

Adults' Media Use and Attitudes Report 2017

Digital media take-up and use

Figure 1: Summary of access to and use of devices/ media at home, by age: 2016



	All adults		16-24		25-34		35-44		45-54		55-64		65-74		75+	
	Access	Use	Access	Use	Access	Use	Access	Use	Access	Use	Access	Use	Access	Use	Access	Use
Mobile phone	94%	90%	98%	98%	98%	98%	98%	97%	98%	95%	93%	88%	87%	75%	73%↑	60%
Standard TV set	75%	70%	75%	65%	69%	63%	71%↓	63%↓	71%	66%	79%	75%	78%	74%	92%	91%
Computer	71%↓	66%↓	74%↓	69%↓	70%↓	65%↓	78%↓	73%	80%	74%	77%	71%	66%	57%	40%	35%
Tablet	63%↑	56%↑	67%	55%	71%↑	66%↑	71%	60%	70%	63%	64%↑	57%↑	51%↑	40%	30%↑	27%↑
Radio set (DAB or otherwise)	60%	51%	45%	33%	43%	34%	56%	48%	66%	58%	71%	64%	76%	69%	78%	67%
DVR/ Digital Video Recorder	51%↑	44%↑	48%	37%	41%	38%	58%↑	52%↑	56%	49%	59%↑	50%	52%	43%	39%↑	29%↑
Games console /games player	39%	24%	66%	57%	53%	39%	49%	26%	40%	16%	29%↑	10%	11%	4%	4%	2%
Smart TV set	38%↑	36%↑	41%	37%	40%	37%	48%	46%	47%	45%	37%	37%↑	27%	27%↑	14%↑	12%↑
Streaming media player	21%↑	18%↑	26%↑	21%↑	28%↑	25%↑	25%↑	22%↑	24%	18%	18%↑	15%↑	9%↑	9%↑	4%↑	3%↑
Wearable technology	11%	7%	16%	10%	13%	8%	15%	11%	12%	8%	8%	6%	4%	1%	1%	1%
ANY TV	97%	93%	96%	90%	95%	88%	98%	93%	96%	94%	99%	97%	96%	94%	100%	99%↑

A1/ A2. Can you please look at this list and tell me which of these you have at home? (prompted responses, multi-coded)/ And which of these devices that you just said you had at home do you personally ever use, for any purpose? (prompted responses, multi-coded)

Base: All adults aged 16+ (1846 aged 16+, 234 aged 16-24, 272 aged 25-34, 313 aged 35-44, 284 aged 45-54, 270 aged 55-64, 218 aged 65-74, 255 aged 75+). Arrows show significant changes (95% level) between 2015 and 2016. NB – Significance changes for wearable technology are not shown as the examples of the technology included in this definition were not consistent over time

Figure 2: Summary of access to and use of devices/ media at home, by socio-economic group and gender :2016

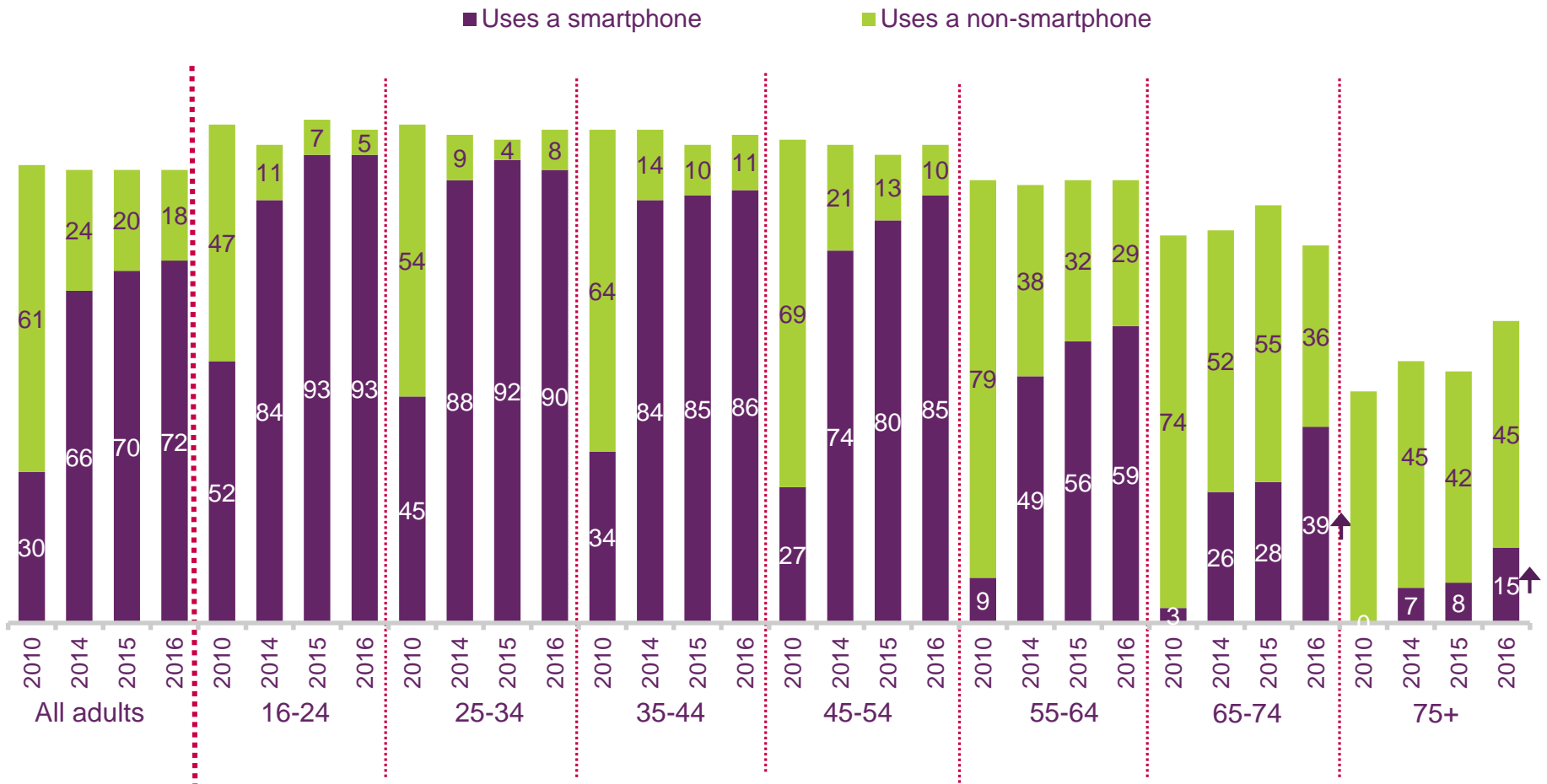


	All adults		AB		C1		C2		DE		Male		Female	
	Access	Use	Access	Use	Access	Use	Access	Use	Access	Use	Access	Use	Access	Use
Mobile phone	94%	90%	96%	92%	95%	92%	94%	89%	90%	85%	94%	89%	94%	91%
Standard TV set	75%	70%	70%↓	66%	73%	67%	79%	74%	79%	73%	73%	67%↓	77%	72%
Computer	71%↓	66%↓	88%	83%	78%	73%↓	69%	63%	47%↓	42%↓	72%↓	68%↓	70%↓	64%↓
Tablet	63%↑	56%↑	74%	66%	67%	60%	62%↑	53%↑	49%↑	42%↑	63%↑	54%↑	64%	57%
Radio set (DAB or otherwise)	60%	51%	70%	62%	58%	50%	61%	50%	51%	43%	60%	51%	60%↑	52%↑
DVR/ Digital Video Recorder	51%↑	44%↑	63%↑	55%↑	50%	44%	52%↑	43%↑	38%	32%↑	51%	44%	51%↑	43%↑
Games console /games player	39%	24%	38%	22%	38%	23%	45%	26%	37%	25%	41%	31%	37%	17%↓
Smart TV set	38%↑	36%↑	49%	48%	38%	36%	36%	34%	29%↑	26%	41%	39%	36%↑	34%↑
Streaming media player	21%↑	18%↑	28%↑	24%↑	21%↑	18%↑	18%↑	15%↑	16%↑	13%↑	24%↑	20%↑	18%↑	15%↑
Wearable technology	11%	7%	18%	12%	11%	7%	7%	6%	6%	3%	12%	8%	10%	6%
ANY TV SET	97%	93%	97%	95%	96%	92%	98%	94%	98%	92%	97%	93%	97%	94%

A1/ A2. Can you please look at this list and tell me which of these you have at home? (prompted responses, multi-coded)/ And which of these devices that you just said you had at home do you personally ever use, for any purpose? (prompted responses, multi-coded)

Base: All adults aged 16+ (1846 aged 16+, 427 AB, 566 C1, 369 C2, 484 DE, 885 male, 961 female). Arrows show significant changes (95% level) between 2015 and 2016. NB – Significance changes for wearable technology are not shown as the examples of the technology included in this definition were not consistent over time

