

**YouGov / Newsworks**  
**25-27th November**  
 Sample Size - 2262 adults



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

**PNT\_q2. A tablet is a mobile computer that is larger than a smartphone. It will generally have a flat touch screen and is primarily operated by touching the screen rather than using a physical keyboard (e.g. Apple iPad, Kindle Fire HDX, Microsoft Surface, Samsung Galaxy, etc.). Which, if any, of the following statements apply to you? (Please tick ALL that apply)**

Unweighted base	2262	1063	1199	277	372	363	451	799	1327	935	477	321	195	439	458	96
<b>Base: All UK Adults online</b>	2262	1088	1174	271	401	361	423	805	1244	1018	541	362	210	280	502	111
I own a tablet	39%	39%	39%	25%	41%	47%	41%	38%	43%	34%	40%	40%	39%	36%	41%	
I plan to buy a tablet for myself/ as a treat for my whole family for Christmas 2013	3%	4%	3%	5%	4%	4%	3%	2%	4%	3%	4%	2%	3%	5%	3%	6%
I plan to buy a tablet for someone else as a gift for Christmas this year (i.e. Christmas 2013)	4%	3%	4%	3%	6%	7%	4%	1%	4%	3%	3%	3%	2%	4%	5%	3%
I expect to receive a tablet as a gift from someone else this Christmas 2013	3%	4%	3%	5%	5%	2%	3%	2%	3%	3%	4%	2%	2%	6%	2%	3%
None of these	52%	53%	52%	63%	46%	41%	52%	57%	48%	58%	50%	53%	55%	48%	58%	48%
Net: Plan To buy	7%	7%	7%	8%	10%	12%	7%	3%	7%	7%	7%	5%	5%	9%	8%	9%
Net: Buying/receiving a tablet at Christmas	10%	10%	10%	13%	15%	14%	9%	5%	10%	10%	10%	7%	7%	15%	9%	12%
Net: Receiving only including current tablet owners	3%	3%	3%	5%	5%	2%	2%	2%	3%	3%	4%	2%	2%	6%	2%	3%
Net: Receiving only	3%	3%	3%	5%	4%	2%	2%	2%	3%	3%	4%	2%	2%	6%	1%	3%

**PNT\_q4a. You said you expect to buy/ receive a tablet as a gift for Christmas this year... On average, approximately how much do you expect each tablet to cost? (Please tick all that apply for each row, and only think about the cost of the tablet itself, excluding any additional costs, such as a tablet case) - The tablet(s) I expect to buy this Christmas**

Unweighted base	165	79	86	24	36	44	32	29	100	65	35	17	10	38	33	12
<b>Base: All UK Adults online who intend to buy one for Christmas</b>	157	74	83	22	41	43	29	22	90	67	36	18	10	25	39	10
Up to £99.99	18%	15%	21%	27%	14%	19%	21%	15%	11%	28%	12%	47%	6%	8%	21%	22%
£100 to £199.99	42%	46%	38%	52%	39%	38%	46%	42%	43%	41%	33%	36%	63%	63%	36%	35%
£200 to £399.99	27%	24%	30%	20%	34%	26%	22%	31%	34%	19%	37%	3%	11%	22%	39%	19%
£400 or more	9%	8%	10%	-	12%	5%	13%	13%	11%	6%	13%	5%	-	8%	3%	33%
Don't know	8%	9%	6%	4%	5%	13%	3%	10%	8%	7%	12%	12%	21%	8%	2%	-

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Government Region																
Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	Working full time	Working part time	

PNT\_q2. A tablet is a mobile computer that is larger than a smartphone. It will generally have a flat touch screen and is primarily operated by touching the screen rather than using a physical keyboard (e.g. Apple iPad, Kindle Fire HDX, Microsoft Surface, Samsung Galaxy, etc.). Which, if any, of the following statements apply to you? (Please tick ALL that apply)

Unweighted base	225	51	100	226	151	143	178	195	439	282	176	96	225	51	1158	271
Base: All UK Adults online	192	63	114	259	167	153	209	210	280	310	193	111	192	63	1154	271
I own a tablet	43%	42%	36%	43%	38%	41%	40%	39%	39%	30%	41%	43%	42%	43%	36%	
I plan to buy a tablet for myself/ as a treat for my whole family for Christmas 2013	1%	5%	4%	3%	4%	-	4%	3%	5%	3%	3%	6%	1%	5%	3%	5%
I plan to buy a tablet for someone else as a gift for Christmas this year (i.e. Christmas 2013)	5%	6%	2%	3%	4%	0%	5%	2%	4%	4%	6%	3%	5%	6%	5%	5%
I expect to receive a tablet as a gift from someone else this Christmas 2013	3%	4%	4%	2%	6%	1%	2%	2%	6%	2%	2%	3%	3%	4%	3%	3%
None of these	49%	45%	54%	49%	49%	57%	50%	55%	48%	54%	65%	48%	49%	45%	48%	54%
Net: Plan To buy	6%	11%	6%	6%	7%	0%	9%	5%	9%	7%	9%	9%	6%	11%	8%	10%
Net: Buying/receiving a tablet at Christmas	9%	15%	10%	8%	14%	2%	11%	7%	15%	9%	10%	12%	9%	15%	11%	13%
Net: Receiving only including current tablet owners	3%	4%	4%	2%	6%	1%	2%	2%	6%	2%	3%	3%	3%	4%	3%	3%
Net: Receiving only	3%	4%	4%	2%	6%	1%	2%	2%	6%	2%	0%	3%	3%	4%	3%	3%

PNT\_q4a. You said you expect to buy/ receive a tablet as a gift for Christmas this year... On average, approximately how much do you expect each tablet to cost? (Please tick all that apply for each row, and only think about the cost of the tablet itself, excluding any additional costs, such as a tablet case) - The tablet(s) I expect to buy this Christmas

Unweighted base	14	6	8	16	11	1	16	10	38	22	11	12	14	6	96	22
Base: All UK Adults online who intend to buy one for Christmas	12	7	7	16	12	*	18	10	25	22	17	10	12	7	88	26
Up to £99.99	20%	11%	10%	17%	5%	-	48%	6%	8%	15%	28%	22%	20%	11%	15%	36%
£100 to £199.99	40%	49%	32%	29%	40%	100%	34%	63%	63%	33%	39%	35%	40%	49%	41%	43%
£200 to £399.99	29%	25%	35%	33%	44%	-	3%	11%	22%	44%	33%	19%	29%	25%	28%	12%
£400 or more	8%	15%	-	27%	-	-	5%	-	8%	5%	-	33%	8%	15%	11%	2%
Don't know	4%	-	32%	4%	12%	-	12%	21%	8%	4%	-	-	4%	-	7%	10%

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25-27th November

Sample Size - 2262 adults



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

PNT\_q2. A tablet is a mobile computer that is larger than a smartphone. It will generally have a flat touch screen and is primarily operated by touching the screen rather than using a physical keyboard (e.g. Apple iPad, Kindle Fire HDX, Microsoft Surface, Samsung Galaxy, etc.). Which, if any, of the following statements apply to you? (Please tick ALL that apply)

Unweighted base	1429	130	464	73	166	987	229	188	49	487
Base: All UK Adults online	1425	125	479	78	155	980	226	187	46	468
I own a tablet	41%	25%	37%	26%	41%	44%	43%	34%	38%	29%
I plan to buy a tablet for myself/ as a treat for my whole family for Christmas 2013	4%	5%	2%	8%	4%	3%	4%	5%	1%	4%
I plan to buy a tablet for someone else as a gift for Christmas this year (i.e. Christmas 2013)	5%	-	0%	7%	5%	4%	4%	4%	10%	1%
I expect to receive a tablet as a gift from someone else this Christmas 2013	3%	5%	3%	6%	2%	1%	4%	5%	2%	4%
None of these	49%	66%	58%	55%	50%	50%	46%	55%	53%	62%
Net: Plan To buy	8%	5%	2%	15%	9%	7%	8%	9%	11%	5%
Net: Buying/receiving a tablet at Christmas	11%	10%	5%	21%	11%	8%	11%	14%	14%	9%
Net: Receiving only including current tablet owners	3%	5%	3%	6%	2%	1%	4%	5%	2%	4%
Net: Receiving only	3%	5%	2%	6%	2%	1%	4%	4%	2%	4%

PNT\_q4a. You said you expect to buy/ receive a tablet as a gift for Christmas this year... On average, approximately how much do you expect each tablet to cost? (Please tick all that apply for each row, and only think about the cost of the tablet itself, excluding any additional costs, such as a tablet case) - The tablet(s) I expect to buy this Christmas

Unweighted base	118	8	13	10	16	68	20	13	5	32
Base: All UK Adults online who intend to buy one for Christmas	114	7	10	12	14	65	17	17	5	26
Up to £99.99	20%	20%	10%	-	26%	15%	24%	28%	-	15%
£100 to £199.99	42%	43%	23%	38%	62%	36%	26%	39%	100%	53%
£200 to £399.99	25%	46%	51%	40%	12%	34%	36%	21%	-	28%
£400 or more	9%	-	15%	9%	5%	14%	5%	4%	-	1%
Don't know	8%	-	6%	22%	-	4%	11%	13%	-	5%

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Children in Household						Social Media (monthly or more)			
0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter

PNT\_q2. A tablet is a mobile computer that is larger than a smartphone. It will generally have a flat touch screen and is primarily operated by touching the screen rather than using a physical keyboard (e.g. Apple iPad, Kindle Fire HDX, Microsoft Surface, Samsung Galaxy, etc.). Which, if any, of the following statements apply to you? (Please tick ALL that apply)

Unweighted base	1597	327	201	81	609	56	1496	344	142	565
Base: All UK Adults online	1582	335	202	92	630	50	1512	280	140	537
I own a tablet	37%	44%	47%	45%	45%	21%	41%	50%	53%	46%
I plan to buy a tablet for myself/ as a treat for my whole family for Christmas 2013	3%	5%	4%	7%	5%	-	3%	4%	4%	4%
I plan to buy a tablet for someone else as a gift for Christmas this year (i.e. Christmas 2013)	2%	5%	9%	11%	7%	2%	4%	5%	3%	4%
I expect to receive a tablet as a gift from someone else this Christmas 2013	2%	4%	5%	6%	5%	6%	4%	3%	4%	3%
None of these	56%	45%	36%	35%	41%	71%	50%	41%	37%	44%
Net: Plan To buy	5%	10%	13%	18%	12%	2%	7%	9%	7%	7%
Net: Buying/receiving a tablet at Christmas	7%	14%	19%	24%	17%	8%	11%	11%	11%	10%
Net: Receiving only including current tablet owners	2%	3%	5%	6%	5%	6%	4%	2%	4%	3%
Net: Receiving only	2%	3%	5%	6%	4%	6%	3%	2%	3%	3%

