

YouGov/Newsworks Survey Results

Sample Size: 2055 UK Adults
Fieldwork: 28th - 31st December 2012

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	Northern Ireland

Do you read any national newspapers in any of the following formats at least once a month? (Please tick one option on each row)

Printed newspaper :

Unweighted Base	2055	1005	1050	253	324	318	447	713	1104	951	495	298	178	299	483	89	162	51
All UK Adults online	2055	988	1067	247	369	313	396	732	1130	925	491	329	191	255	456	101	175	58
Yes, I do	68%	68%	68%	49%	54%	66%	70%	81%	69%	67%	69%	66%	67%	68%	66%	72%	74%	65%
No, I don't	31%	30%	31%	46%	44%	34%	30%	19%	30%	31%	31%	32%	32%	30%	33%	26%	25%	35%
Don't know	1%	1%	1%	5%	2%	0%	0%	1%	1%	2%	0%	2%	1%	2%	1%	2%	0%	-

Online website via a PC/ laptop :

Unweighted Base	2055	1005	1050	253	324	318	447	713	1104	951	495	298	178	299	483	89	162	51
All UK Adults online	2055	988	1067	247	369	313	396	732	1130	925	491	329	191	255	456	101	175	58
Yes, I do	38%	41%	34%	52%	42%	42%	38%	29%	42%	32%	35%	32%	32%	49%	39%	33%	41%	49%
No, I don't	61%	56%	65%	45%	56%	58%	62%	70%	57%	66%	65%	65%	68%	49%	59%	63%	59%	49%
Don't know	1%	2%	1%	3%	3%	1%	0%	1%	1%	2%	0%	3%	0%	2%	2%	4%	0%	2%

Mobile phone/ smartphone (via an app or website) :

Unweighted Base	2055	1005	1050	253	324	318	447	713	1104	951	495	298	178	299	483	89	162	51
All UK Adults online	2055	988	1067	247	369	313	396	732	1130	925	491	329	191	255	456	101	175	58
Yes, I do	17%	19%	14%	32%	27%	22%	13%	6%	19%	14%	16%	17%	12%	25%	15%	15%	17%	19%
No, I don't	82%	79%	85%	65%	71%	77%	87%	93%	80%	84%	84%	81%	86%	72%	84%	82%	82%	81%
Don't know	1%	2%	1%	3%	2%	0%	0%	2%	1%	2%	0%	2%	2%	2%	3%	1%	-	-

Tablet (via an app or website) :

Unweighted Base	2055	1005	1050	253	324	318	447	713	1104	951	495	298	178	299	483	89	162	51
All UK Adults online	2055	988	1067	247	369	313	396	732	1130	925	491	329	191	255	456	101	175	58
Yes, I do	13%	13%	12%	20%	13%	18%	10%	9%	16%	8%	13%	10%	16%	18%	12%	5%	13%	18%
No, I don't	86%	84%	87%	77%	84%	81%	89%	89%	82%	90%	87%	86%	82%	80%	87%	92%	87%	82%
Don't know	2%	3%	1%	3%	3%	2%	1%	1%	2%	2%	0%	4%	2%	3%	1%	3%	1%	-

YouGov/Newsworks Survey Results

Sample Size: 2055 UK Adults
Fieldwork: 28th - 31st December 2012

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

Do you read any national newspapers in any of the following formats at least once a month? (Please tick one option on each row)

Printed newspaper :

Unweighted Base	2055	1109	217	1326	104	400	66	159	1011	230	207	56	551	1486	294	190	59	543	26
All UK Adults online	2055	1118	221	1338	95	412	54	156	1044	228	186	60	537	1467	313	191	63	567	21
Yes, I do	68%	66%	72%	67%	48%	81%	45%	62%	75%	54%	68%	74%	60%	70%	66%	68%	52%	65%	30%
No, I don't	31%	34%	26%	32%	48%	18%	54%	34%	24%	45%	31%	25%	38%	30%	33%	31%	39%	33%	43%
Don't know	1%	1%	2%	1%	3%	1%	1%	4%	1%	1%	1%	1%	2%	1%	1%	0%	10%	2%	27%

Online website via a PC/ laptop :

Unweighted Base	2055	1109	217	1326	104	400	66	159	1011	230	207	56	551	1486	294	190	59	543	26
All UK Adults online	2055	1118	221	1338	95	412	54	156	1044	228	186	60	537	1467	313	191	63	567	21
Yes, I do	38%	39%	38%	39%	58%	29%	37%	34%	36%	34%	29%	34%	47%	36%	40%	42%	38%	41%	35%
No, I don't	61%	59%	59%	59%	39%	70%	62%	63%	63%	65%	69%	66%	52%	63%	59%	57%	53%	58%	27%
Don't know	1%	1%	2%	1%	2%	1%	1%	4%	1%	1%	2%	1%	2%	1%	1%	1%	9%	2%	38%

Mobile phone/ smartphone (via an app or website) :

Unweighted Base	2055	1109	217	1326	104	400	66	159	1011	230	207	56	551	1486	294	190	59	543	26
All UK Adults online	2055	1118	221	1338	95	412	54	156	1044	228	186	60	537	1467	313	191	63	567	21
Yes, I do	17%	21%	10%	19%	37%	5%	24%	12%	14%	26%	8%	3%	22%	15%	23%	20%	17%	21%	22%
No, I don't	82%	78%	87%	80%	61%	94%	74%	85%	84%	73%	91%	96%	76%	84%	76%	80%	74%	77%	40%
Don't know	1%	1%	3%	1%	2%	1%	1%	4%	2%	1%	1%	1%	1%	1%	1%	-	9%	2%	38%

Tablet (via an app or website) :

Unweighted Base	2055	1109	217	1326	104	400	66	159	1011	230	207	56	551	1486	294	190	59	543	26
All UK Adults online	2055	1118	221	1338	95	412	54	156	1044	228	186	60	537	1467	313	191	63	567	21
Yes, I do	13%	14%	11%	13%	23%	11%	8%	11%	15%	13%	5%	5%	12%	12%	16%	18%	10%	16%	10%
No, I don't	86%	85%	86%	85%	75%	89%	91%	86%	83%	86%	93%	94%	86%	87%	83%	80%	80%	82%	52%
Don't know	2%	1%	4%	2%	2%	1%	1%	4%	2%	1%	2%	1%	1%	1%	1%	2%	10%	2%	38%

YouGov/Newsworks Survey Results

Sample Size: 2055 UK Adults
Fieldwork: 28th - 31st December 2012

Total	Government Region												Social Media (monthly or more)			
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	Facebook	LinkedIn	Google+	Twitter

Do you read any national newspapers in any of the following formats at least once a month? (Please tick one option on each row)

Printed newspaper :

Unweighted Base	2055	90	227	178	147	151	178	299	302	181	89	162	51	1318	268	142	483
All UK Adults online	2055	96	222	173	149	180	191	255	294	163	101	175	58	1331	236	139	462
Yes, I do	68%	68%	67%	71%	62%	69%	67%	68%	67%	64%	72%	74%	65%	65%	60%	64%	63%
No, I don't	31%	32%	32%	29%	37%	28%	32%	30%	31%	36%	26%	25%	35%	34%	40%	35%	36%
Don't know	1%	0%	0%	0%	0%	3%	1%	2%	2%	1%	2%	0%	-	1%	0%	0%	1%

Online website via a PC/ laptop :

Unweighted Base	2055	90	227	178	147	151	178	299	302	181	89	162	51	1318	268	142	483
All UK Adults online	2055	96	222	173	149	180	191	255	294	163	101	175	58	1331	236	139	462
Yes, I do	38%	38%	31%	37%	32%	31%	32%	49%	40%	38%	33%	41%	49%	40%	49%	53%	52%
No, I don't	61%	61%	69%	63%	67%	64%	68%	49%	57%	62%	63%	59%	49%	59%	51%	47%	47%
Don't know	1%	0%	0%	-	0%	5%	0%	2%	3%	0%	4%	0%	2%	1%	-	0%	1%

Mobile phone/ smartphone (via an app or website) :

Unweighted Base	2055	90	227	178	147	151	178	299	302	181	89	162	51	1318	268	142	483
All UK Adults online	2055	96	222	173	149	180	191	255	294	163	101	175	58	1331	236	139	462
Yes, I do	17%	16%	15%	16%	18%	16%	12%	25%	15%	15%	15%	17%	19%	19%	24%	27%	31%
No, I don't	82%	84%	85%	84%	82%	81%	86%	72%	83%	85%	82%	82%	81%	80%	76%	73%	68%
Don't know	1%	0%	0%	-	0%	3%	2%	2%	3%	-	3%	1%	-	1%	1%	0%	1%

Tablet (via an app or website) :

Unweighted Base	2055	90	227	178	147	151	178	299	302	181	89	162	51	1318	268	142	483
All UK Adults online	2055	96	222	173	149	180	191	255	294	163	101	175	58	1331	236	139	462
Yes, I do	13%	17%	14%	8%	8%	12%	16%	18%	11%	14%	5%	13%	18%	14%	19%	18%	20%
No, I don't	86%	82%	86%	92%	91%	81%	82%	80%	87%	86%	92%	87%	82%	85%	80%	81%	79%
Don't know	2%	0%	0%	-	0%	8%	2%	3%	2%	-	3%	1%	-	1%	1%	1%	1%

YouGov/Newsworks Survey Results

Sample Size: 2055 UK Adults
Fieldwork: 28th - 31st December 2012

Total	Tablet purchase/ownership				Printed newspaper			Online website via a PC/ laptop			Mobile phone/ smartphone (via an app or website)			Tablet (via an app or website)		
	Owned a tablet before this Christmas	Received a tablet as a gift for Christmas	Bought a tablet for someone else as a gift for Christmas	I bought a tablet for myself/ as a whole family treat this Christmas	Read	Don't read	Don't know	Read	Don't read	Don't know	Read	Don't read	Don't know	Read	Don't read	Don't know

