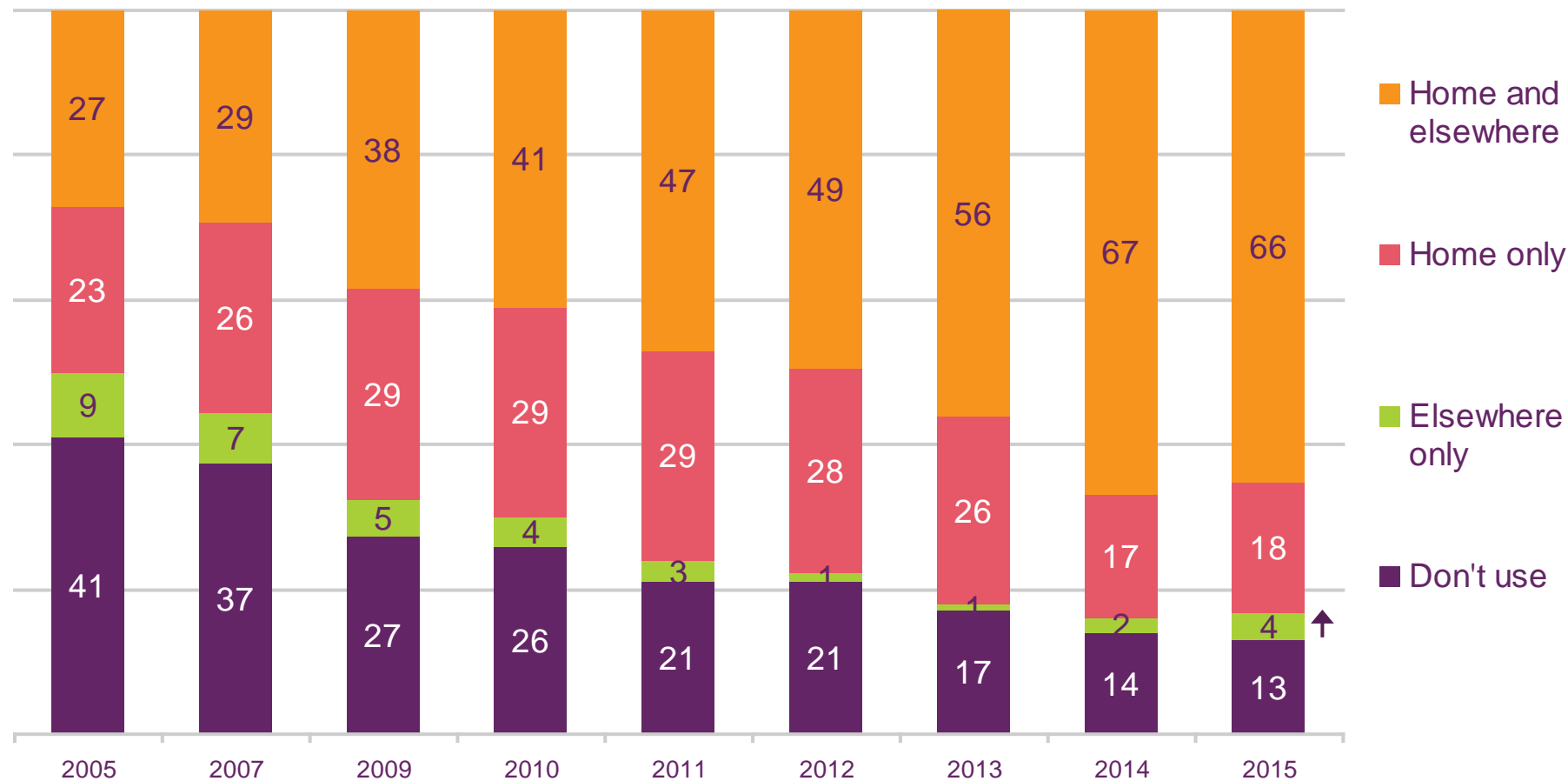


Adults' Media Use and Attitudes Report 2016

Section 4: Digital media take-up and use

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in September to October 2015

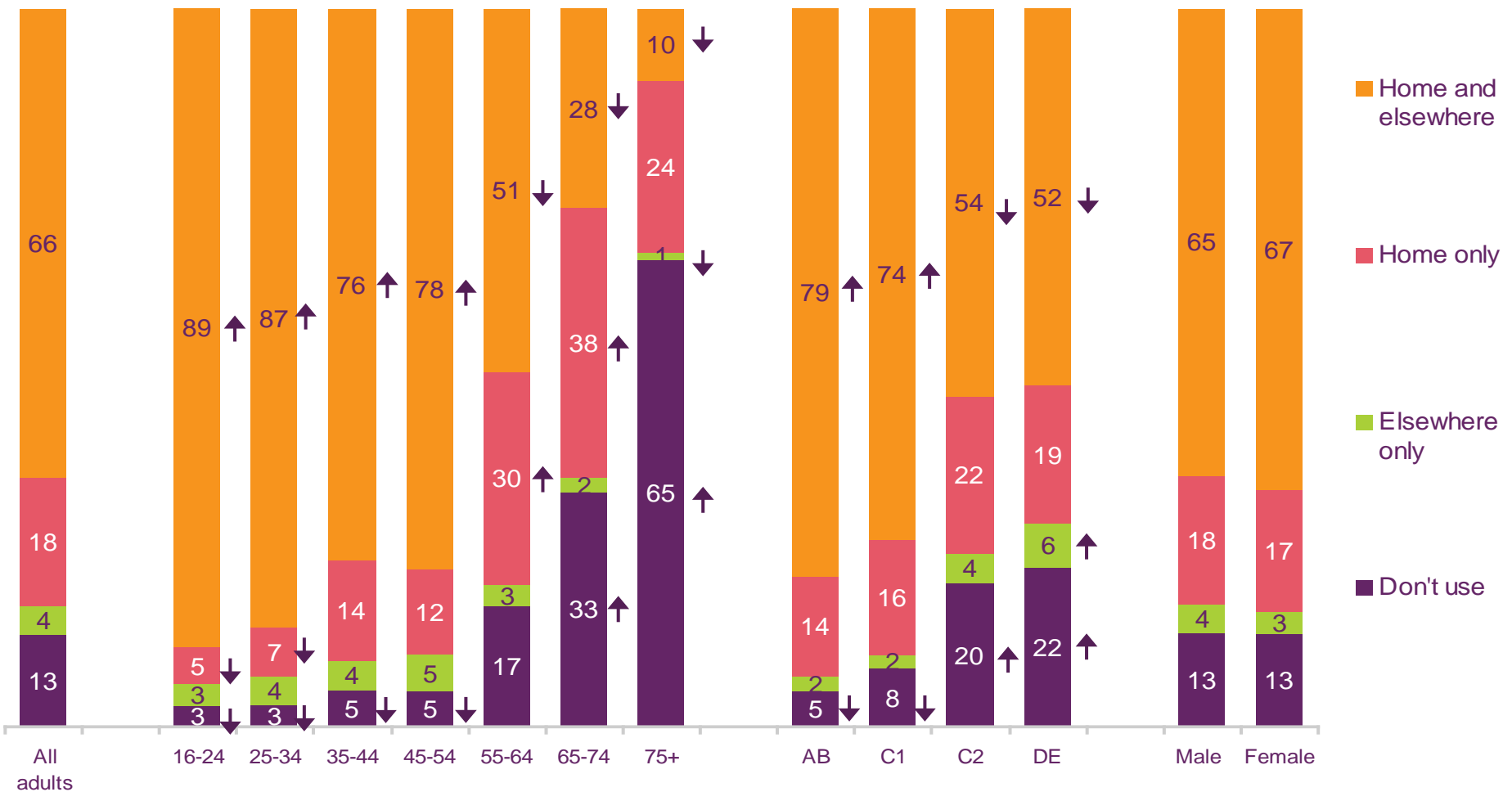
Figure 1: Where the internet is used by UK adults: 2005-2015



IN1/ IN2/ IN3 - Do you or does anyone in your household have access to the internet at home / Do you have and use any of the items shown on this card to go online at home/ Do you ever use any of these devices to go online when you are not at home, this could be when you are at work, at a friend's house, in a library, when travelling somewhere or when out and about (Prompted responses, multi coded)

Base: All adults aged 16+ (1841 in 2015). Significance testing shows any change between 2014 and 2015

Figure 2: Where the internet is used by UK adults, by demographic group



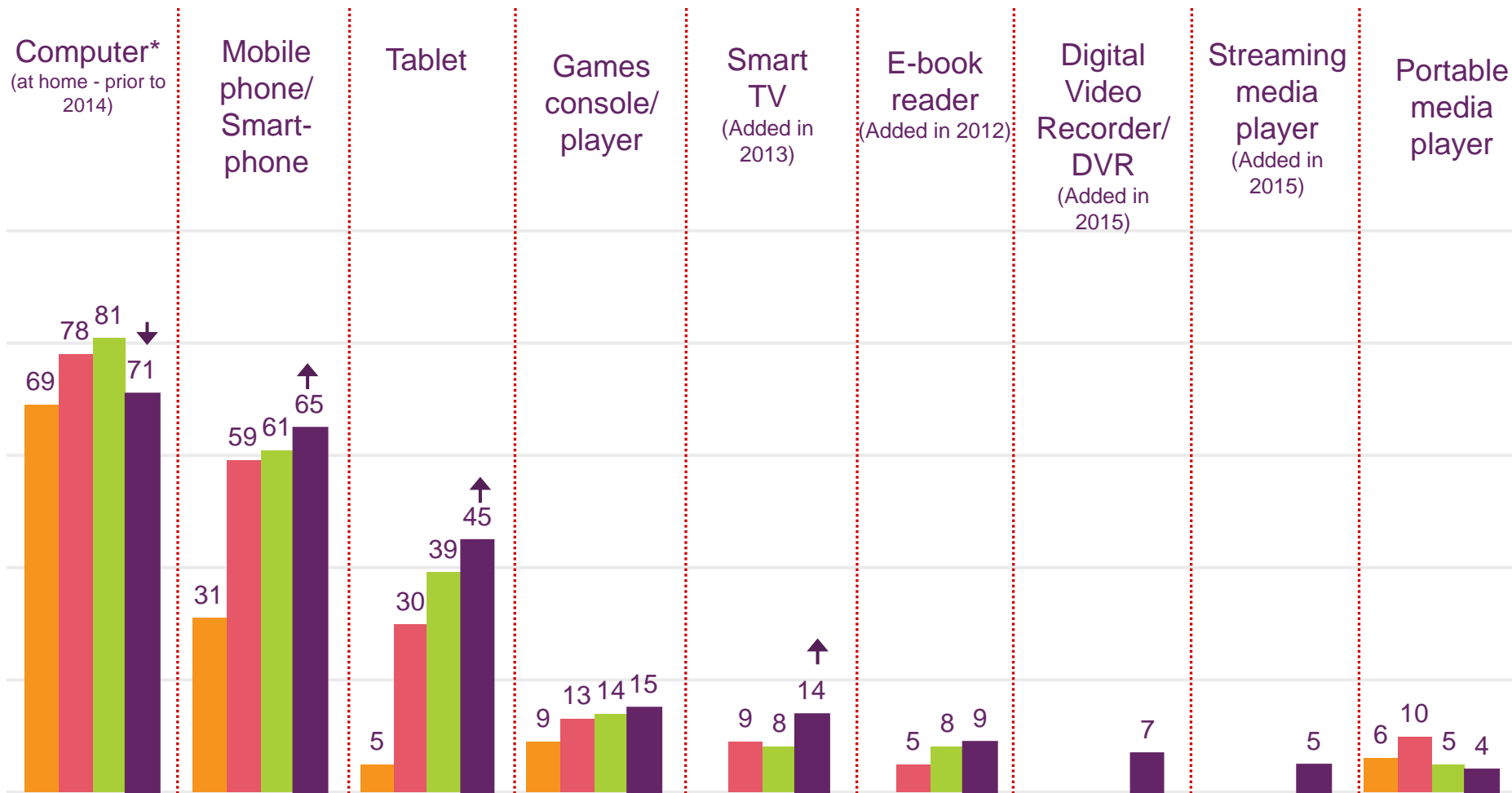
IN1/ IN2/ IN3 - Do you or does anyone in your household have access to the internet at home / Do you have and use any of the items shown on this card to go online at home/ Do you ever use any of these devices to go online when you are not at home, this could be when you are at work, at a friend's house, in a library, when travelling somewhere or when out and about (Prompted responses, multi coded)

