

Reference: 614027

2 October 2018

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Information Rights
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Freedom of Information: Right to know request

Thank you for your request for information about teens mobile data use. This was received on 7 September and has been considered under the Freedom of Information Act 2000 (FoIA).

Please find below our response to each of your questions.

Source: Ofcom Technology Tracker H1 2018

You should note that standard age break for our data collect is 16-24 year olds and this has been provided below. The respondent level data file is available online at:

(<https://www.ofcom.org.uk/research-and-data/data/statistics/stats18#april>)

Please use this to narrow in on the 16-19 year olds.

1. *What's the split of contract and PAYG in the UK for teens?*

20% of 16-24 year old mobile phone users are on pay as you go
79% of 16-24 year old mobile phone users are on a monthly contract.

2. *What is the trend for this going into 2019?*

This is not a valid FoIA request. We are unable to provide a view on future trends.

3. *How many teens have capped contracts? (we know that parents have to take these out for under 18s)*

We do not hold this information.

4. *How many teens run out of data each month? Is there an age split?*

Please see our response below under question 6.

5. *What are the most popular uses for data? ie. spotify, youtube, snap etc etc*

QD12 (QD28A). Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for?

- 93% of 16-24 year old mobile phone users use their mobile for web/data access
- 67% of 16-24 year old mobile phone users use their mobile for watching AV content
- 68% of 16-24 year old mobile phone users use their mobile for listening to audio content
- 61% of 16-24 year old mobile phone users use their mobile for video or voice calls using VoIP
- 71% of 16-24 year old mobile phone users use their mobile for sending/receiving messages with pictures/images
- 73% of 16-24 year old mobile phone users use their mobile for using social networks
- 61% of 16-24 year old mobile phone users use their mobile for recording video clips
- 62% of 16-24 year old mobile phone users use their mobile for watching short video clips
- 55% of 16-24 year old mobile phone users use their mobile for sending/receiving video clips
- 46% of 16-24 year old mobile phone users use their mobile for accessing/receiving news
- 61% of 16-24 year old mobile phone users use their mobile for playing games
- 62% of 16-24 year old mobile phone users use their mobile for listening to music stored on phone
- 29% of 16-24 year old mobile phone users use their mobile for sat nav whilst driving
- 35% of 16-24 year old mobile phone users use their mobile for accessing/receiving sports news
- 39% of 16-24 year old mobile phone users use their mobile for watching TV programmes/film content online
- 29% of 16-24 year old mobile phone users use their mobile for contactless mobile payments
- 20% of 16-24 year old mobile phone users use their mobile for listening to the radio
- 20% of 16-24 year old mobile phone users use their mobile for listening to podcasts.

6. *How conscious are they of their data usage? Does this differ between age groups, ie.12-16 vs.16-19?*

Source: Ofcom's Adults' Media Literacy tracker 2017, data tables, questions M2, M3 and M4

As with the tech tracker, the respondent level data file is available and can be used to narrow in on 16-19 year olds – see <https://www.ofcom.org.uk/data/assets/file/0016/113236/Respondent-level-data-for-face-to-face-survey.zip>

- 91% of 16-24 year olds, with a smartphone, are aware how to check their data allowance to see how much they have left. This is higher than the UK average (81%)
- 75% of 16-24 year olds, with a smartphone, checks their data allowance to see how much they have left. This is higher than the UK average (60%)
- 57% of 16-24 year olds, with a smartphone, have ever used up their data allowance on their mobile phone, higher than the UK average (39%)
 - 24% do so very often/ most months, higher than the UK average (12%)
 - 10% do so often/ not every month, in line with the UK average (8%)
 - 23% do so sometimes/ a couple of times a year, in line with the UK average (19%).

- Smartphone users who ever use up their data allowance are prompted with six options and are asked to say which they ever do when they are at risk of running out of data. Among 16-24 year olds:
 - 57% say they only go online when they can use WiFi
 - 54% say they use the phone less for going online to save data
 - 25% say they avoid data hungry activities like playing videos or games
 - 22% say they turn off or restrict automatic downloads of upgrades or automatic upgrades for apps
 - 17% say they buy extra data
 - 10% say they go to fewer sites or apps than they would usually use/ use their browser less.

7. *What the future of mobile data is for the operators, I've read lots about unlimited/free data tariffs becoming the norm (from your MWC report) and that data deflation will continue as operators offer more data for less £.*

This is not a valid FoIA request. We are unable to provide a view on future trends.

8. *What big changes can we expect for mobile data in 2019 for this audience? I know 5G is coming but that feels a little distant for this group. Will Brexit have an effect?*

This is not a valid FoIA request. We are unable to provide a view on future trends.

If you have any queries, then please contact information.requests@ofcom.org.uk. Please remember to quote the reference number above in any future communications.

Yours sincerely,

Julia Snape

If you are unhappy with the response or level of service you have received in relation to your request from Ofcom, you may ask for an internal review. If you ask us for an internal review of our decision, it will be treated as a formal complaint and will be subject to an independent review within Ofcom. We will acknowledge the complaint and inform you of the date by which you might expect to be told the outcome.

The following outcomes are possible:

- the original decision is upheld; or
- the original decision is reversed or modified.

Timing

If you wish to exercise your right to an internal review **you should contact us within two months of the date of this letter**. There is no statutory deadline for undertaking internal reviews and it will depend upon the complexity of the case. However, we aim to conclude all such reviews within 20 working days, and up to 40 working days in exceptional cases. We will keep you informed of the progress of any such review. If you wish to request an internal review, you should contact:

Jacqui Gregory
 The Secretary to the Corporation
 Ofcom
 Riverside House
 2a Southwark Bridge Road
 London SE1 9HA

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF