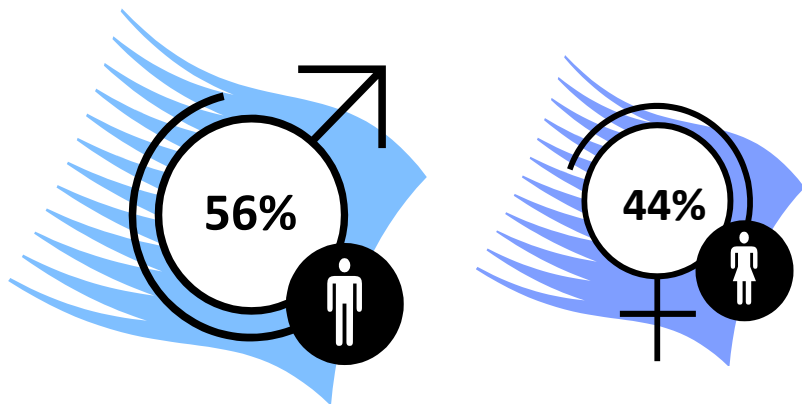
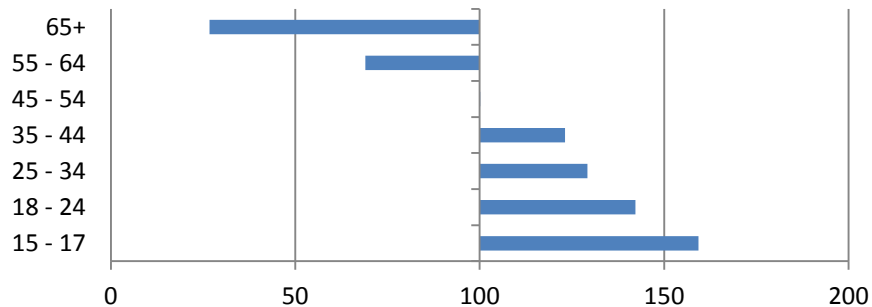


# DOWNLOADERS 2012



Male biased; indexing correlates with age.

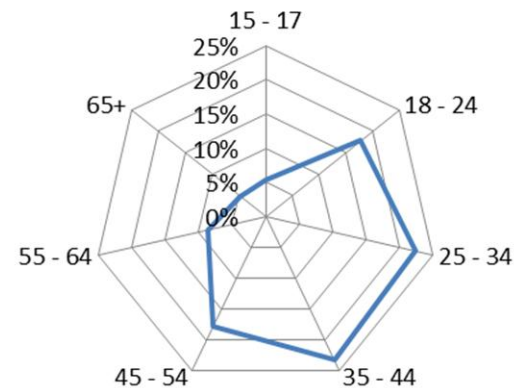
BC Index; Downloader



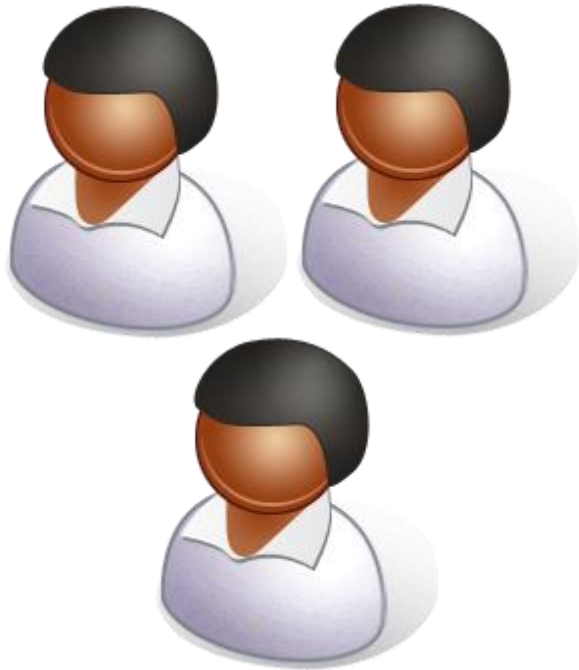
36% of the population now download/stream Music, Movies or TV