Base: All adults aged 16+ (1841 in 2015, 246 aged 16-24, 263 aged 25-34, 300 aged 35-44, 279 aged 45-54, 277 aged 55-64, 223 aged 65-74, 253 aged 75+, 404 AB, 544 C1, 403 C2, 490 DE, 900 male, 941 female). Significance testing shows any difference by age and socio-economic group compared to all adults

Figure 3: Devices used to go online: 2010-2015

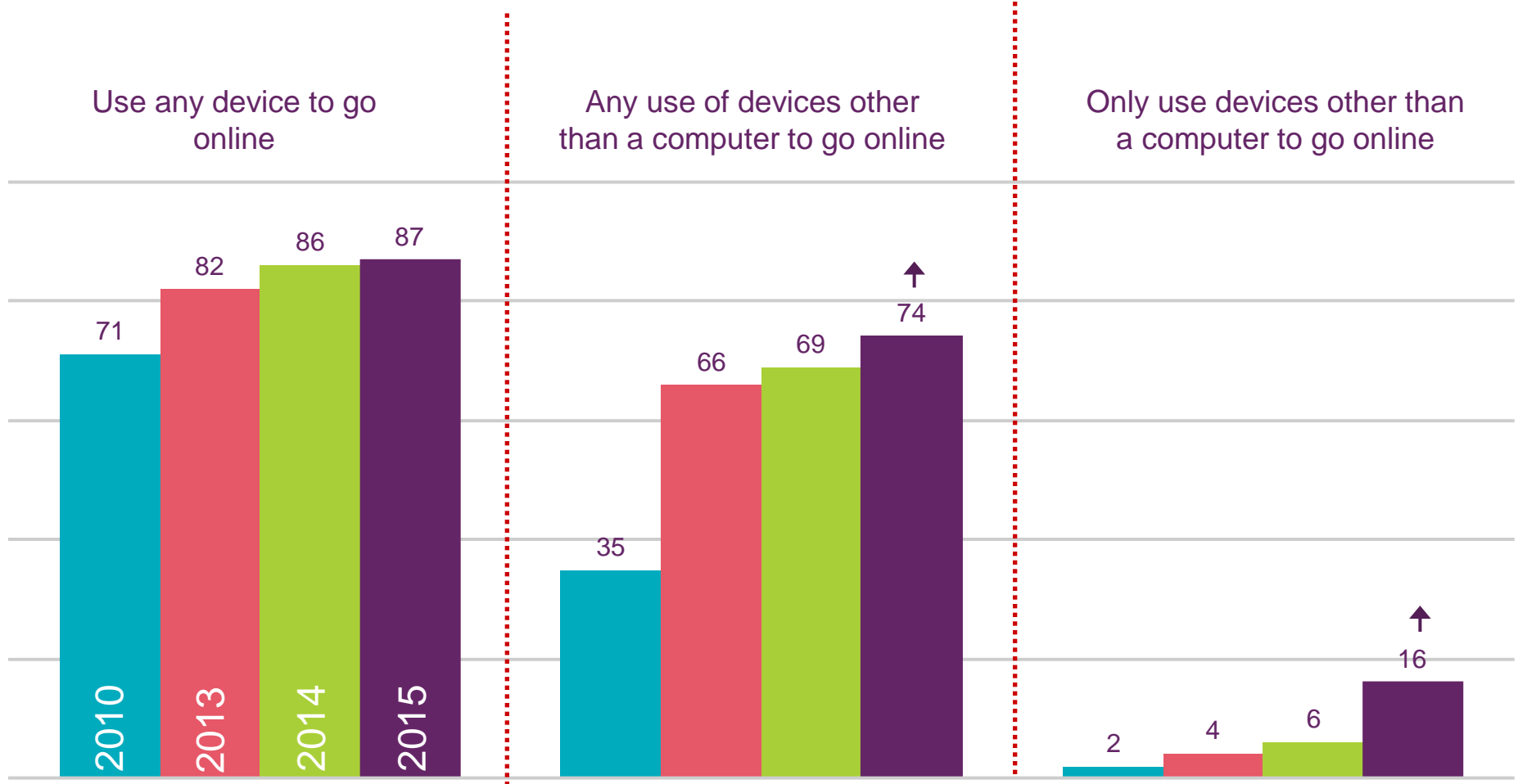


2010 2013 2014 2015



IN1/ IN2/ IN3 - Do you or does anyone in your household have access to the internet at home / Do you have and use any of the items shown on this card to go online at home/ Do you ever use any of these devices to go online when you are not at home, this could be when you are at work, at a friend's house, in a library, when travelling somewhere or when out and about (Prompted responses, multi coded)
 Base: All adults aged 16+ (1841 in 2015). Significance testing shows any change between 2014 and 2015

Figure 4: Use of alternative devices to go online: 2010- 2015



IN1/ IN2/ IN3 - Do you or does anyone in your household have access to the internet at home / Do you have and use any of the items shown on this card to go online at home/ Do you ever use any of these devices to go online when you are not at home, this could be when you are at work, at a friend's house, in a library, when travelling somewhere or when out and about (Prompted responses, multi coded)
Base: All adults aged 16+ (1841 in 2015). Significance testing shows any change between 2014 and 2015

Figure 5: Devices used to go online at home or elsewhere, by age

	All adults	16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1841	246	263	300	279	277	223	253
Computer	71% ▼	77%	78% ▼	74% ▼	77% ▼	73%	58%	28%
Smartphone	65% ▲	91% ▲	90%	78%	74%	46%	21%	6%
Tablet	45% ▲	49%	51%	57%	50%	38%	26%	14%
Games console	15%	32%	28%	17%	13%	6%	1%	0%
Smart TV	14% ▲	17% ▲	18% ▲	15%	15% ▲	14% ▲	5%	1%
E-book reader	9%	7%	14% ▲	10%	11%	9%	5%	2%
DVR/ Digital Video Recorder (added in 2015)	7%	8%	9%	8%	7%	10%	3%	1%
Streaming media player (added in 2015)	5%	6%	6%	7%	6%	4%	0%	0%
Portable media player	4%	7%	5%	5%	5%	4%	0% ▼	0%
Wearable tech	1% ▼	0%	1% ▼	2%	3%	0%	0%	0%
Use any device to go online in any location	87%	97%	97%	95%	95%	83%	67%	35%
Use of devices other than a computer to go online	74% ▲	94% ▲	94%	87%	82%	62% ▲	41%	17%
Only use devices other than a computer to go online	16% ▲	20% ▲	19% ▲	20% ▲	17% ▲	11% ▲	9% ▲	7% ▲

IN1/ IN2/ IN3 - Do you or does anyone in your household have access to the internet at home / Do you have and use any of the items shown on this card to go online at home/ Do you ever use any of these devices to go online when you are not at home, this could be when you are at work, at a friend's house, in a library, when travelling somewhere or when out and about (Prompted responses, multi coded). Base: All adults aged 16+ (1841 in 2015, 246 aged 16-24, 263 aged 25-34, 300 aged 35-44, 279 aged 45-54, 277 aged 55-64, 223 aged 65-74, 253 aged 75+). Significance testing shows any change between 2014 and 2015

Figure 6: Devices used to go online, by socio-economic group and gender

	All adults	AB	C1	C2	DE	Male	Female
Base	1841	404	544	403	490	900	941
Computer	71% ↓	88%	76% ↓	63% ↓	54% ↓	75% ↓	68% ↓
Smartphone	65% ↑	74%	70%	57%	56% ↑	62%	67% ↑
Tablet	45% ↑	61%	52% ↑	37%	26%	43%	46% ↑
Games console	15%	16%	19%	14%	13%	18%	13%
Smart TV	14% ↑	21% ↑	15% ↑	10%	7%	16% ↑	11% ↑
E-book reader	9%	18%	10%	5%	3%	9%	10%
DVR/ digital video recorder (added in 2015)	7%	12%	8%	5%	3%	10%	5%
Streaming media player (added in 2015)	5%	9%	5%	3%	2%	6%	4%
Portable media player	4%	7%	5%	3%	1% ↓	5%	3%
Wearable tech	1% ↓	2%	1%	0%	0% ↓	2%	0% ↓
Use any device to go online in any location	87%	95%	92%	80%	78%	87%	87%
Use of devices other than a computer to go online	74% ↑	83%	82% ↑	67%	64% ↑	72%	77% ↑
Only use devices other than a computer to go online	16% ↑	7% ↑	16% ↑	18% ↑	24% ↑	12% ↑	19% ↑

IN1/ IN2/ IN3 - Do you or does anyone in your household have access to the internet at home / Do you have and use any of the items shown on this card to go online at home/ Do you ever use any of these devices to go online when you are not at home, this could be when you are at work, at a friend's house, in a library, when travelling somewhere or when out and about (Prompted responses, multi coded)

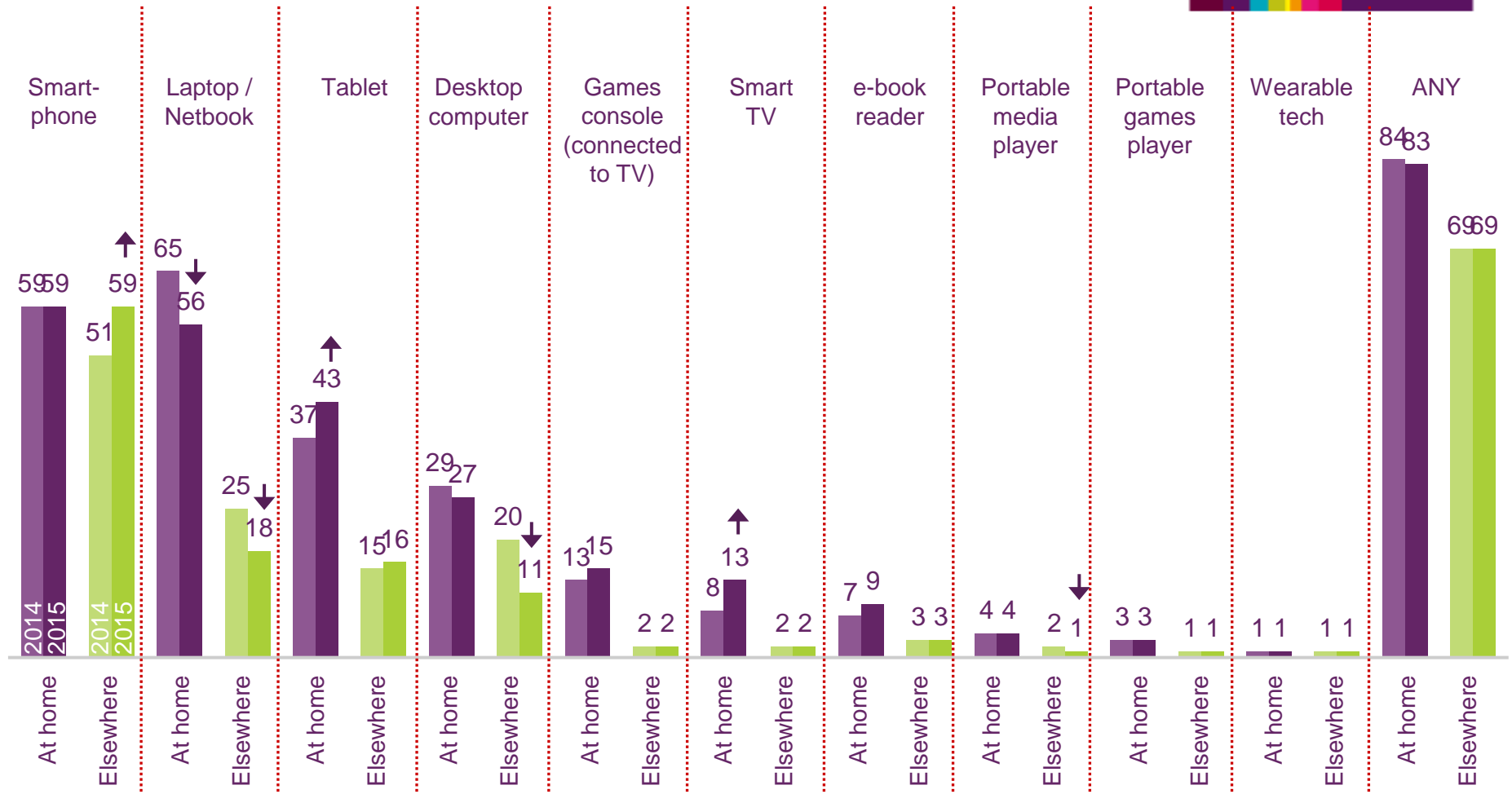
Base: All adults aged 16+ (1841 in 2015, 404 AB, 544 C1, 403 C2, 490 DE, 900 male, 941 female). Significance testing shows any change between 2014 and 2015