Do you read any national newspapers in any of the following formats at least once a month? (Please tick one option on each row)

Printed newspaper :

	2055	469	104	110	33	1127	900	28	772	1256	27	332	1696	27	253	1771	31
Unweighted Base	2055	469	104	110	33	1127	900	28	772	1256	27	332	1696	27	253	1771	31
All UK Adults online	2055	477	106	107	39	1396	635	24	772	1253	30	342	1685	28	262	1757	36
Yes, I do	68%	67%	59%	65%	58%	100%	-	-	74%	65%	32%	71%	68%	33%	74%	68%	43%
No, I don't	31%	32%	41%	34%	42%	-	100%	-	25%	35%	14%	28%	32%	8%	25%	32%	9%
Don't know	1%	0%	-	1%	-	-	-	100%	1%	0%	54%	1%	0%	58%	0%	0%	48%

Online website via a PC/ laptop :

	2055	469	104	110	33	1127	900	28	772	1256	27	332	1696	27	253	1771	31
Unweighted Base	2055	469	104	110	33	1127	900	28	772	1256	27	332	1696	27	253	1771	31
All UK Adults online	2055	477	106	107	39	1396	635	24	772	1253	30	342	1685	28	262	1757	36
Yes, I do	38%	44%	41%	38%	47%	41%	31%	21%	100%	-	-	78%	30%	25%	74%	32%	29%
No, I don't	61%	56%	59%	62%	53%	58%	69%	12%	-	100%	-	20%	70%	-	26%	67%	3%
Don't know	1%	0%	-	-	-	1%	1%	67%	-	-	100%	1%	0%	75%	0%	0%	68%

Mobile phone/ smartphone (via an app or website) :

	2055	469	104	110	33	1127	900	28	772	1256	27	332	1696	27	253	1771	31
Unweighted Base	2055	469	104	110	33	1127	900	28	772	1256	27	332	1696	27	253	1771	31
All UK Adults online	2055	477	106	107	39	1396	635	24	772	1253	30	342	1685	28	262	1757	36
Yes, I do	17%	21%	31%	21%	24%	18%	15%	8%	35%	6%	16%	100%	-	-	53%	11%	16%
No, I don't	82%	78%	69%	77%	76%	82%	85%	25%	64%	94%	14%	-	100%	-	47%	89%	11%
Don't know	1%	0%	-	2%	-	1%	0%	67%	1%	-	70%	-	-	100%	-	0%	74%

Tablet (via an app or website) :

	2055	469	104	110	33	1127	900	28	772	1256	27	332	1696	27	253	1771	31
Unweighted Base	2055	469	104	110	33	1127	900	28	772	1256	27	332	1696	27	253	1771	31
All UK Adults online	2055	477	106	107	39	1396	635	24	772	1253	30	342	1685	28	262	1757	36
Yes, I do	13%	38%	26%	29%	27%	14%	10%	4%	25%	5%	4%	41%	7%	-	100%	-	-
No, I don't	86%	62%	74%	69%	73%	85%	89%	25%	74%	95%	16%	58%	92%	6%	-	100%	-
Don't know	2%	1%	-	2%	-	1%	1%	71%	1%	0%	80%	2%	0%	94%	-	-	100%

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	Northern Ireland

Which, if any, of the following statements apply to you? (Please tick all that apply)

	Unweighted Base	2055	1005	1050	253	324	318	447	713	1104	951	495	298	178	299	483	89	162	51
	All UK Adults online	2055	988	1067	247	369	313	396	732	1130	925	491	329	191	255	456	101	175	58
I owned a tablet before this Christmas (i.e. Christmas 2012)		23%	23%	24%	20%	27%	26%	20%	22%	28%	18%	23%	25%	21%	29%	19%	20%	26%	26%
I RECEIVED a tablet as a gift for Christmas this year (i.e. Christmas 2012)		5%	5%	6%	6%	6%	7%	5%	4%	6%	4%	8%	4%	6%	5%	3%	3%	6%	5%
I BOUGHT a tablet for <u>someone else</u> as a gift for Christmas this year (i.e. Christmas 2012)		5%	6%	4%	6%	5%	8%	6%	3%	5%	6%	7%	3%	7%	5%	5%	5%	1%	10%
I thought about buying a tablet for <u>someone as a gift</u> this Christmas (i.e. Christmas 2012), but decided against it		3%	4%	3%	3%	4%	6%	2%	2%	3%	3%	3%	4%	5%	4%	3%	4%	2%	-
I thought about <u>asking for a tablet as a gift</u> this Christmas (i.e. Christmas 2012), but decided against it		4%	4%	5%	7%	6%	4%	4%	3%	5%	3%	3%	6%	3%	8%	4%	6%	4%	3%
I BOUGHT a tablet <u>for myself/ as a whole family treat</u> this Christmas (i.e. Christmas 2012)		2%	3%	1%	1%	5%	0%	3%	1%	2%	1%	1%	2%	1%	2%	3%	1%	1%	3%
I plan to buy a tablet in the next few months (i.e. before March 2013)		7%	7%	6%	8%	6%	6%	7%	6%	6%	7%	5%	7%	8%	6%	7%	8%	7%	13%
None of these		56%	55%	56%	55%	49%	48%	58%	61%	51%	61%	56%	52%	56%	50%	61%	58%	56%	47%

You said you already own a tablet or bought/ received a tablet as a gift for Christmas this year... Which, if any, of the following models was/ were the tablet(s)? (Please tick all that apply for each column)

The tablet(s) I owned before Christmas :

	Unweighted Base	469	230	239	48	87	83	100	151	295	174	107	76	34	86	95	18	40	13
	All UK Adults online who owned a tablet before this Christmas	477	225	252	50	100	83	80	164	313	164	115	81	40	73	88	20	45	15
Apple iPad (full size)		65%	61%	69%	73%	62%	73%	64%	61%	68%	58%	63%	52%	81%	69%	70%	62%	63%	66%
Apple iPad Mini		2%	3%	1%	3%	1%	3%	3%	2%	2%	2%	1%	-	4%	5%	1%	-	7%	-
Asus Google Nexus 7		3%	4%	3%	1%	6%	4%	6%	1%	2%	6%	1%	3%	3%	5%	3%	7%	10%	-
Asus Transformer		2%	3%	1%	5%	3%	2%	1%	1%	2%	2%	2%	-	-	3%	6%	6%	-	-
Blackberry Playbook		3%	6%	0%	5%	6%	3%	1%	1%	3%	3%	4%	4%	2%	1%	3%	-	6%	5%
Kindle Fire		6%	3%	8%	-	5%	5%	6%	8%	5%	7%	6%	7%	3%	2%	4%	4%	17%	-
Lélik Tec		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Microsoft Surface		0%	0%	-	1%	-	-	1%	-	0%	0%	-	1%	-	-	-	-	-	4%
Nook		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Samsung Galaxy		7%	7%	6%	2%	8%	11%	7%	5%	7%	6%	2%	12%	1%	11%	4%	3%	9%	20%
Samsung Google Nexus 10		0%	1%	-	3%	-	-	-	1%	1%	-	-	-	3%	-	-	-	3%	-
Sony Experia		0%	0%	0%	-	-	1%	-	0%	0%	0%	-	-	-	2%	-	-	-	-
Other		15%	14%	16%	8%	9%	14%	15%	20%	14%	17%	14%	15%	9%	12%	19%	21%	15%	10%
Not sure		4%	5%	4%	4%	-	-	7%	8%	5%	4%	11%	10%	-	-	-	4%	-	-

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

Which, if any, of the following statements apply to you? (Please tick all that apply)

	Unweighted Base	2055	1109	217	1326	104	400	66	159	1011	230	207	56	551	1486	294	190	59	543	26
	All UK Adults online	2055	1118	221	1338	95	412	54	156	1044	228	186	60	537	1467	313	191	63	567	21
I owned a tablet before this Christmas (i.e. Christmas 2012)	23%	26%	17%	25%	21%	22%	12%	20%	26%	30%	13%	18%	18%	23%	26%	25%	19%	25%	12%	
I RECEIVED a tablet as a gift for Christmas this year (i.e. Christmas 2012)	5%	6%	5%	6%	3%	3%	7%	4%	6%	6%	4%	1%	4%	4%	7%	10%	9%	8%	3%	
I BOUGHT a tablet for <u>someone else</u> as a gift for Christmas this year (i.e. Christmas 2012)	5%	6%	8%	6%	2%	3%	4%	1%	7%	6%	2%	-	4%	3%	8%	14%	19%	11%	-	
I thought about buying a tablet for <u>someone as a gift</u> this Christmas (i.e. Christmas 2012), but decided against it	3%	4%	1%	3%	2%	3%	1%	1%	4%	6%	1%	4%	1%	2%	5%	5%	1%	5%	8%	
I thought about <u>asking for a tablet as a gift</u> this Christmas (i.e. Christmas 2012), but decided against it	4%	5%	6%	5%	5%	3%	-	4%	3%	6%	5%	11%	5%	4%	6%	5%	14%	7%	-	
I BOUGHT a tablet for <u>myself/ as a whole family treat</u> this Christmas (i.e. Christmas 2012)	2%	2%	2%	2%	6%	1%	2%	-	2%	2%	4%	-	0%	1%	2%	4%	10%	4%	-	
I plan to buy a tablet in the next few months (i.e. before March 2013)	7%	7%	8%	7%	11%	6%	-	5%	5%	5%	6%	10%	9%	6%	9%	6%	5%	8%	13%	
None of these	56%	51%	58%	52%	51%	62%	77%	65%	52%	46%	66%	59%	62%	60%	46%	41%	43%	44%	64%	

You said you already own a tablet or bought/ received a tablet as a gift for Christmas this year... Which, if any, of the following models was/ were the tablet(s)? (Please tick all that apply for each column)

