

# Adults' Media Use and Attitudes Report 2015

## Section 5: Media activities

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

# Table of Figures (1)



- [Figure 61\(1\): Online activities ever done by internet users, section groupings: 2013 vs 2014](#)
- [Figure 61\(2\): Mobile activities ever done by mobile phone users, section groupings: 2013 vs 2014](#)
- [Figure 62: Mobile activities ever done by mobile users, section groupings: 2013 vs 2014](#)
- [Figure 63: Watching online video, by activity type: 2013 and 2014](#)
- [Figure 64: Watching online video at least weekly, by demographic group](#)
- [Figure 65: Device mostly used to watch TV programmes or films online](#)
- [Figure 66: Watching video content on a mobile phone: 2013 vs. 2014](#)
- [Figure 67: Use of a mobile phone at least weekly for watching video content, by demographic group](#)
- [Figure 68: Listening to audio content online: 2013 and 2014](#)
- [Figure 69: Listening to audio content online at least weekly, by demographic group](#)
- [Figure 70: Use of a mobile phone for listening to music: 2013 and 2014](#)
- [Figure 71: Use of a mobile phone to listen to music at least weekly, by demographic group](#)
- [Figure 72: Online communication and participation: 2013 vs. 2014](#)
- [Figure 73\(1\): Weekly online communication activities, by demographic group](#)
- [Figure 73\(2\): Weekly online communication activities, by demographic group](#)
- [Figure 74\(1\): Use of a mobile phone for communication and participation: 2013 vs. 2014](#)
- [Figure 74\(2\): Use of a mobile phone for communication and participation: 2013 vs. 2014](#)
- [Figure 75: Weekly use of a mobile phone for communication, by age](#)
- [Figure 76: Weekly use of a mobile phone for communication, by socio-economic group and gender](#)
- [Figure 77: Incidence of having a social media profile, by demographic group: 2013 vs. 2014](#)
- [Figure 78: Social media sites used: 2013 and 2014](#)
- [Figure 79: Service considered as main social media profile, by demographic group](#)
- [Figure 80: Frequency of visiting any social media sites or apps, by year and demographic group](#)
- [Figure 81: Device mostly used for social media, by demographic group](#)
- [Figure 82: Using an app versus using a browser for social media, by demographic group](#)
- [Figure 83: Devices used for gaming at home or elsewhere: 2007-14](#)
- [Figure 84: Devices used for gaming at home or elsewhere, by age](#)
- [Figure 85: Volume of gaming per week, by year and demographic group](#)
- [Figure 86: Playing games online: 2013 vs. 2014](#)
- [Figure 87: Playing games online at least weekly, by demographic group](#)
- [Figure 88: Use of a mobile phone for gaming: 2013 vs. 2014](#)
- [Figure 89: Use of a mobile phone at least weekly for gaming, by demographic group](#)

# Table of Figures (2)



- [Figure 90: Sources ever used when looking for information online: 2013 vs. 2014](#)
- [Figure 91: Sources ever used when looking for information online, by age](#)
- [Figure 92: Sources used when looking for information online, by socio-economic group and gender](#)
- [Figure 93: Importance of each information source used: 2013 vs. 2014](#)
- [Figure 94: Reading and writing online reviews, by demographic group](#)
- [Figure 95: Browsing/ searching for information: 2013 vs. 2014](#)
- [Figure 96: Browsing/ searching for information at least weekly, by age](#)
- [Figure 97: Browsing/ searching for information at least weekly, by socio-economic group and gender](#)
- [Figure 98: Device mostly used for surfing/ browsing the internet, by demographic group](#)
- [Figure 99: Device mostly used for looking at news websites/apps, by demographic group](#)
- [Figure 100: Use of a mobile phone for browsing/ searching for content: 2013 vs. 2014](#)
- [Figure 101: Use of a mobile phone at least weekly for browsing/ searching for content, by demographic group](#)
- [Figure 102: Using transactional services online, by activity type: 2013 vs. 2014](#)
- [Figure 103: Weekly use of transactional services online, by demographic group](#)
- [Figure 104: Device mostly used for buying things online, by demographic group](#)
- [Figure 105: Device mostly used for banking online, by demographic group](#)
- [Figure 106: Use of a mobile phone for transactional activities: 2013 vs. 2014](#)
- [Figure 107: Use of a mobile phone at least weekly for transactional activities, by demographic group](#)
- [Figure 108: Using public or civic services online, by activity type: 2013 vs. 2014](#)
- [Figure 109: Use of public or civic services online, by age](#)
- [Figure 110: Use of public or civic services online, by socio-economic group](#)
- [Figure 111: Device mostly used for completing government processes, by demographic group](#)
- [Figure 112: Reasons for not completing government processes online](#)
- [Figure 113: Undertaking other digital activities online, by activity type: 2013 vs. 2014](#)
- [Figure 114: Online applications, website/blogs, and courses, weekly incidence by demographic group](#)
- [Figure 115: Use of a mobile phone for taking photos and videos: 2013 vs. 2014](#)
- [Figure 116: Weekly use of a mobile phone for photos and videos, by demographic group](#)