Figure 3: Mobile phone use, by age: 2010-2016

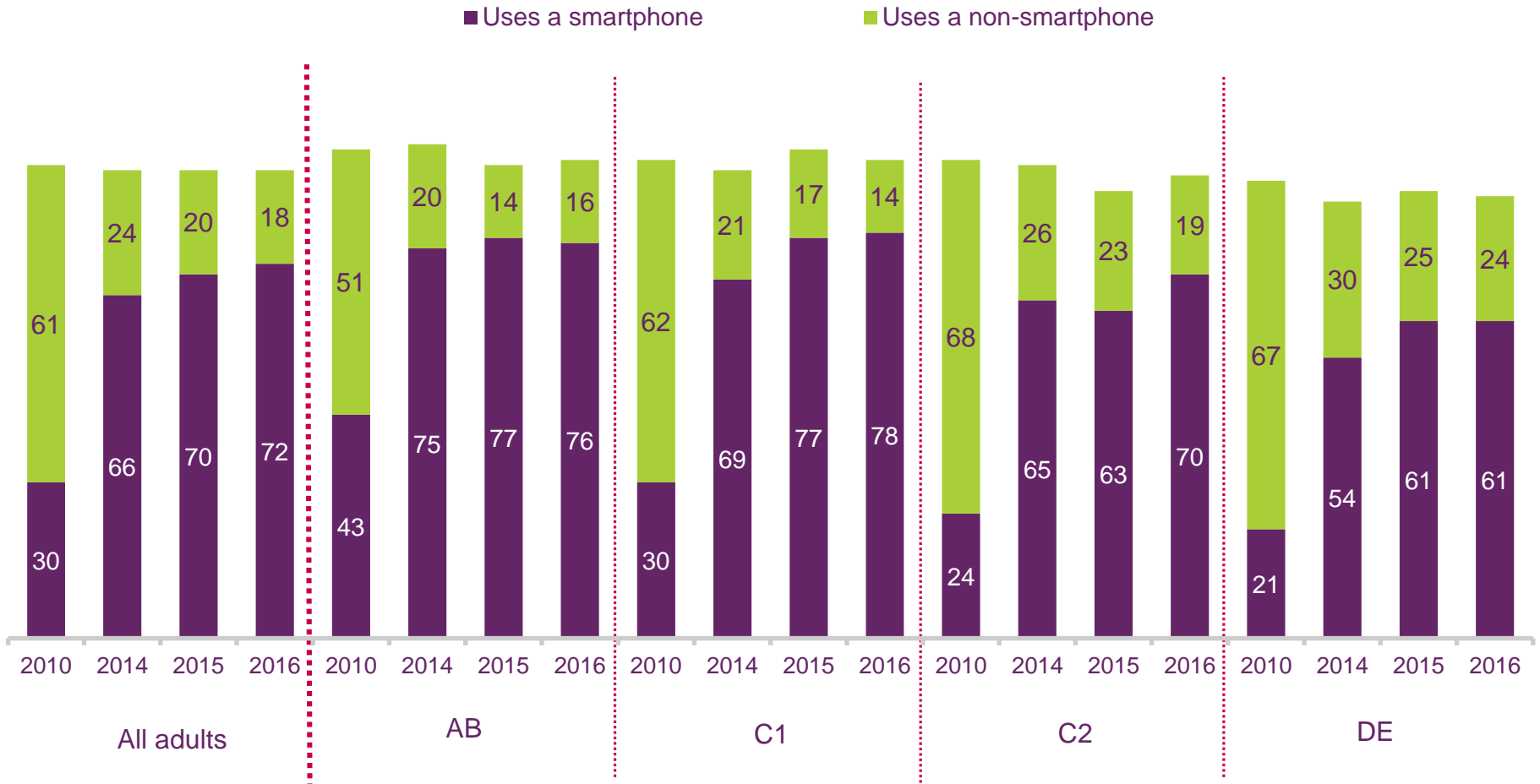


A4. You said you use a mobile phone. Is it a smartphone? (prompted responses, single coded)

Base: All adults aged 16+ (1846 aged 16+, 234 aged 16-24, 272 aged 25-34, 313 aged 35-44, 284 aged 45-54, 270 aged 55-64, 218 aged 65-74, 255 aged 75+).

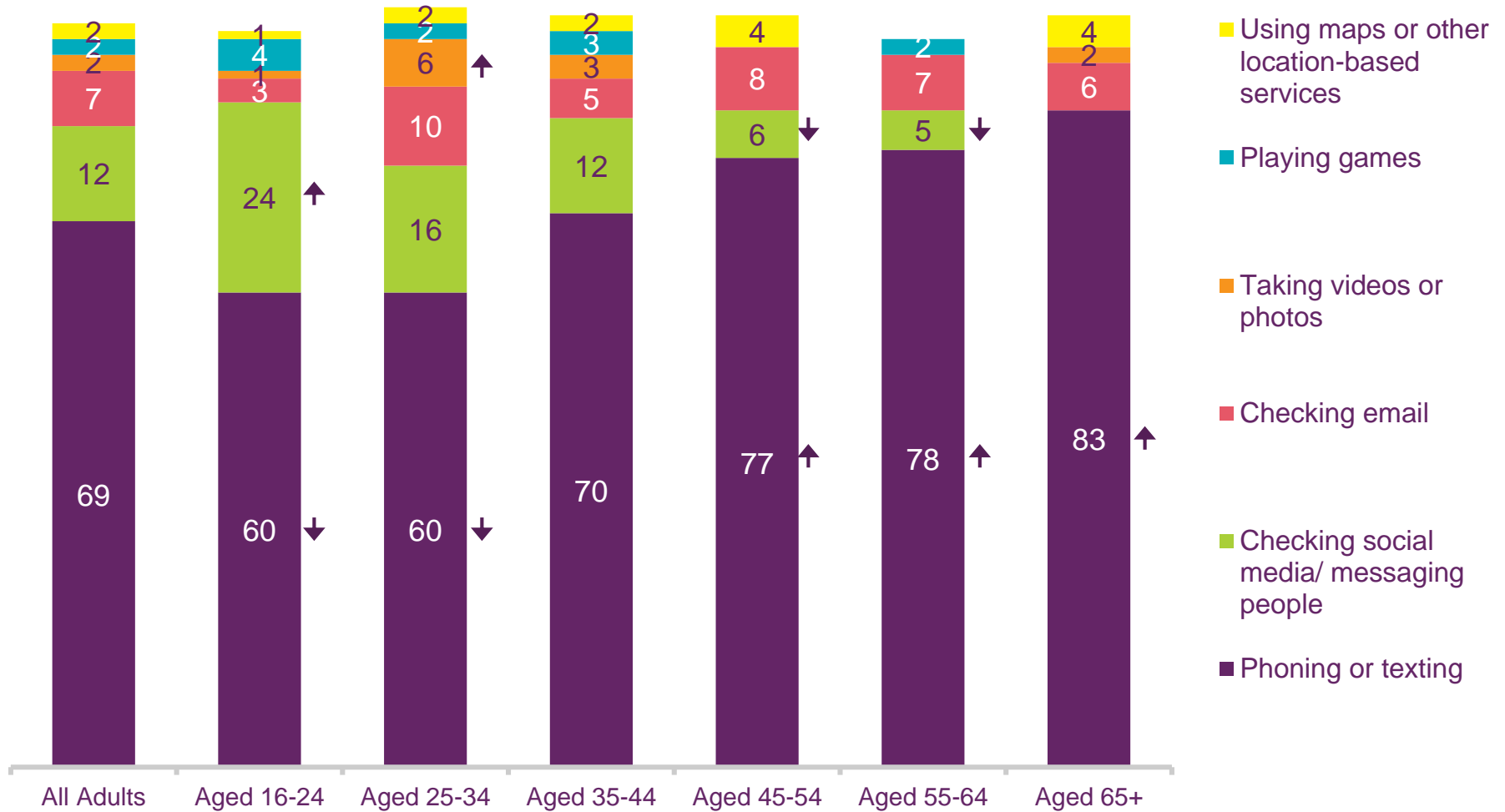
Arrows show significant changes (95% level) between 2015 and 2016.

Figure 4: Mobile phone use, by socio-economic group: 2010-2016



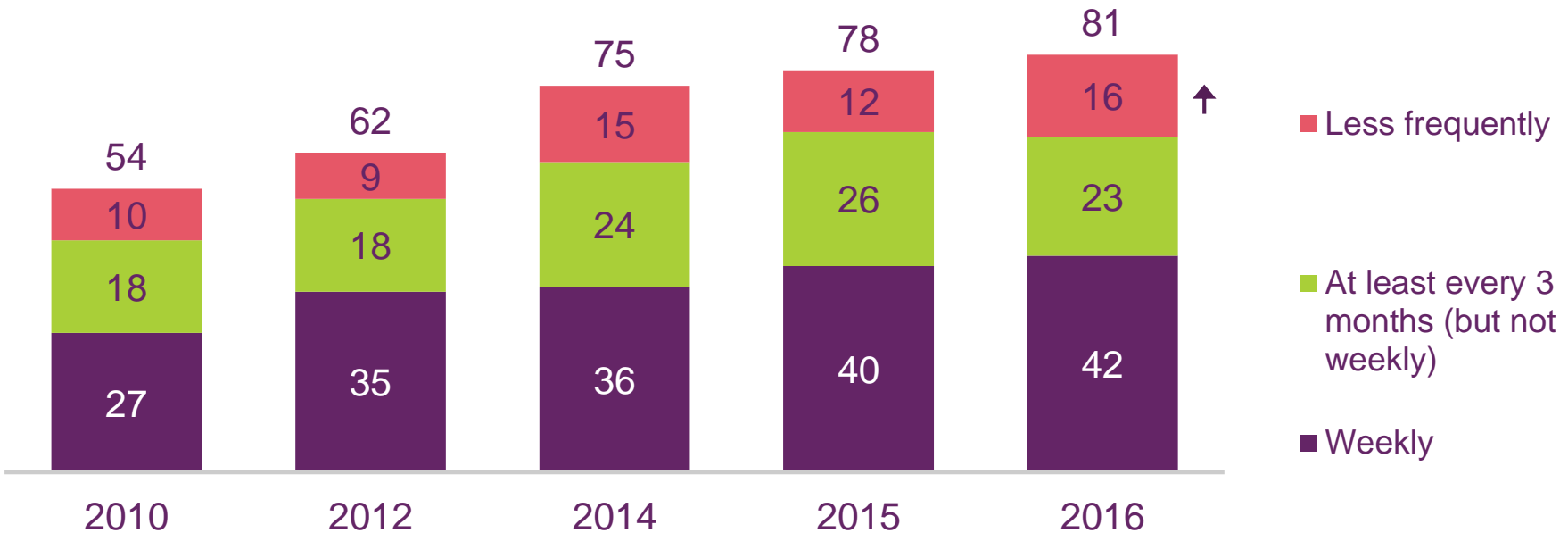
A4. You said you use a mobile phone. Is it a smartphone? (prompted responses, single coded)
 Base: All adults aged 16+ (1846 aged 16+, 427 AB, 566 C1, 369 C2, 484 DE).
 Arrows show significant changes (95% level) between 2015 and 2016.

Figure 5: Activity smartphone users say they would miss using their phone for, by age



M8. Which one of these activities would you miss doing the most on your smartphone if your phone was taken away from you? (prompted responses, single coded)
 Base: All adults aged 16+ with a smartphone (1249 aged 16+, 216 aged 16-24, 247 aged 25-34, 268 aged 35-44, 235 aged 45-54, 157 aged 55-64, 126 aged 65+). Showing responses by >2% of all adults with a smartphone. Arrows show significant differences (95% level) by age compared to all adults with a smartphone.

