

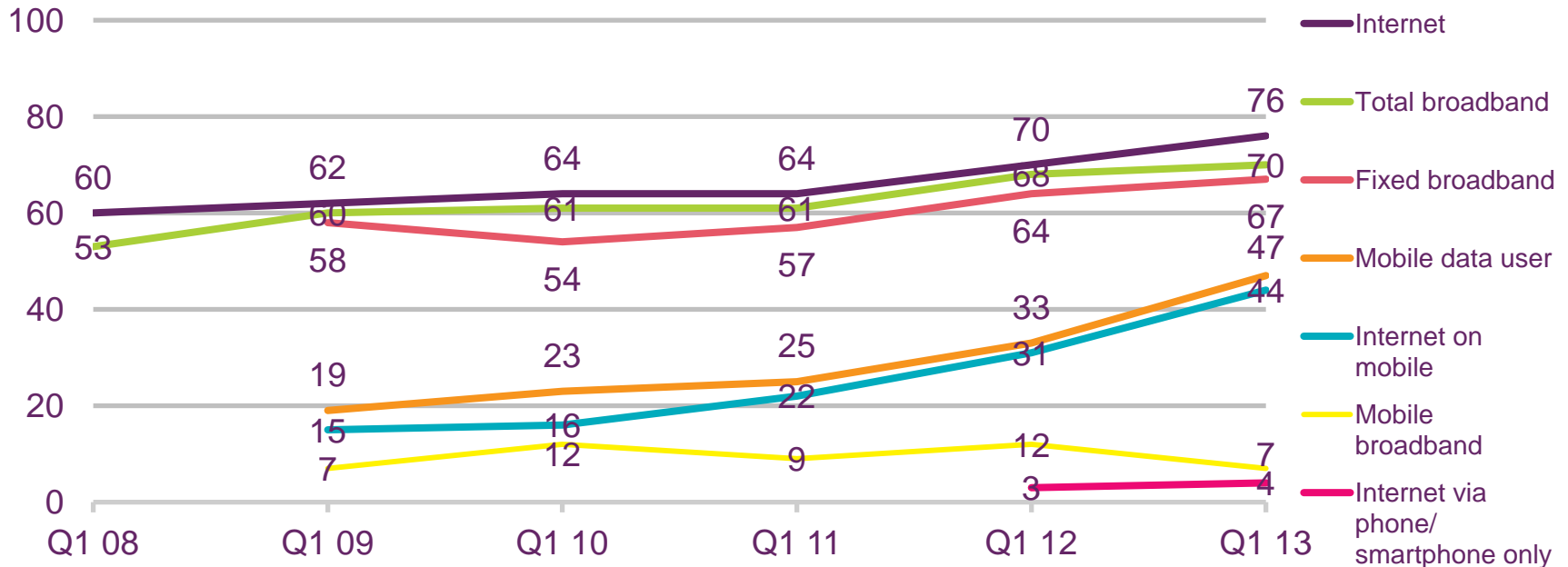
# 4. Internet and web-based content

SCOTLAND

# Figure 4.1

## Internet take-up, Scotland: 2008-2013

Households (%)