PNT\_q4a. You said you expect to buy/ receive a tablet as a gift for Christmas this year... On average, approximately how much do you expect each tablet to cost? (Please tick all that apply for each row, and only think about the cost of the tablet itself, excluding any additional costs, such as a tablet case) - The tablet(s) I expect to buy this Christmas

Unweighted base	91	33	24	16	73	1	114	30	11	43
Base: All UK Adults online who intend to buy one for Christmas	78	35	27	16	78	1	107	24	10	40
Up to £99.99	10%	40%	12%	27%	27%	-	20%	10%	6%	15%
£100 to £199.99	47%	41%	34%	29%	36%	100%	42%	33%	49%	26%
£200 to £399.99	27%	9%	54%	23%	27%	-	27%	43%	44%	41%
£400 or more	11%	5%	4%	18%	7%	-	6%	14%	3%	13%
Don't know	11%	9%	-	3%	5%	-	9%	9%	-	8%

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

**PNT\_q4b. You said you expect to buy/ receive a tablet as a gift for Christmas this year... On average, approximately how much do you expect each tablet to cost? (Please tick all that apply for each row, and only think about the cost of the tablet itself, excluding any additional costs, such as a tablet case) - The tablet(s) I expect to receive as a gift this Christmas**

	60	31	29	9	16	7	13	15	33	27	13	5	3	19	9	3
<b>Unweighted base</b>	60	31	29	9	16	7	13	15	33	27	13	5	3	19	9	3
<b>Base: All UK Adults online who think they will receive a tablet as a gift for Christmas this year</b>	70	38	32	13	19	9	11	18	35	35	21	7	5	16	9	4
Up to £99.99	23%	18%	29%	-	41%	11%	21%	29%	37%	10%	5%	69%	-	33%	-	61%
£100 to £199.99	43%	45%	40%	45%	46%	71%	58%	15%	42%	44%	34%	31%	43%	49%	56%	39%
£200 to £399.99	24%	31%	15%	43%	18%	7%	11%	31%	13%	34%	38%	-	57%	13%	36%	-
£400 or more	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	12%	10%	15%	12%	2%	11%	9%	25%	12%	13%	24%	-	-	5%	7%	-

**PNT\_q5. What age(s) is/ are the person/ people who you will give a tablet to as a gift this Christmas? (Please tick all that apply. If you expect to buy a tablet for yourself please tick the age band you fall into)**

	165	79	86	24	36	44	32	29	100	65	35	17	10	38	33	12
<b>Unweighted base</b>	165	79	86	24	36	44	32	29	100	65	35	17	10	38	33	12
<b>Base: All UK Adults online who intend to buy one for Christmas</b>	157	74	83	22	41	43	29	22	90	67	36	18	10	25	39	10
Child(ren) aged 0-5 years old	7%	8%	7%	18%	10%	6%	2%	-	4%	12%	15%	22%	-	3%	2%	-
Child(ren) aged 6-10 years old	21%	14%	27%	-	29%	35%	18%	5%	25%	16%	34%	15%	6%	6%	28%	6%
Child(ren) aged 11-15 years old	13%	11%	15%	8%	7%	19%	23%	4%	15%	10%	3%	13%	6%	11%	20%	16%
Adult(s) aged 16-24 years old	10%	11%	10%	37%	7%	2%	9%	9%	7%	15%	12%	-	-	15%	11%	15%
Adult(s) aged 25-34 years old	9%	9%	9%	19%	22%	-	1%	2%	12%	6%	4%	9%	-	30%	8%	8%
Adult(s) aged 35-44 years old	19%	16%	21%	13%	12%	46%	3%	3%	20%	16%	16%	25%	32%	25%	12%	17%
Adult(s) aged 45-54 years old	11%	9%	13%	3%	-	2%	50%	6%	14%	7%	7%	18%	8%	10%	4%	55%
Adult(s) aged 55-64 years old	9%	11%	6%	3%	9%	3%	1%	34%	7%	11%	6%	13%	32%	9%	5%	-
Adult(s) aged over 65 years old	10%	16%	5%	-	11%	3%	7%	37%	10%	10%	6%	-	-	10%	29%	-
Don't know	6%	7%	6%	18%	4%	2%	5%	7%	5%	8%	7%	4%	22%	10%	2%	-
Net: Children 0-10	27%	21%	33%	18%	39%	38%	20%	5%	27%	28%	47%	32%	6%	9%	30%	6%

**PNT\_q6. Thinking about the tablet you own and use most often...Which, if any, of the following do you use your tablet for regularly (i.e. at least once a week)? (Please tick all that apply)**

	898	431	467	76	148	179	188	307	580	318	192	131	81	175	165	38
<b>Unweighted base</b>	898	431	467	76	148	179	188	307	580	318	192	131	81	175	165	38
<b>Base: All UK Adults online who own a tablet</b>	884	421	464	69	166	168	171	310	540	344	214	146	82	109	178	46
Keeping up with news (e.g. current affairs, sports, celebrity, etc.)	49%	53%	46%	62%	54%	43%	50%	47%	53%	43%	51%	38%	55%	60%	42%	55%
Playing games	54%	49%	59%	73%	64%	51%	50%	49%	50%	61%	56%	58%	54%	58%	55%	29%
Social networking	49%	40%	57%	59%	59%	47%	50%	41%	50%	47%	54%	36%	50%	50%	52%	45%
Listening to music	26%	28%	25%	35%	34%	22%	28%	22%	26%	27%	30%	25%	23%	40%	22%	20%
Watching videos	37%	43%	32%	67%	55%	39%	29%	24%	37%	37%	43%	30%	43%	46%	27%	44%
Sending/ receiving email	65%	62%	69%	65%	59%	66%	66%	68%	68%	62%	67%	57%	72%	65%	65%	62%
Reading books	37%	34%	39%	41%	34%	27%	35%	43%	36%	38%	40%	42%	21%	39%	37%	33%
Taking/ looking at/ editing photos	28%	21%	34%	38%	24%	24%	30%	29%	29%	26%	26%	18%	24%	38%	31%	29%
Other internet browsing	68%	69%	68%	68%	70%	66%	69%	69%	72%	63%	66%	61%	68%	70%	68%	80%
Other	6%	7%	5%	9%	4%	3%	6%	8%	6%	6%	7%	6%	4%	5%	6%	15%
Don't know	1%	1%	1%	1%	2%	0%	0%	1%	1%	0%	1%	2%	-	1%	-	1%
Not applicable - I never use the tablet I own	3%	4%	3%	2%	3%	2%	5%	3%	3%	3%	4%	2%	2%	3%	4%	1%

Government Region															Working full time	Working part time
Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland			

PNT\_q4b. You said you expect to buy/ receive a tablet as a gift for Christmas this year... On average, approximately how much do you expect each tablet to cost? (Please tick all that apply for each row, and only think about the cost of the tablet itself, excluding any additional costs, such as a tablet case) - The tablet(s) I expect to receive as a gift this Christmas

	6	2	3	4	6	2	3	3	19	5	4	3	6	2	31	7
<b>Unweighted base</b>	6	2	3	4	6	2	3	3	19	5	4	3	6	2	31	7
<b>Base: All UK Adults online who think they will receive a tablet as a gift for Christmas this year</b>	6	3	5	5	11	2	5	5	16	6	3	4	6	3	35	9
Up to £99.99	-	100%	-	18%	-	-	100%	-	33%	-	-	61%	-	100%	16%	44%
£100 to £199.99	50%	53%	100%	-	20%	100%	-	43%	49%	76%	20%	39%	50%	53%	51%	41%
£200 to £399.99	12%	-	-	82%	34%	-	-	57%	13%	13%	80%	-	12%	-	31%	8%
£400 or more	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	38%	-	-	-	46%	-	-	-	5%	11%	-	-	38%	-	6%	7%

PNT\_q5. What age(s) is/ are the person/ people who you will give a tablet to as a gift this Christmas? (Please tick all that apply. If you expect to buy a tablet for yourself please tick the age band you fall into)

	14	6	8	16	11	1	16	10	38	22	11	12	14	6	96	22
<b>Unweighted base</b>	14	6	8	16	11	1	16	10	38	22	11	12	14	6	96	22
<b>Base: All UK Adults online who intend to buy one for Christmas</b>	12	7	7	16	12	*	18	10	25	22	17	10	12	7	88	26
Child(ren) aged 0-5 years old	-	11%	9%	29%	-	-	22%	-	3%	3%	-	-	-	11%	11%	8%
Child(ren) aged 6-10 years old	24%	25%	9%	25%	58%	-	15%	6%	6%	21%	37%	6%	24%	25%	23%	27%
Child(ren) aged 11-15 years old	26%	15%	-	4%	5%	-	13%	6%	11%	20%	20%	16%	26%	15%	14%	18%
Adult(s) aged 16-24 years old	6%	30%	-	17%	10%	-	-	-	15%	19%	-	15%	6%	30%	6%	12%
Adult(s) aged 25-34 years old	-	-	9%	5%	-	-	9%	-	30%	14%	-	8%	-	-	9%	13%
Adult(s) aged 35-44 years old	25%	-	42%	9%	12%	-	26%	32%	25%	10%	14%	17%	25%	-	15%	21%
Adult(s) aged 45-54 years old	10%	-	-	15%	-	-	18%	8%	10%	4%	4%	55%	10%	-	10%	13%
Adult(s) aged 55-64 years old	-	19%	10%	9%	-	100%	10%	32%	9%	-	12%	-	-	19%	10%	1%
Adult(s) aged over 65 years old	-	-	9%	6%	5%	-	-	-	10%	21%	41%	-	-	-	5%	19%
Don't know	9%	-	21%	-	10%	-	4%	22%	10%	3%	-	-	9%	-	7%	4%
Net: Children 0-10	24%	36%	9%	54%	58%	-	33%	6%	9%	24%	37%	6%	24%	36%	33%	32%

PNT\_q6. Thinking about the tablet you own and use most often...Which, if any, of the following do you use your tablet for regularly (i.e. at least once a week)? (Please tick all that apply)

	94	22	36	94	62	59	72	81	175	109	56	38	94	22	497	98
<b>Unweighted base</b>	94	22	36	94	62	59	72	81	175	109	56	38	94	22	497	98
<b>Base: All UK Adults online who own a tablet</b>	82	27	41	110	63	63	83	82	109	121	58	46	82	27	493	98
Keeping up with news (e.g. current affairs, sports, celebrity, etc.)	46%	85%	47%	48%	58%	49%	30%	55%	60%	45%	34%	55%	46%	85%	52%	43%
Playing games	48%	63%	54%	61%	49%	62%	55%	54%	58%	55%	54%	29%	48%	63%	56%	57%
Social networking	48%	57%	48%	57%	53%	32%	39%	50%	50%	53%	50%	45%	48%	57%	50%	45%
Listening to music	19%	21%	36%	27%	32%	21%	28%	23%	40%	24%	16%	20%	19%	21%	27%	28%
Watching videos	28%	50%	45%	48%	33%	24%	34%	43%	46%	32%	17%	44%	28%	50%	41%	30%
Sending/ receiving email	65%	89%	72%	63%	72%	64%	51%	72%	65%	63%	70%	63%	65%	89%	66%	61%
Reading books	34%	28%	25%	44%	41%	48%	38%	21%	39%	38%	36%	33%	34%	28%	34%	35%
Taking/ looking at/ editing photos	28%	45%	25%	26%	28%	20%	16%	24%	38%	28%	37%	29%	28%	45%	26%	29%
Other internet browsing	74%	84%	84%	64%	57%	65%	58%	68%	70%	68%	72%	80%	74%	84%	71%	63%
Other	3%	4%	2%	8%	8%	7%	5%	4%	5%	5%	8%	15%	3%	4%	6%	8%
Don't know	-	-	-	3%	-	4%	1%	-	1%	-	-	1%	-	-	1%	0%
Not applicable - I never use the tablet I own	2%	-	8%	2%	5%	-	4%	2%	3%	3%	6%	1%	2%	-	2%	4%

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

PNT\_q4b. You said you expect to buy/ receive a tablet as a gift for Christmas this year... On average, approximately how much do you expect each tablet to cost? (Please tick all that apply for each row, and only think about the cost of the tablet itself, excluding any additional costs, such as a tablet case) - The tablet(s) I expect to receive as a gift this Christmas

Unweighted base	38	5	10	3	4	17	9	7	1	13
<b>Base: All UK Adults online who think they will receive a tablet as a gift for Christmas this year</b>	44	6	13	4	3	14	9	10	1	18
Up to £99.99	22%	26%	34%	-	25%	39%	46%	33%	-	11%
£100 to £199.99	49%	24%	23%	77%	29%	35%	31%	40%	100%	37%
£200 to £399.99	26%	44%	19%	-	-	19%	13%	11%	-	51%
£400 or more	-	-	-	-	-	-	-	-	-	-
Don't know	6%	5%	24%	23%	46%	8%	10%	16%	-	9%

PNT\_q5. What age(s) is/ are the person/ people who you will give a tablet to as a gift this Christmas? (Please tick all that apply. If you expect to buy a tablet for yourself please tick the age band you fall into)

Unweighted base	118	8	13	10	16	68	20	13	5	32
<b>Base: All UK Adults online who intend to buy one for Christmas</b>	114	7	10	12	14	65	17	17	5	26
Child(ren) aged 0-5 years old	10%	-	-	-	-	9%	15%	-	-	5%
Child(ren) aged 6-10 years old	24%	-	-	20%	25%	34%	-	22%	45%	8%
Child(ren) aged 11-15 years old	15%	20%	-	15%	5%	7%	4%	20%	45%	16%
Adult(s) aged 16-24 years old	8%	64%	-	20%	6%	3%	4%	-	-	30%
Adult(s) aged 25-34 years old	9%	-	5%	18%	6%	5%	23%	-	-	10%
Adult(s) aged 35-44 years old	16%	-	7%	62%	17%	17%	14%	17%	14%	25%
Adult(s) aged 45-54 years old	11%	9%	10%	9%	20%	13%	23%	-	11%	10%
Adult(s) aged 55-64 years old	8%	-	29%	-	12%	10%	-	4%	19%	6%
Adult(s) aged over 65 years old	8%	-	55%	-	5%	10%	14%	33%	11%	4%
Don't know	7%	8%	-	3%	11%	4%	10%	9%	-	6%
Net: Children 0-10	32%	-	-	20%	25%	40%	15%	22%	45%	14%

PNT\_q6. Thinking about the tablet you own and use most often...Which, if any, of the following do you use your tablet for regularly (i.e. at least once a week)? (Please tick all that apply)

Unweighted base	595	38	183	21	61	449	92	60	18	150
<b>Base: All UK Adults online who own a tablet</b>	591	31	179	20	63	426	98	63	18	137
Keeping up with news (e.g. current affairs, sports, celebrity, etc.)	50%	55%	47%	41%	45%	48%	41%	40%	53%	55%
Playing games	56%	56%	44%	76%	60%	50%	52%	47%	77%	61%
Social networking	49%	60%	42%	59%	59%	44%	51%	50%	57%	59%
Listening to music	27%	32%	19%	54%	29%	22%	28%	19%	22%	29%
Watching videos	39%	58%	26%	63%	28%	28%	44%	24%	34%	58%
Sending/ receiving email	65%	64%	70%	38%	63%	64%	58%	66%	97%	70%
Reading books	34%	28%	43%	44%	46%	34%	34%	41%	34%	42%
Taking/ looking at/ editing photos	26%	35%	31%	21%	33%	26%	18%	27%	50%	31%
Other internet browsing	69%	65%	68%	58%	66%	69%	64%	65%	84%	71%
Other	6%	10%	6%	-	8%	4%	3%	4%	4%	9%
Don't know	1%	4%	2%	-	-	0%	3%	2%	-	1%
Not applicable - I never use the tablet I own	3%	2%	3%	9%	4%	4%	3%	7%	-	2%

Children in Household						Social Media (monthly or more)			
0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter

PNT\_q4b. You said you expect to buy/ receive a tablet as a gift for Christmas this year... On average, approximately how much do you expect each tablet to cost? (Please tick all that apply for each row, and only think about the cost of the tablet itself, excluding any additional costs, such as a tablet case) - The tablet(s) I expect to receive as a gift this Christmas

Unweighted base	37	8	8	5	21	2	46	10	5	16
<b>Base: All UK Adults online who think they will receive a tablet as a gift for Christmas this year</b>	38	13	11	6	29	3	55	7	6	17
Up to £99.99	25%	19%	6%	67%	23%	-	21%	26%	25%	17%
£100 to £199.99	51%	39%	18%	27%	29%	78%	40%	72%	75%	41%
£200 to £399.99	12%	42%	60%	-	41%	-	27%	6%	-	29%
£400 or more	-	-	-	-	-	-	-	-	-	-
Don't know	16%	-	16%	6%	7%	22%	14%	15%	-	13%

PNT\_q5. What age(s) is/ are the person/ people who you will give a tablet to as a gift this Christmas? (Please tick all that apply. If you expect to buy a tablet for yourself please tick the age band you fall into)

Unweighted base	91	33	24	16	73	1	114	30	11	43
<b>Base: All UK Adults online who intend to buy one for Christmas</b>	78	35	27	16	78	1	107	24	10	40
Child(ren) aged 0-5 years old	1%	19%	-	27%	14%	-	7%	3%	-	13%
Child(ren) aged 6-10 years old	6%	5%	69%	49%	37%	-	21%	24%	-	24%
Child(ren) aged 11-15 years old	7%	22%	19%	12%	19%	-	11%	15%	6%	16%
Adult(s) aged 16-24 years old	10%	18%	5%	5%	11%	-	11%	8%	21%	8%
Adult(s) aged 25-34 years old	11%	10%	-	13%	7%	-	12%	9%	37%	10%
Adult(s) aged 35-44 years old	21%	23%	13%	8%	17%	-	22%	36%	21%	20%
Adult(s) aged 45-54 years old	16%	6%	4%	9%	6%	-	8%	17%	12%	10%
Adult(s) aged 55-64 years old	15%	1%	-	-	1%	100%	9%	1%	5%	12%
Adult(s) aged over 65 years old	16%	11%	-	-	5%	-	7%	4%	27%	1%
Don't know	9%	-	7%	6%	4%	-	7%	7%	-	5%
Net: Children 0-10	7%	24%	69%	66%	49%	-	27%	24%	-	32%

PNT\_q6. Thinking about the tablet you own and use most often...Which, if any, of the following do you use your tablet for regularly (i.e. at least once a week)? (Please tick all that apply)

Unweighted base	607	141	96	40	277	14	608	165	76	264
<b>Base: All UK Adults online who own a tablet</b>	589	147	96	41	285	11	618	141	74	249
Keeping up with news (e.g. current affairs, sports, celebrity, etc.)	53%	45%	45%	34%	43%	15%	49%	67%	67%	62%
Playing games	54%	50%	56%	71%	55%	50%	57%	56%	60%	60%
Social networking	51%	41%	47%	52%	45%	52%	64%	58%	62%	70%
Listening to music	24%	26%	34%	36%	30%	38%	27%	29%	37%	32%
Watching videos	36%	40%	39%	38%	39%	38%	39%	49%	52%	53%
Sending/ receiving email	69%	63%	54%	53%	59%	36%	64%	77%	67%	70%
Reading books	40%	30%	26%	35%	29%	42%	36%	34%	42%	34%
Taking/ looking at/ editing photos	30%	22%	27%	15%	23%	17%	31%	28%	38%	36%
Other internet browsing	71%	64%	63%	60%	63%	48%	68%	81%	76%	75%
Other	7%	5%	5%	3%	5%	-	6%	5%	8%	6%
Don't know	1%	-	-	-	-	7%	1%	-	-	-
Not applicable - I never use the tablet I own	2%	6%	3%	3%	5%	-	3%	7%	4%	2%