Figure 7: Device use among those who only access the internet through devices other than a computer



IN1/ IN2/ IN3 - Do you or does anyone in your household have access to the internet at home / Do you have and use any of the items shown on this card to go online at home/ Do you ever use any of these devices to go online when you are not at home, this could be when you are at work, at a friend's house, in a library, when travelling somewhere or when out and about (Prompted responses, multi coded) – NB Showing responses by >2% of all adults who only use devices other than a computer to go online
 Base: All adults aged 16+ who only use devices other than a computer to go online (308 all, 175 aged 16-44, 133 aged 45+, 123 male, 185 female, 122 ABC1, 186 C2DE).
 Significance testing shows any difference by age, gender or socio-economic groups shown

Figure 8: Devices used to go online: at home versus elsewhere



IN1/ IN2/ IN3 - Do you or does anyone in your household have access to the internet at home / Do you have and use any of the items shown on this card to go online at home/ Do you ever use any of these devices to go online when you are not at home, this could be when you are at work, at a friend's house, in a library, when travelling somewhere or when out and about (Prompted responses, multi coded)

Base: All adults aged 16+ (1841 in 2015). Significance testing shows any change between 2014 and 2015

Figure 9: Key measures of internet access and use

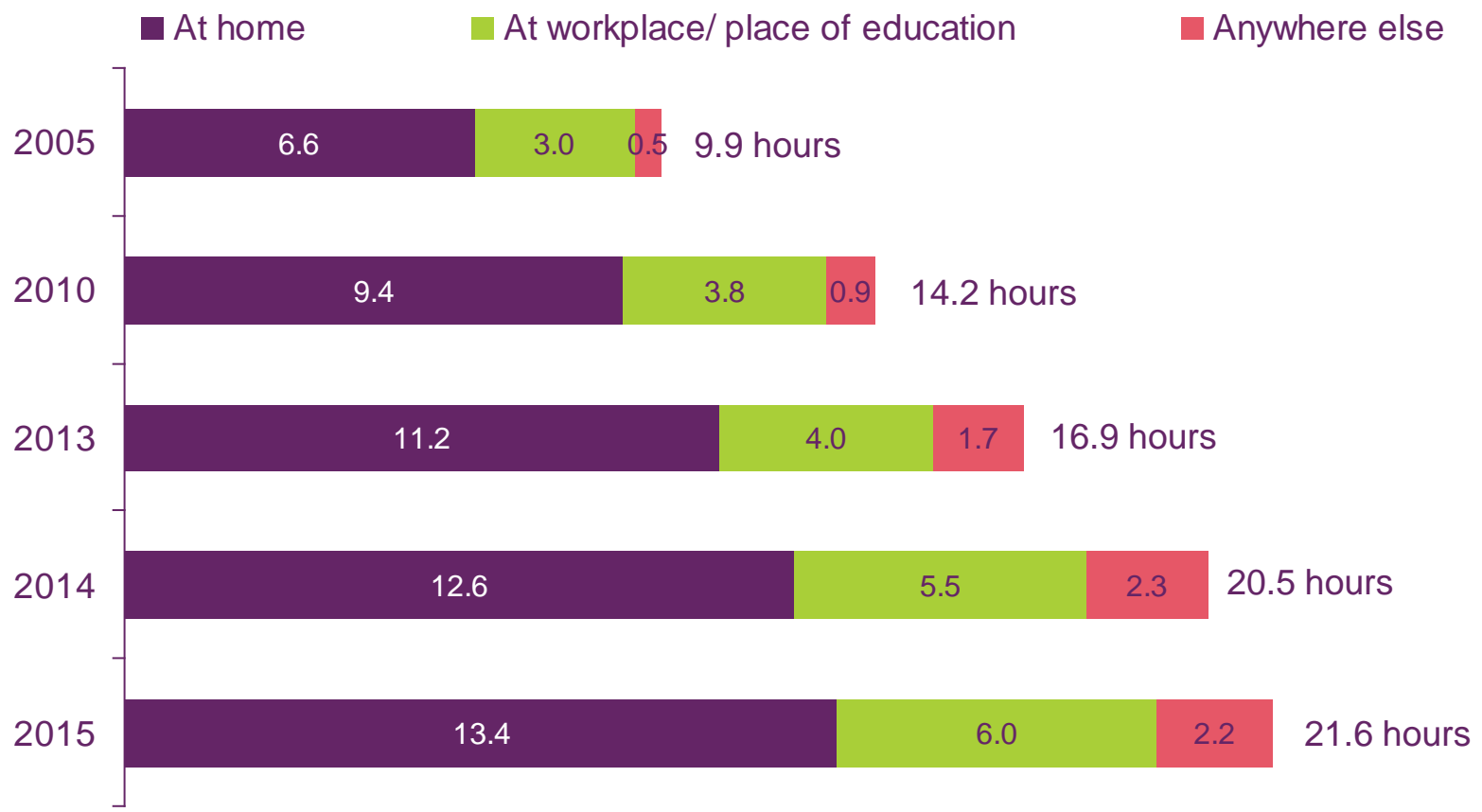


	As a % of all adults
Home internet access	86%
Go online at home through any type of computer	68%
Go online at home through an alternative device to a computer	70%
Go online at home through a computer or an alternative device	83%
Go online outside the home	69%
Go online at all (on any device in any location)	87%

IN1/ IN2/ IN3 - Do you or does anyone in your household have access to the internet at home / Do you have and use any of the items shown on this card to go online at home/ Do you ever use any of these devices to go online when you are not at home, this could be when you are at work, at a friend's house, in a library, when travelling somewhere or when out and about (Prompted responses, multi coded)

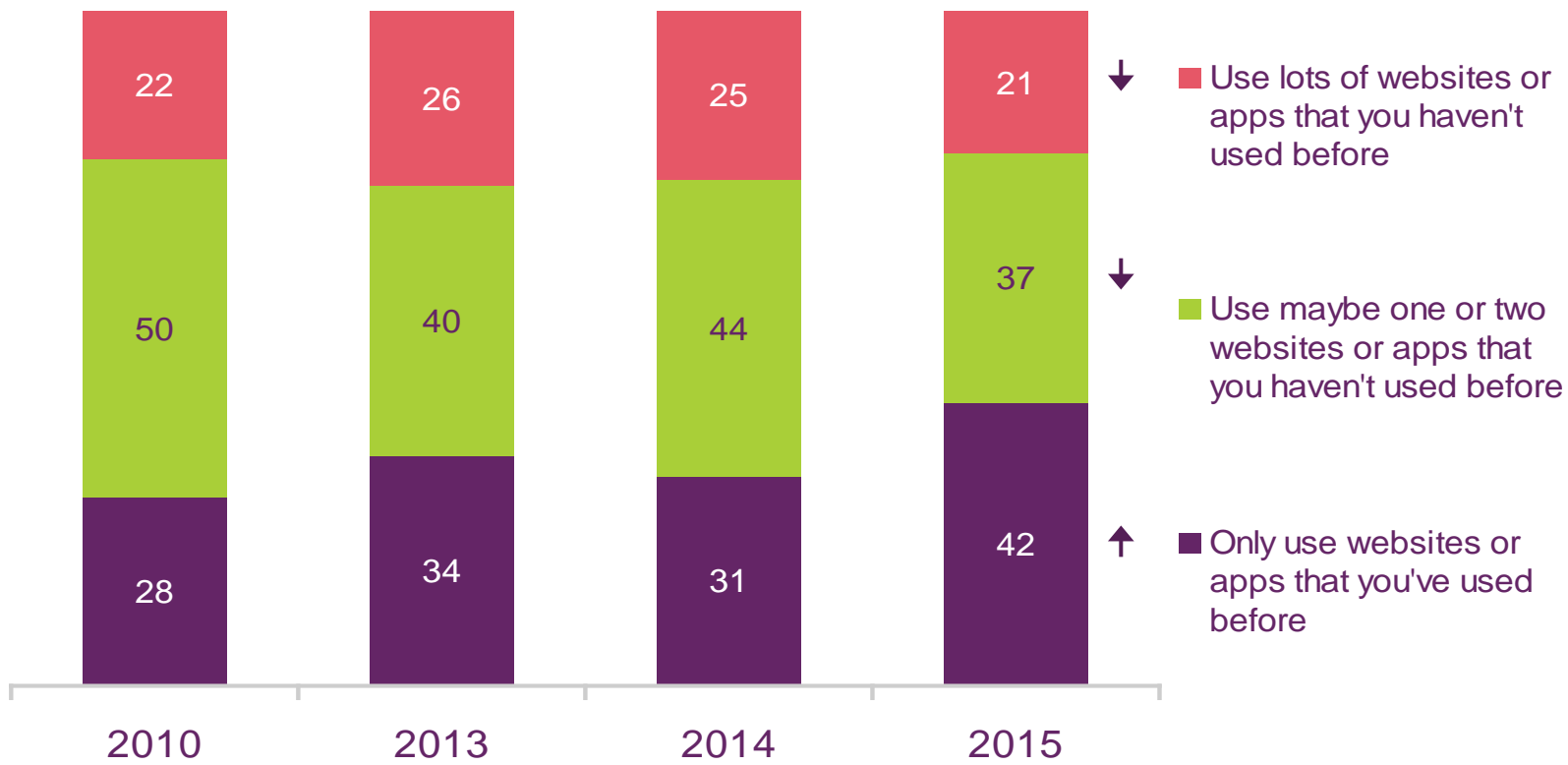
Base: All adults aged 16+ (1841 in 2015).

