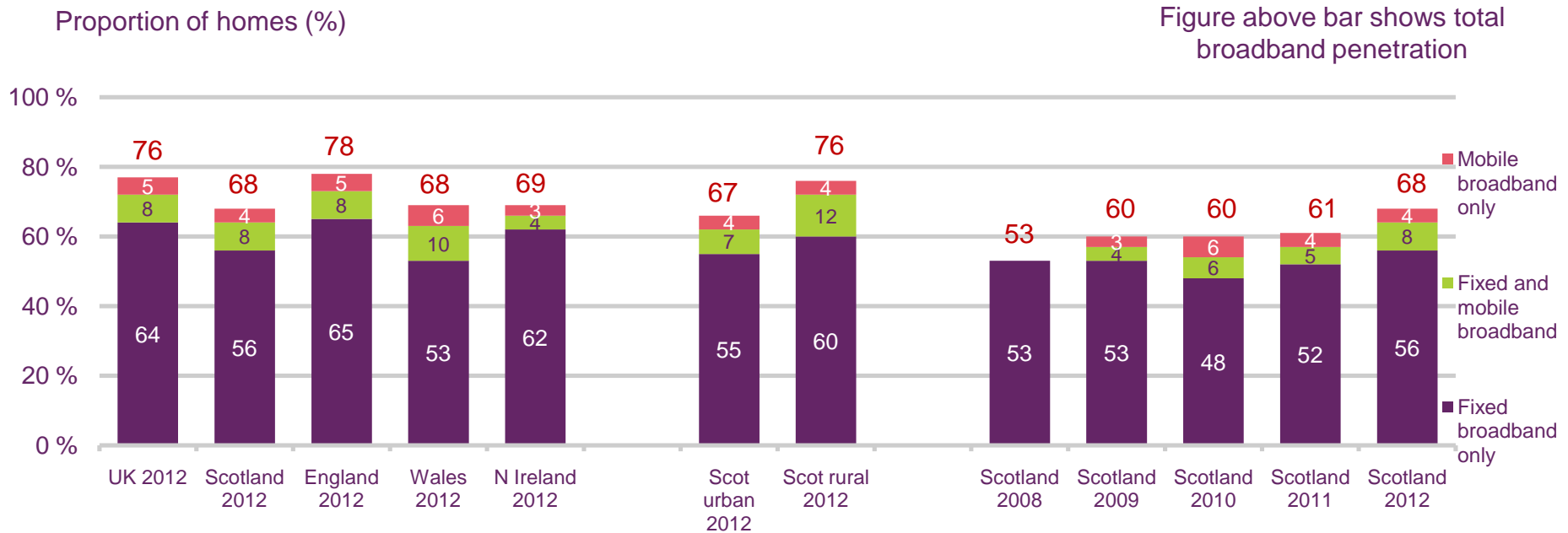


Internet and web-based content

Figure 4.1

Broadband take-up at home



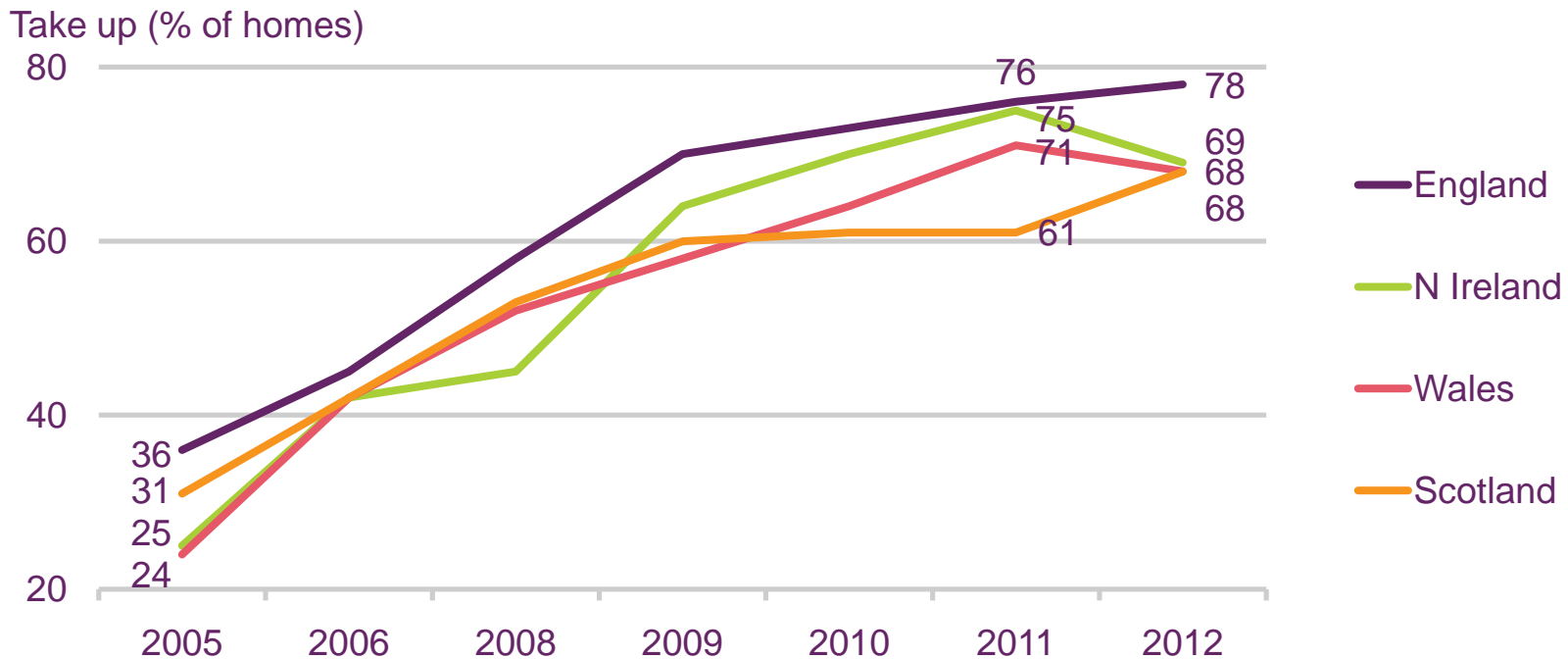
QE9. Which of these methods does your household use to connect to the internet at home? (NB 2008 survey did not cover mobile broadband. 2008 measure shows any broadband)

Source: Ofcom research, Quarter 1 2012

