

YouGov/Freud Communications

Survey Results

Sample Size: 2052

Fieldwork: 14th - 16th June 2011

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

Please note that for the purposes of this survey, the term 'online games' refers to all games that are played on the Internet and includes cash or gambling games, mobile games, social media games or puzzles and video games.

Approximately how often, if at all, do you play online games (i.e. using your mobile, PC or laptop or games console with Internet connection)?

	Unweighted Base	2052	932	1120	194	271	321	380	886	1224	828	493	301	200	256	460	125	217
Base: All GB adults		2052	985	1067	246	355	345	387	718	1129	923	505	337	197	263	470	103	179
Daily		12%	12%	13%	13%	12%	17%	12%	11%	11%	14%	13%	14%	13%	13%	11%	8%	13%
Every few days		11%	12%	11%	17%	15%	12%	10%	8%	11%	12%	10%	12%	11%	12%	10%	18%	12%
Once a week		6%	6%	6%	10%	10%	8%	4%	3%	5%	7%	7%	4%	7%	6%	7%	5%	4%
Once a fortnight		4%	4%	3%	9%	6%	4%	2%	1%	3%	4%	3%	6%	1%	3%	3%	2%	6%
Once a month		4%	4%	4%	7%	5%	3%	4%	2%	3%	4%	3%	7%	2%	5%	3%	8%	2%
Once every few months		5%	4%	6%	10%	6%	6%	3%	3%	5%	4%	7%	2%	4%	4%	6%	4%	5%
Less than once every few months		8%	8%	8%	10%	12%	9%	9%	3%	8%	7%	7%	6%	6%	11%	8%	5%	8%
Never																		

Which of the following type(s) of online games do you ever play? (Please tick all that apply)

	Unweighted Base	928	395	533	148	174	189	161	256	516	412	226	137	82	123	202	61	97
Base: All GB adults who plan online games		1015	491	524	187	238	205	169	216	527	488	253	169	88	141	225	51	88
Cash/ gambling games (e.g. bingo)		17%	19%	15%	15%	21%	17%	18%	12%	17%	16%	23%	17%	14%	17%	11%	11%	18%
Puzzle/ skill/ quiz games																		
Social network games (e.g. Farmville or Bejewelled)		35%	26%	43%	37%	33%	43%	31%	31%	32%	38%	35%	33%	36%	34%	32%	46%	40%
Sports games		14%	26%	3%	19%	23%	12%	11%	3%	13%	15%	9%	16%	15%	10%	18%	10%	19%
Video games		22%	34%	12%	36%	36%	20%	15%	4%	20%	24%	21%	26%	24%	26%	20%	26%	20%
Virtual reality/ virtual world games																		
Other - please see sheet "OE_Q2"																		

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Survey Results

Sample Size: 2052

Fieldwork: 14th - 16th June 2011

Total	Working Status							Marital Status					
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

Please note that for the purposes of this survey, the term 'online games' refers to all games that are played on the Internet and includes cash or gambling games, mobile games, social media games or puzzles and video games.

Approximately how often, if at all, do you play online games (i.e. using your mobile, PC or laptop or games console with Internet connection)?

	Unweighted Base	2052	1185	247	1432	58	407	44	111	1100	208	224	78	436	6
Base: All GB adults		2052	1246	239	1485	64	329	58	115	1021	247	204	65	508	7
Daily		12%	12%	13%	12%	11%	9%	24%	23%	11%	17%	13%	9%	14%	13%
Every few days		11%	13%	9%	12%	14%	8%	10%	7%	10%	15%	7%	8%	13%	-
Once a week		6%	6%	6%	6%	11%	1%	16%	8%	5%	7%	5%	4%	9%	8%
Once a fortnight		4%	4%	3%	4%	9%	0%	2%	4%	2%	7%	1%	-	6%	-
Once a month		4%	4%	5%	4%	1%	2%	6%	5%	3%	5%	5%	2%	5%	-
Once every few months		5%	6%	3%	5%	13%	3%	-	2%	4%	5%	4%	5%	7%	-
Less than once every few months		8%	9%	7%	8%	12%	4%	8%	5%	7%	7%	6%	5%	11%	-
Never															

Which of the following type(s) of online games do you ever play? (Please tick all that apply)

	Unweighted Base	928	599	100	699	40	103	26	60	415	124	90	24	273	2
Base: All GB adults who plan online games		1015	671	112	783	47	86	38	61	419	157	84	21	332	1
Cash/ gambling games (e.g. bingo)		17%	19%	15%	18%	7%	15%	11%	11%	13%	26%	25%	7%	15%	-
Puzzle/ skill/ quiz games															
Social network games (e.g. Farmville or Bejewelled)		35%	35%	36%	35%	42%	26%	38%	45%	36%	39%	37%	27%	32%	38%
Sports games		14%	15%	8%	14%	15%	3%	33%	10%	14%	13%	5%	-	17%	-
Video games		22%	25%	12%	23%	32%	6%	43%	20%	17%	20%	8%	11%	35%	-
Virtual reality/ virtual world games															
Other - please see sheet "OE_Q2"															

YouGov/Freud Communications
Survey Results

Sample Size: 2052

Fieldwork: 14th - 16th June 2011

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Please note that for the purposes of this survey, the term 'online games' refers to all games that are played on the Internet and includes cash or gambling games, mobile games, social media games or puzzles and video games.

Approximately how often, if at all, do you play online games (i.e. using your mobile, PC or laptop or games console with Internet connection)?

	Unweighted Base	2052	1499	274	176	71	521	32
Base: All GB adults		2052	1419	332	188	82	603	31
Daily	12%	12%	15%	15%	10%	14%	3%	
Every few days	11%	10%	13%	10%	25%	14%	7%	
Once a week	6%	5%	8%	6%	17%	8%	2%	
Once a fortnight	4%	3%	5%	4%	6%	5%	-	
Once a month	4%	3%	6%	6%	5%	6%	2%	
Once every few months	5%	5%	9%	1%	2%	5%	9%	
Less than once every few months	8%	7%	8%	11%	8%	9%	-	
Never								

Which of the following type(s) of online games do you ever play? (Please tick all that apply)

	Unweighted Base	928	618	163	92	48	303	7
Base: All GB adults who plan online games		1015	636	211	100	61	372	7
Cash/ gambling games (e.g. bingo)	17%	17%	18%	15%	14%	14%	15%	15%
Puzzle/ skill/ quiz games								
Social network games (e.g. Farmville or Bejewelled)	35%	35%	34%	34%	38%	42%	36%	47%
Sports games	14%	14%	9%	23%	18%	27%	22%	21%
Video games	22%	22%	20%	29%	29%	17%	27%	-
Virtual reality/ virtual world games								
Other - please see sheet "OE_Q2"								

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Survey Results

Sample Size: 2052

Fieldwork: 14th - 16th June 2011

Total	Government Region						
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

Please note that for the purposes of this survey, the term 'online games' refers to all games that are played on the Internet and includes cash or gambling games, mobile games, social media games or puzzles and video games.

Approximately how often, if at all, do you play online games (i.e. using your mobile, PC or laptop or games console with Internet connection)?

