

YouGov / Deloitte Survey Results

Fieldwork dates: 9th - 12th July 2010

	TOTAL	Gender		Age					Region							Social grade		
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	North	Mid-lands	East	London	South	Wales	Scotland	Northern Ireland	ABC1	C2DE
Unweighted Base	1994	975	1019	262	361	345	402	624	482	330	203	189	453	104	187	46	945	1049
All UK adults	2003	958	1046	232	331	317	393	729	487	319	206	246	425	109	155	57	1113	890

Do you ever use the Internet at the same time as you are watching programmes on your television set?

Yes, I do	58%	58%	59%	75%	77%	72%	58%	39%	58%	61%	58%	65%	53%	55%	62%	56%	60%	56%
No, I do not	39%	40%	38%	22%	19%	26%	40%	58%	38%	36%	39%	34%	45%	39%	34%	43%	37%	41%
Not sure	3%	2%	3%	4%	4%	2%	2%	3%	4%	3%	3%	1%	2%	6%	3%	1%	3%	3%

Which types of application are you most likely to use whilst watching television? Please select up to three options.

	Unweighted Base																	
	1180	556	624	194	271	245	233	237	275	197	122	129	253	59	118	27	579	601
All who use internet whilst watching TV	1169	552	617	174	254	228	228	285	282	195	119	159	225	60	97	32	669	499
Social communication (Personal e-mail / instant messaging)	60%	55%	64%	61%	58%	57%	56%	65%	55%	58%	63%	64%	59%	62%	68%	56%	58%	61%
Social networking sites (e.g. Facebook, MySpace)	54%	50%	58%	79%	66%	58%	42%	35%	55%	48%	55%	57%	56%	61%	51%	42%	51%	58%
Websites related to your work (work e-mail, research for your job)	16%	17%	15%	16%	19%	19%	17%	11%	13%	19%	19%	17%	19%	17%	15%	2%	20%	11%
Entertainment (e.g. Mafia Wars, Farmville, Spotify)	9%	8%	10%	14%	11%	9%	11%	4%	9%	13%	8%	7%	8%	13%	7%	6%	8%	10%
Shopping (e.g. Amazon)	45%	37%	51%	41%	48%	48%	43%	43%	41%	48%	45%	47%	42%	51%	47%	42%	48%	40%
Visit the websites of companies whose advertisements you have just seen on television	3%	3%	3%	4%	2%	1%	3%	4%	3%	4%	3%	1%	3%	4%	1%	9%	3%	3%
Visiting the website of the programme you are currently watching	4%	5%	3%	4%	2%	6%	5%	4%	3%	3%	3%	4%	6%	5%	5%	9%	5%	3%
Visiting websites which show discussions and commentary on the programme you are currently watching	3%	3%	2%	3%	3%	3%	3%	2%	4%	2%	*	3%	2%	-	3%	7%	3%	2%
Searching for more information about the programme or film you are watching	8%	10%	6%	11%	7%	5%	7%	10%	8%	8%	10%	6%	10%	6%	4%	7%	9%	7%
Betting sites	4%	7%	2%	1%	3%	6%	4%	5%	3%	6%	4%	3%	6%	-	4%	-	4%	5%
News websites	15%	23%	9%	14%	19%	16%	13%	15%	18%	16%	11%	15%	14%	11%	17%	17%	18%	12%
Video On-demand television websites provided by broadcasters (e.g. iPlayer, ITV.com)	2%	2%	1%	3%	1%	1%	2%	1%	1%	2%	1%	2%	3%	-	1%	-	*	3%
YouTube or other video sites	10%	15%	6%	7%	7%	11%	13%	11%	11%	7%	11%	9%	9%	12%	13%	16%	7%	14%
Other	11%	10%	11%	5%	11%	7%	12%	16%	12%	8%	11%	14%	10%	5%	8%	23%	11%	11%
Don't know	2%	2%	1%	2%	2%	*	3%	1%	3%	1%	1%	-	1%	3%	1%	6%	2%	2%

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	Base	Male	Female	18-24	25-34	35-44	45-54	55+	North	Mid-lands	East	London	South	Wales	Scotland	Northern Ireland	ABC1	C2DE
Unweighted Base	1994	975	1019	262	361	345	402	624	482	330	203	189	453	104	187	46	945	1049
All UK adults	2003	958	1046	232	331	317	393	729	487	319	206	246	425	109	155	57	1113	890

You said that you sometimes use the internet whilst watching television. Do you ever use the Internet to discuss or comment on programmes you are watching at the time?

	Unweighted Base	1180	556	624	194	271	245	233	237	275	197	122	129	253	59	118	27	579	601
All who use internet whilst watching TV		1169	552	617	174	254	228	228	285	282	195	119	159	225	60	97	32	669	499
Never		63%	63%	63%	55%	55%	60%	73%	69%	61%	68%	61%	61%	66%	67%	60%	52%	63%	63%
Always		1%	2%	*	3%	2%	2%	-	-	1%	1%	2%	2%	*	2%	2%	-	1%	2%
Frequently		4%	4%	3%	6%	5%	6%	2%	1%	5%	3%	5%	3%	4%	1%	3%	-	4%	4%
Occasionally		25%	26%	24%	33%	32%	24%	16%	21%	26%	23%	28%	26%	21%	21%	28%	42%	26%	24%
I didn't realise you could do this		7%	5%	9%	2%	6%	9%	8%	9%	7%	6%	3%	8%	9%	9%	8%	6%	7%	7%

Are you a member of any fan groups for programmes you watch?

	Unweighted Base	1181	615	566	205	264	214	220	278	268	195	119	130	274	60	104	31	615	566
Use internet to find out what to watch		1155	604	551	182	238	198	212	326	261	183	120	162	244	62	86	38	690	465
Yes, via Facebook		22%	19%	26%	57%	32%	21%	7%	5%	21%	21%	19%	21%	27%	20%	21%	20%	18%	28%
Yes, via the programme's website		1%	1%	1%	1%	1%	2%	2%	*	1%	-	3%	1%	1%	2%	-	-	1%	1%
Yes, via another social network		1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	*	1%	1%	-	1%	2%
No, I am not		74%	79%	69%	40%	63%	73%	89%	93%	75%	75%	74%	75%	70%	76%	76%	77%	79%	67%
Can't remember		2%	1%	2%	2%	3%	3%	1%	*	1%	2%	3%	2%	1%	1%	2%	3%	1%	2%

What are the principal benefits of belonging to a fan group?

	Unweighted Base	311	126	185	122	92	53	27	17	69	52	30	32	76	15	29	8	128	183
Members of fan groups		279	121	158	106	82	48	22	22	61	43	28	37	70	14	19	7	137	142
Access to additional content, e.g. deleted scenes		8%	8%	8%	12%	8%	7%	6%	-	8%	11%	7%	3%	11%	7%	6%	16%	4%	12%
Access to exclusive content, e.g. previews		22%	23%	21%	15%	26%	30%	38%	12%	23%	16%	33%	14%	23%	20%	27%	31%	24%	20%
Comments from other fans		36%	41%	32%	32%	37%	36%	29%	57%	37%	38%	25%	48%	37%	25%	34%	8%	34%	38%
Competitions		2%	2%	2%	2%	2%	-	5%	5%	3%	-	-	-	-	17%	-	22%	1%	3%
None		31%	25%	36%	39%	27%	27%	23%	27%	28%	34%	35%	35%	29%	32%	32%	24%	36%	27%