

SCOTLAND

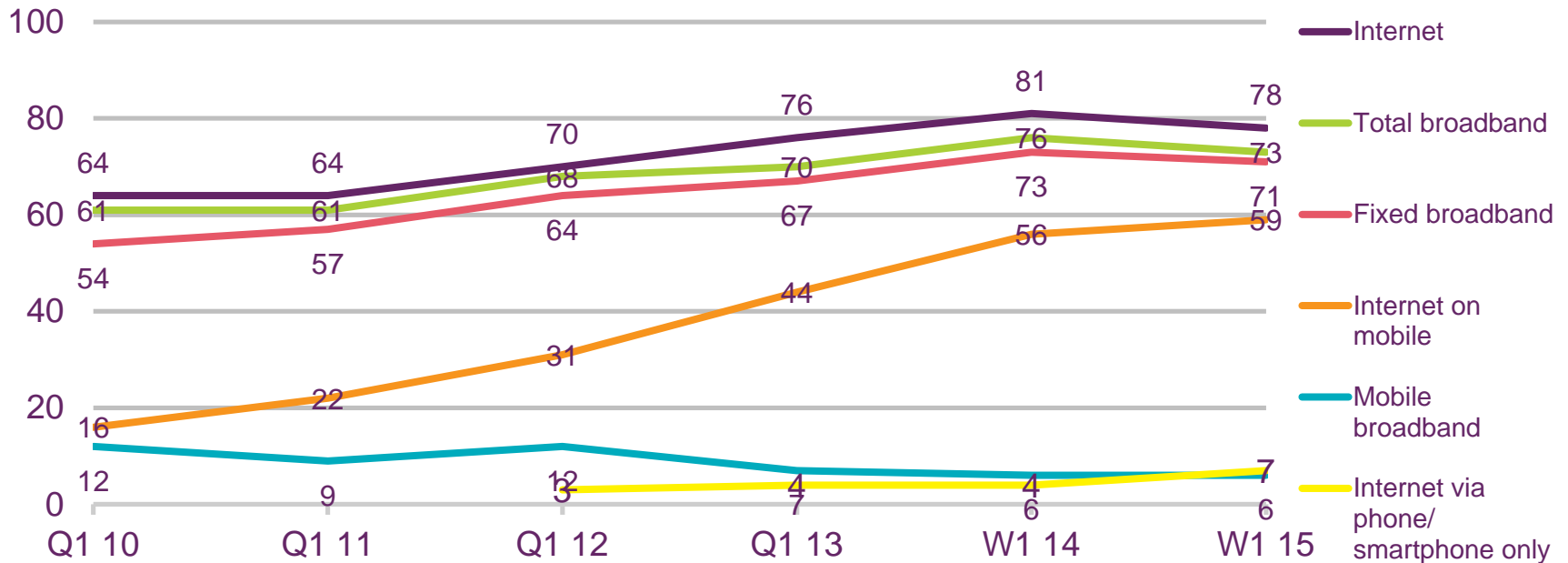
5. Internet and web-based content

2015

Figure 5.1

Internet take-up, Scotland: 2010-2015

Households (%)