# Figure 61(1): Online activities ever done by internet users, section groupings: 2013 vs 2014



% of internet users	2013	2014	
<b>Watching online video</b>			
Watch online or download short video clips such as music videos or comedy clips (e.g. YouTube)	62%	73%	↑
Watch online or download TV programmes or films (e.g. BBC iPlayer, 4OD, ITV Player, Sky Player etc.)	54%	60%	↑
<b>Listening to audio content</b>			
Listen to or download music online	52%	61%	↑
Listening to radio stations online	32%	37%	
<b>Communicating or participating</b>			
Sending and receiving e-mails	95%	94%	
Looking at social media sites or apps e.g. Facebook, Twitter, LinkedIn, Instagram, Tumblr or Pinterest)	74%	75%	
Using Instant Messaging such as Facebook Chat, MSN Messenger or Skype Chat	69%	75%	↑
Upload or share videos or photos online	-	63%	
Sharing links to websites or online articles – perhaps on Twitter, Facebook, Reddit or LinkedIn	49%	57%	↑
Make or receive telephone or video calls, using services like Skype or FaceTime	42%	56%	↑
Contributed comments to a website or blog	-	47%	
<b>Playing games</b>			
Playing games online	39%	42%	
<b>Browsing, searching for content and accessing news</b>			
General surfing/ browsing the internet	94%	97%	↑
Finding information for your leisure time including cinema and live music	78%	83%	↑
Finding information about health related issues	70%	78%	↑
Looking at news websites or apps	70%	76%	↑
Finding information for your work or your job or your studies	68%	71%	
Looking at job opportunities	49%	57%	↑
Looking at adult-only websites	13%	15%	

# Figure 61(2): Online activities ever done by internet users, section groupings: 2013 vs 2014



% of internet users	2013	2014
<b>Transacting</b>		
Buying things online	84%	85%
Selling things online	38%	41%
Banking and paying bills online	67%	68%
<b>Accessing public or civic services</b>		
Finding information about public services provided by local or national government	70%	78%
Looking at websites or apps for news about, or events in, your local area/ the local community	56%	69%
Complete government processes online – e.g. tax credits, renew driving licence, car tax or passport, tax return	61%	69%
Looking at political or campaign or issues websites	29%	44%
Sign an online petition	19%	35%
Contact a local councillor or your MP online	13%	19%
<b>Other activities</b>		
Filling in a form or application online	61%	70%
Downloading software	55%	60%
Setting up or maintaining a website or blog/ weblog	24%	27%
Doing an online course to achieve a qualification	17%	27%