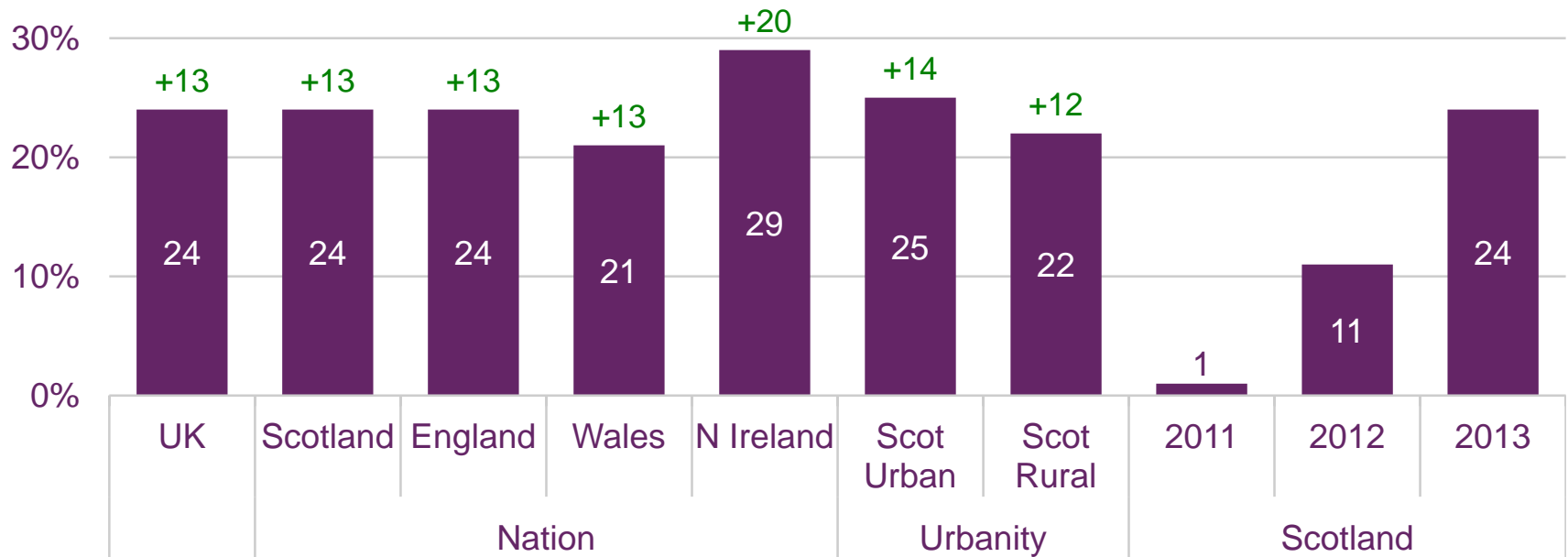
Source: Ofcom technology tracker

Base: All adults aged 16+ (n = 925 Scotland 2008, 1014 Scotland 2009, 1468 Scotland 2010, 487 Scotland 2011, 500 Scotland 2012, 501 Scotland 2013)

## Figure 4.2

### Take-up of tablet computers in Scotland

Households (%) / percentage point change in take-up of tablet computers from Q1 2012