Base: All adults aged 16+ (n = 3772 UK, 500 Scotland, 2251 England, 513 Wales, 508 Northern Ireland, 264 Scotland urban, 236 Scotland rural, 925 Scotland 2008, 1014 Scotland 2009, 1468 Scotland 2010, 487 Scotland 2011, 500 Scotland 2012)

Figure 4.2

Broadband take-up across the UK's nations



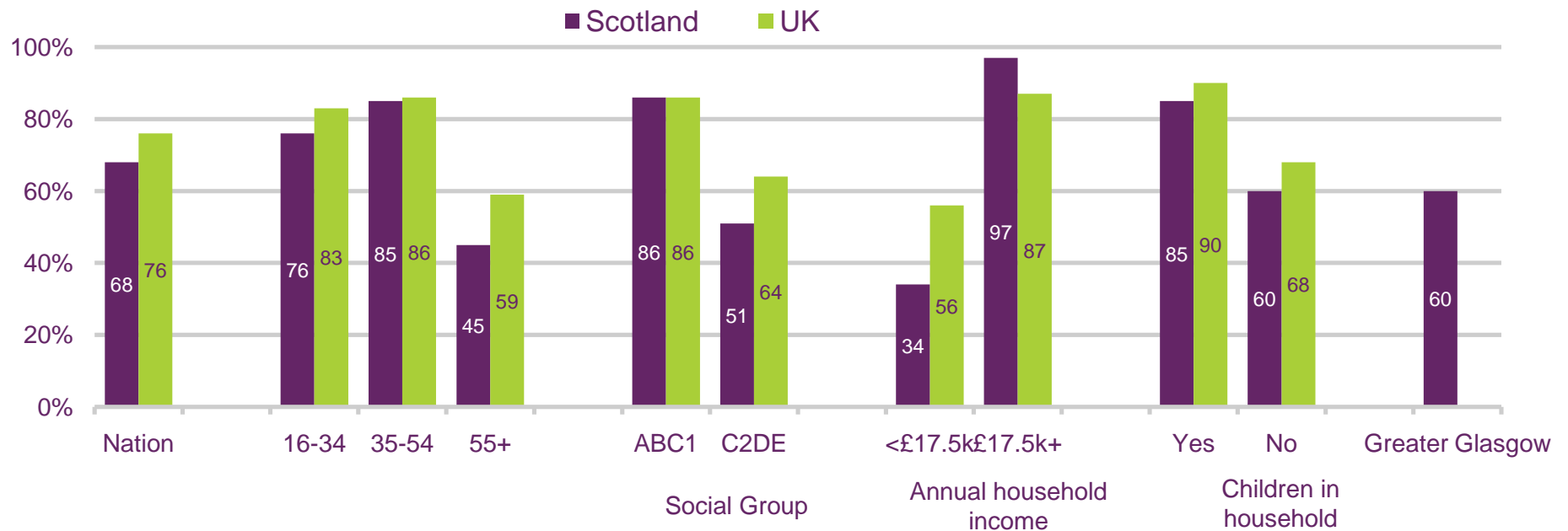
QE9. Which of these methods does your household use to connect to the internet at home?