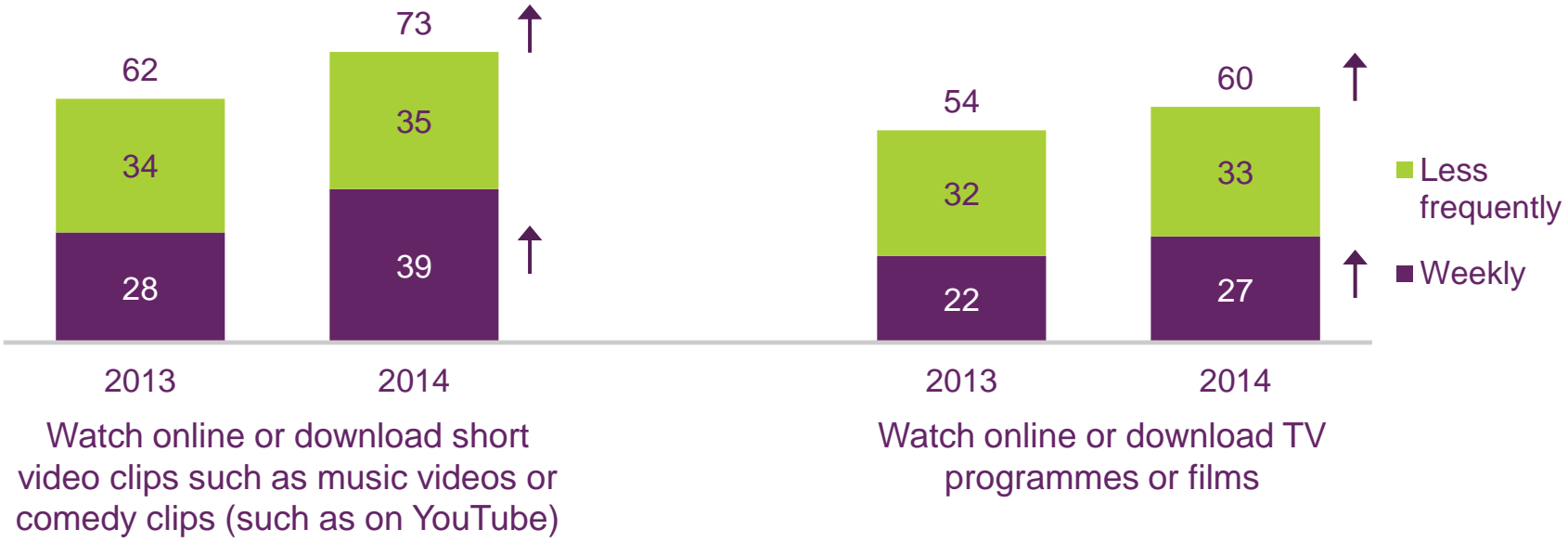
↑ ↑ ↑ ↑ ↑ ↑ ↑

# Figure 62: Mobile activities ever done by mobile users, section groupings: 2013 vs 2014



% of mobile users	2013	2014	
<b>Watching online video</b>			
Visit sites or apps like YouTube or Vine to look at videos or clips posted by other people	45%	58%	↑
Watch TV programmes	22%	30%	↑
<b>Listening to audio content</b>			
Listening to music	48%	57%	↑
<b>Communicating or participating</b>			
Make or receive calls	99%	99%	
Make or receive text messages	94%	95%	
Send or receive photo messages	67%	72%	↑
Send or receive email	55%	63%	↑
Visit social media sites or apps	53%	59%	↑
Use instant messaging	38%	55%	↑
Send or receive video clips	48%	54%	↑
Put photos or videos on sites	38%	50%	↑
Make or receive telephone or video calls over the internet	27%	43%	↑
Send or receive Twitter updates	25%	31%	↑
<b>Playing games</b>			
Playing games loaded onto the phone	46%	47%	
Playing games over the internet using a mobile phone	25%	33%	↑
<b>Transacting</b>			
Checking your bank balance	34%	44%	↑
Buy things from websites or apps using your phone	31%	45%	↑
<b>Other activities</b>			
Take photos	75%	81%	↑
Take videos	54%	62%	↑

# Figure 63: Watching online video, by activity type: 2013 and 2014



IN15/ IN16 -From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)  
 Base: All adults aged 16+ who go online at home or elsewhere (1272 in 2013, 1609 in 2014) - Significance testing shows any change between 2013 and 2014

# Figure 64: Watching online video at least weekly, by demographic group



All internet users		16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1609	240	277	319	265	228	150	130
Watch online or download short video clips such as music videos or comedy clips (such as on YouTube)	39%	65% ↑	52% ↑	42%	27% ↓	25% ↓	10% ↓	4% ↓
Watch online or download TV programmes or films	27%	39% ↑	33% ↑	30%	23%	15% ↓	13% ↓	8% ↓

