

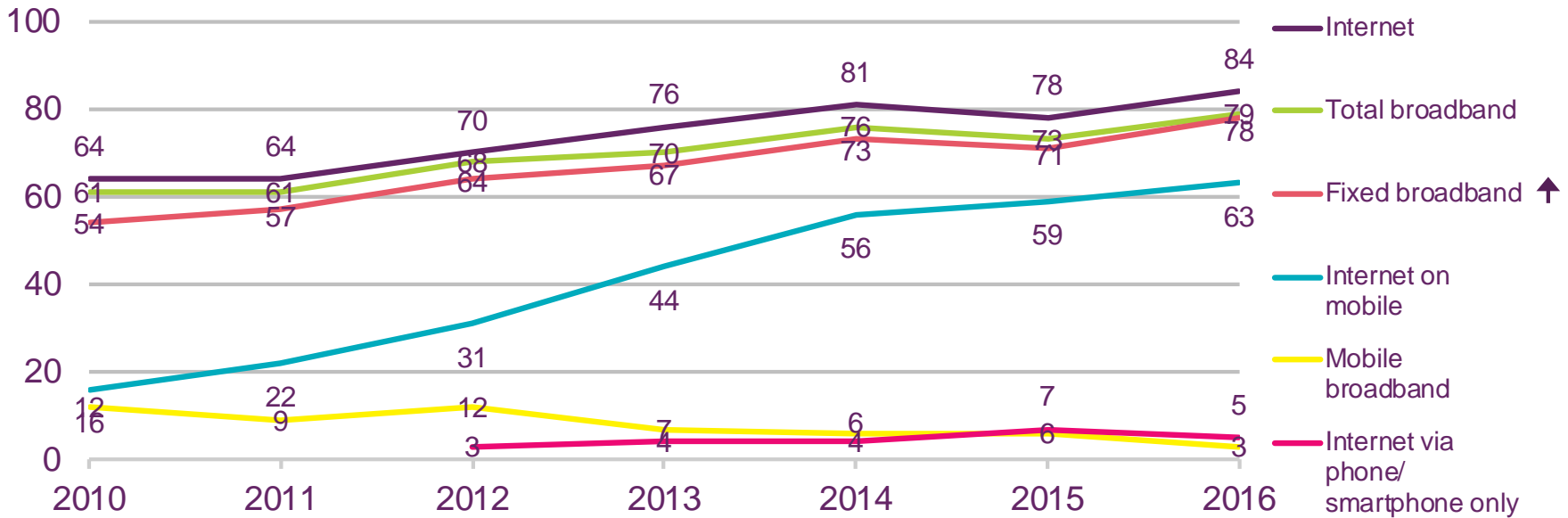
# 5. Internet and online content

## Scotland

# Figure 5.1

## Internet take-up, Scotland: 2010 - 2016

Households (%)



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

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

Base: All adults aged 16+ (n = 1468 Scotland 2010, 487 Scotland 2011, 500 Scotland 2012, 501 Scotland 2013, 501 Scotland 2014, 492 Scotland 2015, 502 Scotland 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 would include superfast broadband services.

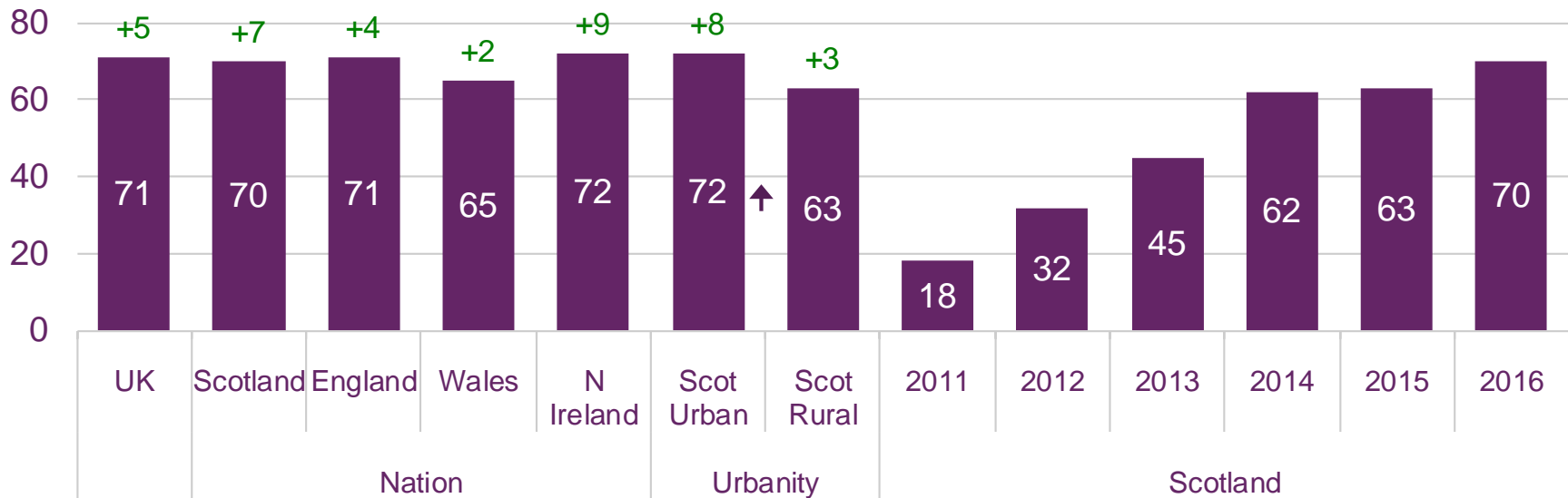
Note 4: 'Mobile broadband' is connecting a device using a USB stick or dongle, or built-in connectivity in a laptop or netbook or tablet computer with a SIM card.

