

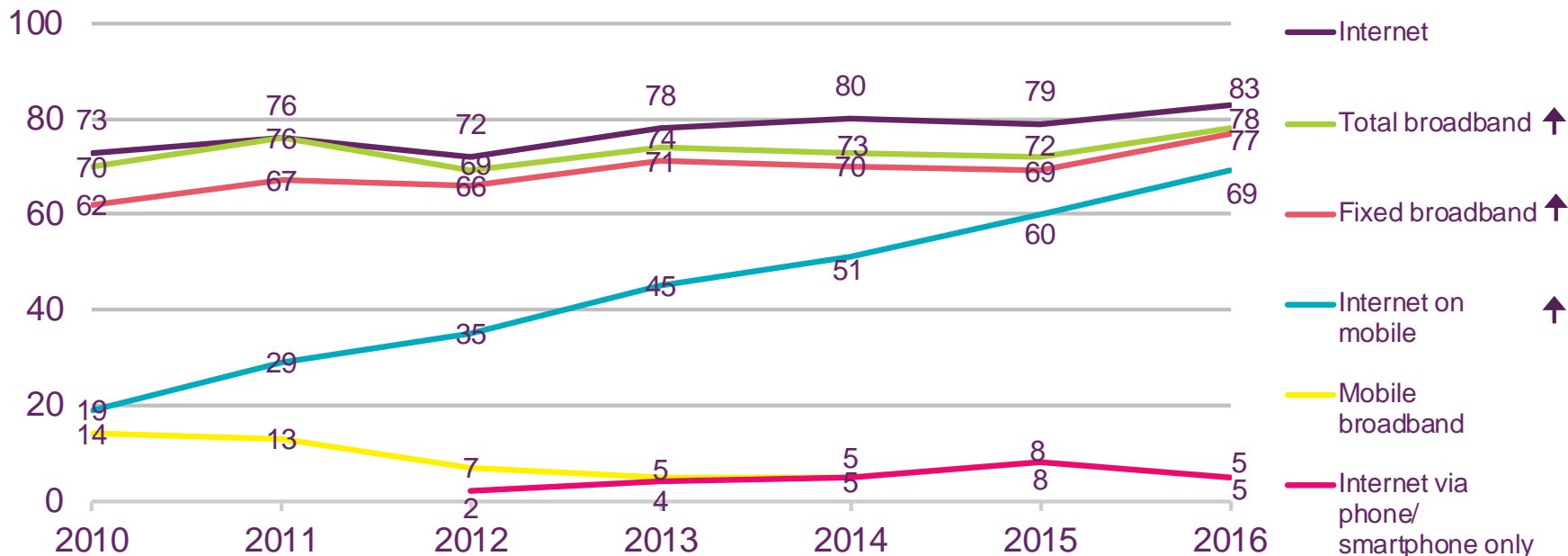
# 5. Internet and online content

# Figure 5.1

## Internet take-up, Northern Ireland: 2010-2016



Households (%)



Source: Ofcom Technology Tracker. Data from Q1 of each year 2010-2013, then Wave 1 2014-2015

Base: All adults aged 16+ (n = 761 Northern Ireland 2010, 511 Northern Ireland 2011, 508 Northern Ireland 2012, 507 Northern Ireland 2013, 499 Northern Ireland 2014, 504 Northern Ireland 2015, 507 Northern Ireland 2016)

Significance testing: Arrows indicate any significant differences at the 95% confidence level between Northern Ireland 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).