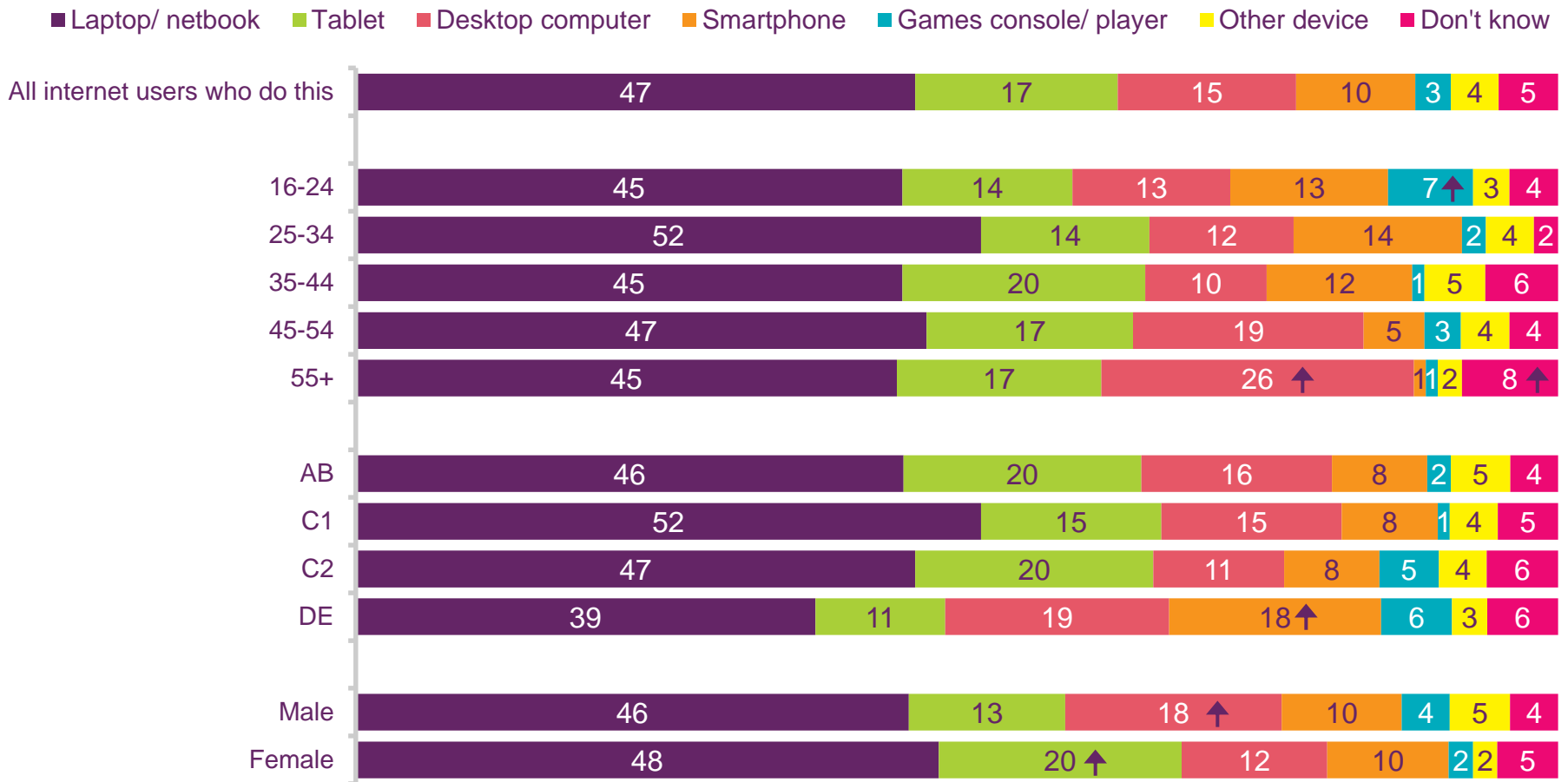
  

All internet users		AB	C1	C2	DE	Male	Female
Base	1609	404	497	314	394	791	818
Watch online or download short video clips such as music videos or comedy clips (such as on YouTube)	39%	39%	40%	37%	37%	42% ↑	35%
Watch online or download TV programmes or films	27%	30%	29%	26%	22%	29%	25%

IN15/ IN16 -From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)  
 Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females .