The tablet(s) I owned before Christmas :

	Unweighted Base	469	286	36	322	20	84	11	32	263	67	31	10	98	321	86	43	15	144	4
	All UK Adults online who owned a tablet before this Christmas	477	293	37	331	20	89	6	31	275	68	25	10	98	334	82	47	12	140	3
Apple iPad (full size)	65%	64%	66%	64%	71%	73%	54%	44%	69%	64%	45%	41%	61%	65%	67%	68%	60%	66%	-	
Apple iPad Mini	2%	2%	-	2%	7%	0%	-	6%	3%	-	-	2%	2%	-	-	17%	1%	-		
Asus Google Nexus 7	3%	4%	1%	4%	3%	1%	-	7%	2%	3%	7%	-	7%	4%	1%	6%	6%	3%	-	
Asus Transformer	2%	3%	-	2%	12%	-	-	-	0%	6%	4%	17%	2%	2%	2%	-	-	1%	-	
Blackberry Playbook	3%	4%	3%	4%	-	-	-	4%	2%	4%	2%	-	7%	4%	4%	-	-	2%	-	
Kindle Fire	6%	5%	11%	5%	-	9%	14%	-	5%	5%	13%	-	8%	7%	1%	5%	-	2%	-	
Lélik Tec	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Microsoft Surface	0%	0%	-	0%	-	-	9%	-	0%	-	-	-	1%	0%	-	-	-	-	23%	
Nook	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Samsung Galaxy	7%	8%	9%	9%	-	1%	6%	7%	7%	8%	9%	-	4%	5%	13%	6%	25%	12%	-	
Samsung Google Nexus 10	0%	-	-	-	7%	1%	-	-	0%	-	4%	-	-	0%	-	2%	-	1%	-	
Sony Experia	0%	0%	-	0%	-	0%	-	-	-	1%	2%	-	-	0%	-	-	-	-	-	
Other	15%	13%	12%	13%	7%	16%	31%	30%	14%	7%	31%	54%	14%	14%	13%	20%	9%	15%	77%	
Not sure	4%	4%	-	3%	-	7%	-	14%	6%	3%	-	-	2%	5%	7%	-	-	4%	-	

Total	Government Region												Social Media (monthly or more)			
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	Facebook	LinkedIn	Google+	Twitter

Which, if any, of the following statements apply to you? (Please tick all that apply)

	Unweighted Base	2055	90	227	178	147	151	178	299	302	181	89	162	51	1318	268	142	483
	All UK Adults online	2055	96	222	173	149	180	191	255	294	163	101	175	58	1331	236	139	462
I owned a tablet before this Christmas (i.e. Christmas 2012)	23%	23%	26%	24%	22%	26%	23%	21%	29%	18%	21%	20%	26%	26%	25%	32%	26%	34%
I RECEIVED a tablet as a gift for Christmas this year (i.e. Christmas 2012)	5%	5%	8%	10%	5%	5%	3%	6%	5%	3%	3%	3%	6%	5%	5%	5%	9%	3%
I BOUGHT a tablet for <u>someone else</u> as a gift for Christmas this year (i.e. Christmas 2012)	5%	5%	6%	11%	4%	4%	2%	7%	5%	6%	3%	5%	1%	10%	5%	5%	9%	7%
I thought about buying a tablet for <u>someone as a gift</u> this Christmas (i.e. Christmas 2012), but decided against it	3%	3%	1%	4%	2%	5%	2%	5%	4%	3%	2%	4%	2%	-	3%	5%	8%	5%
I thought about <u>asking for a tablet as a gift</u> this Christmas (i.e. Christmas 2012), but decided against it	4%	4%	1%	2%	4%	3%	8%	3%	8%	4%	3%	6%	4%	3%	5%	6%	15%	8%
I BOUGHT a tablet <u>for myself/ as a whole family treat</u> this Christmas (i.e. Christmas 2012)	2%	2%	1%	2%	1%	1%	3%	1%	2%	4%	0%	1%	1%	3%	2%	2%	1%	1%
I plan to buy a tablet in the next few months (i.e. before March 2013)	7%	7%	3%	6%	5%	5%	9%	8%	6%	8%	5%	8%	7%	13%	7%	8%	13%	9%
None of these	56%	56%	58%	51%	60%	54%	51%	56%	50%	59%	64%	58%	56%	47%	52%	44%	34%	42%

You said you already own a tablet or bought/ received a tablet as a gift for Christmas this year... Which, if any, of the following models was/ were the tablet(s)? (Please tick all that apply for each column)

The tablet(s) I owned before Christmas :

	Unweighted Base	469	18	50	39	40	36	34	86	57	38	18	40	13	339	87	41	162
	All UK Adults online who owned a tablet before this Christmas	477	25	53	37	39	42	40	73	54	35	20	45	15	337	75	36	156
Apple iPad (full size)	65%	65%	45%	70%	64%	56%	48%	81%	69%	69%	72%	62%	63%	66%	69%	66%	57%	72%
Apple iPad Mini	2%	2%	-	1%	-	-	-	4%	5%	2%	-	-	7%	-	1%	2%	4%	1%
Asus Google Nexus 7	3%	3%	-	1%	2%	-	6%	3%	5%	2%	3%	7%	10%	-	4%	5%	6%	2%
Asus Transformer	2%	2%	3%	-	3%	-	-	-	3%	3%	10%	6%	-	-	2%	1%	8%	1%
Blackberry Playbook	3%	3%	17%	-	-	3%	4%	2%	1%	4%	-	-	6%	5%	4%	5%	4%	6%
Kindle Fire	6%	6%	10%	2%	8%	5%	8%	3%	2%	5%	4%	4%	17%	-	6%	2%	9%	4%
Lélik Tec	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Microsoft Surface	0%	0%	-	-	-	1%	-	-	-	-	-	-	-	4%	0%	1%	-	0%
Nook	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Samsung Galaxy	7%	7%	3%	2%	1%	8%	17%	1%	11%	5%	2%	3%	9%	20%	5%	20%	26%	7%
Samsung Google Nexus 10	0%	0%	-	-	-	-	-	3%	-	-	-	-	3%	-	1%	1%	-	1%
Sony Experia	0%	0%	-	-	-	-	-	-	2%	-	-	-	-	-	0%	1%	-	-
Other	15%	15%	4%	22%	11%	19%	12%	9%	12%	17%	23%	21%	15%	10%	13%	14%	14%	8%
Not sure	4%	4%	21%	5%	12%	8%	11%	-	-	-	-	4%	-	-	3%	-	-	1%

Total	Tablet purchase/ownership				Printed newspaper			Online website via a PC/ laptop			Mobile phone/ smartphone (via an app or website)			Tablet (via an app or website)		
	Owned a tablet before this Christmas	Received a tablet as a gift for Christmas	Bought a tablet for someone else as a gift for Christmas	I bought a tablet for myself/ as a whole family treat this Christmas	Read	Don't read	Don't know	Read	Don't read	Don't know	Read	Don't read	Don't know	Read	Don't read	Don't know

Which, if any, of the following statements apply to you? (Please tick all that apply)

	Unweighted Base	2055	469	104	110	33	1127	900	28	772	1256	27	332	1696	27	253	1771	31
	All UK Adults online	2055	477	106	107	39	1396	635	24	772	1253	30	342	1685	28	262	1757	36
I owned a tablet before this Christmas (i.e. Christmas 2012)	23%	100%	9%	31%	8%	23%	24%	9%	27%	21%	3%	30%	22%	7%	69%	17%	7%	
I RECEIVED a tablet as a gift for Christmas this year (i.e. Christmas 2012)	5%	2%	100%	11%	17%	4%	7%	-	6%	5%	-	10%	4%	-	10%	4%	-	
I BOUGHT a tablet for <u>someone else</u> as a gift for Christmas this year (i.e. Christmas 2012)	5%	7%	11%	100%	15%	5%	6%	4%	5%	5%	-	6%	5%	8%	12%	4%	7%	
I thought about buying a tablet for <u>someone as a gift</u> this Christmas (i.e. Christmas 2012), but decided against it	3%	2%	-	1%	-	3%	3%	6%	4%	3%	-	6%	3%	-	5%	3%	-	
I thought about <u>asking for a tablet as a gift</u> this Christmas (i.e. Christmas 2012), but decided against it	4%	-	-	6%	-	5%	3%	-	5%	4%	4%	6%	4%	-	2%	5%	3%	
I BOUGHT a tablet for <u>myself/ as a whole family treat</u> this Christmas (i.e. Christmas 2012)	2%	1%	6%	6%	100%	2%	3%	-	2%	2%	-	3%	2%	-	4%	2%	-	
I plan to buy a tablet in the next few months (i.e. before March 2013)	7%	1%	-	5%	-	7%	6%	3%	9%	5%	20%	11%	6%	-	5%	7%	16%	
None of these	56%	-	-	-	-	55%	55%	77%	47%	60%	73%	35%	59%	85%	7%	63%	68%	

You said you already own a tablet or bought/ received a tablet as a gift for Christmas this year... Which, if any, of the following models was/ were the tablet(s)? (Please tick all that apply for each column)

The tablet(s) I owned before Christmas :

	Unweighted Base	469	469	10	39	5	244	223	2	202	266	1	103	364	2	182	284	3
	All UK Adults online who owned a tablet before this Christmas	477	477	9	33	3	320	155	2	211	266	1	102	374	2	180	295	2
Apple iPad (full size)	65%	65%	31%	68%	64%	64%	67%	57%	62%	67%	-	67%	64%	49%	76%	59%	37%	
Apple iPad Mini	2%	2%	-	11%	-	3%	1%	-	2%	2%	-	3%	2%	-	3%	1%	-	
Asus Google Nexus 7	3%	3%	-	5%	-	2%	6%	-	5%	2%	-	4%	3%	-	2%	4%	-	
Asus Transformer	2%	2%	-	1%	-	1%	4%	-	3%	2%	-	5%	1%	-	3%	1%	-	
Blackberry Playbook	3%	3%	-	5%	-	4%	2%	-	6%	1%	-	9%	1%	-	3%	3%	-	
Kindle Fire	6%	6%	-	13%	-	6%	4%	-	5%	6%	-	4%	6%	-	6%	5%	-	
Lélik Tec	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Microsoft Surface	0%	0%	-	-	-	0%	0%	-	1%	-	-	1%	-	-	1%	-	-	
Nook	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Samsung Galaxy	7%	7%	20%	6%	-	7%	6%	-	7%	7%	-	7%	7%	-	4%	8%	-	
Samsung Google Nexus 10	0%	0%	-	-	-	0%	1%	-	1%	0%	-	1%	0%	-	1%	0%	-	
Sony Xperia	0%	0%	-	-	-	-	1%	-	0%	0%	-	0%	0%	-	0%	0%	-	
Other	15%	15%	37%	3%	-	15%	14%	43%	16%	14%	100%	7%	17%	51%	8%	18%	63%	
Not sure	4%	4%	30%	-	25%	7%	-	-	4%	5%	-	-	6%	-	3%	6%	-	

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	Northern Ireland

The tablet(s) I bought as a gift this Christmas (i.e. Christmas 2012) :

	Unweighted Base	138	87	51	12	21	30	38	37	71	67	37	15	12	20	37	7	6	4
All UK Adults online who bought a tablet as a gift this Christmas		140	85	54	18	31	27	31	32	75	64	41	17	15	17	32	6	4	8
Apple iPad (full size)	24%	21%	29%	9%	30%	24%	25%	26%	33%	14%	23%	23%	16%	23%	35%	48%	-	-	-
Apple iPad Mini	16%	18%	12%	19%	24%	16%	8%	13%	14%	18%	16%	3%	3%	17%	18%	41%	-	39%	-
Asus Google Nexus 7	10%	13%	5%	8%	4%	3%	22%	10%	12%	8%	6%	-	-	26%	11%	-	24%	27%	-
Asus Transformer	3%	4%	2%	19%	4%	-	-	-	1%	5%	6%	-	-	12%	-	-	-	-	-
Blackberry Playbook	9%	11%	5%	34%	10%	5%	3%	3%	9%	9%	16%	-	-	12%	10%	-	25%	-	-
Kindle Fire	30%	28%	34%	55%	35%	27%	24%	21%	31%	30%	28%	21%	68%	54%	18%	10%	22%	10%	-
Lélik Tec	2%	2%	2%	8%	4%	-	-	-	1%	2%	-	-	-	15%	-	-	-	-	-
Microsoft Surface	2%	3%	2%	19%	-	-	-	-	1%	4%	6%	-	-	6%	-	-	-	-	-
Nook	3%	4%	2%	8%	9%	-	-	-	5%	1%	-	-	-	26%	-	-	-	-	-
Samsung Galaxy	12%	13%	10%	8%	10%	7%	10%	22%	8%	16%	10%	7%	6%	14%	8%	12%	-	63%	-
Samsung Google Nexus 10	3%	1%	7%	8%	-	9%	-	-	5%	1%	-	15%	-	9%	-	-	-	-	-
Sony Experia	1%	1%	2%	6%	-	-	-	2%	1%	1%	2%	-	-	6%	-	-	-	-	-
Other	9%	8%	12%	-	6%	17%	13%	8%	8%	11%	8%	15%	15%	9%	9%	-	16%	-	-
Not sure	3%	2%	5%	14%	-	-	-	4%	2%	4%	2%	15%	-	-	-	-	13%	-	-

The tablet(s) I received as a gift for Christmas (i.e. Christmas 2012) :

	Unweighted Base	104	46	58	12	17	27	22	26	65	39	29	16	12	15	17	3	10	2
All UK Adults online who received a tablet as a gift this Christmas		106	47	59	14	23	23	19	26	67	39	38	14	12	12	14	3	10	3
Apple iPad (full size)	24%	20%	27%	7%	40%	21%	34%	14%	28%	18%	24%	22%	9%	35%	18%	18%	53%	-	-
Apple iPad Mini	5%	7%	4%	20%	6%	-	6%	6%	4%	4%	4%	4%	-	27%	-	-	-	-	-
Asus Google Nexus 7	7%	11%	3%	3%	9%	11%	5%	4%	6%	8%	1%	5%	8%	23%	8%	46%	-	-	-
Asus Transformer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Blackberry Playbook	1%	2%	1%	4%	-	3%	-	-	1%	1%	-	-	-	-	4%	-	8%	-	-
Kindle Fire	35%	35%	34%	61%	14%	33%	14%	56%	28%	46%	35%	41%	60%	19%	26%	36%	33%	-	-
Lélik Tec	1%	-	2%	-	-	4%	-	-	2%	-	-	-	-	-	7%	-	-	-	-
Microsoft Surface	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nook	5%	11%	-	-	14%	9%	-	-	5%	6%	6%	-	-	-	23%	-	-	-	-
Samsung Galaxy	12%	7%	16%	9%	5%	17%	14%	14%	12%	13%	14%	29%	19%	-	4%	-	6%	-	-
Samsung Google Nexus 10	6%	-	10%	-	13%	-	16%	-	9%	-	8%	-	-	-	4%	-	-	-	87%
Sony Experia	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	5%	7%	3%	-	-	-	17%	6%	4%	5%	8%	-	4%	-	6%	-	-	-	13%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

The tablet(s) I bought as a gift this Christmas (i.e. Christmas 2012) :

	Unweighted Base	92	16	108	4	19	3	4	90	18	11	-	19	68	25	30	15	70	-
All UK Adults online who bought a gift this Christmas	138	92	16	108	4	19	3	4	90	18	11	-	19	68	25	30	15	70	-
	140	89	21	110	7	18	3	2	90	18	10	-	22	61	26	34	18	79	-
Apple iPad (full size)	24%	24%	7%	21%	57%	28%	58%	-	32%	18%	6%	-	6%	22%	38%	12%	34%	26%	-
Apple iPad Mini	16%	16%	12%	15%	15%	19%	28%	-	14%	36%	-	-	13%	14%	18%	13%	24%	17%	-
Asus Google Nexus 7	10%	9%	14%	10%	15%	8%	14%	-	13%	5%	4%	-	2%	9%	4%	8%	23%	10%	-
Asus Transformer	3%	4%	-	3%	15%	-	-	-	1%	6%	-	-	10%	4%	4%	-	6%	3%	-
Blackberry Playbook	9%	11%	2%	10%	15%	-	14%	23%	4%	-	37%	-	23%	6%	12%	12%	9%	11%	-
Kindle Fire	30%	28%	55%	33%	64%	8%	-	-	30%	29%	8%	-	43%	28%	8%	55%	24%	32%	-
Lélik Tec	2%	1%	-	1%	15%	-	14%	-	1%	6%	-	-	2%	-	4%	-	9%	3%	-
Microsoft Surface	2%	3%	-	2%	15%	-	-	-	1%	-	-	-	10%	-	9%	-	6%	4%	-
Nook	3%	-	-	-	57%	-	14%	-	4%	-	-	-	2%	-	-	8%	9%	6%	-
Samsung Galaxy	12%	6%	12%	8%	15%	36%	14%	32%	15%	2%	8%	-	10%	14%	5%	9%	23%	11%	-
Samsung Google Nexus 10	3%	3%	-	2%	15%	-	14%	-	1%	14%	-	-	2%	-	9%	-	9%	5%	-
Sony Experia	1%	1%	-	1%	15%	-	-	-	1%	-	-	-	4%	1%	-	-	6%	1%	-
Other	9%	11%	-	9%	-	15%	-	45%	7%	14%	14%	-	14%	11%	14%	7%	3%	8%	-
Not sure	3%	1%	-	0%	36%	5%	-	-	2%	-	25%	-	-	2%	-	-	14%	3%	-

The tablet(s) I received as a gift for Christmas (i.e. Christmas 2012) :

	Unweighted Base	63	11	74	2	16	6	6	63	13	6	1	21	63	15	19	6	40	1
All UK Adults online who received a gift this Christmas	104	63	11	74	2	16	6	6	63	13	6	1	21	63	15	19	6	40	1
	106	70	11	81	2	12	4	6	63	14	8	*	20	60	20	19	6	45	1
Apple iPad (full size)	24%	28%	19%	27%	47%	16%	-	11%	34%	28%	-	-	-	18%	39%	32%	-	31%	100%
Apple iPad Mini	5%	5%	-	4%	53%	8%	-	-	2%	5%	-	-	17%	9%	-	-	-	-	-
Asus Google Nexus 7	7%	9%	-	8%	-	-	12%	-	7%	9%	-	-	7%	9%	2%	-	27%	4%	-
Asus Transformer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Blackberry Playbook	1%	1%	-	1%	-	4%	-	-	1%	-	-	-	3%	-	-	4%	9%	3%	-
Kindle Fire	35%	32%	73%	37%	-	34%	38%	10%	28%	13%	55%	-	63%	38%	20%	45%	16%	30%	-
Lélik Tec	1%	-	-	-	-	-	-	18%	-	7%	-	-	-	-	-	5%	-	2%	-
Microsoft Surface	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nook	5%	8%	-	7%	-	-	-	-	3%	24%	-	-	-	-	10%	-	55%	12%	-
Samsung Galaxy	12%	4%	8%	5%	-	29%	52%	52%	12%	11%	8%	-	14%	14%	7%	13%	-	9%	-
Samsung Google Nexus 10	6%	9%	-	8%	-	-	-	-	4%	4%	37%	-	-	6%	13%	-	-	6%	-
Sony Experia	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	5%	4%	-	4%	-	9%	10%	9%	7%	-	-	100%	-	6%	8%	-	-	4%	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Total	Government Region												Social Media (monthly or more)			
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	Facebook	LinkedIn	Google+	Twitter

