>	5	9	8	8	8	6	6	6	8

**Which if any of the following places do you watch/ have you watched internet TV or video? [Please tick all that apply]**

In a home office/ study at home	<b>68</b>	72	62	71	66	65	65	72	71	64
In a communal room at home	<b>39</b>	38	40	45	45	37	36	31	36	42
At work	<b>20</b>	26	12	27	32	21	12	6	25	12
Other (e.g. café hotel etc.)	<b>5</b>	7	3	9	7	5	3	3	6	5
Can't recall	<b>1</b>	1	2	2	1	2	1	2	2	1

**And which of the following device(s) do you use/ have you used to watch Internet TV or video? [Please tick all that apply]**

PC (desktop or laptop)	<b>95</b>	98	93	94	95	97	96	96	96	95
Mobile phone or PDA (Personal Digital Assistant)	<b>9</b>	13	5	13	12	13	5	3	10	7
TV	<b>19</b>	20	18	20	21	18	13	19	19	18
Portable gaming device(s) (e.g. PSP)	<b>5</b>	8	1	6	6	8	2	1	6	4
Other	<b>1</b>	1	1	1	1	1	0	1	1	1
Can't recall	<b>2</b>	1	3	4	1	1	1	2	1	2

	Region						Have you ever watched Internet TV or video?						
	Total	London	Rest of South	Midlands / Wales	North	Northern Ireland	Scotland	Yes in the past 7 days	Yes in the past month but not in the past 7 days	Yes but over a month ago	No – I have heard of these services but have never used them	No – I have never heard of these services	Don't know/can't recall
<b>ALL GB Adults who have watched Internet TV or video</b>	<b>1068</b>	168	308	227	218	32	114	486	311	270	0	0	0
Unweighted Sample	1093	144	354	221	243	33	98	503	315	275	0	0	0
	%	%	%	%	%	%	%	%	%	%	%	%	%

**Which of the following Internet TV or video services have you used? [Please tick all that apply]**

Internet TV (e.g. BBC iPlayer ITV on Demand 4OD Joost etc.)	<b>70</b>	71	68	73	71	75	68	77	73	56	0	0	0
YouTube	<b>64</b>	70	57	63	67	78	69	73	56	58	0	0	0
News website (BBC News Online Sun Online Guardian Unlimited etc.)	<b>48</b>	50	51	44	46	44	50	54	45	41	0	0	0
Sports website (e.g. ESPN Sky Sports.com etc.)	<b>15</b>	17	11	11	16	36	20	16	14	11	0	0	0
Online tutorials	<b>12</b>	13	12	10	10	2	23	14	9	11	0	0	0
Other	<b>6</b>	7	5	6	9	6	5	7	5	6	0	0	0
Can't recall	<b>3</b>	2	4	3	4	0	4	1	3	8	0	0	0

**Which if any of the following categories of programmes do/ would you prefer to watch on a computer rather than on a TV? [Please tick all that apply]**

News	<b>24</b>	27	25	19	26	28	22	27	27	16	0	0	0
Sports matches	<b>6</b>	5	4	7	7	13	9	8	5	5	0	0	0
Sports highlights	<b>13</b>	11	13	12	14	14	13	14	13	10	0	0	0
Entertainment	<b>27</b>	33	22	22	26	41	37	35	23	16	0	0	0
Films	<b>12</b>	15	12	10	14	8	13	17	9	7	0	0	0
Short videos (less than 5 minutes)	<b>42</b>	47	39	40	43	50	41	47	43	32	0	0	0
None of these	<b>26</b>	16	28	31	29	15	24	19	30	35	0	0	0
Don't know	<b>7</b>	10	9	6	6	0	4	7	6	7	0	0	0

**Which if any of the following places do you watch/ have you watched internet TV or video? [Please tick all that apply]**

In a home office/ study at home	<b>68</b>	69	69	64	71	72	64	73	61	68	0	0	0
In a communal room at home	<b>39</b>	38	38	39	36	29	49	39	40	38	0	0	0
At work	<b>20</b>	29	18	16	18	21	20	24	17	15	0	0	0
Other (e.g. café hotel etc.)	<b>5</b>	9	5	4	4	5	7	8	4	4	0	0	0
Can't recall	<b>1</b>	3	2	1	1	0	0	1	1	2	0	0	0