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 Scotland: 2011 – 2016

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



Source: Ofcom Technology Tracker, Half 1 2016

Base: All adults aged 16+ (n = 3737 UK, 502 Scotland, 2239 England, 489 Wales, 507 Northern Ireland, 251 Scotland urban, 251 Scotland rural, 487 Scotland 2011, 500 Scotland 2012, 501 Scotland 2013, 501 Scotland 2014, 492 Scotland 2015, 502 Scotland 2016)

Significance testing: Arrows indicate any significant differences at the 95% confidence level between Scotland and UK in 2016, between Scotland urban and rural in 2016 and between Scotland 2015 and 2016. Circles around the +/- figures above the chart indicate any significant difference between 2015 and 2016 for Scotland, 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 internet. Popular brands of Smartphone include BlackBerry, iPhone and Android phones such as the Samsung Galaxy.

# Figure 5.3

## Ownership of tablet computers in Scotland

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



Source: Ofcom Technology Tracker, Half 1 2016

Base: All adults aged 16+ (n = 3737 UK, 502 Scotland, 2239 England, 489 Wales, 507 Northern Ireland, 251 Scotland urban, 251 Scotland rural, 487 Scotland 2011, 500 Scotland 2012, 501 Scotland 2013, 501 Scotland 2014, 492 Scotland 2015, 502 Scotland 2016)

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

Individuals (%)



Source: Ofcom Technology Tracker, Half 1 2016

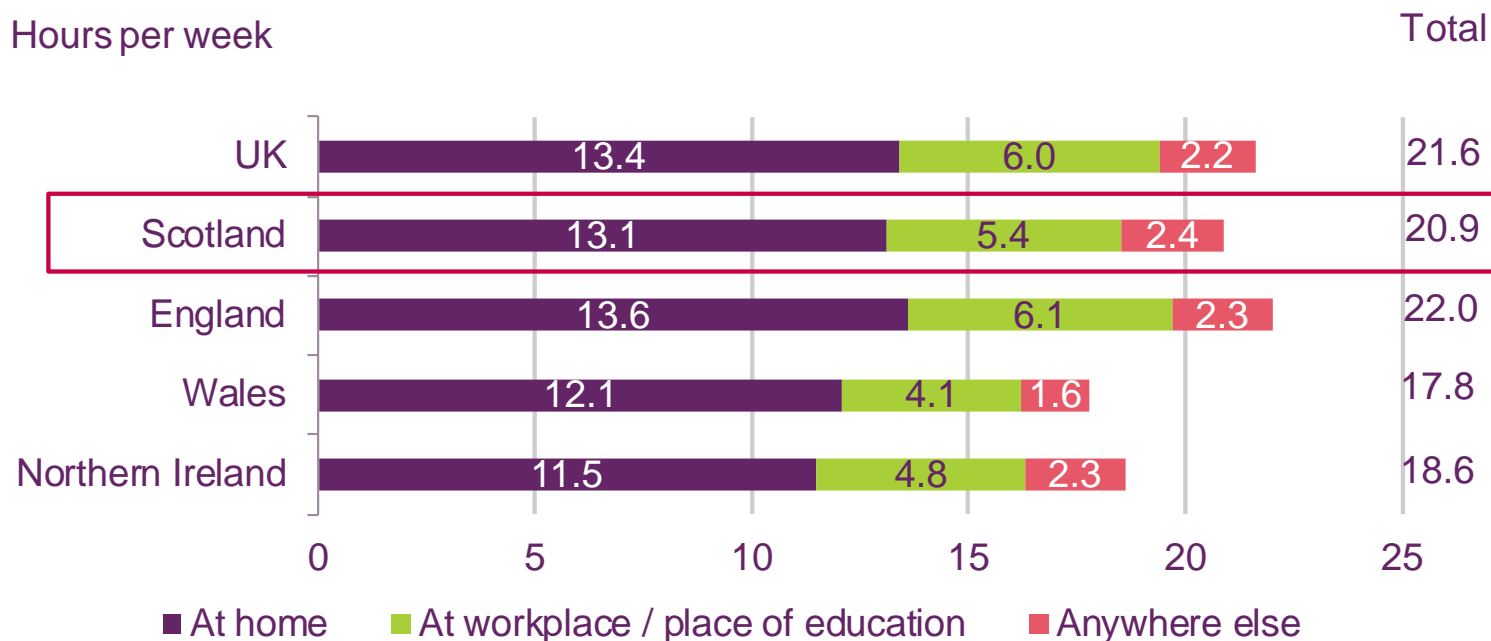
Base: Internet users aged 16+ (n = 3100 UK, 405 Scotland, 215 Scotland urban, 190 Scotland rural, 150 16-34, 134 35-54, 121 55+, 216 ABC1, 189 C2DE, 109 under £17.5K, 137 £17.5K+).