The tablet(s) I bought as a gift this Christmas (i.e. Christmas 2012) :

	Unweighted Base	4	23	10	6	9	12	20	29	8	7	6	4	88	19	13	39
All UK Adults online who bought a tablet as a gift this Christmas	140	7	26	8	7	9	15	17	26	6	6	4	8	92	15	14	37
Apple iPad (full size)	24%	9%	24%	31%	-	41%	16%	23%	36%	34%	48%	-	-	22%	23%	-	15%
Apple iPad Mini	16%	19%	19%	5%	8%	-	3%	17%	16%	31%	41%	-	39%	16%	32%	14%	26%
Asus Google Nexus 7	10%	-	10%	-	-	-	-	26%	12%	6%	-	24%	27%	8%	20%	5%	7%
Asus Transformer	3%	35%	-	-	-	-	-	12%	-	-	-	-	-	3%	7%	8%	-
Blackberry Playbook	9%	35%	16%	-	-	-	-	12%	-	-	-	25%	-	7%	22%	-	6%
Kindle Fire	30%	37%	22%	38%	35%	11%	68%	54%	18%	17%	10%	22%	10%	35%	22%	71%	40%
Lélik Tec	2%	-	-	-	-	-	-	15%	-	-	-	-	-	-	7%	8%	-
Microsoft Surface	2%	-	9%	-	-	-	-	6%	-	-	-	-	-	-	22%	-	6%
Nook	3%	-	-	-	-	-	-	26%	-	-	-	-	-	3%	7%	-	-
Samsung Galaxy	12%	-	13%	9%	11%	4%	6%	14%	10%	-	12%	-	63%	9%	17%	-	18%
Samsung Google Nexus 10	3%	-	-	-	34%	-	-	9%	-	-	-	-	-	3%	7%	-	-
Sony Xperia	1%	-	3%	-	-	-	-	6%	-	-	-	-	-	1%	7%	-	-
Other	9%	-	10%	7%	12%	18%	15%	9%	9%	12%	-	16%	-	12%	16%	10%	9%
Not sure	3%	-	-	10%	-	26%	-	-	-	-	-	13%	-	1%	-	-	-

The tablet(s) I received as a gift for Christmas (i.e. Christmas 2012) :

	Unweighted Base	6	14	9	9	7	12	15	11	6	3	10	2	72	13	10	17
All UK Adults online who received a tablet as a gift this Christmas	106	8	21	9	7	6	12	12	9	5	3	10	3	71	13	13	16
Apple iPad (full size)	24%	-	38%	10%	26%	16%	9%	35%	20%	13%	18%	53%	-	24%	33%	6%	10%
Apple iPad Mini	5%	-	8%	-	-	9%	-	27%	-	-	-	-	-	6%	12%	-	16%
Asus Google Nexus 7	7%	-	2%	-	-	11%	8%	23%	12%	-	46%	-	-	7%	7%	-	12%
Asus Transformer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Blackberry Playbook	1%	-	-	-	-	-	-	-	6%	-	-	8%	-	-	-	-	-
Kindle Fire	35%	39%	36%	31%	32%	51%	60%	19%	11%	55%	36%	33%	-	36%	48%	44%	37%
Lélik Tec	1%	-	-	-	-	-	-	-	-	21%	-	-	-	1%	-	-	-
Microsoft Surface	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nook	5%	-	10%	-	-	-	-	-	35%	-	-	-	-	8%	-	-	13%
Samsung Galaxy	12%	47%	4%	6%	42%	14%	19%	-	7%	-	-	6%	-	9%	-	26%	12%
Samsung Google Nexus 10	6%	-	-	35%	-	-	-	-	-	11%	-	-	87%	9%	-	25%	-
Sony Xperia	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	5%	14%	2%	18%	-	-	4%	-	9%	-	-	-	13%	1%	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Total	Tablet purchase/ownership				Printed newspaper			Online website via a PC/ laptop			Mobile phone/ smartphone (via an app or website)			Tablet (via an app or website)		
	Owned a tablet before this Christmas	Received a tablet as a gift for Christmas	Bought a tablet for someone else as a gift for Christmas	I bought a tablet for myself/ as a whole family treat this Christmas	Read	Don't read	Don't know	Read	Don't read	Don't know	Read	Don't read	Don't know	Read	Don't read	Don't know

The tablet(s) I bought as a gift this Christmas (i.e. Christmas 2012) :

	Unweighted Base																
All UK Adults online who bought a tablet as a gift this Christmas	138	42	7	110	33	73	64	1	54	84	-	31	106	1	38	99	1
	140	34	15	107	39	91	48	1	57	83	-	31	106	2	40	98	2
Apple iPad (full size)	24%	22%	48%	22%	38%	23%	25%	100%	27%	23%	-	20%	26%	-	21%	26%	-
Apple iPad Mini	16%	21%	38%	15%	16%	11%	22%	100%	20%	12%	-	16%	16%	-	27%	11%	-
Asus Google Nexus 7	10%	7%	-	9%	9%	12%	3%	100%	12%	8%	-	17%	8%	-	12%	9%	-
Asus Transformer	3%	-	-	4%	-	1%	5%	100%	4%	3%	-	4%	3%	-	5%	2%	-
Blackberry Playbook	9%	3%	16%	9%	8%	6%	13%	100%	8%	10%	-	13%	8%	-	12%	8%	-
Kindle Fire	30%	30%	33%	34%	19%	35%	20%	100%	37%	26%	-	27%	30%	100%	37%	26%	100%
Lélik Tec	2%	-	-	2%	-	1%	1%	100%	4%	1%	-	5%	1%	-	5%	0%	-
Microsoft Surface	2%	-	16%	3%	-	-	5%	100%	6%	-	-	7%	1%	-	9%	-	-
Nook	3%	-	-	1%	7%	3%	1%	100%	7%	1%	-	11%	1%	-	10%	0%	-
Samsung Galaxy	12%	21%	-	11%	12%	12%	10%	100%	9%	14%	-	11%	12%	-	21%	9%	-
Samsung Google Nexus 10	3%	-	-	4%	-	3%	1%	100%	6%	1%	-	10%	1%	-	3%	3%	-
Sony Xperia	1%	-	-	2%	-	1%	-	100%	3%	-	-	-	2%	-	3%	1%	-
Other	9%	9%	3%	9%	9%	7%	14%	-	8%	11%	-	7%	10%	-	4%	12%	-
Not sure	3%	2%	-	1%	8%	1%	7%	-	1%	4%	-	-	4%	-	-	4%	-

The tablet(s) I received as a gift for Christmas (i.e. Christmas 2012) :

	Unweighted Base																
All UK Adults online who received a tablet as a gift this Christmas	104	10	104	6	2	48	56	-	45	59	-	30	74	-	26	78	-
	106	9	106	11	6	62	43	-	44	62	-	33	73	-	27	78	-
Apple iPad (full size)	24%	14%	24%	28%	50%	21%	29%	-	18%	28%	-	22%	25%	-	25%	24%	-
Apple iPad Mini	5%	17%	5%	-	-	6%	4%	-	8%	4%	-	7%	5%	-	8%	4%	-
Asus Google Nexus 7	7%	7%	7%	4%	-	6%	8%	-	8%	6%	-	5%	8%	-	6%	7%	-
Asus Transformer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Blackberry Playbook	1%	-	1%	-	-	1%	2%	-	3%	-	-	4%	-	-	2%	1%	-
Kindle Fire	35%	54%	35%	67%	-	38%	29%	-	27%	40%	-	14%	44%	-	34%	35%	-
Lélik Tec	1%	-	1%	-	-	2%	-	-	-	2%	-	-	1%	-	-	1%	-
Microsoft Surface	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nook	5%	-	5%	-	50%	3%	7%	-	12%	-	-	6%	4%	-	-	7%	-
Samsung Galaxy	12%	7%	12%	-	-	10%	15%	-	13%	11%	-	24%	7%	-	24%	8%	-
Samsung Google Nexus 10	6%	-	6%	-	-	9%	1%	-	6%	6%	-	17%	1%	-	-	8%	-
Sony Xperia	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	5%	-	5%	-	-	5%	4%	-	5%	4%	-	1%	6%	-	1%	6%	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	Northern Ireland

Thinking about the tablet you own and use most often...

Which THREE, if any, of the following do you use your tablet for MOST often? (Please select up to three options)

	Unweighted Base	589	289	300	61	107	109	130	182	367	222	137	94	48	103	120	21	50	16
All UK Adults online who own a tablet		603	286	316	66	130	105	108	193	391	211	152	100	54	88	110	23	55	20
Keeping up with news (e.g. politics, current affairs, headlines, sports news, celebrity news, etc.)		30%	33%	27%	23%	25%	33%	26%	37%	33%	25%	27%	35%	26%	26%	35%	21%	33%	33%
Playing games		37%	32%	41%	35%	32%	42%	37%	37%	37%	36%	35%	34%	37%	47%	32%	51%	37%	27%
Social networking		39%	33%	44%	67%	49%	38%	32%	27%	36%	44%	44%	41%	48%	30%	35%	25%	37%	47%
Listening to music		9%	11%	8%	14%	10%	13%	4%	8%	8%	13%	9%	6%	17%	9%	9%	9%	13%	5%
Watching videos		14%	20%	8%	12%	24%	10%	15%	8%	13%	15%	10%	8%	17%	20%	13%	24%	11%	33%
Email		59%	55%	62%	40%	48%	59%	70%	66%	63%	51%	57%	61%	48%	57%	65%	24%	65%	81%
Reading books		18%	16%	20%	7%	12%	21%	18%	24%	17%	19%	22%	19%	9%	13%	17%	15%	22%	18%
Taking/ viewing photos		7%	7%	7%	8%	5%	4%	8%	9%	6%	9%	4%	14%	11%	8%	6%	6%	3%	-
Other internet browsing		53%	56%	52%	56%	49%	54%	55%	54%	56%	48%	51%	50%	66%	53%	55%	69%	47%	56%
Other		4%	3%	4%	4%	2%	3%	7%	2%	4%	3%	6%	3%	6%	2%	3%	-	2%	2%
Don't know		0%	1%	0%	1%	0%	1%	0%	0%	0%	1%	-	0%	1%	1%	1%	-	-	-
Not applicable - I never use the tablet I own		3%	2%	3%	7%	3%	1%	3%	1%	1%	5%	2%	5%	-	5%	0%	2%	2%	-

Thinking about the first two days after you got your current tablet (i.e. the one you use most often)...

