

YouGov / RealNetworks Survey Results

Sample Size: 2124

Fieldwork: 23rd - 26th April 2010

Total	Gender		Social Grade		Region								
	Base	Male	Female	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
Unweighted Base	889	379	510	489	399	183	134	68	123	202	46	101	32
All UK Adults aged 18 to 45	1064	524	540	551	511	231	176	95	153	223	52	92	41

In percentage terms, approximately what ratio of the time you spend watching video is on your TV vs. your computer? (By video we mean programmes, films and video clips, including those that you have taken yourself. Please give your closest estimate)

100% TV/ 0% computer	14%	12%	17%	17%	11%	20%	10%	12%	7%	18%	12%	17%	6%
90% TV/ 10% computer	28%	29%	26%	33%	22%	25%	29%	34%	27%	29%	35%	22%	16%
80% TV/ 20% computer	10%	10%	10%	11%	9%	8%	12%	7%	10%	11%	8%	11%	14%
70% TV/ 30% computer	10%	9%	10%	7%	12%	7%	14%	9%	8%	8%	7%	13%	15%
60% TV/ 40% computer	5%	4%	6%	4%	6%	3%	2%	3%	10%	6%	7%	1%	10%
50% TV/ 50% computer	9%	10%	9%	6%	13%	13%	7%	8%	9%	8%	11%	10%	4%
40% TV/ 60% computer	4%	3%	4%	3%	5%	5%	6%	4%	3%	3%	2%	4%	3%
30% TV/ 70% computer	5%	6%	3%	3%	7%	4%	5%	9%	4%	4%	8%	4%	1%
20% TV/ 80% computer	4%	5%	2%	3%	4%	4%	4%	5%	2%	2%	3%	4%	15%
10% TV/ 90% computer	4%	5%	3%	4%	4%	6%	3%	3%	7%	4%	-	2%	-
0% TV/ 100% computer	3%	3%	3%	3%	2%	1%	4%	1%	7%	2%	1%	3%	3%
Don't know	5%	4%	6%	5%	4%	3%	4%	4%	5%	4%	7%	6%	14%
Not applicable - I do not have both a TV and a computer	0%	0%	0%	0%	0%	1%	-	-	1%	1%	-	1%	-

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Sample Size: 2124

Fieldwork: 23rd - 26th April 2010

Total	Working Status						Marital Status					Children in household				
	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+
Unweighted Base	889	558	122	86	3	40	80	332	147	40	2	364	477	193	156	57
All UK Adults aged 18 to 45	1064	676	125	121	3	54	85	362	172	39	2	483	573	233	186	65

In percentage terms, approximately what ratio of the time you spend watching video is on your TV vs. your computer? (By video we mean programmes, films and video clips, including those that you have taken yourself. Please give your closest estimate)

100% TV/ 0% computer	14%	14%	18%	5%	-	15%	19%	20%	25%	29%	-	5%	12%	15%	18%	22%
90% TV/ 10% computer	28%	32%	22%	15%	-	13%	32%	32%	26%	26%	28%	24%	27%	28%	29%	21%
80% TV/ 20% computer	10%	11%	9%	4%	-	14%	10%	11%	8%	8%	-	10%	9%	13%	10%	13%
70% TV/ 30% computer	10%	10%	8%	16%	-	7%	3%	9%	9%	2%	-	11%	10%	9%	8%	16%
60% TV/ 40% computer	5%	5%	6%	6%	-	5%	3%	5%	4%	-	-	6%	5%	3%	6%	2%
50% TV/ 50% computer	9%	8%	14%	11%	-	22%	6%	8%	8%	5%	-	11%	9%	7%	13%	8%
40% TV/ 60% computer	4%	4%	1%	9%	-	3%	4%	2%	4%	2%	-	5%	5%	4%	3%	1%
30% TV/ 70% computer	5%	4%	4%	8%	21%	16%	2%	1%	4%	3%	-	8%	6%	3%	2%	6%
20% TV/ 80% computer	4%	3%	5%	4%	79%	2%	3%	2%	2%	14%	72%	5%	4%	4%	3%	1%
10% TV/ 90% computer	4%	3%	2%	13%	-	2%	3%	3%	3%	3%	-	6%	4%	7%	2%	3%
0% TV/ 100% computer	3%	2%	3%	6%	-	1%	2%	1%	5%	2%	-	4%	3%	2%	1%	5%
Don't know	5%	4%	8%	2%	-	-	10%	6%	2%	6%	-	5%	5%	5%	5%	2%
Not applicable - I do not have both a TV and a computer	0%	0%	-	1%	-	-	3%	0%	-	-	-	1%	1%	0%	-	-

Total	Gender		Social Grade		Region							
Base	Male	Female	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
Unweighted Base 889	379	510	489	399	183	134	68	123	202	46	101	32
All UK Adults aged 18 to 45 1064	524	540	551	511	231	176	95	153	223	52	92	41

If you were stranded on a desert island with only a mobile phone that could play video...