Figure 10: Volume of internet use per week: 2005-15



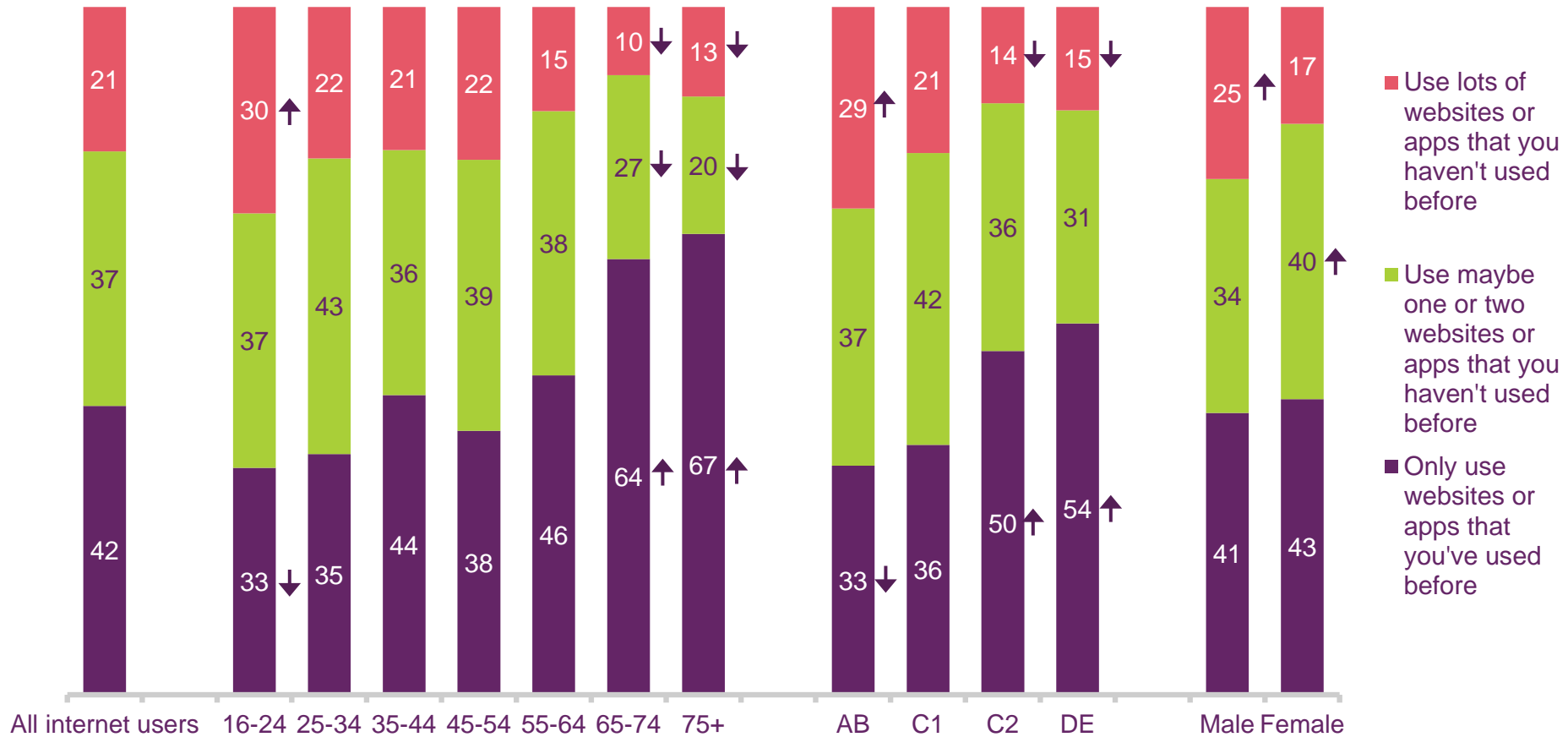
IN6A-C – How many hours in a typical week would you say you use the internet at home/ at your workplace or place of education/ anywhere else? (Unprompted responses, single coded)
Base: All adults aged 16+ who go online at home or elsewhere (1609 in 2014, 1458 in 2015)

Figure 11: Use of websites or apps not used before: 2010-2015



IN14 – In most weeks when you go online do you usually..... (Prompted responses, single coded)
 Base: All adults aged 16+ who go online at home or elsewhere (1609 in 2014, 1423 in 2015) - Bases exclude Don't know responses.
 Significance testing shows any change between 2014 and 2015

Figure 12: Use of websites or apps not used before, by demographic group



- Use lots of websites or apps that you haven't used before
- Use maybe one or two websites or apps that you haven't used before
- Only use websites or apps that you've used before

IN14 – In most weeks when you go online do you usually..... (Prompted responses, single coded)

Base: All adults aged 16+ who go online at home or elsewhere (1423 in 2015, 239 aged 16-24, 246 aged 25-34, 263 aged 35-44, 247 aged 45-54, 202 aged 55-64, 119 aged 65-74, 107 aged 75+, 360 AB, 462 C1, 283 C2, 318 DE, 698 male, 725 female) - Bases exclude Don't know responses

Significance testing shows any change between any age group or socio-economic group and all adults aged 16+, and between males and females

Figure 13(1): Categories of internet activity



Category	Individual activities included in category
Communication	<ul style="list-style-type: none"> • Send or receive emails • Use Instant Messaging services • Make or receive telephone or video calls using services like Skype or FaceTime
General surfing/ browsing	<ul style="list-style-type: none"> • General surfing/ browsing the internet
Social media	<ul style="list-style-type: none"> • Look at social media sites or apps • Upload or share videos or photos online • Share links to websites or online articles, perhaps on Twitter, Facebook, Reddit or Pinterest
Entertainment	<ul style="list-style-type: none"> • Play games online • Listen to radio stations online • Listen to streamed music online - such as Spotify or Apple Music • Watch short video clips online - such as YouTube • Watch TV programmes or films online (from broadcasters' websites) • Look at adult-only websites
Transactions	<ul style="list-style-type: none"> • Buy things online • Sell things online • Bank and pay bills online • Online gambling
News	<ul style="list-style-type: none"> • Look at news websites or apps

IN15/16 – When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following? (Prompted responses, single coded)
 Base: All adults aged 16 who go online at home or elsewhere (1458 in 2015)

Figure 13(2): Categories of internet activity

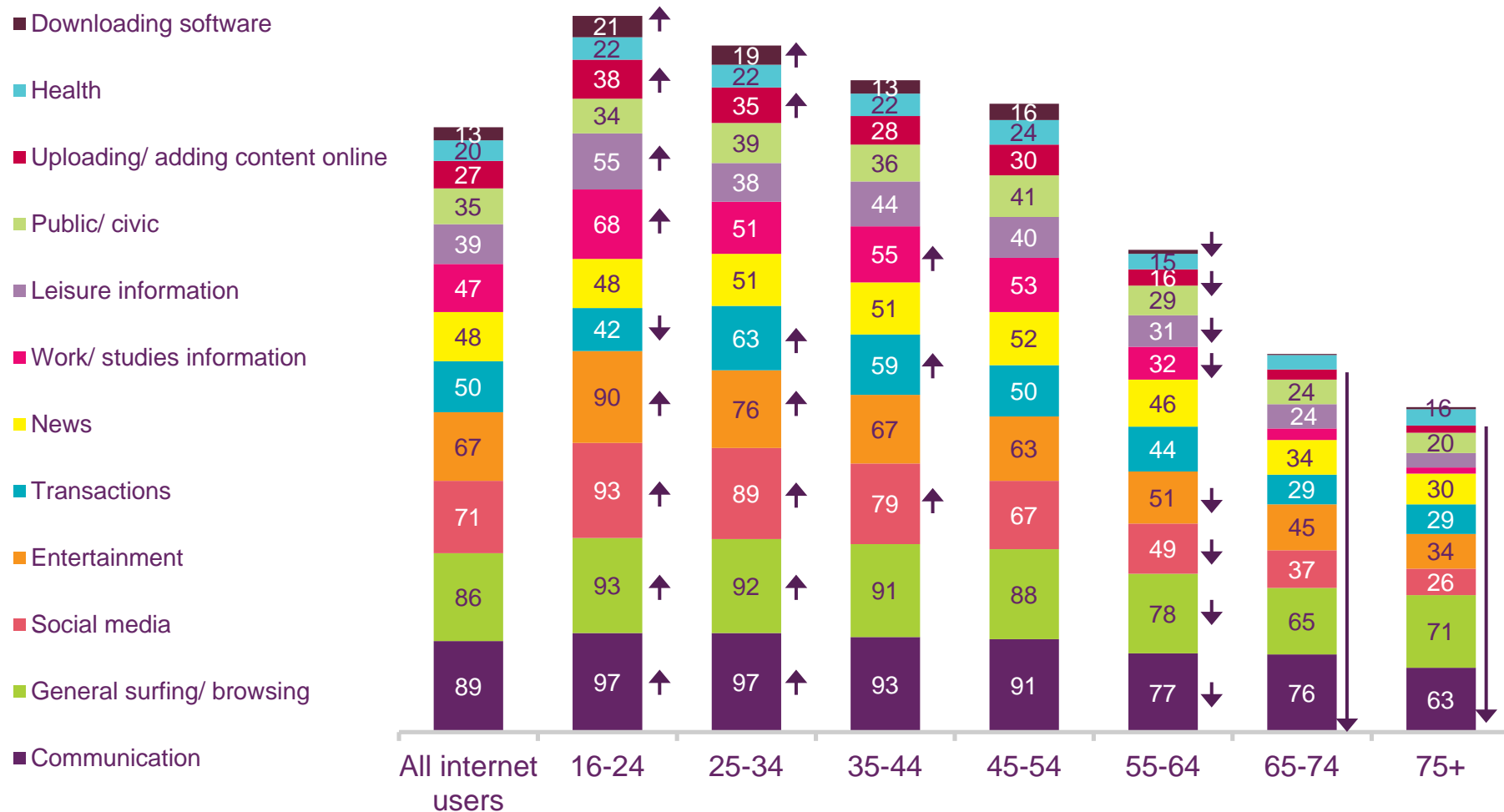


Category	Individual activities included in category
Work/ studies	<ul style="list-style-type: none"> • Find information online for your work/ job or for studies • Do an online course to achieve a qualification • Look at job opportunities • Fill in a job application online
Leisure information	<ul style="list-style-type: none"> • Find information for your leisure time such as cinema/ live music
Public/ civic	<ul style="list-style-type: none"> • Look for public services information on government sites such as gov.uk and HMRC • Look for information on public services provided by your local council • Complete government processes online such as registering for tax credits, renewing a driving licence, car tax or passport, completing a tax return • Look at political or campaigning websites • Sign an online petition • Contact a local councillor or your MP online • Look for news about, or events in your local area
Uploading/ adding content online	<ul style="list-style-type: none"> • Set up or maintain a website or blog • Contribute comments to a website or blog
Health	<ul style="list-style-type: none"> • Find information about health-related issues
Downloading software	<ul style="list-style-type: none"> • Download software

IN15/16 – When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following? (Prompted responses, single coded)

Base: All adults aged 16 who go online at home or elsewhere (1458 in 2015)

Figure 14: Categories of weekly internet activity, by age



IN15/ 16 – When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following? (Prompted responses, single coded)

Base: All adults who go online at home or elsewhere (1458 in 2015, 239 aged 16-24, 249 aged 25-34, 269 aged 35-44, 253 aged 45-54, 208 aged 55-64, 126 aged 65-74, 114 aged 75+). Significance testing shows any difference between any age group and all internet users aged 16+

Figure 15: Categories of weekly internet activity, by socio-economic group and gender