Approximately how many apps (including both free and paid-for), if any, did you download within the first two days of owning it?

	Unweighted Base	589	289	300	61	107	109	130	182	367	222	137	94	48	103	120	21	50	16
All UK Adults online who own a tablet		603	286	316	66	130	105	108	193	391	211	152	100	54	88	110	23	55	20
0 - i.e. none		9%	11%	7%	-	3%	7%	8%	17%	7%	11%	12%	7%	3%	6%	6%	34%	8%	11%
1 to 5		35%	29%	41%	19%	31%	28%	43%	44%	38%	31%	32%	40%	49%	30%	38%	22%	36%	23%
6 to 10		22%	21%	23%	24%	21%	33%	21%	17%	24%	18%	23%	20%	25%	30%	20%	13%	18%	12%
11 to 15		8%	9%	7%	5%	10%	7%	12%	7%	8%	10%	6%	10%	6%	7%	6%	7%	9%	36%
16 to 20		10%	11%	9%	18%	14%	5%	7%	9%	7%	15%	11%	10%	4%	10%	10%	16%	9%	17%
21 to 25		4%	6%	2%	7%	11%	3%	2%	-	5%	2%	4%	6%	6%	2%	5%	-	2%	-
26 to 30		2%	4%	1%	11%	4%	1%	0%	-	3%	2%	4%	1%	-	0%	6%	-	3%	-
31 to 35		1%	1%	0%	2%	0%	-	1%	0%	0%	2%	0%	-	-	2%	1%	3%	-	-
36 to 40		0%	-	1%	2%	-	0%	0%	-	0%	1%	1%	-	-	-	1%	-	-	-
More than 40		1%	2%	1%	5%	1%	2%	1%	0%	2%	1%	1%	1%	-	1%	3%	-	4%	-
Can't recall		7%	6%	8%	8%	4%	13%	5%	6%	6%	8%	5%	5%	8%	10%	6%	5%	13%	2%

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

Thinking about the tablet you own and use most often...

Which THREE, if any, of the following do you use your tablet for MOST often? (Please select up to three options)

	Unweighted Base	589	358	51	409	24	102	17	37	336	81	41	11	120	390	105	66	23	194	5
All UK Adults online who own a tablet		603	373	53	425	27	103	10	36	350	83	40	11	118	401	105	73	21	199	3
Keeping up with news (e.g. politics, current affairs, headlines, sports news, celebrity news, etc.)		30%	27%	31%	27%	29%	38%	50%	37%	34%	31%	23%	26%	21%	31%	33%	24%	24%	28%	19%
Playing games		37%	37%	40%	37%	46%	35%	53%	27%	39%	41%	32%	30%	29%	37%	32%	46%	21%	36%	-
Social networking		39%	38%	54%	40%	59%	29%	45%	40%	35%	36%	28%	53%	56%	39%	44%	33%	30%	38%	49%
Listening to music		9%	11%	9%	11%	6%	8%	4%	3%	7%	14%	6%	7%	13%	7%	9%	21%	22%	15%	-
Watching videos		14%	17%	7%	16%	9%	6%	4%	16%	15%	6%	10%	-	17%	11%	16%	21%	20%	18%	31%
Email		59%	59%	55%	59%	40%	63%	54%	59%	60%	63%	68%	88%	45%	62%	58%	47%	47%	53%	63%
Reading books		18%	17%	25%	18%	8%	22%	16%	13%	19%	5%	31%	-	19%	20%	18%	10%	11%	14%	14%
Taking/ viewing photos		7%	7%	2%	6%	5%	10%	9%	11%	7%	7%	1%	22%	7%	7%	7%	-	-	7%	-
Other internet browsing		53%	54%	58%	55%	35%	57%	51%	45%	54%	58%	37%	30%	58%	56%	48%	52%	46%	49%	48%
Other		4%	4%	2%	3%	10%	1%	4%	7%	3%	1%	14%	23%	3%	3%	5%	6%	-	5%	-
Don't know		0%	0%	-	0%	-	1%	-	2%	0%	-	-	-	1%	0%	1%	-	-	0%	19%
Not applicable - I never use the tablet I own		3%	2%	4%	2%	9%	2%	-	7%	1%	4%	8%	4%	5%	3%	2%	-	12%	2%	-

Thinking about the first two days after you got your current tablet (i.e. the one you use most often)...

Approximately how many apps (including both free and paid-for), if any, did you download within the first two days of owning it?

	Unweighted Base	589	358	51	409	24	102	17	37	336	81	41	11	120	390	105	66	23	194	5
All UK Adults online who own a tablet		603	373	53	425	27	103	10	36	350	83	40	11	118	401	105	73	21	199	3
0 - i.e. none		9%	7%	13%	8%	-	11%	15%	17%	9%	6%	17%	23%	6%	11%	6%	4%	9%	5%	-
1 to 5		35%	37%	34%	37%	8%	44%	48%	16%	36%	39%	32%	45%	31%	36%	32%	41%	16%	34%	48%
6 to 10		22%	22%	32%	23%	31%	17%	24%	16%	22%	22%	16%	21%	23%	20%	29%	27%	13%	26%	19%
11 to 15		8%	7%	8%	7%	2%	10%	4%	27%	10%	7%	3%	-	6%	8%	11%	3%	22%	9%	14%
16 to 20		10%	10%	6%	9%	32%	8%	5%	13%	11%	4%	12%	12%	12%	11%	7%	9%	17%	9%	19%
21 to 25		4%	6%	1%	5%	-	1%	-	-	4%	2%	8%	-	5%	3%	6%	7%	-	6%	-
26 to 30		2%	3%	1%	3%	8%	-	-	1%	1%	8%	-	-	3%	2%	1%	2%	15%	3%	-
31 to 35		1%	1%	-	1%	2%	-	-	1%	0%	1%	-	-	1%	0%	2%	-	5%	1%	-
36 to 40		0%	0%	1%	0%	2%	1%	-	-	0%	1%	-	-	0%	0%	0%	1%	3%	1%	-
More than 40		1%	1%	-	1%	15%	-	-	-	1%	1%	-	-	4%	1%	3%	-	-	1%	-
Can't recall		7%	7%	4%	6%	-	10%	6%	9%	5%	11%	12%	-	9%	8%	4%	6%	-	4%	-

Total	Government Region												Social Media (monthly or more)			
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	Facebook	LinkedIn	Google+	Twitter

Thinking about the tablet you own and use most often...

Which THREE, if any, of the following do you use your tablet for MOST often? (Please select up to three options)

	Unweighted Base	589	24	64	49	49	45	48	103	75	45	21	50	16	420	103	53	181
	All UK Adults online who own a tablet	603	34	72	47	47	53	54	88	70	40	23	55	20	421	89	50	173
Keeping up with news (e.g. politics, current affairs, headlines, sports news, celebrity news, etc.)	30%	29%	16%	41%	41%	31%	26%	26%	31%	41%	21%	33%	33%	27%	38%	23%	35%	
Playing games	37%	27%	46%	24%	23%	43%	37%	47%	36%	27%	51%	37%	27%	38%	34%	36%	37%	
Social networking	39%	57%	41%	41%	35%	46%	48%	30%	33%	39%	25%	37%	47%	52%	42%	51%	58%	
Listening to music	9%	15%	8%	7%	1%	11%	17%	9%	13%	2%	9%	13%	5%	10%	12%	12%	9%	
Watching videos	14%	21%	10%	1%	14%	2%	17%	20%	15%	8%	24%	11%	33%	14%	12%	17%	18%	
Email	59%	54%	51%	68%	66%	57%	48%	57%	57%	78%	24%	65%	81%	55%	69%	68%	49%	
Reading books	18%	9%	27%	24%	20%	18%	9%	13%	13%	24%	15%	22%	18%	17%	17%	26%	14%	
Taking/ viewing photos	7%	4%	4%	5%	18%	10%	11%	8%	2%	12%	6%	3%	-	5%	5%	15%	7%	
Other internet browsing	53%	59%	45%	53%	44%	55%	66%	53%	57%	52%	69%	47%	56%	51%	50%	45%	57%	
Other	4%	-	6%	10%	6%	-	6%	2%	3%	3%	-	2%	2%	4%	3%	3%	2%	
Don't know	0%	-	-	-	1%	-	1%	1%	1%	2%	-	-	-	1%	1%	-	0%	
Not applicable - I never use the tablet I own	3%	2%	1%	4%	3%	8%	-	5%	1%	-	2%	2%	-	2%	1%	-	1%	

Thinking about the first two days after you got your current tablet (i.e. the one you use most often)...

Approximately how many apps (including both free and paid-for), if any, did you download within the first two days of owning it?