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

**PNT\_q7. Thinking about the tablet you expect to receive as a gift this Christmas...Which, if any, of the following do you expect to use your tablet for regularly (i.e. at least once a week)? (Please tick all that apply)**

<b>Unweighted base</b>	60	31	29	9	16	7	13	15	33	27	13	5	3	19	9	3
<b>Base: All UK Adults online who think they will receive a tablet as a gift for Christmas this year</b>	70	38	32	13	19	9	11	18	35	35	21	7	5	16	9	4
Keeping up with news (e.g. current affairs, sports, celebrity, etc.)	57%	44%	71%	55%	43%	55%	56%	72%	62%	51%	72%	100%	43%	39%	34%	39%
Playing games	49%	49%	50%	62%	25%	78%	51%	50%	45%	53%	47%	56%	82%	39%	73%	39%
Social networking	37%	35%	39%	26%	41%	75%	38%	21%	38%	35%	39%	28%	43%	29%	38%	39%
Listening to music	34%	30%	38%	26%	53%	11%	27%	34%	32%	35%	56%	28%	24%	24%	29%	61%
Watching videos	31%	35%	27%	45%	32%	57%	20%	16%	30%	32%	36%	13%	24%	28%	54%	-
Sending/ receiving email	49%	31%	71%	28%	30%	55%	55%	78%	58%	40%	58%	84%	43%	37%	60%	39%
Reading books	32%	19%	47%	24%	10%	60%	32%	46%	49%	15%	33%	55%	18%	12%	32%	27%
Taking/ looking at/ editing photos	27%	14%	43%	12%	4%	67%	28%	43%	38%	17%	36%	28%	-	19%	28%	12%
Other internet browsing	44%	26%	65%	28%	11%	64%	55%	72%	54%	34%	29%	84%	43%	32%	67%	39%
Other	1%	-	1%	-	2%	-	-	-	1%	-	-	-	-	2%	-	-
Don't know	3%	6%	-	-	-	-	-	12%	2%	5%	-	-	-	4%	-	-

**PNT\_q10a\_1. Thinking about any national newspapers that you may have read online via your tablet within the last two to three months... For each of the listed newspapers below, please indicate whether you used an app to access them, or visited the websites directly/ via a search (e.g. Google). (Please tick all that apply on each column) - Access via an app**

<b>Unweighted base</b>	898	431	467	76	148	179	188	307	580	318	192	131	81	175	165	38
<b>Base: All UK Adults online who own a tablet</b>	884	421	464	69	166	168	171	310	540	344	214	146	82	109	178	46
The Daily Mail/ Mail on Sunday	11%	11%	11%	11%	10%	14%	10%	11%	13%	9%	13%	8%	19%	13%	8%	14%
The Daily Mirror/ Sunday Mirror	7%	6%	7%	7%	7%	1%	12%	6%	6%	7%	15%	4%	5%	8%	2%	8%
The Sun/ Sun on Sunday	5%	6%	3%	7%	8%	-	8%	3%	4%	6%	3%	4%	8%	12%	5%	-
London Evening Standard	3%	4%	2%	4%	3%	1%	3%	3%	3%	2%	2%	3%	3%	7%	2%	-
The Guardian/ Observer	7%	9%	5%	13%	11%	7%	4%	6%	7%	7%	9%	4%	5%	9%	8%	3%
The Times/ Sunday Times	4%	6%	3%	8%	7%	0%	4%	5%	5%	3%	5%	6%	3%	6%	3%	4%
The Daily Telegraph/ Sunday Telegraph	5%	7%	3%	8%	4%	4%	3%	6%	6%	4%	5%	5%	9%	7%	3%	4%
The Independent/ i/ Independent on Sunday	5%	7%	3%	11%	7%	4%	3%	4%	5%	4%	6%	5%	5%	8%	4%	7%
Other	17%	14%	19%	18%	14%	15%	18%	18%	16%	19%	13%	20%	19%	19%	16%	10%
Not applicable - I don't view any newspapers in this way	60%	59%	61%	54%	56%	61%	63%	61%	58%	64%	56%	64%	56%	51%	64%	69%

		Government Region													
Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	Working full time	Working part time

**PNT\_q7. Thinking about the tablet you expect to receive as a gift this Christmas...Which, if any, of the following do you expect to use your tablet for regularly (i.e. at least once a week)? (Please tick all that apply)**

<b>Unweighted base</b>	6	2	3	4	6	2	3	3	19	5	4	3	6	2	31	7
<b>Base: All UK Adults online who think they will receive a tablet as a gift for Christmas this year</b>	6	3	5	5	11	2	5	5	16	6	3	4	6	3	35	9
Keeping up with news (e.g. current affairs, sports, celebrity, etc.)	34%	100%	25%	100%	80%	100%	100%	43%	39%	39%	23%	39%	34%	100%	64%	15%
Playing games	47%	-	25%	73%	44%	-	81%	82%	39%	89%	43%	39%	47%	-	54%	8%
Social networking	44%	53%	25%	82%	24%	-	40%	43%	29%	49%	20%	39%	44%	53%	51%	10%
Listening to music	-	-	69%	82%	38%	-	40%	24%	24%	33%	20%	61%	-	-	33%	54%
Watching videos	50%	-	56%	73%	10%	-	19%	24%	28%	60%	43%	-	50%	-	35%	46%
Sending/ receiving email	34%	-	25%	100%	52%	46%	100%	43%	37%	49%	80%	39%	34%	-	53%	8%
Reading books	61%	47%	25%	-	52%	-	79%	18%	12%	27%	43%	27%	61%	47%	29%	15%
Taking/ looking at/ editing photos	62%	-	25%	44%	37%	-	40%	-	19%	-	80%	12%	62%	-	31%	8%
Other internet browsing	47%	47%	25%	44%	24%	46%	100%	43%	32%	49%	100%	39%	47%	47%	45%	8%
Other	-	-	-	-	-	-	-	-	2%	-	-	-	-	-	1%	-
Don't know	26%	-	-	-	-	-	-	-	4%	-	-	-	26%	-	-	-

**PNT\_q10a\_1. Thinking about any national newspapers that you may have read online via your tablet within the last two to three months... For each of the listed newspapers below, please indicate whether you used an app to access them, or visited the websites directly/ via a search (e.g. Google). (Please tick all that apply on each column) - Access via an app**

<b>Unweighted base</b>	94	22	36	94	62	59	72	81	175	109	56	38	94	22	497	98
<b>Base: All UK Adults online who own a tablet</b>	82	27	41	110	63	63	83	82	109	121	58	46	82	27	493	98
The Daily Mail/ Mail on Sunday	8%	14%	18%	11%	13%	8%	7%	19%	13%	10%	4%	14%	8%	14%	11%	11%
The Daily Mirror/ Sunday Mirror	1%	-	23%	17%	6%	1%	6%	5%	8%	2%	2%	8%	1%	-	7%	3%
The Sun/ Sun on Sunday	4%	-	10%	1%	1%	4%	4%	8%	12%	3%	10%	-	4%	-	5%	4%
London Evening Standard	1%	4%	10%	-	-	6%	1%	3%	7%	2%	3%	-	1%	4%	3%	2%
The Guardian/ Observer	6%	10%	18%	9%	4%	2%	5%	5%	9%	8%	9%	3%	6%	10%	6%	14%
The Times/ Sunday Times	4%	9%	10%	3%	4%	7%	5%	3%	6%	1%	7%	4%	4%	9%	5%	3%
The Daily Telegraph/ Sunday Telegraph	4%	-	12%	1%	5%	6%	4%	9%	7%	4%	2%	4%	4%	-	5%	3%
The Independent/ i/ Independent on Sunday	1%	4%	18%	3%	4%	3%	6%	5%	8%	4%	4%	7%	1%	4%	5%	3%
Other	21%	20%	14%	12%	15%	24%	16%	19%	19%	16%	17%	10%	21%	20%	17%	19%
Not applicable - I don't view any newspapers in this way	63%	60%	53%	51%	68%	60%	68%	56%	51%	64%	65%	69%	63%	60%	59%	61%

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

**PNT\_q7. Thinking about the tablet you expect to receive as a gift this Christmas...Which, if any, of the following do you expect to use your tablet for regularly (i.e. at least once a week)? (Please tick all that apply)**

Unweighted base	38	5	10	3	4	17	9	7	1	13
<b>Base: All UK Adults online who think they will receive a tablet as a gift for Christmas this year</b>	44	6	13	4	3	14	9	10	1	18
Keeping up with news (e.g. current affairs, sports, celebrity, etc.)	54%	51%	72%	52%	54%	67%	68%	16%	100%	78%
Playing games	44%	68%	40%	100%	44%	53%	54%	17%	-	65%
Social networking	43%	24%	15%	52%	40%	37%	57%	25%	-	62%
Listening to music	37%	18%	34%	23%	25%	21%	36%	25%	-	47%
Watching videos	37%	24%	10%	52%	15%	24%	37%	32%	-	53%
Sending/ receiving email	43%	24%	81%	52%	54%	67%	75%	11%	100%	57%
Reading books	26%	6%	63%	23%	54%	46%	39%	17%	-	29%
Taking/ looking at/ editing photos	26%	6%	42%	29%	25%	30%	59%	28%	-	12%
Other internet browsing	37%	24%	71%	52%	54%	60%	75%	28%	100%	41%
Other	1%	-	-	-	-	3%	-	-	-	-
Don't know	-	-	5%	-	46%	5%	-	16%	-	-

**PNT\_q10a\_1. Thinking about any national newspapers that you may have read online via your tablet within the last two to three months... For each of the listed newspapers below, please indicate whether you used an app to access them, or visited the websites directly/ via a search (e.g. Google). (Please tick all that apply on each column) - Access via an app**

