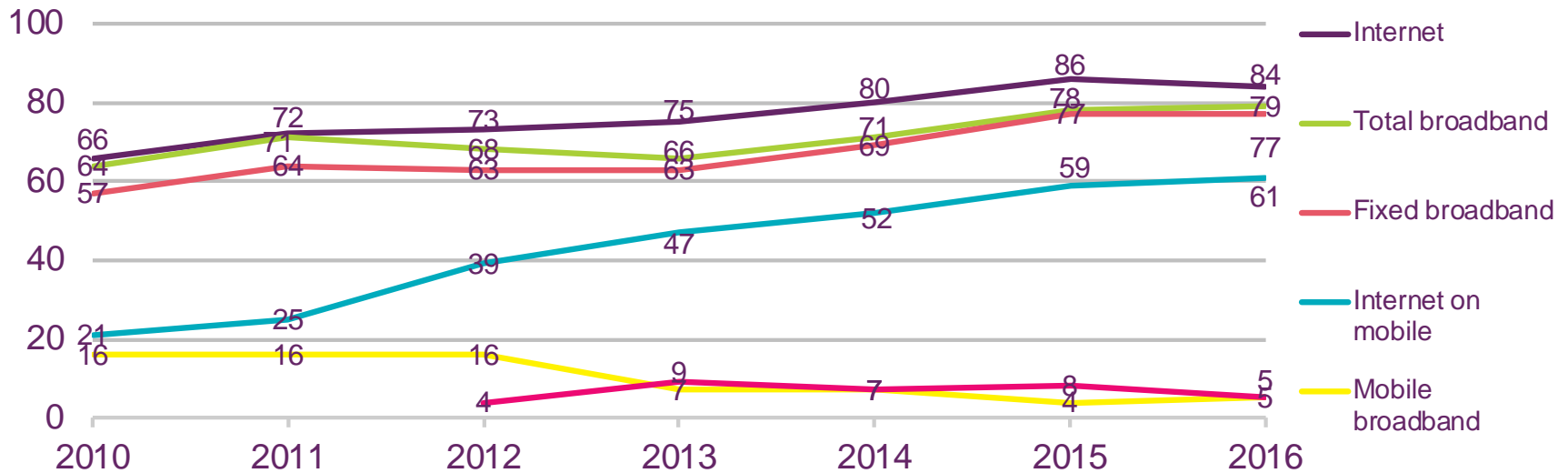


# 5. Internet and online content

# Figure 5.1

## Internet take-up in Wales: 2010-2016

Households (%)



Source: Ofcom Technology Tracker. Data from Q1 of each year 2010-2014, then H1 2015 and 2016

Base: All adults aged 16+ (n = 1075 Wales 2010, 493 Wales 2011, 513 Wales 2012, 492 Wales 2013, 491 Wales 2014, 496 Wales 2015, 489 Wales 2016)

Significance testing: Arrows indicate any significant differences at the 95% confidence level between Wales 2015 and 2016.

Note 1: 'Internet' includes access to the internet at home (via any device, e.g. PC, mobile phone, tablet etc.

Note 2: 'Total broadband' includes the following methods to connect to the internet at home – fixed broadband (via phone line or cable service), mobile broadband (via a USB stick or dongle, or built-in connectivity in a laptop/netbook/tablet with a SIM), tethering (via mobile phone internet connection on laptop/tablet), and mobile broadband wireless router (via 3G or 4G mobile network, which can be shared between devices).

Note 3: 'Fixed broadband' includes ADSL, cable and fibre services – perhaps using a Wi-Fi router. This includes superfast broadband services.

