

Army Recruitment Survey

ONLINE Fieldwork : 28th March - 1st April 2013

Absolutes/col percents

Table 1

Q1. What do you think the minimum age is to join the British army?**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2018	1025	993	206	337	409	363	319	384	771	495	295	457	545	532	517	277	147
Weighted base	2018	989	1029	242	323	384	343	303	423	545	585	424	464	513	533	506	291	175
Under 14	4	4	-	1	2	1	1	-	-	1	2	-	2	1	2	1	-	-
	*	*	-	*	1%	*	*	-	-	*	*	-	*	*	*	*	-	-
14	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
15	14	8	6	4	1	2	1	1	5	3	4	1	6	5	1	1	5	2
	1%	1%	1%	2%	*	1%	*	*	1%	1%	1%	*	1%	1%	*	*	2%	1%
16	731	365	366	71	123	157	145	117	118	208	219	148	156	137	197	190	123	85
	36%	37%	36%	29%	38%	41%	42%	39%	28%	38%	37%	35%	34%	27%	37%	37%	42%	49%
17	425	205	221	14	23	78	95	88	127	106	122	96	101	84	117	127	59	38
	21%	21%	21%	6%	7%	20%	28%	29%	30%	20%	21%	23%	22%	16%	22%	25%	20%	22%
18	568	247	322	57	113	98	80	74	147	170	144	118	136	158	153	146	77	35
	28%	25%	31%	24%	35%	25%	23%	24%	35%	31%	25%	28%	29%	31%	29%	29%	26%	20%
19	12	9	3	5	3	4	-	1	-	2	8	-	2	3	4	3	3	-
	1%	1%	*	2%	1%	1%	-	*	-	*	1%	-	*	1%	1%	1%	1%	-
20	12	4	9	3	3	6	-	-	-	5	1	5	2	6	1	4	-	1
	1%	*	1%	1%	1%	2%	-	-	-	1%	*	1%	*	1%	*	1%	-	1%
21-25	18	12	7	11	3	2	1	2	1	5	1	1	11	3	11	4	-	-
	1%	1%	1%	4%	1%	*	*	1%	*	1%	*	*	2%	1%	2%	1%	-	-
26+	8	4	4	-	5	1	-	-	1	-	3	3	1	1	4	3	-	-
	*	*	*	-	2%	*	-	-	*	-	*	1%	*	*	1%	1%	-	-
Don't know	225	132	93	77	46	35	21	21	24	45	83	51	47	115	43	28	25	14
	11%	13%	9%	32%	14%	9%	6%	7%	6%	8%	14%	12%	10%	22%	8%	6%	9%	8%
Mean	17.02	16.97	17.07	17.28	17.31	16.92	16.77	16.88	17.11	16.98	16.96	17.06	17.12	17.13	17.14	17.05	16.81	16.68
Standard deviation	1.60	1.71	1.49	1.90	2.79	1.23	1.00	0.90	1.32	1.17	1.68	1.36	2.07	1.56	1.78	1.87	0.91	0.87
Standard error	0.04	0.06	0.05	0.17	0.16	0.06	0.05	0.05	0.07	0.04	0.08	0.08	0.10	0.08	0.08	0.09	0.06	0.07

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Q1. What do you think the minimum age is to join the British army?
Base: All respondents

	Total	Region											Working status		
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Work Full-time	Work Part-time	Not work-ing
Unweighted base	2018	147	95	252	170	170	105	198	273	272	172	164	850	355	813
Weighted base	2018	175	91	237	178	187	107	189	254	259	184	157	888	242	888
Under 14	4 *	- -	- -	1 1%	- -	2 1%	- -	- -	1 *	1 *	- -	- -	3 *	* *	- -
14	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
15	14 1%	2 1%	- -	1 1%	- -	1 1%	- -	- -	4 1%	1 *	5 3%	* *	5 1%	2 1%	8 1%
16	731 36%	85 49%	35 39%	84 35%	70 39%	70 37%	45 42%	70 37%	44 18%	92 36%	78 42%	57 36%	327 37%	95 39%	309 35%
17	425 21%	38 22%	23 25%	54 23%	51 28%	44 23%	21 20%	45 24%	27 11%	57 22%	38 21%	29 18%	150 17%	54 22%	221 25%
18	568 28%	35 20%	29 32%	71 30%	45 25%	44 23%	29 27%	54 28%	80 32%	78 30%	48 26%	56 35%	239 27%	60 25%	269 30%
19	12 1%	- -	- -	3 1%	- -	4 2%	2 2%	- -	3 1%	1 *	1 1%	- -	7 1%	1 *	4 *
20	12 1%	1 1%	- -	4 2%	* *	- -	- -	1 *	2 1%	4 2%	- -	* *	4 *	1 *	7 1%
21-25	18 1%	- -	- -	2 1%	2 1%	1 1%	- -	9 5%	3 1%	- -	- -	1 *	5 1%	- -	13 1%
26+	8 *	- -	- -	3 1%	- -	1 1%	- -	2 1%	1 *	- -	- -	1 1%	4 *	1 *	3 *
Don't know	225 11%	14 8%	4 5%	14 6%	10 6%	21 11%	11 10%	9 5%	89 35%	26 10%	15 8%	14 9%	143 16%	27 11%	55 6%
Mean	17.02	16.68	16.93	17.20	16.90	17.00	16.87	17.31	17.37	16.96	16.78	17.08	16.99	16.86	17.09
Standard deviation	1.60	0.87	0.86	2.55	0.94	2.03	0.91	1.90	1.97	1.16	0.91	1.23	1.85	1.35	1.40
Standard error	0.04	0.07	0.09	0.17	0.07	0.17	0.10	0.14	0.15	0.07	0.07	0.10	0.07	0.08	0.05

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Absolutes/col percents

Table 1

Q1. What do you think the minimum age is to join the British army?**Base: All respondents**

	Total	Social Media On a computer							Social Media On a mobile phone							Social Media On a Tablet						
		Face-book/ Face-book Places	Twitter	Google+ Google Lati- tude	Link- edIn	My- Space	Other	None of these	Face- book/ Face- book Places	Twitter	Google+ Google Lati- tude	Link- edIn	My- Space	Other	None of these	Face- book/ Face- book Places	Twitter	Google+ Google Lati- tude	Link- edIn	My- Space	Other	None of these
Unweighted base	2018	1238	320	163	178	38	156	660	767	245	95	73	23	107	1161	415	130	74	57	21	82	1543
Weighted base	2018	1257	332	155	165	34	142	646	771	266	88	64	18	96	1164	412	140	66	52	20	65	1548
Under 14	4	1	-	1	-	-	1	2	1	-	-	-	-	1	2	1	-	-	-	-	2	2
	*	*	-	*	-	-	1%	*	*	-	-	-	-	1%	*	*	-	-	-	-	3%	*
14	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
15	14	9	*	*	2	-	-	3	2	-	-	-	-	12	6	-	-	-	-	-	-	8
	1%	1%	*	*	1%	-	-	1%	*	-	-	-	-	1%	2%	-	-	-	-	-	-	1%
16	731	465	135	57	68	7	41	216	284	106	24	20	5	23	412	144	52	17	20	5	21	567
	36%	37%	41%	37%	41%	22%	29%	33%	37%	40%	28%	31%	28%	24%	35%	35%	37%	26%	39%	25%	32%	37%
17	425	235	58	13	34	7	21	169	117	40	7	13	2	6	295	56	20	4	8	4	4	361
	21%	19%	18%	8%	20%	20%	15%	26%	15%	15%	8%	20%	14%	6%	25%	14%	15%	6%	16%	21%	6%	23%
18	568	348	94	54	41	14	39	197	209	77	31	21	7	30	341	118	38	23	15	8	12	436
	28%	28%	28%	35%	25%	42%	27%	31%	27%	29%	36%	32%	37%	31%	29%	29%	27%	34%	29%	38%	19%	28%
19	12	12	1	1	4	-	5	-	8	-	3	-	-	5	3	4	-	1	1	-	2	7
	1%	1%	*	1%	2%	-	3%	-	1%	-	3%	-	-	6%	*	1%	-	1%	2%	-	3%	*
20	12	6	2	4	3	-	2	4	7	5	3	3	-	3	3	8	2	2	-	-	1	4
	1%	1%	1%	2%	2%	-	2%	1%	1%	2%	3%	5%	-	3%	*	2%	1%	3%	-	-	2%	*
21-25	18	10	3	2	1	-	1	8	9	2	1	-	-	1	9	3	1	2	*	-	1	14
	1%	1%	1%	1%	1%	-	*	1%	1%	1%	2%	-	-	1%	1%	1%	1%	3%	1%	-	1%	1%
26+	8	8	-	-	-	-	1	-	4	-	1	-	-	-	3	3	-	1	2	-	-	4
	*	1%	-	-	-	-	1%	-	1%	-	1%	-	-	-	*	1%	-	2%	4%	-	-	*
Don't know	225	162	38	22	12	6	32	46	130	35	17	8	4	26	83	69	26	17	5	3	22	146
	11%	13%	12%	14%	7%	16%	23%	7%	17%	13%	19%	12%	20%	27%	7%	17%	19%	26%	10%	16%	35%	9%
Mean	17.02	17.06	16.94	17.08	16.95	17.25	17.27	17.03	17.10	17.00	17.54	17.18	17.12	17.25	16.99	17.10	16.96	17.63	17.74	17.16	16.56	17.00
Standard deviation	1.60	1.77	1.09	1.45	1.10	0.85	3.13	1.14	1.93	1.17	1.70	1.10	0.93	2.16	1.33	1.62	1.04	1.91	4.35	0.88	2.94	1.38
Standard error	0.04	0.05	0.06	0.12	0.09	0.15	0.30	0.05	0.08	0.08	0.20	0.14	0.24	0.26	0.04	0.09	0.10	0.27	0.62	0.23	0.46	0.04

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Table 2

Q2. In your opinion, what should be the minimum age to join the British army? (This is regardless of whatever you believe the minimum age is at the moment).

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2018	1025	993	206	337	409	363	319	384	771	495	295	457	545	532	517	277	147
Weighted base	2018	989	1029	242	323	384	343	303	423	545	585	424	464	513	533	506	291	175
Under 14	9	4	5	4	3	1	1	1	-	1	6	1	1	1	5	2	1	-
	*	*	1%	2%	1%	*	*	*	-	*	1%	*	*	*	1%	*	*	-
14	2	1	1	-	-	1	-	-	1	1	-	1	-	-	-	2	-	-
	*	*	*	-	-	*	-	-	*	*	-	*	-	-	-	*	-	-
15	13	9	4	1	4	2	-	2	4	4	4	3	2	6	4	3	-	-
	1%	1%	*	*	1%	1%	-	1%	1%	1%	1%	1%	*	1%	1%	1%	-	-
16	334	213	121	18	71	72	63	44	66	108	99	63	64	70	108	72	57	27
	17%	22%	12%	7%	22%	19%	18%	15%	16%	20%	17%	15%	14%	14%	20%	14%	20%	15%
17	185	113	73	9	12	28	41	32	63	47	52	45	41	36	48	48	36	18
	9%	11%	7%	4%	4%	7%	12%	10%	15%	9%	9%	11%	9%	7%	9%	9%	12%	10%
18	900	413	487	75	121	176	146	161	221	260	251	186	203	219	231	240	136	73
	45%	42%	47%	31%	37%	46%	43%	53%	52%	48%	43%	44%	44%	43%	43%	47%	47%	42%
19	31	14	17	6	3	4	5	2	12	6	11	6	8	2	9	10	6	4
	2%	1%	2%	2%	1%	1%	1%	1%	3%	1%	2%	1%	2%	*	2%	2%	2%	2%
20	49	12	36	8	7	6	13	6	7	12	13	11	13	17	14	12	4	2
	2%	1%	4%	3%	2%	2%	4%	2%	2%	2%	2%	3%	3%	3%	3%	2%	1%	1%
21-25	260	91	170	37	47	49	51	43	34	55	69	54	82	52	70	82	25	31
	13%	9%	16%	15%	15%	13%	15%	14%	8%	10%	12%	13%	18%	10%	13%	16%	9%	18%
26+	9	7	2	1	4	2	1	-	1	3	3	2	1	1	2	4	1	1
	*	1%	*	*	1%	1%	*	-	*	*	1%	1%	*	*	*	1%	*	1%
Don't know	226	113	113	83	52	44	22	11	14	49	77	52	48	108	42	32	25	19
	11%	11%	11%	34%	16%	11%	6%	4%	3%	9%	13%	12%	10%	21%	8%	6%	9%	11%
Mean	18.21	18.11	18.31	18.72	18.22	18.35	18.34	18.07	17.91	18.12	18.14	18.30	18.33	18.11	18.02	18.37	18.11	18.77
Standard deviation	4.16	5.64	1.87	3.44	4.91	5.53	5.03	2.05	2.65	4.55	4.58	4.76	2.01	2.91	2.49	4.30	5.47	7.07
Standard error	0.10	0.19	0.06	0.31	0.29	0.29	0.27	0.12	0.14	0.17	0.22	0.29	0.10	0.14	0.11	0.20	0.35	0.62

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Q2. In your opinion, what should be the minimum age to join the British army? (This is regardless of whatever you believe the minimum age is at the moment).

Base: All respondents

	Total	Region											Working status		
		Scotland	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Work Full-time	Work Part-time	Not working
Unweighted base	2018	147	95	252	170	170	105	198	273	272	172	164	850	355	813
Weighted base	2018	175	91	237	178	187	107	189	254	259	184	157	888	242	888
Under 14	9 *	- -	1 1%	1 1%	- -	5 3%	1 1%	- -	1 1%	- -	- -	- -	4 *	1 *	4 *
14	2 *	- -	- -	1 *	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	1 *	1 *
15	13 1%	- -	- -	3 1%	- -	3 1%	- -	1 1%	2 1%	4 2%	- -	* *	6 1%	3 1%	5 1%
16	334 17%	27 15%	18 20%	28 12%	26 14%	45 24%	20 19%	38 20%	27 11%	43 16%	37 20%	25 16%	174 20%	29 12%	130 15%
17	185 9%	18 10%	12 13%	19 8%	17 10%	16 8%	17 16%	18 10%	11 4%	24 9%	18 10%	14 9%	64 7%	22 9%	99 11%
18	900 45%	73 42%	40 44%	112 47%	88 49%	66 35%	44 41%	77 41%	96 38%	124 48%	92 50%	89 57%	356 40%	103 43%	440 50%
19	31 2%	4 2%	2 2%	6 3%	2 1%	6 3%	2 2%	3 1%	2 1%	- -	4 2%	- -	12 1%	4 2%	15 2%
20	49 2%	2 1%	4 5%	5 2%	3 1%	5 3%	2 1%	5 3%	7 3%	10 4%	2 1%	4 2%	18 2%	8 3%	22 3%
21-25	260 13%	31 18%	10 11%	40 17%	32 18%	24 13%	12 11%	33 17%	24 9%	28 11%	13 7%	13 9%	97 11%	45 19%	118 13%
26+	9 *	1 1%	- -	3 1%	1 1%	1 1%	- -	1 1%	- -	1 *	1 1%	- -	6 1%	1 *	2 *
Don't know	226 11%	19 11%	4 4%	20 8%	8 5%	18 9%	10 9%	13 7%	84 33%	25 9%	15 8%	11 7%	151 17%	25 10%	50 6%
Mean	18.21	18.77	17.70	18.72	18.27	17.87	17.82	18.23	18.07	18.15	18.29	17.96	18.25	18.32	18.16
Standard deviation	4.16	7.07	2.47	5.92	1.86	3.41	1.98	2.02	2.04	3.42	6.71	1.56	5.76	2.04	2.59
Standard error	0.10	0.62	0.26	0.39	0.15	0.27	0.21	0.15	0.15	0.22	0.53	0.13	0.22	0.12	0.09