Unweighted base	595	38	183	21	61	449	92	60	18	150
<b>Base: All UK Adults online who own a tablet</b>	591	31	179	20	63	426	98	63	18	137
The Daily Mail/ Mail on Sunday	11%	7%	11%	10%	13%	11%	10%	13%	18%	10%
The Daily Mirror/ Sunday Mirror	7%	2%	6%	7%	7%	6%	5%	10%	10%	7%
The Sun/ Sun on Sunday	5%	8%	3%	7%	7%	3%	6%	11%	5%	6%
London Evening Standard	3%	2%	2%	7%	2%	2%	2%	3%	-	7%
The Guardian/ Observer	7%	9%	4%	23%	7%	5%	9%	11%	5%	10%
The Times/ Sunday Times	5%	4%	5%	7%	2%	4%	2%	4%	19%	8%
The Daily Telegraph/ Sunday Telegraph	4%	6%	5%	8%	4%	5%	4%	5%	7%	5%
The Independent/ i/ Independent on Sunday	5%	10%	3%	19%	7%	4%	5%	5%	3%	8%
Other	17%	7%	14%	28%	24%	14%	16%	26%	3%	23%
Not applicable - I don't view any newspapers in this way	59%	69%	66%	44%	51%	63%	57%	55%	62%	61%

Children in Household						Social Media (monthly or more)			
0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter

PNT\_q7. Thinking about the tablet you expect to receive as a gift this Christmas...Which, if any, of the following do you expect to use your tablet for regularly (i.e. at least once a week)? (Please tick all that apply)

Unweighted base	37	8	8	5	21	2	46	10	5	16
<b>Base: All UK Adults online who think they will receive a tablet as a gift for Christmas this year</b>	38	13	11	6	29	3	55	7	6	17
Keeping up with news (e.g. current affairs, sports, celebrity, etc.)	66%	50%	55%	29%	48%	22%	63%	75%	25%	60%
Playing games	53%	67%	53%	-	49%	-	58%	30%	78%	59%
Social networking	46%	31%	36%	6%	28%	-	46%	84%	70%	69%
Listening to music	26%	41%	36%	38%	39%	78%	39%	19%	40%	55%
Watching videos	30%	37%	28%	36%	33%	22%	31%	52%	30%	76%
Sending/ receiving email	65%	50%	34%	-	34%	-	57%	48%	25%	57%
Reading books	50%	8%	16%	-	9%	22%	38%	26%	36%	33%
Taking/ looking at/ editing photos	46%	6%	8%	-	5%	-	31%	42%	55%	36%
Other internet browsing	64%	27%	28%	-	22%	-	51%	35%	55%	44%
Other	1%	-	-	-	-	-	1%	5%	-	2%
Don't know	6%	-	-	-	-	-	3%	-	-	-

PNT\_q10a\_1. Thinking about any national newspapers that you may have read online via your tablet within the last two to three months... For each of the listed newspapers below, please indicate whether you used an app to access them, or visited the websites directly/ via a search (e.g. Google). (Please tick all that apply on each column) - Access via an app

Unweighted base	607	141	96	40	277	14	608	165	76	264
<b>Base: All UK Adults online who own a tablet</b>	589	147	96	41	285	11	618	141	74	249
The Daily Mail/ Mail on Sunday	11%	11%	15%	5%	12%	5%	10%	8%	9%	12%
The Daily Mirror/ Sunday Mirror	6%	9%	8%	6%	8%	-	7%	5%	15%	8%
The Sun/ Sun on Sunday	5%	5%	2%	8%	5%	-	5%	7%	4%	4%
London Evening Standard	3%	1%	2%	-	1%	-	3%	4%	3%	3%
The Guardian/ Observer	7%	8%	9%	2%	7%	4%	8%	9%	15%	10%
The Times/ Sunday Times	5%	3%	4%	-	3%	-	5%	10%	5%	7%
The Daily Telegraph/ Sunday Telegraph	6%	2%	5%	-	3%	-	4%	8%	7%	4%
The Independent/ i/ Independent on Sunday	5%	5%	5%	2%	4%	4%	5%	8%	11%	6%
Other	19%	10%	15%	11%	12%	14%	17%	18%	17%	16%
Not applicable - I don't view any newspapers in this way	58%	63%	61%	70%	64%	77%	59%	60%	53%	52%

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

**PNT\_q10a\_2. Thinking about any national newspapers that you may have read online via your tablet within the last two to three months... For each of the listed newspapers below, please indicate whether you used an app to access them, or visited the websites directly/ via a search (e.g. Google). (Please tick all that apply on each column) - Access via website/ search (e.g. Google)**

	Unweighted base	898	431	467	76	148	179	188	307	580	318	192	131	81	175	165	38
<b>Base: All UK Adults online who own a tablet</b>	884	421	464	69	166	168	171	310	540	344	214	146	82	109	178	46	
The Daily Mail/ Mail on Sunday	20%	21%	19%	26%	19%	19%	22%	19%	20%	20%	24%	18%	24%	24%	14%	25%	
The Daily Mirror/ Sunday Mirror	12%	12%	12%	17%	17%	7%	15%	8%	13%	10%	18%	12%	12%	9%	3%	22%	
The Sun/ Sun on Sunday	13%	17%	9%	17%	23%	8%	18%	7%	10%	18%	10%	12%	21%	21%	10%	12%	
London Evening Standard	7%	10%	4%	9%	7%	6%	11%	5%	7%	6%	5%	7%	11%	11%	4%	9%	
The Guardian/ Observer	15%	18%	12%	24%	17%	13%	15%	12%	17%	12%	13%	13%	20%	19%	11%	21%	
The Times/ Sunday Times	9%	11%	7%	15%	11%	6%	11%	8%	9%	8%	10%	7%	11%	12%	4%	17%	
The Daily Telegraph/ Sunday Telegraph	13%	20%	8%	17%	13%	13%	14%	13%	15%	10%	14%	10%	12%	16%	13%	17%	
The Independent/ I/ Independent on Sunday	10%	14%	7%	18%	9%	10%	12%	8%	12%	8%	9%	10%	17%	11%	6%	18%	
Other	26%	28%	25%	34%	26%	29%	25%	25%	24%	31%	27%	31%	24%	21%	22%	34%	
Not applicable - I don't view any newspapers in this way	39%	36%	41%	29%	36%	35%	44%	42%	37%	41%	38%	39%	35%	34%	47%	24%	

**PNT\_q11. In general, do you think owning a tablet means you spend more or less time reading the news, compared to when you didn't own a tablet?**

	Unweighted base	898	431	467	76	148	179	188	307	580	318	192	131	81	175	165	38
<b>Base: All UK Adults online who own a tablet</b>	884	421	464	69	166	168	171	310	540	344	214	146	82	109	178	46	
Spend much more time reading news	9%	9%	9%	12%	11%	7%	13%	6%	12%	5%	11%	9%	8%	16%	5%	12%	
Spend slightly more time reading news	20%	23%	18%	27%	24%	24%	17%	17%	21%	20%	25%	21%	19%	18%	15%	25%	
Spend about the same time reading news as I did before	46%	48%	43%	40%	39%	51%	45%	48%	47%	43%	37%	42%	46%	41%	55%	42%	
Spend slightly less time reading news	5%	3%	7%	7%	3%	6%	9%	4%	6%	4%	7%	3%	5%	7%	4%	6%	
Spend much less time reading news	6%	4%	8%	5%	3%	3%	6%	11%	5%	8%	7%	8%	3%	6%	9%	1%	
Don't know	13%	12%	14%	9%	20%	8%	11%	14%	9%	20%	14%	16%	18%	12%	12%	14%	

**PNT\_q12\_1. To what extent do you agree or disagree with each of the following statements about reading newspapers on your tablet. (Please tick ONE option on each row) Reading newspapers on a tablet... - ...is engaging**

	Unweighted base	634	327	307	93	128	127	120	166	408	226	134	81	55	166	98	20
<b>Base: All UK Adults online who read newspaper(s) on a tablet</b>	609	326	283	90	143	118	110	148	369	240	161	82	61	107	106	23	
Strongly agree	11%	11%	11%	11%	18%	13%	3%	8%	11%	10%	12%	10%	10%	11%	10%	21%	
Tend to agree	38%	38%	37%	40%	47%	37%	36%	29%	39%	35%	36%	34%	41%	41%	38%	54%	
Neither agree nor disagree	41%	40%	43%	35%	31%	41%	45%	52%	40%	44%	40%	46%	44%	38%	42%	25%	
Tend to disagree	8%	7%	8%	8%	2%	7%	14%	9%	8%	7%	10%	5%	3%	8%	9%	-	
Strongly disagree	3%	4%	1%	6%	2%	2%	2%	3%	2%	4%	2%	4%	2%	1%	2%	-	

Government Region															Working full time	Working part time
Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland			

**PNT\_q10a\_2. Thinking about any national newspapers that you may have read online via your tablet within the last two to three months... For each of the listed newspapers below, please indicate whether you used an app to access them, or visited the websites directly/ via a search (e.g. Google). (Please tick all that apply on each column) - Access via website/ search (e.g. Google)**

<b>Unweighted base</b>	94	22	36	94	62	59	72	81	175	109	56	38	94	22	497	98
<b>Base: All UK Adults online who own a tablet</b>	82	27	41	110	63	63	83	82	109	121	58	46	82	27	493	98
The Daily Mail/ Mail on Sunday	21%	8%	38%	19%	24%	20%	17%	24%	24%	14%	12%	25%	21%	8%	20%	14%
The Daily Mirror/ Sunday Mirror	9%	26%	30%	17%	11%	12%	13%	12%	9%	2%	3%	22%	9%	26%	14%	7%
The Sun/ Sun on Sunday	11%	19%	19%	8%	8%	10%	13%	21%	21%	10%	8%	12%	11%	19%	12%	17%
London Evening Standard	7%	4%	16%	1%	5%	8%	7%	11%	11%	3%	7%	9%	7%	4%	8%	5%
The Guardian/ Observer	15%	21%	23%	9%	13%	14%	12%	20%	19%	10%	14%	21%	15%	21%	14%	16%
The Times/ Sunday Times	10%	13%	22%	7%	7%	7%	6%	11%	12%	4%	6%	17%	10%	13%	9%	7%
The Daily Telegraph/ Sunday Telegraph	12%	24%	32%	7%	15%	8%	12%	12%	16%	14%	10%	17%	12%	24%	14%	8%
The Independent/ I/ Independent on Sunday	12%	10%	31%	2%	6%	10%	10%	17%	11%	5%	10%	18%	12%	10%	11%	9%
Other	34%	27%	28%	29%	22%	28%	34%	24%	21%	19%	26%	34%	34%	27%	28%	23%
Not applicable - I don't view any newspapers in this way	45%	25%	45%	34%	41%	41%	37%	35%	34%	51%	40%	24%	45%	25%	38%	44%