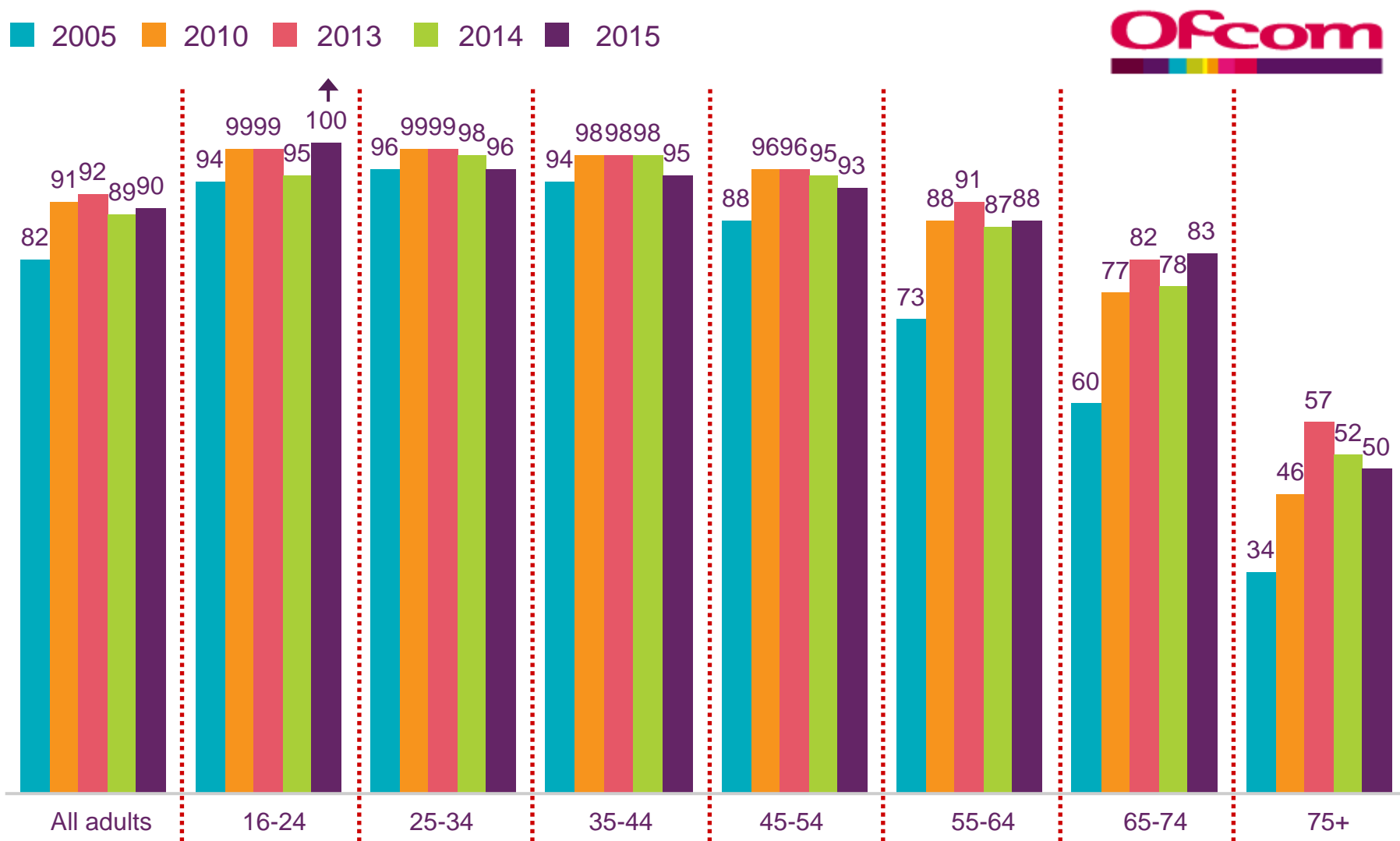
- Downloading software
- Health
- Uploading/ adding content online
- Public/ civic
- Leisure information
- Work/ studies information
- News
- Transactions
- Entertainment
- Social media
- General surfing/ browsing
- Communication



IN15/ 16 – When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following? (Prompted responses, single coded)

Base: All adults who go online at home or elsewhere (1458 in 2015, 367 AB, 471 C1, 289 C2, 331 DE, 712 male, 746 female) Significance testing shows any difference between any socio-economic group and all internet users aged 16+, or between males and females

Figure 16: Take-up of mobile phone, by age: 2005-2015



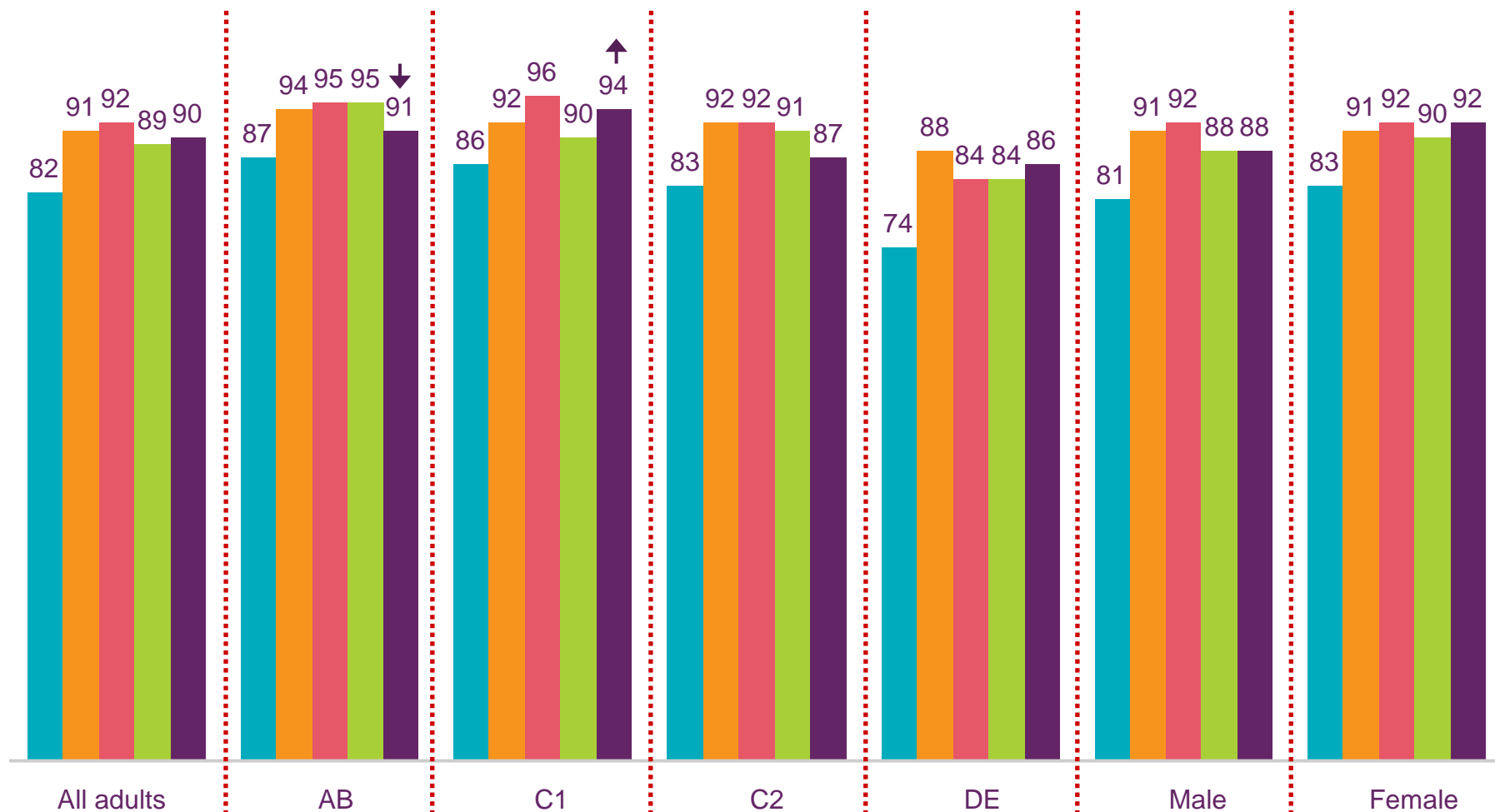
A2 – And which of the following do you personally use? (Prompted responses, multi-coded)

Base: All adults aged 16+ (1841 in 2015, 246 aged 16-24, 263 aged 25-34, 300 aged 35-44, 279 aged 45-54, 277 aged 55-64, 223 aged 65-74, 253 aged 75+).

Significance testing shows any change between 2014 and 2015

Figure 17: Take-up of mobile phone, by socio-economic group and gender: 2005-15

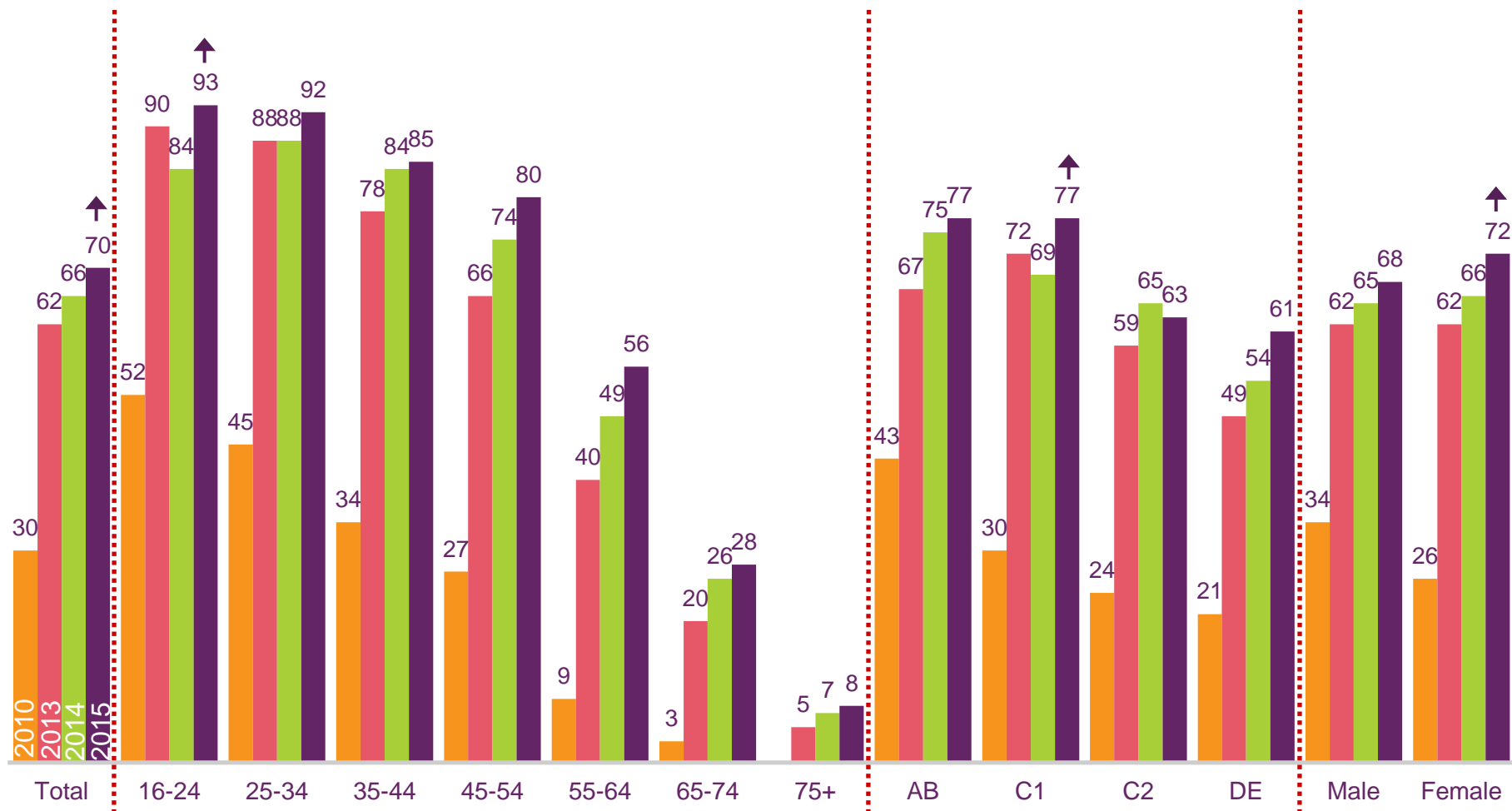
2005 2010 2013 2014 2015



A2 – And which of the following do you personally use? (Prompted responses, multi-coded)

Base: All adults aged 16+ (1841 in 2015, 404 AB, 544 C1, 403 C2, 490 DE, 900 male, 941 female). Significance testing shows any change between 2014 and 2015

Figure 18: Take-up of smartphones, by demographic group: 2010-2015



A4 You said you use a mobile phone. Which of these options best describes the type of mobile phone you use most frequently? (Prompted responses, single-coded)