	Unweighted Base	2052	80	213	200	131	170	200	256
Base: All GB adults		2052	93	218	194	143	193	197	263
Daily	12%	12%	13%	12%	15%	15%	13%	13%	13%
Every few days	11%	11%	11%	12%	8%	13%	11%	11%	12%
Once a week	6%	6%	4%	8%	7%	4%	4%	7%	6%
Once a fortnight	4%	4%	3%	3%	3%	7%	5%	1%	3%
Once a month	4%	4%	2%	5%	2%	9%	6%	2%	5%
Once every few months	5%	5%	11%	3%	8%	1%	3%	4%	4%
Less than once every few months	8%	8%	9%	6%	7%	2%	9%	6%	11%
Never									

Which of the following type(s) of online games do you ever play? (Please tick all that apply)

	Unweighted Base	928	40	93	93	60	77	82	123
Base: All GB adults who plan online games		1015	50	106	97	71	97	88	141
Cash/ gambling games (e.g. bingo)	17%	17%	23%	25%	20%	22%	14%	14%	17%
Puzzle/ skill/ quiz games									
Social network games (e.g. Farmville or Bejewelled)	35%	35%	35%	33%	38%	32%	33%	36%	34%
Sports games	14%	14%	8%	11%	7%	18%	15%	15%	10%
Video games	22%	22%	13%	30%	14%	27%	25%	24%	26%
Virtual reality/ virtual world games									
Other - please see sheet "OE_Q2"									

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Survey Results

Sample Size: 2052

Fieldwork: 14th - 16th June 2011

Total	Government Region			
Base	South East	South West	Wales	Scotland

Please note that for the purposes of this survey, the term 'online games' refers to all games that are played on the Internet and includes cash or gambling games, mobile games, social media games or puzzles and video games.

Approximately how often, if at all, do you play online games (i.e. using your mobile, PC or laptop or games console with Internet connection)?

Unweighted Base	2052	286	174	125	217
Base: All GB adults	2052	293	177	103	179
Daily	12%	11%	11%	8%	13%
Every few days	11%	9%	11%	18%	12%
Once a week	6%	7%	7%	5%	4%
Once a fortnight	4%	4%	2%	2%	6%
Once a month	4%	4%	1%	8%	2%
Once every few months	5%	6%	5%	4%	5%
Less than once every few months	8%	10%	6%	5%	8%
Never					

Which of the following type(s) of online games do you ever play? (Please tick all that apply)

Unweighted Base	928	132	70	61	97
Base: All GB adults who plan online games	1015	148	78	51	88
Cash/ gambling games (e.g. bingo)	17%	13%	9%	11%	18%
Puzzle/ skill/ quiz games					
Social network games (e.g. Farmville or Bejewelled)	35%	29%	39%	46%	40%
Sports games	14%	17%	18%	10%	19%
Video games	22%	21%	17%	26%	20%
Virtual reality/ virtual world games					
Other - please see sheet "OE_Q2"					

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Survey Results

Sample Size: 2052

Fieldwork: 14th - 16th June 2011

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

On average, how many hours per week do you spend doing each of the following activities?
(Please tick one answer per row)

Playing online games :

	Unweighted Base	928	395	533	148	174	189	161	256	516	412	226	137	82	123	202	61	97
Base: All GB adults who plan online games		1015	491	524	187	238	205	169	216	527	488	253	169	88	141	225	51	88
Less than an hour	41%	38%	43%	47%	40%	40%	46%	33%	45%	36%	41%	38%	39%	39%	45%	38%	41%	41%
1 to 2 hours	19%	19%	19%	21%	19%	19%	18%	16%	21%	16%	17%	15%	26%	17%	18%	26%	22%	22%
2 to 3 hours	13%	15%	12%	12%	12%	16%	10%	16%	11%	16%	11%	19%	12%	16%	12%	15%	9%	9%
3 to 4 hours	8%	8%	8%	7%	11%	4%	9%	10%	7%	10%	10%	6%	9%	8%	7%	8%	11%	11%
4 to 8 hours	7%	7%	8%	6%	7%	7%	9%	9%	7%	7%	6%	5%	7%	11%	8%	4%	9%	9%
8 to 12 hours	5%	5%	6%	2%	7%	6%	4%	8%	5%	6%	7%	7%	4%	2%	7%	1%	5%	5%
12 to 17 hours	3%	5%	1%	3%	3%	3%	3%	4%	1%	5%	4%	5%	3%	3%	2%	1%	-	-
17 to 20 hours	1%	1%	0%	1%	-	2%	-	0%	1%	1%	-	0%	-	2%	-	-	2%	2%
20 to 24 hours	1%	1%	1%	-	-	1%	1%	1%	0%	1%	0%	1%	-	2%	-	4%	1%	1%
More than 24 hours	2%	2%	2%	2%	2%	2%	1%	3%	2%	2%	4%	3%	-	-	1%	2%	1%	1%
Mean		3.49	3.73	3.27	2.92	3.28	3.78	2.99	4.35	2.98	4.05	4.32	4.21	2.51	3.27	2.80	3.31	2.97

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Survey Results

Sample Size: 2052

Fieldwork: 14th - 16th June 2011

Total	Working Status							Marital Status					
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

On average, how many hours per week do you spend doing each of the following activities?
(Please tick one answer per row)

Playing online games :

	Unweighted Base	928	599	100	699	40	103	26	60	415	124	90	24	273	2
Base: All GB adults who plan online games	1015	671	112	783	47	86	38	61	419	157	84	21	332	1	
Less than an hour	41%	43%	38%	43%	50%	34%	12%	35%	43%	32%	43%	37%	42%	-	
1 to 2 hours	19%	18%	24%	19%	23%	17%	16%	12%	15%	27%	13%	18%	21%	-	
2 to 3 hours	13%	12%	13%	13%	9%	14%	22%	21%	14%	12%	13%	9%	14%	-	
3 to 4 hours	8%	8%	6%	8%	12%	7%	18%	9%	8%	11%	14%	7%	6%	-	
4 to 8 hours	7%	8%	5%	7%	5%	10%	3%	7%	8%	4%	8%	5%	7%	100%	
8 to 12 hours	5%	5%	8%	5%	2%	7%	10%	10%	7%	7%	3%	11%	4%	-	
12 to 17 hours	3%	3%	1%	2%	-	5%	13%	4%	3%	1%	3%	10%	4%	-	
17 to 20 hours	1%	1%	-	1%	-	-	-	-	1%	0%	-	-	0%	-	
20 to 24 hours	1%	1%	2%	1%	-	1%	-	1%	1%	1%	-	-	0%	-	
More than 24 hours	2%	2%	2%	2%	-	4%	7%	1%	1%	4%	4%	3%	1%	-	
Mean	3.49	3.25	3.41	3.27	1.71	4.77	6.90	3.74	3.50	4.11	3.59	4.82	3.08	6.00	

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Survey Results

Sample Size: 2052

Fieldwork: 14th - 16th June 2011

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

On average, how many hours per week do you spend doing each of the following activities?
(Please tick one answer per row)

Playing online games :

	Unweighted Base	928	618	163	92	48	303	7
Base: All GB adults who plan online games		1015	636	211	100	61	372	7
Less than an hour	41%	41%	42%	47%	29%	41%	44%	
1 to 2 hours	19%	18%	23%	11%	27%	20%	15%	
2 to 3 hours	13%	13%	14%	13%	14%	14%	-	
3 to 4 hours	8%	8%	8%	13%	9%	10%	-	
4 to 8 hours	7%	8%	5%	6%	8%	5%	21%	
8 to 12 hours	5%	6%	4%	7%	3%	5%	-	
12 to 17 hours	3%	3%	3%	-	4%	2%	21%	
17 to 20 hours	1%	0%	1%	-	4%	1%	-	
20 to 24 hours	1%	1%	-	-	-	-	-	
More than 24 hours	2%	2%	0%	3%	3%	2%	-	
Mean		3.49	3.70	2.67	3.40	4.20	3.12	4.71

YouGov/Freud Communications
Survey Results

Sample Size: 2052

Fieldwork: 14th - 16th June 2011

Total	Government Region						
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