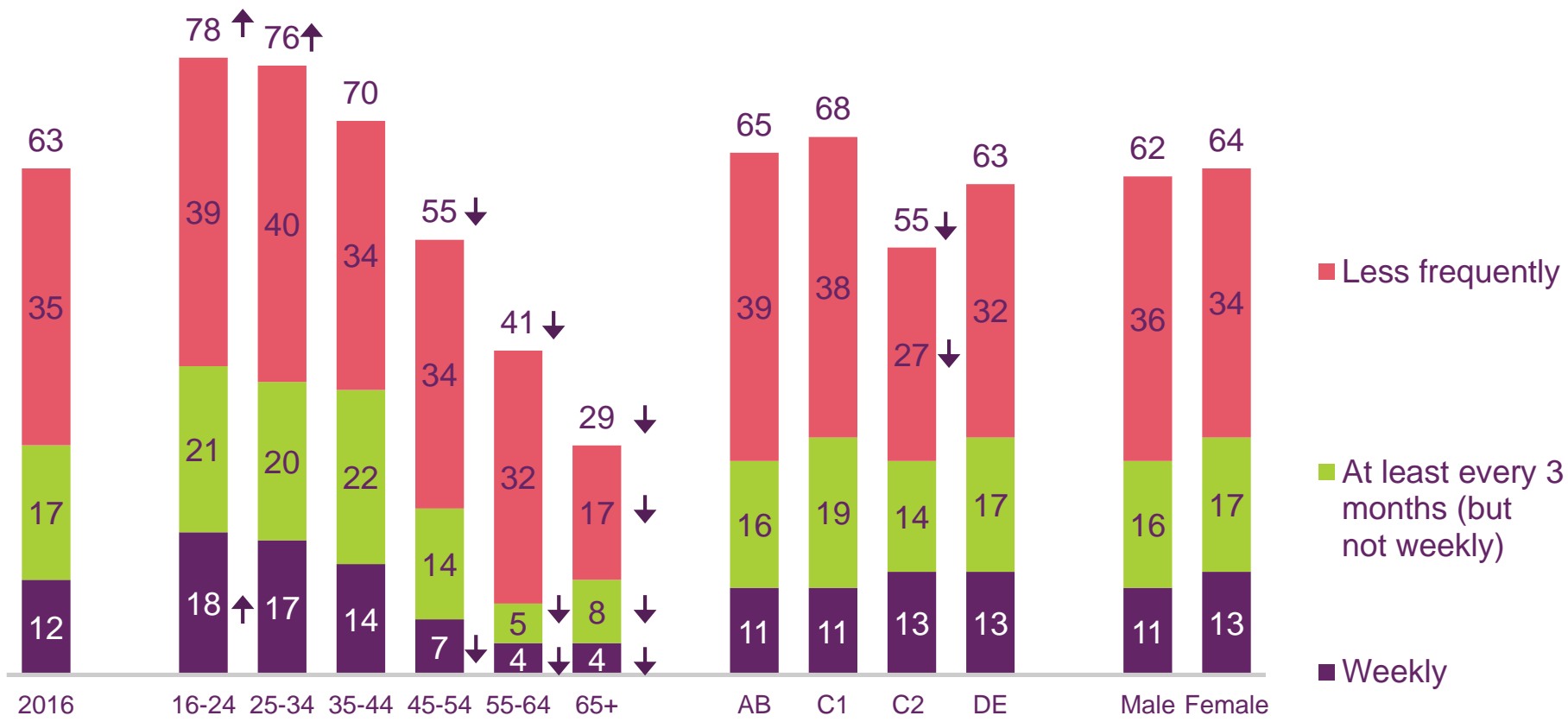
Figure 6: Use of maps or satellite navigation on a smartphone: 2010-2016



Use features such as maps or satellite navigation to get to where you want to/ plot a route to your destination

M7D. Please tell me from this list, the types of things you use your smartphone for, and how often you do each. (prompted responses, single coded)
 Base: All adults aged 16+ who use a smartphone (1249 in 2016).
 Arrows show significant changes (95% level) between 2015 and 2016.

Figure 7: Use of a smartphone for completing a form or application



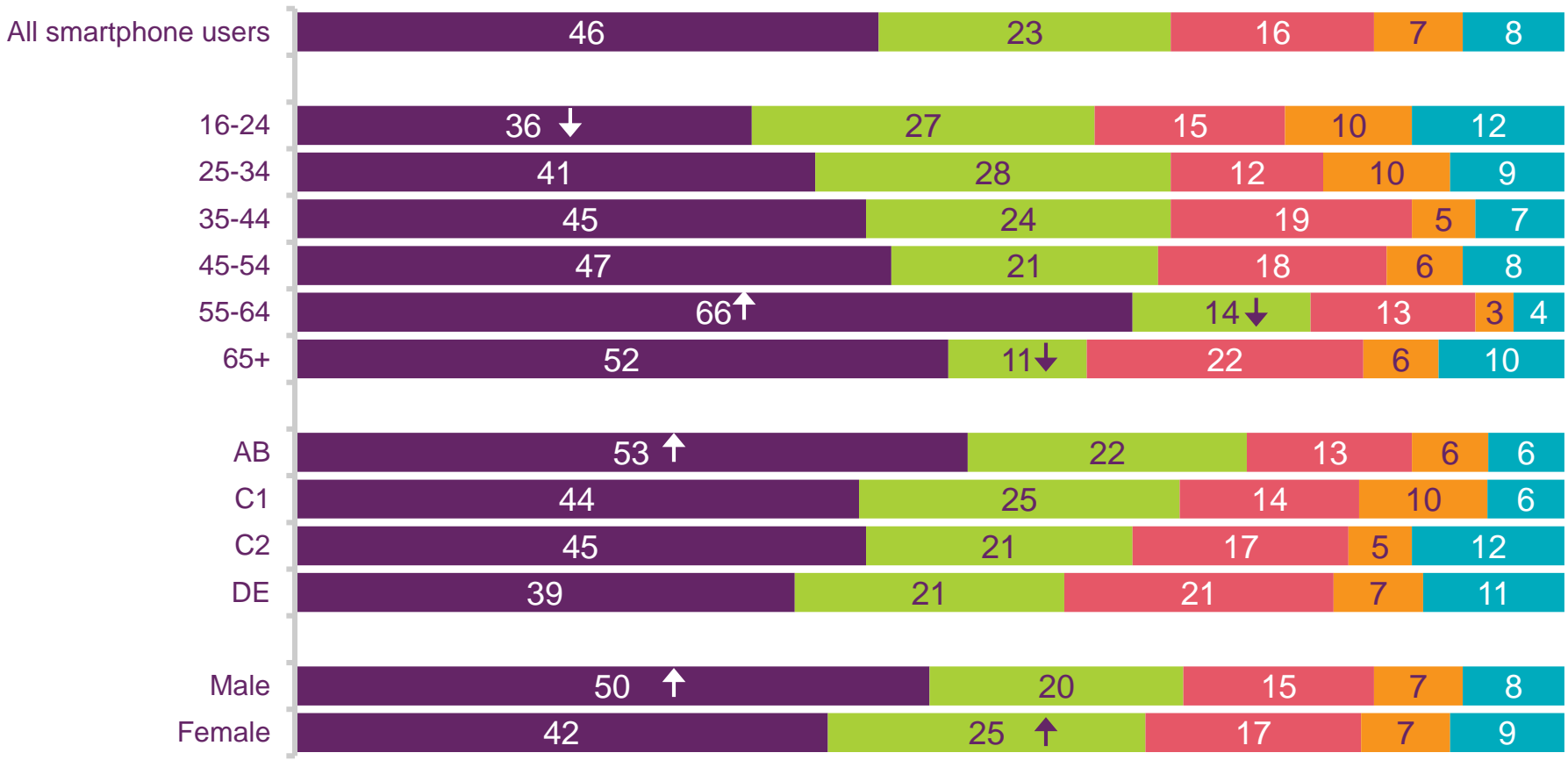
To complete a form or application for something

M7A. Please tell me from this list, the types of things you use your smartphone for, and how often you do each. (prompted responses, single coded)
 Base: All adults aged 16+ who use a smartphone (1249 aged 16+, 216 aged 16-24, 247 aged 25-34, 268 aged 35-44, 235 aged 45-54, 157 aged 55-64, 126 aged 65+, 305 AB, 425 C1, 247 C2, 272 DE, 598 male, 651 female).
 Arrows show significant differences (95% level) by age/ socio-economic group compared to all smartphone users and males compared to females.

Figure 8: Agreement with statement: "Completing forms and working on documents is more difficult on my smartphone than on a laptop or desktop", by age, socio-economic group and gender