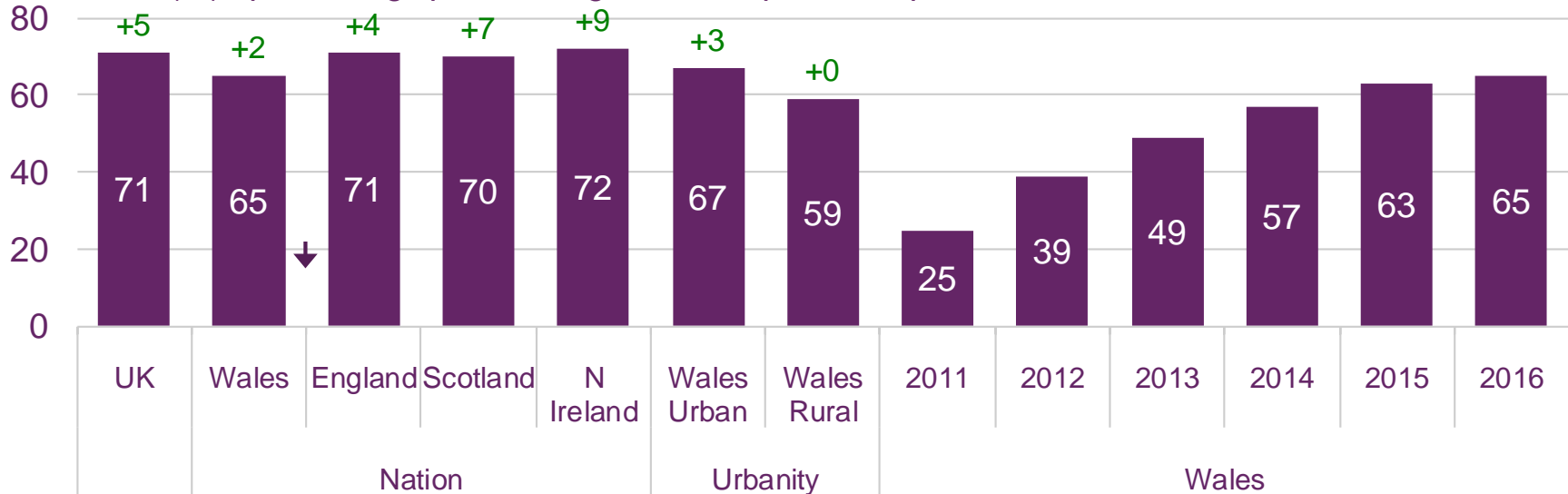
Note 4: 'Mobile broadband' is connecting a device using a USB stick or dongle, or built-in connectivity in a laptop or netbook or tablet computer with a SIM card.

Note 5: 'Internet on mobile' is the proportion of adults who use a mobile phone for any of the following activities: instant messaging, downloading apps or programs, email, internet access, downloading video, video streaming, visiting social networking sites.

# Figure 5.2

## Take-up of smartphones in Wales

Adults 16+ (%) / percentage point change in take-up of smartphones from H1 2015



Source: Ofcom Technology Tracker, H1 2016

Base: All adults aged 16+ (n = 3737 UK, 489 Wales, 2239 England, 502 Scotland, 507 Northern Ireland, 240 Wales urban, 249 Wales rural, 493 Wales 2011, 513 Wales 2012, 492 Wales 2013, 491 Wales 2014, 496 Wales 2015, 489 Wales 2016)

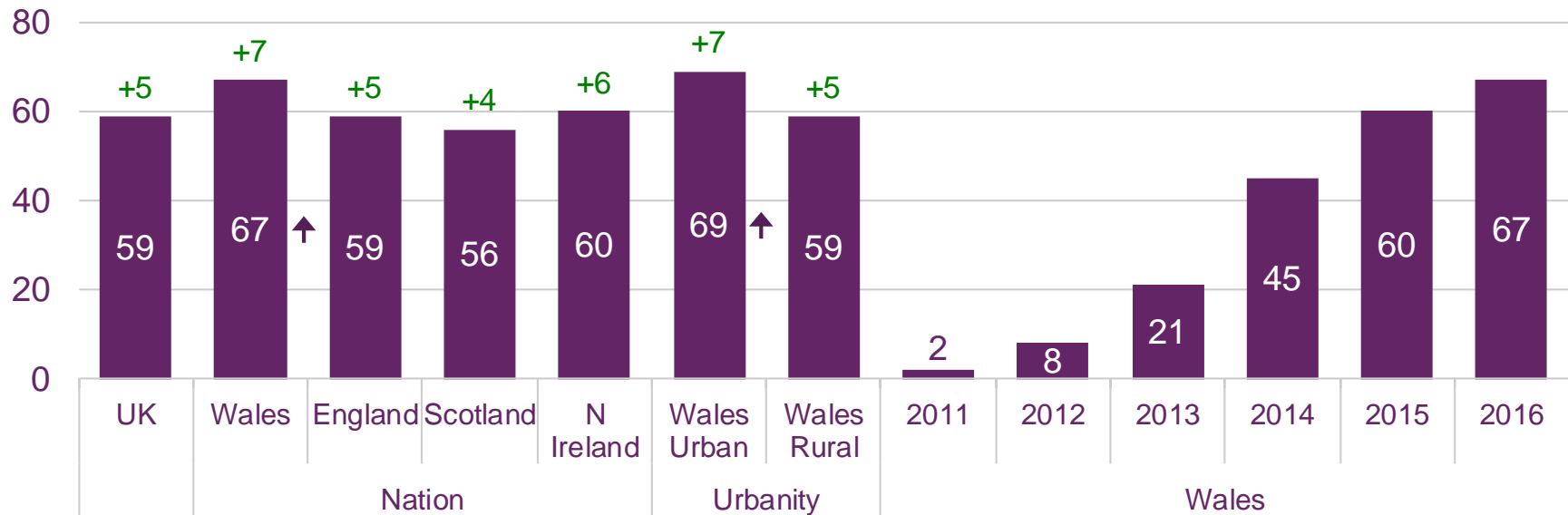
Significance testing: Arrows indicate any significant differences at the 95% confidence level between Wales and UK in 2016, between Wales urban and rural in 2016 and between Wales 2015 and 2016. Circles around the +/- figures above the chart indicate any significant difference between 2015 and 2016 for Wales, urban and rural.