On average, how many hours per week do you spend doing each of the following activities?
(Please tick one answer per row)

Playing online games :

	Unweighted Base	928	40	93	93	60	77	82	123
Base: All GB adults who plan online games		1015	50	106	97	71	97	88	141
Less than an hour	41%		51%	34%	43%	36%	40%	39%	39%
1 to 2 hours	19%		17%	21%	13%	15%	15%	26%	17%
2 to 3 hours	13%		6%	15%	9%	24%	15%	12%	16%
3 to 4 hours	8%		1%	12%	11%	6%	5%	9%	8%
4 to 8 hours	7%		4%	3%	10%	6%	5%	7%	11%
8 to 12 hours	5%		7%	3%	10%	4%	8%	4%	2%
12 to 17 hours	3%		6%	7%	-	3%	6%	3%	3%
17 to 20 hours	1%		-	-	-	-	1%	-	2%
20 to 24 hours	1%		-	1%	-	2%	-	-	2%
More than 24 hours	2%		6%	4%	4%	2%	4%	-	-
Mean		3.49	4.73	4.48	3.93	3.74	4.55	2.51	3.27

YouGov/Freud Communications
Survey Results

Sample Size: 2052

Fieldwork: 14th - 16th June 2011

Total	Government Region			
Base	South East	South West	Wales	Scotland

On average, how many hours per week do you spend doing each of the following activities?
(Please tick one answer per row)

Playing online games :

	Unweighted Base	928	132	70	61	97
Base: All GB adults who plan online games		1015	148	78	51	88
Less than an hour	41%	49%	38%	38%	41%	
1 to 2 hours	19%	21%	12%	26%	22%	
2 to 3 hours	13%	11%	15%	15%	9%	
3 to 4 hours	8%	5%	12%	8%	11%	
4 to 8 hours	7%	6%	11%	4%	9%	
8 to 12 hours	5%	6%	10%	1%	5%	
12 to 17 hours	3%	2%	1%	1%	-	
17 to 20 hours	1%	-	-	-	2%	
20 to 24 hours	1%	-	-	4%	1%	
More than 24 hours	2%	1%	2%	2%	1%	
Mean		3.49	2.41	3.55	3.31	2.97

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Fieldwork: 14th - 16th June 2011

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

Watching TV :

	2052	932	1120	194	271	321	380	886	1224	828	493	301	200	256	460	125	217
Unweighted Base	2052	932	1120	194	271	321	380	886	1224	828	493	301	200	256	460	125	217
Base: All GB adults	2052	985	1067	246	355	345	387	718	1129	923	505	337	197	263	470	103	179
Less than an hour	10%	11%	10%	8%	6%	10%	13%	12%	11%	10%	12%	10%	8%	13%	9%	7%	11%
1 to 2 hours	6%	7%	5%	11%	8%	6%	5%	3%	5%	6%	6%	7%	6%	5%	5%	3%	6%
2 to 3 hours	8%	8%	7%	11%	12%	8%	5%	6%	8%	8%	7%	7%	5%	9%	9%	10%	8%
3 to 4 hours	8%	8%	9%	13%	7%	8%	8%	8%	9%	8%	9%	8%	7%	10%	8%	8%	11%
4 to 8 hours	13%	15%	12%	17%	16%	13%	14%	11%	13%	14%	11%	11%	18%	15%	15%	13%	13%
8 to 12 hours	17%	18%	17%	18%	17%	22%	17%	15%	18%	17%	17%	18%	17%	17%	19%	20%	14%
12 to 17 hours	13%	13%	13%	11%	13%	14%	14%	13%	13%	14%	13%	14%	16%	12%	12%	20%	14%
17 to 20 hours	7%	6%	9%	4%	6%	4%	9%	9%	7%	7%	8%	11%	9%	7%	4%	5%	6%
20 to 24 hours	7%	6%	8%	4%	7%	5%	5%	10%	8%	6%	6%	6%	5%	8%	9%	7%	8%
More than 24 hours	9%	8%	10%	3%	7%	11%	9%	12%	8%	11%	11%	10%	9%	6%	9%	7%	9%
Mean	11.22	10.52	11.86	8.05	10.43	11.17	11.14	12.76	10.96	11.54	11.49	11.78	11.55	10.03	11.17	11.25	10.91

Using the Internet (for anything other than gaming) :

	2052	932	1120	194	271	321	380	886	1224	828	493	301	200	256	460	125	217
Unweighted Base	2052	932	1120	194	271	321	380	886	1224	828	493	301	200	256	460	125	217
Base: All GB adults	2052	985	1067	246	355	345	387	718	1129	923	505	337	197	263	470	103	179
Less than an hour																	
1 to 2 hours																	
2 to 3 hours																	
3 to 4 hours																	
4 to 8 hours																	
8 to 12 hours																	
12 to 17 hours																	
17 to 20 hours																	
20 to 24 hours																	
More than 24 hours																	
Mean																	

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Fieldwork: 14th - 16th June 2011

	Total	Working Status							Marital Status					
	Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused
Unweighted Base	2052	1185	247	1432	58	407	44	111	1100	208	224	78	436	6
Base: All GB adults	2052	1246	239	1485	64	329	58	115	1021	247	204	65	508	7
Less than an hour	10%	9%	12%	10%	15%	10%	13%	15%	10%	7%	18%	9%	10%	11%
1 to 2 hours	6%	7%	4%	6%	1%	3%	11%	3%	5%	7%	3%	1%	8%	-
2 to 3 hours	8%	9%	6%	8%	15%	5%	12%	7%	6%	9%	6%	4%	11%	-
3 to 4 hours	8%	8%	8%	8%	19%	8%	8%	10%	8%	7%	7%	14%	10%	8%
4 to 8 hours	13%	15%	12%	14%	23%	10%	11%	9%	13%	11%	11%	16%	17%	13%
8 to 12 hours	17%	18%	17%	18%	16%	15%	18%	18%	18%	20%	13%	16%	17%	50%
12 to 17 hours	13%	15%	13%	14%	5%	15%	6%	6%	15%	13%	8%	13%	12%	19%
17 to 20 hours	7%	7%	7%	7%	4%	9%	6%	6%	8%	10%	8%	11%	4%	-
20 to 24 hours	7%	6%	11%	7%	-	11%	1%	7%	8%	6%	8%	6%	6%	-
More than 24 hours	9%	6%	12%	7%	2%	14%	13%	20%	8%	10%	19%	11%	6%	-
Mean	11.22	10.43	12.46	10.75	6.28	13.70	10.13	13.45	11.56	11.83	13.56	12.13	9.21	8.79

Watching TV :

Using the Internet (for anything other than gaming) :

	Total	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused
Unweighted Base	2052	1185	247	1432	58	407	44	111	1100	208	224	78	436	6
Base: All GB adults	2052	1246	239	1485	64	329	58	115	1021	247	204	65	508	7
Less than an hour														
1 to 2 hours														
2 to 3 hours														
3 to 4 hours														
4 to 8 hours														
8 to 12 hours														
12 to 17 hours														
17 to 20 hours														
20 to 24 hours														
More than 24 hours														
Mean														

YouGov/Freud Communications
Survey Results

Sample Size: 2052

Fieldwork: 14th - 16th June 2011

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Watching TV :