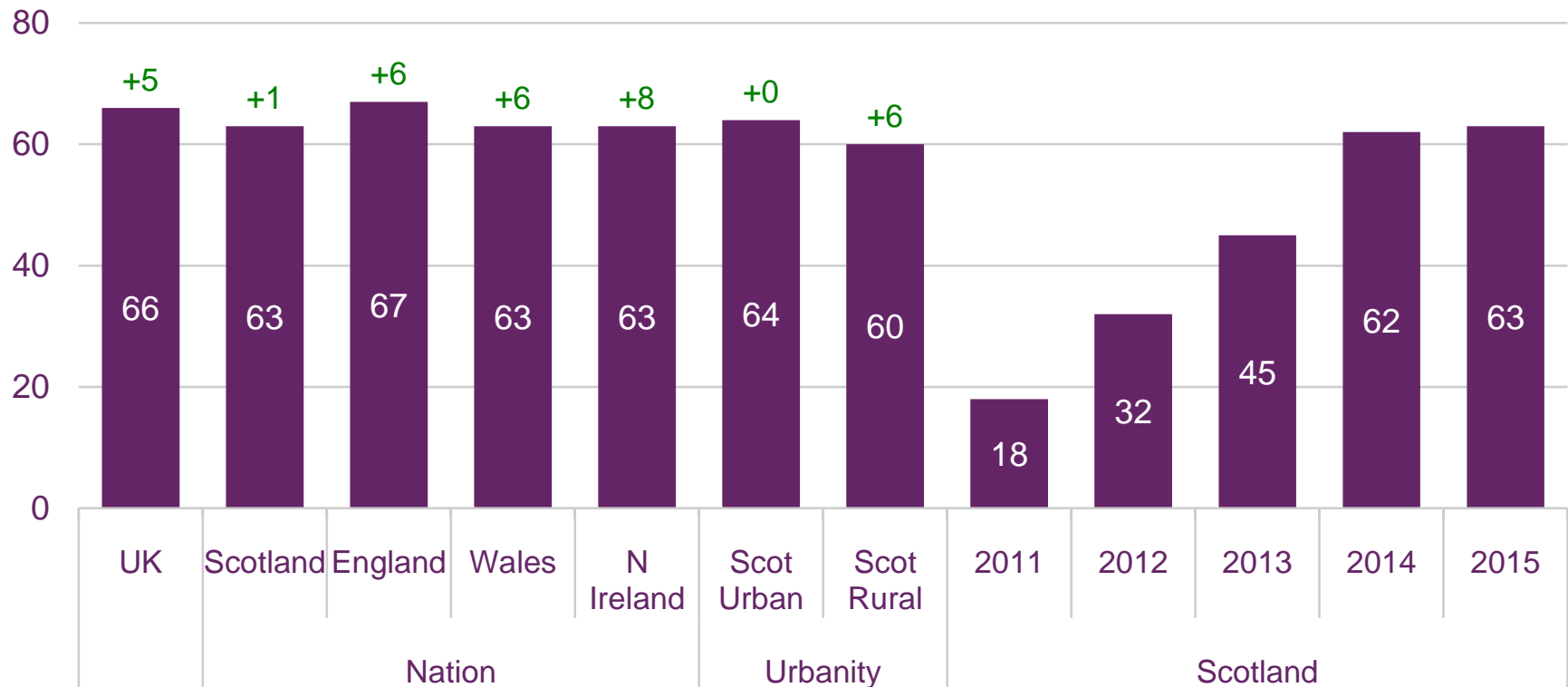
Source: Ofcom Technology Tracker. Data from Quarter 1 of each year 2010-2013, then Wave 1 2014-2015

Base: All adults aged 16+ (n = 1468 Scotland 2010, 487 Scotland 2011, 500 Scotland 2012, 501 Scotland 2013, 501 Scotland 2014, 492 Scotland 2015)

Figure 5.2

Take-up of smartphones in Scotland

Adults 16+ (%) / percentage point change in take-up of smartphones from W1 2014



QD24B. Do you personally use a Smartphone? A Smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally surf the internet. Popular brands of Smartphone include BlackBerry, iPhone and Android phones such as the Samsung Galaxy.

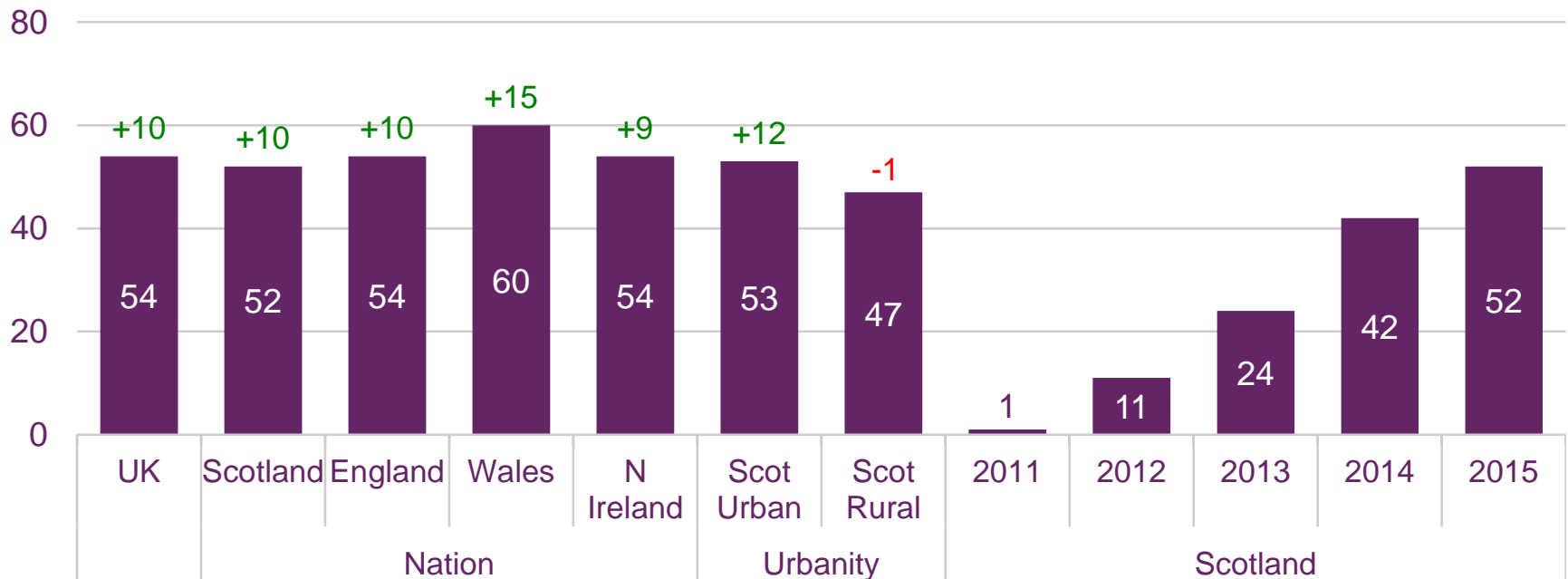
Source: Ofcom Technology Tracker, Wave 1 2015

