

## YouGov / TV Licensing Survey Results

Sample Size: 2100

Fieldwork: 4th - 7th December 2009

|                 | Total | Gender |        | Social Grade |      | Age   |       |       |       |     | Region |          |      |        |       |       |          |                  |
|-----------------|-------|--------|--------|--------------|------|-------|-------|-------|-------|-----|--------|----------|------|--------|-------|-------|----------|------------------|
|                 | Base  | Male   | Female | ABC1         | C2DE | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | North  | Midlands | East | London | South | Wales | Scotland | Northern Ireland |
| Unweighted Base | 2100  | 1086   | 1014   | 1122         | 978  | 215   | 464   | 401   | 350   | 670 | 460    | 301      | 192  | 287    | 533   | 96    | 180      | 51               |
| Base            | 2100  | 1010   | 1090   | 1155         | 945  | 252   | 371   | 382   | 348   | 748 | 502    | 336      | 195  | 260    | 466   | 103   | 178      | 59               |

Which, if any, of the following electronic devices are you considering buying an elderly relative (i.e. over 75 years old)

|  |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Television   | 2%  | 3%  | 1%  | 2%  | 2%  | 4%  | 2%  | 1%  | 4%  | 1%  | 2%  | 2%  | 1%  | 4%  | 2%  | 3%  | 3%  | 3%  |
| MP3 player (e.g. iPod)   | 1%  | 1%  | 1%  | 1%  | 1%  | 1%  | 1%  | 1%  | 2%  | 1%  | 1%  | 1%  | -   | 1%  | 1%  | 2%  | 1%  | -   |
| Mobile phone   | 2%  | 3%  | 2%  | 2%  | 2%  | 4%  | 2%  | 3%  | 2%  | 1%  | 2%  | 3%  | 0%  | 3%  | 2%  | 2%  | 3%  | 1%  |
| Laptop/ desktop computer   | 1%  | 2%  | 1%  | 2%  | 1%  | 2%  | 2%  | 2%  | 2%  | 0%  | 1%  | 1%  | 2%  | 2%  | 1%  | -   | 2%  | 3%  |
| Games console  | 1%  | 1%  | 1%  | 1%  | 1%  | 3%  | 1%  | 1%  | 1%  | 0%  | 1%  | 1%  | 2%  | -   | 1%  | 2%  | 2%  | 2%  |
| Other electronic devices   | 3%  | 4%  | 2%  | 3%  | 3%  | 6%  | 2%  | 3%  | 4%  | 1%  | 4%  | 3%  | 1%  | 3%  | 2%  | 2%  | 5%  | -   |
| Not applicable - I am not considering buying an elderly relative an electronic device this Christmas | 51% | 50% | 52% | 51% | 51% | 57% | 51% | 56% | 56% | 45% | 51% | 51% | 52% | 47% | 54% | 57% | 47% | 53% |
| Not applicable - I do not have any elderly relatives   | 32% | 30% | 35% | 33% | 31% | 12% | 30% | 29% | 26% | 45% | 33% | 32% | 33% | 31% | 33% | 28% | 32% | 29% |
| Not applicable - I do not celebrate Christmas  | 2%  | 3%  | 1%  | 2%  | 3%  | 3%  | 4%  | 3%  | 2%  | 1%  | 3%  | 3%  | 3%  | 4%  | 1%  | 0%  | 1%  | 3%  |
| Don't know   | 6%  | 7%  | 5%  | 5%  | 7%  | 12% | 8%  | 5%  | 7%  | 4%  | 6%  | 6%  | 6%  | 9%  | 6%  | 7%  | 5%  | 7%  |

## YouGov / TV Licensing Survey Result

Sample Size: 2100

Fieldwork: 4th - 7th December 2009

|                 | Total | Working Status |                |                   |         |             |                    | Marital Status             |                   |                    |         |               |         |
|-----------------|-------|----------------|----------------|-------------------|---------|-------------|--------------------|----------------------------|-------------------|--------------------|---------|---------------|---------|
|                 | Base  | Work full time | Work part time | Full time student | Retired | Un-employed | Not working/ Other | Married/ Civil Partnership | Living as married | Separated/Divorced | Widowed | Never Married | Refused |
| Unweighted Base | 2100  | 1069           | 276            | 121               | 356     | 66          | 212                | 996                        | 291               | 170                | 57      | 553           | 33      |
| Base            | 2100  | 1019           | 284            | 121               | 394     | 66          | 216                | 1017                       | 269               | 178                | 74      | 528           | 34      |