Base: All adults aged 16+ (1841 in 2015, 246 aged 16-24, 263 aged 25-34, 300 aged 35-44, 279 aged 45-54, 277 aged 55-64, 223 aged 65-74, 253 aged 75+, 404 AB, 544 C1, 403 C2, 490 DE, 900 male, 941 female) Significance testing shows any change between 2014 and 2015

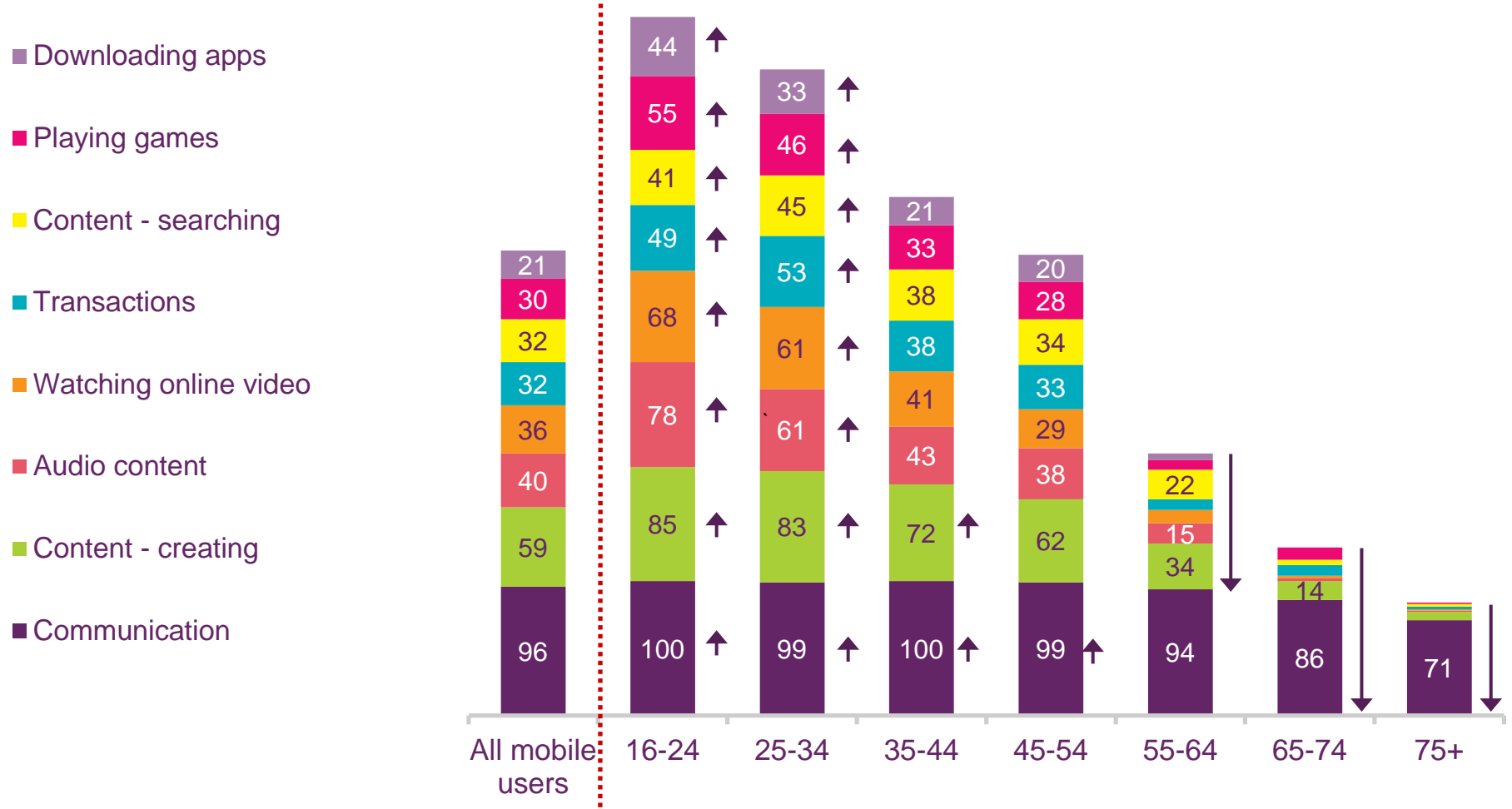
Figure 19: Categories of mobile phone activity

Category	Individual activities included in category
Communication	<ul style="list-style-type: none"> • Make or receive calls • Send or receive text messages • Send or receive photo messages • Send or receive video clips • Look at social media sites or apps • Upload or share videos or photos online • Send tweets through Twitter • Send or receive emails • Make or receive telephone or video calls using services like Skype or FaceTime • Use Instant Messaging such as Facebook Messenger, WhatsApp, Windows Live Messenger or Skype Chat
Content – creating	<ul style="list-style-type: none"> • Take photos • Take videos
Audio content	<ul style="list-style-type: none"> • Listen to music stored on the phone
Watching online video	<ul style="list-style-type: none"> • Watch short video clips online (such as on YouTube) • Watch TV programmes or films online through services such as BBC iPlayer, ITV Player or All 4
Transactions	<ul style="list-style-type: none"> • Bank online • Buy things online • Use your phone to make a payment in a shop by touching it against a contactless reader • Use your phone as a ticket or boarding pass or as an entry ticket to an event • Use an app on your phone to order taxis
Content – searching	<ul style="list-style-type: none"> • Use features such as Maps or satellite navigation to get to where you want to go/ plot a route to your destination
Playing games	<ul style="list-style-type: none"> • Play games that are loaded on the phone • Play games online using your phone
Downloading	<ul style="list-style-type: none"> • Download apps/ applications (including games)

M3/ M4 – Please tell me from this list the types of things you use your mobile phone for, and how often you do each? (Prompted responses, single coded)

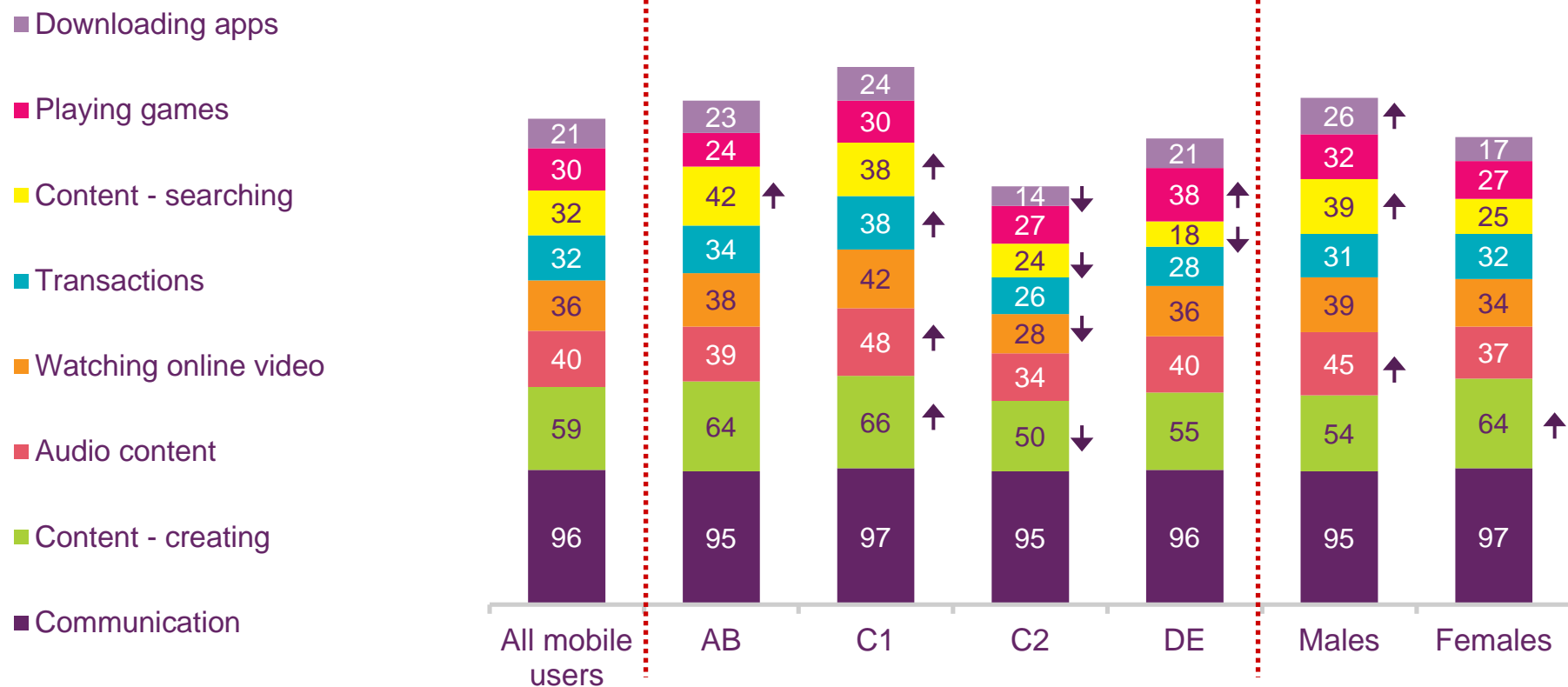
Base: All adults aged 16+ who use a mobile phone (1520 in 2015)

Figure 20: Categories of weekly mobile phone activity, by age



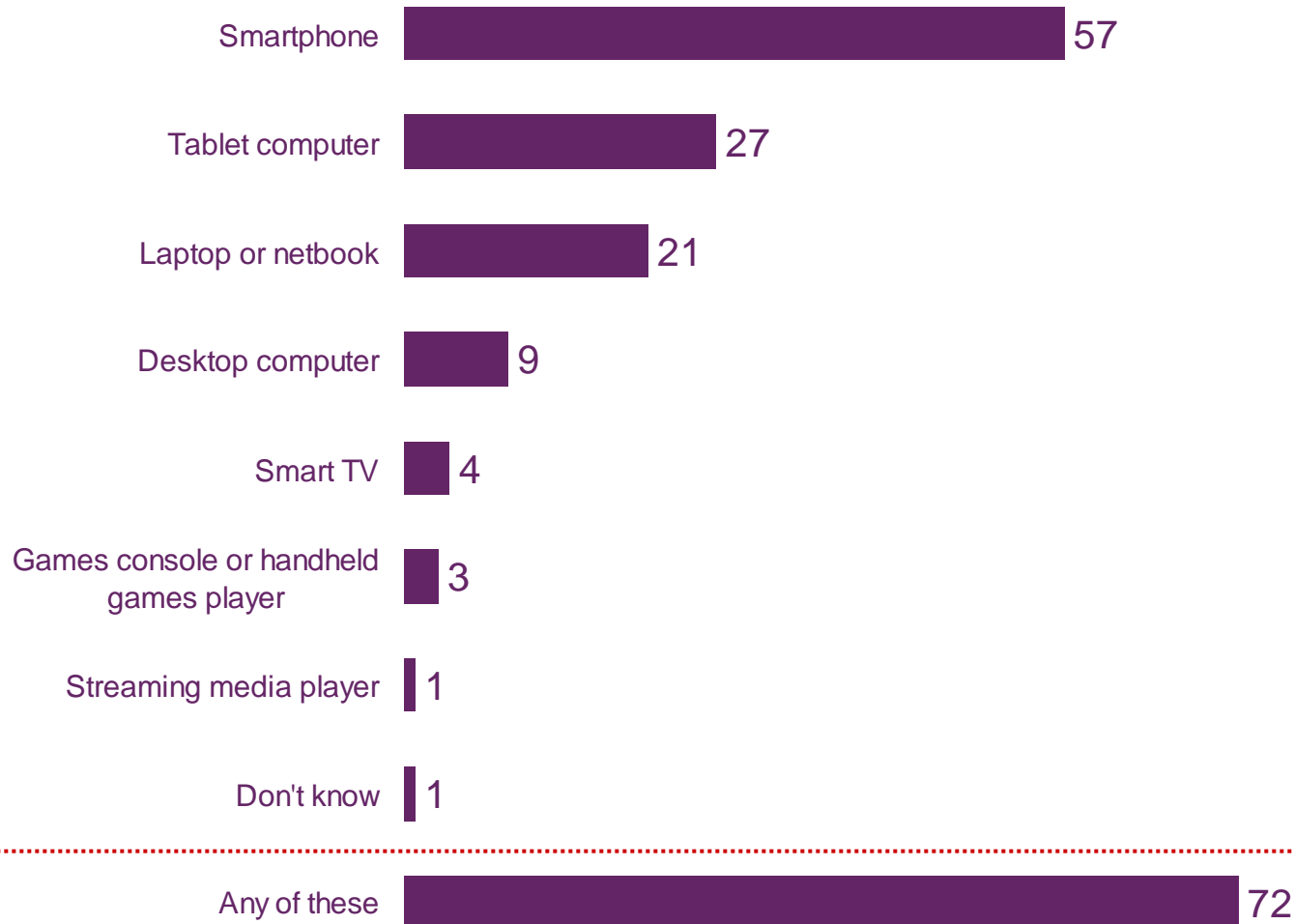
M3/ M4 – Please tell me from this list the types of things you use your mobile phone for, and how often you do each? (Prompted responses, single coded)
 Base: All adults aged 16+ who use a mobile phone (1520 in 2015, 235 aged 16-24, 240 aged 25-34, 264 aged 35-44, 250 aged 45-54, 228 aged 55-64, 169 aged 65-74, 134 aged 75+). Significance testing shows any difference between any age group and all mobile phone users aged 16+

