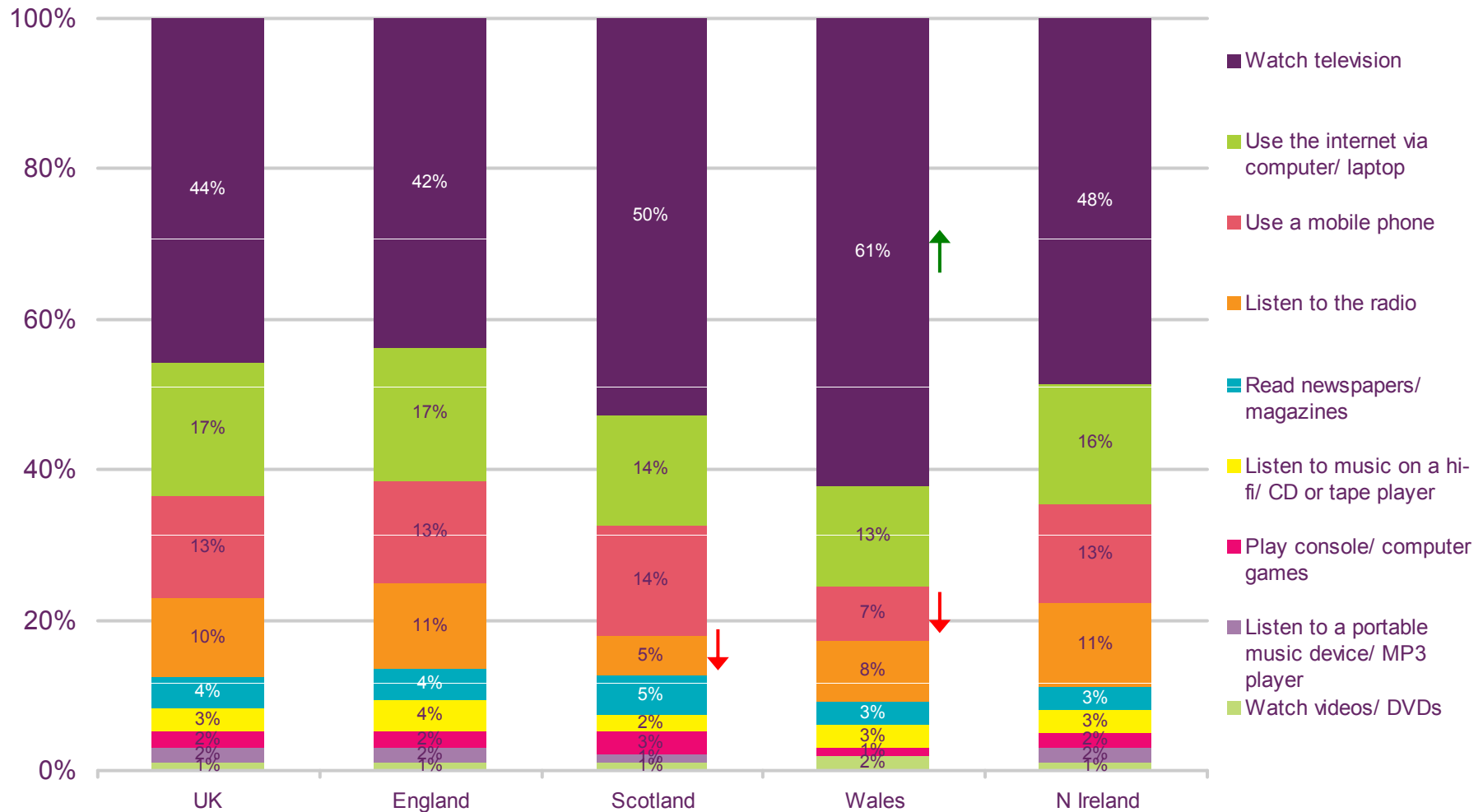


Media literacy in Northern Ireland

Most-missed media activity

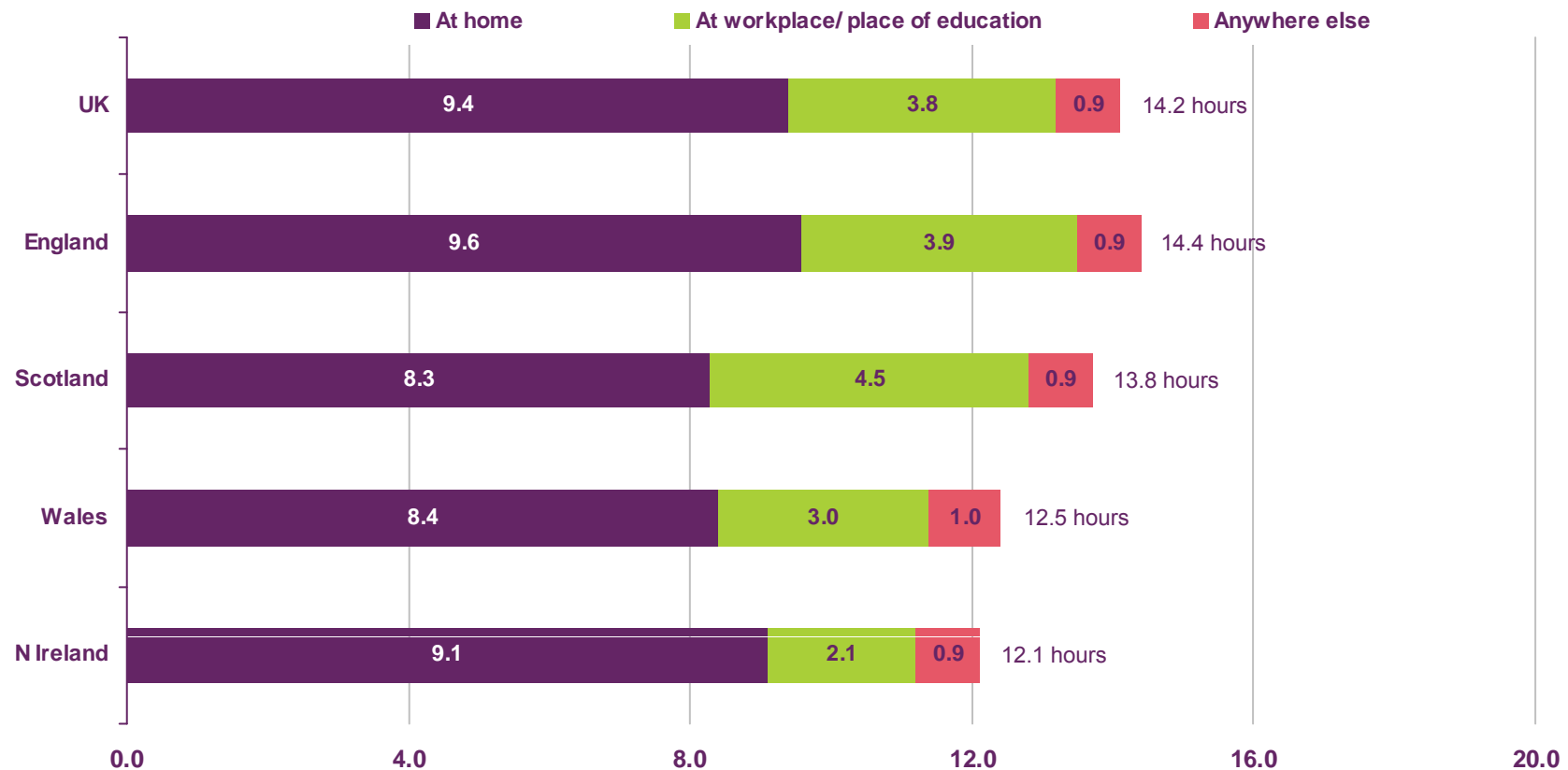


A2 – Which one of these would you miss doing the most? (Prompted responses, single coded)

Base: All adults aged 16+ (2117 UK, 1382 England, 256 Scotland, 240 Wales, 239 Northern Ireland). Significance testing shows any difference between any nation and the UK.