Base: All adults aged 16+ (n = 3756 UK, 492 Scotland, 2264 England, 496 Wales, 504 Northern Ireland, 246 Scotland urban, 246 Scotland rural, 487 Scotland 2011, 500 Scotland 2012, 501 Scotland 2013, 501 Scotland 2014, 492 Scotland 2015)

Figure 5.3

Take-up of tablet computers in Scotland

Households (%) / percentage point change in take-up of tablet computers from W1 2014



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

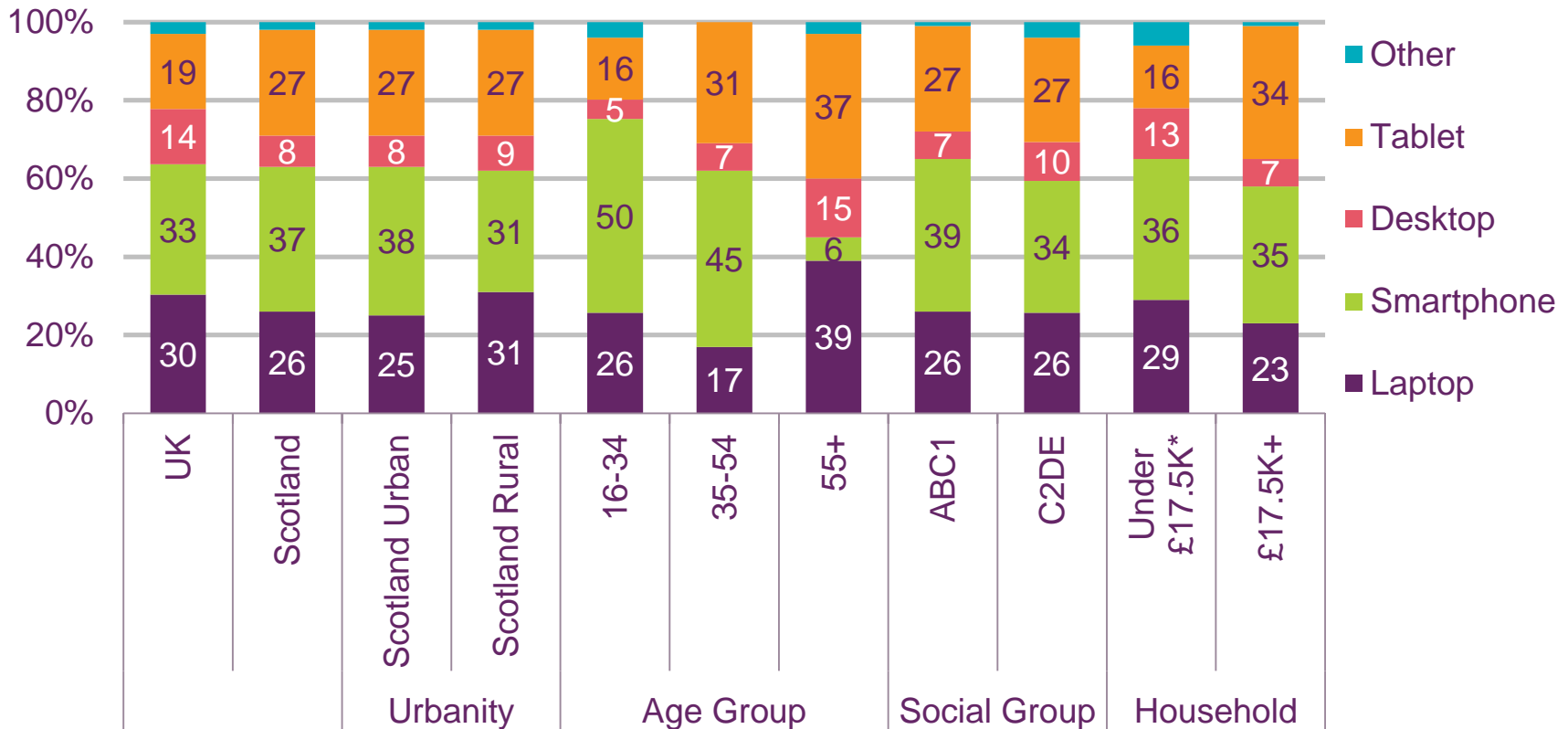
Source: Ofcom Technology Tracker, Wave 1 2015