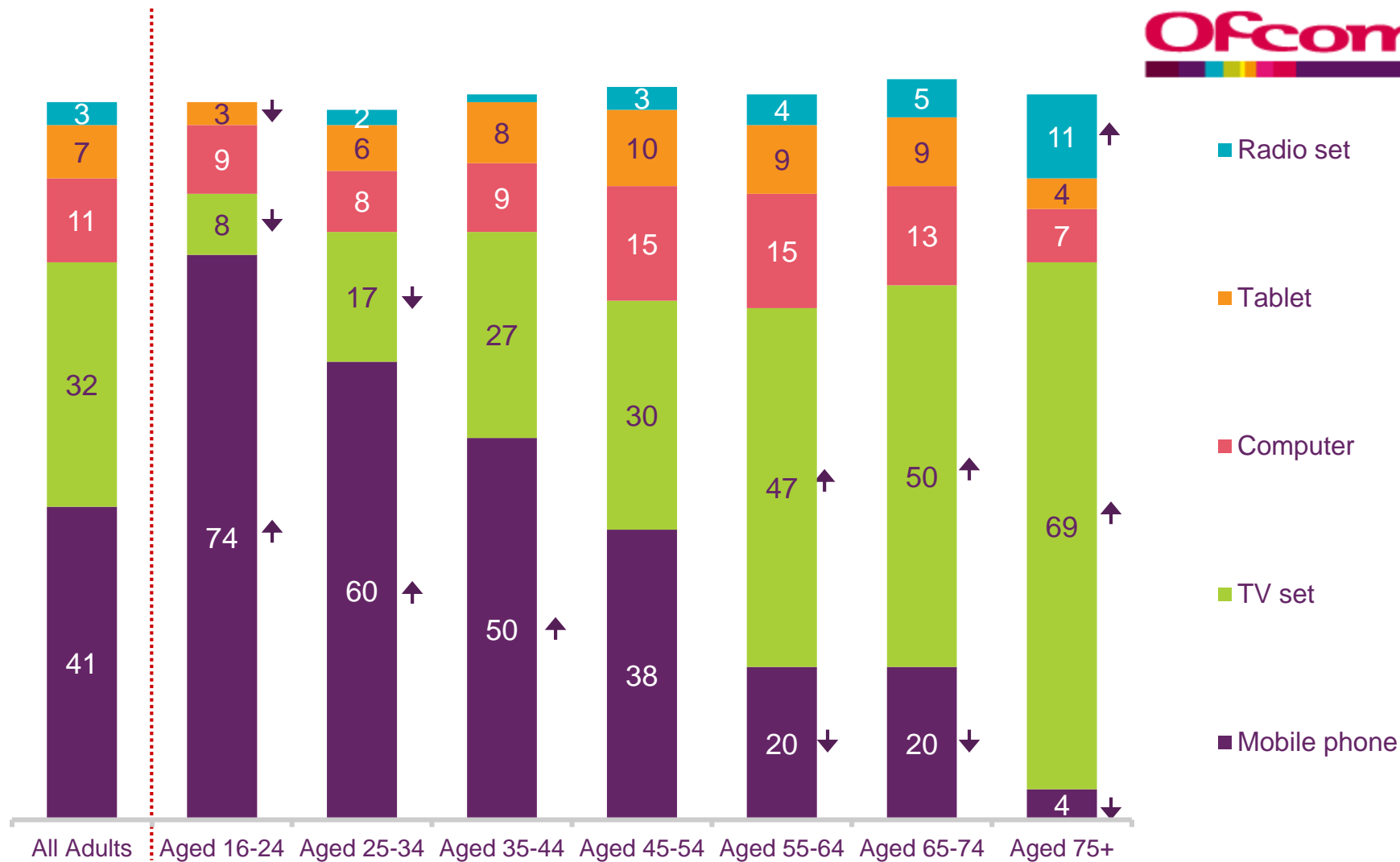


■ Strongly agree
 ■ Slightly agree
 ■ Neither/ Don't know
 ■ Slightly disagree
 ■ Strongly disagree



M6. Please tell me the extent to which you agree or disagree with the following statement - Completing forms and working on documents is more difficult on my smartphone than on a laptop or desktop (prompted responses, single coded)
 Base: All adults aged 16+ who use a smartphone (1249 aged 16+, 216 aged 16-24, 247 aged 25-34, 268 aged 35-44, 235 aged 45-54, 157 aged 55-64, 126 aged 65+, 305 AB, 425 C1, 247 C2, 272 DE, 598 male, 651 female). Arrows show significant differences (95% level) by age / socio-economic group compared to all smartphone users and males compared to females.

Figure 9: Most -missed device, by age



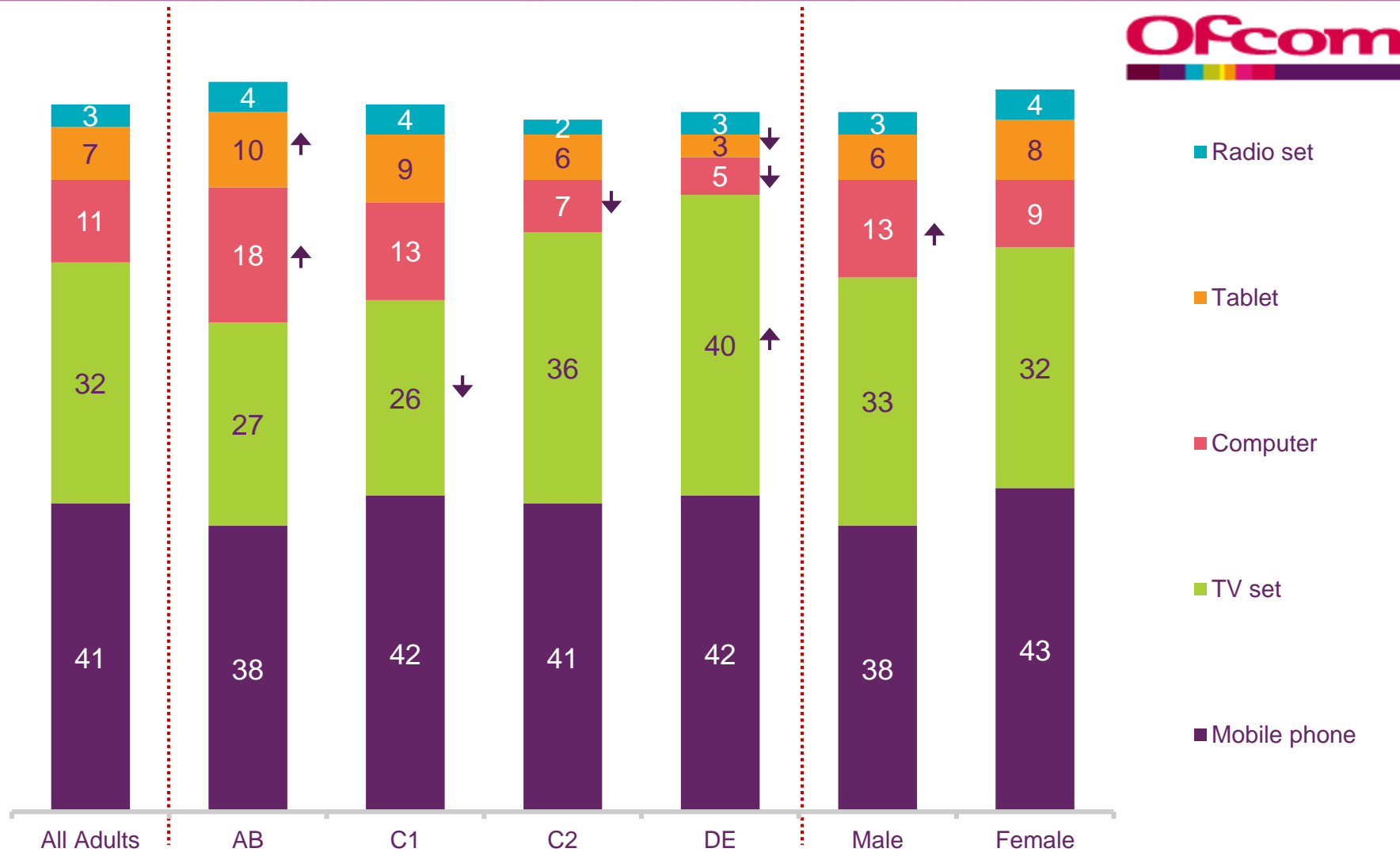
A3. Which one of these things you use would you miss the most if it was taken away? (prompted responses, single coded)

Base: All adults aged 16+ (1846 aged 16+, 234 aged 16-24, 272 aged 25-34, 313 aged 35-44, 284 aged 45-54, 270 aged 55-64, 218 aged 65-74, 255 aged 75+).

Showing responses by >2% of all adults.

Arrows show significant differences (95% level) by age compared to all adults.

Figure 10: Most-missed media device, by socio-economic group and gender

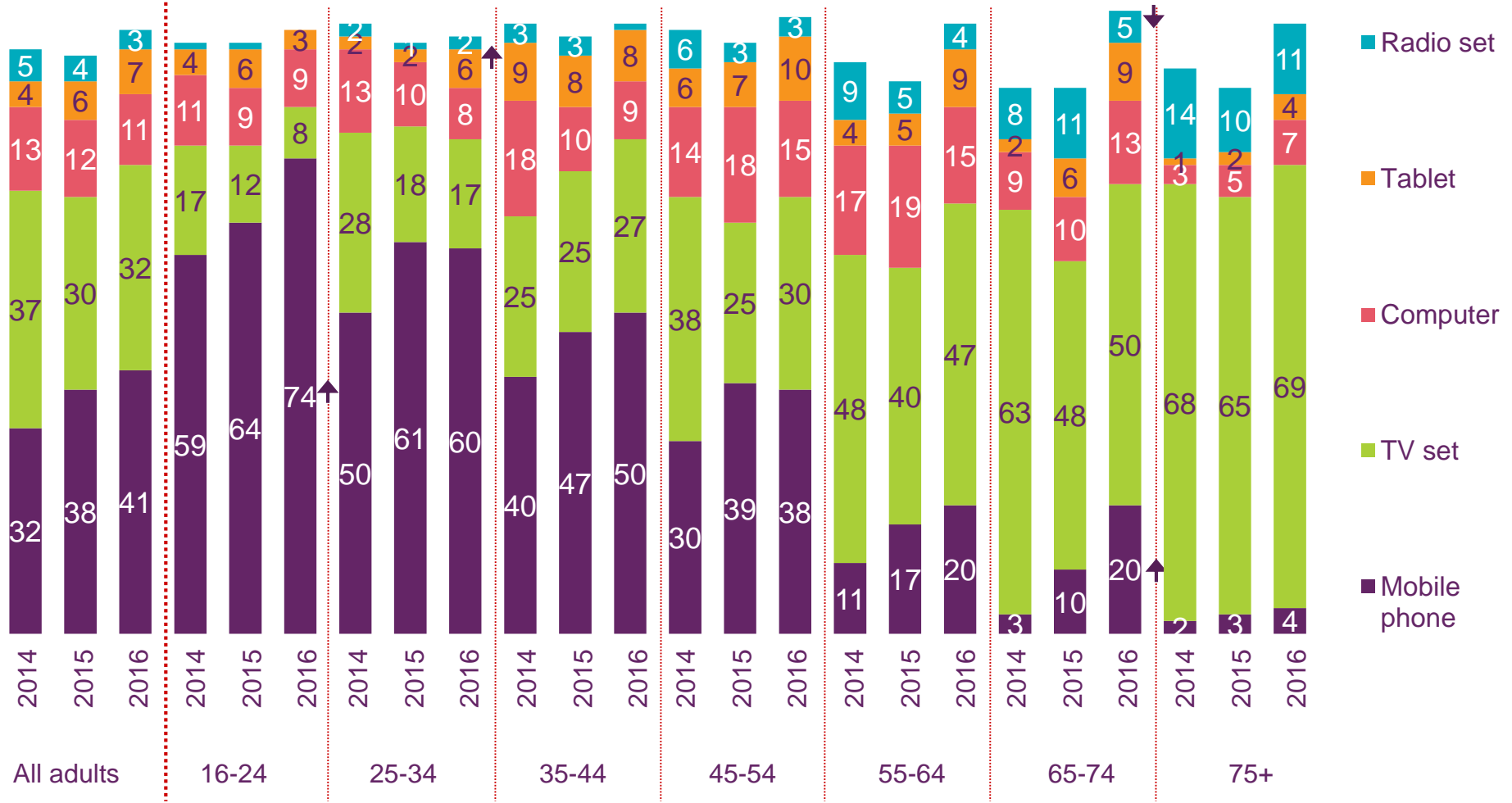


A3. Which one of these things you use would you miss the most if it was taken away? (prompted responses, single coded)

Base: All adults aged 16+ (1846 aged 16+, 427 AB, 566 C1, 369 C2, 484 DE, 885 male, 961 female). Showing responses by >2% of all adults

Arrows show significant differences (95% level) by socio economic group compared to all adults and males compared to females.