QD24B: Do you personally use a smartphone? A smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally surf the web. Popular brands of smartphone include BlackBerry, iPhone and Android phones such as the Samsung Galaxy.

## Figure 5.3

### Take-up of tablet computers in Wales

Households (%) / percentage point change in take-up of tablet computers from H1 2015



Source: Ofcom Technology Tracker, H1 2016

Base: All adults aged 16+ (n = 3737 UK, 489 Wales, 2239 England, 502 Scotland, 507 Northern Ireland, 240 Wales urban, 249 Wales rural, 493 Wales 2011, 513 Wales 2012, 492 Wales 2013, 491 Wales 2014, 496 Wales 2015, 489 Wales 2016)

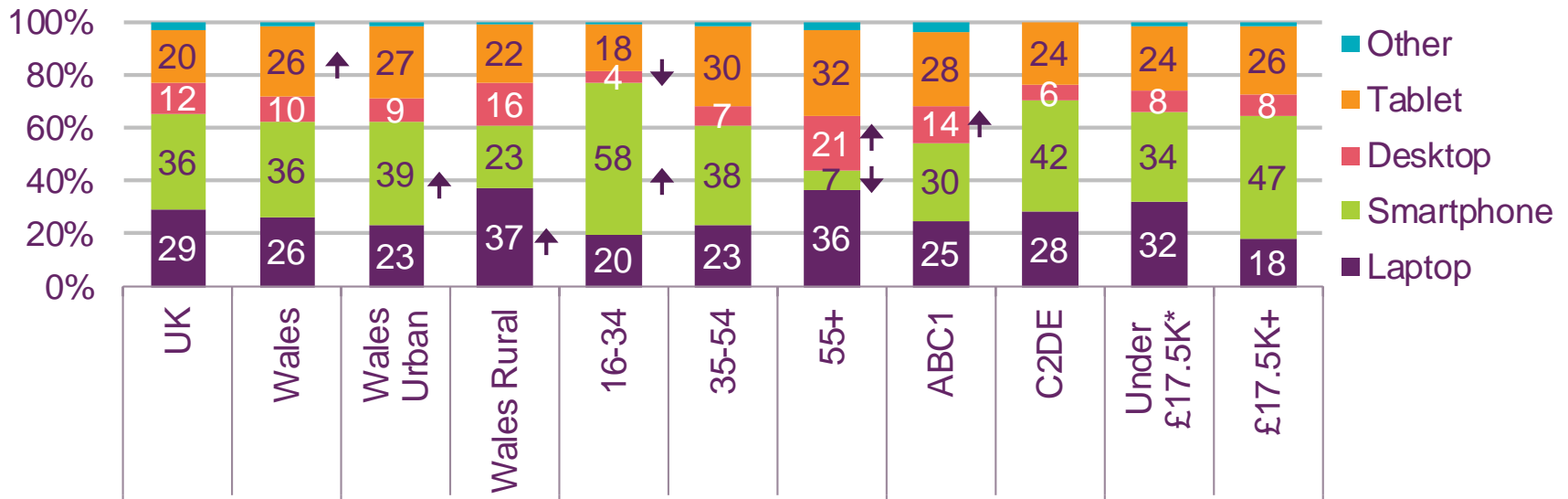
Significance testing: Arrows indicate any significant differences at the 95% confidence level between Wales and UK in 2016, between Wales urban and rural in 2016 and between Wales 2015 and 2016. Circles around the +/- figures above the chart indicate any significant difference between 2015 and 2016 for Wales, urban and rural.