Base: All adults aged 16+ (n = 3756 UK, 492 Scotland, 2264 England, 496 Wales, 504 Northern Ireland, 246 Scotland urban, 246 Scotland rural, 487 Scotland 2011, 500 Scotland 2012, 501 Scotland 2013, 501 Scotland 2014, 492 Scotland 2015)

Figure 5.4

Most important device for accessing the internet in Scotland

Individuals (%)



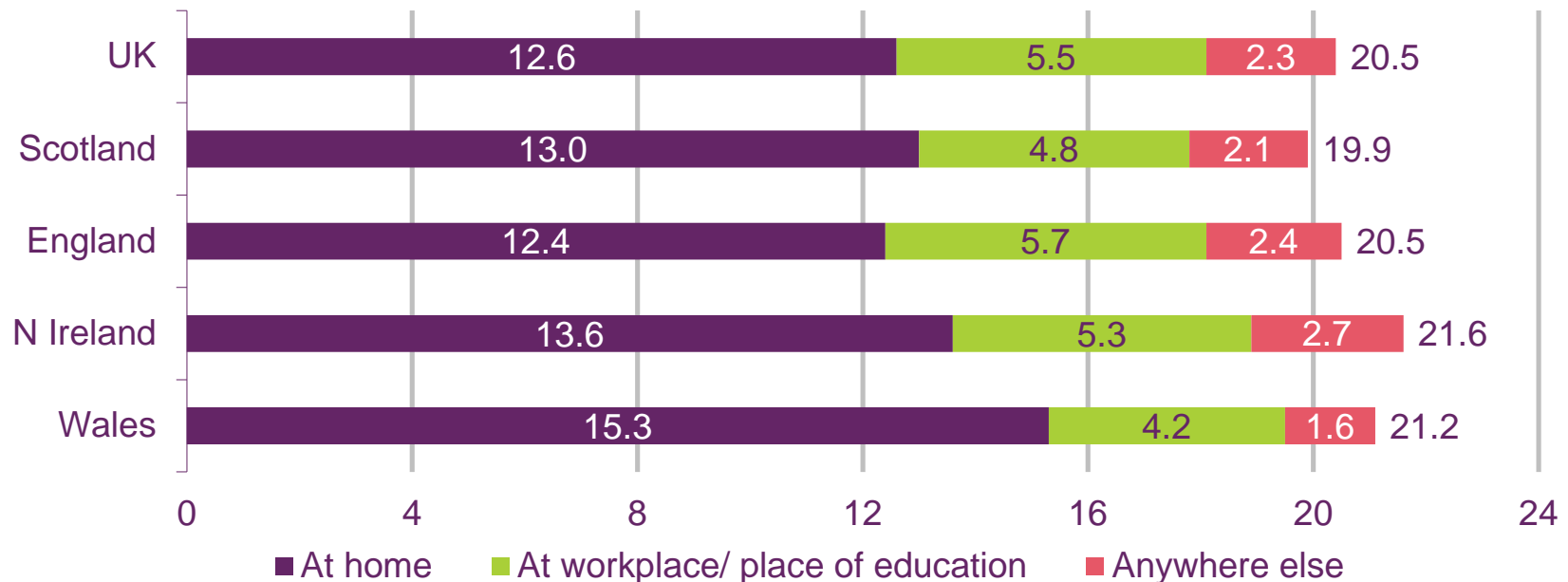
Source: Ofcom Technology Tracker, Wave 1 2015

Base: Internet users aged 16+ (n = 3095 UK, 388 Scotland, 197 Scotland urban, 191 Scotland rural, 150 16-34, 134 35-54, 104 55+, 224 ABC1, 164 C2DE, 97 under £17.5K*, 157 £17.5K+). Question: Which is the most important device you use to connect to the internet, at home or elsewhere? "Other" responses include: "Other device", "None" and "don't know". *Caution: Low base

Figure 5.5

Claimed time spent on the internet in a typical week

Hours per week



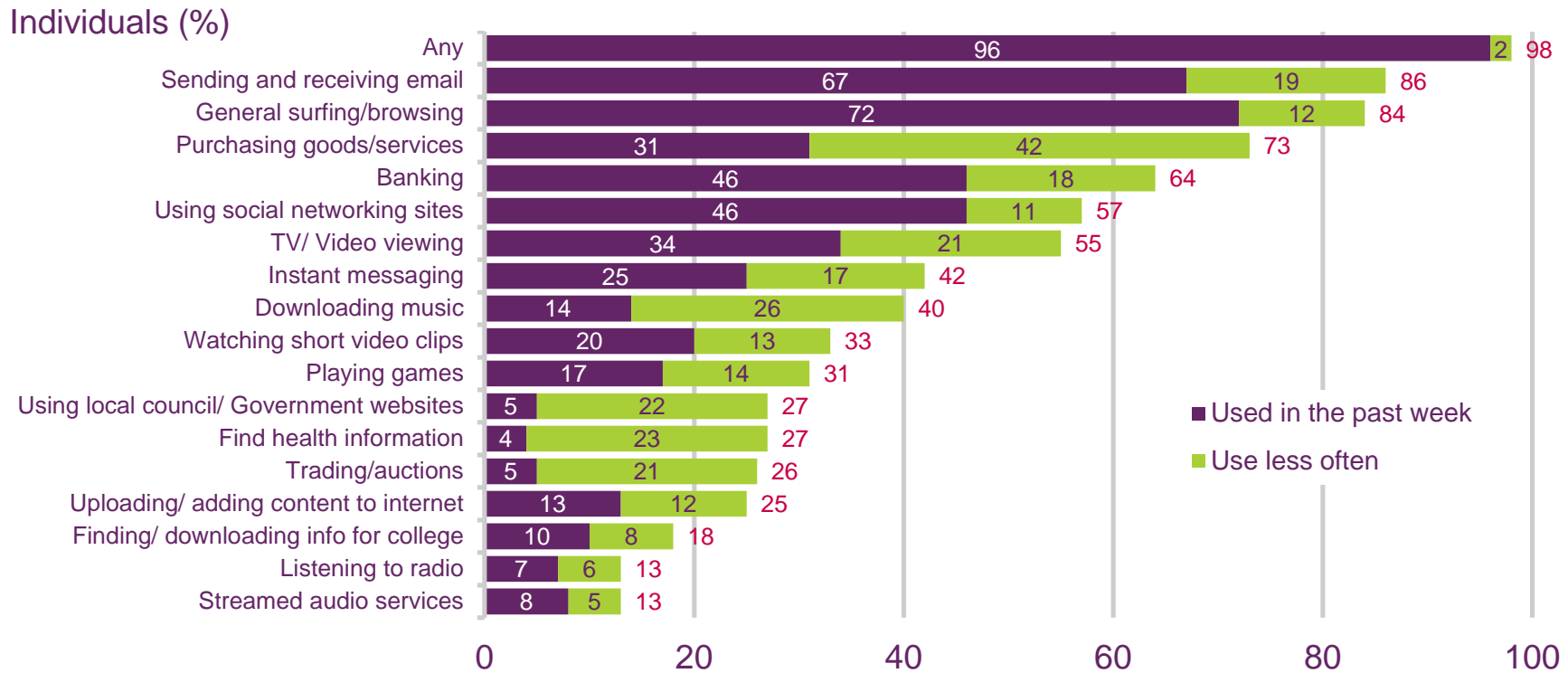
IN6A-C – How many hours in a typical week would you say you use the internet at home/ at your workplace or place of education/ anywhere else? (Unprompted responses, single coded)

Base: All adults aged 16+ who use the internet at home or elsewhere (1609 UK, 1022 England, 194 Scotland, 200 Wales, 193 Northern Ireland). Significance testing shows any difference between any nation and the UK.

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2014

Figure 5.6

Activities conducted online by internet users in Scotland



QE5. Which, if any, of these do you use the internet for?

Source: Ofcom Technology Tracker, Wave 1 2015

Base: Adults aged 16+ who use the internet at home or elsewhere (n= 388 Scotland 2015)