Figure 21: Categories of weekly mobile phone activity, by socio-economic group and gender



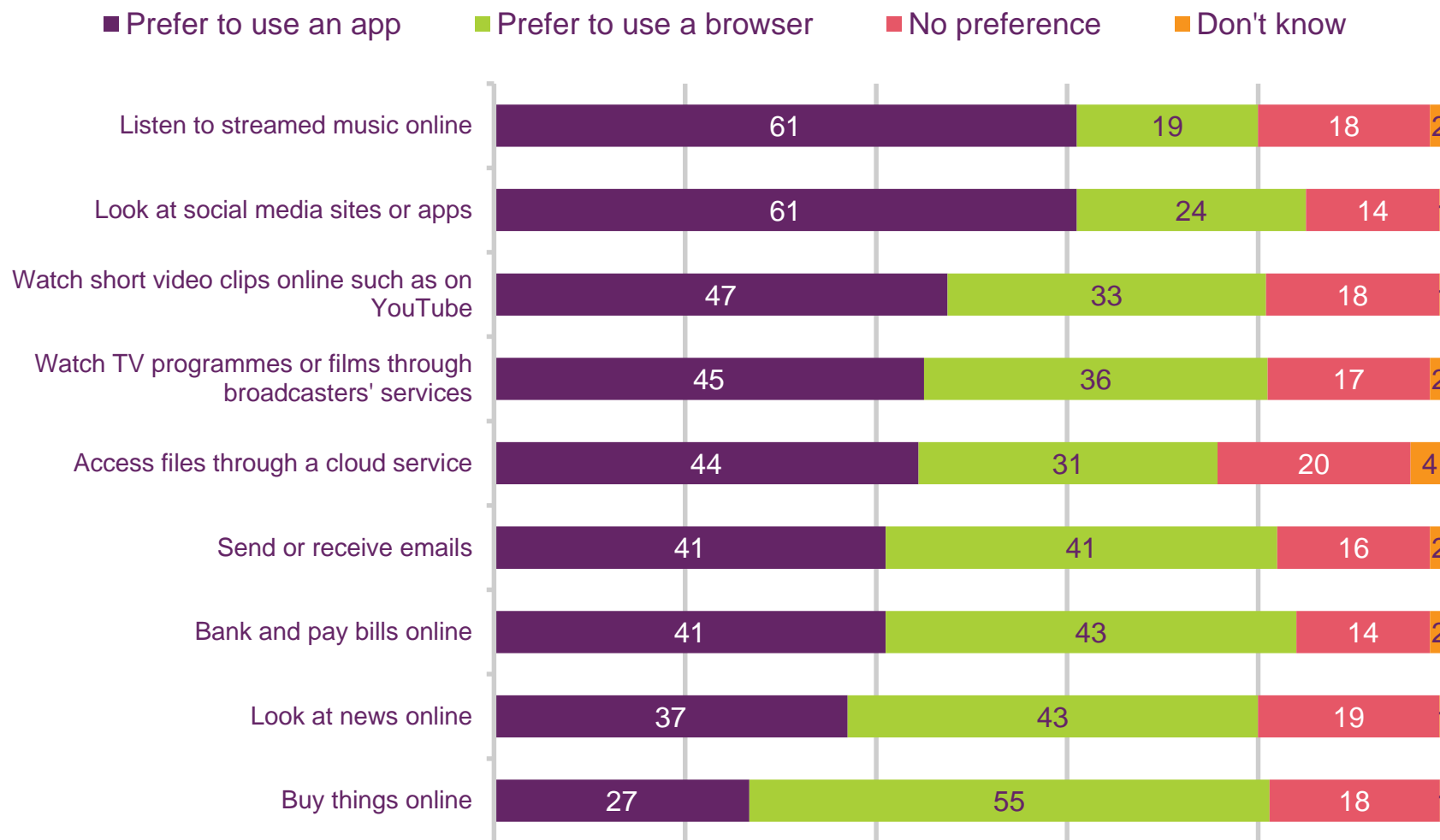
M3/ M4 – Please tell me from this list the types of things you use your mobile phone for, and how often you do each? (Prompted responses, single coded)
 Base: All adults aged 16+ who use a mobile phone (1520 in 2015, 338 AB, 474 C1, 323 C2, 385 DE, 731 male, 789 female)
 Significance testing shows any difference between any socio-economic group and all mobile users aged 16+, or between males and females

Figure 22: Devices that apps are used on



IN21 - Which, if any, of the following devices do you use apps on? (prompted responses, multi-coded)
Base: All adults aged 16+ (1841 in 2015).

Figure 23: Apps versus browsers

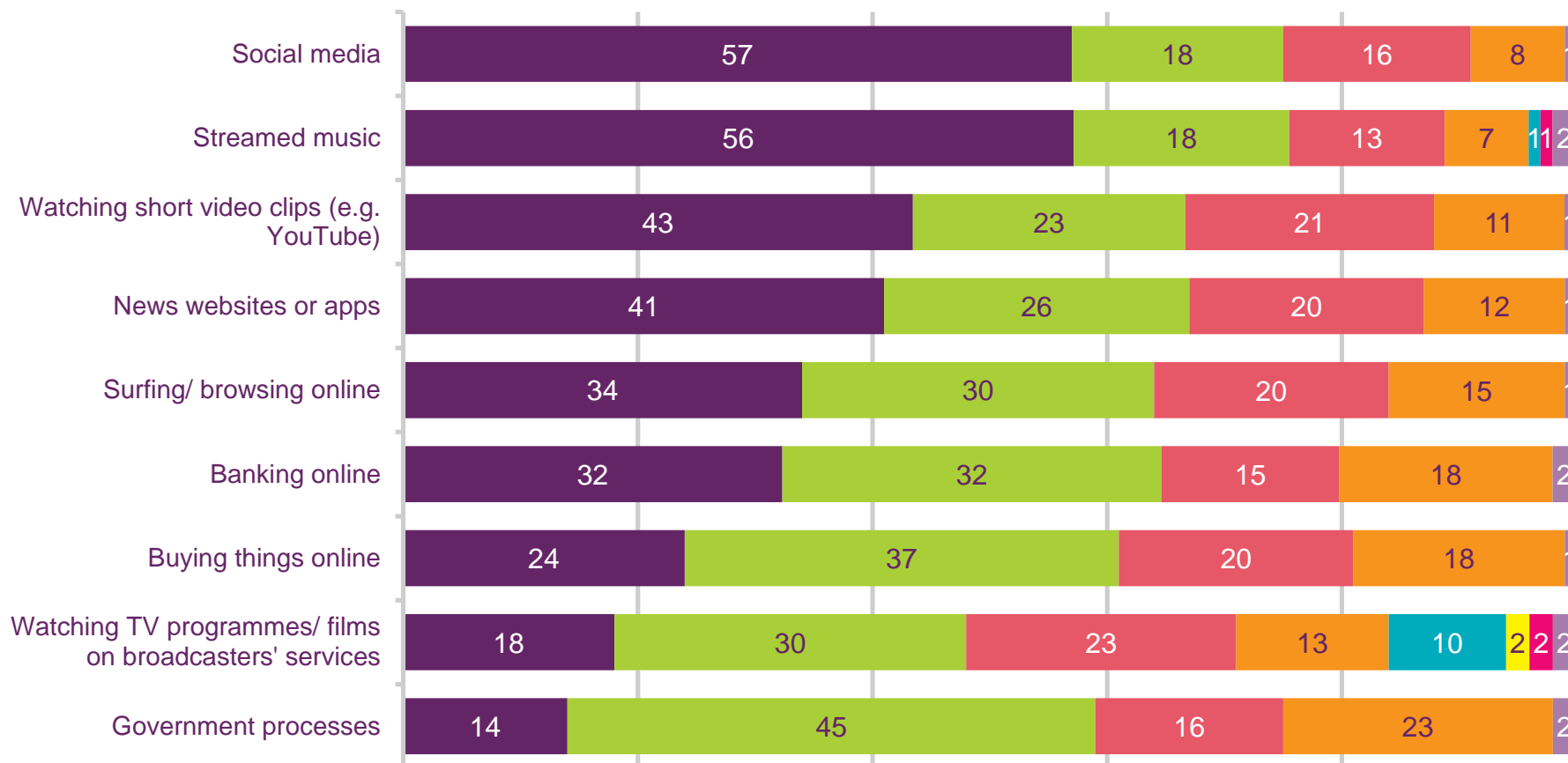


IN22A-I You said earlier you (undertake activity) online. Do you prefer to do this through an app or through a web browser? (prompted responses, single coded)
 Base: Adults aged 16+ who go online to undertake this activity and who use apps on any type of device (variable base).

Figure 24: Device used most often for specific online activities



- Smartphone
- Laptop/ netbook
- Tablet computer
- Desktop computer
- Smart TV/ streaming media player
- Games console/ player
- Other
- Don't know



IN20A-I. Please take a look at this list of devices that can be used to go online. You told me earlier that you use the following devices to go online. Which one of these devices do you use most for (ACTIVITY)? (prompted responses, single coded).

