

WALES

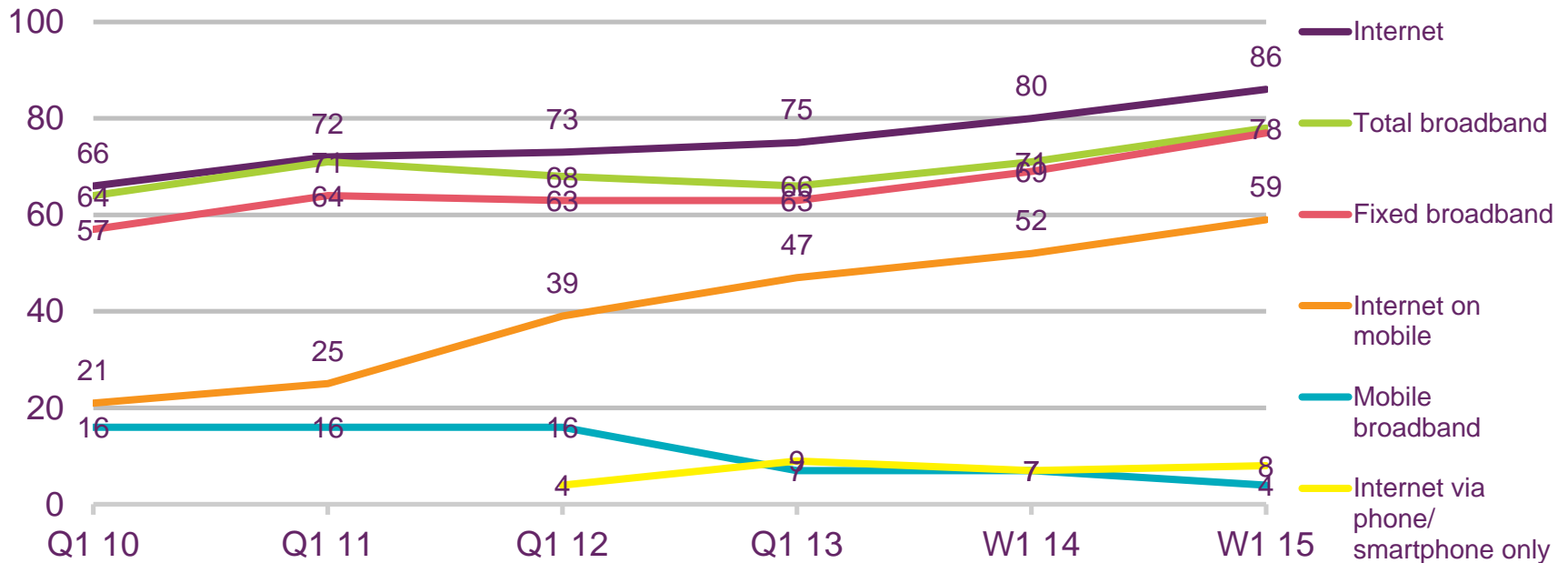
# 5. Internet and web-based content

2015

# Figure 5.1

## Internet take-up, Wales: 2010-2015

Households (%)