	2052	1499	274	176	71	521	32
Unweighted Base	2052	1499	274	176	71	521	32
Base: All GB adults	2052	1419	332	188	82	603	31
Less than an hour	10%	11%	7%	12%	8%	9%	15%
1 to 2 hours	6%	5%	8%	6%	9%	7%	5%
2 to 3 hours	8%	6%	12%	8%	11%	10%	15%
3 to 4 hours	8%	9%	9%	9%	4%	8%	7%
4 to 8 hours	13%	13%	12%	19%	20%	15%	6%
8 to 12 hours	17%	17%	17%	23%	22%	19%	23%
12 to 17 hours	13%	13%	17%	10%	8%	14%	11%
17 to 20 hours	7%	8%	6%	6%	6%	6%	4%
20 to 24 hours	7%	8%	7%	4%	6%	6%	5%
More than 24 hours	9%	10%	7%	4%	7%	6%	9%
Mean	11.22	11.81	10.59	8.65	9.82	9.88	10.13

Using the Internet (for anything other than gaming) :

	2052	1499	274	176	71	521	32
Unweighted Base	2052	1499	274	176	71	521	32
Base: All GB adults	2052	1419	332	188	82	603	31
Less than an hour							
1 to 2 hours							
2 to 3 hours							
3 to 4 hours							
4 to 8 hours							
8 to 12 hours							
12 to 17 hours							
17 to 20 hours							
20 to 24 hours							
More than 24 hours							
Mean							

YouGov/Freud Communications
Survey Results

Sample Size: 2052

Fieldwork: 14th - 16th June 2011

Total	Government Region						
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

Watching TV :

	2052	80	213	200	131	170	200	256
Unweighted Base	2052	80	213	200	131	170	200	256
Base: All GB adults	2052	93	218	194	143	193	197	263
Less than an hour	10%	7%	12%	15%	13%	7%	8%	13%
1 to 2 hours	6%	8%	5%	6%	9%	5%	6%	5%
2 to 3 hours	8%	12%	6%	6%	8%	6%	5%	9%
3 to 4 hours	8%	15%	6%	9%	8%	8%	7%	10%
4 to 8 hours	13%	6%	12%	13%	10%	12%	18%	15%
8 to 12 hours	17%	17%	20%	13%	17%	19%	17%	17%
12 to 17 hours	13%	9%	14%	14%	8%	18%	16%	12%
17 to 20 hours	7%	8%	8%	9%	8%	12%	9%	7%
20 to 24 hours	7%	4%	6%	6%	10%	4%	5%	8%
More than 24 hours	9%	14%	11%	9%	11%	9%	9%	6%
Mean	11.22	11.56	12.01	10.86	11.40	12.06	11.55	10.03

Using the Internet (for anything other than gaming) :

	2052	80	213	200	131	170	200	256
Unweighted Base	2052	80	213	200	131	170	200	256
Base: All GB adults	2052	93	218	194	143	193	197	263
Less than an hour								
1 to 2 hours								
2 to 3 hours								
3 to 4 hours								
4 to 8 hours								
8 to 12 hours								
12 to 17 hours								
17 to 20 hours								
20 to 24 hours								
More than 24 hours								
Mean								

YouGov/Freud Communications
Survey Results

Sample Size: 2052

Fieldwork: 14th - 16th June 2011

Watching TV :

	Total	Government Region			
	Base	South East	South West	Wales	Scotland
Unweighted Base	2052	286	174	125	217
Base: All GB adults	2052	293	177	103	179
Less than an hour	10%	8%	11%	7%	11%
1 to 2 hours	6%	7%	2%	3%	6%
2 to 3 hours	8%	7%	14%	10%	8%
3 to 4 hours	8%	9%	7%	8%	11%
4 to 8 hours	13%	17%	11%	13%	13%
8 to 12 hours	17%	19%	19%	20%	14%
12 to 17 hours	13%	11%	12%	20%	14%
17 to 20 hours	7%	4%	5%	5%	6%
20 to 24 hours	7%	11%	6%	7%	8%
More than 24 hours	9%	7%	14%	7%	9%
Mean	11.22	10.72	11.91	11.25	10.91

Using the Internet (for anything other than gaming) :

	Total	South East	South West	Wales	Scotland
	Unweighted Base	2052	286	174	125
Base: All GB adults	2052	293	177	103	179
Less than an hour					
1 to 2 hours					
2 to 3 hours					
3 to 4 hours					
4 to 8 hours					
8 to 12 hours					
12 to 17 hours					
17 to 20 hours					
20 to 24 hours					
More than 24 hours					
Mean					

YouGov/Freud Communications
Survey Results

Sample Size: 2052

Fieldwork: 14th - 16th June 2011

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

Reading books or newspapers or magazines :

	2052	932	1120	194	271	321	380	886	1224	828	493	301	200	256	460	125	217
Unweighted Base	2052	932	1120	194	271	321	380	886	1224	828	493	301	200	256	460	125	217
Base: All GB adults	2052	985	1067	246	355	345	387	718	1129	923	505	337	197	263	470	103	179
Less than an hour																	
1 to 2 hours																	
2 to 3 hours																	
3 to 4 hours																	
4 to 8 hours																	
8 to 12 hours																	
12 to 17 hours																	
17 to 20 hours																	
20 to 24 hours																	
More than 24 hours																	
Mean																	

In which of the following places do you ever play online games? (Please tick all that apply)

	928	395	533	148	174	189	161	256	516	412	226	137	82	123	202	61	97
Unweighted Base	928	395	533	148	174	189	161	256	516	412	226	137	82	123	202	61	97
Base: All GB adults who plan online games	1015	491	524	187	238	205	169	216	527	488	253	169	88	141	225	51	88
At work																	
At home																	
With friends																	
In bed	18%	19%	17%	36%	25%	15%	7%	4%	18%	18%	16%	18%	16%	19%	20%	19%	16%
While travelling/ on the move																	
While watching TV																	
In the bath																	
In pubs/ bars/ restaurants																	
Other - please see sheet "OE_Q4"																	

YouGov/Freud Communications
Survey Results

Sample Size: 2052

Fieldwork: 14th - 16th June 2011

Total	Working Status							Marital Status					
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

Reading books or newspapers or magazines :

	2052	1185	247	1432	58	407	44	111	1100	208	224	78	436	6
Unweighted Base	2052	1185	247	1432	58	407	44	111	1100	208	224	78	436	6
Base: All GB adults	2052	1246	239	1485	64	329	58	115	1021	247	204	65	508	7
Less than an hour														
1 to 2 hours														
2 to 3 hours														
3 to 4 hours														
4 to 8 hours														
8 to 12 hours														
12 to 17 hours														
17 to 20 hours														
20 to 24 hours														
More than 24 hours														
Mean														

In which of the following places do you ever play online games? (Please tick all that apply)

	928	599	100	699	40	103	26	60	415	124	90	24	273	2
Unweighted Base	928	599	100	699	40	103	26	60	415	124	90	24	273	2
Base: All GB adults who plan online games	1015	671	112	783	47	86	38	61	419	157	84	21	332	1
At work														
At home														
With friends														
In bed	18%	18%	19%	18%	38%	3%	26%	13%	10%	18%	11%	-	30%	-
While travelling/ on the move														
While watching TV														
In the bath														
In pubs/ bars/ restaurants														
Other - please see sheet "OE_Q4"														

YouGov/Freud Communications
Survey Results

Sample Size: 2052

Fieldwork: 14th - 16th June 2011

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Reading books or newspapers or magazines :

	2052	1499	274	176	71	521	32
Unweighted Base	2052	1419	332	188	82	603	31
Base: All GB adults							
Less than an hour							
1 to 2 hours							
2 to 3 hours							
3 to 4 hours							
4 to 8 hours							
8 to 12 hours							
12 to 17 hours							
17 to 20 hours							
20 to 24 hours							
More than 24 hours							
Mean							

In which of the following places do you ever play online games? (Please tick all that apply)