Base: All adults aged 16+ who go online at home or elsewhere that ever undertake each activity (variable base)

Figure 25: Media use, by age

	All adults	16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1841	246	263	300	279	277	223	253
Mobile phone	90%	100% ↑	97% ↑	95% ↑	94%	88%	83% ↓	50% ↓
Standard TV set	73%	67%	67%	74%	67%	77%	78%	90% ↑
Laptop or netbook computer	63%	73% ↑	70% ↑	73% ↑	68%	60%	43% ↓	20% ↓
Paper copies of books/ magazines/ newspapers	54%	46% ↓	56%	53%	49%	60%	55%	47%
Tablet computer	50%	55%	56%	66% ↑	55%	45%	31% ↓	15% ↓
Radio set (DAB or otherwise)	48%	27% ↓	34% ↓	48%	52%	59% ↑	64% ↑	59% ↑
DVD/ Blu ray player	41%	39%	42%	45%	43%	43%	36%	25% ↓
DVR/ Digital Video Recorder	37%	33%	37%	35%	43%	42%	36%	19% ↓
Desktop computer (PC or Mac)	33%	29%	30%	33%	40% ↑	39%	31%	15% ↓
Smart TV set	31%	32%	36%	38% ↑	36%	28%	16% ↓	4% ↓
Games console /games player	25%	51% ↑	42% ↑	29%	23%	8% ↓	4% ↓	1% ↓
E-book reader	17%	11% ↓	19%	17%	20%	22% ↑	12%	6% ↓
Portable media player	13%	20% ↑	15%	17%	15%	11%	3% ↓	0% ↓
Streaming media player	8%	9%	10%	10%	13% ↑	6%	1% ↓	0% ↓
ANY TV	93%	89%	93%	95%	93%	93%	91%	93%
ANY DESKTOP OR LAPTOP/ NETBOOK	73%	79%	81% ↑	79% ↑	78%	73%	58% ↓	29% ↓

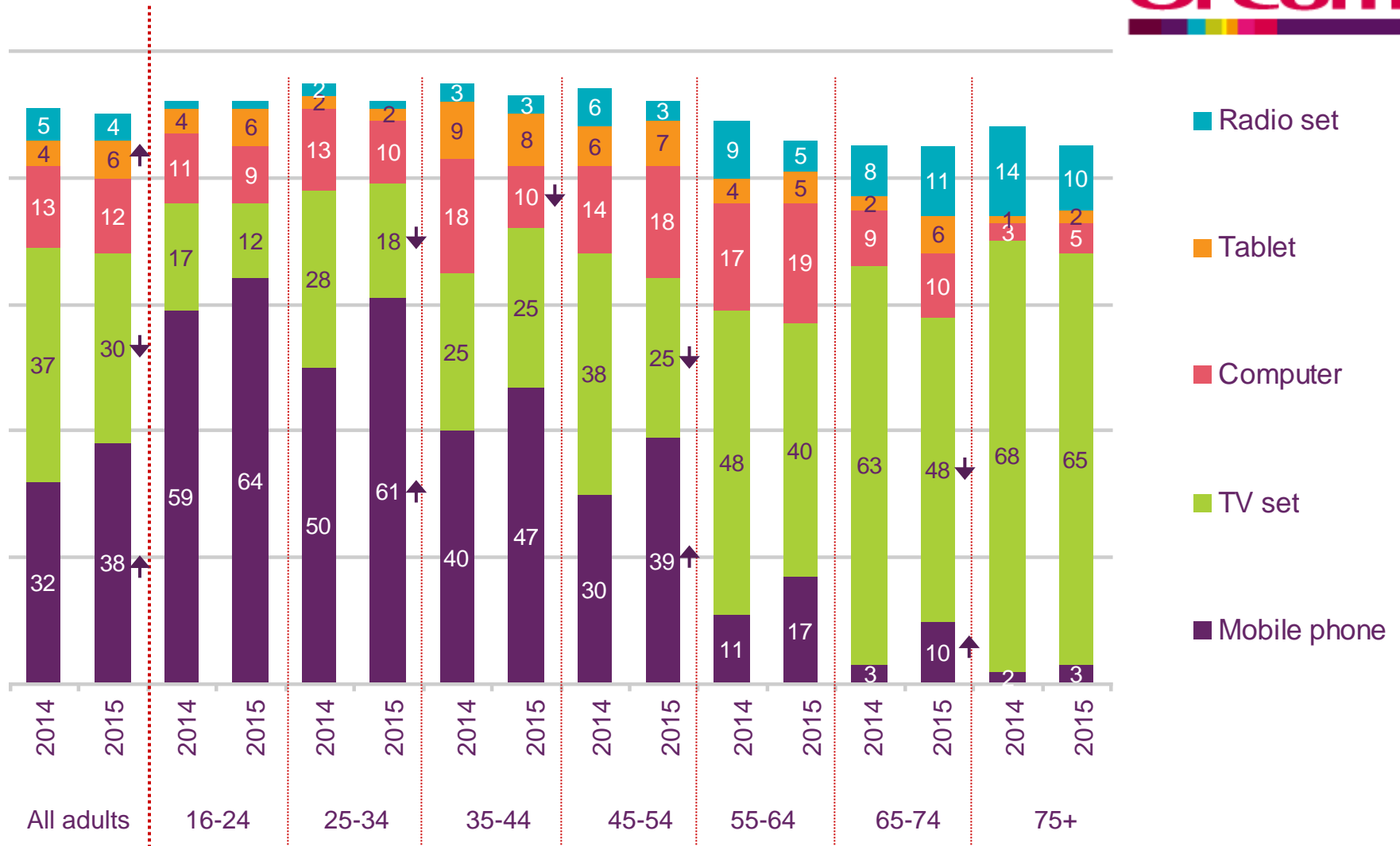
A2 – Which of the following do you personally use? (Prompted responses, multi-coded) Base: All adults aged 16+ (1841 in 2015, 246 aged 16-24, 263 aged 25-34, 300 aged 35-44, 279 aged 45-54, 277 aged 55-64, 223 aged 65-74, 253 aged 75+).- Showing responses by >2% of all adults. Significance testing shows any difference between any age group and all adults

Figure 26: Media use, by socio-economic group and gender: 2015

	All adults	AB	C1	C2	DE	Male	Female
Base	1841	404	544	403	490	900	941
Mobile phone	90%	91%	94% ↑	87%	86%	88%	92% ↑
Standard TV set	73%	73%	68%	75%	76%	72%	74%
Laptop or netbook computer	63%	76% ↑	72% ↑	54% ↓	46% ↓	64%	61%
Paper copies of books/ magazines/ newspapers	54%	60% ↑	57%	52%	46% ↓	55%	53%
Tablet computer	50%	66% ↑	59% ↑	42% ↓	32% ↓	48%	53%
Radio set (DAB or otherwise)	48%	59% ↑	48%	46%	40% ↓	53% ↑	44%
DVD/ Blu ray player	41%	48% ↑	42%	39%	32% ↓	42%	39%
DVR/ Digital Video Recorder	37%	47% ↑	40%	34%	25% ↓	39%	35%
Desktop computer (PC or Mac)	33%	48% ↑	31%	33%	19% ↓	39% ↑	28%
Smart TV set	31%	41% ↑	33%	27%	20% ↓	34% ↑	27%
Games console /games player	25%	24%	28%	22%	25%	29% ↑	22%
E-book reader	17%	28% ↑	18%	10% ↓	8% ↓	14%	19% ↑
Portable media player	13%	21% ↑	15%	9% ↓	6% ↓	16% ↑	11%
Streaming media player	8%	13% ↑	9%	6%	4% ↓	10% ↑	6%
ANY TV	93%	94%	92%	93%	92%	93%	93%
ANY DESKTOP OR LAPTOP/ NETBOOK	73%	88% ↑	79% ↑	67% ↓	55% ↓	76% ↑	70%

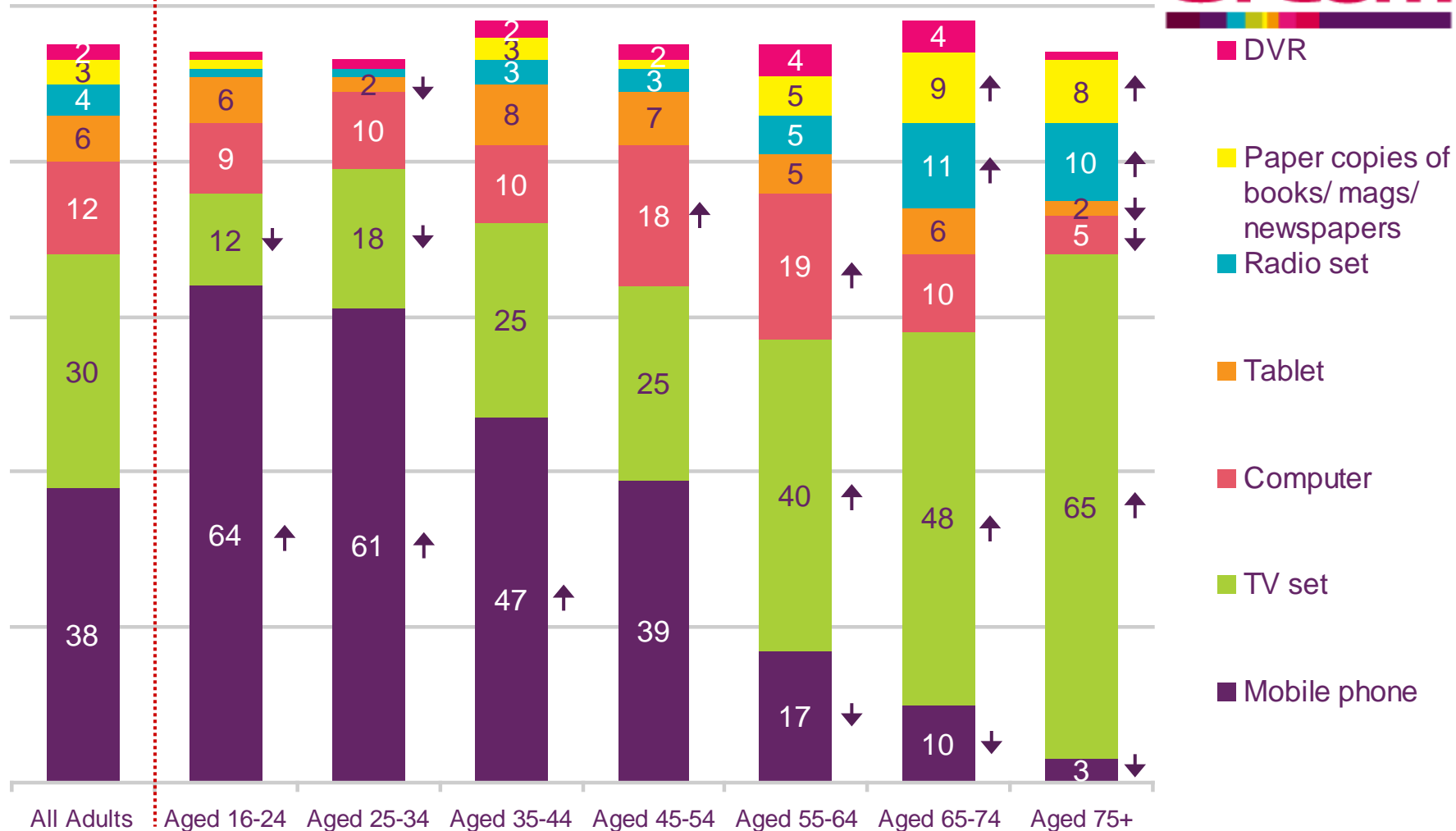
A2 – Which of the following do you personally use? (Prompted responses, multi-coded). Base: All adults aged 16+ (1841 in 2015, 404 AB, 544 C1, 403 C2, 490 DE, 900 male, 941 female). Showing responses by >2% of all adults. Significance testing shows any difference by socio economic group compared to all adults or between males and females

Figure 27: Most-missed media devices: 2014 vs. 2015



A3 – Which one of these things you use would you miss the most if it got taken away? (Prompted responses, single coded)
 Base: All adults aged 16+ (1890 in 2014, 1841 in 2015) Showing responses by >2% of all adults.
 Significance testing shows any change between 2014 and 2015

Figure 28: Most-missed media devices, by age



A3 – Which one of these things you use would you miss the most if it got taken away? (Prompted responses, single coded)
 Base: All adults aged 16+ (1841, (1841 in 2015, 246 aged 16-24, 263 aged 25-34, 300 aged 35-44, 279 aged 45-54, 277 aged 55-64, 223 aged 65-74, 253 aged 75+) Showing responses by >2% of all adults
 Significance testing shows any difference between any age group and all adults aged 16+

Figure 29: Most-missed media devices, by socio-economic group and gender



A3 – Which one of these things you use would you miss the most if it got taken away? (Prompted responses, single coded)

Base: All adults aged 16+ (1841 in 2015, 404 AB, 544 C1, 403 C2, 490 DE, 900 male, 941 female). Showing responses by >2% of all adults

Significance testing shows any difference by socio economic group compared to all adults or or between males and females