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Base: All respondents

	Total	Social Media On a computer							Social Media On a mobile phone							Social Media On a Tablet						
		Face-book/ Face-book Places	Twitter	Google+ Google Latitude	Link- edIn	My- Space	Other	None of these	Face- book/ Face- book Places	Twitter	Google+ Google Latitude	Link- edIn	My- Space	Other	None of these	Face- book/ Face- book Places	Twitter	Google+ Google Latitude	Link- edIn	My- Space	Other	None of these
Unweighted base	2018	1238	320	163	178	38	156	660	767	245	95	73	23	107	1161	415	130	74	57	21	82	1543
Weighted base	2018	1257	332	155	165	34	142	646	771	266	88	64	18	96	1164	412	140	66	52	20	65	1548
Under 14	9	7	1	4	1	1	5	1	6	1	4	-	-	1	2	1	-	-	1	-	3	6
	*	1%	*	3%	1%	2%	4%	*	1%	*	4%	-	-	1%	*	*	-	-	1%	-	4%	*
14	2	2	1	-	-	-	1	-	1	1	-	-	1	-	1	-	-	-	-	1	1	1
	*	*	*	-	-	-	1%	-	*	*	-	-	5%	-	*	-	-	-	-	4%	1%	*
15	13	7	1	1	*	-	-	6	4	1	1	-	1	-	10	3	1	-	-	-	-	10
	1%	1%	*	1%	*	-	-	1%	*	*	1%	-	4%	-	1%	1%	1%	-	-	-	-	1%
16	334	199	56	24	34	8	16	110	120	48	13	17	4	11	195	63	28	10	16	4	8	259
	17%	16%	17%	15%	21%	25%	11%	17%	16%	18%	15%	27%	21%	12%	17%	15%	20%	15%	31%	21%	13%	17%
17	185	107	32	8	20	3	7	65	56	23	4	2	1	2	125	31	11	1	2	2	3	152
	9%	8%	10%	5%	12%	8%	5%	10%	7%	9%	4%	3%	5%	3%	11%	7%	8%	2%	4%	8%	4%	10%
18	900	558	150	61	67	16	48	302	322	113	30	26	6	31	550	169	53	29	15	9	16	712
	45%	44%	45%	40%	41%	47%	34%	47%	42%	42%	35%	41%	33%	33%	47%	41%	38%	43%	29%	43%	25%	46%
19	31	22	4	*	4	-	7	5	15	3	1	1	-	6	13	8	2	*	2	-	-	21
	2%	2%	1%	*	2%	-	5%	1%	2%	1%	1%	2%	-	7%	1%	2%	1%	1%	4%	-	-	1%
20	49	30	11	8	7	1	6	17	22	5	5	2	-	5	25	8	4	1	2	1	2	40
	2%	2%	3%	5%	4%	4%	4%	3%	3%	2%	6%	3%	-	5%	2%	2%	3%	2%	4%	3%	3%	3%
21-25	260	158	30	19	17	1	19	89	88	28	10	6	2	6	162	46	8	5	5	1	4	208
	13%	13%	9%	12%	10%	3%	13%	14%	11%	11%	11%	10%	12%	6%	14%	11%	6%	8%	9%	4%	6%	13%
26+	9	8	2	1	1	-	1	1	3	2	1	1	-	-	5	1	-	1	2	-	-	7
	*	1%	1%	1%	1%	-	1%	*	*	1%	1%	2%	-	-	*	*	-	2%	4%	-	-	*
Don't know	226	159	45	29	14	4	33	49	133	41	19	8	4	32	76	81	34	19	7	3	29	132
	11%	13%	14%	19%	8%	11%	23%	8%	17%	15%	22%	13%	20%	34%	7%	20%	24%	28%	14%	16%	44%	8%
Mean	18.21	18.32	18.21	18.05	17.86	17.29	18.12	18.11	18.02	18.19	17.93	18.09	17.47	17.96	18.30	18.01	17.69	18.16	18.05	17.41	16.92	18.29
Standard deviation	4.16	4.90	5.32	2.25	2.06	2.21	2.72	2.67	2.06	4.98	2.48	2.41	1.97	1.97	4.62	1.84	1.48	2.05	3.55	1.53	3.38	4.54
Standard error	0.10	0.15	0.32	0.20	0.16	0.39	0.26	0.11	0.08	0.35	0.30	0.32	0.51	0.25	0.14	0.10	0.15	0.29	0.51	0.39	0.57	0.12

Army Recruitment Survey

ONLINE Fieldwork : 28th March - 1st April 2013

Absolutes/col percents

Table 3
What was your age on your last birthday?
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2018	1025	993	206	337	409	363	319	384	771	495	295	457	545	532	517	277	147
Weighted base	2018	989	1029	242	323	384	343	303	423	545	585	424	464	513	533	506	291	175
18-24	242 12%	122 12%	121 12%	242 100%	-	-	-	-	-	44 8%	89 15%	57 13%	52 11%	107 21%	65 12%	35 7%	22 8%	13 7%
25-34	323 16%	153 15%	170 16%	-	323 100%	-	-	-	-	83 15%	113 19%	66 16%	61 13%	95 19%	81 15%	81 16%	47 16%	19 11%
35-44	384 19%	190 19%	194 19%	-	-	384 100%	-	-	-	110 20%	100 17%	101 24%	72 16%	80 16%	101 19%	110 22%	53 18%	39 22%
45-54	343 17%	178 18%	165 16%	-	-	-	343 100%	-	-	92 17%	97 17%	74 17%	81 17%	59 12%	102 19%	86 17%	58 20%	37 21%
55-64	303 15%	136 14%	167 16%	-	-	-	-	303 100%	-	88 16%	83 14%	51 12%	81 17%	85 17%	58 11%	90 18%	42 15%	27 16%
65+	423 21%	211 21%	213 21%	-	-	-	-	-	423 100%	128 24%	104 18%	75 18%	117 25%	86 17%	125 23%	104 21%	68 23%	40 23%
Mean	46.92	47.02	46.82	22.10	29.50	39.97	49.41	59.32	69.81	48.82	44.86	44.94	49.07	43.62	47.37	48.17	48.15	49.55
Standard deviation	16.62	16.74	16.51	1.84	3.08	2.85	2.91	2.90	4.44	16.08	16.92	15.97	16.95	17.50	16.67	15.84	16.03	15.73
Standard error	0.37	0.52	0.52	0.13	0.17	0.14	0.15	0.16	0.23	0.58	0.76	0.93	0.79	0.75	0.72	0.70	0.96	1.30

Army Recruitment Survey

ONLINE Fieldwork : 28th March - 1st April 2013

Absolutes/col percents

Table 3
What was your age on your last birthday?
Base: All respondents

	Region											Working status			
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Work Full-time	Work Part-time	Not work-ing
Unweighted base	2018	147	95	252	170	170	105	198	273	272	172	164	850	355	813
Weighted base	2018	175	91	237	178	187	107	189	254	259	184	157	888	242	888
18-24	242 12%	13 7%	6 6%	20 9%	9 5%	23 12%	11 11%	29 15%	68 27%	39 15%	11 6%	13 8%	115 13%	24 10%	103 12%
25-34	323 16%	19 11%	15 17%	36 15%	30 17%	41 22%	20 19%	24 12%	47 19%	48 18%	27 14%	17 11%	213 24%	37 15%	73 8%
35-44	384 19%	39 22%	12 13%	52 22%	46 26%	38 20%	13 12%	31 16%	32 12%	49 19%	40 22%	32 20%	251 28%	48 20%	85 10%
45-54	343 17%	37 21%	15 16%	48 20%	23 13%	37 20%	19 18%	32 17%	31 12%	28 11%	39 21%	34 22%	205 23%	55 23%	83 9%
55-64	303 15%	27 16%	18 20%	34 14%	38 21%	24 13%	18 16%	22 11%	36 14%	48 19%	25 13%	13 8%	88 10%	52 21%	163 18%
65+	423 21%	40 23%	25 27%	47 20%	32 18%	24 13%	25 24%	52 27%	39 16%	47 18%	42 23%	49 31%	15 2%	27 11%	381 43%
Mean	46.92	49.55	50.67	47.52	47.74	43.85	47.85	48.28	42.06	45.15	48.32	50.46	39.63	45.94	54.47
Standard deviation	16.62	15.73	16.64	16.03	15.12	15.42	17.03	16.96	17.87	17.03	15.47	17.10	11.70	14.32	18.03
Standard error	0.37	1.30	1.71	1.01	1.16	1.18	1.66	1.21	1.08	1.03	1.18	1.34	0.40	0.76	0.63

Army Recruitment Survey

ONLINE Fieldwork : 28th March - 1st April 2013

Absolutes/col percents

Table 3
What was your age on your last birthday?
Base: All respondents

	Total	Social Media On a computer							Social Media On a mobile phone							Social Media On a Tablet						
		Face-book/ Face-book Places	Twitter	Google+ Google Lati- tude	Link- edIn	My- Space	Other	None of these	Face- book/ Face- book Places	Twitter	Google+ Google Lati- tude	Link- edIn	My- Space	Other	None of these	Face- book/ Face- book Places	Twitter	Google+ Google Lati- tude	Link- edIn	My- Space	Other	None of these
Unweighted base	2018	1238	320	163	178	38	156	660	767	245	95	73	23	107	1161	415	130	74	57	21	82	1543
Weighted base	2018	1257	332	155	165	34	142	646	771	266	88	64	18	96	1164	412	140	66	52	20	65	1548
18-24	242 12%	194 15%	75 23%	30 19%	16 10%	3 8%	36 25%	38 6%	189 24%	71 27%	21 24%	6 9%	5 26%	30 32%	47 4%	86 21%	46 33%	16 25%	5 9%	1 4%	15 24%	148 10%
25-34	323 16%	248 20%	75 23%	49 31%	30 18%	18 53%	38 27%	42 6%	210 27%	70 26%	32 36%	20 31%	7 42%	34 36%	89 8%	95 23%	25 18%	26 39%	16 30%	10 48%	28 44%	207 13%
35-44	384 19%	264 21%	69 21%	35 22%	43 26%	4 11%	30 21%	93 14%	180 23%	69 26%	15 17%	21 32%	3 17%	20 21%	171 15%	101 24%	32 23%	11 16%	18 35%	4 18%	12 18%	266 17%
45-54	343 17%	196 16%	59 18%	25 16%	41 25%	5 16%	19 14%	120 19%	98 13%	33 12%	17 19%	11 17%	3 15%	10 10%	228 20%	51 12%	19 14%	10 15%	7 13%	5 26%	8 12%	285 18%
55-64	303 15%	171 14%	32 10%	11 7%	16 10%	4 11%	8 6%	123 19%	54 7%	14 5%	2 2%	4 7%	- -	2 2%	246 21%	43 10%	11 8%	2 3%	6 11%	1 3%	1 1%	257 17%
65+	423 21%	185 15%	23 7%	6 4%	19 11%	- -	11 7%	229 35%	40 5%	7 3%	1 2%	2 4%	- -	- -	383 33%	36 9%	7 5%	1 2%	1 2%	- -	1 1%	386 25%
Mean	46.92	43.53	38.63	37.36	43.55	35.81	36.91	54.55	36.59	35.13	34.31	38.80	32.16	31.23	54.39	39.22	36.00	33.87	38.95	36.48	32.07	49.36
Standard deviation	16.62	16.05	14.62	13.06	14.42	12.37	14.15	15.48	13.53	12.29	11.57	11.75	9.86	9.40	14.80	14.68	13.92	11.19	10.95	10.14	10.13	16.48
Standard error	0.37	0.46	0.82	1.02	1.08	2.01	1.13	0.60	0.49	0.79	1.19	1.37	2.06	0.91	0.43	0.72	1.22	1.30	1.45	2.21	1.12	0.42

Army Recruitment Survey

ONLINE Fieldwork : 28th March - 1st April 2013

Absolutes/col percents

Table 4
Gender
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2018	1025	993	206	337	409	363	319	384	771	495	295	457	545	532	517	277	147
Weighted base	2018	989	1029	242	323	384	343	303	423	545	585	424	464	513	533	506	291	175
Male	989	989	-	122	153	190	178	136	211	283	300	223	183	276	276	222	131	84
	49%	100%	-	50%	47%	49%	52%	45%	50%	52%	51%	53%	40%	54%	52%	44%	45%	48%
Female	1029	-	1029	121	170	194	165	167	213	262	285	201	281	237	257	285	160	91
	51%	-	100%	50%	53%	51%	48%	55%	50%	48%	49%	47%	60%	46%	48%	56%	55%	52%

Army Recruitment Survey

ONLINE Fieldwork : 28th March - 1st April 2013

Absolutes/col percents

Table 4
Gender
Base: All respondents

	Total	Region											Working status		
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Work Full-time	Work Part-time	Not working
Unweighted base	2018	147	95	252	170	170	105	198	273	272	172	164	850	355	813
Weighted base	2018	175	91	237	178	187	107	189	254	259	184	157	888	242	888
Male	989 49%	84 48%	51 56%	97 41%	73 41%	97 52%	56 52%	96 51%	148 58%	128 49%	75 41%	82 52%	584 66%	62 26%	343 39%
Female	1029 51%	91 52%	40 44%	140 59%	105 59%	90 48%	51 48%	93 49%	106 42%	131 51%	109 59%	75 48%	304 34%	180 74%	545 61%

Army Recruitment Survey

ONLINE Fieldwork : 28th March - 1st April 2013

Absolutes/col percents

Table 4
Gender
Base: All respondents

	Total	Social Media On a computer							Social Media On a mobile phone							Social Media On a Tablet						
		Face-book/ Face-book Places	Twitter	Google+ Lati- tude	Link- edIn	My- Space	Other	None of these	Face- book/ Face- book Places	Twitter	Google+ Lati- tude	Link- edIn	My- Space	Other	None of these	Face- book/ Face- book Places	Twitter	Google+ Lati- tude	Link- edIn	My- Space	Other	None of these
Unweighted base	2018	1238	320	163	178	38	156	660	767	245	95	73	23	107	1161	415	130	74	57	21	82	1543
Weighted base	2018	1257	332	155	165	34	142	646	771	266	88	64	18	96	1164	412	140	66	52	20	65	1548
Male	989 49%	574 46%	178 54%	83 53%	112 68%	23 70%	76 53%	344 53%	380 49%	148 56%	47 54%	40 62%	9 51%	51 53%	559 48%	204 49%	86 61%	43 64%	33 64%	13 66%	35 54%	754 49%
Female	1029 51%	682 54%	154 46%	72 47%	53 32%	10 30%	66 47%	302 47%	390 51%	118 44%	40 46%	24 38%	9 49%	45 47%	605 52%	209 51%	54 39%	24 36%	19 36%	7 34%	30 46%	794 51%

Army Recruitment Survey

ONLINE Fieldwork : 28th March - 1st April 2013

Absolutes/col percents

Table 5
Which of the following ITV regions do you live in?
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2018	1025	993	206	337	409	363	319	384	771	495	295	457	545	532	517	277	147
Weighted base	2018	989	1029	242	323	384	343	303	423	545	585	424	464	513	533	506	291	175
ITV1 Anglia	179 9%	87 9%	91 9%	24 10%	27 8%	30 8%	26 8%	18 6%	52 12%	47 9%	58 10%	33 8%	42 9%	13 2%	165 31%	1 *	- -	- -
ITV1 Border	31 2%	12 1%	19 2%	4 2%	6 2%	7 2%	4 1%	7 2%	2 *	12 2%	7 1%	6 1%	6 1%	* *	3 1%	15 3%	- -	12 7%
ITV1 Central	295 15%	159 16%	136 13%	21 9%	60 19%	61 16%	62 18%	36 12%	55 13%	75 14%	83 14%	71 17%	65 14%	18 3%	260 49%	3 1%	11 4%	3 1%
ITV1 Granada	237 12%	107 11%	130 13%	19 8%	34 11%	54 14%	46 13%	33 11%	51 12%	64 12%	53 9%	50 12%	70 15%	4 1%	6 1%	216 43%	10 4%	1 *
ITV1 London	352 17%	199 20%	154 15%	96 40%	62 19%	49 13%	43 13%	45 15%	57 13%	104 19%	121 21%	74 17%	53 11%	302 59%	40 8%	5 1%	3 1%	1 1%
ITV1 Meridian	197 10%	92 9%	105 10%	20 8%	23 7%	40 11%	25 7%	45 15%	44 10%	60 11%	48 8%	51 12%	38 8%	169 33%	7 1%	2 *	20 7%	- -
ITV1 Tyne Tees	93 5%	54 5%	39 4%	6 2%	13 4%	15 4%	16 5%	19 6%	24 6%	28 5%	27 5%	20 5%	18 4%	- -	3 1%	90 18%	- -	- -
ITV1 Wales	96 5%	52 5%	45 4%	11 5%	20 6%	8 2%	19 5%	16 5%	22 5%	18 3%	28 5%	16 4%	35 7%	- -	2 *	1 *	93 32%	- -
ITV1 West	68 3%	26 3%	42 4%	5 2%	14 4%	12 3%	10 3%	8 3%	19 4%	20 4%	28 5%	9 2%	11 2%	4 1%	6 1%	* *	58 20%	- -
ITV1 Westcountry	101 5%	41 4%	59 6%	11 5%	12 4%	22 6%	25 7%	14 5%	15 4%	26 5%	23 4%	18 4%	33 7%	- -	6 1%	- -	94 32%	- -
ITV1 Yorkshire	209 10%	82 8%	126 12%	16 6%	31 10%	51 13%	30 9%	37 12%	44 10%	47 9%	55 9%	53 12%	55 12%	2 *	33 6%	173 34%	- -	1 1%
STV	160 8%	78 8%	82 8%	9 4%	19 6%	34 9%	37 11%	24 8%	38 9%	45 8%	53 9%	24 6%	38 8%	1 *	* *	1 *	1 *	157 90%
UTV	1 *	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	- -