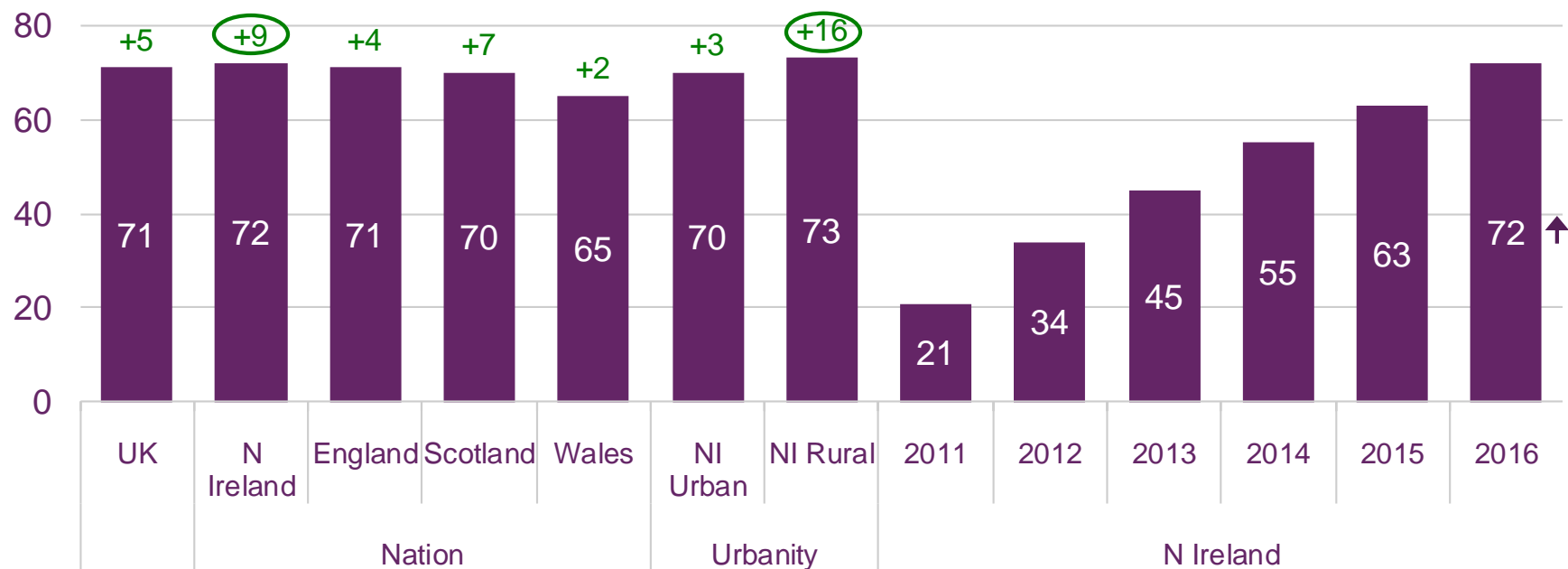
Note 3: 'Fixed broadband' includes ADSL, cable and fibre services – perhaps using a Wi-Fi router. This would include superfast broadband services.

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.

# Figure 5.2

## Take-up of smartphones in Northern Ireland

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, 507 Northern Ireland, 2239 England, 502 Scotland, 489 Wales, 262 Northern Ireland urban, 245 Northern Ireland rural, 511 Northern Ireland 2011, 508 Northern Ireland 2012, 507 Northern Ireland 2013, 499 Northern Ireland 2014, 504 Northern Ireland 2015, 507 Northern Ireland 2016)

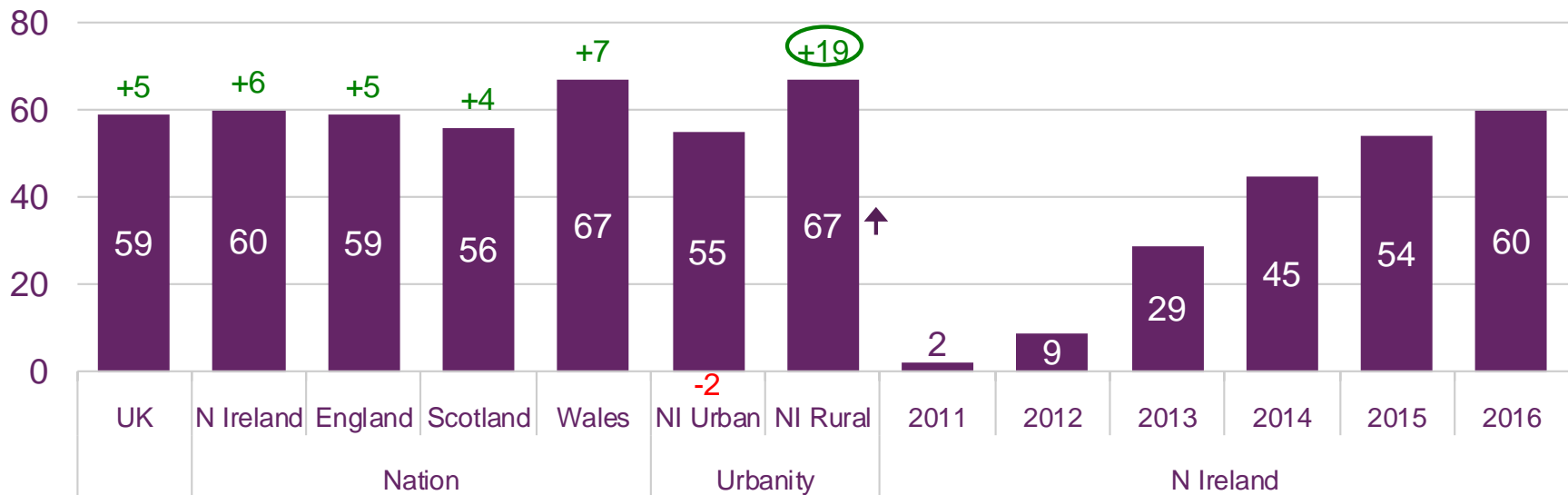
Significance testing: Arrows indicate any significant differences at the 95% confidence level between Northern Ireland and UK in 2016, between Northern Ireland urban and rural in 2016 and between Northern Ireland 2015 and 2016. Circles around the +/- figures above the chart indicate any significant difference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

