Digital Day 2016
Slide pack 2: Children’s 3 day media and communications diary findings
Fieldwork: Feb-April 2016
Methodology
What is Digital Day?

A quantitative diary study examining the media consumption and communications behaviour of both adults (16+) and children (6-15) across a typical week, on a minute-by-minute basis, covering:

<table>
<thead>
<tr>
<th>What?</th>
<th>28 media and comms activities + nets/groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>How?</td>
<td>14 device types + nets/groups</td>
</tr>
<tr>
<td>Who?</td>
<td>Age, gender, nation and other demographics/classifications</td>
</tr>
<tr>
<td>Where?</td>
<td>Home, Work/study, Travelling, other</td>
</tr>
<tr>
<td>When?</td>
<td>Across a week, day of week, time of day</td>
</tr>
</tbody>
</table>
Survey flow

Stage 1: Recruitment survey
C15 min telephone recruitment survey using Kantar face-to-face Omnibus re-contacts. Covered demographics, task description and devices in household.

Stage 2: Seven day diary (3 days for under 16s*)
Paper diary aide booklet sent to all respondents to fill out and help with completion. Mix of online self-completion and telephone administered completion options, using a consistent online interface.

Stage 3: Follow-up-survey
Additional c20 min questionnaire served during final day of diary (to link back to diary respondents and activity records)

Completed diaries (respondents)
1512 Adults aged 16+ in the UK
238 Primary school 6-11 year olds
238 Secondary school 11-15 year olds
Devices – 15 individual and 8 groups

**TV set (Exc. Games consoles)**
1. A TV set (including TV set top box, DVD/Blu-ray player or streaming media players, but exc. games console)

**Radio set**
3. A Traditional analogue (FM/MW/AM) radio set (portable or fixed)
4. A Digital (DAB or WiFi) radio set

**Games Console**
2. A Games Console attached to TV set e.g. Xbox, Playstation, Nintendo Wii

**Mobile**
7. A Smartphone e.g. iPhone, Blackberry, Android, etc
8. A Standard mobile phone (not a Smartphone)

**Tablet**
10. A Tablet e.g. iPad, Samsung Galaxy, Kindle Fire

**Computer**
11. A Desktop computer
12. A Laptop

**Other devices**
5. A Landline phone
6. A Stereo system / HiFi / Receiver / Home cinema system
13. An e-Reader e.g. Kindle (not Fire), Kobo
14. Another electronic device e.g. mp3 player, handheld games console, digital camera, smartwatch

**Print**
15. A Printed copy (Newspaper/book/magazine)
## Grouped activities

<table>
<thead>
<tr>
<th>Types</th>
<th>Grouped activities</th>
<th>Activities</th>
<th>Device used for activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watching</td>
<td>TV or films on a TV set</td>
<td>Live TV, Recorded TV, Free On-Demand, Paid On-Demand, DVD/Bluray</td>
<td>TV set</td>
</tr>
<tr>
<td></td>
<td>TV or films on another device</td>
<td>Live TV, Recorded TV, Free On-Demand, Paid On-Demand, DVD/Bluray</td>
<td>Any capable device except for TV set</td>
</tr>
<tr>
<td></td>
<td>Other video (short clips)</td>
<td>Short online video clips</td>
<td>Any capable device</td>
</tr>
<tr>
<td>Listening</td>
<td>Radio on radio set</td>
<td>Live Radio, On-Demand Radio</td>
<td>Radio set</td>
</tr>
<tr>
<td></td>
<td>Radio on another device</td>
<td>Live Radio, On-Demand Radio</td>
<td>Any capable device except for radio set types</td>
</tr>
<tr>
<td></td>
<td>Other audio</td>
<td>Personal digital music, Streamed music, CD/Vinyl, Music videos</td>
<td>Any capable device</td>
</tr>
<tr>
<td>Communicating</td>
<td>Voice communications</td>
<td>By phone call, By video calls</td>
<td>Any capable device</td>
</tr>
<tr>
<td></td>
<td>Text communications</td>
<td>Social Networking, Instant Messaging, emailing, Texting, Photo or video messages</td>
<td>Any capable device</td>
</tr>
<tr>
<td>Playing</td>
<td>Games</td>
<td>Video Games</td>
<td>Any capable device</td>
</tr>
<tr>
<td>Read/ browsed/ used</td>
<td>Print media</td>
<td>Newspapers (print or digital), Magazines (print or digital), Books (print or digital)</td>
<td>Print</td>
</tr>
<tr>
<td></td>
<td>Other Internet media</td>
<td>Newspapers (print or digital), Magazines (print or digital), Other online news, Sports news /updates, Online shopping/ticketing, Other websites or apps</td>
<td>Any capable device (excluding print)</td>
</tr>
<tr>
<td></td>
<td>Other non-internet media</td>
<td>Books (printed or eBook), Other activities</td>
<td>Any capable device</td>
</tr>
</tbody>
</table>
Activities Overview
Weekly reach of media and comms activities
Among children aged 6-15

- Online video clips (+18pp) and Paid on-demand (+11pp) have increased substantially since 2014.
- Conversely DVD/Bluray (-9pp) and Live TV (-8pp) have fallen.

Chart shows the proportion of children who recorded each activity (D) at any point across their diary week.
Base: Children aged 6-15 (476)
Weekly reach of media and comms activities
Among Primary 6-11s

Video games 81%
Live TV 80%
Books (print or digital) 62%
Online video clips 45%
Recorded TV 39%
Live Radio 39%
DVD/Bluray 31%
Other websites or apps 30%
Free On-Demand 29%
Paid On-Demand 27%
Other activities 26%
CD/Vinyl 14%
Personal digital audio 13%
Music videos 11%
Instant messaging 10%
Phone calls 10%
Texting 9%
Video calls 7%
Social networking 6%
Streamed music 5%
Photo or video messaging 5%
Magazines (print or digital) 3%
Sports news/updates 3%
Online shopping/ticketing 3%
On-Demand Radio 2%
Other online news 2%
Emailing 1%
Newspapers (print or digital) 1%

Online video clips (+22pp), Paid on-demand (+13pp) and Free on-demand (+10pp) have all increased substantially.
Conversely Live TV (-10pp) and DVD/Bluray (-9pp) have both fallen since 2013.

Chart shows the proportion of children who recorded each activity (D) at any point across their diary week.
Base: Primary 6-11s (238)
Weekly reach of media and comms activities
Among Secondary 11-15s

- Live TV: 73%
- Video games: 70%
- Online video clips: 58%
- Texting: 55%
- Social networking: 53%
- Other websites or apps: 50%
- Instant messaging: 43%
- Books (print or digital): 40%
- Recorded TV: 39%
- Personal digital audio: 39%
- Other activities: 36%
- Live Radio: 33%
- Streamed music: 29%
- Free On-Demand: 26%
- Paid On-Demand: 26%
- Photo or video messaging: 24%
- Phone calls: 23%
- Video calls: 20%
- DVD/Bluray: 19%
- Music videos: 18%
- Emailing: 15%
- CD/Vinyl: 11%
- Newspapers (print or digital): 10%
- Sports news/updates: 9%
- Online shopping/ticketing: 8%
- On-Demand Radio: 7%
- Magazines (print or digital): 4%
- Other online news: 3%


Chart shows the proportion of children who recorded each activity (D) at any point across their diary week.

Base: Secondary 11-15s (238)
### Weekly reach of grouped activities, 2016 vs. 2014
**Among children aged 6-15**

<table>
<thead>
<tr>
<th>Activity</th>
<th>2016</th>
<th>Change</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV Or Films On A TV Set</td>
<td>92%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV Or Films On Another Device</td>
<td>29%</td>
<td>-18pp</td>
<td>47%</td>
</tr>
<tr>
<td>Other Video</td>
<td>50%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio On Radio Set</td>
<td>32%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio On Another Device</td>
<td>11%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Audio</td>
<td>48%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Voice Comms</td>
<td>24%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Text Comms</td>
<td>45%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Games</td>
<td>77%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Print Media</td>
<td>51%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Internet Media</td>
<td>44%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Non-internet Media</td>
<td>34%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Arrows indicate significant changes since 2014 (99% level)

Source: Ofcom Digital Day 2016, Data book 1: B4(2)

Data is taken from a combination of activities (D) and devices (E) recorded. The calculations are made by netting all grouped activities together and averaging the time spent. Zeros are included so as to reflect the whole UK population.

Base: Children aged 6-15 - 2016 (476), 2014 (359)
**Weekly reach of grouped activities, Primary 6-11s vs. Secondary 11-15s**

<table>
<thead>
<tr>
<th>Activity Type</th>
<th>Primary 6-11s</th>
<th>Secondary 11-15s</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV Or Films On A TV Set</td>
<td>87%</td>
<td>95%</td>
</tr>
<tr>
<td>TV Or Films On Another Device</td>
<td>35%</td>
<td>26%</td>
</tr>
<tr>
<td>Other Video</td>
<td>58%</td>
<td>45%</td>
</tr>
<tr>
<td>Radio On Radio Set</td>
<td>35%</td>
<td>28%</td>
</tr>
<tr>
<td>Radio On Another Device</td>
<td>15%</td>
<td>8%</td>
</tr>
<tr>
<td>Other Audio</td>
<td>66%</td>
<td>36%</td>
</tr>
<tr>
<td>Voice Comms</td>
<td>37%</td>
<td>16%</td>
</tr>
<tr>
<td>Text Comms</td>
<td>86%</td>
<td>20%</td>
</tr>
<tr>
<td>Games</td>
<td>81%</td>
<td>70%</td>
</tr>
<tr>
<td>Print Media</td>
<td>58%</td>
<td>38%</td>
</tr>
<tr>
<td>Other Internet Media</td>
<td>60%</td>
<td>34%</td>
</tr>
<tr>
<td>Other Non-internet Media</td>
<td>40%</td>
<td>30%</td>
</tr>
</tbody>
</table>

Source: Ofcom Digital Day 2016, Data book 1: B4(2)

Data is taken from a combination of activities (D) and devices (E) recorded. The calculations are made by netting all grouped activities together and averaging the time spent. Zeros are included so as to reflect the whole UK population.

Base: Primary 6-11s (238), Secondary 11-15s (238)
Weekly reach of grouped activities, Children (6-15) vs. Adults (16+)

- **TV Or Films On A TV Set**: 92% (Children) vs. 96% (Adults)
- **TV Or Films On Another Device**: 29% (Children) vs. 31% (Adults)
- **Other Video**: 25% (Children) vs. 50% (Adults)
- **Radio On Radio Set**: 32% (Children) vs. 69% (Adults)
- **Radio On Another Device**: 11% (Children) vs. 32% (Adults)
- **Other Audio**: 48% (Children) vs. 56% (Adults)
- **Voice Comms**: 24% (Children) vs. 85% (Adults)
- **Text Comms**: 45% (Children) vs. 87% (Adults)
- **Games**: 40% (Children) vs. 77% (Adults)
- **Print Media**: 51% (Children) vs. 56% (Adults)
- **Other Internet Media**: 44% (Children) vs. 56% (Adults)
- **Other Non-internet Media**: 34% (Children) vs. 53% (Adults)

Source: Ofcom Digital Day 2016, Data book 1: B4(2)

Data is taken from a combination of activities (D) and devices (E) recorded. The calculations are made by netting all grouped activities together and averaging the time spent. Zeros are included so as to reflect the whole UK population.

Base: Children aged 6-15 (476), Adults aged 16+ (1512)
Weekly reach of grouped activities, by time of day
Among children aged 6-15

Chart shows the proportion of adults who recorded each grouped activity (D) at each time slot across a week.

Base: Children aged 6-15 (476)
Average time spent on activities per day
Among children aged 6-15 who did activity at all over a week (excluding zeros)

Source: Ofcom Digital Day 2016, Data book 1: B4
Chart shows the mean number of minutes recorded per day for each activity (D) among those who did each one at any point across their diary week i.e. excludes zeros.
Base: Children aged 6-15 (476)
Average time spent on grouped activities per day, 2016 vs. 2014
Among children aged 6-15

- **TV Or Films On A TV Set**: 1h 54m, ↓ 23 mins
- **TV Or Films On Another Device**: 0h 17m
- **Other Video**: 0h 32m, ↑ 12 mins
- **Radio On Radio Set**: 0h 11m
- **Radio On Another Device**: 0h 2m
- **Other Audio**: 0h 24m
- **Voice Comms**: 0h 8m
- **Text Comms**: 0h 42m
- **Games**: 1h 16m
- **Print Media**: 0h 19m
- **Other Internet Media**: 0h 16m
- **Other Non-internet Media**: 0h 13m

2014 differences shown when +/- 10 mins or higher

Source: Ofcom Digital Day 2016, Data book 1: B4(2)

Data is taken from a combination of activities (D) and devices (E) recorded. The calculations are made by netting all grouped activities together and averaging the time spent. Zeros are included so as to reflect the whole UK population.

Base: Children aged 6-15 - 2016 (476), 2014 (359)
Average time spent on grouped activities per day, Primary 6-11s vs. Secondary 11-15s

- **TV Or Films On A TV Set**: 2h 5m vs. 1h 37m
- **TV Or Films On Another Device**: 0h 25m vs. 0h 26m
- **Other Video**: 0h 42m vs. 0h 28m
- **Radio On Radio Set**: 0h 9m vs. 0h 4m
- **Radio On Another Device**: 0h 4m vs. 0h 1m
- **Other Audio**: 0h 44m vs. 0h 12m
- **Voice Comms**: 0h 15m vs. 0h 4m
- **Text Comms**: 1h 37m vs. 0h 7m
- **Games**: 1h 10m vs. 1h 37m
- **Print Media**: 0h 21m vs. 0h 15m
- **Other Internet Media**: 0h 10m vs. 0h 4m
- **Other Non-internet Media**: 0h 19m vs. 0h 10m

Source: Ofcom Digital Day 2016, Data book 1: B4(2)

Data is taken from a combination of activities (D) and devices (E) recorded. The calculations are made by netting all grouped activities together and averaging the time spent. Zeros are included so as to reflect the whole UK population.

Base: Primary 6-11s (238), Secondary 11-15s (238)
Average time spent on grouped activities per day, Children (6-15) vs. Adults (16+)

- **TV Or Films On A TV Set**: Children 1h 54m, Adults 3h 47m
- **TV Or Films On Another Device**: Children 0h 17m, Adults 0h 18m
- **Other Video**: Children 0h 32m, Adults 0h 7m
- **Radio On Radio Set**: Children 0h 11m, Adults 1h 14m
- **Radio On Another Device**: Children 0h 2m, Adults 0h 14m
- **Other Audio**: Children 0h 24m, Adults 0h 31m
- **Voice Comms**: Children 0h 8m, Adults 0h 25m
- **Text Comms**: Children 0h 42m, Adults 1h 30m
- **Games**: Children 0h 28m, Adults 1h 16m
- **Print Media**: Children 0h 19m, Adults 0h 27m
- **Other Internet Media**: Children 0h 16m, Adults 0h 49m
- **Other Non-internet Media**: Children 0h 13m, Adults 0h 41m

Source: Ofcom Digital Day 2016, Data book 1: B4(2)

Data is taken from a combination of activities (D) and devices (E) recorded. The calculations are made by netting all grouped activities together and averaging the time spent. Zeros are included so as to reflect the whole UK population.

Base: Children aged 6-15 (476), Adults aged 16+ (1512)
Average daily media and comms time, by age group

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Simultaneous Activity</th>
<th>Actual Time Spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults 16+</td>
<td>10h 52m</td>
<td>8h 45m</td>
</tr>
<tr>
<td>Children 6-15</td>
<td></td>
<td>6h 34m</td>
</tr>
<tr>
<td>Primary 6-11</td>
<td></td>
<td>5h 20m</td>
</tr>
<tr>
<td>Secondary 11-15</td>
<td></td>
<td>6h 20m</td>
</tr>
</tbody>
</table>

Difference vs. 2014

<table>
<thead>
<tr>
<th></th>
<th>Total Time Spent</th>
<th>Actual Time Spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults 16+</td>
<td>- 14m</td>
<td>+ 5m</td>
</tr>
<tr>
<td>Children 6-15</td>
<td>- 33m</td>
<td>- 28m</td>
</tr>
<tr>
<td>Primary 6-11</td>
<td>- 16m</td>
<td>- 17m</td>
</tr>
<tr>
<td>Secondary 11-15</td>
<td>- 1h 1m</td>
<td>- 15m</td>
</tr>
</tbody>
</table>

Source: Ofcom Digital Day 2016, Data book 1: B4(2)

*The total average (inc. simultaneous activity) is calculated by summing together the duration (B2) for each activity, dividing by the weighted base of respondents, and then by 7 days. The actual average net time spent (equivalent to solus) is then deducted in order to gauge simultaneous activity time, i.e. time spent doing more than one activity at the same time.

Base: Adults aged 16+ (1512), Children aged 6-15 (476), Primary 6-11 (238), Secondary 11-15 (238)
Average daily media and comms time (inc. simultaneous activity*), by activity type
Among children 6-15

*The total average (inc. simultaneous activity) is calculated by summing together the duration (B2) for each activity, dividing by the weighted base of respondents, and then by 7 days. The actual average net time spent (equivalent to solus) is then deducted in order to gauge simultaneous activity time. i.e. time spent doing more than one activity at the same time.

Source: Ofcom Digital Day 2016, Data book 1: B4(2)
Base: Children aged 6-15 (476)
Media and comms versus non-media and comms activity, by time of day
Among children aged 6-15

Source: Ofcom Digital Day 2016, Data book 6: D2 for main chart data, and Data book 1: B4 for average time spent per day
Chart shows the proportion of activity attributed to media & comms activity (D), sleep (C) and non-media & comms for each time slot across a week.
Base: Children aged 6-15 (476)
Proportion of media and comms time attributed to activity types, by age group

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Watched</th>
<th>Listened</th>
<th>Communicated</th>
<th>Played</th>
<th>Read/Browsed/Used</th>
<th>Average Weekly Mins.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secondary 11-15</td>
<td>32%</td>
<td>11%</td>
<td>27%</td>
<td>17%</td>
<td>12%</td>
<td>2665</td>
</tr>
<tr>
<td>Primary 6-11</td>
<td>52%</td>
<td>8%</td>
<td>5%</td>
<td>22%</td>
<td>13%</td>
<td>2029</td>
</tr>
<tr>
<td>Children 6-15</td>
<td>42%</td>
<td>10%</td>
<td>16%</td>
<td>19%</td>
<td>13%</td>
<td>2274</td>
</tr>
<tr>
<td>Adults 16+</td>
<td>39%</td>
<td>19%</td>
<td>19%</td>
<td>4%</td>
<td>19%</td>
<td>3677</td>
</tr>
</tbody>
</table>

Average weekly mins. of media & comms activity*

Source: Ofcom Digital Day 2016, Data book 1: C1 for main chart data and B1 for average weekly minutes

Chart shows the proportion of all media and comms time (B2) attributed to each activity type by age group.

*The average weekly minutes figure is among those who did any media and comms activity across their diary week and also includes simultaneous activity

Base: Adults aged 16+ (1512), Children aged 6-15 (476), Primary 6-11 (238), Secondary 11-15 (238)
Proportion of media and comms attributed to activity types, by time of day
Among children aged 6-15

Chart shows the proportion of all media and comms activity attributed to each broad type for each time slot across a week.
Note: the base of media and comms activity varies by time, and so relatively low activity during late night time periods should be treated with caution
Base: Children aged 6-15 (476)
## Proportion of time spent on activity types attributed to devices.

### Among children aged 6-15

<table>
<thead>
<tr>
<th>Activity Type</th>
<th>Average Weekly Minutes*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reading/browsing/using</td>
<td>441</td>
</tr>
<tr>
<td>Playing</td>
<td>695</td>
</tr>
<tr>
<td>Communicating</td>
<td>843</td>
</tr>
<tr>
<td>Listening</td>
<td>416</td>
</tr>
<tr>
<td>Watching</td>
<td>1191</td>
</tr>
<tr>
<td>All Media and comms</td>
<td>2759</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Activity Type</th>
<th>TV set (inc. connected devices)</th>
<th>Radio set</th>
<th>Games Console</th>
<th>Mobile</th>
<th>Tablet</th>
<th>Computer</th>
<th>Other device</th>
<th>Print</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reading/browsing/using</td>
<td>3%</td>
<td>13%</td>
<td>14%</td>
<td>26%</td>
<td>3%</td>
<td>38%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Playing</td>
<td>0%</td>
<td>51%</td>
<td>6%</td>
<td>23%</td>
<td>15%</td>
<td>30%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Communicating</td>
<td>2%</td>
<td>77%</td>
<td>13%</td>
<td>0%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Listening</td>
<td>4%</td>
<td>30%</td>
<td>1%</td>
<td>30%</td>
<td>12%</td>
<td>6%</td>
<td>17%</td>
<td>0%</td>
</tr>
<tr>
<td>Watching</td>
<td>4%</td>
<td>71%</td>
<td>4%</td>
<td>5%</td>
<td>13%</td>
<td>0%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*The average weekly minutes figure is among those who did each type of activity at all across their diary week, and also includes simultaneous activity.


Adult diary: Chart shows the proportion of all time spent on activity types (B2) attributed to each device.

Base: Children aged 6-15 (476)
Proportion of media and comms time attributed to grouped activities, by age group

- **Secondary 11-15**:
  - TV Or Films On A TV Set: 23%
  - TV Or Films On Another Device: 4%
  - Radio On Radio Set: 6%
  - Radio On Another Device: 2%
  - Voice Comms: 10%
  - Text Comms: 2%
  - Games: 19%
  - Short video clips: 20%
  - Other Audio: 10%
  - Other Non-internet Media: 3%

- **Primary 6-11**:
  - TV Or Films On A TV Set: 45%
  - TV Or Films On Another Device: 4%
  - Radio On Radio Set: 4%
  - Radio On Another Device: 4%
  - Voice Comms: 4%
  - Text Comms: 4%
  - Games: 20%
  - Other Audio: 10%
  - Other Non-internet Media: 2%

- **Children 6-15**:
  - TV Or Films On A TV Set: 29%
  - TV Or Films On Another Device: 4%
  - Radio On Radio Set: 8%
  - Radio On Another Device: 3%
  - Voice Comms: 6%
  - Text Comms: 2%
  - Games: 14%
  - Short video clips: 19%
  - Other Audio: 5%
  - Other Non-internet Media: 4%

- **Adults 16+**:
  - TV Or Films On A TV Set: 35%
  - TV Or Films On Another Device: 3%
  - Radio On Radio Set: 12%
  - Radio On Another Device: 2%
  - Voice Comms: 5%
  - Text Comms: 4%
  - Games: 16%
  - Short video clips: 4%
  - Other Audio: 4%
  - Other Non-internet Media: 8%

*Average weekly mins. of media & comms activity*

- Secondary 11-15: 2665
- Primary 6-11: 2029
- Children 6-15: 2274
- Adults 16+: 3677

Source: Ofcom Digital Day 2016, Data book 1: C1 for main chart data and B1 for average weekly minutes
Chart shows the proportion of all media and comms time (B2) attributed to each grouped activity by age group.
*The average weekly minutes figure is among those who did any media and comms activity across their diary week and also includes simultaneous activity.*
Base: Adults aged 16+ (x)
Proportion of media and comms attributed to grouped activities, by time of day
Among children aged 6-15

Source: Ofcom Digital Day 2016, Data book 6: B1
Chart shows the proportion of all media and comms activity attributed to each grouped activity for each time slot across a week.
Note: the base of media and comms activity varies by time, and so relatively low activity during late night time periods should be treated with caution
Base: Children aged 6-15 (476)
Watching
Weekly reach of watching activities, 2016 vs. 2014
Among children aged 6-15

- **Live TV**: 85% in 2016 (77% in 2014)
- **Recorded TV**: 39% (32%)
- **Free On-Demand**: 28% (22%)
- **Paid On-Demand**: 26% (15%)
- **DVD/Bluray**: 26% (35%)
- **Online video clips**: 50% (32%)
- **Any video on-demand (VoD)**: 45% (33%)
- **Any TV (Live/recorded/VoD)**: 94% (94%)

Chart shows the proportion of children who recorded each activity (D) at any point across their diary week. Arrows denote that changes are significant at the 99% level
Base: Children aged 6-15 - 2016 (476), 2014 (359)
Weekly reach of watching activities, Primary 6-11s vs Secondary 11-15s

- **Live TV**: Primary 6-11s 80%, Secondary 11-15s 73%
- **Recorded TV**: Primary 6-11s 39%, Secondary 11-15s 39%
- **Free On-Demand**: Primary 6-11s 29%, Secondary 11-15s 26%
- **Paid On-Demand**: Primary 6-11s 27%, Secondary 11-15s 26%
- **DVD/Bluray**: Primary 6-11s 31%, Secondary 11-15s 19%
- **Online video clips**: Primary 6-11s 45%, Secondary 11-15s 58%
- **Any video on-demand (VoD)**: Primary 6-11s 45%, Secondary 11-15s 45%
- **Any TV (Live/recorded/VoD)**: Primary 6-11s 94%, Secondary 11-15s 86%


Chart shows the proportion of children who recorded each activity (D) at any point across their diary week. Stars denote that particular age group is significantly higher than the other. Base: Primary 6-11s (238), Secondary 11-15s (238)
Weekly reach of watching activities, Children 6-15 vs. Adults 16+

- **Live TV**: Children 6-15: 77%, Adults 16+: 91%
- **Recorded TV**: Children 6-15: 39%, Adults 16+: 61%
- **Free On-Demand**: Children 6-15: 28%, Adults 16+: 42%
- **Paid On-Demand**: Children 6-15 and Adults 16+: 26%
- **DVD/Bluray**: Children 6-15 and Adults 16+: 26%
- **Online video clips**: Children 6-15: 50%, Adults 16+: 25%

- **Any video on-demand (VoD)**: Children 6-15: 45%, Adults 16+: 53%
- **Any TV (Live/recorded/VoD)**: Children 6-15 and Adults 16+: 94%


Chart shows the proportion of children and adults who recorded each activity (D) at any point across their diary week.

Base: Children aged 6-15 (476), Adults aged 16+ (1512)
Weekly reach of watching activities, by time of day
Among children aged 6-15

Chart shows the proportion of children who recorded each watching activity (D) at each time slot across a week. On-Demand is taken from a net figure of ‘paid’ and ‘free’ On-Demand.
Base: Children aged 6-15 (476)
Proportion of time spent watching attributed to activities, by age group

Among those who watched anything during their diary week

Source: Ofcom Digital Day 2016, Data book 1: C2 for main chart data and B1 for average weekly minutes

Chart shows the proportion of all watching time (B2) attributed to each activity (D) by age group.

*The average weekly minutes figure is among those who did any watching activity across their diary week and also includes simultaneous activity

Base: Adults aged 16+ (1512), Children aged 6-15 (476), Primary 6-11 (238), Secondary 11-15 (238)
Proportion of time spent watching attributed to activities, by screen
Among children who watched anything on specific device during their diary week

Source: Ofcom Digital Day 2016, Data book 3: C34 for main chart data, A2 for weekly reach and B2 for average weekly minutes
Chart shows the proportion of all watching time (B2) on each device (E1) attributed to each activity (D) by age group.
*The average weekly minutes figure is among those who watched anything on each type of device across their diary week i.e. excludes zeros.
** TV set includes set-top boxes, DVD/Blu-ray player, streaming media players and games consoles
Base: Children aged 6-15 (476)
Proportion of watching attributed to activities, by time of day
Among children aged 6-15

Chart shows the proportion of all watching attributed to each activity for each time slot across a week.
Note: the base of watching activity varies by time, and so relatively low activity during late night time periods should be treated with caution
Base: Children aged 6-15 (476)
Listening
Weekly reach of listening activities, 2016 vs. 2014
Among children aged 6-15

- Live Radio: 37% (2016) vs. 42% (2014)
- On-Demand Radio: 4% (2016) vs. 3% (2014)
- Personal digital audio: 23% (2016) vs. 26% (2014)
- Streamed music: 14% (2016) vs. 12% (2014)
- CD/Vinyl: 13% (2016) vs. 18% (2014)
- Music videos: 14% (2016) vs. 15% (2014)
- Any radio (live/on-demand): 39% (2016) vs. 43% (2014)
- Any digital music (personal/streamed): 32% (2016) vs. 32% (2014)

Chart shows the proportion of adults who recorded each activity (D) at any point across their diary week.
Base: Children aged 6-15 - 2016 (476), 2014 (359)
Weekly reach of listening activities, Children 6-15 vs. Adults 16+

- Live Radio: Children 6-15 (42%) vs. Adults 16+ (77%)
- On-Demand Radio: Children 6-15 (3%) vs. Adults 16+ (11%)
- Personal digital audio: Children 6-15 (26%) vs. Adults 16+ (33%)
- Streamed music: Children 6-15 (12%) vs. Adults 16+ (13%)
- CD/Vinyl: Children 6-15 (18%) vs. Adults 16+ (30%)
- Music videos: Children 6-15 (15%) vs. Adults 16+ (11%)
- Any radio (live/on-demand): Children 6-15 (43%) vs. Adults 16+ (78%)
- Any digital music (personal/streamed): Children 6-15 (32%) vs. Adults 16+ (39%)

Chart shows the proportion of adults who recorded each activity (D) at any point across their diary week.
Base: Children aged 6-15 (476), Adults aged 16+ (1512)
Weekly reach of listening activities, Primary 6-11s vs. Secondary 11-15s

- **Live Radio**: 53% (Primary 6-11), 21% (Secondary 11-15)
- **On-Demand Radio**: 3% (Primary 6-11), 3% (Secondary 11-15)
- **Personal digital audio**: 13% (Primary 6-11), 31% (Secondary 11-15)
- **Streamed music**: 4% (Primary 6-11), 28% (Secondary 11-15)
- **CD/Vinyl**: 14% (Primary 6-11), 5% (Secondary 11-15)
- **Music videos**: 16% (Primary 6-11), 12% (Secondary 11-15)

- **Any radio (live/on-demand)**: 54% (Primary 6-11), 24% (Secondary 11-15)
- **Any digital music (personal/streamed)**: 46% (Primary 6-11), 76% (Secondary 11-15)


Chart shows the proportion of adults who recorded each activity (D) at any point across their diary week.

Base: Primary 6-11s (238), Secondary 11-15s (238)
Weekly reach of listening activities, by time of day
Among children aged 6-15

Chart shows the proportion of adults who recorded each listening activity (D) at each time slot across a week.
Base: Children aged 6-15 (476)
Proportion of time spent listening attributed to activities, by age group
Among those who listened to anything during their diary week

<table>
<thead>
<tr>
<th>Activity</th>
<th>Adults 16+</th>
<th>Children 6-15</th>
<th>Primary 6-11</th>
<th>Secondary 11-15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live Radio</td>
<td>71%</td>
<td>23%</td>
<td>53%</td>
<td>31%</td>
</tr>
<tr>
<td>CD/Vinyl</td>
<td>6%</td>
<td>8%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Personal digital</td>
<td>10%</td>
<td>18%</td>
<td>13%</td>
<td>28%</td>
</tr>
<tr>
<td>Streamed audio</td>
<td>3%</td>
<td>16%</td>
<td>1%</td>
<td>12%</td>
</tr>
<tr>
<td>On-Demand radio</td>
<td>3%</td>
<td>7%</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>Music videos</td>
<td>3%</td>
<td>14%</td>
<td>13%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Source: Ofcom Digital Day 2016, Data book 1: C2 for main chart data and B1 for average weekly minutes
Chart shows the proportion of all listening time (B2) attributed to each activity (D) by age group.
*The average weekly minutes figure is among those who did any listening activity across their diary week and also includes simultaneous activity
Base: Adults aged 16+ (1512), Children aged 6-15 (476), Primary 6-11 (238), Secondary 11-15 (238)
Proportion of time spent listening attributed to activities, by device
Among children who listened to anything on specific device during their diary week

Source: Ofcom Digital Day 2016, Data book 3: C34 for main chart data, A2 for weekly reach and B2 for average weekly minutes
Chart shows the proportion of all listening time (B2) on each device (E1) attributed to each activity (D) by age group.
* The average weekly minutes figure is among those who listened to anything on each type of device across their diary week i.e. excludes zeros.
Base: Adults aged 16+ who listened to anything on each type of device
Proportion of listening attributed to activities, by time of day
Among children aged 6-15

Chart shows the proportion of all listening attributed to each activity for each time slot across a week.
Note: the base of listening activity varies by time, and so relatively low activity during late night time periods should be treated with caution
Base: Children aged 6-15 (476)
Communicating
Weekly reach of communication activities, 2016 vs. 2014
Among children aged 6-15

- Social networking: 24% (2016), 23% (2014)
- Instant messaging: 23% (2016), 19% (2014)
- Emailing: 7% (2016), 4% (2014)
- Texting: 27% (2016), 26% (2014)
- Photo or video messaging: 13% (2016), 10% (2014)
- Phone calls: 15% (2016), 18% (2014)
- Video calls: 12% (2016), 9% (2014)
- Any voice comms: 24% (2016), 23% (2014)
- Any text comms: 45% (2016), 43% (2014)

Chart shows the proportion of adults who recorded each activity (D) at any point across their diary week.
Base: Children aged 6-15 - 2016 (476), 2014 (359)
Weekly reach of communication activities, Children 6-15 vs. Adults 16+

<table>
<thead>
<tr>
<th>Activity</th>
<th>Children 6-15</th>
<th>Adults 16+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social networking</td>
<td>24%</td>
<td>49%</td>
</tr>
<tr>
<td>Instant messaging</td>
<td>23%</td>
<td>43%</td>
</tr>
<tr>
<td>Emailing</td>
<td>7%</td>
<td>70%</td>
</tr>
<tr>
<td>Texting</td>
<td>27%</td>
<td>63%</td>
</tr>
<tr>
<td>Photo or video messaging</td>
<td>13%</td>
<td>21%</td>
</tr>
<tr>
<td>Phone calls</td>
<td>15%</td>
<td>83%</td>
</tr>
<tr>
<td>Video calls</td>
<td>12%</td>
<td>15%</td>
</tr>
<tr>
<td>Any voice comms</td>
<td>24%</td>
<td>85%</td>
</tr>
<tr>
<td>Any text comms</td>
<td>45%</td>
<td>87%</td>
</tr>
</tbody>
</table>

Chart shows the proportion of adults who recorded each activity (D) at any point across their diary week.
Base: Children aged 6-15 (476), Adults aged 16+ (1512)
Weekly reach of communication activities, Primary 6-11s vs. Secondary 11-15s

- Social networking: 6% (Primary 6-11) vs. 53% (Secondary 11-15)
- Instant messaging: 10% (Primary 6-11) vs. 43% (Secondary 11-15)
- Emailing: 1% (Primary 6-11) vs. 15% (Secondary 11-15)
- Texting: 9% (Primary 6-11) vs. 55% (Secondary 11-15)
- Photo or video messaging: 5% (Primary 6-11) vs. 24% (Secondary 11-15)
- Phone calls: 10% (Primary 6-11) vs. 23% (Secondary 11-15)
- Video calls: 7% (Primary 6-11) vs. 20% (Secondary 11-15)
- Any voice comms: 16% (Primary 6-11) vs. 37% (Secondary 11-15)
- Any text comms: 20% (Primary 6-11) vs. 86% (Secondary 11-15)


Chart shows the proportion of adults who recorded each activity (D) at any point across their diary week.

Base: Primary 6-11s (238), Secondary 11-15s (238)
Weekly reach of communication activities, by time of day
Among adults aged 16+


Chart shows the proportion of adults who recorded each communication activity (D) at each time slot across a week.

Base: Children aged 6-15 (476)
Proportion of time spent communicating attributed to activities, by age group
Among those who communicated during their diary week

<table>
<thead>
<tr>
<th>Activity</th>
<th>Adults 16+</th>
<th>Children 6-15</th>
<th>Primary 6-11</th>
<th>Secondary 11-15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>34%</td>
<td>26%</td>
<td>24%</td>
<td>27%</td>
</tr>
<tr>
<td>Phone calls</td>
<td>18%</td>
<td>14%</td>
<td>15%</td>
<td>14%</td>
</tr>
<tr>
<td>Video calls</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Instant Messaging</td>
<td>17%</td>
<td>17%</td>
<td>11%</td>
<td>15%</td>
</tr>
<tr>
<td>Social networking</td>
<td>18%</td>
<td>31%</td>
<td>27%</td>
<td>31%</td>
</tr>
<tr>
<td>Video messaging</td>
<td>2%</td>
<td>13%</td>
<td>9%</td>
<td>14%</td>
</tr>
<tr>
<td>Texting</td>
<td>11%</td>
<td>2%</td>
<td>0%</td>
<td>2%</td>
</tr>
<tr>
<td>Email</td>
<td>34%</td>
<td>26%</td>
<td>24%</td>
<td>27%</td>
</tr>
<tr>
<td>Phone calls</td>
<td>18%</td>
<td>14%</td>
<td>15%</td>
<td>14%</td>
</tr>
<tr>
<td>Video calls</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Instant Messaging</td>
<td>17%</td>
<td>17%</td>
<td>11%</td>
<td>15%</td>
</tr>
<tr>
<td>Social networking</td>
<td>18%</td>
<td>31%</td>
<td>27%</td>
<td>31%</td>
</tr>
<tr>
<td>Video messaging</td>
<td>2%</td>
<td>13%</td>
<td>9%</td>
<td>14%</td>
</tr>
<tr>
<td>Texting</td>
<td>11%</td>
<td>2%</td>
<td>0%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: Ofcom Digital Day 2016, Data book 1: C2 for main chart data and B1 for average weekly minutes
Chart shows the proportion of all communication time (B2) attributed to each activity (D) by age group.
*The average weekly minutes figure is among those who did any communication activity across their diary week and also includes simultaneous activity
Base: Adults aged 16+ (1512), Children aged 6-15 (476), Primary 6-11 (238), Secondary 11-15 (238)
Proportion of time spent communicating attributed to activities, by device
Among adults who communicated using specific device during their diary week

- **Smartphone**
  - Video calls: 32%
  - Social networking: 32%
  - Emailing: 28%
  - Instant Messaging: 28%
  - Photo messaging: 14%
  - Texting: 18%
  - Phone calls: 2%

- **Tablet**
  - Video calls: 30%
  - Social networking: 29%
  - Emailing: 25%
  - Instant Messaging: 25%
  - Photo messaging: 14%
  - Texting: 2%
  - Phone calls: 2%

- **Computer**
  - Video calls: 70%
  - Emailing: 4%
  - Instant Messaging: 13%
  - Social networking: 12%

**Weekly reach of communicating on device**
- Smartphone: 39%
- Tablet: 15%
- Computer: 6%

**Average weekly minutes communicating on device**
- Smartphone: 863
- Tablet: 382
- Computer: 450

Source: Ofcom Digital Day 2016, Data book 3: C34 for main chart data, A2 for weekly reach and B2 for average weekly minutes

Chart shows the proportion of all communication time (B2) on each device (E1) attributed to each activity (D) by age group.

* The average weekly minutes figure is among those who communicated on each type of device across their diary week i.e. excludes zeros.