Army Recruitment Survey

ONLINE Fieldwork : 28th March - 1st April 2013

Absolutes/col percents

Table 5
Which of the following ITV regions do you live in?
Base: All respondents

	Total	Region											Working status		
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Work Full-time	Work Part-time	Not work-ing
Unweighted base	2018	147	95	252	170	170	105	198	273	272	172	164	850	355	813
Weighted base	2018	175	91	237	178	187	107	189	254	259	184	157	888	242	888
ITV1 Anglia	179 9%	- -	- -	1 *	- -	2 1%	- -	138 73%	2 1%	11 4%	- -	25 16%	66 7%	15 6%	97 11%
ITV1 Border	31 2%	12 7%	2 2%	13 5%	- -	2 1%	- -	1 1%	* *	- -	- -	* *	16 2%	5 2%	10 1%
ITV1 Central	295 15%	3 1%	- -	1 1%	2 1%	167 89%	1 1%	1 *	7 3%	10 4%	10 5%	93 59%	143 16%	34 14%	118 13%
ITV1 Granada	237 12%	1 *	1 1%	213 90%	1 1%	3 2%	10 9%	- -	- -	4 2%	1 1%	3 2%	98 11%	29 12%	110 12%
ITV1 London	352 17%	1 1%	2 2%	3 1%	- -	1 1%	1 1%	39 20%	241 95%	61 24%	2 1%	- -	206 23%	39 16%	107 12%
ITV1 Meridian	197 10%	- -	- -	1 *	1 1%	- -	- -	4 2%	1 *	168 65%	20 11%	3 2%	80 9%	25 10%	93 10%
ITV1 Tyne Tees	93 5%	- -	84 92%	2 1%	3 2%	- -	- -	3 2%	- -	- -	- -	- -	29 3%	14 6%	51 6%
ITV1 Wales	96 5%	- -	- -	1 *	- -	2 1%	93 87%	- -	- -	- -	- -	- -	38 4%	11 4%	47 5%
ITV1 West	68 3%	- -	- -	- -	* *	4 2%	- -	- -	1 *	3 1%	58 32%	2 1%	23 3%	14 6%	32 4%
ITV1 Westcountry	101 5%	- -	- -	- -	- -	5 2%	2 2%	1 *	- -	- -	92 50%	1 1%	34 4%	13 5%	54 6%
ITV1 Yorkshire	209 10%	1 1%	2 2%	1 *	170 96%	- -	- -	3 2%	1 *	1 *	- -	30 19%	82 9%	33 14%	94 11%
STV	160 8%	157 90%	- -	1 *	- -	- -	1 1%	- -	* *	1 *	- -	* *	74 8%	12 5%	74 8%
UTV	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *

Army Recruitment Survey

ONLINE Fieldwork : 28th March - 1st April 2013

Absolutes/col percents

Table 5
Which of the following ITV regions do you live in?
Base: All respondents

	Total	Social Media On a computer							Social Media On a mobile phone							Social Media On a Tablet						
		Face-book/ Face-book Places	Twitter	Google+ Lati- tude	Link- edIn	My- Space	Other	None of these	Face- book/ Face- book Places	Twitter	Google+ Lati- tude	Link- edIn	My- Space	Other	None of these	Face- book/ Face- book Places	Twitter	Google+ Lati- tude	Link- edIn	My- Space	Other	None of these
Unweighted base	2018	1238	320	163	178	38	156	660	767	245	95	73	23	107	1161	415	130	74	57	21	82	1543
Weighted base	2018	1257	332	155	165	34	142	646	771	266	88	64	18	96	1164	412	140	66	52	20	65	1548
ITV1 Anglia	179 9%	108 9%	29 9%	16 10%	14 8%	2 4%	5 4%	65 10%	74 10%	25 9%	6 7%	7 11%	1 5%	8 8%	98 8%	27 7%	14 10%	3 4%	3 7%	-	2 2%	149 10%
ITV1 Border	31 2%	22 2%	5 1%	2 1%	3 2%	1 4%	6 4%	6 1%	6 1%	1 *	1 1%	* *	1 6%	- -	24 2%	10 2%	2 2%	2 3%	1 2%	1 7%	2 3%	19 1%
ITV1 Central	295 15%	184 15%	56 17%	16 10%	25 15%	4 11%	15 11%	93 14%	114 15%	39 15%	2 3%	11 17%	3 16%	9 10%	171 15%	59 14%	15 11%	3 5%	7 13%	1 3%	4 6%	232 15%
ITV1 Granada	237 12%	144 11%	39 12%	11 7%	22 13%	4 13%	17 12%	81 12%	77 10%	33 12%	9 11%	7 10%	3 16%	13 13%	150 13%	41 10%	15 10%	7 11%	8 15%	3 15%	10 15%	185 12%
ITV1 London	352 17%	248 20%	60 18%	38 24%	37 22%	4 11%	33 24%	81 12%	181 23%	60 22%	25 28%	14 22%	4 21%	27 28%	155 13%	108 26%	36 26%	20 30%	7 14%	4 20%	20 31%	235 15%
ITV1 Meridian	197 10%	123 10%	35 11%	14 9%	15 9%	1 2%	6 4%	69 11%	65 8%	27 10%	7 8%	8 12%	- -	2 2%	127 11%	38 9%	13 10%	6 9%	7 13%	-	2 3%	155 10%
ITV1 Tyne Tees	93 5%	49 4%	19 6%	8 5%	3 2%	2 5%	10 7%	42 7%	30 4%	16 6%	4 5%	1 2%	- -	4 4%	61 5%	18 4%	6 5%	3 5%	1 1%	-	* 1%	73 5%
ITV1 Wales	96 5%	55 4%	20 6%	8 5%	7 4%	5 15%	7 5%	33 5%	44 6%	19 7%	5 6%	2 3%	3 14%	10 10%	50 4%	22 5%	6 5%	4 6%	4 9%	2 11%	9 14%	73 5%
ITV1 West	68 3%	46 4%	7 2%	8 5%	4 3%	2 7%	10 7%	19 3%	34 4%	3 1%	5 6%	1 1%	- -	8 9%	33 3%	10 2%	1 1%	1 1%	-	-	3 5%	56 4%
ITV1 Westcountry	101 5%	64 5%	15 5%	8 5%	7 4%	1 3%	8 5%	31 5%	35 5%	5 2%	6 6%	1 2%	- -	- -	63 5%	11 3%	8 5%	1 2%	2 4%	-	1 1%	85 5%
ITV1 Yorkshire	209 10%	122 10%	24 7%	14 9%	15 9%	6 17%	11 8%	72 11%	66 9%	18 7%	7 8%	5 8%	3 17%	7 7%	130 11%	42 10%	9 6%	9 14%	6 11%	4 21%	4 6%	159 10%
STV	160 8%	93 7%	22 7%	12 8%	13 8%	3 8%	14 10%	55 9%	45 6%	21 8%	10 11%	8 12%	1 5%	8 8%	103 9%	26 6%	13 10%	7 11%	6 11%	5 23%	9 14%	127 8%
UTV	1 *	1 *	-	-	-	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-	-	-	1 *

Army Recruitment Survey

ONLINE Fieldwork : 28th March - 1st April 2013

Absolutes/col percents

Table 6
Social class
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2018	1025	993	206	337	409	363	319	384	771	495	295	457	545	532	517	277	147
Weighted base	2018	989	1029	242	323	384	343	303	423	545	585	424	464	513	533	506	291	175
AB	545 27%	283 29%	262 25%	44 18%	83 26%	110 29%	92 27%	88 29%	128 30%	545 100%	-	-	-	154 30%	128 24%	141 28%	70 24%	52 30%
C1	585 29%	300 30%	285 28%	89 37%	113 35%	100 26%	97 28%	83 27%	104 25%	-	585 100%	-	-	161 31%	163 31%	130 26%	78 27%	53 31%
C2	424 21%	223 23%	201 20%	57 24%	66 21%	101 26%	74 21%	51 17%	75 18%	-	-	424 100%	-	127 25%	108 20%	103 20%	58 20%	28 16%
DE	464 23%	183 19%	281 27%	52 22%	61 19%	72 19%	81 24%	81 27%	117 28%	-	-	-	464 100%	71 14%	133 25%	133 26%	84 29%	42 24%

Army Recruitment Survey

ONLINE Fieldwork : 28th March - 1st April 2013

Absolutes/col percents

Table 6
Social class
Base: All respondents

	Total	Region											Working status		
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Work Full-time	Work Part-time	Not working
Unweighted base	2018	147	95	252	170	170	105	198	273	272	172	164	850	355	813
Weighted base	2018	175	91	237	178	187	107	189	254	259	184	157	888	242	888
AB	545 27%	52 30%	30 33%	67 28%	44 25%	48 26%	19 18%	44 23%	71 28%	83 32%	51 28%	36 23%	282 32%	59 24%	204 23%
C1	585 29%	53 31%	25 28%	54 23%	50 28%	61 33%	28 26%	58 31%	95 37%	65 25%	50 27%	44 28%	303 34%	80 33%	203 23%
C2	424 21%	28 16%	18 20%	42 18%	43 24%	32 17%	22 21%	33 17%	58 23%	69 27%	36 20%	43 27%	201 23%	56 23%	166 19%
DE	464 23%	42 24%	18 20%	74 31%	41 23%	45 24%	37 35%	54 29%	30 12%	42 16%	47 25%	34 22%	102 11%	48 20%	315 35%

Army Recruitment Survey

ONLINE Fieldwork : 28th March - 1st April 2013

Absolutes/col percents

Table 6
Social class
Base: All respondents

	Total	Social Media On a computer							Social Media On a mobile phone							Social Media On a Tablet						
		Face-book/ Face-book Places	Twitter	Google+ Google Lati- tude	Link- edIn	My- Space	Other	None of these	Face- book/ Face- book Places	Twitter	Google+ Google Lati- tude	Link- edIn	My- Space	Other	None of these	Face- book/ Face- book Places	Twitter	Google+ Google Lati- tude	Link- edIn	My- Space	Other	None of these
Unweighted base	2018	1238	320	163	178	38	156	660	767	245	95	73	23	107	1161	415	130	74	57	21	82	1543
Weighted base	2018	1257	332	155	165	34	142	646	771	266	88	64	18	96	1164	412	140	66	52	20	65	1548
AB	545 27%	312 25%	82 25%	39 25%	75 46%	9 27%	44 31%	193 30%	192 25%	72 27%	23 26%	29 46%	5 26%	29 31%	318 27%	120 29%	39 28%	16 24%	22 43%	7 34%	20 31%	402 26%
C1	585 29%	375 30%	96 29%	54 35%	54 33%	9 27%	37 26%	170 26%	241 31%	78 29%	31 35%	21 32%	4 20%	33 34%	317 27%	108 26%	36 26%	26 39%	17 33%	6 32%	22 34%	457 30%
C2	424 21%	303 24%	90 27%	35 22%	27 16%	9 28%	30 21%	105 16%	202 26%	76 28%	17 19%	9 14%	6 33%	18 19%	213 18%	126 30%	48 34%	15 22%	9 18%	6 30%	8 12%	295 19%
DE	464 23%	267 21%	64 19%	27 18%	9 5%	6 18%	30 21%	178 28%	136 18%	40 15%	17 19%	6 9%	4 20%	15 16%	316 27%	58 14%	18 13%	10 15%	3 6%	1 5%	15 23%	394 25%

Army Recruitment Survey

ONLINE Fieldwork : 28th March - 1st April 2013

Absolutes/col percents

Table 7
GO Regions
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2018	1025	993	206	337	409	363	319	384	771	495	295	457	545	532	517	277	147
Weighted base	2018	989	1029	242	323	384	343	303	423	545	585	424	464	513	533	506	291	175
Scotland	175 9%	84 9%	91 9%	13 5%	19 6%	39 10%	37 11%	27 9%	40 9%	52 10%	53 9%	28 7%	42 9%	-	-	-	-	175 100%
North East	91 5%	51 5%	40 4%	6 2%	15 5%	12 3%	15 4%	18 6%	25 6%	30 5%	25 4%	18 4%	18 4%	-	-	91 18%	-	-
North West	237 12%	97 10%	140 14%	20 8%	36 11%	52 14%	48 14%	34 11%	47 11%	67 12%	54 9%	42 10%	74 16%	-	-	237 47%	-	-
Yorks & Humber	178 9%	73 7%	105 10%	9 4%	30 9%	46 12%	23 7%	38 12%	32 8%	44 8%	50 9%	43 10%	41 9%	-	-	178 35%	-	-
West Midlands	187 9%	97 10%	90 9%	23 9%	41 13%	38 10%	37 11%	24 8%	24 6%	48 9%	61 10%	32 8%	45 10%	-	187 35%	-	-	-
Wales	107 5%	56 6%	51 5%	11 5%	20 6%	13 3%	19 6%	18 6%	25 6%	19 4%	28 5%	22 5%	37 8%	-	-	-	107 37%	-
Eastern	189 9%	96 10%	93 9%	29 12%	24 7%	31 8%	32 9%	22 7%	52 12%	44 8%	58 10%	33 8%	54 12%	-	189 36%	-	-	-
London	254 13%	148 15%	106 10%	68 28%	47 15%	32 8%	31 9%	36 12%	39 9%	71 13%	95 16%	58 14%	30 6%	254 50%	-	-	-	-
South East	259 13%	128 13%	131 13%	39 16%	48 15%	49 13%	28 8%	48 16%	47 11%	83 15%	65 11%	69 16%	42 9%	259 50%	-	-	-	-
South West	184 9%	75 8%	109 11%	11 5%	27 8%	40 10%	39 11%	25 8%	42 10%	51 9%	50 9%	36 9%	47 10%	-	-	-	184 63%	-
East Midlands	157 8%	82 8%	75 7%	13 5%	17 5%	32 8%	34 10%	13 4%	49 12%	36 7%	44 8%	43 10%	34 7%	-	157 29%	-	-	-

Army Recruitment Survey

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Absolutes/col percents

Table 7
GO Regions
Base: All respondents

	Total	Region											Working status		
		Scotland	North East	North West	Yorks & Humber	West Mids	Wales	Eastern	London	South East	South West	East Mids	Work Full-time	Work Part-time	Not working
Unweighted base	2018	147	95	252	170	170	105	198	273	272	172	164	850	355	813
Weighted base	2018	175	91	237	178	187	107	189	254	259	184	157	888	242	888
Scotland	175 9%	175 100%	-	-	-	-	-	-	-	-	-	-	84 9%	13 6%	77 9%
North East	91 5%	-	91 100%	-	-	-	-	-	-	-	-	-	28 3%	13 5%	50 6%
North West	237 12%	-	-	237 100%	-	-	-	-	-	-	-	-	102 12%	28 12%	107 12%
Yorks & Humber	178 9%	-	-	-	178 100%	-	-	-	-	-	-	-	70 8%	25 10%	82 9%
West Midlands	187 9%	-	-	-	-	187 100%	-	-	-	-	-	-	82 9%	26 11%	79 9%
Wales	107 5%	-	-	-	-	-	107 100%	-	-	-	-	-	36 4%	11 5%	59 7%
Eastern	189 9%	-	-	-	-	-	-	189 100%	-	-	-	-	73 8%	19 8%	96 11%
London	254 13%	-	-	-	-	-	-	-	254 100%	-	-	-	151 17%	32 13%	70 8%
South East	259 13%	-	-	-	-	-	-	-	-	259 100%	-	-	126 14%	29 12%	104 12%
South West	184 9%	-	-	-	-	-	-	-	-	-	184 100%	-	63 7%	29 12%	92 10%
East Midlands	157 8%	-	-	-	-	-	-	-	-	-	-	157 100%	71 8%	15 6%	70 8%