Downloaders

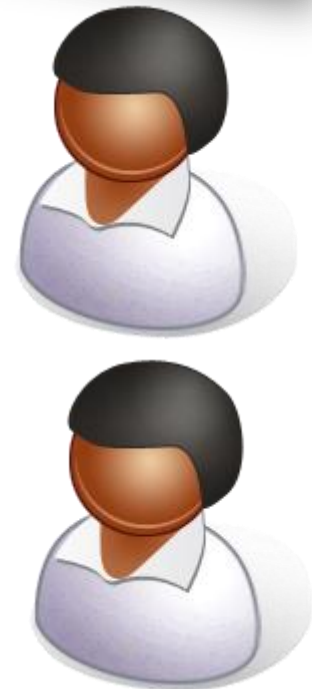
% of population



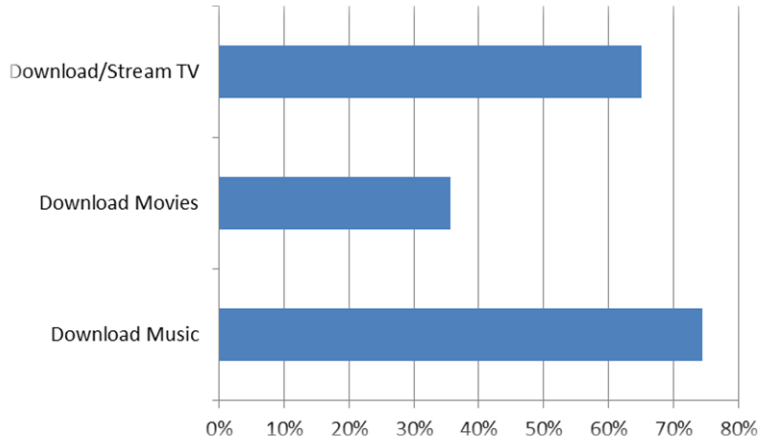
Downloaders are almost twice as likely to have a Tablet such as an iPad as non downloaders.



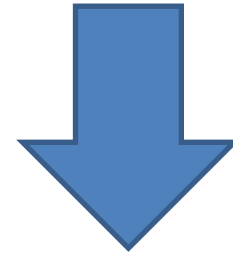
**And over three times more likely to respond to on line surveys**



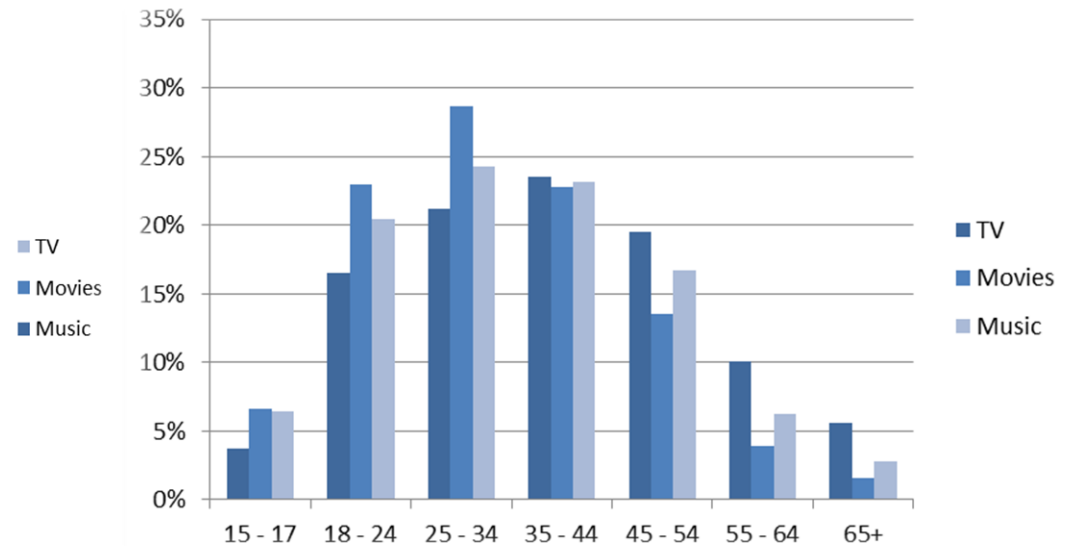
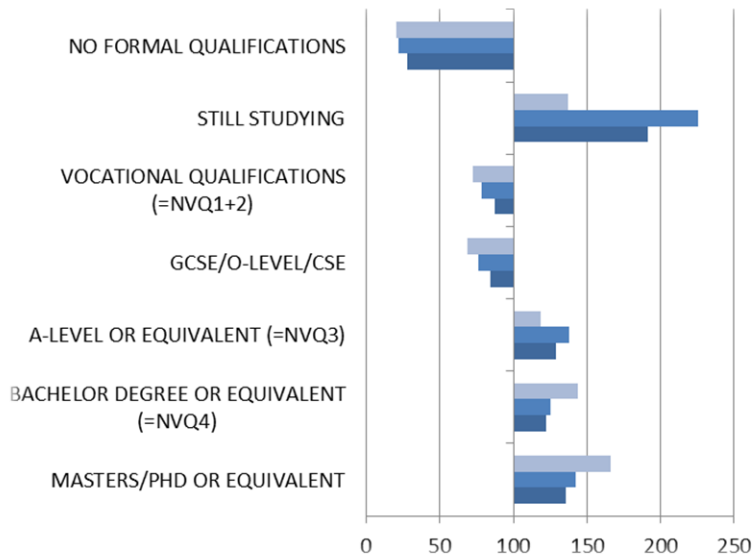
## % of Downloaders who;