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010

Claimed volume of internet use per week



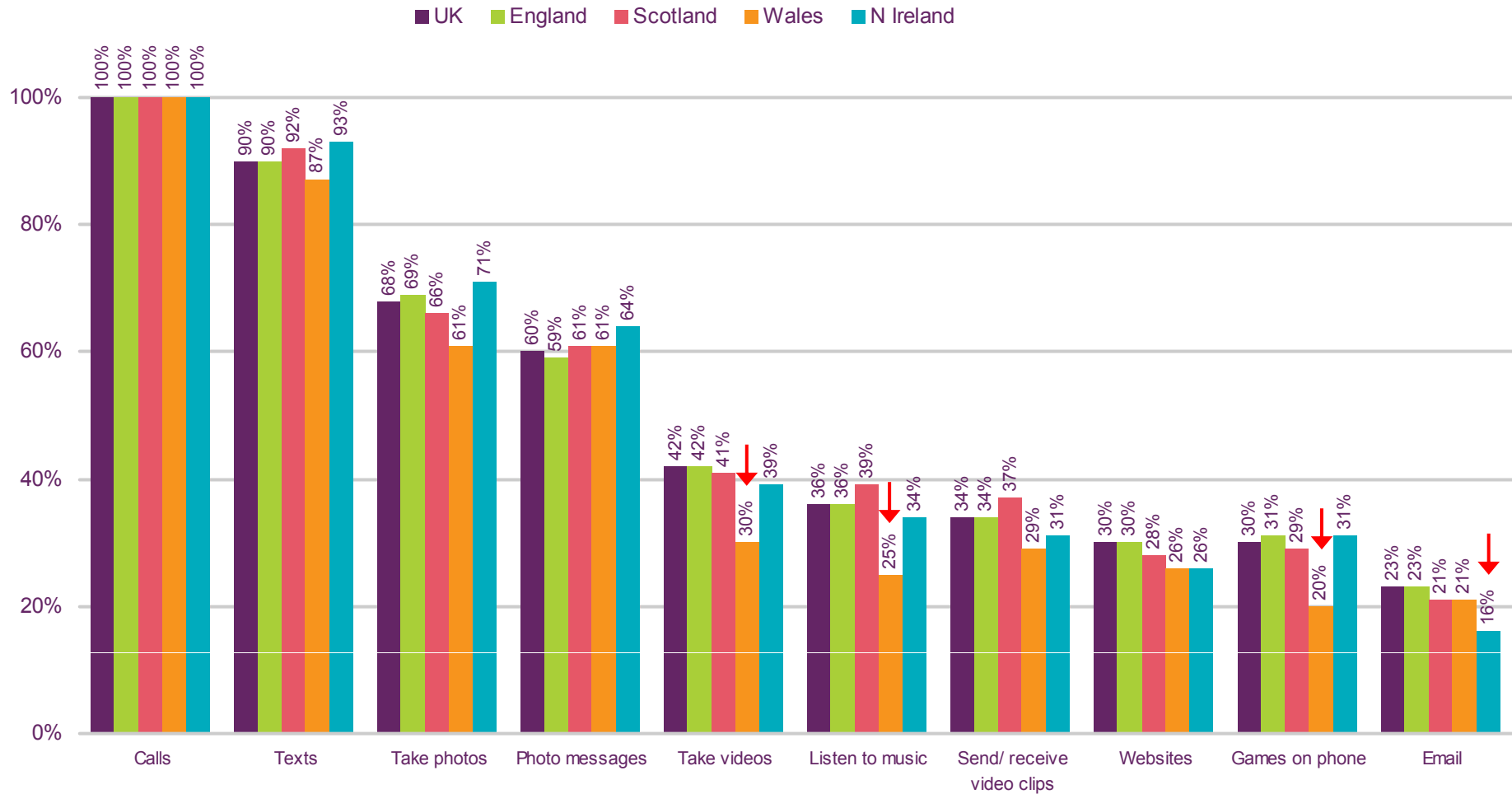
IN7A-C – How many hours in a typical week would you say you use the internet at home/ at your workplace or place of education/ anywhere else?
(Unprompted responses, single coded)

Base: All adults aged 16+ who use the internet at home or elsewhere (1489 UK, 1004 England, 162 Scotland, 156 Wales, 167 Northern Ireland).

Significance testing shows any difference between any nation and the UK.

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010

Top 10 Mobile phone activities ever carried out



M8A-M8T – Please tell me from this list the types of things you use your mobile phone for, and how often you do each.

Base: All adults aged 16+ who use a mobile phone (1632 in 2009, 1885 in 2010) Smartphone users in 2010 (268). Shows uses ever made by 10% or more of all mobile phone users. Significance testing shows any change between 2009 and 2010

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010