Which, if any, of the following electronic devices are you considering buying an elderly relative (i.e. over 75 years old)

|  |     |     |     |     |     |     |     |     |     |     |     |     |     |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Television   | 2%  | 2%  | 4%  | 3%  | 1%  | 2%  | 2%  | 2%  | 1%  | 2%  | 1%  | 3%  | 8%  |
| MP3 player (e.g. iPod)   | 1%  | 1%  | 2%  | 2%  | 0%  | 2%  | 0%  | 1%  | 2%  | 0%  | 2%  | 1%  | -   |
| Mobile phone   | 2%  | 3%  | 1%  | 3%  | 1%  | 2%  | 1%  | 2%  | 4%  | 1%  | 2%  | 3%  | 6%  |
| Laptop/ desktop computer   | 1%  | 2%  | 2%  | 1%  | -   | 3%  | 0%  | 2%  | 1%  | 0%  | 1%  | 2%  | -   |
| Games console  | 1%  | 1%  | 1%  | 1%  | -   | 3%  | 1%  | 1%  | 2%  | 1%  | -   | 2%  | -   |
| Other electronic devices   | 3%  | 3%  | 2%  | 8%  | 0%  | 2%  | 3%  | 2%  | 2%  | 1%  | 2%  | 4%  | 6%  |
| Not applicable - I am not considering buying an elderly relative an electronic device this Christmas | 51% | 55% | 50% | 57% | 45% | 40% | 49% | 53% | 54% | 45% | 46% | 50% | 53% |
| Not applicable - I do not have any elderly relatives   | 32% | 28% | 32% | 16% | 47% | 35% | 35% | 34% | 31% | 42% | 40% | 27% | 25% |
| Not applicable - I do not celebrate Christmas  | 2%  | 2%  | 3%  | 3%  | 1%  | 6%  | 3%  | 1%  | 2%  | 2%  | 5%  | 4%  | 3%  |
| Don't know   | 6%  | 6%  | 6%  | 7%  | 5%  | 11% | 7%  | 6%  | 5%  | 5%  | 3%  | 8%  | 6%  |

## YouGov / TV Licensing Survey Result

Sample Size: 2100

Fieldwork: 4th - 7th December 2009

|                 | Total | Children in household |     |     |    |         |
|-----------------|-------|-----------------------|-----|-----|----|---------|
|                 | Base  | 0                     | 1   | 2   | 3+ | Refused |
| Unweighted Base | 2100  | 1488                  | 290 | 206 | 57 | 59      |
| Base            | 2100  | 1475                  | 308 | 200 | 57 | 60      |

Which, if any, of the following electronic devices are you considering buying an elderly relative (i.e. over 75 years old)

|  |     |     |     |     |     |     |
|--|-----|-----|-----|-----|-----|-----|
| Television   | 2%  | 2%  | 2%  | 1%  | 6%  | 3%  |
| MP3 player (e.g. iPod)   | 1%  | 1%  | 1%  | -   | 1%  | -   |
| Mobile phone   | 2%  | 2%  | 2%  | 3%  | 4%  | -   |
| Laptop/ desktop computer   | 1%  | 1%  | 2%  | 2%  | 4%  | -   |
| Games console  | 1%  | 1%  | 1%  | 2%  | -   | -   |
| Other electronic devices   | 3%  | 3%  | 5%  | 1%  | 2%  | 4%  |
| Not applicable - I am not considering buying an elderly relative an electronic device this Christmas | 51% | 49% | 56% | 59% | 51% | 51% |
| Not applicable - I do not have any elderly relatives   | 32% | 35% | 22% | 27% | 24% | 30% |
| Not applicable - I do not celebrate Christmas  | 2%  | 2%  | 3%  | 2%  | 6%  | 2%  |
| Don't know   | 6%  | 5%  | 10% | 5%  | 9%  | 11% |