QE1: Does your household have a PC, laptop, netbook or tablet computer?

# Figure 5.4

## Most important device for accessing the internet in Wales

Individuals (%)



Source: Ofcom Technology Tracker, H1 2016

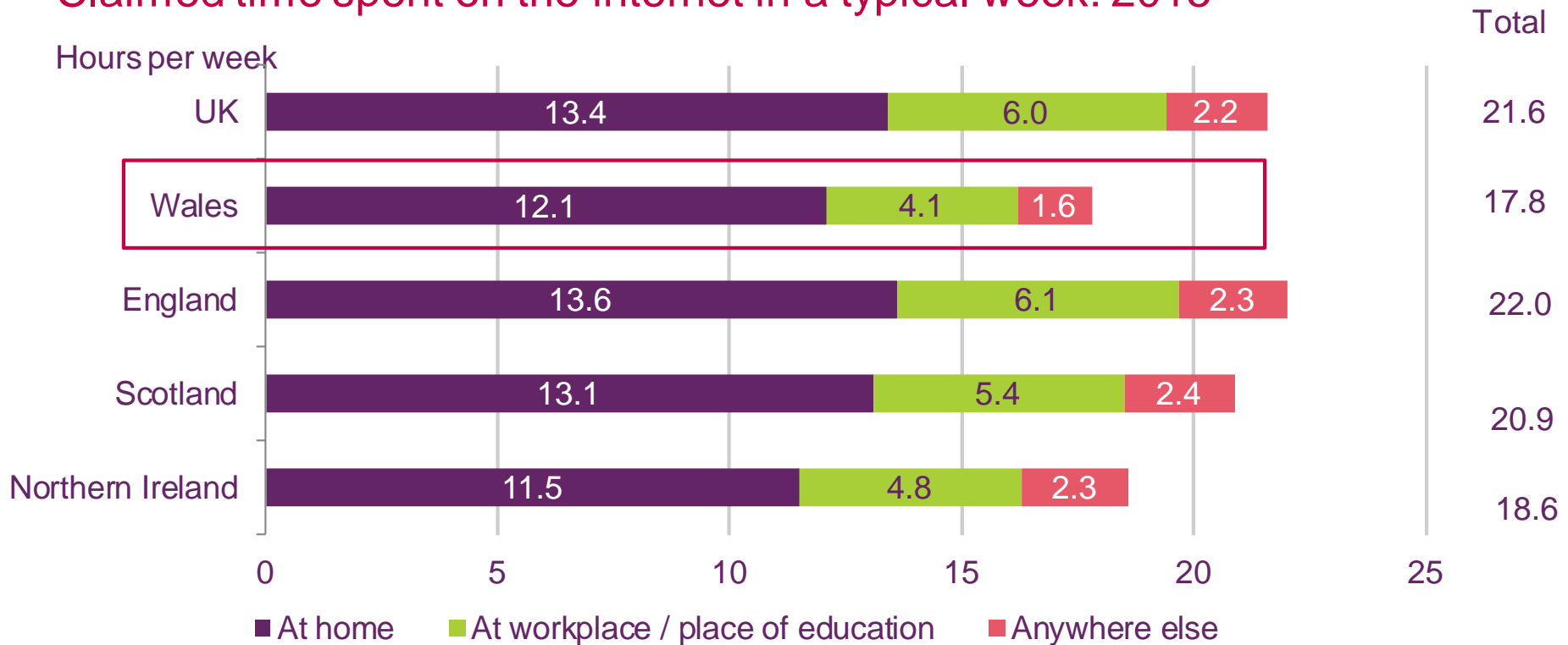
Base: Internet users aged 16+ (n = 3100 UK, 401 Wales, 199 Wales urban, 202 Wales rural, 130 16-34, 125 35-54, 146 55+, 234 ABC1, 166 C2DE, 99 under £17.5K, 101 £17.5K+).

Significance testing: Arrows indicate any significant differences at the 95% confidence level between Wales and the UK in 2016, between Wales urban and rural in 2016, by age compared to all internet users in Wales in 2016, between socio-economic groups in Wales in 2016 and between household income groups in Wales in 2016.