### Take-up of tablet computers in Northern Ireland

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, 507 Northern Ireland, 2239 England, 502 Scotland, 489 Wales, 262 Northern Ireland urban, 245 Northern Ireland rural, 511 Northern Ireland 2011, 508 Northern Ireland 2012, 507 Northern Ireland 2013, 499 Northern Ireland 2014, 504 Northern Ireland 2015, 507 Northern Ireland 2016)

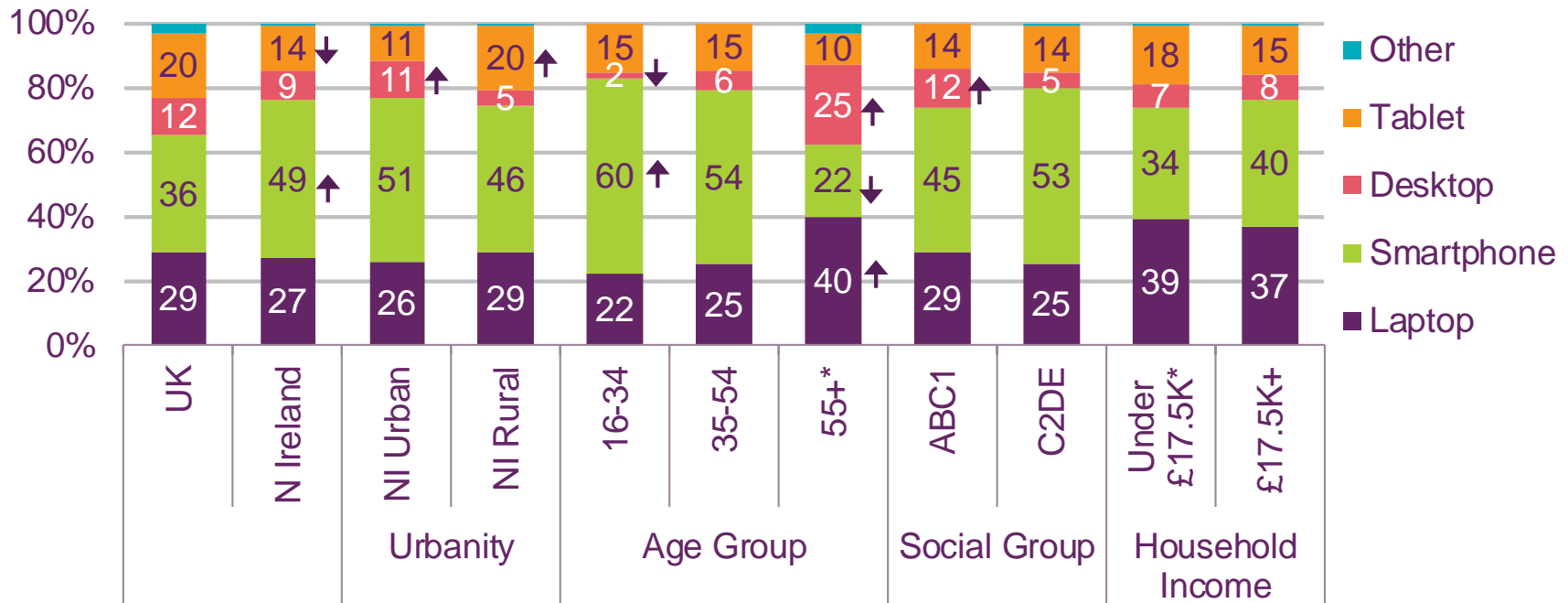
Significance testing: Arrows indicate any significant differences at the 95% confidence level between Northern Ireland and UK in 2016, between Northern Ireland urban and rural in 2016 and between Northern Ireland 2015 and 2016. Circles around the +/- figures above the chart indicate any significant difference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