Which, if any, of the following videos would you be disappointed it wasn't pre-loaded with? (Please tick all that apply)

The latest music video from my favourite artist	16%	16%	16%	12%	21%	17%	14%	17%	15%	19%	15%	13%	18%
A home movie of my friends/ family	60%	48%	72%	62%	58%	59%	62%	54%	55%	68%	55%	59%	59%
Revealing footage of the man or woman I'd like to be on the island with me	14%	23%	5%	14%	14%	11%	8%	20%	14%	18%	25%	17%	-
A scene from my favourite movie	15%	17%	13%	14%	15%	13%	13%	11%	13%	20%	15%	14%	20%
Clips from video sharing sites (e.g. YouTube)	22%	23%	20%	19%	24%	18%	28%	18%	20%	23%	15%	21%	29%
My favourite sporting moment	8%	15%	2%	9%	7%	9%	9%	8%	5%	10%	13%	8%	-
None of these	14%	17%	12%	15%	13%	17%	12%	12%	17%	10%	15%	16%	17%

Which, if any, of the following do you often find difficult or not know how to do yourself? (Please tick all that apply)

Reverse parking	21%	14%	27%	19%	23%	15%	27%	15%	28%	18%	21%	27%	19%
Downloading files to my phone	17%	9%	25%	16%	18%	18%	18%	11%	15%	19%	24%	18%	5%
Using new technology	9%	5%	14%	9%	10%	7%	10%	5%	10%	16%	7%	6%	7%
Cooking a roast dinner for family and friends	20%	22%	17%	14%	25%	16%	21%	17%	19%	13%	36%	30%	34%
Using social networks	5%	6%	4%	4%	6%	6%	6%	5%	4%	4%	8%	6%	3%
Multi-tasking	6%	9%	4%	5%	8%	6%	6%	7%	5%	6%	9%	5%	10%
Sewing up a hole in a jumper	31%	41%	20%	31%	30%	27%	23%	34%	29%	33%	44%	34%	37%
None of these	30%	31%	30%	35%	26%	36%	28%	39%	30%	29%	18%	28%	21%
Don't know	3%	2%	3%	3%	2%	2%	2%	1%	6%	1%	6%	2%	2%
Combine : {Downloading files to my phone, Using new technology, Using social networks}	25%	15%	35%	24%	25%	23%	29%	15%	23%	29%	34%	20%	15%
Combine : {Reverse parking, Cooking a roast dinner for family and friends, Multi-tasking, Sewing up a hole in a jumper}	54%	59%	50%	51%	58%	49%	56%	53%	54%	52%	68%	60%	69%

Total	Working Status						Marital Status					Children in household			
	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2
Unweighted Base 889	558	122	86	3	40	80	332	147	40	2	364	477	193	156	57
All UK Adults aged 18 to 45 1064	676	125	121	3	54	85	362	172	39	2	483	573	233	186	65

If you were stranded on a desert island with only a mobile phone that could play video...

Which, if any, of the following videos would you be disappointed it wasn't pre-loaded with? (Please tick all that apply)

	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+
The latest music video from my favourite artist	16%	14%	18%	26%	-	16%	16%	10%	14%	21%	-	21%	18%	18%	9%	8%
A home movie of my friends/ family	60%	59%	65%	50%	100%	69%	66%	67%	63%	70%	100%	53%	53%	68%	69%	70%
Revealing footage of the man or woman I'd like to be on the island with me	14%	16%	8%	22%	-	4%	6%	11%	11%	9%	-	18%	16%	15%	8%	9%
A scene from my favourite movie	15%	15%	10%	24%	-	7%	10%	11%	12%	18%	-	19%	17%	11%	11%	18%
Clips from video sharing sites (e.g. YouTube)	22%	21%	18%	38%	-	19%	13%	15%	15%	12%	-	30%	26%	19%	16%	8%
My favourite sporting moment	8%	10%	1%	13%	-	6%	3%	8%	10%	13%	-	8%	10%	5%	10%	6%
None of these	14%	14%	13%	10%	-	15%	19%	13%	18%	6%	-	15%	15%	12%	12%	16%

Which, if any, of the following do you often find difficult or not know how to do yourself? (Please tick all that apply)