Army Recruitment Survey

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Absolutes/col percents

Table 7
GO Regions
Base: All respondents

	Total	Social Media On a computer							Social Media On a mobile phone							Social Media On a Tablet						
		Face-book/ Face-book Places	Twitter	Google+ Google Lati- tude	Link- edIn	My- Space	Other	None of these	Face- book/ Face- book Places	Twitter	Google+ Google Lati- tude	Link- edIn	My- Space	Other	None of these	Face- book/ Face- book Places	Twitter	Google+ Google Lati- tude	Link- edIn	My- Space	Other	None of these
Unweighted base	2018	1238	320	163	178	38	156	660	767	245	95	73	23	107	1161	415	130	74	57	21	82	1543
Weighted base	2018	1257	332	155	165	34	142	646	771	266	88	64	18	96	1164	412	140	66	52	20	65	1548
Scotland	175 9%	105 8%	26 8%	13 8%	16 10%	4 12%	18 13%	57 9%	51 7%	21 8%	10 11%	8 12%	2 9%	9 10%	111 10%	36 9%	13 10%	8 12%	6 11%	6 30%	11 17%	133 9%
North East	91 5%	47 4%	19 6%	3 2%	3 2%	1 4%	11 8%	41 6%	28 4%	14 5%	5 6%	1 2%	- -	4 5%	62 5%	14 3%	8 6%	3 5%	*	-	-	74 5%
North West	237 12%	144 11%	39 12%	18 11%	20 12%	5 16%	21 14%	81 13%	73 9%	32 12%	12 13%	6 9%	3 16%	15 16%	152 13%	40 10%	16 12%	9 14%	8 15%	4 18%	9 14%	185 12%
Yorks & Humber	178 9%	102 8%	18 5%	8 5%	12 7%	4 11%	7 5%	62 10%	56 7%	15 6%	5 6%	5 8%	2 9%	6 6%	111 9%	38 9%	8 6%	9 13%	6 11%	4 18%	4 6%	133 9%
West Midlands	187 9%	121 10%	34 10%	14 9%	17 11%	1 4%	15 11%	50 8%	73 9%	20 8%	5 6%	5 8%	3 14%	10 10%	105 9%	35 9%	7 5%	2 4%	5 10%	-	3 5%	148 10%
Wales	107 5%	64 5%	21 6%	6 4%	6 4%	5 15%	8 5%	36 6%	46 6%	17 6%	6 6%	3 5%	3 14%	9 9%	58 5%	24 6%	8 6%	4 6%	2 5%	2 11%	8 12%	81 5%
Eastern	189 9%	115 9%	23 7%	13 9%	13 8%	1 3%	6 4%	70 11%	75 10%	21 8%	4 4%	6 10%	-	4 4%	110 9%	25 6%	9 7%	2 3%	4 8%	-	*	163 11%
London	254 13%	185 15%	46 14%	37 24%	31 19%	4 12%	27 19%	49 8%	139 18%	45 17%	22 25%	12 19%	3 16%	18 18%	102 9%	89 22%	29 21%	20 30%	8 15%	4 20%	17 27%	157 10%
South East	259 13%	169 13%	50 15%	19 12%	25 15%	1 2%	11 8%	81 13%	106 14%	45 17%	11 12%	10 15%	2 10%	10 11%	145 12%	56 14%	23 16%	6 9%	7 13%	-	5 7%	198 13%
South West	184 9%	113 9%	24 7%	14 9%	13 8%	3 10%	10 7%	59 9%	65 8%	11 4%	6 7%	5 8%	-	8 8%	115 10%	26 6%	9 6%	2 2%	5 10%	-	6 9%	152 10%
East Midlands	157 8%	92 7%	32 10%	11 7%	8 5%	4 11%	8 6%	58 9%	59 8%	24 9%	3 3%	3 5%	2 11%	3 3%	93 8%	29 7%	10 7%	2 2%	1 1%	1 3%	2 3%	123 8%

Army Recruitment Survey

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Absolutes/col percents

Table 8
Which of the following best describes your current working status?
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2018	1025	993	206	337	409	363	319	384	771	495	295	457	545	532	517	277	147
Weighted base	2018	989	1029	242	323	384	343	303	423	545	585	424	464	513	533	506	291	175
Working full time (30+ hrs a week)	888 44%	584 59%	304 30%	115 48%	213 66%	251 65%	205 60%	88 29%	15 4%	282 52%	303 52%	201 48%	102 22%	277 54%	226 43%	200 40%	99 34%	84 48%
Working part time (8-29 hrs a week)	242 12%	62 6%	180 18%	24 10%	37 11%	48 13%	55 16%	52 17%	27 6%	59 11%	80 14%	56 13%	48 10%	61 12%	61 11%	67 13%	40 14%	13 8%
Not working but seeking work or temporarily unemployed/sick	83 4%	35 4%	47 5%	14 6%	13 4%	26 7%	17 5%	12 4%	1 *	5 1%	10 2%	13 3%	54 12%	19 4%	15 3%	21 4%	20 7%	7 4%
Not working/Not seeking work	49 2%	18 2%	31 3%	4 2%	3 1%	9 2%	19 6%	14 5%	- -	3 1%	1 *	9 2%	36 8%	6 1%	11 2%	11 2%	18 6%	2 1%
Retired on state pension ONLY	157 8%	41 4%	116 11%	8 3%	- -	1 *	2 1%	32 11%	113 27%	11 2%	16 3%	7 2%	122 26%	23 4%	54 10%	33 6%	23 8%	24 14%
Retired with a private pension	344 17%	208 21%	136 13%	- -	- -	2 1%	6 2%	69 23%	266 63%	142 26%	101 17%	72 17%	29 6%	75 15%	93 17%	93 18%	58 20%	24 14%
Student	75 4%	33 3%	42 4%	59 25%	13 4%	2 1%	- -	- -	- -	10 2%	40 7%	9 2%	15 3%	11 2%	26 5%	23 4%	6 2%	10 6%
House person/Housewife/ Househusband	181 9%	8 1%	173 17%	18 7%	44 14%	44 12%	38 11%	36 12%	1 *	32 6%	34 6%	57 14%	58 12%	40 8%	46 9%	59 12%	26 9%	10 6%

Army Recruitment Survey

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Absolutes/col percents

Table 8
Which of the following best describes your current working status?
Base: All respondents

	Total	Region											Working status		
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Work Full-time	Work Part-time	Not work-ing
Unweighted base	2018	147	95	252	170	170	105	198	273	272	172	164	850	355	813
Weighted base	2018	175	91	237	178	187	107	189	254	259	184	157	888	242	888
Working full time (30+ hrs a week)	888 44%	84 48%	28 30%	102 43%	70 40%	82 44%	36 34%	73 39%	151 60%	126 49%	63 34%	71 46%	888 100%	-	-
Working part time (8-29 hrs a week)	242 12%	13 8%	13 14%	28 12%	25 14%	26 14%	11 11%	19 10%	32 13%	29 11%	29 16%	15 9%	-	242 100%	-
Not working but seeking work or temporarily unemployed/sick	83 4%	7 4%	6 6%	6 2%	10 6%	8 4%	6 5%	5 3%	14 5%	6 2%	14 8%	2 2%	-	-	83 9%
Not working/Not seeking work	49 2%	2 1%	1 1%	6 3%	3 2%	5 3%	9 8%	3 2%	3 1%	4 1%	10 5%	3 2%	-	-	49 5%
Retired on state pension ONLY	157 8%	24 14%	8 9%	15 6%	9 5%	9 5%	13 12%	29 15%	9 3%	14 5%	10 5%	16 10%	-	-	157 18%
Retired with a private pension	344 17%	24 14%	22 24%	39 16%	32 18%	28 15%	18 17%	32 17%	38 15%	37 14%	39 21%	33 21%	-	-	344 39%
Student	75 4%	10 6%	5 6%	11 4%	7 4%	12 6%	4 4%	9 5%	5 2%	6 2%	2 1%	5 3%	-	-	75 8%
House person/Housewife/ Househusband	181 9%	10 6%	8 8%	30 13%	21 12%	17 9%	10 9%	19 10%	2 1%	38 15%	16 9%	10 6%	-	-	181 20%

Army Recruitment Survey

ONLINE Fieldwork : 28th March - 1st April 2013

Absolutes/col percents

Table 8
Which of the following best describes your current working status?
Base: All respondents

	Total	Social Media On a computer							Social Media On a mobile phone							Social Media On a Tablet						
		Face-book/ Face-book Places	Twitter	Google+ Google Latitude	Link- edIn	My- Space	Other	None of these	Face- book/ Face- book Places	Twitter	Google+ Google Latitude	Link- edIn	My- Space	Other	None of these	Face- book/ Face- book Places	Twitter	Google+ Google Latitude	Link- edIn	My- Space	Other	None of these
Unweighted base	2018	1238	320	163	178	38	156	660	767	245	95	73	23	107	1161	415	130	74	57	21	82	1543
Weighted base	2018	1257	332	155	165	34	142	646	771	266	88	64	18	96	1164	412	140	66	52	20	65	1548
Working full time (30+ hrs a week)	888 44%	591 47%	181 55%	92 59%	119 72%	22 64%	75 53%	220 34%	442 57%	173 65%	49 56%	47 73%	10 54%	67 71%	386 33%	225 55%	89 64%	42 63%	41 80%	17 85%	44 68%	624 40%
Working part time (8-29 hrs a week)	242 12%	156 12%	44 13%	19 12%	16 9%	6 17%	21 15%	76 12%	98 13%	25 9%	11 12%	6 10%	4 22%	17 18%	135 12%	60 15%	16 11%	13 19%	7 14%	3 15%	16 25%	175 11%
Not working but seeking work or temporarily unemployed/sick	83 4%	59 5%	13 4%	7 5%	6 4%	1 4%	7 5%	20 3%	41 5%	10 4%	4 5%	1 2%	1 8%	2 2%	40 3%	8 2%	4 3%	3 4%	- -	- -	- -	73 5%
Not working/Not seeking work	49 2%	29 2%	8 2%	4 2%	- -	2 7%	3 2%	19 3%	14 2%	3 1%	4 4%	- -	- -	1 1%	34 3%	7 2%	3 2%	1 1%	- -	- -	* 1%	42 3%
Retired on state pension ONLY	157 8%	74 6%	8 2%	- -	2 1%	- -	4 3%	80 12%	20 3%	2 1%	- -	2 3%	- -	- -	136 12%	9 2%	2 1%	- -	2 4%	- -	- -	147 9%
Retired with a private pension	344 17%	161 13%	24 7%	9 6%	16 10%	1 4%	8 6%	175 27%	35 5%	9 4%	3 3%	2 3%	- -	- -	307 26%	34 8%	6 4%	1 2%	1 2%	- -	- -	307 20%
Student	75 4%	64 5%	29 9%	12 8%	2 1%	1 3%	12 8%	7 1%	51 7%	23 9%	6 7%	1 1%	1 6%	7 7%	20 2%	18 4%	12 8%	3 5%	- -	- -	3 4%	54 3%
House person/Housewife/ Househusband	181 9%	123 10%	24 7%	12 8%	4 2%	- -	12 9%	49 8%	69 9%	20 8%	11 12%	5 7%	2 9%	2 2%	106 9%	51 12%	9 6%	3 5%	1 1%	- -	2 2%	126 8%

Army Recruitment Survey

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Absolutes/col percents

Table 9
Nearest City:
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2018	1025	993	206	337	409	363	319	384	771	495	295	457	545	532	517	277	147
Weighted base	2018	989	1029	242	323	384	343	303	423	545	585	424	464	513	533	506	291	175
Glasgow	93	43	50	9	15	17	22	10	20	25	30	18	21	*	-	3	-	90
	5%	4%	5%	4%	5%	5%	6%	3%	5%	5%	5%	4%	4%	*	-	1%	-	51%
Edinburgh	64	33	31	2	4	16	12	11	19	20	22	6	16	1	1	-	1	61
	3%	3%	3%	1%	1%	4%	3%	4%	4%	4%	4%	1%	3%	*	*	-	*	35%
Newcastle	91	45	46	3	17	14	15	20	23	29	26	17	20	-	3	88	-	-
	5%	5%	4%	1%	5%	4%	4%	6%	5%	5%	4%	4%	4%	-	1%	17%	-	-
Leeds	86	38	48	10	12	24	8	20	12	17	24	25	20	-	-	86	-	-
	4%	4%	5%	4%	4%	6%	2%	7%	3%	3%	4%	6%	4%	-	-	17%	-	-
Hull	39	17	22	1	2	11	5	9	11	11	4	9	14	-	3	36	-	-
	2%	2%	2%	*	1%	3%	2%	3%	3%	2%	1%	2%	3%	-	*	7%	-	-
Sheffield	47	16	31	5	4	6	11	8	13	15	11	10	11	-	14	32	-	1
	2%	2%	3%	2%	1%	2%	3%	3%	3%	3%	2%	2%	2%	-	3%	6%	-	1%
Manchester	162	73	89	16	24	32	32	22	36	43	38	25	55	-	16	142	5	-
	8%	7%	9%	7%	8%	8%	9%	7%	8%	8%	7%	6%	12%	-	3%	28%	2%	-
Liverpool	85	43	42	3	15	22	17	10	18	20	19	28	18	4	-	62	20	-
	4%	4%	4%	1%	5%	6%	5%	3%	4%	4%	3%	7%	4%	1%	-	12%	7%	-
Nottingham	86	45	40	4	12	16	24	9	21	17	26	28	14	1	83	1	-	-
	4%	5%	4%	2%	4%	4%	7%	3%	5%	3%	4%	7%	3%	*	16%	*	-	-
Birmingham	163	83	81	26	33	35	31	18	19	41	56	25	41	1	158	2	3	-
	8%	8%	8%	11%	10%	9%	9%	6%	5%	8%	10%	6%	9%	*	30%	*	1%	-
Norwich	66	26	40	11	6	13	9	4	23	12	23	10	21	1	64	1	-	-
	3%	3%	4%	4%	2%	3%	3%	1%	5%	2%	4%	2%	5%	*	12%	*	-	-
Milton Keynes	52	32	20	6	8	14	5	6	13	24	15	5	9	6	46	-	-	-
	3%	3%	2%	3%	2%	4%	1%	2%	3%	4%	2%	1%	2%	1%	9%	-	-	-
Brighton	54	22	31	8	4	13	7	14	7	15	15	14	10	51	2	-	1	-
	3%	2%	3%	3%	1%	3%	2%	5%	2%	3%	2%	3%	2%	10%	*	-	*	-
Oxford	32	19	13	1	7	7	6	6	5	13	4	9	6	23	3	-	6	-
	2%	2%	1%	*	2%	2%	2%	2%	1%	2%	1%	2%	1%	5%	*	-	2%	-