Figure 11: Most-missed media device: 2014 vs. 2015 vs. 2016

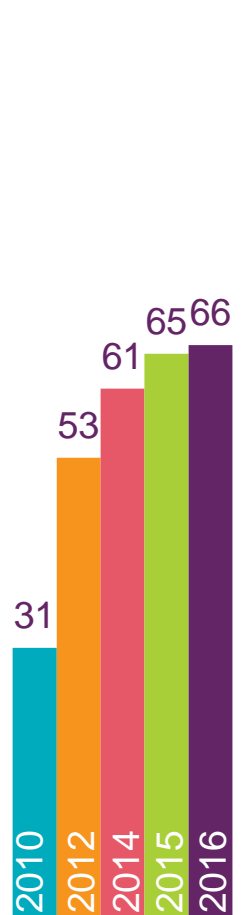


A3. Which one of these things you use would you miss the most if it was taken away? (prompted responses, single coded)
 Base: All adults aged 16+ (1841 in 2015, 1846 in 2016) Showing responses by >2% of all adults.
 Arrows show significant changes (95% level) between 2015 and 2016.

Figure 12: Devices used to go online: 2010- 2016



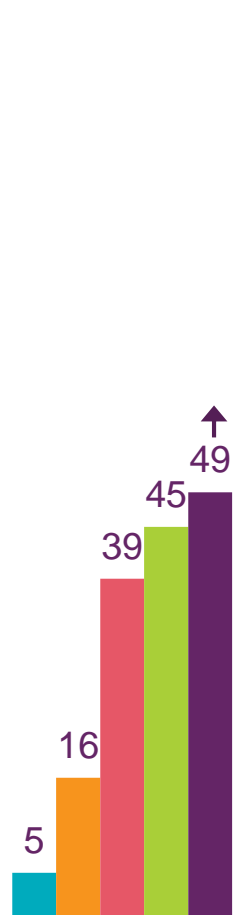
Smartphone



Computer
(at home - prior to 2014)



Tablet



Smart TV
(Added in 2013)



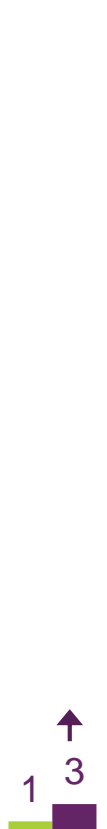
Games console/
player



Streaming media player
(Added in 2015)



Wearable tech
(Added in 2015)



IN1/ IN2. Do you ever go online/ Do you go online using any of these devices? (prompted responses, multi-coded)
 Base: All adults aged 16+ (1846 in 2016).
 Arrows show significant changes (95% level) between 2015 and 2016.

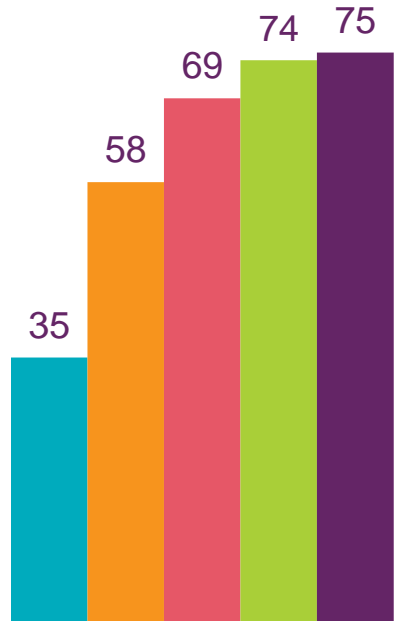
Figure 13: Use of alternative devices to go online: 2010-2016



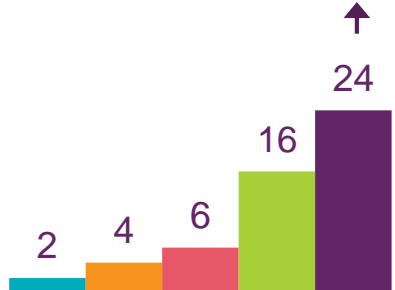
Use any device to go online



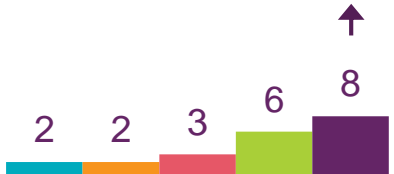
Any use of devices other than a computer to go online



Only use devices other than a computer to go online



Only use a smartphone to go online



IN1/ IN2. Do you ever go online/ Do you go online using any of these devices? (prompted responses, multi-coded)
 Base: All adults aged 16+ (1846 in 2016).
 Arrows show significant changes (95% level) between 2015 and 2016.

Figure 14: Devices used to go online at home or elsewhere, by age of user



	All adults	16-24	25-34	35-44	45-54	55-64	65-74	75+
Smartphone	66%	94%	93%	82%	73%	48%	26%	6%
Computer	62% ↓	68%	60% ↓	68%	71%	65%	52%	33%
Tablet	49% ↑	49%	55%	54%	58%	49% ↑	36%	23% ↑
Smart TV	14%	20%	18%	19%	20%	9%	5%	2%
Games console/ player	11% ↓	33%	16% ↓	13%	6% ↓	1% ↓	1%	0%
Streaming media player	9% ↑	11%	11%	12%	9%	5%	5% ↑	1%
Wearable tech	3% ↑	3% ↑	3%	3%	5%	1%	1%	0%
Goes online	86%	98%	97%	93%	94%	82%	65%	44%
Only use devices other than a computer to go online	24% ↑	31% ↑	37% ↑	25%	23%	17%	12%	11%
Only uses a smartphone to go online	8% ↑	12%	17% ↑	10%	8%	2%	1%	0%

IN1/ IN2. Do you ever go online/ Do you go online using any of these devices? (prompted responses, multi-coded)

Base: All adults aged 16+ (1846 aged 16+, 234 aged 16-24, 272 aged 25-34, 313 aged 35-44, 284 aged 45-54, 270 aged 55-64, 218 aged 65-74, 255 aged 75+).

Arrows show significant changes (95% level) between 2015 and 2016.

Figure 15: Devices used to go online, by socio-economic group and gender



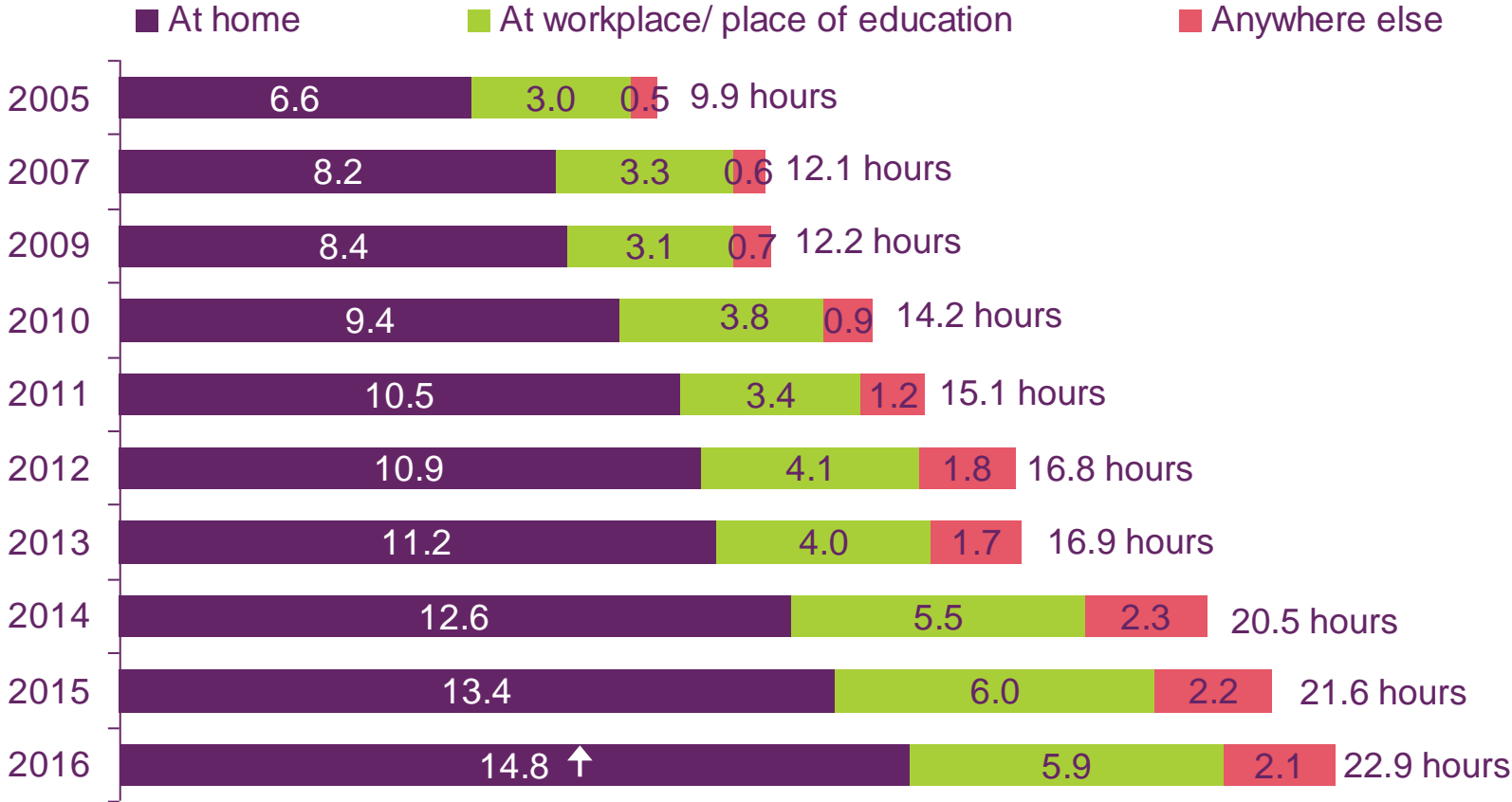
	All adults	AB	C1	C2	DE	Male	Female
Smartphone	66%	70%	72%	62%	57%	66%	66%
Computer	62%↓	78%↓	71%	58%	39%↓	67%↓	58%↓
Tablet	49%↑	59%	53%	46%↑	35%↑	48%	49%
Smart TV	14%	23%	14%	12%	7%	18%	11%
Games console/ player	11%↓	12%	11%↓	11%	9%	16%	5%↓
Streaming media player	9%↑	14%↑	8%	7%↑	5%↑	12%↑	6%
Wearable tech	3%↑	5%↑	2%	2%↑	1%	4%↑	1%↑
Goes online	86%	93%	93%	84%	73%	85%	86%
Only use devices other than a computer to go online	24%↑	15%↑	22%↑	26%↑	33%↑	19%↑	28%↑
Only uses a smartphone to go online	8%↑	3%	8%↑	8%	13%	7%	9%

IN1/ IN2. Do you ever go online/ Do you go online using any of these devices? (prompted responses, multi-coded)

Base: All adults aged 16+ (1846 aged 16+, 427 AB, 566 C1, 369 C2, 484 DE). Significance testing shows any change between 2015 and 2016.

Arrows show significant changes (95% level) between 2015 and 2016.

Figure 16: Volume of internet use per week: 2005-2016



IN5A-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)
 Base: All adults aged 16+ who go online (1553 in 2016) .
 Arrows show significant changes (95% level) between 2015 and 2016.

Figure 17(1): Activities the internet is used for, by category

Category	Individual activities included in category
E-mail	<ul style="list-style-type: none"> • Send/ receive emails
Banking	<ul style="list-style-type: none"> • Banking
Communications	<ul style="list-style-type: none"> • Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat • Making voice calls using a VoIP service e.g. Skype • Making video calls e.g. via FaceTime, Skype
Transactions	<ul style="list-style-type: none"> • Online shopping (purchasing goods/ services/ tickets etc.) • Trading/ auctions e.g. eBay
Social Media	<ul style="list-style-type: none"> • Using social networking (such as Facebook, LinkedIn, Bebo or Snapchat) • Using Twitter (browsing/ reading/ posting on site)
News	<ul style="list-style-type: none"> • Accessing news
Information for work/ school/ college	<ul style="list-style-type: none"> • Finding/ downloading information for work/ business/ school/ college/ university/ homework
Watch short video clips	<ul style="list-style-type: none"> • Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)

Source: Ofcom Technology Tracker, Half 1 2017
 QE5A/ QE5B. Which, if any, of these do you use the internet for? (prompted responses, multi-coded) / And which, if any, of these activities have you used the internet for in the last week? (prompted responses, multi-coded).
 Base: All adults aged 16+ who go online (3221 in 2017).

Figure 17(2): Activities the internet is used for, by category

Category	Individual activities included in category
Watch TV content	<ul style="list-style-type: none"> Watching TV programmes or film content online
Health	<ul style="list-style-type: none"> To find information on health related issues
Radio/ Audio services	<ul style="list-style-type: none"> Listening to radio Streamed audio services (free) e.g. Spotify (free) or Deezer (free) Streamed audio services (subscription) e.g. Spotify Premium, Apple Music or Deezer Premium
Government services	<ul style="list-style-type: none"> Using local council/ Government sites e.g. to find information, to complete processes such as tax returns, to contact local MP
Games	<ul style="list-style-type: none"> Playing games online or interactively
Upload/ add content	<ul style="list-style-type: none"> Uploading/ adding content to the internet e.g. photos, videos, blog posts
Remote	<ul style="list-style-type: none"> Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud Remotely control TV services at home such as Sky+, Sky Q or Tivo using an online device Remotely control or monitor household appliances e.g. fridge, cooker, washing machine, tumble dryer and/ or home heating, lighting or security system or home energy consumption

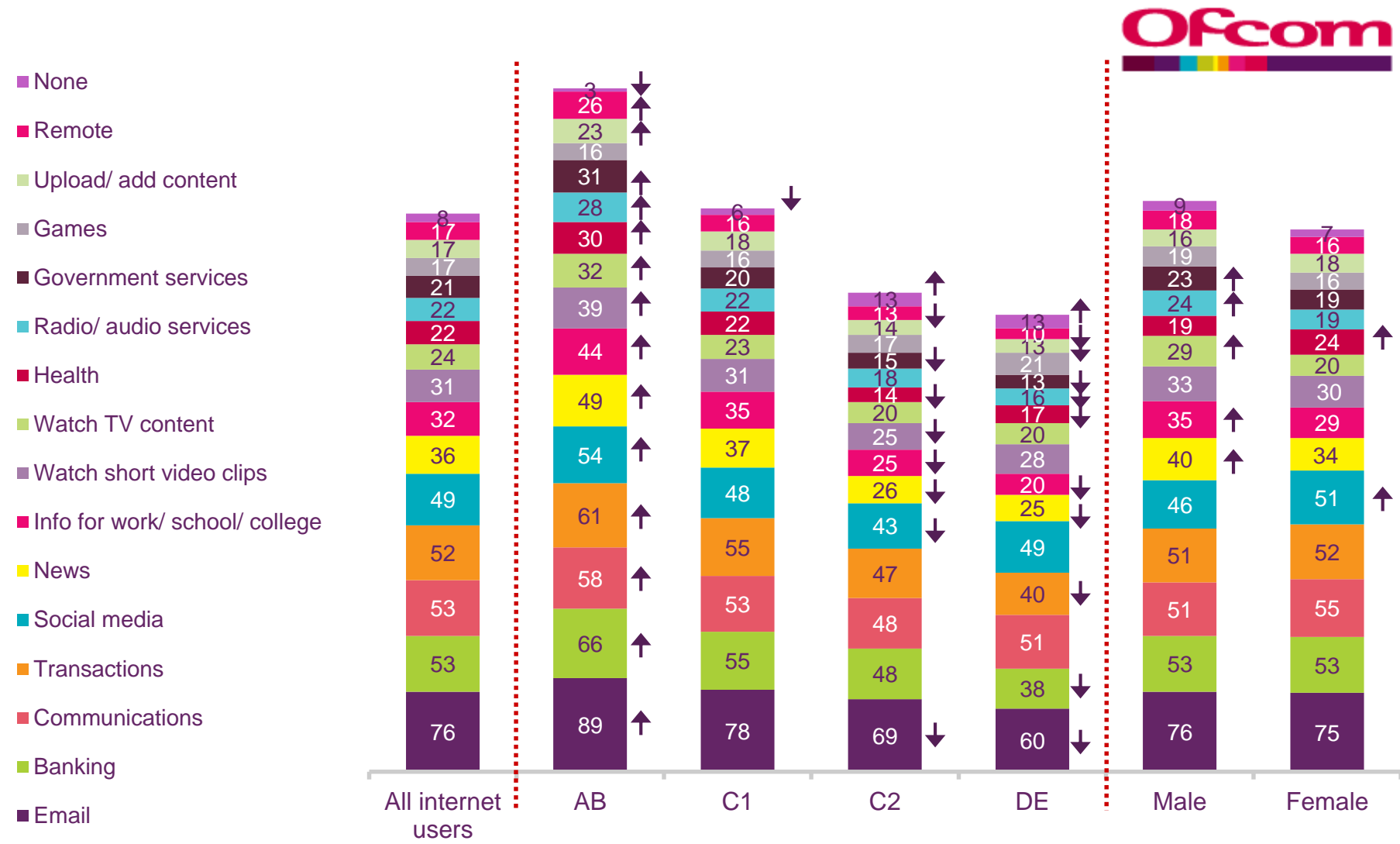
Source: Ofcom Technology Tracker, Half 1 2017
 QE5A. Which, if any, of these do you use the internet for? (prompted responses, multi-coded) / QE5B - And which, if any, of these activities have you used the internet for in the last week? (prompted responses, multi-coded).
 Base: All adults aged 16+ who go online (3221 in 2017).

Figure 18: Activities the internet has been used for in the past week, by age



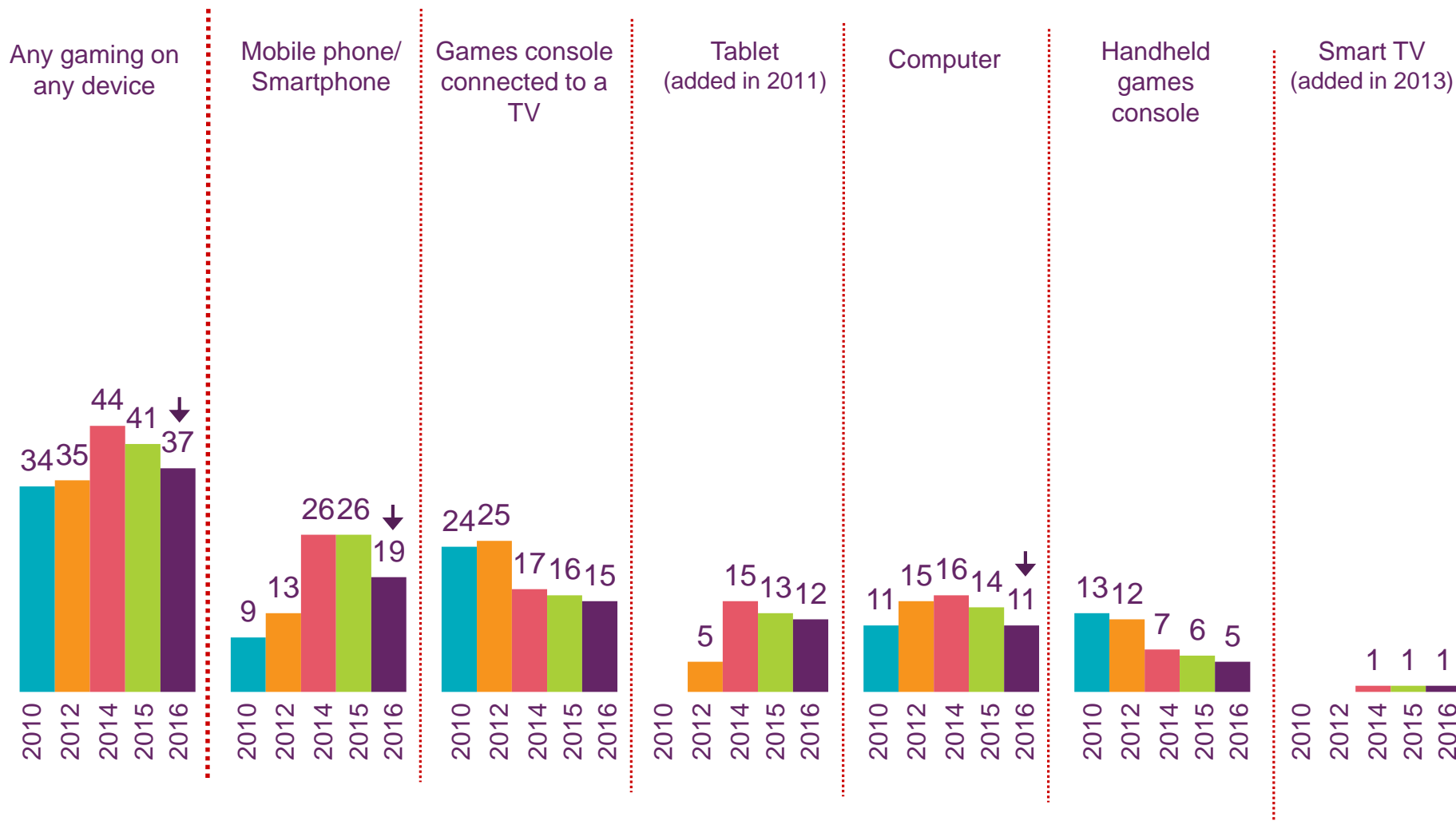
Source: Ofcom Technology Tracker, Half 1 2017
 QE5B. And, which, if any, of these activities have you used the internet for in the last week? (prompted responses, multi-coded).
 Base: All adults who go online (3221 in 2017, 506 aged 16-24, 536 aged 25-34, 613 aged 35-44, 531 aged 45-54, 520 aged 55-64, 364 aged 65-74, 151 aged 75+).
 Arrows show significant differences (95% level) by age compared to all internet users.