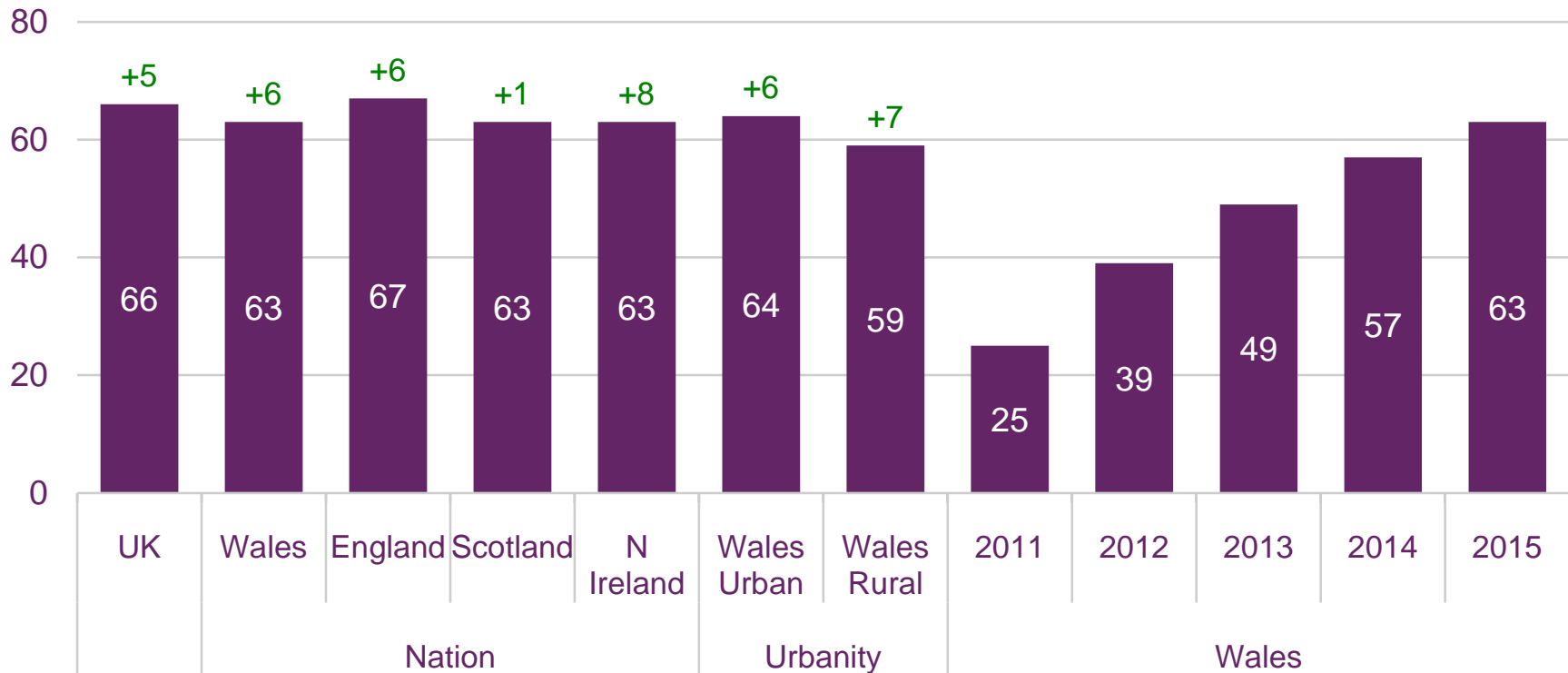


Source: Ofcom Technology Tracker. Data from Quarter 1 of each year 2010-2013, then Wave 1 2014-2015  
 Base: All adults aged 16+ (n = 1075 Wales 2010, 493 Wales 2011, 513 Wales 2012, 492 Wales 2013, 491 Wales 2014, 496 Wales 2015)

# Figure 5.2

## Take-up of smartphones in Wales

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.

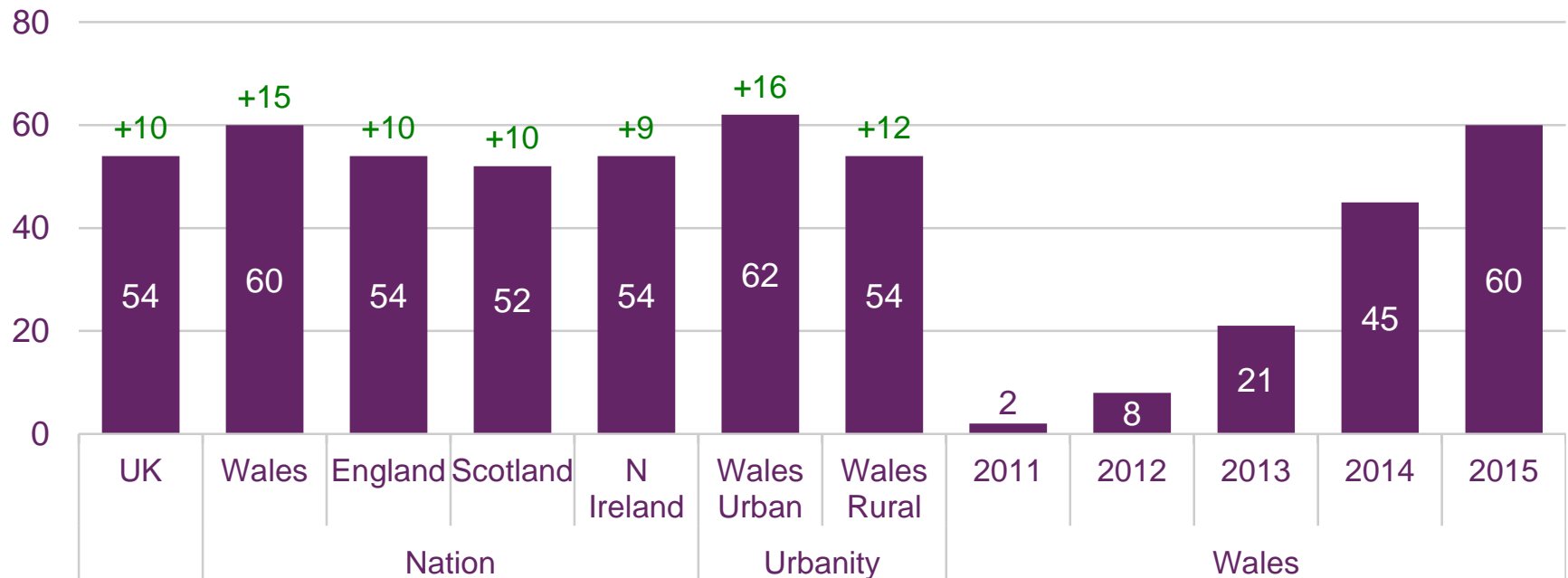
Source: Ofcom Technology Tracker, Wave 1 2015