QE40: Which is the most important device you use to connect to the internet, at home or elsewhere? 'Other' responses include: netbook, e-reader, TV set, games console, other portable/handheld device, smartwatch, other device, none and 'don't know'. \* Caution: low base

# Figure 5.5

## Claimed time spent on the internet in a typical week: 2015



Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2015.

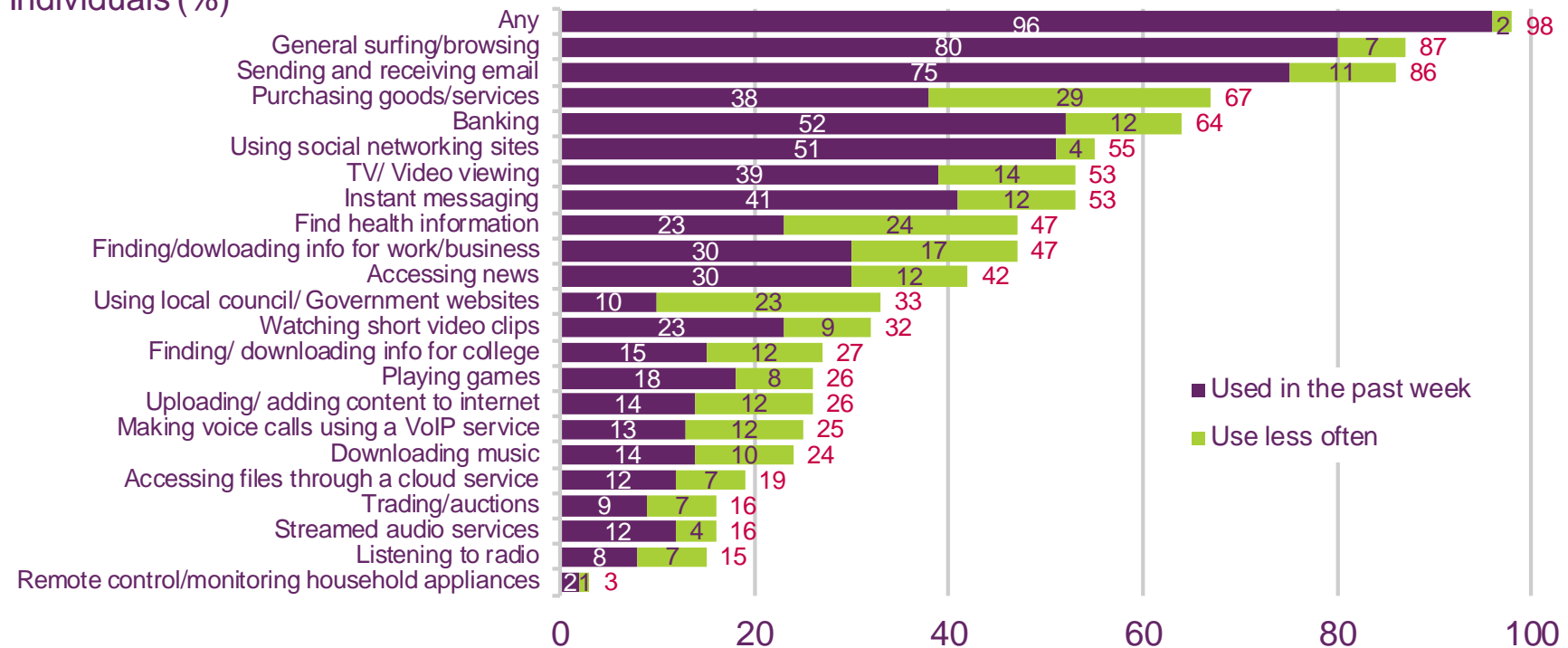
Base: All adults aged 16+ who use go online at home or elsewhere (1548 UK, 957 England, 168 Scotland, 163 Wales, 170 Northern Ireland).

Question: IN6A-C – How many hours in a typical week would you say you use the internet at home/ at your workplace or place of education/ anywhere else? (Unprompted responses, single coded)

# Figure 5.6

## Activities carried out online by internet users in Wales

Individuals (%)



Source: Ofcom Technology Tracker, H1 2016

Base: Adults aged 16+ who use the internet at home or elsewhere (n= 401 Wales 2016)

QE5A: Which, if any, of these do you use the internet for?