	928	618	163	92	48	303	7
Unweighted Base	1015	636	211	100	61	372	7
Base: All GB adults who plan online games							
At work							
At home							
With friends							
In bed	18%	15%	21%	21%	25%	21%	18%
While travelling/ on the move							
While watching TV							
In the bath							
In pubs/ bars/ restaurants							
Other - please see sheet "OE_Q4"							

YouGov/Freud Communications
Survey Results

Sample Size: 2052

Fieldwork: 14th - 16th June 2011

Total	Government Region						
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

Reading books or newspapers or magazines :

Unweighted Base	2052	80	213	200	131	170	200	256
Base: All GB adults	2052	93	218	194	143	193	197	263
Less than an hour								
1 to 2 hours								
2 to 3 hours								
3 to 4 hours								
4 to 8 hours								
8 to 12 hours								
12 to 17 hours								
17 to 20 hours								
20 to 24 hours								
More than 24 hours								
Mean								

In which of the following places do you ever play **online** games? (Please tick all that apply)

Unweighted Base	928	40	93	93	60	77	82	123
Base: All GB adults who plan online games	1015	50	106	97	71	97	88	141
At work								
At home								
With friends								
In bed	18%	22%	16%	12%	21%	16%	16%	19%
While travelling/ on the move								
While watching TV								
In the bath								
In pubs/ bars/ restaurants								
Other - please see sheet "OE_Q4"								

YouGov/Freud Communications
Survey Results

Sample Size: 2052

Fieldwork: 14th - 16th June 2011

Total	Government Region			
Base	South East	South West	Wales	Scotland

Reading books or newspapers or magazines :

Unweighted Base	2052	286	174	125	217
Base: All GB adults	2052	293	177	103	179
Less than an hour					
1 to 2 hours					
2 to 3 hours					
3 to 4 hours					
4 to 8 hours					
8 to 12 hours					
12 to 17 hours					
17 to 20 hours					
20 to 24 hours					
More than 24 hours					
Mean					

In which of the following places do you ever play online games? (Please tick all that apply)

Unweighted Base	928	132	70	61	97
Base: All GB adults who plan online games	1015	148	78	51	88
At work					
At home					
With friends					
In bed	18%	22%	15%	19%	16%
While travelling/ on the move					
While watching TV					
In the bath					
In pubs/ bars/ restaurants					
Other - please see sheet "OE_Q4"					

YouGov/Freud Communications
Survey Results

Sample Size: 2052

Fieldwork: 14th - 16th June 2011

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

To what extent do you agree or disagree with each of the following statements? (Please tick one option per row)

Playing online games helps me to escape from the stresses of everyday life :

Unweighted Base	928	395	533	148	174	189	161	256	516	412	226	137	82	123	202	61	97
Base: All GB adults who plan online games	1015	491	524	187	238	205	169	216	527	488	253	169	88	141	225	51	88
Strongly agree	10%	11%	9%	9%	12%	14%	7%	9%	10%	10%	11%	9%	9%	10%	9%	9%	17%
Agree	57%	58%	56%	46%	58%	63%	58%	60%	58%	56%	58%	59%	49%	56%	58%	68%	55%
Disagree																	
Strongly disagree																	

Playing online games is a good way of relieving boredom :

Unweighted Base	928	395	533	148	174	189	161	256	516	412	226	137	82	123	202	61	97
Base: All GB adults who plan online games	1015	491	524	187	238	205	169	216	527	488	253	169	88	141	225	51	88
Strongly agree																	
Agree																	
Disagree																	
Strongly disagree																	

I can't imagine not being able to play online games regularly :

Unweighted Base	928	395	533	148	174	189	161	256	516	412	226	137	82	123	202	61	97
Base: All GB adults who plan online games	1015	491	524	187	238	205	169	216	527	488	253	169	88	141	225	51	88
Strongly agree																	
Agree																	
Disagree																	
Strongly disagree																	

YouGov/Freud Communications
Survey Results

Sample Size: 2052

Fieldwork: 14th - 16th June 2011

Total	Working Status							Marital Status					
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

To what extent do you agree or disagree with each of the following statements? (Please tick one option per row)

Playing online games helps me to escape from the stresses of everyday life :

Unweighted Base	928	599	100	699	40	103	26	60	415	124	90	24	273	2
Base: All GB adults who plan online games	1015	671	112	783	47	86	38	61	419	157	84	21	332	1
Strongly agree	10%	11%	7%	11%	4%	7%	4%	16%	11%	9%	11%	10%	10%	62%
Agree	57%	57%	56%	57%	45%	63%	73%	57%	56%	63%	59%	61%	55%	38%
Disagree														
Strongly disagree														

Playing online games is a good way of relieving boredom :

Unweighted Base	928	599	100	699	40	103	26	60	415	124	90	24	273	2
Base: All GB adults who plan online games	1015	671	112	783	47	86	38	61	419	157	84	21	332	1
Strongly agree														
Agree														
Disagree														
Strongly disagree														

I can't imagine not being able to play online games regularly :

Unweighted Base	928	599	100	699	40	103	26	60	415	124	90	24	273	2
Base: All GB adults who plan online games	1015	671	112	783	47	86	38	61	419	157	84	21	332	1
Strongly agree														
Agree														
Disagree														
Strongly disagree														

YouGov/Freud Communications
Survey Results

Sample Size: 2052

Fieldwork: 14th - 16th June 2011

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

To what extent do you agree or disagree with each of the following statements? (Please tick one option per row)

Playing online games helps me to escape from the stresses of everyday life :

Unweighted Base	928	618	163	92	48	303	7
Base: All GB adults who plan online games	1015	636	211	100	61	372	7
Strongly agree	10%	9%	12%	11%	16%	13%	13%
Agree	57%	58%	54%	61%	60%	57%	59%
Disagree							
Strongly disagree							

Playing online games is a good way of relieving boredom :

Unweighted Base	928	618	163	92	48	303	7
Base: All GB adults who plan online games	1015	636	211	100	61	372	7
Strongly agree							
Agree							
Disagree							
Strongly disagree							

I can't imagine not being able to play online games regularly :

Unweighted Base	928	618	163	92	48	303	7
Base: All GB adults who plan online games	1015	636	211	100	61	372	7
Strongly agree							
Agree							
Disagree							
Strongly disagree							

YouGov/Freud Communications
Survey Results

Sample Size: 2052

Fieldwork: 14th - 16th June 2011

Total	Government Region						
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

To what extent do you agree or disagree with each of the following statements? (Please tick one option per row)

Playing online games helps me to escape from the stresses of everyday life :

Unweighted Base	928	40	93	93	60	77	82	123
Base: All GB adults who plan online games	1015	50	106	97	71	97	88	141
Strongly agree	10%	21%	10%	6%	13%	7%	9%	10%
Agree	57%	54%	56%	61%	57%	60%	49%	56%
Disagree								
Strongly disagree								

Playing online games is a good way of relieving boredom :

Unweighted Base	928	40	93	93	60	77	82	123
Base: All GB adults who plan online games	1015	50	106	97	71	97	88	141
Strongly agree								
Agree								
Disagree								
Strongly disagree								

I can't imagine not being able to play online games regularly :

Unweighted Base	928	40	93	93	60	77	82	123
Base: All GB adults who plan online games	1015	50	106	97	71	97	88	141
Strongly agree								
Agree								
Disagree								
Strongly disagree								

YouGov/Freud Communications
Survey Results

Sample Size: 2052

Fieldwork: 14th - 16th June 2011

Total	Government Region			
Base	South East	South West	Wales	Scotland

To what extent do you agree or disagree with each of the following statements? (Please tick one option per row)

Playing online games helps me to escape from the stresses of everyday life :