Base: All adults aged 16+ (n = 3756 UK, 496 Wales, 2264 England, 492 Scotland, 504 Northern Ireland, 249 Wales urban, 247 Wales rural, 493 Wales 2011, 513 Wales 2012, 492 Wales 2013, 491 Wales 2014, 496 Wales 2015)

# Figure 5.3

## Take-up of tablet computers in Wales

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



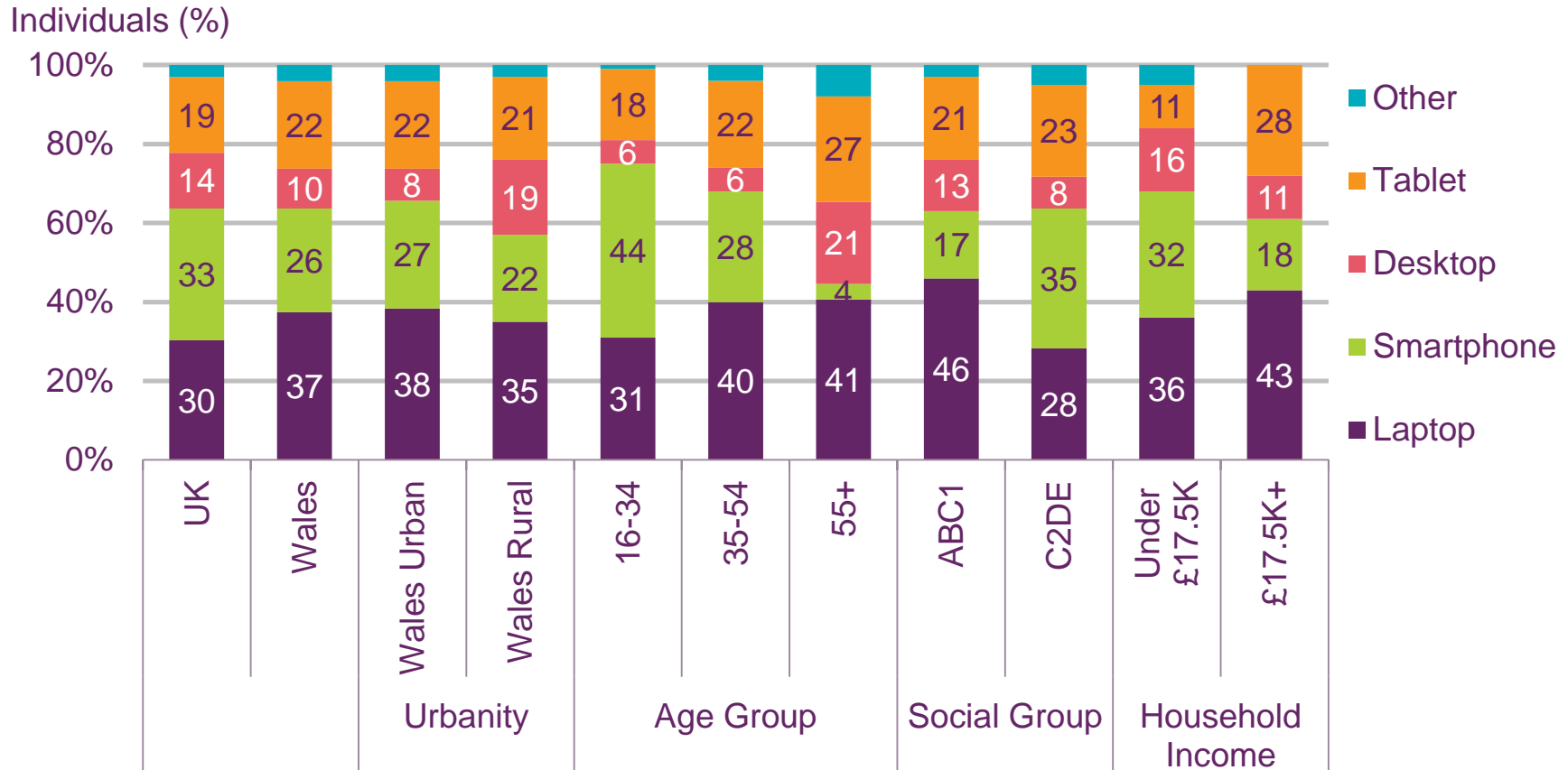
QE1. Does your household have a PC, laptop, netbook or tablet computer?