Source: Ofcom research, Quarter 1 2011

Base: All adults aged 15+ (n = 3474 UK, 493 Wales, 1983 England, 487 Scotland, 511 Northern Ireland)

Figure 4.3

Broadband take-up in Scotland compared to the UK (by demographic)



Source: Ofcom research, Quarter 1 2012

Base: All adults aged 16+ (n =500 Scotland, 140 16-34s, 172 35-54s, 187 55+, 238 ABC1, 164 C2DE, 109 <£17.5k income, 154 £17.5k+, 154 children in home, 346 no children in home)

QE9. Which of these methods does your household use to connect to the Internet at home?

Figure 4.4

Tablet computer take-up in Scotland



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

Source: Ofcom research, Quarter 1 2012

Base: All adults aged 16+ (n = 3772 UK, 500 Scotland, 2251 England, 513 Wales, 508 Northern Ireland, 264 Scotland urban, 236 Scotland rural, 487 Scotland 2011, 500 Scotland 2012)

Figure 4.5

Ownership of e-readers



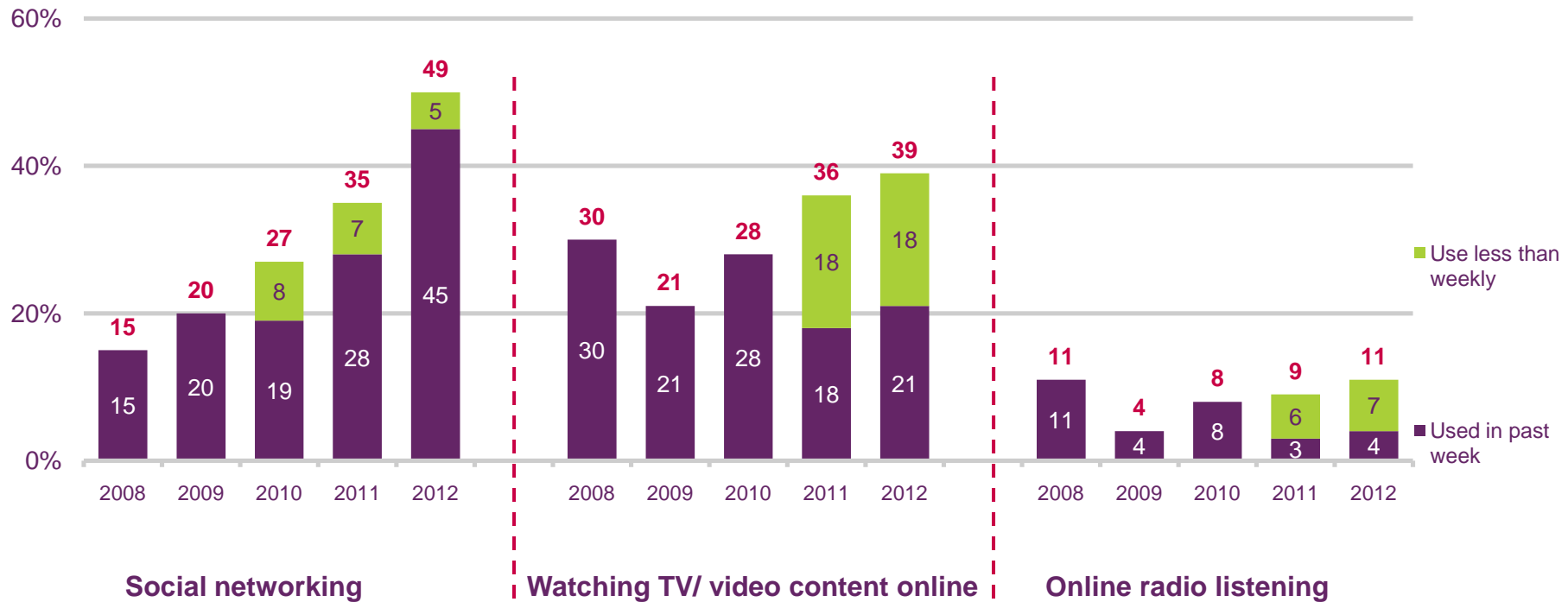
QB1. Which of the following do you ,or does anyone in your household, have in your home at the moment ?/ QB2. And do you personally use.../ QB6. Does your household's e-reader have built-in 3G access to a mobile network?