**PNT\_q11. In general, do you think owning a tablet means you spend more or less time reading the news, compared to when you didn't own a tablet?**

<b>Unweighted base</b>	94	22	36	94	62	59	72	81	175	109	56	38	94	22	497	98
<b>Base: All UK Adults online who own a tablet</b>	82	27	41	110	63	63	83	82	109	121	58	46	82	27	493	98
Spend much more time reading news	3%	12%	10%	15%	3%	12%	7%	8%	16%	5%	6%	12%	3%	12%	10%	5%
Spend slightly more time reading news	18%	23%	30%	25%	22%	22%	20%	19%	18%	17%	11%	25%	18%	23%	20%	21%
Spend about the same time reading news as I did before	57%	62%	29%	35%	44%	36%	48%	46%	41%	53%	59%	42%	57%	62%	48%	47%
Spend slightly less time reading news	7%	-	9%	5%	10%	4%	2%	5%	7%	4%	3%	6%	7%	-	5%	9%
Spend much less time reading news	6%	2%	3%	9%	4%	15%	2%	3%	6%	8%	10%	1%	6%	2%	4%	7%
Don't know	8%	-	19%	10%	17%	11%	21%	18%	12%	13%	12%	14%	8%	-	12%	10%

**PNT\_q12\_1. To what extent do you agree or disagree with each of the following statements about reading newspapers on your tablet. (Please tick ONE option on each row) Reading newspapers on a tablet... - ...is engaging**

<b>Unweighted base</b>	63	17	26	60	48	34	47	55	166	68	30	20	63	17	356	61
<b>Base: All UK Adults online who read newspaper(s) on a tablet</b>	46	23	31	76	54	34	48	61	107	73	34	23	46	23	349	62
Strongly agree	8%	3%	7%	16%	9%	-	17%	10%	11%	11%	9%	21%	8%	3%	9%	11%
Tend to agree	29%	38%	51%	30%	38%	50%	23%	41%	41%	35%	43%	54%	29%	38%	42%	24%
Neither agree nor disagree	54%	30%	30%	39%	46%	41%	50%	44%	38%	45%	35%	25%	54%	30%	39%	49%
Tend to disagree	7%	11%	12%	12%	5%	7%	4%	3%	8%	9%	8%	-	7%	11%	7%	8%
Strongly disagree	2%	18%	-	3%	2%	3%	5%	2%	1%	-	5%	-	2%	18%	2%	8%

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

**PNT\_q10a\_2. Thinking about any national newspapers that you may have read online via your tablet within the last two to three months... For each of the listed newspapers below, please indicate whether you used an app to access them, or visited the websites directly/ via a search (e.g. Google). (Please tick all that apply on each column) - Access via website/ search (e.g. Google)**

Unweighted base	595	38	183	21	61	449	92	60	18	150
Base: All UK Adults online who own a tablet	591	31	179	20	63	426	98	63	18	137
The Daily Mail/ Mail on Sunday	19%	37%	20%	34%	20%	18%	27%	17%	19%	22%
The Daily Mirror/ Sunday Mirror	12%	16%	8%	24%	9%	10%	12%	11%	9%	18%
The Sun/ Sun on Sunday	13%	16%	9%	45%	12%	11%	19%	13%	3%	19%
London Evening Standard	7%	11%	5%	10%	5%	7%	6%	5%	3%	12%
The Guardian/ Observer	15%	28%	12%	17%	15%	12%	10%	17%	14%	25%
The Times/ Sunday Times	9%	18%	9%	24%	3%	8%	11%	6%	8%	11%
The Daily Telegraph/ Sunday Telegraph	13%	18%	13%	27%	13%	14%	12%	11%	10%	16%
The Independent/ I/ Independent on Sunday	10%	17%	7%	16%	14%	11%	7%	7%	3%	15%
Other	27%	38%	24%	24%	23%	25%	24%	16%	32%	40%
Not applicable - I don't view any newspapers in this way	39%	18%	40%	33%	47%	43%	36%	40%	35%	34%

**PNT\_q11. In general, do you think owning a tablet means you spend more or less time reading the news, compared to when you didn't own a tablet?**

Unweighted base	595	38	183	21	61	449	92	60	18	150
Base: All UK Adults online who own a tablet	591	31	179	20	63	426	98	63	18	137
Spend much more time reading news	9%	9%	9%	16%	8%	8%	9%	10%	8%	9%
Spend slightly more time reading news	20%	46%	17%	28%	17%	19%	16%	14%	24%	21%
Spend about the same time reading news as I did before	48%	27%	49%	25%	30%	49%	38%	49%	25%	46%
Spend slightly less time reading news	6%	7%	4%	-	4%	5%	6%	6%	4%	4%
Spend much less time reading news	5%	6%	9%	12%	13%	5%	8%	10%	30%	5%
Don't know	12%	5%	11%	19%	29%	13%	22%	9%	9%	14%

**PNT\_q12\_1. To what extent do you agree or disagree with each of the following statements about reading newspapers on your tablet. (Please tick ONE option on each row) Reading newspapers on a tablet... - ...is engaging**

Unweighted base	417	41	105	27	44	253	66	36	14	139
Base: All UK Adults online who read newspaper(s) on a tablet	410	37	95	28	40	237	67	35	11	127
Strongly agree	10%	10%	9%	21%	22%	7%	13%	6%	17%	9%
Tend to agree	39%	36%	34%	35%	33%	36%	35%	39%	41%	35%
Neither agree nor disagree	41%	43%	45%	30%	42%	48%	38%	47%	23%	41%
Tend to disagree	7%	9%	8%	12%	3%	9%	8%	6%	19%	8%
Strongly disagree	3%	2%	4%	2%	-	1%	5%	2%	-	7%

Children in Household						Social Media (monthly or more)			
0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter

**PNT\_q10a\_2. Thinking about any national newspapers that you may have read online via your tablet within the last two to three months... For each of the listed newspapers below, please indicate whether you used an app to access them, or visited the websites directly/ via a search (e.g. Google). (Please tick all that apply on each column) - Access via website/ search (e.g. Google)**

<b>Unweighted base</b>	607	141	96	40	277	14	608	165	76	264
<b>Base: All UK Adults online who own a tablet</b>	589	147	96	41	285	11	618	141	74	249
The Daily Mail/ Mail on Sunday	20%	14%	29%	12%	19%	33%	21%	26%	28%	26%
The Daily Mirror/ Sunday Mirror	12%	13%	12%	9%	12%	18%	14%	13%	17%	17%
The Sun/ Sun on Sunday	13%	11%	16%	8%	13%	33%	15%	16%	23%	16%
London Evening Standard	7%	5%	11%	2%	7%	6%	8%	12%	7%	9%
The Guardian/ Observer	15%	12%	19%	10%	14%	10%	16%	25%	20%	20%
The Times/ Sunday Times	10%	4%	10%	8%	7%	9%	10%	12%	16%	12%
The Daily Telegraph/ Sunday Telegraph	14%	9%	15%	10%	11%	22%	14%	20%	23%	20%
The Independent/ I/ Independent on Sunday	10%	8%	16%	6%	10%	10%	11%	19%	14%	13%
Other	25%	30%	28%	33%	30%	30%	27%	29%	21%	22%
Not applicable - I don't view any newspapers in this way	41%	33%	39%	39%	36%	24%	35%	30%	33%	30%

**PNT\_q11. In general, do you think owning a tablet means you spend more or less time reading the news, compared to when you didn't own a tablet?**

<b>Unweighted base</b>	607	141	96	40	277	14	608	165	76	264
<b>Base: All UK Adults online who own a tablet</b>	589	147	96	41	285	11	618	141	74	249
Spend much more time reading news	10%	8%	7%	12%	8%	11%	10%	8%	11%	12%
Spend slightly more time reading news	21%	22%	18%	18%	20%	6%	21%	28%	26%	25%
Spend about the same time reading news as I did before	47%	46%	44%	33%	44%	23%	45%	47%	40%	43%
Spend slightly less time reading news	4%	5%	11%	8%	7%	12%	6%	3%	8%	7%
Spend much less time reading news	7%	4%	6%	4%	5%	16%	5%	5%	6%	2%
Don't know	11%	15%	14%	26%	16%	32%	14%	10%	9%	10%

**PNT\_q12\_1. To what extent do you agree or disagree with each of the following statements about reading newspapers on your tablet. (Please tick ONE option on each row) Reading newspapers on a tablet... - ...is engaging**

<b>Unweighted base</b>	419	97	68	34	199	16	429	146	58	216
<b>Base: All UK Adults online who read newspaper(s) on a tablet</b>	386	104	69	37	210	13	420	112	55	198
Strongly agree	12%	12%	5%	5%	8%	12%	14%	8%	16%	13%
Tend to agree	37%	34%	42%	50%	39%	42%	40%	50%	39%	49%
Neither agree nor disagree	41%	37%	51%	37%	42%	41%	37%	34%	37%	30%
Tend to disagree	7%	15%	2%	7%	9%	4%	8%	6%	7%	7%
Strongly disagree	4%	2%	-	2%	1%	-	2%	2%	1%	1%

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

PNT\_q12\_2. To what extent do you agree or disagree with each of the following statements about reading newspapers on your tablet. (Please tick ONE option on each row) Reading newspapers on a tablet... - ...makes newspapers feel more innovative

Unweighted base	634	327	307	93	128	127	120	166	408	226	134	81	55	166	98	20
Base: All UK Adults online who read newspaper(s) on a tablet	609	326	283	90	143	118	110	148	369	240	161	82	61	107	106	23
Strongly agree	13%	12%	13%	9%	22%	14%	7%	9%	12%	13%	13%	14%	11%	13%	15%	21%
Tend to agree	33%	33%	33%	35%	40%	33%	32%	26%	34%	31%	35%	25%	30%	38%	31%	44%
Neither agree nor disagree	44%	42%	46%	43%	35%	40%	49%	52%	43%	45%	45%	47%	50%	40%	43%	27%
Tend to disagree	8%	10%	6%	8%	1%	11%	11%	12%	8%	8%	7%	9%	6%	9%	10%	8%
Strongly disagree	2%	3%	1%	5%	2%	2%	2%	1%	2%	3%	1%	5%	3%	1%	1%	-

PNT\_q12\_3. To what extent do you agree or disagree with each of the following statements about reading newspapers on your tablet. (Please tick ONE option on each row) Reading newspapers on a tablet... - ...makes the newspaper a multi-media experience (e.g. videos, photos etc.)

Unweighted base	634	327	307	93	128	127	120	166	408	226	134	81	55	166	98	20
Base: All UK Adults online who read newspaper(s) on a tablet	609	326	283	90	143	118	110	148	369	240	161	82	61	107	106	23
Strongly agree	16%	16%	15%	16%	22%	18%	11%	11%	16%	15%	14%	15%	18%	16%	21%	21%
Tend to agree	40%	40%	40%	41%	41%	40%	40%	38%	41%	37%	44%	37%	35%	40%	35%	54%
Neither agree nor disagree	38%	35%	41%	32%	34%	38%	40%	44%	37%	39%	35%	36%	43%	38%	41%	24%
Tend to disagree	6%	7%	4%	11%	2%	3%	8%	6%	4%	8%	7%	9%	3%	6%	2%	-
Strongly disagree	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	0%	3%	2%	1%	1%	-

		Government Region														
Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	Working full time	Working part time	

PNT\_q12\_2. To what extent do you agree or disagree with each of the following statements about reading newspapers on your tablet. (Please tick ONE option on each row) Reading newspapers on a tablet... - ...makes newspapers feel more innovative

Unweighted base	63	17	26	60	48	34	47	55	166	68	30	20	63	17	356	61
Base: All UK Adults online who read newspaper(s) on a tablet	46	23	31	76	54	34	48	61	107	73	34	23	46	23	349	62
Strongly agree	6%	3%	14%	15%	9%	12%	15%	11%	13%	16%	14%	21%	6%	3%	12%	9%
Tend to agree	32%	38%	58%	29%	29%	38%	15%	30%	38%	23%	47%	44%	32%	38%	37%	23%
Neither agree nor disagree	52%	34%	22%	51%	49%	39%	52%	50%	40%	48%	31%	27%	52%	34%	41%	49%
Tend to disagree	9%	7%	7%	5%	10%	8%	10%	6%	9%	13%	5%	8%	9%	7%	8%	11%
Strongly disagree	2%	18%	-	-	2%	3%	7%	3%	1%	-	3%	-	2%	18%	2%	8%

PNT\_q12\_3. To what extent do you agree or disagree with each of the following statements about reading newspapers on your tablet. (Please tick ONE option on each row) Reading newspapers on a tablet... - ...makes the newspaper a multi-media experience (e.g. videos, photos etc.)

Unweighted base	63	17	26	60	48	34	47	55	166	68	30	20	63	17	356	61
Base: All UK Adults online who read newspaper(s) on a tablet	46	23	31	76	54	34	48	61	107	73	34	23	46	23	349	62
Strongly agree	9%	3%	18%	14%	11%	9%	19%	18%	16%	18%	27%	21%	9%	3%	15%	12%
Tend to agree	38%	43%	65%	40%	39%	46%	31%	35%	40%	35%	36%	54%	38%	43%	42%	26%
Neither agree nor disagree	51%	31%	14%	39%	40%	31%	40%	43%	38%	44%	33%	24%	51%	31%	38%	46%
Tend to disagree	1%	24%	3%	7%	8%	11%	7%	3%	6%	3%	2%	-	1%	24%	4%	14%
Strongly disagree	2%	-	-	-	1%	3%	2%	2%	1%	1%	3%	-	2%	-	1%	2%

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

PNT\_q12\_2. To what extent do you agree or disagree with each of the following statements about reading newspapers on your tablet. (Please tick ONE option on each row) Reading newspapers on a tablet... - ...makes newspapers feel more innovative

	417	41	105	27	44	253	66	36	14	139
Unweighted base	417	41	105	27	44	253	66	36	14	139
Base: All UK Adults online who read newspaper(s) on a tablet	410	37	95	28	40	237	67	35	11	127
Strongly agree	12%	13%	8%	36%	15%	9%	20%	5%	6%	8%
Tend to agree	34%	27%	29%	27%	37%	29%	33%	41%	53%	33%
Neither agree nor disagree	43%	52%	50%	24%	46%	52%	31%	44%	29%	48%
Tend to disagree	9%	6%	11%	10%	2%	9%	14%	8%	12%	5%
Strongly disagree	3%	2%	2%	2%	-	1%	2%	2%	-	7%

PNT\_q12\_3. To what extent do you agree or disagree with each of the following statements about reading newspapers on your tablet. (Please tick ONE option on each row) Reading newspapers on a tablet... - ...makes the newspaper a multi-media experience (e.g. videos, photos etc.)

	417	41	105	27	44	253	66	36	14	139
Unweighted base	417	41	105	27	44	253	66	36	14	139
Base: All UK Adults online who read newspaper(s) on a tablet	410	37	95	28	40	237	67	35	11	127
Strongly agree	14%	21%	11%	32%	23%	11%	19%	7%	25%	12%
Tend to agree	39%	46%	44%	38%	29%	39%	38%	39%	51%	40%
Neither agree nor disagree	40%	23%	39%	19%	47%	43%	37%	52%	20%	38%
Tend to disagree	6%	9%	4%	10%	1%	6%	5%	2%	-	9%
Strongly disagree	1%	2%	2%	-	-	1%	2%	-	4%	2%

Children in Household						Social Media (monthly or more)			
0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter

PNT\_q12\_2. To what extent do you agree or disagree with each of the following statements about reading newspapers on your tablet. (Please tick ONE option on each row) Reading newspapers on a tablet... - ...makes newspapers feel more innovative

Unweighted base	419	97	68	34	199	16	429	146	58	216
Base: All UK Adults online who read newspaper(s) on a tablet	386	104	69	37	210	13	420	112	55	198
Strongly agree	13%	11%	10%	5%	9%	41%	16%	9%	22%	14%
Tend to agree	32%	35%	36%	42%	36%	8%	32%	44%	38%	43%
Neither agree nor disagree	43%	41%	50%	46%	45%	41%	41%	39%	35%	34%
Tend to disagree	8%	12%	5%	5%	9%	10%	9%	6%	4%	6%
Strongly disagree	3%	1%	-	2%	1%	-	2%	2%	1%	2%

PNT\_q12\_3. To what extent do you agree or disagree with each of the following statements about reading newspapers on your tablet. (Please tick ONE option on each row) Reading newspapers on a tablet... - ...makes the newspaper a multi-media experience (e.g. videos, photos etc.)

Unweighted base	419	97	68	34	199	16	429	146	58	216
Base: All UK Adults online who read newspaper(s) on a tablet	386	104	69	37	210	13	420	112	55	198
Strongly agree	16%	17%	10%	14%	14%	17%	19%	22%	19%	20%
Tend to agree	42%	30%	45%	35%	36%	26%	40%	45%	48%	49%
Neither agree nor disagree	34%	44%	44%	47%	44%	48%	35%	29%	30%	26%
Tend to disagree	6%	8%	1%	4%	5%	10%	5%	4%	2%	3%
Strongly disagree	1%	1%	-	-	1%	-	1%	1%	1%	1%

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

**PNT\_q12\_4.** To what extent do you agree or disagree with each of the following statements about reading newspapers on your tablet. (Please tick ONE option on each row) Reading newspapers on a tablet... - ...provides more than paper versions (e.g. content, interaction etc.)

Unweighted base	634	327	307	93	128	127	120	166	408	226	134	81	55	166	98	20
<b>Base: All UK Adults online who read newspaper(s) on a tablet</b>	609	326	283	90	143	118	110	148	369	240	161	82	61	107	106	23
Strongly agree	15%	16%	14%	15%	23%	16%	10%	9%	15%	14%	16%	12%	19%	13%	18%	21%
Tend to agree	27%	27%	27%	37%	29%	28%	23%	20%	25%	30%	26%	27%	23%	31%	26%	28%
Neither agree nor disagree	43%	41%	45%	32%	39%	42%	50%	47%	45%	39%	42%	46%	43%	43%	38%	44%
Tend to disagree	12%	12%	13%	11%	7%	12%	14%	18%	13%	11%	13%	10%	12%	13%	15%	7%
Strongly disagree	3%	5%	2%	5%	2%	1%	4%	6%	2%	5%	3%	4%	3%	1%	3%	-

**PNT\_q12\_5.** To what extent do you agree or disagree with each of the following statements about reading newspapers on your tablet. (Please tick ONE option on each row) Reading newspapers on a tablet... - ...is good for helping me to understand the world

Unweighted base	634	327	307	93	128	127	120	166	408	226	134	81	55	166	98	20
<b>Base: All UK Adults online who read newspaper(s) on a tablet</b>	609	326	283	90	143	118	110	148	369	240	161	82	61	107	106	23
Strongly agree	12%	15%	10%	15%	22%	14%	3%	8%	13%	12%	13%	9%	11%	15%	15%	17%
Tend to agree	31%	31%	31%	40%	33%	35%	27%	23%	32%	30%	31%	22%	40%	37%	26%	44%
Neither agree nor disagree	46%	43%	50%	33%	38%	45%	57%	56%	48%	45%	46%	60%	41%	44%	46%	26%
Tend to disagree	8%	9%	7%	11%	6%	4%	11%	10%	6%	11%	8%	5%	6%	4%	12%	13%
Strongly disagree	2%	2%	2%	1%	2%	2%	2%	3%	2%	3%	3%	4%	2%	1%	2%	-

**PNT\_q13a.** The following set of questions concern advertising that you may have seen when using your tablet... Which, if any, of the following have you ever done as a result of seeing an advert on your tablet? (Please tick all that apply)

Unweighted base	898	431	467	76	148	179	188	307	580	318	192	131	81	175	165	38
<b>Base: All UK Adults online who own a tablet</b>	884	421	464	69	166	168	171	310	540	344	214	146	82	109	178	46
Clicked on an advert to find out more	17%	16%	17%	12%	15%	16%	18%	18%	17%	16%	18%	19%	17%	21%	12%	15%
Clicked on an advert to buy the product/service	5%	7%	3%	5%	2%	8%	7%	4%	6%	4%	6%	7%	4%	5%	3%	3%
Looked a brand up later to find out more (but did not click the advert)	17%	18%	16%	21%	21%	21%	16%	12%	16%	19%	15%	19%	19%	19%	19%	11%
Bought something later as a result of seeing an advert (but did not click the advert)	7%	8%	6%	5%	9%	7%	9%	5%	7%	7%	7%	9%	14%	10%	3%	2%
None of these	60%	58%	61%	56%	59%	55%	56%	66%	59%	61%	59%	56%	60%	54%	63%	73%
Don't know/ can't recall	9%	8%	9%	13%	12%	6%	11%	7%	9%	8%	9%	10%	7%	9%	8%	4%

Cell Contents (Column Percentage)

Government Region														Working full time	Working part time
Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland		

**PNT\_q12\_4.** To what extent do you agree or disagree with each of the following statements about reading newspapers on your tablet. (Please tick ONE option on each row) Reading newspapers on a tablet... - ...provides more than paper versions (e.g. content, interaction etc.)