Base: Children aged 6-15 (476)
Proportion of communicating attributed to activities, by time of day

Among children aged 6-15

Source: Ofcom Digital Day 2016, Data book 6: C2A
Chart shows the proportion of all communicating attributed to each activity for each time slot across a week.
Note: the base of communicating activity varies by time, and so relatively low activity during late night time periods should be treated with caution
Base: Children aged 6-15 (476)
Reading/browsing/using
Weekly reach of reading/browsing/using activities, 2016 vs. 2014
Among children aged 6-15

<table>
<thead>
<tr>
<th>Activity</th>
<th>2016</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspapers (print or digital)</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Magazines (print or digital)</td>
<td>3%</td>
<td>7%</td>
</tr>
<tr>
<td>Other online news</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Sports news/updates</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Books (print or digital)</td>
<td>54%</td>
<td>48%</td>
</tr>
<tr>
<td>Online shopping/ticketing</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Other websites or apps</td>
<td>37%</td>
<td>35%</td>
</tr>
<tr>
<td>Other activities</td>
<td>30%</td>
<td>24%</td>
</tr>
</tbody>
</table>

Chart shows the proportion of children who recorded each activity (D) at any point across their diary week.
Base: Children aged 6-15 - 2016 (476), 2014 (359)
Weekly reach of reading/browsing/using activities, Children 6-15 vs. Adults 16+

- Newspapers (print or digital): Children 6-15: 5%, Adults 16+: 50%
- Magazines (print or digital): Children 6-15: 3%, Adults 16+: 27%
- Other online news: Children 6-15: 3%, Adults 16+: 28%
- Sports news/updates: Children 6-15: 5%, Adults 16+: 16%
- Books (print or digital): Children 6-15: 54%, Adults 16+: 46%
- Online shopping/ticketing: Children 6-15: 5%, Adults 16+: 38%
- Other websites or apps: Children 6-15: 37%, Adults 16+: 61%
- Other activities: Children 6-15: 30%, Adults 16+: 46%


Chart shows the proportion of adults and children who recorded each activity (D) at any point across their diary week.

Base: Children aged 6-15 (476), Adults aged 16+ (1512)
Weekly reach of reading/browsing/using activities, Primary 6-11s vs. Secondary 11-15s

- Newspapers (print or digital): Primary 6-11s 1%, Secondary 11-15s 10%
- Magazines (print or digital): Primary 6-11s 3%, Secondary 11-15s 4%
- Other online news: Primary 6-11s 2%, Secondary 11-15s 3%
- Sports news_updates: Primary 6-11s 3%, Secondary 11-15s 9%
- Books (print or digital): Primary 6-11s 62%, Secondary 11-15s 40%
- Online shopping/ticketing: Primary 6-11s 3%, Secondary 11-15s 8%
- Other websites or apps: Primary 6-11s 30%, Secondary 11-15s 50%
- Other activities: Primary 6-11s 26%, Secondary 11-15s 36%

Chart shows the proportion of children who recorded each activity (D) at any point across their diary week.
Base: Primary 6-11s (238), Secondary 11-15s (238)
Weekly reach of any reading/browsing/using, by time of day
Among children aged 6-15

Chart shows the proportion of children who recorded any reading/browsing/using activity (Net) (D) at each time slot across a week.
Base: Children aged 6-15 (476)
Proportion of time spent reading/browsing/using attributed to activities, by age group

Among adults who read… during their diary week

<table>
<thead>
<tr>
<th>Activity</th>
<th>Adults 16+</th>
<th>Children 6-15</th>
<th>Primary 6-11</th>
<th>Secondary 11-15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper</td>
<td>13%</td>
<td>4%</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>Other news &amp; sport</td>
<td>6%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Magazine</td>
<td>3%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Shopping/ ticketing</td>
<td>4%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Other activities</td>
<td>29%</td>
<td>23%</td>
<td>20%</td>
<td>27%</td>
</tr>
<tr>
<td>Other sites or apps</td>
<td>28%</td>
<td>29%</td>
<td>38%</td>
<td>38%</td>
</tr>
<tr>
<td>Books</td>
<td>17%</td>
<td>42%</td>
<td>54%</td>
<td>28%</td>
</tr>
<tr>
<td>Average weekly minutes</td>
<td>780</td>
<td>441</td>
<td>370</td>
<td>554</td>
</tr>
</tbody>
</table>

*The average weekly minutes figure is among those who did any reading… activity across their diary week and also includes simultaneous activity


Chart shows the proportion of all reading/browsing/using time (B2) attributed to each activity (D) by age group.

Base: Adults aged 16+ (1512), Children aged 6-15 (476), Primary 6-11 (238), Secondary 11-15 (238)
Proportion of time spent reading/browsing/using attributed to activities, by device
Among adults who read… on specific device during their diary week

Source: Ofcom Digital Day 2016, Data book 3: C34 for main chart data, A2 for weekly reach and B2 for average weekly minutes
Chart shows the proportion of all reading/browsing/using time (B2) on each device (E1) attributed to each activity (D) by age group.
* The average weekly minutes figure is among those who read…. on each type of device across their diary week i.e. excludes zeros.
Base: Adults aged 16+ who red/browsed/used at all on each type of device
Proportion of reading/browsing/using attributed to activities, by time of day
Among children aged 6-15

Source: Ofcom Digital Day 2016, Data book 6: C2A
Chart shows the proportion of all reading/browsing/using attributed to each activity for each time slot across a week.
Note: the base of reading... activity varies by time, and so relatively low activity during late night time periods should be treated with caution.
Base: Children aged 6-15 (476)
Devices
Weekly reach of devices
Among children aged 6-15

Chart shows the proportion of children who recorded using each device (E1) at any point across their diary week.
* TV set includes all connected devices (games consoles, set top boxes, DVD/Blu-ray player and streaming media players)
Base: Children aged 6-15 (476)
Weekly reach of devices, 6-11s vs. 11-15s


Chart shows the proportion of 6-11s and 11-15s who recorded using each device (E1) at any point across their diary week.

Base: Primary 6-11s (238), Secondary 11-15s (238)
Weekly reach of devices, Children 6-15 vs. Adults 16+


Chart shows the proportion of 6-11s and adults who recorded using each device (E1) at any point across their diary week.

Base: Children aged 6-15 (476), Adults aged 16+ (1512)
Weekly reach of devices, by time of day
Among children aged 6-15

Chart shows the proportion of children who recorded using each device (E) at each time slot across a week.
Figures for radio set, computer and mobile are net figures.
Base: Children aged 6-15 (476)
Average time spent on devices per day
Among all children who used device during diary week (exc. Zeros)

<table>
<thead>
<tr>
<th>Device</th>
<th>Average Time (min)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphone</td>
<td>02:36</td>
</tr>
<tr>
<td>TV set (inc set top box)</td>
<td>02:09</td>
</tr>
<tr>
<td>Games console</td>
<td>01:51</td>
</tr>
<tr>
<td>Tablet</td>
<td>01:31</td>
</tr>
<tr>
<td>Laptop</td>
<td>01:12</td>
</tr>
<tr>
<td>Desktop</td>
<td>01:00</td>
</tr>
<tr>
<td>Other device</td>
<td>00:43</td>
</tr>
<tr>
<td>Digital radio</td>
<td>00:39</td>
</tr>
<tr>
<td>Print</td>
<td>00:38</td>
</tr>
<tr>
<td>Analogue radio</td>
<td>00:27</td>
</tr>
<tr>
<td>e-reader</td>
<td>00:27</td>
</tr>
<tr>
<td>Stereo system</td>
<td>00:26</td>
</tr>
<tr>
<td>Standard mobile</td>
<td>00:16</td>
</tr>
<tr>
<td>Landline</td>
<td>00:03</td>
</tr>
</tbody>
</table>

Source: Ofcom Digital Day 2016, Data book 1: B4hm
Chart shows the mean number of minutes recorded per day for each device (E) among those who did each one at any point across their diary week i.e. excludes zeros.
Base: Children aged 6-15 (476)
Average time spent on devices per day
Among all children aged 6-15 (inc. Zeros)