	Unweighted Base	589	24	64	49	49	45	48	103	75	45	21	50	16	420	103	53	181
	All UK Adults online who own a tablet	603	34	72	47	47	53	54	88	70	40	23	55	20	421	89	50	173
0 - i.e. none	9%	7%	17%	8%	9%	6%	3%	6%	4%	10%	34%	8%	11%	6%	4%	9%	5%	
1 to 5	35%	39%	29%	33%	37%	44%	49%	30%	38%	37%	22%	36%	23%	34%	33%	33%	25%	
6 to 10	22%	33%	14%	30%	20%	21%	25%	30%	13%	32%	13%	18%	12%	24%	21%	18%	29%	
11 to 15	8%	14%	7%	1%	16%	5%	6%	7%	7%	3%	7%	9%	36%	8%	12%	9%	9%	
16 to 20	10%	6%	13%	13%	9%	10%	4%	10%	11%	8%	16%	9%	17%	10%	13%	14%	13%	
21 to 25	4%	-	7%	2%	-	11%	6%	2%	8%	-	-	2%	-	6%	5%	-	9%	
26 to 30	2%	-	7%	1%	1%	-	-	0%	8%	1%	-	3%	-	3%	0%	1%	1%	
31 to 35	1%	-	1%	-	-	-	-	2%	1%	-	3%	-	-	1%	1%	1%	2%	
36 to 40	0%	-	1%	1%	-	-	-	-	1%	-	-	-	-	0%	1%	1%	1%	
More than 40	1%	-	1%	1%	2%	-	-	1%	3%	2%	-	4%	-	2%	2%	4%	4%	
Can't recall	7%	1%	3%	11%	6%	3%	8%	10%	5%	7%	5%	13%	2%	6%	7%	10%	4%	

Total	Tablet purchase/ownership				Printed newspaper			Online website via a PC/ laptop			Mobile phone/ smartphone (via an app or website)			Tablet (via an app or website)		
	Owned a tablet before this Christmas	Received a tablet as a gift for Christmas	Bought a tablet for someone else as a gift for Christmas	I bought a tablet for myself/ as a whole family treat this Christmas	Read	Don't read	Don't know	Read	Don't read	Don't know	Read	Don't read	Don't know	Read	Don't read	Don't know

Thinking about the tablet you own and use most often...

Which THREE, if any, of the following do you use your tablet for MOST often? (Please select up to three options)

	Unweighted Base	589	469	104	47	33	305	282	2	258	330	1	141	446	2	216	370	3
	All UK Adults online who own a tablet	603	477	106	45	39	399	201	2	267	335	1	143	458	2	217	383	2
Keeping up with news (e.g. politics, current affairs, headlines, sports news, celebrity news, etc.)	30%	32%	28%	33%	11%	30%	30%	-	41%	21%	-	36%	28%	-	49%	20%	-	
Playing games	37%	38%	30%	37%	48%	36%	38%	-	34%	39%	-	26%	40%	-	34%	39%	-	
Social networking	39%	41%	34%	66%	24%	37%	42%	100%	36%	41%	100%	48%	36%	100%	45%	35%	100%	
Listening to music	9%	9%	15%	13%	10%	10%	9%	-	11%	8%	-	9%	10%	-	6%	11%	-	
Watching videos	14%	14%	14%	5%	9%	15%	11%	-	15%	12%	-	17%	13%	-	11%	15%	-	
Email	59%	61%	48%	64%	60%	60%	56%	100%	53%	63%	100%	53%	60%	100%	61%	57%	100%	
Reading books	18%	14%	40%	9%	12%	18%	18%	-	19%	17%	-	16%	18%	49%	14%	20%	37%	
Taking/ viewing photos	7%	7%	7%	4%	7%	7%	7%	-	6%	7%	-	7%	7%	-	6%	7%	-	
Other internet browsing	53%	57%	42%	55%	33%	56%	49%	100%	49%	57%	100%	52%	54%	51%	60%	50%	63%	
Other	4%	3%	5%	4%	2%	3%	5%	-	3%	4%	-	6%	3%	-	3%	4%	-	
Don't know	0%	-	2%	-	2%	-	1%	-	-	1%	-	-	1%	-	-	1%	-	
Not applicable - I never use the tablet I own	3%	3%	0%	-	6%	2%	4%	-	3%	3%	-	3%	2%	-	-	4%	-	

Thinking about the first two days after you got your current tablet (i.e. the one you use most often)...

Approximately how many apps (including both free and paid-for), if any, did you download within the first two days of owning it?

	Unweighted Base	589	469	104	47	33	305	282	2	258	330	1	141	446	2	216	370	3
	All UK Adults online who own a tablet	603	477	106	45	39	399	201	2	267	335	1	143	458	2	217	383	2
0 - i.e. none	9%	8%	13%	5%	13%	10%	7%	-	10%	8%	-	8%	9%	-	3%	12%	25%	
1 to 5	35%	32%	49%	38%	23%	37%	32%	100%	34%	37%	100%	27%	38%	100%	27%	40%	75%	
6 to 10	22%	24%	15%	9%	13%	22%	23%	-	23%	21%	-	22%	22%	-	31%	17%	-	
11 to 15	8%	9%	5%	19%	9%	7%	11%	-	8%	9%	-	13%	7%	-	11%	7%	-	
16 to 20	10%	10%	7%	11%	13%	11%	9%	-	11%	9%	-	13%	9%	-	13%	9%	-	
21 to 25	4%	4%	4%	11%	17%	4%	3%	-	3%	5%	-	4%	4%	-	3%	4%	-	
26 to 30	2%	2%	3%	-	8%	2%	4%	-	3%	2%	-	5%	2%	-	2%	3%	-	
31 to 35	1%	1%	1%	2%	1%	1%	1%	-	1%	1%	-	1%	0%	-	1%	0%	-	
36 to 40	0%	0%	1%	1%	-	0%	1%	-	1%	0%	-	1%	0%	-	1%	0%	-	
More than 40	1%	2%	-	2%	3%	1%	3%	-	1%	2%	-	2%	1%	-	2%	1%	-	
Can't recall	7%	8%	3%	4%	-	6%	7%	-	6%	7%	-	5%	7%	-	6%	7%	-	

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	Northern Ireland

And which, if any, of the following types of apps have you ever downloaded to your current tablet (i.e. the one you use most often)? (Please tick all that apply)

	Unweighted Base	589	289	300	61	107	109	130	182	367	222	137	94	48	103	120	21	50	16
	All UK Adults online who own a tablet	603	286	316	66	130	105	108	193	391	211	152	100	54	88	110	23	55	20
Newspaper apps (e.g. The Sun, Daily Mail, Guardian, etc.)	30%	31%	30%	40%	29%	28%	24%	32%	33%	26%	35%	20%	38%	28%	29%	14%	40%	36%	
Social networking apps (e.g. Twitter, Facebook, etc.)	57%	57%	57%	72%	75%	56%	58%	40%	57%	57%	57%	51%	65%	52%	59%	35%	64%	82%	
Games apps	64%	62%	67%	73%	74%	73%	62%	51%	64%	64%	66%	63%	62%	67%	61%	76%	58%	77%	
Productivity apps (e.g. to do list apps)	22%	26%	18%	35%	29%	22%	19%	13%	22%	21%	19%	23%	17%	25%	27%	5%	23%	16%	
Weather apps	41%	43%	40%	29%	42%	38%	44%	45%	43%	38%	44%	38%	29%	37%	47%	52%	38%	59%	
Travel/ tourism apps (e.g. holiday/ restaurant recommendations)	25%	28%	23%	22%	35%	26%	22%	22%	28%	21%	29%	25%	16%	18%	31%	6%	34%	20%	
BBC apps (e.g. news, iPlayer, etc.)	61%	59%	62%	52%	62%	61%	60%	63%	63%	56%	56%	57%	71%	66%	67%	37%	58%	59%	
Other	18%	22%	15%	13%	14%	21%	22%	20%	21%	13%	14%	26%	20%	15%	17%	46%	8%	23%	
Don't know	3%	2%	3%	11%	2%	4%	-	1%	1%	5%	3%	6%	1%	1%	0%	-	6%	-	
Not applicable - I've never downloaded any apps to my current tablet	6%	7%	6%	-	3%	4%	6%	11%	5%	8%	11%	5%	3%	5%	6%	7%	2%	-	

In general, do you think owning a tablet means you will (or already do) read more or less news, compared to when you didn't own a tablet?

	Unweighted Base	589	289	300	61	107	109	130	182	367	222	137	94	48	103	120	21	50	16
	All UK Adults online who own a tablet	603	286	316	66	130	105	108	193	391	211	152	100	54	88	110	23	55	20
Read much more news	14%	14%	15%	17%	21%	13%	13%	10%	12%	18%	16%	14%	11%	8%	14%	3%	22%	28%	
Read slightly more news	28%	29%	28%	37%	39%	32%	25%	17%	33%	20%	25%	32%	33%	30%	27%	13%	23%	52%	
Read about the same amount of news as I did before	53%	53%	53%	38%	37%	52%	55%	68%	52%	55%	54%	49%	51%	55%	55%	84%	53%	20%	
Read slightly less news	1%	0%	1%	2%	1%	-	1%	1%	0%	2%	1%	1%	1%	1%	2%	-	-	-	
Read much less news	1%	1%	1%	1%	0%	1%	3%	-	0%	2%	1%	2%	-	2%	0%	-	-	-	
Don't know	3%	3%	3%	5%	1%	3%	2%	4%	3%	3%	3%	4%	4%	4%	2%	-	2%	-	

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

And which, if any, of the following types of apps have you ever downloaded to your current tablet (i.e. the one you use most often)? (Please tick all that apply)