Source: Ofcom Technology Tracker, Wave 1 2015

Base: All adults aged 16+ (n = 3756 UK, 496 Wales, 2264 England, 492 Scotland, 504 Northern Ireland, 249 Wales urban, 247 Wales rural, 493 Wales 2011, 513 Wales 2012, 492 Wales 2013, 491 Wales 2014, 496 Wales 2015)

# Figure 5.4

## Most important device for accessing the internet in Wales



QE40. 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".

Source: Ofcom Technology Tracker, Wave 1 2015

Base: Internet users aged 16+ (n = 3095 UK, 413 Wales, 204 Wales urban, 209 Wales rural, 123 16-34, 147 35-54, 143 55+, 232 ABC1, 181 C2DE, 121 under £17.5K, 112 £17.5K+)

## 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)

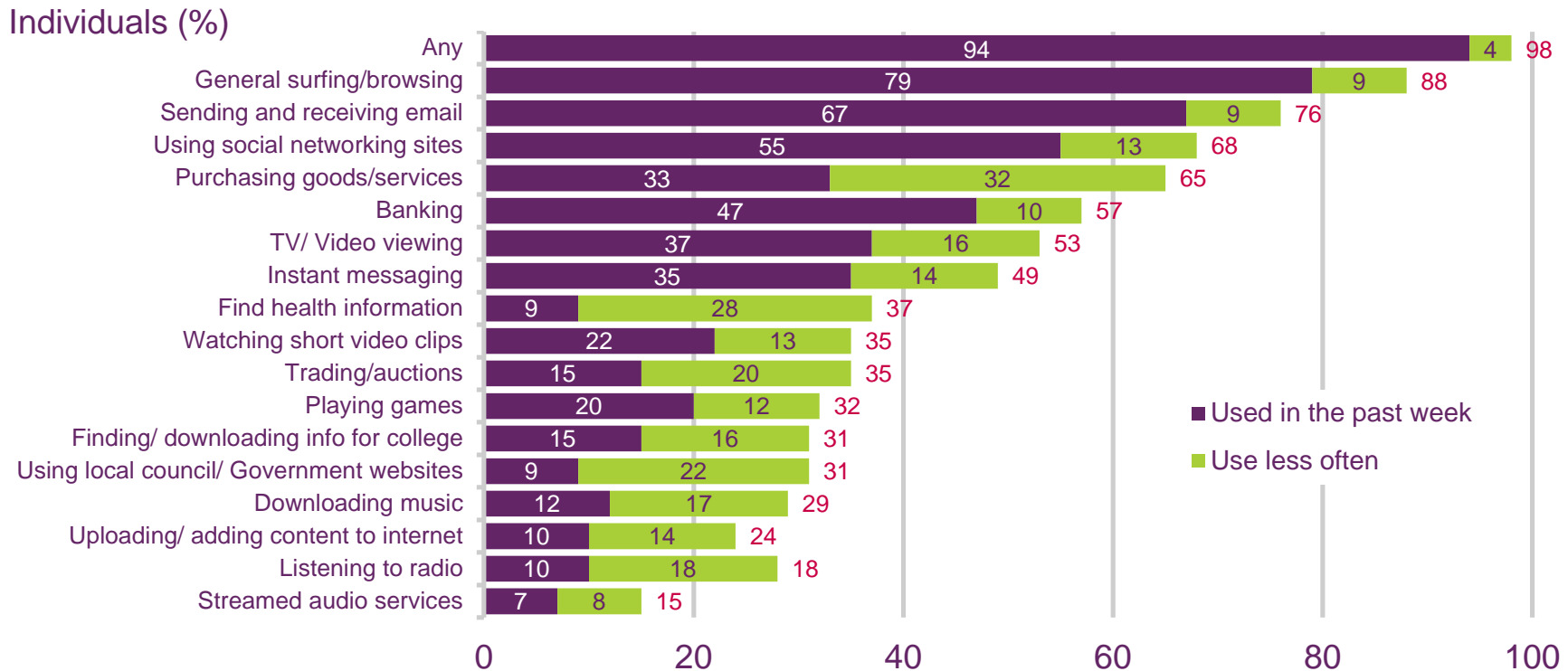
Base: All adults aged 16+ who use the internet at home or elsewhere (1609 UK, 1022 England, 194 Scotland, 200 Wales, 193 Northern Ireland). Significance testing shows any difference between any nation and the UK.

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 Wales



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= 413 Wales 2015)