TV set (inc set top box) 01:59
Smartphone 01:20
Tablet 00:59
Games console 00:49
Laptop 00:22
Print 00:19
Desktop 00:18
Other device 00:08
Digital radio 00:07
Analogue radio 00:04
Stereo system 00:04
e-reader 00:00
Standard mobile 00:00
Landline 00:00

Source: Ofcom Digital Day 2016, Data book 3: B11(2)hm
Chart shows the mean number of minutes recorded per day for each device among all adults, regardless of whether they did it at all i.e. includes zeros
Base: Children aged 6-15 (476)
### Proportion of total device time attributed to specific devices, by age group

<table>
<thead>
<tr>
<th>Age Group</th>
<th>TV set (inc. connected devices)</th>
<th>Radio set</th>
<th>Games Console</th>
<th>Mobile</th>
<th>Tablet</th>
<th>Computer</th>
<th>Other device</th>
<th>Print</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secondary 11-15</td>
<td>20%</td>
<td>2%</td>
<td>14%</td>
<td>35%</td>
<td>13%</td>
<td>10%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Primary 6-11</td>
<td>41%</td>
<td>4%</td>
<td>11%</td>
<td>6%</td>
<td>18%</td>
<td>10%</td>
<td>3%</td>
<td>7%</td>
</tr>
<tr>
<td>Children 6-15</td>
<td>30%</td>
<td>3%</td>
<td>13%</td>
<td>20%</td>
<td>15%</td>
<td>10%</td>
<td>2%</td>
<td>5%</td>
</tr>
<tr>
<td>Adults 16+</td>
<td>36%</td>
<td>12%</td>
<td>2%</td>
<td>15%</td>
<td>4%</td>
<td>22%</td>
<td>3%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Average weekly minutes of device activity*

- Secondary 11-15: 3585
- Primary 6-11: 2242
- Children 6-15: 2759
- Adults 16+: 4567

Source: Ofcom Digital Day 2016, Data book 2: C1 for main chart data and B1 for weekly minutes of device activity.

*The average weekly minutes figure is among those who used any device or print across their diary week and also includes simultaneous activity.

Base: Adults aged 16+ (1512), Children aged 6-15 (476), Primary 6-11 (238), Secondary 11-15 (238)
Proportion of total device time attributed to specific devices, by time of day
Among children aged 6-15

Chart shows the proportion of all media and comms activity attributed to each device for each time slot across a week.
Note: the base of media and comms activity varies by time, and so relatively low activity during late night time periods should be treated with caution
Base: Children aged 6-15 (476)
Proportion of time on a TV set (inc. all connected devices) attributed to activities, Children 6-15 vs. Adults 16+

- Live TV: 64% (Children), 43% (Adults)
- Video games: 3% (Children), 24% (Adults)
- Recorded TV: 12% (Children), 18% (Adults)
- Paid On-Demand: 6% (Children), 4% (Adults)
- DVD/Bluray: 6% (Children), 4% (Adults)
- Free On-Demand: 4% (Children), 5% (Adults)
- Online video clips: 2% (Children), 4% (Adults)

Source: Ofcom Digital Day 2016, Data book 3: C1
Chart shows the proportion of all time using a TV set (E1) attributed to each activity (D) * Includes games console (as connected to a TV)
Base: Children aged 6-15 (476), Adults aged 16+ (1512)
Proportion of time on a TV set (inc. all connected devices) attributed to activities, Primary 6-11 vs. Secondary 11-15

<table>
<thead>
<tr>
<th>Activity</th>
<th>Primary 6-11</th>
<th>Secondary 11-15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live TV</td>
<td>49%</td>
<td>34%</td>
</tr>
<tr>
<td>Video games</td>
<td>17%</td>
<td>33%</td>
</tr>
<tr>
<td>Recorded TV</td>
<td>11%</td>
<td>13%</td>
</tr>
<tr>
<td>DVD/Bluray</td>
<td>8%</td>
<td>4%</td>
</tr>
<tr>
<td>Paid On-Demand</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>Free On-Demand</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Online video clips</td>
<td>3%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: Ofcom Digital Day 2016, Data book 3: C1
Chart shows the proportion of all time using a TV set (E1) attributed to each activity (D)
* Excludes playing video games on a games console (which is more than likely plugged into a TV)
Base: Primary 6-11s (238), Secondary 11-15s (238)
Proportion of time on a smartphone attributed to activities, Children 6-15 vs. Adults 16+

- **Social networking**: 19% (Children 6-15), 15% (Adults 16+)
- **Instant messaging**: 17% (Children 6-15), 19% (Adults 16+)
- **Texting**: 11% (Children 6-15), 13% (Adults 16+)
- **Online video clips**: 9% (Children 6-15), 2% (Adults 16+)
- **Photo or video messaging**: 9% (Children 6-15), 2% (Adults 16+)
- **Personal digital audio**: 6% (Children 6-15), 6% (Adults 16+)
- **Other websites or apps**: 6% (Children 6-15), 11% (Adults 16+)
- **Streamed music**: 5% (Children 6-15), 4% (Adults 16+)
- **Video games**: 5% (Children 6-15), 5% (Adults 16+)
- **Music videos**: 2% (Children 6-15), 1% (Adults 16+)
- **Video calls**: 2% (Children 6-15), 2% (Adults 16+)

Source: Ofcom Digital Day 2016, Data book 3: C1

Chart shows the proportion of all time using a smartphone attributed to each activity (D)

Base: Children aged 6-15 (476), Adults aged 16+ (1512)
Proportion of time on a smartphone attributed to activities, Primary 6-11 vs. Secondary 11-15

<table>
<thead>
<tr>
<th>Activity</th>
<th>Primary 6-11</th>
<th>Secondary 11-15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social networking</td>
<td>20%</td>
<td>19%</td>
</tr>
<tr>
<td>Instant messaging</td>
<td>16%</td>
<td>17%</td>
</tr>
<tr>
<td>Video games</td>
<td>4%</td>
<td>14%</td>
</tr>
<tr>
<td>Online video clips</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>Texting</td>
<td>9%</td>
<td>11%</td>
</tr>
<tr>
<td>Personal digital audio</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Photo or video messaging</td>
<td>5%</td>
<td>9%</td>
</tr>
<tr>
<td>Other websites or apps</td>
<td>4%</td>
<td>7%</td>
</tr>
<tr>
<td>Live TV</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Phone calls</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Video calls</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Music videos</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: Ofcom Digital Day 2016, Data book 3: C1
Chart shows the proportion of all time using a smartphone attributed to each activity (D)
Base: Primary 6-11s (238), Secondary 11-15s (238)
Proportion of time spent on a tablet attributed to activities, Children 6-15 vs. Adults 16+

- **Video games**: Children 6-15 = 30%, Adults 16+ = 20%
- **Online video clips**: Children 6-15 = 26%, Adults 16+ = 4%
- **Other websites or apps**: Children 6-15 = 14%, Adults 16+ = 7%
- **Paid On-Demand**: Children 6-15 = 6%, Adults 16+ = 5%
- **Free On-Demand**: Children 6-15 = 4%, Adults 16+ = 5%
- **Social networking**: Children 6-15 = 9%, Adults 16+ = 4%
- **Video calls**: Children 6-15 = 1%, Adults 16+ = 4%
- **Streamed music**: Children 6-15 = 3%, Adults 16+ = 3%
- **Music videos**: Children 6-15 = 3%, Adults 16+ = 3%
- **Instant messaging**: Children 6-15 = 3%, Adults 16+ = 3%
- **Photo or video messaging**: Children 6-15 = 2%, Adults 16+ = 3%
- **Books (print or digital)**: Children 6-15 = 8%, Adults 16+ = 2%
- **Other activities**: Children 6-15 = 3%, Adults 16+ = 2%

Source: Ofcom Digital Day 2016, Data book 3: C1

Chart shows the proportion of all time using a tablet (E1) attributed to each activity (D)