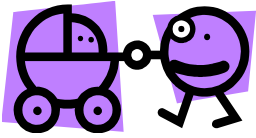


**Movies have not yet caught on as much as Music or TV  
But they attract a younger audience which is reflected in the qualification level.**



## Indexed against the population





36% of Downloaders are parents

75% of Downloaders use social networks



53% of Downloaders have a mortgage

45% of Downloaders have SKY TV



39% of Downloaders say email marketing is acceptable.

20% of Downloaders have Virgin Media TV

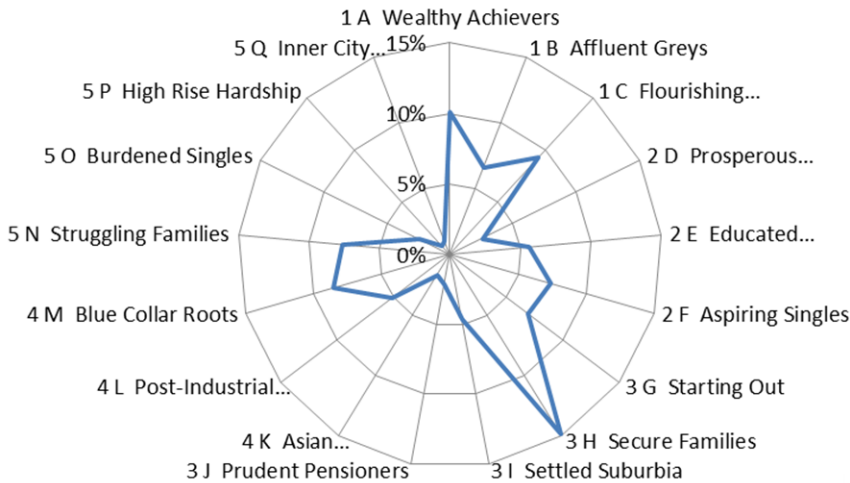


86% of Downloaders shop on line,

39% of Downloaders say marketing mail through the door is acceptable



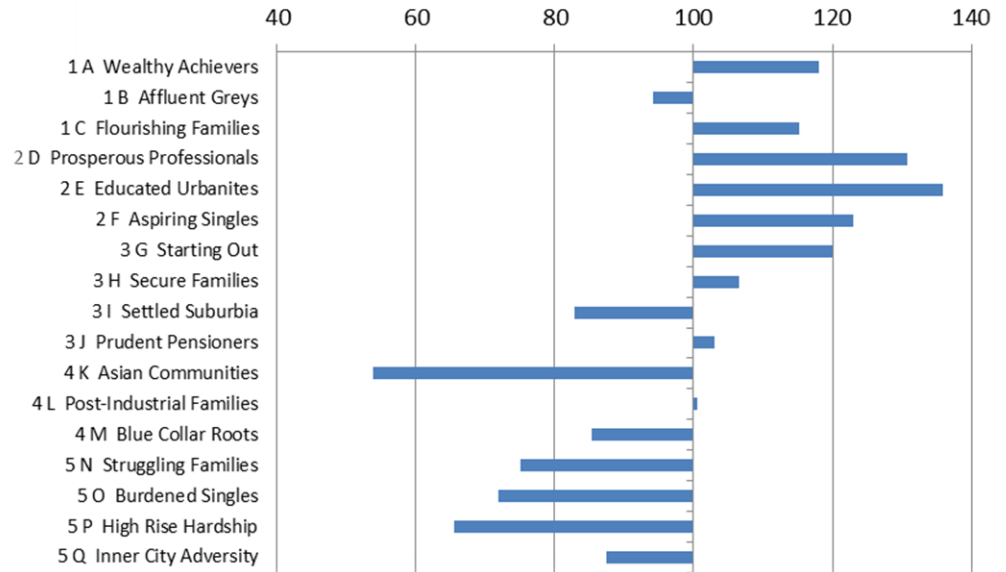
# Downloaders by Acorn Group



Acorn segments 3H,1A and 1C are the biggest groups of downloaders

According to Acorn, the more wealthy segments are more likely to download

# Downloader Index by Acorn Group



The data above is taken from The British Population Survey 2012.

All data is collected by face to face in home interviews from a representative sample of the British Population and based on 71,640 individual interviews.

For further information on Downloaders or any of the other section of the population see [www.thebps.co.uk](http://www.thebps.co.uk) or email:

[info@thebps.co.uk](mailto:info@thebps.co.uk) or call 01480 210010