**And which of the following device(s) do you use/ have you used to watch Internet TV or video? [Please tick all that apply]**

PC (desktop or laptop)	<b>95</b>	93	96	96	96	97	97	98	94	94	0	0	0
Mobile phone or PDA (Personal Digital Assistant)	<b>9</b>	13	7	8	10	15	5	12	5	8	0	0	0
TV	<b>19</b>	16	20	17	24	18	15	22	19	13	0	0	0
Portable gaming device(s) (e.g. PSP)	<b>5</b>	7	3	3	8	1	4	7	3	3	0	0	0
Other	<b>1</b>	1	1	0	1	1	0	1	0	1	0	0	0
Can't recall	<b>2</b>	4	1	2	2	0	1	1	2	2	0	0	0

	Gender		Age					Social Grade	
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 +	ABC1	C2DE
<b>Total</b>	<b>580</b>	<b>488</b>	<b>180</b>	<b>272</b>	<b>201</b>	<b>152</b>	<b>263</b>	<b>605</b>	<b>463</b>
Unweighted Sample	578	515	188	268	199	166	272	565	528
	%	%	%	%	%	%	%	%	%

ALL GB Adults who have watched Internet TV or video

Which if any of the following would encourage you to watch more Internet TV or video? [Please tick all that apply]

Amount of free content available	56	62	50	72	60	53	56	44	56	56
Quality of picture	47	53	40	61	52	44	42	39	48	47
Accessibility	29	29	30	39	31	22	30	25	27	31
Ability to watch on TV rather than computer	38	38	38	40	40	40	35	34	40	34
Other	3	3	2	5	3	5	2	1	3	2
Nothing would encourage me to watch more Internet TV or video	14	12	16	4	11	17	9	23	13	14
Don't know	4	2	6	2	3	2	6	7	4	4

And which if any of the following devices would you be interested in watching TV programmes and movies on on a regular basis? [Please tick all that apply]

Laptop	52	57	47	73	59	51	46	37	54	50
Mobile phone	12	14	9	20	16	14	7	4	12	12
PDA (Personal Digital Assistant)	9	14	3	11	11	15	6	4	12	6
Portable gaming device	9	12	5	13	12	11	7	2	9	8
None of these	33	30	38	17	27	31	39	49	32	35
Don't know	8	6	9	4	6	7	8	12	7	9

	Region						Have you ever watched Internet TV or video?						
	Total	London	Rest of South	Midlands / Wales	North	Northern Ireland	Scotland	Yes in the past 7 days	Yes in the past month but not in the past 7 days	Yes but over a month ago	No – I have heard of these services but have never used them	No – I have never heard of these services	Don't know/can't recall
<b>ALL GB Adults who have watched Internet TV or video</b>	<b>1068</b>	168	308	227	218	32	114	486	311	270	0	0	0
Unweighted Sample	1093	144	354	221	243	33	98	503	315	275	0	0	0
	%	%	%	%	%	%	%	%	%	%	%	%	%

**Which if any of the following would encourage you to watch more Internet TV or video? [Please tick all that apply]**

Amount of free content available	56	62	55	52	58	58	56	64	51	48	0	0	0
Quality of picture	47	45	45	41	51	46	63	54	44	40	0	0	0
Accessibility	29	33	29	21	27	44	40	32	25	28	0	0	0
Ability to watch on TV rather than computer	38	36	37	42	36	38	37	42	35	33	0	0	0
Other	3	3	2	3	3	1	2	3	4	1	0	0	0
Nothing would encourage me to watch more Internet TV or video	14	8	15	15	16	15	9	9	15	20	0	0	0
Don't know	4	4	3	5	4	0	6	1	7	5	0	0	0

**And which if any of the following devices would you be interested in watching TV programmes and movies on on a regular basis? [Please tick all that apply]**

Laptop	52	61	48	46	53	76	55	61	46	44	0	0	0
Mobile phone	12	16	13	9	12	17	9	15	11	9	0	0	0
PDA (Personal Digital Assistant)	9	10	10	7	6	20	12	12	6	8	0	0	0
Portable gaming device	9	10	5	7	13	8	14	11	7	6	0	0	0
None of these	33	29	38	33	33	15	33	26	37	42	0	0	0
Don't know	8	4	7	11	8	1	9	7	9	7	0	0	0