Unweighted Base	928	132	70	61	97
Base: All GB adults who plan online games	1015	148	78	51	88
Strongly agree	10%	5%	17%	9%	17%
Agree	57%	61%	54%	68%	55%
Disagree					
Strongly disagree					

Playing online games is a good way of relieving boredom :

Unweighted Base	928	132	70	61	97
Base: All GB adults who plan online games	1015	148	78	51	88
Strongly agree					
Agree					
Disagree					
Strongly disagree					

I can't imagine not being able to play online games regularly :

Unweighted Base	928	132	70	61	97
Base: All GB adults who plan online games	1015	148	78	51	88
Strongly agree					
Agree					
Disagree					
Strongly disagree					

YouGov/Freud Communications
Survey Results

Sample Size: 2052

Fieldwork: 14th - 16th June 2011

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

I get a kick from the competitive nature of online gaming :

	928	395	533	148	174	189	161	256	516	412	226	137	82	123	202	61	97
Unweighted Base	928	395	533	148	174	189	161	256	516	412	226	137	82	123	202	61	97
Base: All GB adults who plan online games	1015	491	524	187	238	205	169	216	527	488	253	169	88	141	225	51	88
Strongly agree	8%	11%	4%	5%	14%	8%	5%	5%	8%	7%	11%	6%	2%	7%	8%	6%	6%
Agree	37%	47%	27%	37%	40%	38%	34%	34%	35%	39%	36%	41%	39%	32%	36%	39%	37%
Disagree																	
Strongly disagree																	

I enjoy the social side of playing online games :

	928	395	533	148	174	189	161	256	516	412	226	137	82	123	202	61	97
Unweighted Base	928	395	533	148	174	189	161	256	516	412	226	137	82	123	202	61	97
Base: All GB adults who plan online games	1015	491	524	187	238	205	169	216	527	488	253	169	88	141	225	51	88
Strongly agree																	
Agree																	
Disagree																	
Strongly disagree																	

To what extent do you agree or disagree with each of the following statement?

I argue with my partner about how long I / he / she spend playing online games

	928	395	533	148	174	189	161	256	516	412	226	137	82	123	202	61	97
Unweighted Base	928	395	533	148	174	189	161	256	516	412	226	137	82	123	202	61	97
Base: All GB adults who plan online games	1015	491	524	187	238	205	169	216	527	488	253	169	88	141	225	51	88
Strongly agree																	
Agree																	
Disagree																	
Strongly disagree																	
Not applicable - I don't have a partner																	

YouGov/Freud Communications
Survey Results

Sample Size: 2052

Fieldwork: 14th - 16th June 2011

Total	Working Status							Marital Status					
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

I get a kick from the competitive nature of online gaming :

Unweighted Base	928	599	100	699	40	103	26	60	415	124	90	24	273	2
Base: All GB adults who plan online games	1015	671	112	783	47	86	38	61	419	157	84	21	332	1
Strongly agree	8%	9%	3%	8%	-	6%	9%	5%	6%	10%	4%	3%	9%	-
Agree	37%	37%	34%	37%	33%	34%	36%	41%	36%	34%	39%	30%	39%	-
Disagree														
Strongly disagree														

I enjoy the social side of playing online games :

Unweighted Base	928	599	100	699	40	103	26	60	415	124	90	24	273	2
Base: All GB adults who plan online games	1015	671	112	783	47	86	38	61	419	157	84	21	332	1
Strongly agree														
Agree														
Disagree														
Strongly disagree														

To what extent do you agree or disagree with each of the following statement?

I argue with my partner about how long I/ he/ she spend playing online games

Unweighted Base	928	599	100	699	40	103	26	60	415	124	90	24	273	2
Base: All GB adults who plan online games	1015	671	112	783	47	86	38	61	419	157	84	21	332	1
Strongly agree														
Agree														
Disagree														
Strongly disagree														
Not applicable - I don't have a partner														

YouGov/Freud Communications Survey Results

Sample Size: 2052

Fieldwork: 14th - 16th June 2011

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

I get a kick from the competitive nature of online gaming :

	Unweighted Base	928	618	163	92	48	303	7
Base: All GB adults who plan online games		1015	636	211	100	61	372	7
Strongly agree	8%		7%	8%	8%	12%	9%	-
Agree	37%		36%	45%	28%	36%	39%	21%
Disagree								
Strongly disagree								

I enjoy the social side of playing online games :

	Unweighted Base	928	618	163	92	48	303	7
Base: All GB adults who plan online games		1015	636	211	100	61	372	7
Strongly agree								
Agree								
Disagree								
Strongly disagree								

To what extent do you agree or disagree with each of the following statement?

I argue with my partner about how long I / he / she spend playing online games

	Unweighted Base	928	618	163	92	48	303	7
Base: All GB adults who plan online games		1015	636	211	100	61	372	7
Strongly agree								
Agree								
Disagree								
Strongly disagree								
Not applicable - I don't have a partner								

YouGov/Freud Communications
Survey Results

Sample Size: 2052

Fieldwork: 14th - 16th June 2011

Total	Government Region						
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

I get a kick from the competitive nature of online gaming :

	Unweighted Base	928	40	93	93	60	77	82	123
Base: All GB adults who plan online games		1015	50	106	97	71	97	88	141
Strongly agree	8%		7%	13%	11%	7%	6%	2%	7%
Agree	37%		44%	35%	34%	42%	40%	39%	32%
Disagree									
Strongly disagree									

I enjoy the social side of playing online games :

	Unweighted Base	928	40	93	93	60	77	82	123
Base: All GB adults who plan online games		1015	50	106	97	71	97	88	141
Strongly agree									
Agree									
Disagree									
Strongly disagree									

To what extent do you agree or disagree with each of the following statement?

I argue with my partner about how long I / he / she spend playing online games

	Unweighted Base	928	40	93	93	60	77	82	123
Base: All GB adults who plan online games		1015	50	106	97	71	97	88	141
Strongly agree									
Agree									
Disagree									
Strongly disagree									
Not applicable - I don't have a partner									

YouGov/Freud Communications
Survey Results

Sample Size: 2052

Fieldwork: 14th - 16th June 2011

Total	Government Region			
Base	South East	South West	Wales	Scotland

I get a kick from the competitive nature of online gaming :

Unweighted Base	928	132	70	61	97
Base: All GB adults who plan online games	1015	148	78	51	88
Strongly agree	8%	9%	5%	6%	6%
Agree	37%	33%	42%	39%	37%
Disagree					
Strongly disagree					

I enjoy the social side of playing online games :

Unweighted Base	928	132	70	61	97
Base: All GB adults who plan online games	1015	148	78	51	88
Strongly agree					
Agree					
Disagree					
Strongly disagree					

To what extent do you agree or disagree with each of the following statement?