Army Recruitment Survey

ONLINE Fieldwork : 28th March - 1st April 2013

Absolutes/col percents

Table 9
Nearest City:
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	2018	989	1029	242	323	384	343	303	423	545	585	424	464	513	533	506	291	175
London	432 21%	236 24%	196 19%	98 41%	84 26%	61 16%	55 16%	58 19%	75 18%	126 23%	143 24%	102 24%	61 13%	357 70%	63 12%	8 2%	3 1%	1 *
Southampton	58 3%	28 3%	29 3%	6 2%	7 2%	11 3%	7 2%	12 4%	14 3%	20 4%	16 3%	9 2%	12 3%	39 8%	2 *	-	17 6%	-
Bristol	79 4%	30 3%	49 5%	2 1%	19 6%	18 5%	11 3%	10 3%	19 4%	18 3%	32 6%	13 3%	15 3%	* *	2 *	-	77 26%	-
Plymouth	59 3%	27 3%	32 3%	5 2%	7 2%	13 3%	16 5%	5 2%	13 3%	17 3%	9 2%	12 3%	21 5%	-	1 *	-	59 20%	-
Cardiff	65 3%	34 3%	31 3%	7 3%	17 5%	8 2%	7 2%	12 4%	14 3%	11 2%	22 4%	13 3%	19 4%	-	1 *	-	64 22%	-
None of these	206 10%	99 10%	107 10%	19 8%	26 8%	30 8%	42 12%	40 13%	48 11%	52 9%	51 9%	43 10%	60 13%	28 6%	72 14%	47 9%	36 12%	22 13%

Army Recruitment Survey

ONLINE Fieldwork : 28th March - 1st April 2013

Absolutes/col percents

Table 9
Nearest City:
Base: All respondents

	Total	Region											Working status		
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Work Full-time	Work Part-time	Not working
Unweighted base	2018	147	95	252	170	170	105	198	273	272	172	164	850	355	813
Weighted base	2018	175	91	237	178	187	107	189	254	259	184	157	888	242	888
Glasgow	93 5%	90 51%	- -	3 1%	- -	- -	- -	- -	* *	- -	- -	- -	44 5%	8 3%	42 5%
Edinburgh	64 3%	61 35%	- -	- -	- -	1 1%	1 1%	- -	- -	1 *	- -	- -	30 3%	3 1%	30 3%
Newcastle	91 5%	- -	76 83%	10 4%	2 1%	- -	- -	3 2%	- -	- -	- -	- -	29 3%	13 5%	49 6%
Leeds	86 4%	- -	3 4%	- -	82 46%	- -	- -	- -	- -	- -	- -	- -	30 3%	12 5%	43 5%
Hull	39 2%	- -	- -	- -	36 20%	- -	- -	- -	- -	- -	- -	3 2%	13 1%	6 2%	20 2%
Sheffield	47 2%	1 1%	- -	- -	32 18%	- -	- -	- -	- -	- -	- -	14 9%	17 2%	6 2%	24 3%
Manchester	162 8%	- -	- -	141 60%	1 *	14 7%	4 3%	- -	- -	- -	1 1%	2 1%	60 7%	25 10%	77 9%
Liverpool	85 4%	- -	- -	62 26%	- -	- -	20 19%	- -	* *	3 1%	- -	- -	45 5%	5 2%	36 4%
Nottingham	86 4%	- -	- -	- -	1 1%	1 *	- -	1 *	1 *	- -	- -	82 52%	46 5%	9 4%	31 4%
Birmingham	163 8%	- -	1 1%	* *	- -	146 78%	1 1%	1 *	- -	1 *	3 1%	11 7%	71 8%	22 9%	70 8%
Norwich	66 3%	- -	- -	1 *	- -	1 1%	- -	62 33%	- -	1 *	- -	1 1%	21 2%	5 2%	40 5%
Milton Keynes	52 3%	- -	- -	- -	- -	1 1%	- -	22 11%	- -	6 2%	- -	23 15%	32 4%	2 1%	18 2%
Brighton	54 3%	- -	- -	- -	- -	- -	- -	2 1%	* *	50 19%	1 1%	- -	22 2%	5 2%	27 3%
Oxford	32 2%	- -	- -	- -	- -	1 1%	- -	* *	- -	23 9%	6 3%	1 1%	18 2%	6 2%	8 1%

Army Recruitment Survey

ONLINE Fieldwork : 28th March - 1st April 2013

Absolutes/col percents

Table 9
Nearest City:
Base: All respondents

	Region												Working status		
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Work Full-time	Work Part-time	Not working
Weighted base	2018	175	91	237	178	187	107	189	254	259	184	157	888	242	888
London	432 21%	1 *	2 2%	2 1%	4 2%	-	*	63 33%	250 99%	107 41%	3 2%	1 *	238 27%	55 23%	139 16%
Southampton	58 3%	-	-	-	-	-	-	1 *	1 *	38 15%	17 9%	1 1%	21 2%	12 5%	25 3%
Bristol	79 4%	-	-	-	-	-	1 1%	1 *	-	* 41%	76 41%	1 1%	32 4%	16 7%	31 3%
Plymouth	59 3%	-	-	-	-	1 *	-	-	-	-	59 32%	-	20 2%	6 3%	32 4%
Cardiff	65 3%	-	-	-	-	1 *	64 60%	-	-	-	-	-	27 3%	7 3%	31 4%
None of these	206 10%	22 13%	8 9%	19 8%	19 11%	20 11%	16 15%	34 18%	1 *	28 11%	20 11%	17 11%	74 8%	20 8%	112 13%

Army Recruitment Survey

ONLINE Fieldwork : 28th March - 1st April 2013

Absolutes/col percents

Table 9
Nearest City:
Base: All respondents

	Total	Social Media On a computer							Social Media On a mobile phone							Social Media On a Tablet						
		Face-book/ Face-book Places	Twitter	Google+ Google Lati- tude	Link- edIn	My- Space	Other	None of these	Face- book/ Face- book Places	Twitter	Google+ Google Lati- tude	Link- edIn	My- Space	Other	None of these	Face- book/ Face- book Places	Twitter	Google+ Google Lati- tude	Link- edIn	My- Space	Other	None of these
Unweighted base	2018	1238	320	163	178	38	156	660	767	245	95	73	23	107	1161	415	130	74	57	21	82	1543
Weighted base	2018	1257	332	155	165	34	142	646	771	266	88	64	18	96	1164	412	140	66	52	20	65	1548
Glasgow	93	62	21	11	8	4	10	26	32	15	6	6	2	4	55	20	12	7	2	5	7	69
	5%	5%	6%	7%	5%	11%	7%	4%	4%	6%	6%	9%	9%	5%	5%	5%	8%	10%	5%	24%	11%	4%
Edinburgh	64	31	2	4	7	*	6	28	12	1	5	2	-	1	46	8	1	1	1	1	3	53
	3%	2%	1%	2%	4%	1%	4%	4%	2%	*	5%	3%	-	1%	4%	2%	1%	2%	3%	5%	5%	3%
Newcastle	91	52	15	9	3	2	12	36	28	13	4	1	-	5	61	17	5	3	1	1	1	72
	5%	4%	5%	6%	2%	5%	9%	6%	4%	5%	5%	2%	-	5%	5%	4%	3%	5%	1%	3%	1%	5%
Leeds	86	48	12	7	9	1	4	31	28	11	2	1	-	1	54	17	5	3	2	-	-	67
	4%	4%	3%	4%	5%	3%	3%	5%	4%	4%	2%	2%	-	1%	5%	4%	4%	5%	4%	-	-	4%
Hull	39	26	3	-	1	-	-	12	13	3	1	1	-	-	24	10	2	-	1	-	-	28
	2%	2%	1%	-	1%	-	-	2%	2%	1%	1%	2%	-	-	2%	2%	1%	-	2%	-	-	2%
Sheffield	47	28	3	2	1	3	3	17	17	1	1	-	-	1	30	10	1	-	-	1	-	37
	2%	2%	1%	1%	1%	9%	2%	3%	2%	*	1%	-	-	1%	3%	2%	*	-	-	3%	-	2%
Manchester	162	93	28	15	17	3	14	56	53	20	10	9	3	10	101	28	9	9	7	2	7	125
	8%	7%	8%	9%	10%	10%	10%	9%	7%	8%	12%	13%	15%	11%	9%	7%	7%	13%	14%	11%	11%	8%
Liverpool	85	57	14	3	7	*	5	26	33	12	2	1	-	6	47	19	5	2	2	1	6	65
	4%	5%	4%	2%	4%	1%	3%	4%	4%	5%	2%	2%	-	6%	4%	5%	4%	2%	5%	3%	9%	4%
Nottingham	86	55	21	6	3	2	4	28	36	14	-	2	2	1	48	14	4	1	-	-	1	69
	4%	4%	6%	4%	2%	5%	3%	4%	5%	5%	-	3%	11%	1%	4%	4%	3%	2%	-	-	2%	4%
Birmingham	163	111	30	12	14	1	16	41	68	23	4	2	3	8	90	33	7	3	5	-	3	126
	8%	9%	9%	8%	8%	4%	11%	6%	9%	9%	5%	4%	14%	9%	8%	8%	5%	4%	10%	-	4%	8%
Norwich	66	34	5	5	3	1	2	28	23	8	1	2	-	2	40	10	4	-	1	-	-	55
	3%	3%	1%	3%	2%	2%	2%	4%	3%	3%	1%	4%	-	2%	3%	2%	3%	-	1%	-	-	4%
Milton Keynes	52	31	9	3	3	1	1	19	23	8	1	3	1	3	27	7	4	*	1	-	*	44
	3%	2%	3%	2%	2%	2%	1%	3%	3%	3%	1%	4%	5%	3%	2%	2%	3%	1%	2%	-	1%	3%
Brighton	54	30	8	3	4	1	1	24	18	8	3	1	-	1	36	9	4	2	2	-	1	43
	3%	2%	2%	2%	2%	2%	*	4%	2%	3%	3%	1%	-	1%	3%	2%	3%	3%	4%	-	2%	3%
Oxford	32	19	5	2	6	*	2	9	12	4	*	*	-	2	20	5	2	*	*	-	1	26
	2%	2%	1%	1%	3%	1%	1%	1%	2%	1%	*	*	-	2%	2%	1%	1%	*	1%	-	2%	2%

Army Recruitment Survey

ONLINE Fieldwork : 28th March - 1st April 2013

Absolutes/col percents

Table 9
Nearest City:
Base: All respondents

	Total	Social Media On a computer							Social Media On a mobile phone							Social Media On a Tablet						
		Face-book/ Face-book Places	Twitter	Google+ Google Lati- tude	Link- edIn	My- Space	Other	None of these	Face- book/ Face- book Places	Twitter	Google+ Google Lati- tude	Link- edIn	My- Space	Other	None of these	Face- book/ Face- book Places	Twitter	Google+ Google Lati- tude	Link- edIn	My- Space	Other	None of these
Weighted base	2018	1257	332	155	165	34	142	646	771	266	88	64	18	96	1164	412	140	66	52	20	65	1548
London	432	319	79	48	46	4	38	87	228	76	29	19	3	28	183	131	43	25	11	4	19	290
	21%	25%	24%	31%	28%	11%	27%	13%	30%	29%	33%	30%	18%	29%	16%	32%	31%	38%	21%	20%	30%	19%
Southampton	58	38	12	7	4	1	2	18	20	7	4	-	1	-	36	10	5	4	-	-	-	46
	3%	3%	4%	4%	2%	2%	1%	3%	3%	3%	5%	-	3%	-	3%	3%	3%	6%	-	-	-	3%
Bristol	79	53	8	9	9	2	8	20	36	7	5	4	-	8	40	14	6	1	3	-	4	63
	4%	4%	3%	6%	5%	7%	6%	3%	5%	3%	6%	7%	-	8%	3%	3%	4%	2%	6%	-	6%	4%
Plymouth	59	30	6	2	4	1	1	25	18	2	1	-	-	-	41	7	3	-	1	-	1	50
	3%	2%	2%	1%	2%	3%	1%	4%	2%	1%	1%	-	-	-	4%	2%	2%	-	2%	-	1%	3%
Cardiff	65	38	14	5	5	5	4	21	29	12	3	2	2	4	35	16	5	2	1	2	3	47
	3%	3%	4%	3%	3%	14%	3%	3%	4%	5%	3%	3%	11%	4%	3%	4%	3%	2%	2%	11%	5%	3%
None of these	206	100	37	3	14	3	9	93	43	20	6	8	3	12	152	25	13	3	9	4	6	172
	10%	8%	11%	2%	8%	7%	6%	14%	6%	7%	7%	12%	14%	13%	13%	6%	9%	5%	17%	20%	10%	11%

Army Recruitment Survey

ONLINE Fieldwork : 28th March - 1st April 2013

Absolutes/col percents

Table 10

Do you regularly use any of the following social media services on a computer?

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2018	1025	993	206	337	409	363	319	384	771	495	295	457	545	532	517	277	147
Weighted base	2018	989	1029	242	323	384	343	303	423	545	585	424	464	513	533	506	291	175
Facebook	1243 62%	570 58%	673 65%	193 80%	245 76%	260 68%	194 57%	169 56%	182 43%	306 56%	371 63%	301 71%	265 57%	352 69%	328 62%	288 57%	174 60%	102 58%
Twitter	332 16%	178 18%	154 15%	75 31%	75 23%	69 18%	59 17%	32 10%	23 5%	82 15%	96 16%	90 21%	64 14%	96 19%	89 17%	76 15%	45 16%	26 15%
LinkedIn	165 8%	112 11%	53 5%	16 6%	30 9%	43 11%	41 12%	16 5%	19 4%	75 14%	54 9%	27 6%	9 2%	56 11%	39 7%	34 7%	19 7%	16 9%
Google+	135 7%	72 7%	63 6%	24 10%	43 13%	29 8%	22 6%	10 3%	6 1%	32 6%	46 8%	33 8%	24 5%	48 9%	32 6%	27 5%	18 6%	10 6%
Facebook Places	74 4%	28 3%	46 4%	20 8%	18 5%	20 5%	8 2%	5 2%	4 1%	21 4%	18 3%	18 4%	16 4%	21 4%	10 2%	20 4%	14 5%	9 5%
Tumblr	65 3%	26 3%	39 4%	32 13%	20 6%	5 1%	5 1%	3 1%	1 *	11 2%	20 3%	18 4%	16 3%	23 4%	12 2%	14 3%	10 3%	7 4%
Pinterest	58 3%	23 2%	36 3%	16 7%	15 5%	14 4%	7 2%	4 1%	2 1%	18 3%	11 2%	18 4%	12 3%	20 4%	7 1%	13 3%	15 5%	3 2%
Instagram	52 3%	22 2%	30 3%	25 10%	8 2%	5 1%	4 1%	4 1%	6 1%	9 2%	18 3%	13 3%	12 3%	24 5%	12 2%	7 1%	9 3%	- -
Flickr	50 2%	32 3%	18 2%	3 1%	17 5%	15 4%	7 2%	4 1%	6 1%	21 4%	13 2%	7 2%	9 2%	8 2%	10 2%	14 3%	6 2%	12 7%
Google Latitude	36 2%	23 2%	14 1%	9 4%	12 4%	8 2%	5 1%	1 *	1 *	11 2%	15 2%	5 1%	5 1%	11 2%	8 1%	5 1%	6 2%	7 4%
MySpace	34 2%	23 2%	10 1%	3 1%	18 5%	4 1%	5 2%	4 1%	- -	9 2%	9 2%	9 2%	6 1%	5 1%	6 1%	11 2%	8 3%	4 2%
foursquare	31 2%	20 2%	11 1%	7 3%	8 2%	7 2%	7 2%	1 *	- -	13 2%	9 2%	8 2%	1 *	9 2%	6 1%	6 1%	5 2%	6 3%
bebo	24 1%	16 2%	8 1%	3 1%	4 1%	7 2%	7 2%	1 *	1 *	4 1%	2 *	11 3%	7 1%	5 1%	2 *	4 1%	4 1%	10 5%
orkut	18 1%	6 1%	12 1%	7 3%	5 2%	2 1%	2 1%	- -	2 *	8 2%	6 1%	1 *	3 1%	5 1%	9 2%	3 1%	2 1%	- -

Army Recruitment Survey

ONLINE Fieldwork : 28th March - 1st April 2013

Absolutes/col percents

Table 10

Do you regularly use any of the following social media services on a computer?