Base: Children aged 6-15 (476), Adults aged 16+ (1512)
Proportion of time spent on a tablet attributed to activities, Primary 6-11 vs. Secondary 11-15

- **Video games**: 41% Primary 6-11, 14% Secondary 11-15
- **Online video clips**: 27% Primary 6-11, 23% Secondary 11-15
- **Other websites or apps**: 7% Primary 6-11, 7% Secondary 11-15
- **Paid On-Demand**: 6% Primary 6-11, 7% Secondary 11-15
- **Free On-Demand**: 4% Primary 6-11, 5% Secondary 11-15
- **Books (print or digital)**: 3% Primary 6-11, 1% Secondary 11-15
- **Other activities**: 3% Primary 6-11, 2% Secondary 11-15
- **Music videos**: 2% Primary 6-11, 4% Secondary 11-15

Source: Ofcom Digital Day 2016, Data book 3: C1

Chart shows the proportion of all time using a tablet (E1) attributed to each activity (D)

Base: Primary 6-11s (238), Secondary 11-15s (238)
Proportion of time spent on a computer attributed to activities

- **Video games**: 29% (Children 6-15), 7% (Adults 15+)
- **Other activities**: 19% (Children 6-15), 23% (Adults 15+)
- **Online video clips**: 13% (Children 6-15), 2% (Adults 15+)
- **Other websites or apps**: 11% (Children 6-15), 14% (Adults 15+)
- **Video calls**: 7% (Children 6-15), 1% (Adults 15+)
- **Paid On-Demand**: 4% (Children 6-15), 3% (Adults 15+)
- **Free On-Demand**: 3% (Children 6-15), 2% (Adults 15+)
- **Music videos**: 3% (Children 6-15), 2% (Adults 15+)
- **DVD/Bluray**: 2% (Children 6-15), 1% (Adults 15+)
- **Personal digital audio**: 2% (Children 6-15), 2% (Adults 15+)

Source: Ofcom Digital Day 2016, Data book 3: C1
Chart shows the proportion of all time using a computer (E1) attributed to each activity (D)
Base: Children aged 6-15 (476), Adults aged 16+ (1512)
### Proportion of time spent on a computer attributed to activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Primary 6-11s</th>
<th>Secondary 11-15s</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video games</td>
<td>19%</td>
<td>39%</td>
</tr>
<tr>
<td>Other activities</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>Other websites or apps</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>Video calls</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Paid On-Demand</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Music videos</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Free On-Demand</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>DVD/Bluray</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Personal digital audio</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Streamed music</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Social networking</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Instant messaging</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: Ofcom Digital Day 2016, Data book 3: C1

Chart shows the proportion of all time using a computer (E1) attributed to each activity (D)

Base: Primary 6-11s (238), Secondary 11-15s (238)
Social Media

...through a Social Networking site e.g. Facebook, Twitter (excluding checking updates)

Through either:
- YouTube
- Facebook
- Twitter
- Linked-in
- Instagram
- Other social media site

COMMUNICATION

- Short online video clips on e.g. YouTube, News sites
- Streamed online music
- Music videos
- Games
- Other online news
- Sports news /updates
- Other websites or apps
- Other activities

MEDIA CONSUMPTION
Social media use, by age group

An average of 58 mins a day was spent on social media across all children. This rose to 88 mins among those who used it at all over their diary week.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Weekly Reach</th>
<th>Proportion of all media and comms time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults 16+</td>
<td>64%</td>
<td>8%</td>
</tr>
<tr>
<td>Children 6-15</td>
<td>65%</td>
<td>16%</td>
</tr>
<tr>
<td>Primary 6-11</td>
<td>51%</td>
<td>10%</td>
</tr>
<tr>
<td>Secondary 11-15</td>
<td>88%</td>
<td>21%</td>
</tr>
</tbody>
</table>

Average daily minutes on social media*
- Adults 16+: 1h 16m
- Children 6-15: 1h 35m
- Primary 6-11: 1h 5m
- Secondary 11-15: 2h 3m

Source: Ofcom Digital Day 2016, Data book 1: A1 for weekly reach, B4(2) for average time spent per day and C1 for proportion of all media and comms time.

Chart shows the proportion of adults and children who recorded communicating through a social networking site (D) or using a social media site for certain types of media activity (E2) across their diary week. Proportion of media and comms time is calculated from the durations of these activities (B2).

Base: Adults aged 16+ (1512), Children aged 6-15 (476), Primary 6-11 (238), Secondary 11-15 (238)
Proportion of social media time attributed to devices, by age group

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Mobile phone</th>
<th>Computer</th>
<th>Tablet</th>
<th>TV set (inc. connected devices)</th>
<th>Other device</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secondary 11-15</td>
<td>59%</td>
<td>9%</td>
<td>22%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Primary 6-11</td>
<td>17%</td>
<td>15%</td>
<td>51%</td>
<td>16%</td>
<td>2%</td>
</tr>
<tr>
<td>Children 6-15</td>
<td>45%</td>
<td>11%</td>
<td>32%</td>
<td>9%</td>
<td>3%</td>
</tr>
<tr>
<td>Adults 16+</td>
<td>50%</td>
<td>34%</td>
<td>13%</td>
<td>3%</td>
<td></td>
</tr>
</tbody>
</table>

Average daily minutes on social media:
- Secondary 11-15: 2h 3m
- Primary 6-11: 1h 5m
- Children 6-15: 1h 35m
- Adults 16+: 1h 16m

Source: Ofcom Digital Day 2016, Data book 1: C1 for the main chart data, and B1 for average weekly minutes
Chart shows the proportion of all social media time (B2) attributed to each activity by age group.
*The average weekly minutes figure is among those who used social media at all across their diary week (net figure)
Base: Adults aged 16+ (1512), Children aged 6-15 (476), Primary 6-11 (238), Secondary 11-15 (238)
Weekly reach of social media activities
Among children aged 6-15

<table>
<thead>
<tr>
<th>Activity</th>
<th>All children 6-15</th>
<th>Primary 6-11s</th>
<th>Secondary 11-15s</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short online clips</td>
<td>47%</td>
<td>42%</td>
<td>57%</td>
</tr>
<tr>
<td>Social networking (communicating)</td>
<td>24%</td>
<td>6%</td>
<td>54%</td>
</tr>
<tr>
<td>Music videos (background)</td>
<td>12%</td>
<td>9%</td>
<td>15%</td>
</tr>
<tr>
<td>Browsing/checking updates</td>
<td>11%</td>
<td>2%</td>
<td>25%</td>
</tr>
<tr>
<td>Streamed music</td>
<td>5%</td>
<td>3%</td>
<td>8%</td>
</tr>
<tr>
<td>Gaming</td>
<td>2%</td>
<td>1%</td>
<td>5%</td>
</tr>
<tr>
<td>News</td>
<td>1%</td>
<td>0%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Chart shows the proportion of children who recorded each activity (D) and identified it as being on a social media site (Facebook, Twitter, LinkedIn, Instagram, YouTube, Other social media site) at any point across their diary week.
Base: Children aged 6-15 (476), Primary 6-11 (238), Secondary 11-15 (238)
Proportion of social media time attributed to activities, by age
Among children who used social media at all during diary week

Chart shows the proportion of all social media time (B2) attributed to each activity by age group.

- **Communicating**
- **Browsing/checking updates**
- **Short online clips**
- **Music videos**
- **Gaming**
- **Other**

### Average daily minutes on social media*

- **Secondary 11-15**: 2h 3m
- **Primary 6-11**: 1h 5m
- **Children 6-15**: 1h 35m
- **Adults 16+**: 1h 16m

---

Source: Ofcom Digital Day 2016, Data book 1: C2 for the main chart data, and B1 for average weekly minutes

Chart shows the proportion of all social media time (B2) attributed to each activity by age group.

*The average weekly minutes figure is among those who used social media at all across their diary week (net figure)

**Other** includes streamed music, sports news/updates and other online news

Base: Adults aged 16+ (1512), Children aged 6-15 (476), Primary 6-11 (238), Secondary 11-15 (238)