I argue with my partner about how long I/ he/ she spend playing online games

Unweighted Base	928	132	70	61	97
Base: All GB adults who plan online games	1015	148	78	51	88
Strongly agree					
Agree					
Disagree					
Strongly disagree					
Not applicable - I don't have a partner					

YouGov/Freud Communications
Survey Results

Sample Size: 2052

Fieldwork: 14th - 16th June 2011

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

In general, to what extent, if at all, do you enjoy each of the following activities? (Please tick one option per row)

Playing online games :

	Unweighted Base	928	395	533	148	174	189	161	256	516	412	226	137	82	123	202	61	97
Base: All GB adults who plan online games	1015	491	524	187	238	205	169	216	527	488	253	169	88	141	225	51	88	
Enjoy a lot	22%	26%	19%	13%	22%	23%	25%	28%	21%	24%	26%	24%	15%	19%	21%	29%	22%	
Enjoy a little	62%	59%	66%	68%	59%	64%	58%	63%	63%	61%	58%	57%	74%	64%	64%	60%	65%	
Don't enjoy very much																		
Don't enjoy at all																		
Don't know																		
Not applicable - I don't ever do this activity																		

Reading a book :

	Unweighted Base	2052	932	1120	194	271	321	380	886	1224	828	493	301	200	256	460	125	217
Base: All GB adults	2052	985	1067	246	355	345	387	718	1129	923	505	337	197	263	470	103	179	
Enjoy a lot																		
Enjoy a little																		
Don't enjoy very much																		
Don't enjoy at all																		
Don't know																		
Not applicable - I don't ever do this activity																		

Having a bath :

	Unweighted Base	2052	932	1120	194	271	321	380	886	1224	828	493	301	200	256	460	125	217
Base: All GB adults	2052	985	1067	246	355	345	387	718	1129	923	505	337	197	263	470	103	179	
Enjoy a lot	40%	34%	46%	30%	38%	44%	45%	41%	41%	39%	44%	38%	40%	45%	37%	43%	36%	
Enjoy a little	32%	36%	29%	41%	36%	38%	29%	27%	32%	33%	27%	34%	37%	33%	33%	28%	39%	
Don't enjoy very much																		
Don't enjoy at all																		
Don't know																		
Not applicable - I don't ever do this activity																		

YouGov/Freud Communications
Survey Results

Sample Size: 2052

Fieldwork: 14th - 16th June 2011

Total	Working Status							Marital Status					
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

In general, to what extent, if at all, do you enjoy each of the following activities? (Please tick one option per row)

Playing online games :

	Unweighted Base	2052	1185	247	1432	58	407	44	111	1100	208	224	78	436	6
Base: All GB adults who plan online games	1015	671	112	783	47	86	38	61	419	157	84	21	332	1	
Enjoy a lot	22%	22%	15%	21%	3%	34%	27%	33%	25%	17%	31%	26%	19%	62%	
Enjoy a little	62%	63%	68%	64%	69%	54%	50%	54%	59%	69%	60%	56%	65%	38%	
Don't enjoy very much															
Don't enjoy at all															
Don't know															
Not applicable - I don't ever do this activity															

Reading a book :

	Unweighted Base	2052	1185	247	1432	58	407	44	111	1100	208	224	78	436	6
Base: All GB adults	2052	1246	239	1485	64	329	58	115	1021	247	204	65	508	7	
Enjoy a lot															
Enjoy a little															
Don't enjoy very much															
Don't enjoy at all															
Don't know															
Not applicable - I don't ever do this activity															

Having a bath :

	Unweighted Base	2052	1185	247	1432	58	407	44	111	1100	208	224	78	436	6
Base: All GB adults	2052	1246	239	1485	64	329	58	115	1021	247	204	65	508	7	
Enjoy a lot	40%	41%	41%	41%	33%	37%	47%	42%	43%	38%	47%	47%	33%	56%	
Enjoy a little	32%	35%	28%	34%	43%	27%	27%	29%	29%	42%	27%	22%	37%	24%	
Don't enjoy very much															
Don't enjoy at all															
Don't know															
Not applicable - I don't ever do this activity															

YouGov/Freud Communications
Survey Results

Sample Size: 2052

Fieldwork: 14th - 16th June 2011

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

In general, to what extent, if at all, do you enjoy each of the following activities? (Please tick one option per row)

Playing online games :

	Unweighted Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
Base: All GB adults who plan online games	928	618	211	100	61	303	7
Enjoy a lot	22%	23%	22%	23%	18%	22%	13%
Enjoy a little	62%	63%	62%	59%	65%	61%	33%
Don't enjoy very much							
Don't enjoy at all							
Don't know							
Not applicable - I don't ever do this activity							

Reading a book :

	Unweighted Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
Base: All GB adults	2052	1499	332	188	82	603	31
Enjoy a lot							
Enjoy a little							
Don't enjoy very much							
Don't enjoy at all							
Don't know							
Not applicable - I don't ever do this activity							

Having a bath :

	Unweighted Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
Base: All GB adults	2052	1419	332	188	82	603	31
Enjoy a lot	40%	41%	39%	39%	39%	39%	49%
Enjoy a little	32%	30%	39%	39%	37%	39%	21%
Don't enjoy very much							
Don't enjoy at all							
Don't know							
Not applicable - I don't ever do this activity							

YouGov/Freud Communications
Survey Results

Sample Size: 2052

Fieldwork: 14th - 16th June 2011

Total	Government Region						
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

In general, to what extent, if at all, do you enjoy each of the following activities? (Please tick one option per row)

Playing online games :

Unweighted Base	928	40	93	93	60	77	82	123
Base: All GB adults who plan online games	1015	50	106	97	71	97	88	141
Enjoy a lot	22%	25%	28%	24%	31%	18%	15%	19%
Enjoy a little	62%	58%	58%	60%	48%	64%	74%	64%
Don't enjoy very much								
Don't enjoy at all								
Don't know								
Not applicable - I don't ever do this activity								

Reading a book :

Unweighted Base	2052	80	213	200	131	170	200	256
Base: All GB adults	2052	93	218	194	143	193	197	263
Enjoy a lot								
Enjoy a little								
Don't enjoy very much								
Don't enjoy at all								
Don't know								
Not applicable - I don't ever do this activity								

Having a bath :

Unweighted Base	2052	80	213	200	131	170	200	256
Base: All GB adults	2052	93	218	194	143	193	197	263
Enjoy a lot	40%	58%	41%	40%	35%	40%	40%	45%
Enjoy a little	32%	20%	27%	32%	35%	33%	37%	33%
Don't enjoy very much								
Don't enjoy at all								
Don't know								
Not applicable - I don't ever do this activity								

YouGov/Freud Communications
Survey Results

Sample Size: 2052

Fieldwork: 14th - 16th June 2011

Total	Government Region			
Base	South East	South West	Wales	Scotland

In general, to what extent, if at all, do you enjoy each of the following activities? (Please tick one option per row)

Playing online games :

Unweighted Base	928	132	70	61	97
Base: All GB adults who plan online games	1015	148	78	51	88
Enjoy a lot	22%	20%	23%	29%	22%
Enjoy a little	62%	64%	64%	60%	65%
Don't enjoy very much					
Don't enjoy at all					
Don't know					
Not applicable - I don't ever do this activity					

Reading a book :

Unweighted Base	2052	286	174	125	217
Base: All GB adults	2052	293	177	103	179
Enjoy a lot					
Enjoy a little					
Don't enjoy very much					
Don't enjoy at all					
Don't know					
Not applicable - I don't ever do this activity					

Having a bath :

Unweighted Base	2052	286	174	125	217
Base: All GB adults	2052	293	177	103	179
Enjoy a lot	40%	38%	36%	43%	36%
Enjoy a little	32%	32%	35%	28%	39%
Don't enjoy very much					
Don't enjoy at all					
Don't know					
Not applicable - I don't ever do this activity					

YouGov/Freud Communications

Survey Results

Sample Size: 2052

Fieldwork: 14th - 16th June 2011

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

Having sex :

Unweighted Base	2052	932	1120	194	271	321	380	886	1224	828	493	301	200	256	460	125	217
Base: All GB adults	2052	985	1067	246	355	345	387	718	1129	923	505	337	197	263	470	103	179
Enjoy a lot	60%	71%	50%	59%	70%	70%	65%	48%	62%	58%	60%	52%	64%	67%	59%	58%	63%
Enjoy a little	17%	13%	21%	15%	18%	18%	16%	18%	17%	18%	18%	20%	18%	15%	16%	15%	18%
Don't enjoy very much																	
Don't enjoy at all																	
Don't know																	
Not applicable - I don't ever do this activity																	