Individuals (%)



Source: Ofcom Technology Tracker, Half 1 2016

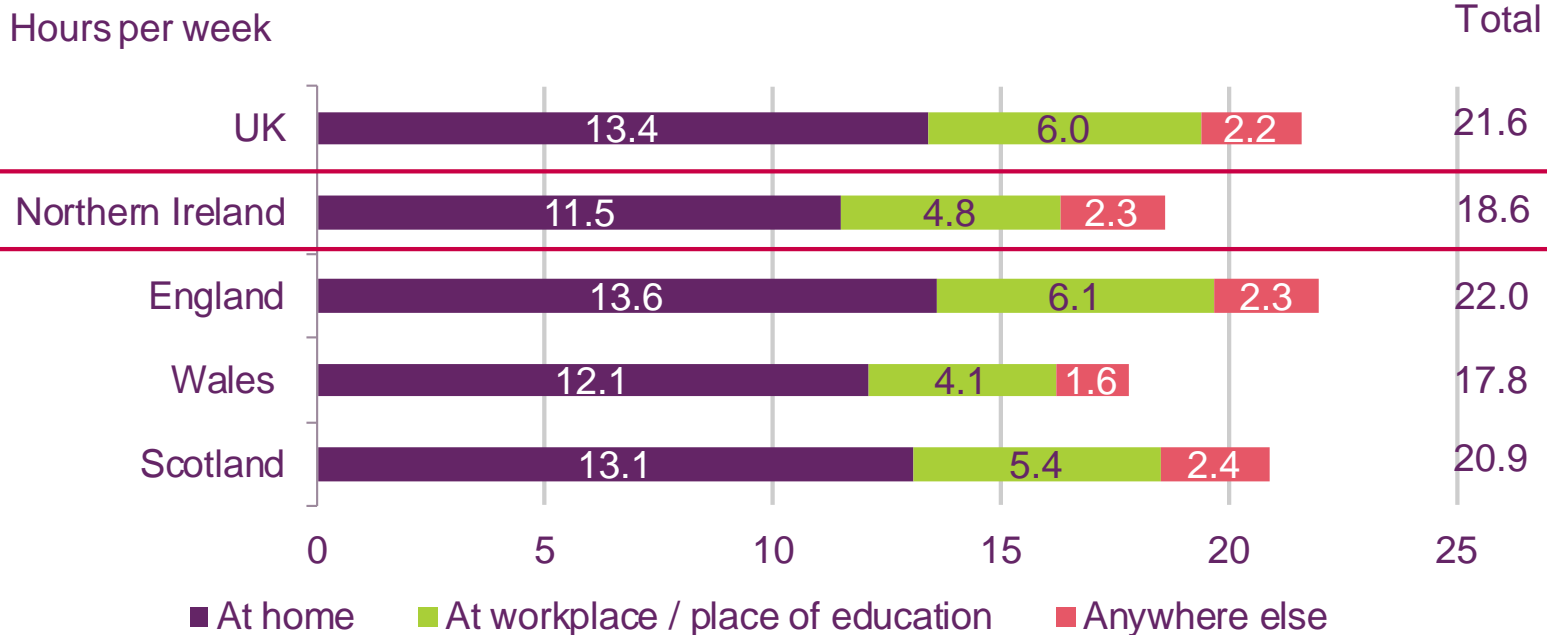
Base: Internet users aged 16+ (n = 3100 UK, 395 Northern Ireland, 204 Northern Ireland urban, 191 Northern Ireland rural, 163 16-34, 157 35-54, 75\* 55+, 195 ABC1, 200 C2DE, 72\* under £17.5K, 80 £17.5K+).