	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+
Reverse parking	21%	17%	22%	34%	53%	28%	26%	13%	24%	11%	72%	27%	23%	19%	13%	31%
Downloading files to my phone	17%	14%	32%	19%	21%	14%	18%	20%	21%	26%	-	12%	12%	17%	25%	33%
Using new technology	9%	8%	17%	3%	21%	11%	19%	11%	15%	18%	-	6%	8%	8%	12%	17%
Cooking a roast dinner for family and friends	20%	19%	14%	35%	-	27%	5%	8%	13%	10%	-	32%	24%	19%	10%	9%
Using social networks	5%	5%	6%	6%	-	6%	4%	8%	5%	-	-	4%	5%	6%	7%	3%
Multi-tasking	6%	6%	5%	6%	-	8%	8%	6%	5%	14%	-	6%	7%	4%	8%	1%
Sewing up a hole in a jumper	31%	32%	21%	41%	-	31%	16%	23%	32%	14%	-	37%	34%	26%	25%	25%
None of these	30%	34%	28%	14%	25%	24%	30%	38%	26%	36%	28%	26%	32%	28%	35%	17%
Don't know	3%	3%	2%	1%	-	1%	6%	3%	3%	7%	-	2%	2%	2%	4%	4%
Combine : {Downloading files to my phone, Using new technology, Using social networks}	25%	22%	40%	22%	21%	19%	33%	30%	34%	31%	-	17%	20%	24%	34%	39%
Combine : {Reverse parking, Cooking a roast dinner for family and friends, Multi-tasking, Sewing up a hole in a jumper}	54%	53%	42%	76%	53%	63%	46%	41%	55%	34%	72%	66%	59%	55%	39%	56%

	Total		Gender		Social Grade		Region						
	Base	Male	Female	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
Unweighted Base	889	379	510	489	399	183	134	68	123	202	46	101	32
All UK Adults aged 18 to 45	1064	524	540	551	511	231	176	95	153	223	52	92	41

In which, if any, of the following situations might you wish you had something to watch on your mobile phone? (Please tick all that apply)

	Unweighted Base													
	876	373	503	478	397	181	131	68	122	198	46	98	32	
All UK Adults aged 18 to 45 who have a mobile phone	1050	518	532	541	508	227	172	95	152	220	52	89	41	
Whilst stuck in traffic	16%	16%	15%	14%	18%	14%	13%	16%	10%	19%	32%	19%	11%	
At a festival	2%	2%	1%	2%	1%	2%	-	1%	1%	2%	1%	1%	5%	
On the toilet	15%	23%	7%	15%	14%	13%	16%	11%	21%	13%	7%	18%	12%	
Commuting on the tube, train or bus	46%	47%	45%	43%	48%	38%	42%	44%	53%	46%	60%	52%	49%	
At an airport/ whilst flying	45%	47%	43%	47%	43%	43%	38%	38%	41%	53%	42%	48%	62%	
Whilst out with my partner's friends	2%	3%	1%	2%	3%	3%	1%	1%	1%	2%	7%	1%	1%	
Waiting in a queue	22%	23%	22%	22%	23%	25%	17%	17%	29%	24%	28%	14%	25%	
At my partner's parents' house	4%	4%	4%	5%	2%	4%	2%	6%	4%	6%	1%	2%	4%	
During a film at the cinema	1%	1%	1%	0%	2%	1%	1%	-	4%	-	1%	-	-	
None of these	30%	29%	32%	32%	28%	34%	34%	38%	24%	27%	30%	30%	25%	

Total	Working Status						Marital Status					Children in household				
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Unweighted Base	889	558	122	86	3	40	80	332	147	40	2	364	477	193	156	57
All UK Adults aged 18 to 45	1064	676	125	121	3	54	85	362	172	39	2	483	573	233	186	65

In which, if any, of the following situations might you wish you had something to watch on your mobile phone? (Please tick all that apply)

	Unweighted Base	876	552	121	86	3	38	76	325	146	40	2	359	470	190	155	55
All UK Adults aged 18 to 45 who have a mobile phone	1050	671	124	121	3	53	79	356	169	39	2	478	566	229	185	63	
Whilst stuck in traffic	16%	16%	12%	18%	-	12%	21%	15%	14%	15%	-	17%	16%	12%	17%	26%	
At a festival	2%	2%	1%	-	-	-	1%	2%	2%	-	-	1%	1%	2%	1%	7%	
On the toilet	15%	17%	4%	17%	-	13%	7%	13%	12%	15%	-	17%	17%	15%	12%	6%	
Commuting on the tube, train or bus	46%	46%	35%	59%	79%	45%	37%	37%	46%	26%	72%	53%	53%	41%	35%	33%	
At an airport/ whilst flying	45%	47%	36%	46%	-	47%	38%	43%	44%	36%	28%	47%	47%	44%	40%	39%	
Whilst out with my partner's friends	2%	3%	1%	1%	-	-	2%	2%	2%	5%	-	2%	2%	3%	0%	2%	
Waiting in a queue	22%	23%	15%	20%	-	31%	23%	24%	22%	26%	-	22%	22%	22%	26%	22%	
At my partner's parents' house	4%	4%	6%	1%	-	-	7%	5%	4%	-	-	3%	3%	6%	2%	3%	
During a film at the cinema	1%	1%	-	4%	-	5%	-	1%	-	-	-	1%	0%	0%	2%	8%	
None of these	30%	30%	36%	25%	21%	26%	38%	33%	31%	47%	-	28%	28%	33%	36%	26%	