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	2018	989	1029	242	323	384	343	303	423	545	585	424	464	513	533	506	291	175
Friendster	18 1%	9 1%	8 1%	3 1%	2 1%	6 1%	2 1%	2 1%	2 *	5 1%	7 1%	3 1%	3 1%	4 1%	3 *	5 1%	1 *	5 3%
Gowalla	17 1%	10 1%	6 1%	6 2%	2 1%	4 1%	3 1%	- -	1 *	3 1%	3 *	5 1%	5 1%	7 1%	1 *	6 1%	2 1%	1 1%
hi5	16 1%	14 1%	3 *	2 1%	6 2%	2 1%	4 1%	1 *	- -	3 1%	4 1%	4 1%	5 1%	4 1%	2 *	3 1%	3 1%	4 2%
Another site (that I use once a week or more)	49 2%	26 3%	23 2%	14 6%	13 4%	10 3%	5 2%	2 1%	4 1%	15 3%	18 3%	7 2%	10 2%	10 2%	9 2%	16 3%	7 2%	7 4%
None of these	626 31%	330 33%	296 29%	33 14%	39 12%	91 24%	119 35%	121 40%	224 53%	186 34%	165 28%	101 24%	174 38%	126 25%	176 33%	175 34%	94 32%	56 32%

Army Recruitment Survey

ONLINE Fieldwork : 28th March - 1st April 2013

Absolutes/col percents

Table 10
Do you regularly use any of the following social media services on a computer?
Base: All respondents

	Total	Region											Working status		
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Work Full-time	Work Part-time	Not working
Unweighted base	2018	147	95	252	170	170	105	198	273	272	172	164	850	355	813
Weighted base	2018	175	91	237	178	187	107	189	254	259	184	157	888	242	888
Facebook	1243 62%	102 58%	46 50%	142 60%	100 56%	121 65%	63 59%	115 61%	183 72%	169 65%	111 60%	92 59%	585 66%	155 64%	504 57%
Twitter	332 16%	26 15%	19 21%	39 16%	18 10%	34 18%	21 20%	23 12%	46 18%	50 19%	24 13%	32 20%	181 20%	44 18%	107 12%
LinkedIn	165 8%	16 9%	3 3%	20 8%	12 7%	17 9%	6 6%	13 7%	31 12%	25 10%	13 7%	8 5%	119 13%	16 6%	30 3%
Google+	135 7%	10 6%	3 3%	15 6%	8 5%	10 5%	5 5%	13 7%	30 12%	18 7%	13 7%	10 6%	76 9%	17 7%	42 5%
Facebook Places	74 4%	9 5%	3 4%	12 5%	5 3%	5 3%	5 4%	4 2%	10 4%	11 4%	9 5%	1 1%	40 5%	10 4%	24 3%
Tumblr	65 3%	7 4%	1 1%	7 3%	6 3%	4 2%	2 2%	7 4%	12 5%	10 4%	8 4%	1 1%	31 3%	7 3%	28 3%
Pinterest	58 3%	3 2%	2 2%	5 2%	7 4%	4 2%	7 6%	3 1%	8 3%	12 5%	8 4%	1 1%	34 4%	7 3%	17 2%
Instagram	52 3%	- -	1 1%	5 2%	2 1%	4 2%	5 5%	4 2%	16 6%	9 3%	4 2%	4 2%	20 2%	8 3%	24 3%
Flickr	50 2%	12 7%	4 4%	6 2%	5 3%	1 1%	2 2%	4 2%	4 2%	4 2%	4 2%	4 3%	33 4%	9 4%	9 1%
Google Latitude	36 2%	7 4%	- -	5 2%	- -	4 2%	2 2%	1 1%	10 4%	1 *	4 2%	2 1%	28 3%	3 1%	5 1%
MySpace	34 2%	4 2%	1 2%	5 2%	4 2%	1 1%	5 5%	1 1%	4 2%	1 *	3 2%	4 2%	22 2%	6 2%	6 1%
foursquare	31 2%	6 3%	1 1%	2 1%	2 1%	- -	2 2%	2 1%	7 3%	2 1%	3 2%	4 3%	25 3%	4 2%	1 *
bebo	24 1%	10 5%	2 2%	1 *	1 *	1 *	2 1%	* *	2 1%	3 1%	2 1%	1 1%	12 1%	3 1%	9 1%
orkut	18 1%	- -	- -	3 1%	- -	6 3%	1 1%	2 1%	3 1%	2 1%	1 1%	1 *	6 1%	3 1%	8 1%

Army Recruitment Survey

ONLINE Fieldwork : 28th March - 1st April 2013

Absolutes/col percents

Table 10

Do you regularly use any of the following social media services on a computer?

Base: All respondents

	Region											Working status			
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Work Full-time	Work Part-time	Not working
Weighted base	2018	175	91	237	178	187	107	189	254	259	184	157	888	242	888
Friendster	18 1%	5 3%	-	5 2%	-	1 1%	1 1%	1 *	3 1%	1 1%	-	1 *	7 1%	3 1%	7 1%
Gowalla	17 1%	1 1%	1 1%	4 2%	-	1 1%	1 1%	-	7 3%	-	1 *	-	8 1%	5 2%	3 *
hi5	16 1%	4 2%	-	2 1%	1 *	1 1%	3 3%	* *	4 2%	-	-	1 *	9 1%	6 2%	1 *
Another site (that I use once a week or more)	49 2%	7 4%	7 8%	6 3%	3 2%	7 4%	1 1%	1 1%	7 3%	4 1%	6 3%	1 1%	25 3%	4 2%	20 2%
None of these	626 31%	56 32%	39 43%	75 32%	60 34%	50 27%	36 34%	70 37%	48 19%	79 30%	57 31%	56 35%	209 23%	75 31%	343 39%

Army Recruitment Survey

ONLINE Fieldwork : 28th March - 1st April 2013

Absolutes/col percents

Table 10

Do you regularly use any of the following social media services on a computer?

Base: All respondents

	Total	Social Media On a computer							Social Media On a mobile phone							Social Media On a Tablet						
		Face-book/ Face-book Places	Twitter	Google+ Google Lati- tude	Link- edIn	My- Space	Other	None of these	Face- book/ Face- book Places	Twitter	Google+ Google Lati- tude	Link- edIn	My- Space	Other	None of these	Face- book/ Face- book Places	Twitter	Google+ Google Lati- tude	Link- edIn	My- Space	Other	None of these
Unweighted base	2018	1238	320	163	178	38	156	660	767	245	95	73	23	107	1161	415	130	74	57	21	82	1543
Weighted base	2018	1257	332	155	165	34	142	646	771	266	88	64	18	96	1164	412	140	66	52	20	65	1548
Facebook	1243	1243	288	136	125	28	101	-	718	220	75	40	13	70	495	374	116	51	33	13	47	848
	62%	99%	87%	88%	76%	83%	71%	-	93%	83%	85%	62%	73%	73%	42%	91%	83%	76%	65%	66%	73%	55%
Twitter	332	291	332	63	62	21	45	-	230	211	37	28	10	37	66	134	121	31	22	9	24	175
	16%	23%	100%	41%	38%	62%	32%	-	30%	79%	42%	43%	54%	39%	6%	32%	87%	46%	42%	47%	37%	11%
LinkedIn	165	126	62	34	165	14	19	-	95	54	23	42	3	17	53	61	34	18	37	6	19	93
	8%	10%	19%	22%	100%	41%	13%	-	12%	20%	27%	65%	17%	18%	5%	15%	24%	27%	71%	31%	30%	6%
Google+	135	123	52	135	30	13	35	-	97	33	58	11	5	18	26	50	16	31	8	6	13	79
	7%	10%	16%	87%	18%	38%	25%	-	13%	13%	66%	17%	27%	19%	2%	12%	11%	47%	15%	31%	20%	5%
Facebook Places	74	74	38	15	17	9	18	-	56	32	15	12	6	21	12	34	19	9	8	5	9	39
	4%	6%	11%	10%	10%	26%	13%	-	7%	12%	18%	19%	31%	22%	1%	8%	13%	13%	15%	24%	13%	3%
Tumblr	65	55	38	16	4	7	15	5	46	32	9	3	2	20	14	27	19	3	3	3	8	36
	3%	4%	11%	10%	3%	20%	11%	1%	6%	12%	10%	5%	14%	20%	1%	7%	14%	4%	7%	14%	12%	2%
Pinterest	58	47	29	13	15	6	13	6	44	26	8	5	3	17	11	24	15	4	5	4	6	32
	3%	4%	9%	9%	9%	17%	9%	1%	6%	10%	9%	7%	15%	18%	1%	6%	11%	6%	10%	20%	9%	2%
Instagram	52	42	24	15	8	4	15	5	37	21	13	6	1	10	12	18	14	7	3	1	5	32
	3%	3%	7%	10%	5%	13%	11%	1%	5%	8%	14%	10%	6%	11%	1%	4%	10%	10%	5%	3%	8%	2%
Flickr	50	41	26	18	18	9	17	4	31	23	13	9	*	16	16	23	12	11	8	4	16	22
	2%	3%	8%	12%	11%	26%	12%	1%	4%	9%	15%	13%	1%	17%	1%	6%	9%	17%	15%	19%	24%	1%
Google Latitude	36	28	22	36	10	10	17	-	25	20	19	8	2	15	3	18	13	17	6	8	12	10
	2%	2%	7%	23%	6%	29%	12%	-	3%	7%	22%	12%	13%	16%	*	4%	9%	26%	12%	39%	18%	1%
MySpace	34	29	21	16	14	34	16	-	24	17	13	8	6	15	7	15	11	10	9	10	10	16
	2%	2%	6%	10%	8%	100%	11%	-	3%	6%	15%	13%	34%	15%	1%	4%	8%	15%	17%	49%	16%	1%
foursquare	31	27	18	14	13	9	31	-	24	17	8	9	1	16	4	19	10	9	7	5	10	10
	2%	2%	5%	9%	8%	27%	22%	-	3%	6%	9%	14%	8%	17%	*	5%	7%	13%	13%	26%	16%	1%
bebo	24	20	11	13	4	6	24	-	16	9	12	4	3	9	5	11	5	6	3	5	8	12
	1%	2%	3%	9%	3%	19%	17%	-	2%	4%	14%	6%	17%	10%	*	3%	4%	9%	5%	23%	12%	1%
orkut	18	15	3	8	2	2	18	-	13	4	7	2	*	8	3	5	1	2	2	1	6	11
	1%	1%	1%	5%	1%	5%	13%	-	2%	1%	8%	2%	3%	8%	*	1%	1%	4%	3%	7%	9%	1%

Prepared on behalf of Child Soldiers by ICM Research

Army Recruitment Survey

ONLINE Fieldwork : 28th March - 1st April 2013

Absolutes/col percents

Table 10

Do you regularly use any of the following social media services on a computer?

Base: All respondents

	Total	Social Media On a computer							Social Media On a mobile phone							Social Media On a Tablet						
		Face-book/ Face-book Places	Twitter	Google+ Google Lati- tude	Link- edIn	My- Space	Other	None of these	Face- book/ Face- book Places	Twitter	Google+ Google Lati- tude	Link- edIn	My- Space	Other	None of these	Face- book/ Face- book Places	Twitter	Google+ Google Lati- tude	Link- edIn	My- Space	Other	None of these
Weighted base	2018	1257	332	155	165	34	142	646	771	266	88	64	18	96	1164	412	140	66	52	20	65	1548
Friendster	18 1%	12 1%	8 2%	6 4%	6 4%	4 11%	18 12%	-	11 1%	9 3%	5 6%	5 7%	2 13%	7 8%	5 *	6 1%	4 3%	4 6%	3 6%	4 19%	5 8%	11 1%
Gowalla	17 1%	11 1%	6 2%	2 1%	* *	1 2%	17 12%	-	10 1%	4 2%	4 4%	2 3%	2 12%	8 8%	4 *	8 2%	2 1%	3 4%	1 2%	1 6%	5 7%	8 *
hi5	16 1%	14 1%	6 2%	5 3%	4 3%	3 9%	16 11%	-	15 2%	6 2%	5 6%	5 8%	1 5%	9 9%	1 *	8 2%	5 3%	5 8%	4 8%	7 32%	9 14%	6 *
Another site (that I use once a week or more)	49 2%	30 2%	15 5%	11 7%	4 3%	6 18%	49 35%	-	27 3%	12 5%	7 7%	5 8%	1 5%	24 25%	14 1%	12 3%	7 5%	6 9%	4 8%	3 16%	14 22%	30 2%
None of these	626 31%	-	-	-	-	-	-	626 97%	29 4%	12 5%	1 1%	5 7%	-	-	594 51%	14 3%	3 2%	-	2 5%	-	-	611 39%

Army Recruitment Survey

ONLINE Fieldwork : 28th March - 1st April 2013

Absolutes/col percents

Table 11
Do you regularly use any of the following social media services on a mobile phone?
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2018	1025	993	206	337	409	363	319	384	771	495	295	457	545	532	517	277	147
Weighted base	2018	989	1029	242	323	384	343	303	423	545	585	424	464	513	533	506	291	175
Facebook	760 38%	376 38%	384 37%	187 77%	205 63%	179 47%	96 28%	53 17%	40 10%	185 34%	238 41%	201 48%	136 29%	240 47%	207 39%	155 31%	109 37%	50 29%
Twitter	266 13%	148 15%	118 11%	71 30%	70 22%	69 18%	33 10%	14 5%	7 2%	72 13%	78 13%	76 18%	40 9%	90 18%	65 12%	61 12%	28 10%	21 12%
Facebook Places	81 4%	34 3%	47 5%	31 13%	25 8%	16 4%	7 2%	2 1%	-	19 4%	25 4%	22 5%	14 3%	29 6%	19 4%	20 4%	10 4%	3 1%
Google+	71 4%	41 4%	30 3%	18 7%	27 8%	11 3%	12 3%	2 1%	1 *	19 3%	24 4%	15 4%	13 3%	27 5%	11 2%	16 3%	10 4%	7 4%
LinkedIn	64 3%	40 4%	24 2%	6 2%	20 6%	21 5%	11 3%	4 1%	2 1%	29 5%	21 4%	9 2%	6 1%	22 4%	14 3%	12 2%	8 3%	8 5%
Instagram	60 3%	16 2%	44 4%	37 15%	8 3%	7 2%	4 1%	4 1%	-	14 3%	14 2%	12 3%	20 4%	32 6%	15 3%	5 1%	3 1%	5 3%
Tumblr	55 3%	22 2%	34 3%	34 14%	14 4%	6 2%	1 *	-	-	12 2%	16 3%	19 4%	9 2%	21 4%	15 3%	9 2%	7 2%	4 2%
Flickr	34 2%	19 2%	15 1%	7 3%	14 4%	10 3%	2 1%	-	1 *	11 2%	12 2%	7 2%	5 1%	12 2%	6 1%	10 2%	5 2%	2 1%
Pinterest	34 2%	12 1%	21 2%	16 7%	9 3%	5 1%	4 1%	-	-	7 1%	7 1%	11 3%	8 2%	13 2%	1 *	11 2%	6 2%	4 2%
Google Latitude	32 2%	19 2%	12 1%	8 3%	9 3%	7 2%	6 2%	1 *	-	9 2%	13 2%	2 *	8 2%	13 3%	3 1%	7 1%	4 1%	5 3%
foursquare	25 1%	19 2%	5 1%	6 2%	9 3%	4 1%	6 2%	1 *	-	6 1%	11 2%	3 1%	4 1%	6 1%	4 1%	4 1%	8 3%	2 1%
bebo	24 1%	11 1%	13 1%	12 5%	6 2%	4 1%	2 1%	-	-	6 1%	4 1%	12 3%	1 *	10 2%	* *	5 1%	5 2%	5 3%
MySpace	18 1%	9 1%	9 1%	5 2%	7 2%	3 1%	3 1%	-	-	5 1%	4 1%	6 1%	4 1%	5 1%	5 1%	5 1%	3 1%	2 1%
orkut	17 1%	8 1%	9 1%	4 2%	7 2%	3 1%	2 1%	-	-	6 1%	7 1%	2 *	3 1%	4 1%	4 1%	4 1%	2 1%	3 2%