Significance testing: Arrows indicate any significant differences at the 95% confidence level between Scotland and UK in 2016 and between Scotland urban and rural 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".

## Figure 5.5

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



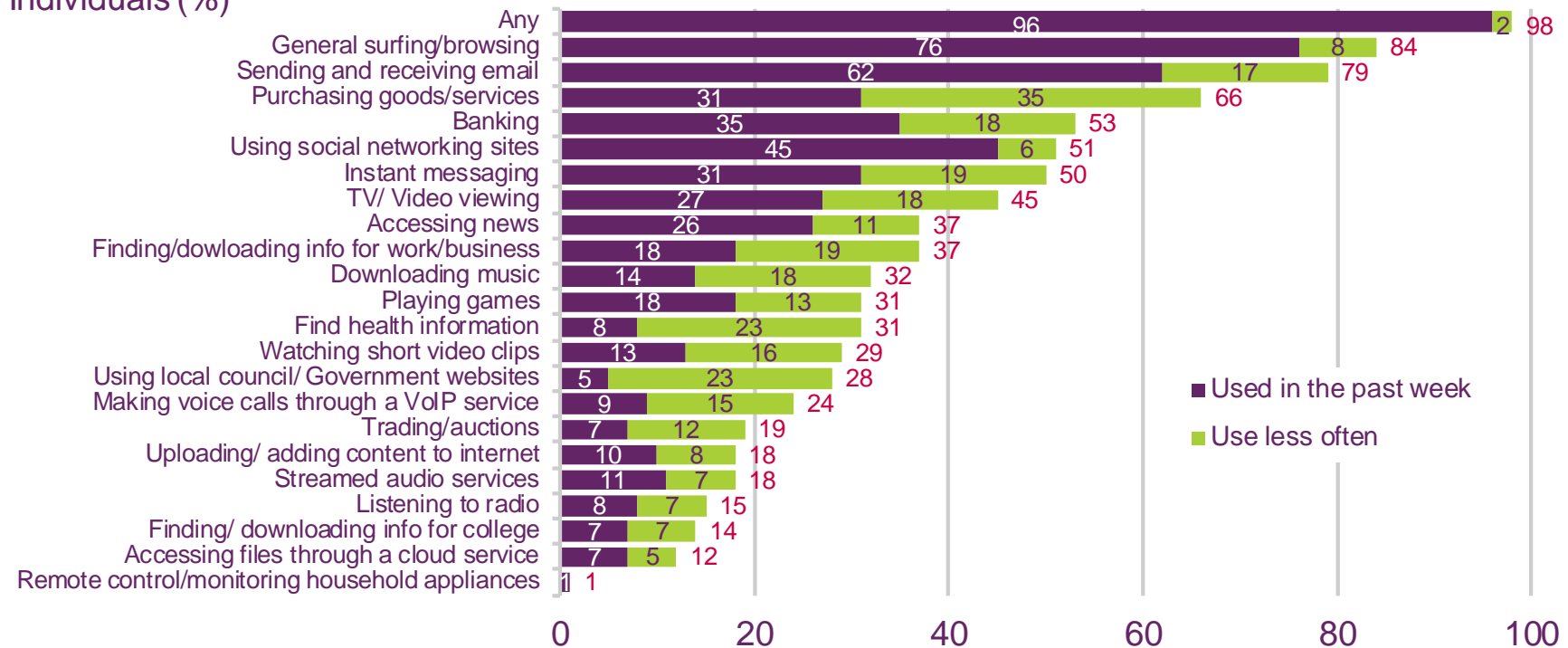
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2015  
 Base: All adults aged 16+ who use go online at home or elsewhere (1548 UK, 957 England, 168 Scotland, 163 Wales, 170 Northern Ireland).

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 conducted online by internet users in Scotland

Individuals (%)



Source: Ofcom Technology Tracker, H1 2016

Base: Adults aged 16+ who use the internet at home or elsewhere (n= 405 Scotland 2016)

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