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

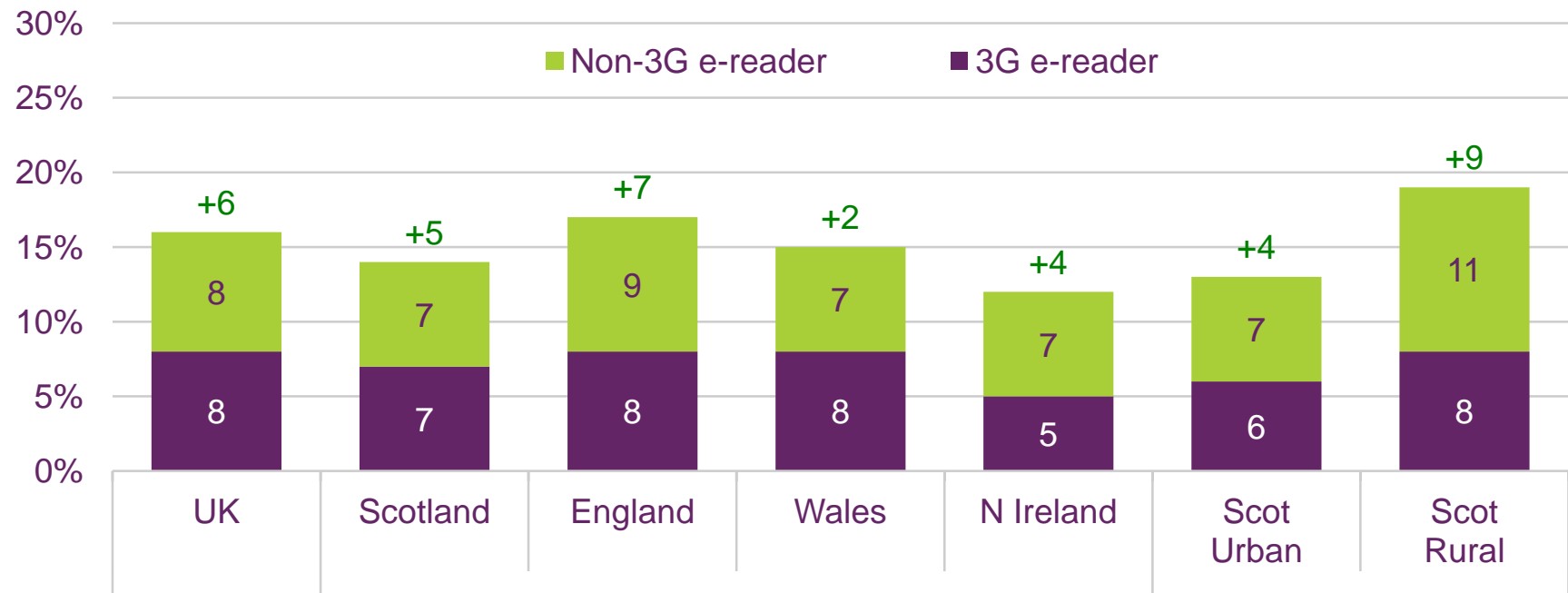
Source: Ofcom research, Quarter 1 2013

Base: All adults aged 16+ (n = 3750 UK, 501 Scotland, 2250 England, 492 Wales, 507 Northern Ireland, 250 Scotland urban, 251 Scotland rural, 487 Scotland 2011, 500 Scotland 2012, 501 Scotland 2013)

## Figure 4.3

### Personal use of e-readers: 2013

Individuals (%) / Percentage point year on year change



QB1. Which of the following do you ,or does anyone in your household, have in your home at the moment ?/ QB2. And do you personally use.../ QB6. Does your household's e-reader have built-in 3G access to a mobile network?