Army Recruitment Survey

ONLINE Fieldwork : 28th March - 1st April 2013

Absolutes/col percents

Table 11
Do you regularly use any of the following social media services on a mobile phone?
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	2018	989	1029	242	323	384	343	303	423	545	585	424	464	513	533	506	291	175
hi5	15 1%	11 1%	5 *	3 1%	6 2%	1 *	5 2%	- -	- -	3 *	6 1%	2 1%	4 1%	6 1%	- -	2 *	4 1%	4 2%
Gowalla	14 1%	8 1%	6 1%	4 2%	7 2%	2 1%	- -	1 *	- -	5 1%	3 1%	1 *	5 1%	6 1%	* *	4 1%	2 1%	1 1%
Friendster	6 *	2 *	4 *	1 1%	3 1%	1 *	- -	- -	- -	2 *	3 1%	- -	1 *	2 *	- -	4 1%	- -	- -
Another site (that I use once a week or more)	22 1%	13 1%	9 1%	10 4%	5 1%	7 2%	1 *	- -	- -	7 1%	6 1%	2 1%	6 1%	1 *	9 2%	8 2%	2 1%	2 1%
None of these	1154 57%	554 56%	600 58%	42 17%	88 27%	169 44%	228 66%	246 81%	382 90%	318 58%	314 54%	211 50%	312 67%	246 48%	308 58%	318 63%	171 59%	111 63%

Army Recruitment Survey

ONLINE Fieldwork : 28th March - 1st April 2013

Absolutes/col percents

Table 11
Do you regularly use any of the following social media services on a mobile phone?
Base: All respondents

	Total	Region											Working status		
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Work Full-time	Work Part-time	Not working
Unweighted base	2018	147	95	252	170	170	105	198	273	272	172	164	850	355	813
Weighted base	2018	175	91	237	178	187	107	189	254	259	184	157	888	242	888
Facebook	760 38%	50 29%	28 30%	73 31%	54 31%	73 39%	44 41%	75 40%	135 53%	105 41%	65 35%	59 37%	433 49%	96 40%	231 26%
Twitter	266 13%	21 12%	14 16%	32 13%	15 8%	20 11%	17 16%	21 11%	45 18%	45 18%	11 6%	24 16%	173 19%	25 10%	68 8%
Facebook Places	81 4%	3 1%	2 2%	10 4%	9 5%	5 2%	5 5%	7 3%	14 6%	14 6%	6 3%	8 5%	54 6%	9 4%	18 2%
Google+	71 4%	7 4%	4 5%	8 3%	4 2%	4 2%	4 4%	4 2%	19 7%	9 3%	6 3%	3 2%	39 4%	8 3%	24 3%
LinkedIn	64 3%	8 5%	1 1%	6 2%	5 3%	5 3%	3 3%	6 3%	12 5%	10 4%	5 3%	3 2%	47 5%	6 3%	11 1%
Instagram	60 3%	5 3%	- -	3 1%	2 1%	6 3%	3 3%	6 3%	18 7%	14 5%	- -	3 2%	29 3%	6 2%	25 3%
Tumblr	55 3%	4 2%	- -	5 2%	4 2%	10 5%	3 3%	4 2%	14 5%	8 3%	3 2%	1 *	35 4%	4 2%	17 2%
Flickr	34 2%	2 1%	- -	4 2%	6 3%	3 2%	2 2%	* *	8 3%	4 2%	3 2%	3 2%	23 3%	5 2%	6 1%
Pinterest	34 2%	4 2%	2 2%	4 2%	5 3%	1 1%	2 2%	- -	6 2%	7 3%	3 2%	- -	25 3%	3 1%	5 1%
Google Latitude	32 2%	5 3%	1 1%	5 2%	1 1%	1 *	2 2%	2 1%	9 3%	4 2%	2 1%	1 1%	19 2%	3 1%	9 1%
foursquare	25 1%	2 1%	- -	3 1%	2 1%	- -	4 4%	1 1%	5 2%	1 *	4 2%	2 1%	17 2%	6 3%	1 *
bebo	24 1%	5 3%	1 1%	2 1%	2 1%	- -	1 1%	* *	3 1%	6 2%	3 2%	- -	20 2%	4 2%	- -
MySpace	18 1%	2 1%	- -	3 1%	2 1%	3 1%	3 2%	- -	3 1%	2 1%	- -	2 1%	10 1%	4 2%	4 *
orkut	17 1%	3 2%	1 1%	3 1%	- -	3 2%	1 1%	1 1%	4 1%	1 *	1 1%	- -	11 1%	3 1%	3 *

Army Recruitment Survey

ONLINE Fieldwork : 28th March - 1st April 2013

Absolutes/col percents

Table 11

Do you regularly use any of the following social media services on a mobile phone?

Base: All respondents

	Total	Region											Working status		
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Work Full-time	Work Part-time	Not working
Weighted base	2018	175	91	237	178	187	107	189	254	259	184	157	888	242	888
hi5	15 1%	4 2%	- -	- -	2 1%	- -	4 4%	- -	6 2%	- -	- -	- -	10 1%	5 2%	- -
Gowalla	14 1%	1 1%	1 1%	3 1%	- -	* *	2 2%	- -	4 2%	2 1%	- -	- -	7 1%	7 3%	1 *
Friendster	6 *	- -	- -	1 1%	2 1%	- -	- -	- -	2 1%	- -	- -	- -	4 1%	1 1%	- -
Another site (that I use once a week or more)	22 1%	2 1%	3 3%	5 2%	- -	7 4%	1 1%	1 1%	1 *	* *	1 1%	1 1%	13 1%	1 *	8 1%
None of these	1154 57%	111 63%	60 66%	149 63%	108 61%	105 56%	58 54%	110 58%	101 40%	145 56%	113 62%	93 59%	380 43%	135 56%	640 72%

Army Recruitment Survey

ONLINE Fieldwork : 28th March - 1st April 2013

Absolutes/col percents

Table 11

Do you regularly use any of the following social media services on a mobile phone?

Base: All respondents

	Total	Social Media On a computer							Social Media On a mobile phone							Social Media On a Tablet						
		Face-book/ Face-book Places	Twitter	Google+ Google Lati- tude	Link- edIn	My- Space	Other	None of these	Face-book/ Face-book Places	Twitter	Google+ Google Lati- tude	Link- edIn	My- Space	Other	None of these	Face-book/ Face-book Places	Twitter	Google+ Google Lati- tude	Link- edIn	My- Space	Other	None of these
Unweighted base	2018	1238	320	163	178	38	156	660	767	245	95	73	23	107	1161	415	130	74	57	21	82	1543
Weighted base	2018	1257	332	155	165	34	142	646	771	266	88	64	18	96	1164	412	140	66	52	20	65	1548
Facebook	760	714	228	104	89	21	86	32	760	222	63	42	12	69	-	311	115	43	34	13	42	436
	38%	57%	69%	67%	54%	61%	60%	5%	99%	84%	72%	66%	65%	72%	-	76%	82%	65%	65%	63%	64%	28%
Twitter	266	223	211	45	54	17	39	12	226	266	32	39	12	42	-	131	117	25	26	11	25	115
	13%	18%	63%	29%	33%	50%	28%	2%	29%	100%	37%	61%	69%	44%	-	32%	84%	37%	51%	52%	38%	7%
Facebook Places	81	75	38	27	16	12	21	-	81	39	21	8	7	26	-	39	17	14	10	5	11	37
	4%	6%	11%	17%	10%	35%	15%	-	10%	15%	24%	13%	37%	28%	-	10%	12%	21%	19%	27%	17%	2%
Google+	71	63	29	55	17	11	24	*	56	25	71	11	7	15	-	34	12	30	9	6	10	31
	4%	5%	9%	36%	10%	33%	17%	*	7%	9%	81%	18%	37%	16%	-	8%	9%	45%	17%	30%	16%	2%
LinkedIn	64	41	28	16	42	8	16	5	45	39	16	64	6	16	-	33	23	15	29	10	15	21
	3%	3%	8%	10%	25%	25%	11%	1%	6%	15%	18%	100%	32%	16%	-	8%	17%	22%	57%	50%	23%	1%
Instagram	60	54	32	17	9	4	16	1	53	36	16	8	2	19	1	24	17	5	4	4	11	33
	3%	4%	10%	11%	5%	12%	11%	*	7%	13%	19%	12%	11%	20%	*	6%	12%	8%	7%	19%	17%	2%
Tumblr	55	47	29	12	6	5	15	3	50	29	8	4	3	23	2	27	18	3	4	2	11	25
	3%	4%	9%	8%	4%	15%	11%	*	6%	11%	10%	5%	14%	24%	*	7%	13%	5%	7%	11%	17%	2%
Flickr	34	26	16	13	10	6	13	1	26	23	12	8	4	18	3	20	10	12	6	5	17	8
	2%	2%	5%	8%	6%	17%	9%	*	3%	9%	14%	12%	21%	18%	*	5%	7%	18%	12%	26%	26%	1%
Pinterest	34	28	22	10	9	8	12	3	27	24	11	8	4	19	4	20	16	8	5	6	9	12
	2%	2%	7%	7%	5%	23%	8%	*	3%	9%	13%	13%	22%	20%	*	5%	12%	12%	10%	31%	14%	1%
Google Latitude	32	26	16	23	10	5	14	1	25	16	32	8	3	12	-	14	10	15	4	6	9	13
	2%	2%	5%	15%	6%	16%	10%	*	3%	6%	36%	13%	16%	12%	-	3%	7%	22%	8%	29%	14%	1%
foursquare	25	23	13	9	9	7	15	-	22	15	8	8	2	25	-	16	10	5	7	4	12	9
	1%	2%	4%	6%	6%	22%	11%	-	3%	6%	9%	12%	10%	26%	-	4%	7%	7%	13%	18%	19%	1%
bebo	24	22	16	7	5	7	9	*	21	17	12	5	3	24	-	20	14	8	7	5	9	3
	1%	2%	5%	4%	3%	21%	7%	*	3%	6%	13%	8%	15%	25%	-	5%	10%	12%	13%	23%	14%	*
MySpace	18	14	10	6	3	6	6	-	13	12	7	6	18	6	-	8	6	8	3	5	5	7
	1%	1%	3%	4%	2%	18%	5%	-	2%	5%	9%	9%	100%	6%	-	2%	4%	12%	7%	26%	7%	*
orkut	17	11	6	9	5	4	14	-	13	9	4	4	1	17	-	10	4	6	5	4	12	4
	1%	1%	2%	6%	3%	12%	10%	-	2%	3%	5%	7%	4%	18%	-	3%	3%	9%	10%	19%	18%	*

Prepared on behalf of Child Soldiers by ICM Research

Army Recruitment Survey

ONLINE Fieldwork : 28th March - 1st April 2013

Absolutes/col percents

Table 11

Do you regularly use any of the following social media services on a mobile phone?

Base: All respondents

	Total	Social Media On a computer							Social Media On a mobile phone							Social Media On a Tablet						
		Face-book/ Face-book Places	Twitter	Google+ Google Lati- tude	Link- edIn	My- Space	Other	None of these	Face- book/ Face- book Places	Twitter	Google+ Google Lati- tude	Link- edIn	My- Space	Other	None of these	Face- book/ Face- book Places	Twitter	Google+ Google Lati- tude	Link- edIn	My- Space	Other	None of these
Weighted base	2018	1257	332	155	165	34	142	646	771	266	88	64	18	96	1164	412	140	66	52	20	65	1548
hi5	15 1%	10 1%	5 1%	6 4%	4 3%	5 15%	12 9%	-	13 2%	6 2%	9 10%	8 12%	3 16%	15 16%	-	13 3%	6 5%	7 11%	5 10%	9 44%	13 20%	2 *
Gowalla	14 1%	14 1%	3 1%	4 2%	1 *	1 2%	7 5%	-	12 2%	5 2%	2 3%	2 4%	2 12%	14 15%	-	10 2%	3 2%	3 4%	2 3%	*	6 9%	4 *
Friendster	6 *	3 *	4 1%	3 2%	1 1%	-	3 2%	-	2 *	* *	2 2%	* 1%	* 3%	6 6%	-	3 1%	2 2%	1 2%	1 2%	1 6%	3 5%	-
Another site (that I use once a week or more)	22 1%	15 1%	6 2%	3 2%	1 1%	2 7%	22 15%	-	14 2%	6 2%	2 3%	1 2%	1 3%	22 23%	-	6 1%	2 2%	2 3%	1 2%	-	9 14%	12 1%
None of these	1154 57%	499 40%	65 20%	27 18%	51 31%	7 22%	33 23%	605 94%	-	-	-	-	-	-	1154 99%	82 20%	6 4%	1 2%	6 12%	1 7%	6 10%	1063 69%

Army Recruitment Survey

ONLINE Fieldwork : 28th March - 1st April 2013

Absolutes/col percents

Table 12

Do you regularly use any of the following social media websites and services at least once a week on a tablet computer (like an iPad or Galaxy)?

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2018	1025	993	206	337	409	363	319	384	771	495	295	457	545	532	517	277	147
Weighted base	2018	989	1029	242	323	384	343	303	423	545	585	424	464	513	533	506	291	175
Facebook	408 20%	202 20%	206 20%	85 35%	95 30%	98 25%	51 15%	43 14%	36 8%	118 22%	107 18%	126 30%	58 13%	143 28%	90 17%	93 18%	48 17%	34 20%
Twitter	140 7%	86 9%	54 5%	46 19%	25 8%	32 8%	19 6%	11 4%	7 2%	39 7%	36 6%	48 11%	18 4%	51 10%	26 5%	32 6%	16 6%	13 8%
MySpace	20 1%	13 1%	7 1%	1 *	10 3%	4 1%	5 2%	1 *	- -	7 1%	6 1%	6 1%	1 *	4 1%	1 *	7 1%	2 1%	6 3%
bebo	12 1%	8 1%	4 *	3 1%	6 2%	* *	4 1%	- -	- -	4 1%	3 1%	2 *	4 1%	5 1%	* *	2 *	2 1%	4 2%
Friendster	12 1%	5 1%	7 1%	6 2%	3 1%	2 *	1 *	- -	1 *	4 1%	2 *	5 1%	2 *	4 1%	2 *	3 1%	2 1%	1 1%
orkut	10 *	3 *	7 1%	1 *	7 2%	2 *	- -	- -	- -	4 1%	2 *	3 1%	1 *	3 1%	1 *	4 1%	1 *	1 *
hi5	17 1%	11 1%	7 1%	3 1%	8 3%	2 1%	4 1%	- -	- -	3 1%	9 1%	2 *	4 1%	5 1%	* *	4 1%	4 1%	4 2%
Linkedin	52 3%	33 3%	19 2%	5 2%	16 5%	18 5%	7 2%	6 2%	1 *	22 4%	17 3%	9 2%	3 1%	15 3%	10 2%	14 3%	8 3%	6 3%
Foursquare	12 1%	8 1%	4 *	2 1%	7 2%	2 *	1 *	- -	- -	4 1%	3 1%	3 1%	2 *	2 *	3 1%	3 1%	4 2%	- -
Gowalla	9 *	6 1%	4 *	4 2%	3 1%	2 1%	- -	- -	- -	3 1%	* *	3 1%	3 1%	4 1%	- -	3 1%	2 1%	1 1%
Facebook Places	36 2%	15 1%	21 2%	11 4%	11 3%	10 3%	3 1%	- -	1 *	11 2%	5 1%	9 2%	10 2%	12 2%	3 1%	9 2%	9 3%	3 2%
Google Latitude	22 1%	16 2%	5 1%	6 2%	10 3%	2 1%	3 1%	- -	- -	4 1%	10 2%	5 1%	2 *	6 1%	2 *	7 1%	2 1%	4 2%
Google+	52 3%	32 3%	20 2%	12 5%	20 6%	9 2%	9 3%	2 1%	1 *	13 2%	19 3%	13 3%	8 2%	21 4%	5 1%	16 3%	4 1%	6 3%
Flickr	36 2%	21 2%	15 1%	7 3%	13 4%	9 2%	5 1%	- -	2 *	11 2%	12 2%	6 2%	6 1%	12 2%	4 1%	12 2%	2 1%	6 3%

Army Recruitment Survey

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Absolutes/col percents

Table 12

Do you regularly use any of the following social media websites and services at least once a week on a tablet computer (like an iPad or Galaxy)?