Source: Ofcom research, Quarter 1 2012

Base: All adults aged 16+ (n = 3772 UK, 500 Scotland, 2251 England, 513 Wales, 508 Northern Ireland, 264 Scotland urban, 236 Scotland rural)

Figure 4.6

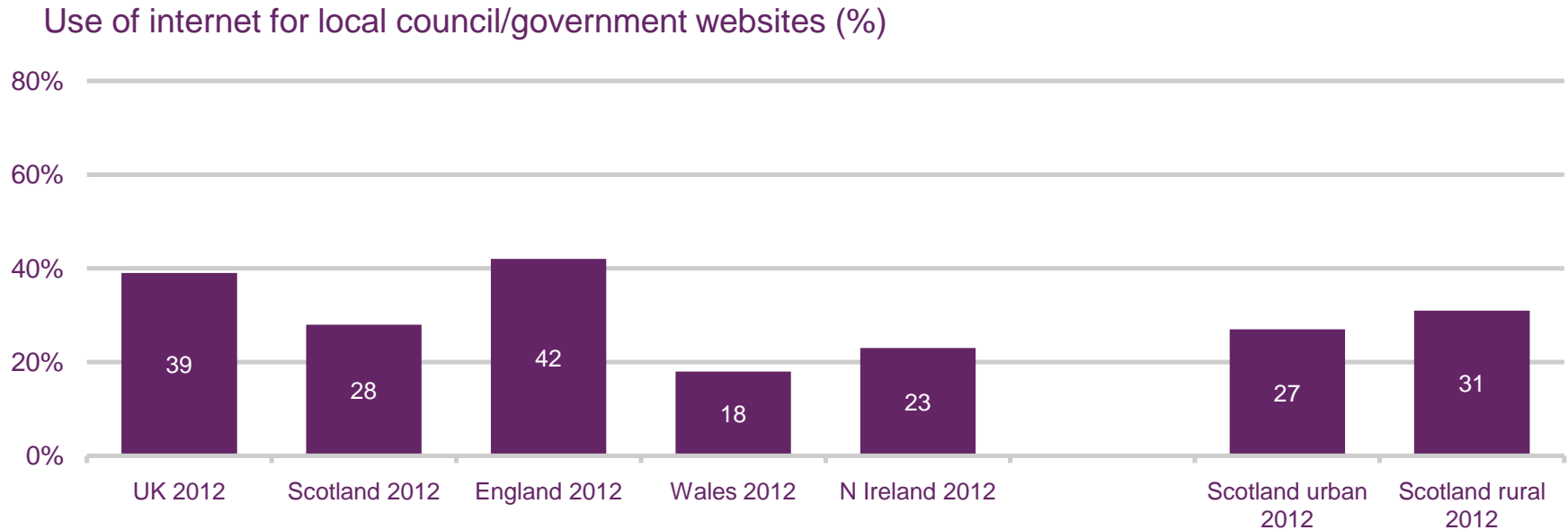
Use of internet applications



NB includes use via any device i.e. PC/ laptop or mobile phone

Figure 4.7

Use of internet to access local council/ government websites



QE5A-B. Which, if any, of these do you or members of your household use the internet for whilst at home?

Source: Ofcom research, Quarter 1 2012

Base: Adults aged 16+ with access to the internet at home (n = 2823 UK, 361 Scotland, 1734 England, 363 Wales, 365 Northern Ireland, 178 Scotland urban, 183 Scotland rural)