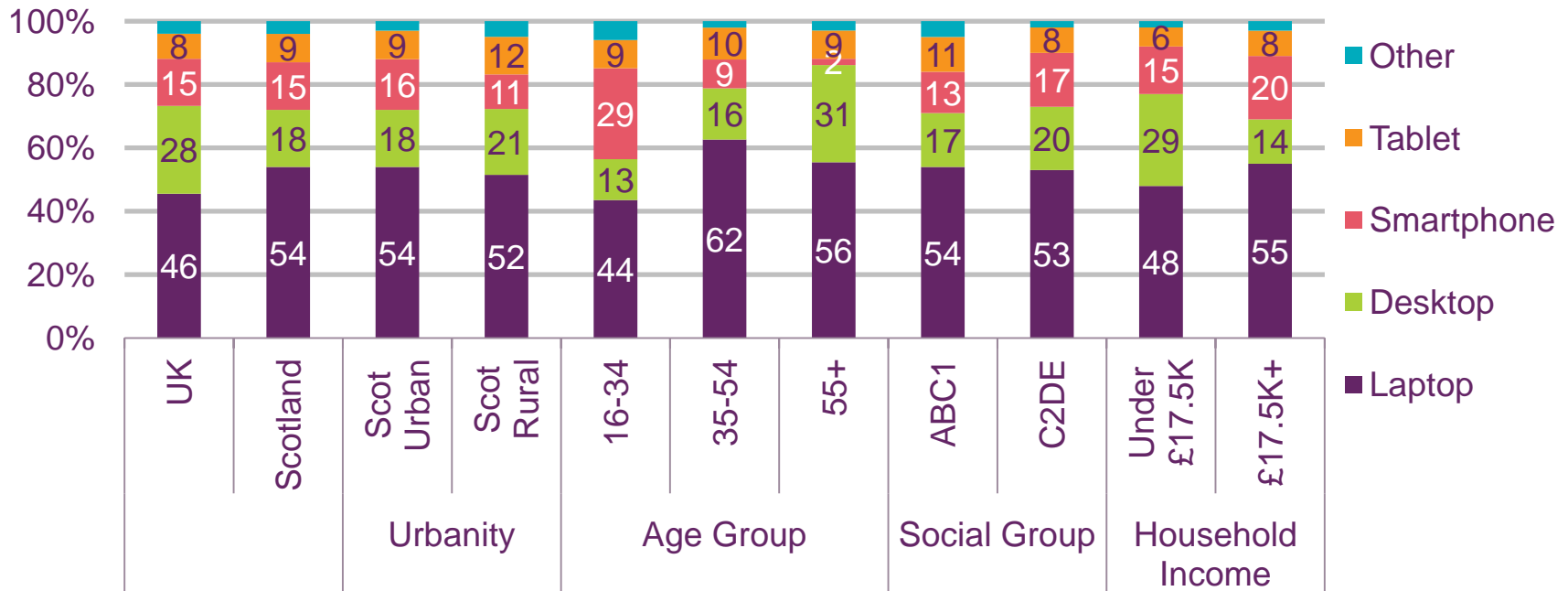
Source: Ofcom research, Quarter 1 2013

Base: All adults aged 16+ (n = 3750 UK, 501 Scotland, 2250 England, 492 Wales, 507 Northern Ireland, 250 Scotland urban, 236 Scotland rural)

# Figure 4.4

## Most important device for accessing the internet in Scotland

Individuals (%)



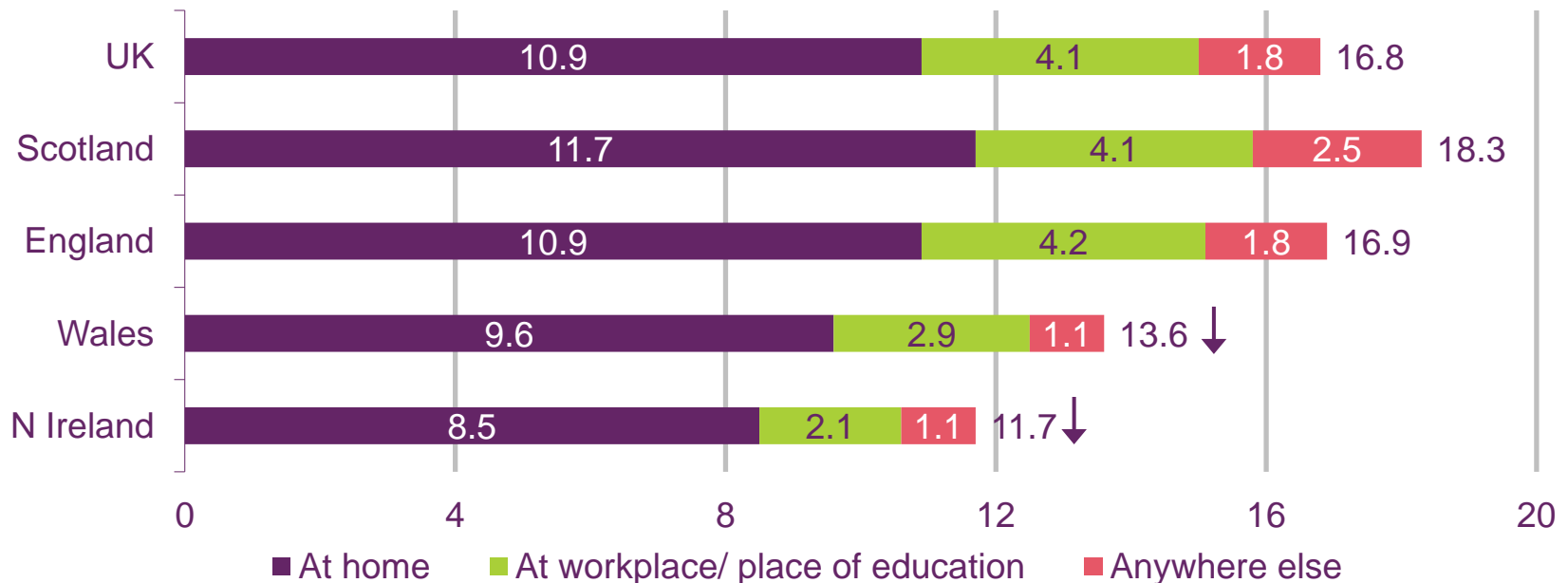
Source: Ofcom research, Q1 2013

Base: All adults aged 16+ (n = 3750 UK, 501 Scotland, 2250 England, 492 Wales, 507 Northern Ireland, 250 Scotland urban, 251 Scotland rural, 487 Scotland 2011, 500 Scotland 2012, 501 Scotland 2013). Question: Which is the most important device you use to connect to the internet, at home or elsewhere? "Other" responses include: "Netbook", "Games console", "Other device", "None" and "don't know".