<b>Unweighted base</b>	63	17	26	60	48	34	47	55	166	68	30	20	63	17	356	61
<b>Base: All UK Adults online who read newspaper(s) on a tablet</b>	46	23	31	76	54	34	48	61	107	73	34	23	46	23	349	62
Strongly agree	8%	8%	7%	17%	19%	9%	15%	19%	13%	16%	22%	21%	8%	8%	14%	11%
Tend to agree	24%	27%	40%	21%	27%	34%	23%	23%	31%	25%	28%	28%	24%	27%	27%	18%
Neither agree nor disagree	55%	30%	40%	43%	42%	42%	49%	43%	43%	38%	39%	44%	55%	30%	46%	46%
Tend to disagree	10%	17%	12%	15%	10%	13%	8%	12%	13%	20%	5%	7%	10%	17%	12%	16%
Strongly disagree	3%	18%	2%	5%	2%	3%	5%	3%	1%	2%	6%	-	3%	18%	2%	9%

**PNT\_q12\_5.** To what extent do you agree or disagree with each of the following statements about reading newspapers on your tablet. (Please tick ONE option on each row) Reading newspapers on a tablet... - ...is good for helping me to understand the world

<b>Unweighted base</b>	63	17	26	60	48	34	47	55	166	68	30	20	63	17	356	61
<b>Base: All UK Adults online who read newspaper(s) on a tablet</b>	46	23	31	76	54	34	48	61	107	73	34	23	46	23	349	62
Strongly agree	7%	8%	8%	12%	18%	2%	14%	11%	15%	18%	9%	17%	7%	8%	11%	14%
Tend to agree	35%	21%	39%	31%	26%	28%	17%	40%	37%	24%	28%	44%	35%	21%	31%	27%
Neither agree nor disagree	49%	48%	42%	42%	52%	61%	59%	41%	44%	50%	38%	26%	49%	48%	49%	42%
Tend to disagree	8%	24%	11%	11%	2%	6%	4%	6%	4%	7%	21%	13%	8%	24%	8%	15%
Strongly disagree	2%	-	-	4%	2%	3%	5%	2%	1%	-	5%	-	2%	-	2%	3%

**PNT\_q13a.** The following set of questions concern advertising that you may have seen when using your tablet... Which, if any, of the following have you ever done as a result of seeing an advert on your tablet? (Please tick all that apply)

<b>Unweighted base</b>	94	22	36	94	62	59	72	81	175	109	56	38	94	22	497	98
<b>Base: All UK Adults online who own a tablet</b>	82	27	41	110	63	63	83	82	109	121	58	46	82	27	493	98
Clicked on an advert to find out more	15%	15%	6%	23%	16%	23%	17%	17%	21%	12%	12%	15%	15%	15%	19%	11%
Clicked on an advert to buy the product/service	6%	-	2%	6%	7%	11%	4%	4%	5%	2%	7%	3%	6%	-	6%	1%
Looked a brand up later to find out more (but did not click the advert)	14%	9%	30%	10%	15%	29%	12%	19%	19%	15%	28%	11%	14%	9%	19%	13%
Bought something later as a result of seeing an advert (but did not click the advert)	4%	3%	-	9%	9%	15%	5%	14%	10%	2%	5%	2%	4%	3%	8%	5%
None of these	60%	62%	55%	60%	61%	48%	61%	60%	54%	68%	54%	73%	60%	62%	55%	68%
Don't know/ can't recall	14%	11%	10%	7%	11%	8%	11%	7%	9%	7%	11%	4%	14%	11%	10%	8%

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

PNT\_q12\_4. To what extent do you agree or disagree with each of the following statements about reading newspapers on your tablet. (Please tick ONE option on each row) Reading newspapers on a tablet... - ...provides more than paper versions (e.g. content, interaction etc.)

Unweighted base	417	41	105	27	44	253	66	36	14	139
Base: All UK Adults online who read newspaper(s) on a tablet	410	37	95	28	40	237	67	35	11	127
Strongly agree	13%	18%	11%	32%	23%	10%	23%	10%	17%	9%
Tend to agree	26%	41%	23%	39%	27%	23%	20%	31%	45%	28%
Neither agree nor disagree	46%	28%	42%	23%	37%	49%	42%	45%	16%	43%
Tend to disagree	12%	11%	17%	4%	12%	16%	10%	13%	17%	12%
Strongly disagree	3%	2%	7%	2%	1%	2%	6%	2%	5%	8%

PNT\_q12\_5. To what extent do you agree or disagree with each of the following statements about reading newspapers on your tablet. (Please tick ONE option on each row) Reading newspapers on a tablet... - ...is good for helping me to understand the world

Unweighted base	417	41	105	27	44	253	66	36	14	139
Base: All UK Adults online who read newspaper(s) on a tablet	410	37	95	28	40	237	67	35	11	127
Strongly agree	12%	15%	7%	37%	16%	10%	14%	16%	6%	8%
Tend to agree	30%	46%	29%	21%	40%	29%	30%	33%	51%	32%
Neither agree nor disagree	48%	27%	54%	34%	40%	54%	40%	47%	17%	45%
Tend to disagree	9%	10%	6%	5%	4%	6%	10%	2%	26%	12%
Strongly disagree	2%	2%	4%	2%	-	1%	6%	2%	-	3%

PNT\_q13a. The following set of questions concern advertising that you may have seen when using your tablet... Which, if any, of the following have you ever done as a result of seeing an advert on your tablet? (Please tick all that apply)

Unweighted base	595	38	183	21	61	449	92	60	18	150
Base: All UK Adults online who own a tablet	591	31	179	20	63	426	98	63	18	137
Clicked on an advert to find out more	18%	13%	15%	6%	17%	13%	17%	17%	18%	15%
Clicked on an advert to buy the product/service	6%	3%	5%	3%	2%	6%	2%	3%	-	3%
Looked a brand up later to find out more (but did not click the advert)	18%	22%	11%	12%	25%	15%	21%	13%	6%	14%
Bought something later as a result of seeing an advert (but did not click the advert)	7%	5%	6%	8%	8%	7%	2%	6%	6%	2%
None of these	57%	54%	72%	66%	55%	62%	59%	67%	59%	65%
Don't know/ can't recall	9%	16%	5%	12%	11%	9%	14%	6%	19%	10%

Children in Household						Social Media (monthly or more)			
0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter

PNT\_q12\_4. To what extent do you agree or disagree with each of the following statements about reading newspapers on your tablet. (Please tick ONE option on each row) Reading newspapers on a tablet... - ...provides more than paper versions (e.g. content, interaction etc.)

Unweighted base	419	97	68	34	199	16	429	146	58	216
Base: All UK Adults online who read newspaper(s) on a tablet	386	104	69	37	210	13	420	112	55	198
Strongly agree	14%	16%	17%	10%	16%	21%	17%	21%	23%	20%
Tend to agree	26%	24%	31%	39%	29%	18%	28%	29%	29%	29%
Neither agree nor disagree	42%	45%	39%	47%	43%	56%	41%	34%	39%	38%
Tend to disagree	13%	13%	13%	3%	11%	4%	11%	14%	8%	12%
Strongly disagree	5%	2%	-	-	1%	-	2%	1%	1%	1%

PNT\_q12\_5. To what extent do you agree or disagree with each of the following statements about reading newspapers on your tablet. (Please tick ONE option on each row) Reading newspapers on a tablet... - ...is good for helping me to understand the world

Unweighted base	419	97	68	34	199	16	429	146	58	216
Base: All UK Adults online who read newspaper(s) on a tablet	386	104	69	37	210	13	420	112	55	198
Strongly agree	13%	10%	13%	8%	11%	12%	14%	12%	23%	14%
Tend to agree	27%	32%	45%	44%	39%	24%	31%	38%	37%	40%
Neither agree nor disagree	47%	50%	38%	45%	45%	50%	44%	40%	31%	37%
Tend to disagree	10%	7%	4%	-	5%	14%	8%	8%	8%	8%
Strongly disagree	3%	1%	-	2%	1%	-	2%	2%	1%	1%

PNT\_q13a. The following set of questions concern advertising that you may have seen when using your tablet... Which, if any, of the following have you ever done as a result of seeing an advert on your tablet? (Please tick all that apply)

Unweighted base	607	141	96	40	277	14	608	165	76	264
Base: All UK Adults online who own a tablet	589	147	96	41	285	11	618	141	74	249
Clicked on an advert to find out more	18%	13%	20%	12%	15%	10%	17%	20%	30%	21%
Clicked on an advert to buy the product/service	5%	3%	10%	6%	6%	-	5%	8%	7%	7%
Looked a brand up later to find out more (but did not click the advert)	15%	19%	17%	38%	21%	-	18%	19%	27%	22%
Bought something later as a result of seeing an advert (but did not click the advert)	6%	9%	11%	5%	9%	5%	7%	10%	11%	8%
None of these	61%	59%	63%	45%	59%	41%	59%	59%	47%	52%
Don't know/ can't recall	9%	11%	5%	7%	8%	44%	9%	7%	4%	9%