Figure 19: Activities the internet has been used for in the last week, by socio-economic group and gender



Source: Ofcom Technology Tracker, Half 1 2017
 QE5B. And, which, if any, of these activities have you used the internet for in the last week? (prompted responses, multi-coded).
 Base: All adults who go online (3221 in 2017, 789 AB, 1019 C1, 679 C2, 731 DE, 1570 male, 1651 female).
 Arrows show significant differences (95% level) by socio-economic group compared to all internet users, and males compared to females.

Figure 20: Devices used for gaming at home or elsewhere: 2010-2016



G1. Do you ever play games at home or elsewhere in any of these ways? (prompted responses, multi-coded)

Base: All adults aged 16+ (1846 in 2016).

Arrows show significant changes (95% level) between 2015 and 2016.

Figure 21 (1): Devices used for gaming at home or elsewhere, by age



	All adults	16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1846	234	272	313	284	270	218	255
Any gaming on any device	37%	67%↑	50%↑	42%	27%↓	23%↓	21%↓	13%↓
Mobile phone/ smartphone	19%	40%↑	27%↑	27%↑	18%	6%↓	4%↓	1%↓
Games console connected to a TV	15%	41%↑	27%↑	19%	5%↓	5%↓	2%↓	1%↓
Tablet	12%	16%	13%	14%	10%	10%	12%	5%↓
Computer (Desktop / laptop/ netbook)	11%	19%↑	12%	12%	6%↓	10%	9%	6%↓
Handheld games console	5%	15%↑	8%	4%	3%	2%↓	1%↓	2%↓
Smart TV	1%	2%	1%	2%	0%	0%	0%	0%

G1. Do you ever play games at home or elsewhere in any of these ways? (prompted responses, multi-coded)
 Arrows show significant differences (95% level) by age compared to all adults.

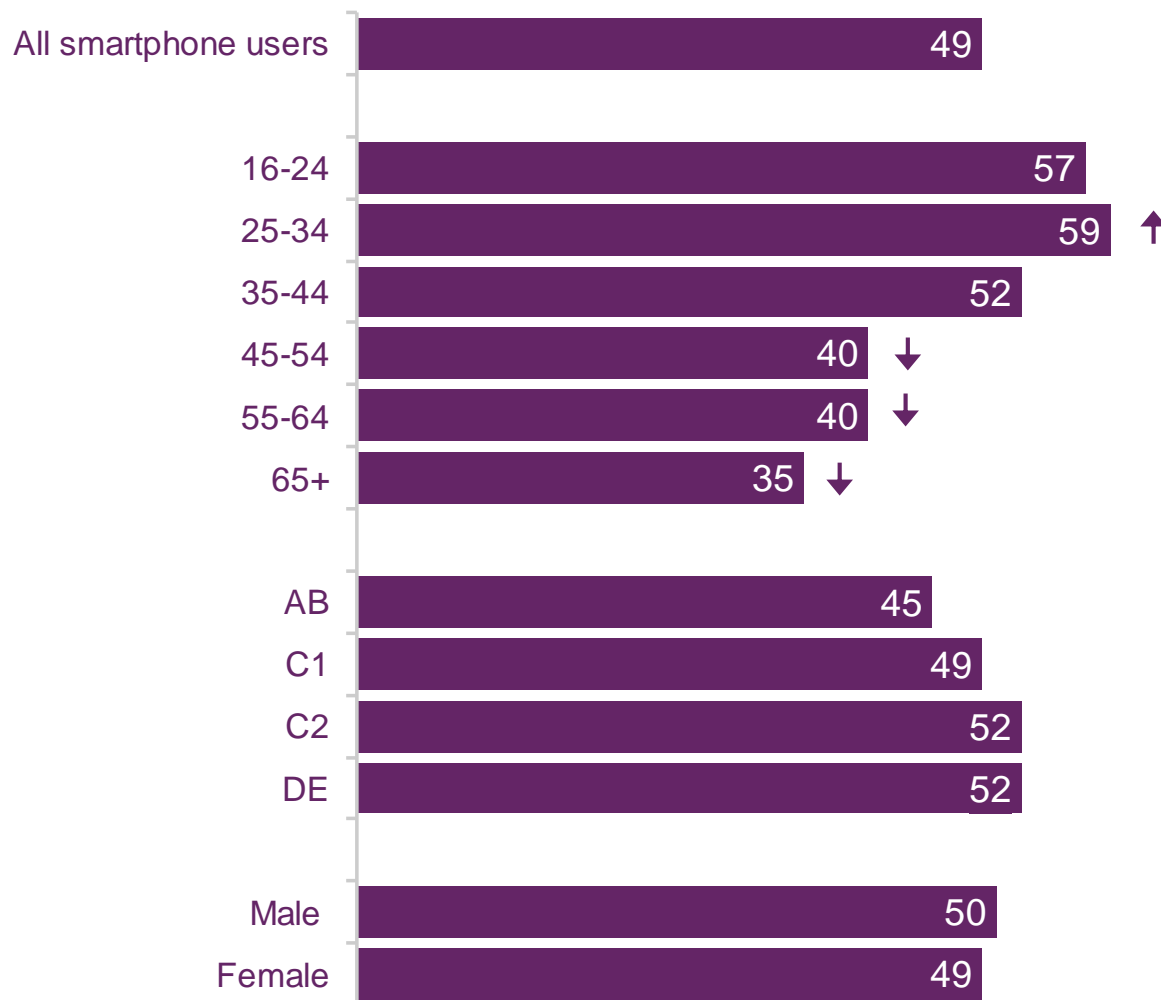
Figure 21 (2): Devices used for gaming at home or elsewhere, by socio-economic group and gender



	All adults	AB	C1	C2	DE	Male	Female
Base	1846	427	566	369	484	885	961
Any gaming on any device	37%	33%	40%	37%	36%	41% ↑	32%
Mobile phone/ smartphone	19%	15% ↓	23%	19%	20%	19%	20%
Games console connected to a TV	15%	15%	16%	16%	14%	24% ↑	7%
Tablet	12%	13%	14%	12%	8% ↓	11%	13%
Computer (Desktop / laptop/ netbook)	11%	11%	11%	12%	8%	14% ↑	8%
Handheld games console	5%	3%	6%	6%	5%	6%	4%
Smart TV	1%	0%	1%	1%	1%	1%	1%

G1. Do you ever play games at home or elsewhere in any of these ways? (prompted responses, multi-coded).
 Arrows show significant differences (95% level) by socio-economic group compared to all adults, and males compared to females.

Figure 22: Checking mobile data allowance, by age, socio-economic group and gender

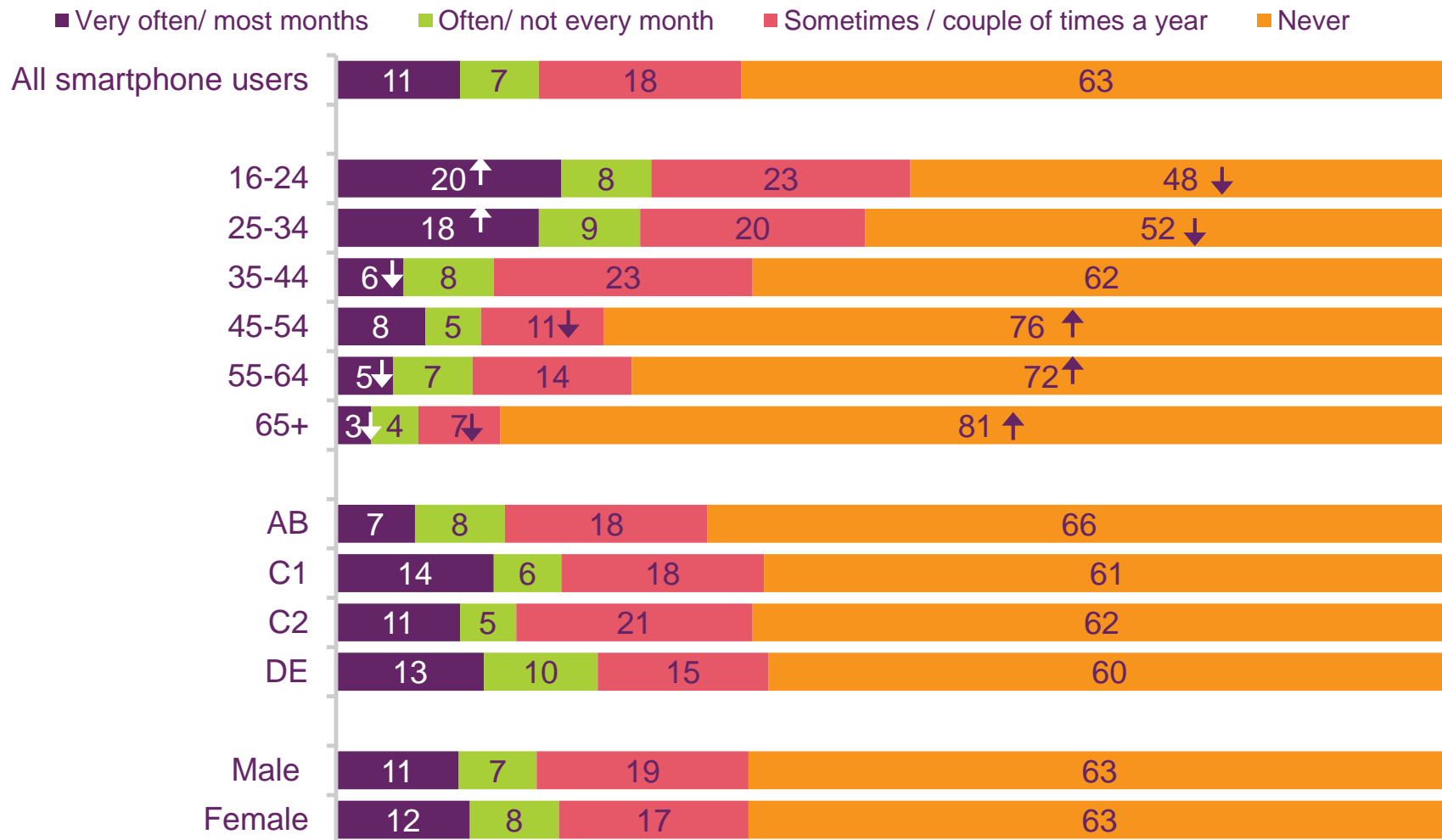


M2. Do you ever check your data allowance to see how much data you have left? (prompted responses, single coded)

Base: All adults aged 16+ who use a smartphone (1249 aged 16+, 216 aged 16-24, 247 aged 25-34, 268 aged 35-44, 235 aged 45-54, 157 aged 55-64, 126 aged 65+, 305 AB, 425 C1, 247 C2, 272 DE, 598 male, 651 female).