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	2018	989	1029	242	323	384	343	303	423	545	585	424	464	513	533	506	291	175
Instagram	27 1%	12 1%	16 2%	12 5%	7 2%	8 2%	- -	- -	- -	7 1%	8 1%	8 2%	4 1%	10 2%	8 1%	6 1%	3 1%	1 1%
Pinterest	22 1%	9 1%	13 1%	5 2%	8 2%	4 1%	2 *	3 1%	- -	10 2%	1 *	3 1%	8 2%	8 2%	2 *	10 2%	* *	3 1%
Tumblr	35 2%	11 1%	23 2%	21 9%	8 3%	5 1%	1 *	- -	- -	8 1%	7 1%	12 3%	8 2%	14 3%	4 1%	6 1%	6 2%	4 2%
Another site (that I use once a week or more)	19 1%	8 1%	11 1%	3 1%	7 2%	4 1%	4 1%	1 *	- -	5 1%	6 1%	2 1%	5 1%	4 1%	- -	6 1%	3 1%	5 3%
None of these	1539 76%	749 76%	791 77%	145 60%	204 63%	265 69%	284 83%	256 84%	385 91%	398 73%	454 78%	295 70%	392 85%	351 68%	433 81%	389 77%	234 80%	133 76%

Army Recruitment Survey

ONLINE Fieldwork : 28th March - 1st April 2013

Absolutes/col percents

Table 12

Do you regularly use any of the following social media websites and services at least once a week on a tablet computer (like an iPad or Galaxy)?

Base: All respondents

	Total	Region											Working status		
		Scotland	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Work Full-time	Work Part-time	Not working
Unweighted base	2018	147	95	252	170	170	105	198	273	272	172	164	850	355	813
Weighted base	2018	175	91	237	178	187	107	189	254	259	184	157	888	242	888
Facebook	408 20%	34 20%	14 15%	40 17%	38 22%	35 19%	23 21%	25 13%	88 34%	56 22%	26 14%	29 19%	222 25%	59 24%	127 14%
Twitter	140 7%	13 8%	8 9%	16 7%	8 5%	7 4%	8 7%	9 5%	29 11%	23 9%	9 5%	10 7%	89 10%	16 6%	35 4%
MySpace	20 1%	6 3%	-	4 2%	4 2%	-	2 2%	-	4 2%	-	-	1 *	17 2%	3 1%	-
bebo	12 1%	4 2%	-	-	2 1%	-	2 2%	*	5 2%	-	-	-	9 1%	3 1%	-
Friendster	12 1%	1 1%	-	2 1%	2 1%	2 1%	1 1%	-	3 1%	1 *	1 1%	-	6 1%	5 2%	1 *
orkut	10 *	1 *	-	1 *	3 2%	*	1 1%	*	3 1%	1 *	-	-	7 1%	2 1%	1 *
hi5	17 1%	4 2%	-	1 *	3 2%	-	4 4%	*	5 2%	-	-	-	13 1%	5 2%	-
Linkedin	52 3%	6 3%	*	8 3%	6 3%	5 3%	2 2%	4 2%	8 3%	7 3%	5 3%	1 *	41 5%	7 3%	3 *
Foursquare	12 1%	-	-	1 *	2 1%	1 *	2 2%	-	2 1%	-	2 1%	2 1%	9 1%	3 1%	-
Gowalla	9 *	1 1%	-	1 *	2 1%	-	2 2%	-	4 1%	-	-	-	4 *	5 2%	-
Facebook Places	36 2%	3 2%	*	4 2%	4 2%	1 1%	4 4%	2 1%	7 3%	4 2%	5 3%	-	21 2%	7 3%	8 1%
Google Latitude	22 1%	4 2%	-	1 1%	5 3%	-	2 2%	1 1%	6 3%	-	-	1 *	14 2%	6 2%	1 *
Google+	52 3%	6 3%	3 4%	8 3%	5 3%	2 1%	2 2%	2 1%	15 6%	6 2%	2 1%	1 1%	32 4%	8 4%	12 1%
Flickr	36 2%	6 3%	1 2%	6 2%	5 3%	1 1%	2 2%	*	12 5%	-	-	3 2%	30 3%	3 1%	3 *

Army Recruitment Survey

ONLINE Fieldwork : 28th March - 1st April 2013

Absolutes/col percents

Table 12

Do you regularly use any of the following social media websites and services at least once a week on a tablet computer (like an iPad or Galaxy)?

Base: All respondents

	Total	Region											Working status		
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Work Full-time	Work Part-time	Not working
Weighted base	2018	175	91	237	178	187	107	189	254	259	184	157	888	242	888
Instagram	27 1%	1 1%	1 1%	1 1%	4 2%	2 1%	3 3%	5 2%	6 2%	4 1%	- -	1 1%	17 2%	7 3%	4 *
Pinterest	22 1%	3 1%	2 2%	4 2%	4 2%	2 1%	* *	- -	6 2%	2 1%	- -	- -	12 1%	5 2%	6 1%
Tumblr	35 2%	4 2%	- -	3 1%	3 2%	1 *	2 2%	3 2%	7 3%	8 3%	4 2%	- -	19 2%	6 3%	9 1%
Another site (that I use once a week or more)	19 1%	5 3%	- -	4 2%	2 1%	- -	1 1%	- -	1 *	3 1%	2 1%	- -	14 2%	2 1%	2 *
None of these	1539 76%	133 76%	72 79%	184 78%	133 75%	148 79%	81 76%	163 86%	155 61%	196 76%	152 83%	122 78%	618 70%	175 72%	746 84%

Army Recruitment Survey

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Absolutes/col percents

Table 12

Do you regularly use any of the following social media websites and services at least once a week on a tablet computer (like an iPad or Galaxy)?

Base: All respondents

	Total	Social Media On a computer							Social Media On a mobile phone							Social Media On a Tablet						
		Face-book/ Face-book Places	Twitter	Google+ Google Lati- tude	Link- edIn	My- Space	Other	None of these	Face- book/ Face- book Places	Twitter	Google+ Google Lati- tude	Link- edIn	My- Space	Other	None of these	Face- book/ Face- book Places	Twitter	Google+ Google Lati- tude	Link- edIn	My- Space	Other	None of these
Unweighted base	2018	1238	320	163	178	38	156	660	767	245	95	73	23	107	1161	415	130	74	57	21	82	1543
Weighted base	2018	1257	332	155	165	34	142	646	771	266	88	64	18	96	1164	412	140	66	52	20	65	1548
Facebook	408 20%	378 30%	132 40%	60 39%	61 37%	14 43%	48 34%	15 2%	313 41%	131 49%	40 45%	33 51%	6 36%	54 57%	82 7%	408 99%	120 86%	46 69%	41 79%	15 76%	43 67%	-
Twitter	140 7%	117 9%	121 37%	23 15%	34 20%	11 31%	18 12%	5 1%	116 15%	117 44%	17 20%	23 36%	6 32%	28 30%	6 1%	121 29%	140 100%	26 38%	22 43%	10 51%	18 29%	-
MySpace	20 1%	13 1%	9 3%	10 7%	6 4%	10 29%	11 8%	* *	15 2%	11 4%	9 11%	10 16%	5 30%	11 12%	1 *	15 4%	10 7%	11 17%	9 17%	20 100%	13 20%	-
bebo	12 1%	10 1%	7 2%	8 5%	4 2%	5 14%	8 6%	- -	8 1%	7 3%	7 8%	7 11%	2 11%	11 11%	- -	10 2%	6 4%	8 11%	5 10%	6 29%	12 19%	-
Friendster	12 1%	9 1%	4 1%	4 3%	4 2%	3 8%	4 3%	- -	9 1%	7 3%	5 6%	4 6%	3 18%	8 9%	1 *	9 2%	4 3%	4 7%	5 10%	4 21%	12 19%	-
orkut	10 *	6 *	3 1%	3 2%	1 1%	4 10%	6 4%	* *	6 1%	2 1%	3 3%	4 6%	2 9%	7 8%	- -	6 1%	5 3%	5 8%	4 7%	4 21%	10 15%	-
hi5	17 1%	12 1%	7 2%	8 5%	8 5%	5 16%	11 8%	* *	13 2%	7 3%	11 13%	9 14%	3 17%	14 14%	- -	14 3%	8 5%	11 16%	7 13%	9 43%	17 27%	-
Linkedin	52 3%	35 3%	22 7%	14 9%	37 22%	9 27%	12 9%	2 *	35 4%	26 10%	13 14%	29 46%	3 19%	17 18%	6 1%	42 10%	22 16%	15 23%	52 100%	9 43%	15 24%	-
Foursquare	12 1%	8 1%	3 1%	1 1%	4 2%	2 5%	4 3%	- -	10 1%	7 2%	2 2%	5 7%	2 11%	9 9%	* *	10 2%	7 5%	2 4%	5 10%	3 12%	12 18%	-
Gowalla	9 *	7 1%	3 1%	3 2%	1 1%	2 6%	5 3%	- -	7 1%	5 2%	4 4%	3 4%	3 17%	7 7%	- -	8 2%	3 2%	2 3%	2 3%	3 13%	9 14%	-
Facebook Places	36 2%	33 3%	13 4%	12 8%	11 7%	9 26%	6 4%	- -	28 4%	11 4%	14 16%	9 15%	6 32%	9 10%	4 *	36 9%	13 10%	14 21%	13 26%	5 22%	9 14%	-
Google Latitude	22 1%	16 1%	10 3%	10 7%	3 2%	7 21%	8 5%	1 *	15 2%	10 4%	11 12%	6 10%	3 20%	10 10%	1 *	16 4%	10 7%	22 32%	7 14%	8 40%	9 14%	-
Google+	52 3%	41 3%	25 8%	34 22%	18 11%	8 25%	16 11%	1 *	36 5%	21 8%	34 39%	13 20%	7 40%	15 16%	3 *	40 10%	22 16%	52 79%	13 26%	8 39%	13 20%	-
Flickr	36 2%	26 2%	21 6%	14 9%	11 6%	7 22%	16 11%	2 *	24 3%	20 7%	10 12%	12 19%	4 22%	16 16%	2 *	23 6%	17 12%	16 24%	11 21%	8 42%	17 26%	2 *

Army Recruitment Survey

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Absolutes/col percents

Table 12

Do you regularly use any of the following social media websites and services at least once a week on a tablet computer (like an iPad or Galaxy)?

Base: All respondents

	Total	Social Media On a computer							Social Media On a mobile phone							Social Media On a Tablet						
		Face-book/ Face-book Places	Twitter	Google+ Google Lati- tude	Link- edIn	My- Space	Other	None of these	Face- book/ Face- book Places	Twitter	Google+ Google Lati- tude	Link- edIn	My- Space	Other	None of these	Face- book/ Face- book Places	Twitter	Google+ Google Lati- tude	Link- edIn	My- Space	Other	None of these
Weighted base	2018	1257	332	155	165	34	142	646	771	266	88	64	18	96	1164	412	140	66	52	20	65	1548
Instagram	27 1%	19 2%	13 4%	9 6%	4 2%	2 7%	7 5%	* *	19 2%	13 5%	5 6%	5 8%	3 15%	12 12%	3 *	23 5%	13 9%	9 13%	8 15%	4 20%	11 17%	2 *
Pinterest	22 1%	16 1%	10 3%	4 3%	4 3%	3 8%	7 5%	3 *	16 2%	12 4%	5 5%	5 8%	3 18%	8 9%	3 *	16 4%	11 8%	6 9%	6 12%	6 31%	10 16%	3 *
Tumblr	35 2%	31 2%	15 5%	4 3%	3 2%	3 8%	8 6%	1 *	26 3%	19 7%	6 7%	5 8%	3 18%	16 17%	5 *	31 7%	18 13%	6 9%	5 10%	3 17%	12 19%	2 *
Another site (that I use once a week or more)	19 1%	12 1%	7 2%	2 1%	4 3%	3 10%	12 8%	- -	7 1%	8 3%	3 3%	3 4%	2 9%	10 10%	5 *	12 3%	4 3%	3 4%	3 5%	2 8%	19 29%	- -
None of these	1539 76%	852 68%	175 53%	81 52%	91 55%	16 48%	78 55%	622 96%	440 57%	115 43%	36 41%	21 33%	6 35%	28 30%	1065 92%	- -	- -	- -	- -	- -	- -	1539 99%

	Page	Table	Title	Base Description	Base
	1	1	Q1. What do you think the minimum age is to join the British army?	Base: All respondents	2018
	2	1	Q1. What do you think the minimum age is to join the British army?	Base: All respondents	2018
	3	1	Q1. What do you think the minimum age is to join the British army?	Base: All respondents	2018
	4	2	Q2. In your opinion, what should be the minimum age to join the British army? (This is regardless of whatever you believe the minimum age is at the moment).	Base: All respondents	2018
	5	2	Q2. In your opinion, what should be the minimum age to join the British army? (This is regardless of whatever you believe the minimum age is at the moment).	Base: All respondents	2018
	6	2	Q2. In your opinion, what should be the minimum age to join the British army? (This is regardless of whatever you believe the minimum age is at the moment).	Base: All respondents	2018
	7	3	What was your age on your last birthday?	Base: All respondents	2018
	8	3	What was your age on your last birthday?	Base: All respondents	2018
	9	3	What was your age on your last birthday?	Base: All respondents	2018
	10	4	Gender	Base: All respondents	2018
	11	4	Gender	Base: All respondents	2018
	12	4	Gender	Base: All respondents	2018
	13	5	Which of the following ITV regions do you live in?	Base: All respondents	2018
	14	5	Which of the following ITV regions do you live in?	Base: All respondents	2018
	15	5	Which of the following ITV regions do you live in?	Base: All respondents	2018
	16	6	Social class	Base: All respondents	2018
	17	6	Social class	Base: All respondents	2018
	18	6	Social class	Base: All respondents	2018
	19	7	GO Regions	Base: All respondents	2018
	20	7	GO Regions	Base: All respondents	2018

	Page	Table	Title	Base Description	Base
	21	7	GO Regions	Base: All respondents	2018
	22	8	Which of the following best describes your current working status?	Base: All respondents	2018
	23	8	Which of the following best describes your current working status?	Base: All respondents	2018
	24	8	Which of the following best describes your current working status?	Base: All respondents	2018
	25	9	Nearest City:	Base: All respondents	2018
	26	9	Nearest City:	Base: All respondents	2018
	27	9	Nearest City:	Base: All respondents	2018
	28	9	Nearest City:	Base: All respondents	2018
	29	9	Nearest City:	Base: All respondents	2018
	30	9	Nearest City:	Base: All respondents	2018
	31	10	Do you regularly use any of the following social media services on a computer?	Base: All respondents	2018
	32	10	Do you regularly use any of the following social media services on a computer?	Base: All respondents	2018
	33	10	Do you regularly use any of the following social media services on a computer?	Base: All respondents	2018
	34	10	Do you regularly use any of the following social media services on a computer?	Base: All respondents	2018
	35	10	Do you regularly use any of the following social media services on a computer?	Base: All respondents	2018
	36	10	Do you regularly use any of the following social media services on a computer?	Base: All respondents	2018
	37	11	Do you regularly use any of the following social media services on a mobile phone?	Base: All respondents	2018
	38	11	Do you regularly use any of the following social media services on a mobile phone?	Base: All respondents	2018
	39	11	Do you regularly use any of the following social media services on a mobile phone?	Base: All respondents	2018
	40	11	Do you regularly use any of the following social media services on a mobile phone?	Base: All respondents	2018
	41	11	Do you regularly use any of the following social media services on a mobile phone?	Base: All respondents	2018
	42	11	Do you regularly use any of the following social media services on a mobile phone?	Base: All respondents	2018

	Page	Table	Title	Base Description	Base
	43	12	Do you regularly use any of the following social media websites and services at least once a week on a tablet computer (like an iPad or Galaxy)?	Base: All respondents	2018
	44	12	Do you regularly use any of the following social media websites and services at least once a week on a tablet computer (like an iPad or Galaxy)?	Base: All respondents	2018
	45	12	Do you regularly use any of the following social media websites and services at least once a week on a tablet computer (like an iPad or Galaxy)?	Base: All respondents	2018
	46	12	Do you regularly use any of the following social media websites and services at least once a week on a tablet computer (like an iPad or Galaxy)?	Base: All respondents	2018
	47	12	Do you regularly use any of the following social media websites and services at least once a week on a tablet computer (like an iPad or Galaxy)?	Base: All respondents	2018
	48	12	Do you regularly use any of the following social media websites and services at least once a week on a tablet computer (like an iPad or Galaxy)?	Base: All respondents	2018