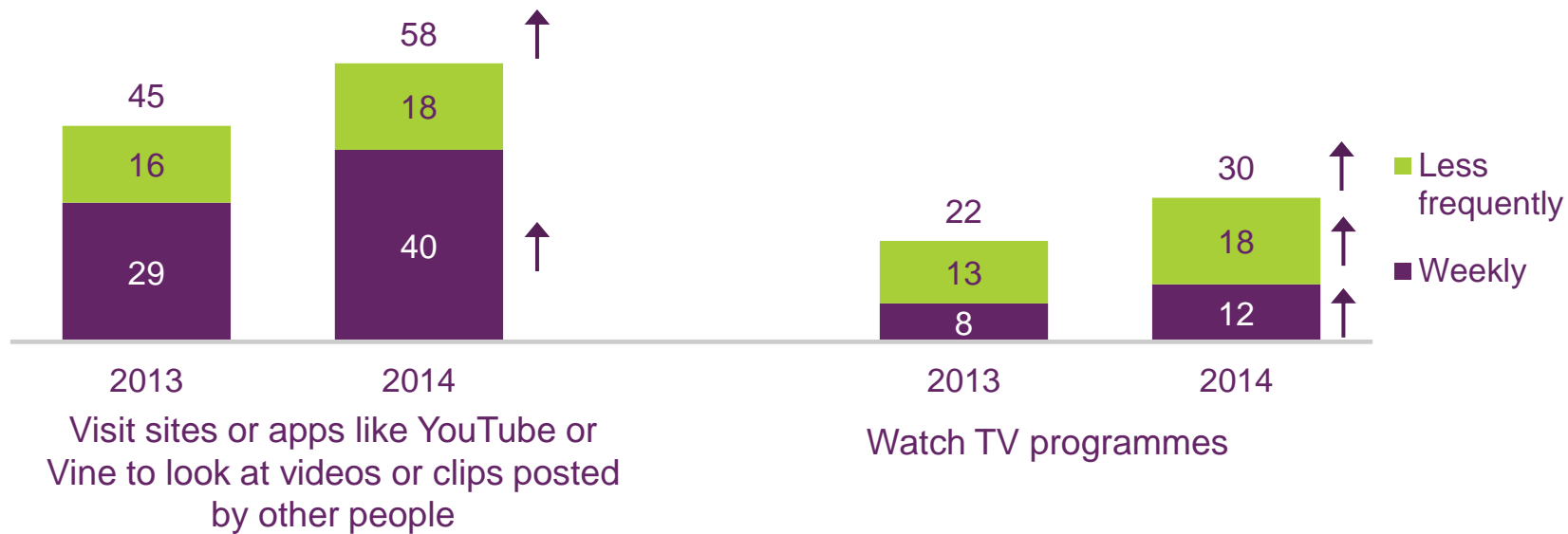


# Figure 65: Device mostly used to watch TV programmes or films online



IN18D. Please take a look at this list of devices that can be used to go online. Which one of these devices do you use most for watching TV programmes or films online ? (prompted responses, single coded). Base: All adults aged 16+ who go online at home or elsewhere that ever watch online or download TV programmes or films (894 aged 16+, 168 aged 16-24, 189 aged 25-34, 203 aged 35-44, 141 aged 45-54, 193 aged 55+, 254 AB, 299 C1, 164 C2, 177 DE, 472 male, 422 female) - Significance testing shows any difference by age or socio-economic group compared to all and between males and females

# Figure 66: Watching video content on a mobile phone: 2013 vs. 2014



M7 – 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 (1465 in 2013, 1670 in 2014) - Significance testing shows any change between 2013 and 2014