Arrows show significant differences (95% level) by age / socio-economic group compared to all smartphone users and males compared to females.

Figure 23: Frequency of using up data allowance, by age, socio-economic group and gender

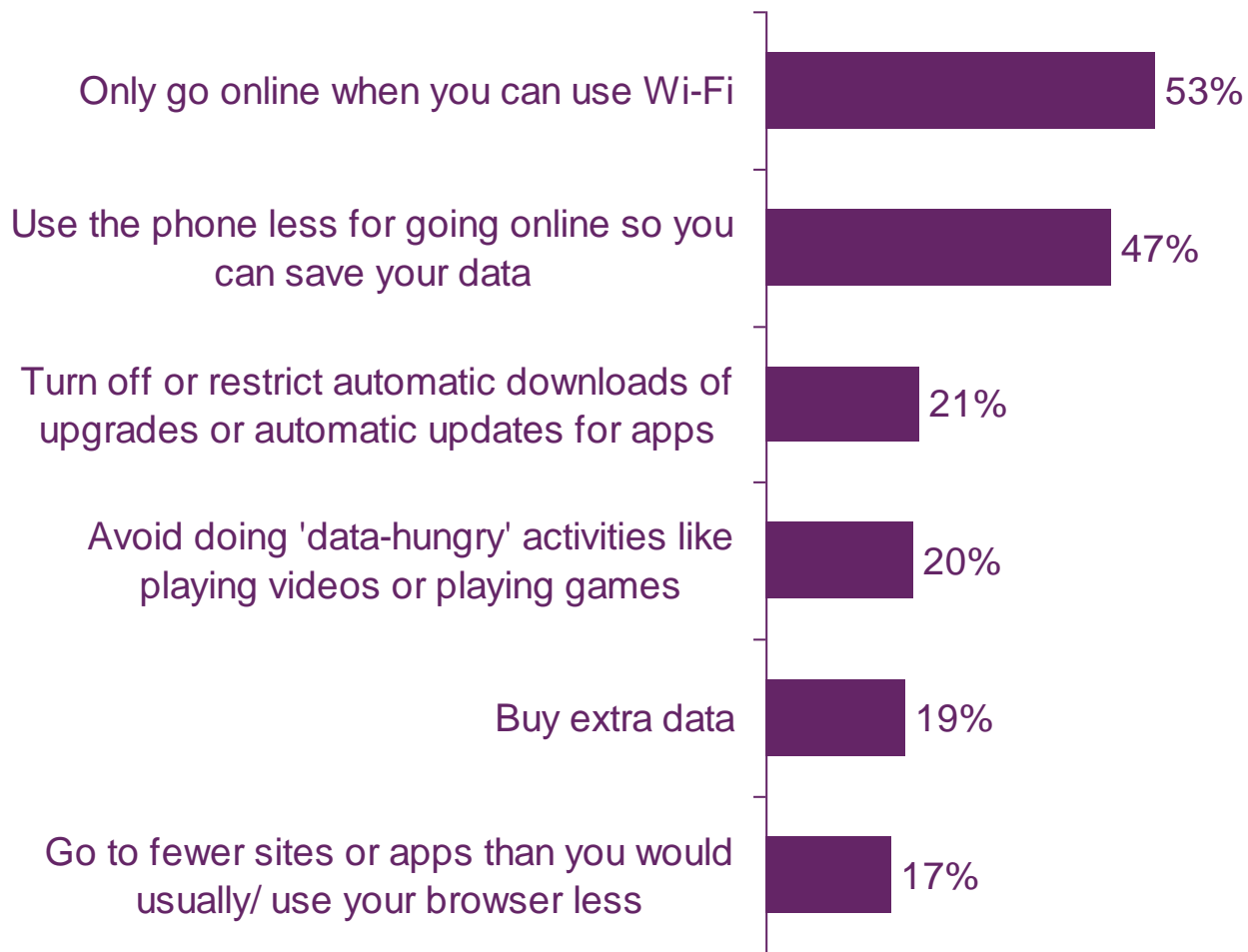


M3. Do you ever use up your data allowance on your mobile phone? (unprompted responses, single coded)

Base: All adults aged 16+ who use a smartphone (1249 aged 16+, 216 aged 16-24, 247 aged 25-34, 268 aged 35-44, 235 aged 45-54, 157 aged 55-64, 126 aged 65+, 305 AB, 425 C1, 247 C2, 272 DE, 598 male, 651 female).

Arrows show significant differences (95% level) for age / socio-economic group compared to all smartphone users and males compared to females.

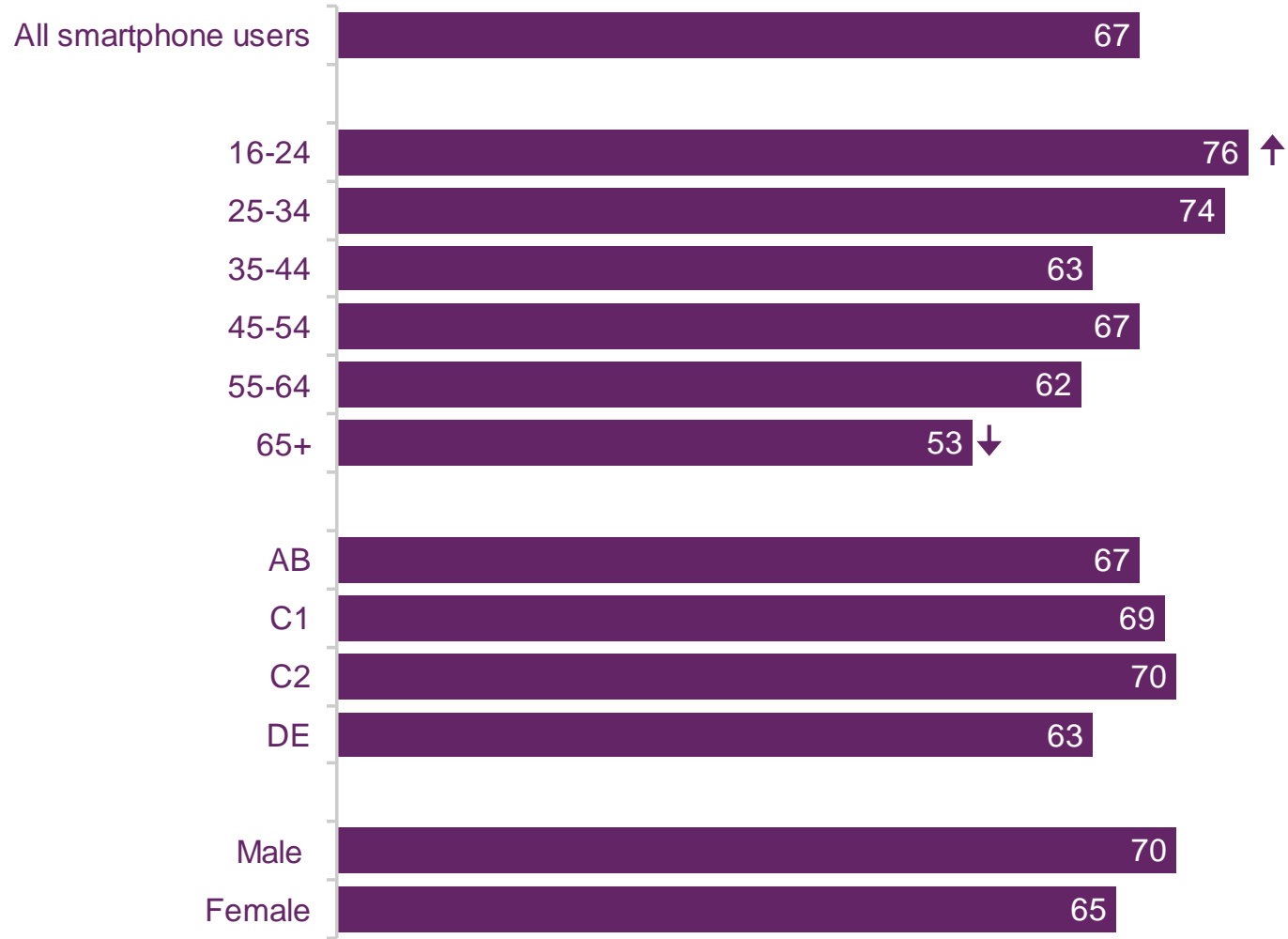
Figure 24: Actions undertaken when at risk of running out of data



M4. When you are at risk of running out of data do you ever do any of the following things? (prompted response, multi-coded)

Base: Those with a smartphone who have ever used up their data allowance (423)

Figure 25: Use of public Wi-Fi



M5. Do you ever use free public Wi-Fi? (prompted responses, single coded)
Base: All adults aged 16+ who use a smartphone (1249 aged 16+, 216 aged 16-24, 247 aged 25-34, 268 aged 35-44, 235 aged 45-54, 157 aged 55-64, 126 aged 65+, 305 AB, 425 C1, 247 C2, 272 DE, 598 male, 651 female).
Arrows show significant differences (95% level) for age / socio-economic group compared to all smartphone users and males compared to females.