## Figure 4.5

### Claimed time spent online 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)

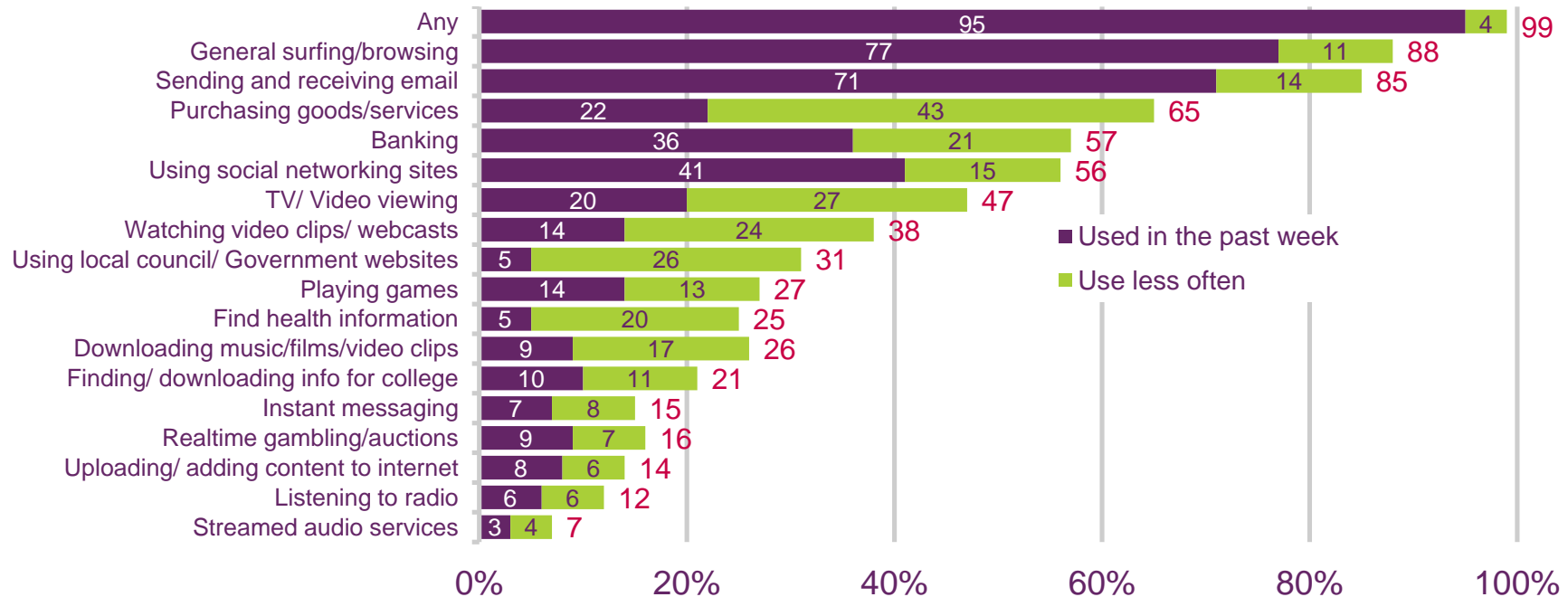
Base: All adults aged 16+ who use the internet at home or elsewhere (1381 UK, 857 England, 183 Scotland, 177 Wales, 164 Northern Ireland). Significance testing shows any difference between any nation and the UK.

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in September to November 2012

# Figure 4.6

## Activities conducted online by internet users in Scotland

Individuals (%)



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

Source: Ofcom research, Quarter 1 2013

Base: Adults aged 16+ who use the internet at home or elsewhere (n= 394 Scotland 2013)

Note: Question change between 2012 and 2013 makes trend data incomparable.