	Unweighted Base	589	358	51	409	24	102	17	37	336	81	41	11	120	390	105	66	23	194	5
All UK Adults online who own a tablet	603	373	53	425	27	103	10	36	350	83	40	11	118	401	105	73	21	199	3	
Newspaper apps (e.g. The Sun, Daily Mail, Guardian, etc.)	30%	31%	24%	30%	36%	34%	36%	21%	32%	21%	17%	19%	37%	32%	34%	18%	24%	27%	19%	
Social networking apps (e.g. Twitter, Facebook, etc.)	57%	60%	60%	60%	68%	48%	36%	46%	52%	64%	46%	69%	70%	57%	62%	44%	66%	56%	82%	
Games apps	64%	66%	69%	67%	68%	58%	59%	53%	64%	68%	43%	53%	70%	64%	73%	60%	39%	65%	56%	
Productivity apps (e.g. to do list apps)	22%	24%	14%	23%	47%	13%	9%	18%	21%	18%	12%	12%	30%	22%	26%	14%	11%	20%	52%	
Weather apps	41%	39%	36%	38%	48%	51%	42%	39%	48%	25%	34%	25%	36%	42%	41%	43%	18%	39%	52%	
Travel/ tourism apps (e.g. holiday/ restaurant recommendations)	25%	29%	12%	27%	29%	21%	10%	24%	27%	21%	19%	12%	28%	27%	25%	20%	19%	23%	19%	
BBC apps (e.g. news, iPlayer, etc.)	61%	60%	59%	59%	59%	70%	36%	56%	66%	44%	57%	43%	61%	62%	62%	57%	44%	58%	33%	
Other	18%	17%	28%	18%	25%	17%	16%	14%	21%	11%	25%	9%	13%	18%	20%	17%	16%	18%	31%	
Don't know	3%	2%	4%	2%	9%	2%	6%	8%	1%	5%	8%	-	6%	2%	3%	2%	15%	4%	-	
Not applicable - I've never downloaded any apps to my current tablet	6%	6%	3%	5%	-	8%	5%	15%	6%	3%	14%	19%	5%	7%	5%	4%	3%	4%	-	

In general, do you think owning a tablet means you will (or already do) read more or less news, compared to when you didn't own a tablet?

	Unweighted Base	589	358	51	409	24	102	17	37	336	81	41	11	120	390	105	66	23	194	5
All UK Adults online who own a tablet	603	373	53	425	27	103	10	36	350	83	40	11	118	401	105	73	21	199	3	
Read much more news	14%	15%	9%	14%	19%	10%	28%	15%	15%	10%	6%	29%	14%	15%	23%	3%	-	13%	19%	
Read slightly more news	28%	28%	39%	29%	36%	21%	23%	25%	28%	31%	10%	-	36%	26%	28%	35%	53%	33%	-	
Read about the same amount of news as I did before	53%	53%	45%	52%	36%	64%	49%	51%	54%	52%	71%	66%	46%	55%	44%	60%	30%	49%	81%	
Read slightly less news	1%	1%	2%	1%	-	1%	-	2%	1%	1%	-	-	1%	1%	1%	2%	-	1%	-	
Read much less news	1%	1%	-	1%	-	1%	-	6%	0%	1%	1%	-	2%	1%	2%	-	3%	1%	-	
Don't know	3%	3%	4%	3%	9%	2%	-	1%	2%	4%	12%	4%	1%	3%	3%	-	15%	3%	-	

Total	Government Region												Social Media (monthly or more)			
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	Facebook	LinkedIn	Google+	Twitter

And which, if any, of the following types of apps have you ever downloaded to your current tablet (i.e. the one you use most often)? (Please tick all that apply)

	Unweighted Base	589	24	64	49	49	45	48	103	75	45	21	50	16	420	103	53	181
All UK Adults online who own a tablet	603	34	72	47	47	53	54	88	70	40	23	55	20	421	89	50	173	
Newspaper apps (e.g. The Sun, Daily Mail, Guardian, etc.)	30%	46%	29%	35%	25%	17%	38%	28%	33%	23%	14%	40%	36%	31%	44%	42%	39%	
Social networking apps (e.g. Twitter, Facebook, etc.)	57%	62%	53%	61%	38%	62%	65%	52%	57%	61%	35%	64%	82%	72%	70%	65%	85%	
Games apps	64%	73%	67%	59%	63%	63%	62%	67%	62%	59%	76%	58%	77%	69%	65%	66%	82%	
Productivity apps (e.g. to do list apps)	22%	17%	17%	26%	19%	26%	17%	25%	31%	21%	5%	23%	16%	23%	38%	30%	36%	
Weather apps	41%	56%	41%	39%	32%	43%	29%	37%	51%	39%	52%	38%	59%	42%	44%	39%	50%	
Travel/ tourism apps (e.g. holiday/ restaurant recommendations)	25%	19%	35%	28%	19%	30%	16%	18%	37%	21%	6%	34%	20%	26%	38%	34%	30%	
BBC apps (e.g. news, iPlayer, etc.)	61%	69%	49%	57%	60%	55%	71%	66%	67%	67%	37%	58%	59%	62%	68%	58%	78%	
Other	18%	10%	18%	13%	26%	26%	20%	15%	19%	14%	46%	8%	23%	18%	26%	28%	20%	
Don't know	3%	2%	1%	8%	7%	5%	1%	1%	1%	-	-	6%	-	1%	2%	-	-	
Not applicable - I've never downloaded any apps to my current tablet	6%	7%	16%	6%	4%	5%	3%	5%	4%	10%	7%	2%	-	4%	2%	7%	3%	

In general, do you think owning a tablet means you will (or already do) read more or less news, compared to when you didn't own a tablet?

	Unweighted Base	589	24	64	49	49	45	48	103	75	45	21	50	16	420	103	53	181
All UK Adults online who own a tablet	603	34	72	47	47	53	54	88	70	40	23	55	20	421	89	50	173	
Read much more news	14%	21%	10%	21%	9%	18%	11%	8%	17%	9%	3%	22%	28%	16%	18%	24%	24%	
Read slightly more news	28%	17%	24%	31%	31%	33%	33%	30%	29%	23%	13%	23%	52%	28%	33%	24%	28%	
Read about the same amount of news as I did before	53%	53%	62%	43%	56%	42%	51%	55%	50%	62%	84%	53%	20%	52%	44%	48%	46%	
Read slightly less news	1%	-	1%	-	1%	-	1%	1%	1%	3%	-	-	-	1%	0%	-	1%	
Read much less news	1%	-	2%	-	-	3%	-	2%	1%	-	-	-	-	1%	1%	-	-	
Don't know	3%	9%	-	5%	3%	5%	4%	4%	2%	3%	-	2%	-	2%	4%	5%	1%	

Total	Tablet purchase/ownership				Printed newspaper			Online website via a PC/ laptop			Mobile phone/ smartphone (via an app or website)			Tablet (via an app or website)		
	Owned a tablet before this Christmas	Received a tablet as a gift for Christmas	Bought a tablet for someone else as a gift for Christmas	I bought a tablet for myself/ as a whole family treat this Christmas	Read	Don't read	Don't know	Read	Don't read	Don't know	Read	Don't read	Don't know	Read	Don't read	Don't know

And which, if any, of the following types of apps have you ever downloaded to your current tablet (i.e. the one you use most often)? (Please tick all that apply)

	Unweighted Base	589	469	104	47	33	305	282	2	258	330	1	141	446	2	216	370	3
All UK Adults online who own a tablet	603	477	106	45	39	399	201	2	267	335	1	143	458	2	217	383	2	
Newspaper apps (e.g. The Sun, Daily Mail, Guardian, etc.)	30%	33%	25%	41%	12%	33%	25%	-	44%	20%	-	54%	23%	49%	62%	12%	37%	
Social networking apps (e.g. Twitter, Facebook, etc.)	57%	60%	45%	77%	55%	53%	64%	100%	59%	55%	100%	67%	54%	100%	66%	52%	75%	
Games apps	64%	68%	55%	82%	48%	62%	69%	-	62%	66%	-	64%	64%	49%	73%	60%	37%	
Productivity apps (e.g. to do list apps)	22%	26%	8%	34%	5%	19%	26%	-	25%	19%	-	34%	18%	-	32%	16%	-	
Weather apps	41%	47%	16%	48%	32%	42%	40%	-	44%	40%	-	42%	41%	49%	54%	34%	37%	
Travel/ tourism apps (e.g. holiday/ restaurant recommendations)	25%	29%	15%	26%	20%	25%	27%	-	30%	22%	-	32%	23%	-	34%	21%	-	
BBC apps (e.g. news, iPlayer, etc.)	61%	66%	45%	72%	39%	62%	60%	-	57%	64%	-	61%	61%	-	76%	52%	-	
Other	18%	19%	17%	23%	6%	18%	19%	-	18%	19%	-	20%	18%	-	19%	18%	-	
Don't know	3%	2%	3%	-	6%	2%	4%	-	1%	4%	-	2%	3%	-	0%	4%	-	
Not applicable - I've never downloaded any apps to my current tablet	6%	5%	12%	1%	9%	7%	5%	-	6%	6%	-	5%	6%	-	1%	9%	25%	

In general, do you think owning a tablet means you will (or already do) read more or less news, compared to when you didn't own a tablet?

	Unweighted Base	589	469	104	47	33	305	282	2	258	330	1	141	446	2	216	370	3
All UK Adults online who own a tablet	603	477	106	45	39	399	201	2	267	335	1	143	458	2	217	383	2	
Read much more news	14%	16%	8%	22%	7%	15%	13%	-	19%	10%	-	21%	12%	49%	26%	7%	37%	
Read slightly more news	28%	26%	37%	30%	35%	29%	27%	-	33%	24%	-	41%	24%	-	38%	22%	25%	
Read about the same amount of news as I did before	53%	54%	50%	45%	48%	53%	53%	100%	45%	59%	100%	36%	58%	51%	35%	64%	38%	
Read slightly less news	1%	1%	1%	1%	1%	1%	1%	-	0%	1%	-	-	1%	-	1%	1%	-	
Read much less news	1%	1%	1%	-	-	1%	1%	-	1%	1%	-	1%	1%	-	1%	1%	-	
Don't know	3%	2%	5%	1%	10%	2%	5%	-	1%	4%	-	1%	4%	-	-	5%	-	