# Figure 67: Use of a mobile phone at least weekly for watching video content, by demographic group

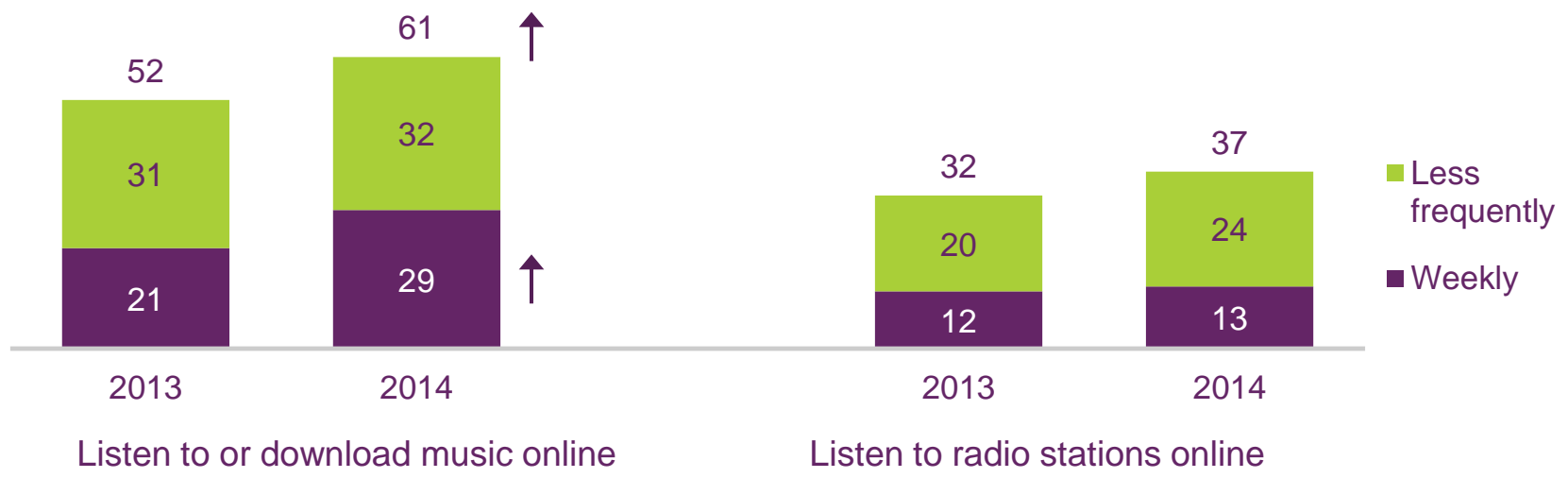


	All mobile users	16-24	25-34	35-44	45-54	55-64	65-74	75+
<b>Base</b>	<b>1670</b>	<b>244</b>	<b>281</b>	<b>321</b>	<b>270</b>	<b>243</b>	<b>167</b>	<b>144</b>
Visit sites or apps like YouTube or Vine to look at videos or clips posted by other people	40%	68%↑	63%↑	50%↑	31%↓	7%↓	3%↓	0%↓
Watch TV programmes	12%	23%↑	18%↑	15%	7%↓	3%↓	1%↓	1%↓

	All mobile users	AB	C1	C2	DE	Male	Female
<b>Base</b>	<b>1670</b>	<b>399</b>	<b>492</b>	<b>337</b>	<b>442</b>	<b>808</b>	<b>862</b>
Visit sites or apps like YouTube or Vine to look at videos or clips posted by other people	40%	42%	42%	39%	35%	43%↑	37%
Watch TV programmes	12%	12%	12%	11%	12%	14%↑	10%

M7 – 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)  
 Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females.

# Figure 68: Listening to audio content online: 2013 and 2014



IN15/ IN16 -From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)  
 Base: All adults aged 16+ who go online at home or elsewhere (1272 in 2013, 1609 in 2014) - Significance testing shows any change between 2013 and 2014