Significance testing: Arrows indicate any significant differences at the 95% confidence level between Northern Ireland and UK in 2016 and between Northern Ireland 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". \* Caution: Low base

## Figure 5.5

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

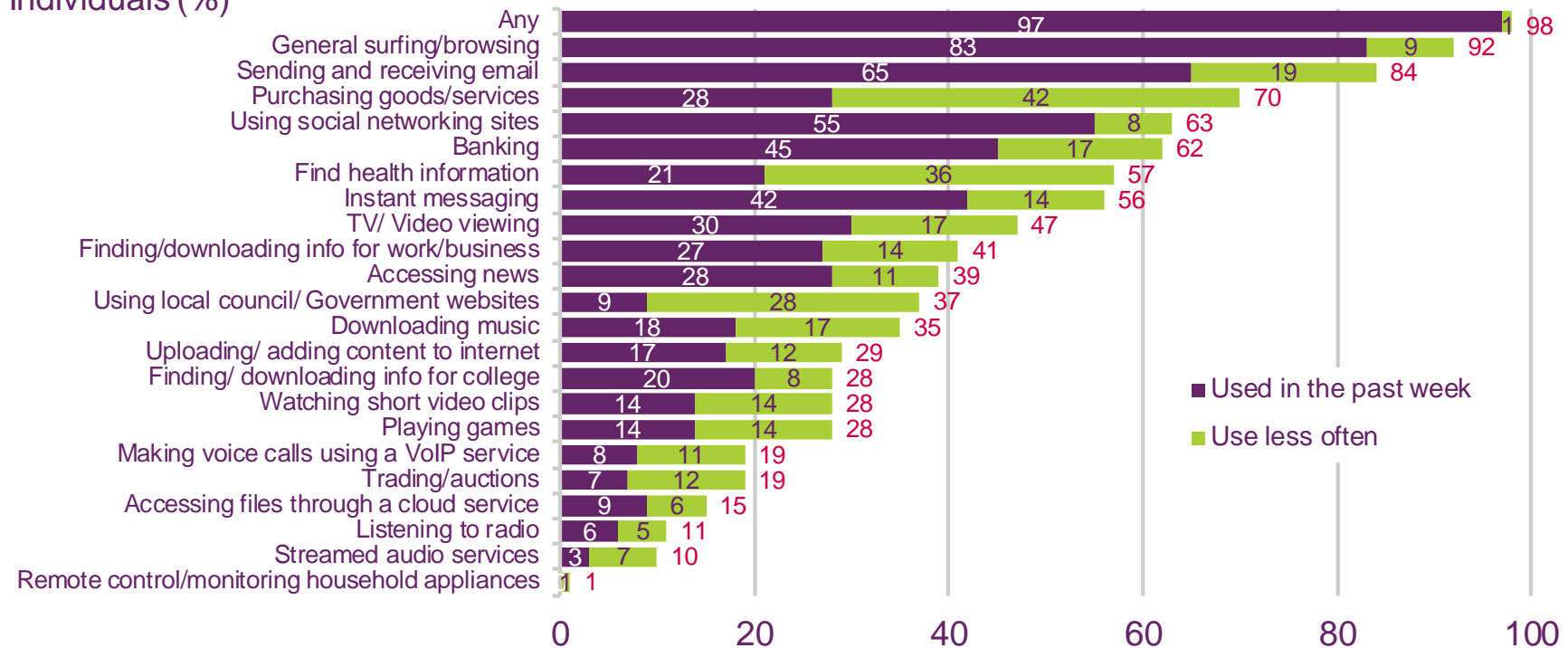


Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2015  
 Base: All adults aged 16+ who use go online at home or elsewhere (1548 UK, 957 England, 168 Scotland, 163 Wales, 170 Northern Ireland). Question: IN6A-C – How many hours in a typical week would you say 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 Northern Ireland

Individuals (%)



Source: Ofcom Technology Tracker, Half 1 2016

Base: Adults aged 16+ who use the internet at home or elsewhere (n= 395 Northern Ireland 2016)

Significance testing: Arrows indicate any significant difference in the total incidence of use between Northern Ireland 2015 and 2016.

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