Doing exercise :

Unweighted Base	2052	932	1120	194	271	321	380	886	1224	828	493	301	200	256	460	125	217
Base: All GB adults	2052	985	1067	246	355	345	387	718	1129	923	505	337	197	263	470	103	179
Enjoy a lot	23%	26%	20%	33%	23%	24%	21%	20%	24%	22%	23%	18%	21%	23%	23%	29%	30%
Enjoy a little	42%	41%	42%	40%	42%	45%	41%	41%	43%	40%	41%	42%	41%	44%	44%	37%	36%
Don't enjoy very much																	
Don't enjoy at all																	
Don't know																	
Not applicable - I don't ever do this activity																	

Going shopping (for non-grocery items like clothes or accessories) :

Unweighted Base	2052	932	1120	194	271	321	380	886	1224	828	493	301	200	256	460	125	217
Base: All GB adults	2052	985	1067	246	355	345	387	718	1129	923	505	337	197	263	470	103	179
Enjoy a lot	24%	13%	34%	33%	29%	24%	23%	18%	23%	25%	27%	19%	25%	26%	23%	22%	21%
Enjoy a little	39%	42%	37%	42%	41%	39%	38%	38%	38%	40%	37%	43%	34%	38%	39%	45%	42%
Don't enjoy very much																	
Don't enjoy at all																	
Don't know																	
Not applicable - I don't ever do this activity																	

YouGov/Freud Communications

Survey Results

Sample Size: 2052

Fieldwork: 14th - 16th June 2011

Total	Working Status							Marital Status					
	Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Having sex :

Unweighted Base	2052	1185	247	1432	58	407	44	111	1100	208	224	78	436	6
Base: All GB adults	2052	1246	239	1485	64	329	58	115	1021	247	204	65	508	7
Enjoy a lot	60%	67%	48%	64%	71%	40%	61%	56%	62%	68%	44%	32%	61%	100%
Enjoy a little	17%	18%	21%	18%	7%	17%	18%	11%	20%	24%	10%	9%	13%	-
Don't enjoy very much														
Don't enjoy at all														
Don't know														
Not applicable - I don't ever do this activity														

Doing exercise :

Unweighted Base	2052	1185	247	1432	58	407	44	111	1100	208	224	78	436	6
Base: All GB adults	2052	1246	239	1485	64	329	58	115	1021	247	204	65	508	7
Enjoy a lot	23%	25%	23%	24%	31%	19%	13%	17%	23%	20%	20%	18%	27%	21%
Enjoy a little	42%	41%	40%	41%	40%	42%	50%	44%	44%	45%	36%	40%	38%	29%
Don't enjoy very much														
Don't enjoy at all														
Don't know														
Not applicable - I don't ever do this activity														

Going shopping (for non-grocery items like clothes or accessories) :

Unweighted Base	2052	1185	247	1432	58	407	44	111	1100	208	224	78	436	6
Base: All GB adults	2052	1246	239	1485	64	329	58	115	1021	247	204	65	508	7
Enjoy a lot	24%	25%	25%	25%	37%	20%	22%	17%	21%	28%	23%	24%	27%	8%
Enjoy a little	39%	39%	34%	38%	38%	41%	44%	39%	39%	37%	36%	30%	43%	31%
Don't enjoy very much														
Don't enjoy at all														
Don't know														
Not applicable - I don't ever do this activity														

YouGov/Freud Communications
Survey Results

Sample Size: 2052

Fieldwork: 14th - 16th June 2011

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Having sex :

Unweighted Base	2052	1499	274	176	71	521	32
Base: All GB adults	2052	1419	332	188	82	603	31
Enjoy a lot	60%	57%	68%	64%	68%	67%	62%
Enjoy a little	17%	17%	19%	20%	15%	19%	10%
Don't enjoy very much							
Don't enjoy at all							
Don't know							
Not applicable - I don't ever do this activity							

Doing exercise :

Unweighted Base	2052	1499	274	176	71	521	32
Base: All GB adults	2052	1419	332	188	82	603	31
Enjoy a lot	23%	23%	24%	25%	24%	24%	19%
Enjoy a little	42%	41%	44%	42%	44%	43%	35%
Don't enjoy very much							
Don't enjoy at all							
Don't know							
Not applicable - I don't ever do this activity							

Going shopping (for non-grocery items like clothes or accessories) :

Unweighted Base	2052	1499	274	176	71	521	32
Base: All GB adults	2052	1419	332	188	82	603	31
Enjoy a lot	24%	24%	22%	25%	31%	24%	33%
Enjoy a little	39%	38%	48%	37%	30%	42%	25%
Don't enjoy very much							
Don't enjoy at all							
Don't know							
Not applicable - I don't ever do this activity							

YouGov/Freud Communications

Survey Results

Sample Size: 2052

Fieldwork: 14th - 16th June 2011

Total	Government Region						
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

Having sex :

	2052	80	213	200	131	170	200	256
Unweighted Base	2052	80	213	200	131	170	200	256
Base: All GB adults	2052	93	218	194	143	193	197	263
Enjoy a lot	60%	68%	58%	59%	55%	50%	64%	67%
Enjoy a little	17%	9%	20%	21%	16%	23%	18%	15%
Don't enjoy very much								
Don't enjoy at all								
Don't know								
Not applicable - I don't ever do this activity								

Doing exercise :

	2052	80	213	200	131	170	200	256
Unweighted Base	2052	80	213	200	131	170	200	256
Base: All GB adults	2052	93	218	194	143	193	197	263
Enjoy a lot	23%	22%	25%	21%	14%	21%	21%	23%
Enjoy a little	42%	39%	38%	46%	36%	46%	41%	44%
Don't enjoy very much								
Don't enjoy at all								
Don't know								
Not applicable - I don't ever do this activity								

Going shopping (for non-grocery items like clothes or accessories) :

	2052	80	213	200	131	170	200	256
Unweighted Base	2052	80	213	200	131	170	200	256
Base: All GB adults	2052	93	218	194	143	193	197	263
Enjoy a lot	24%	23%	28%	28%	17%	21%	25%	26%
Enjoy a little	39%	43%	34%	37%	41%	44%	34%	38%
Don't enjoy very much								
Don't enjoy at all								
Don't know								
Not applicable - I don't ever do this activity								

YouGov/Freud Communications

Survey Results

Sample Size: 2052

Fieldwork: 14th - 16th June 2011

	Total	Government Region			
	Base	South East	South West	Wales	Scotland
Having sex :					
Unweighted Base	2052	286	174	125	217
Base: All GB adults	2052	293	177	103	179
Enjoy a lot	60%	58%	62%	58%	63%
Enjoy a little	17%	18%	11%	15%	18%
Don't enjoy very much					
Don't enjoy at all					
Don't know					
Not applicable - I don't ever do this activity					
Doing exercise :					
Unweighted Base	2052	286	174	125	217
Base: All GB adults	2052	293	177	103	179
Enjoy a lot	23%	23%	24%	29%	30%
Enjoy a little	42%	43%	45%	37%	36%
Don't enjoy very much					
Don't enjoy at all					
Don't know					
Not applicable - I don't ever do this activity					
Going shopping (for non-grocery items like clothes or accessories) :					
Unweighted Base	2052	286	174	125	217
Base: All GB adults	2052	293	177	103	179
Enjoy a lot	24%	25%	20%	22%	21%
Enjoy a little	39%	38%	41%	45%	42%
Don't enjoy very much					
Don't enjoy at all					
Don't know					
Not applicable - I don't ever do this activity					