# Figure 69: Listening to audio content online at least weekly, by demographic group

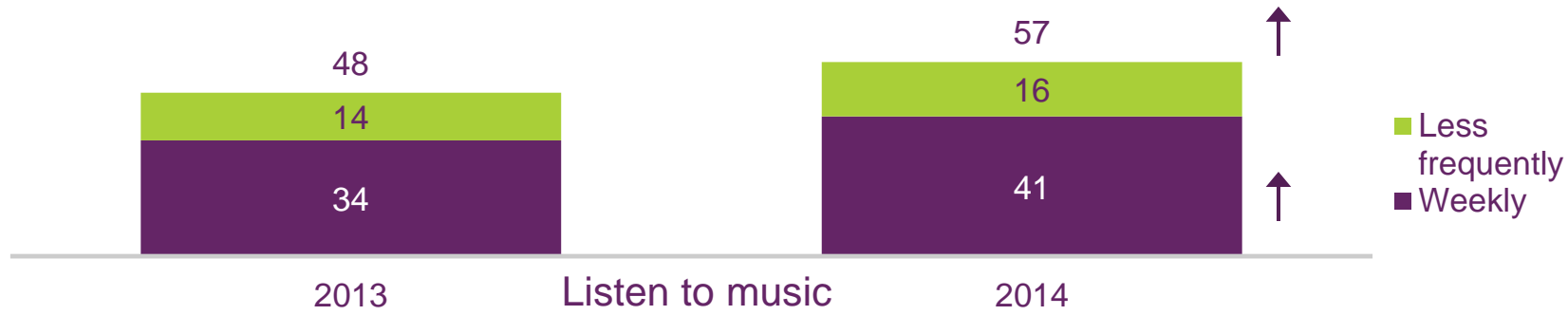


All internet users		16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1609	240	277	319	265	228	150	130
Listen to or download music online	29%	53%↑	43%↑	26%	18%↓	14%↓	12%↓	5%↓
Listen to radio stations online	13%	15%	13%	18%	10%	10%	13%	5%↓

All internet users		AB	C1	C2	DE	Male	Female
Base	1609	404	497	314	394	791	818
Listen to or download music online	29%	28%	29%	25%	33%	32% ↑	26%
Listen to radio stations online	13%	18% ↑	14%	10%	10%	16% ↑	11%

IN15/ IN16 -From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)  
 Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females .

# Figure 70: Use of a mobile phone for listening to music: 2013 and 2014



M7 – 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 (1465 in 2013, 1670 in 2014) - Significance testing shows any change between 2013 and 2014

# Figure 71: Use of a mobile phone to listen to music at least weekly, by demographic group



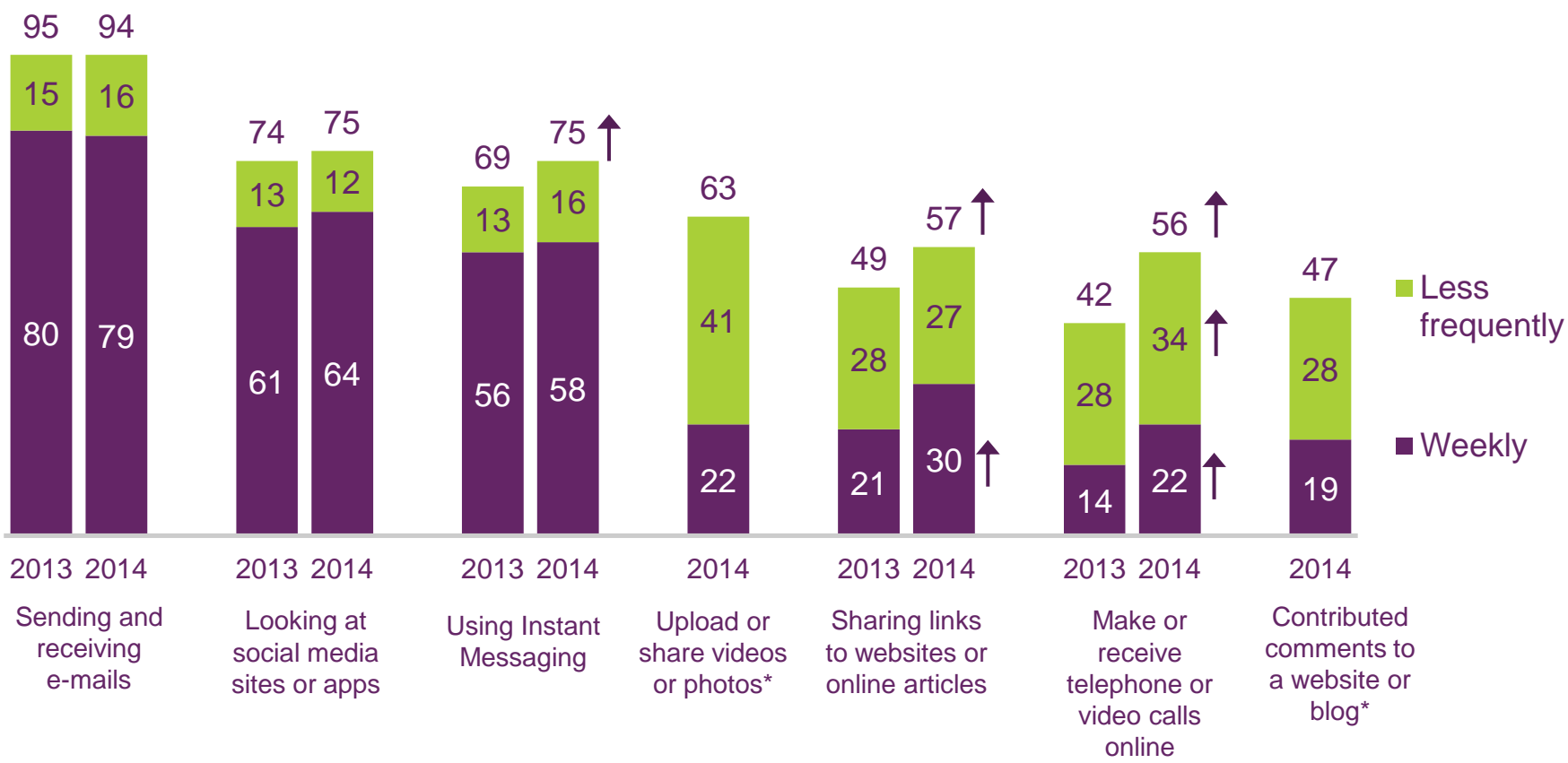
All mobile users		16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1670	244	281	321	270	243	167	144
Listen to music	41%	75%↑	59%↑	50%↑	33%↓	8%↓	4%↓	3%↓

All mobile users		AB	C1	C2	DE	Male	Female
Base	1670	399	492	337	442	808	862
Listen to music	41%	40%	44%	42%	38%	44%	39%

M7 – 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)  
 Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females.

# Figure 72: Online communication and participation: 2013 vs. 2014



IN15/ IN16 -From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)  
 Base: All adults aged 16+ who go online at home or elsewhere (1272 in 2013, 1609 in 2014)  
 Significance testing shows any change between 2013 and 2014 \* Questions not asked in 2013



# Figure 73(1): Weekly online communication activities, by demographic group



	All internet users	16-24	25-34	35-44	45-54	55-64	65-74	75+
<b>Base</b>	<b>1609</b>	<b>240</b>	<b>277</b>	<b>319</b>	<b>265</b>	<b>228</b>	<b>150</b>	<b>130</b>
Sending and receiving e-mails	79%	77%	80%	84% ↑	78%	78%	67% ↓	67% ↓
Looking at social media sites or apps	64%	87% ↑	82% ↑	67%	59%	41% ↓	33% ↓	15% ↓
Using Instant Messaging such as Facebook Chat, MSN Messenger or Skype Chat	58%	80% ↑	80% ↑	61%	51%	37% ↓	25% ↓	14% ↓
Sharing links to websites or online articles - perhaps on Twitter, Facebook, Reddit or LinkedIn	30%	45% ↑	43% ↑	32%	25%	17% ↓	8% ↓	4% ↓
Upload or share videos or photos online	22%	36% ↑	36% ↑	22%	13% ↓	10% ↓	3% ↓	3% ↓
Make or receive telephone or video calls, using services like Skype or FaceTime	22%	33% ↑	34% ↑	25%	13% ↓	11% ↓	12% ↓	10% ↓
Contributed comments to a website or blog	19%	31% ↑	26% ↑	22%	16%	8% ↓	6% ↓	0% ↓

IN15/ IN16 -From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)  
Significance testing shows any difference between any age group and all adults.

# Figure 73(2): Weekly online communication activities, by demographic group



	All internet users	AB	C1	C2	DE	Male	Female
<b>Base</b>	<b>1609</b>	<b>404</b>	<b>497</b>	<b>314</b>	<b>394</b>	<b>791</b>	<b>818</b>
Sending and receiving e-mails	79%	93%↑	84%↑	69%↓	63%↓	81%	77%
Looking at social media sites or apps	64%	59%	63%	63%	71%↑	60%	67%↑
Using Instant Messaging such as Facebook Chat, MSN Messenger or Skype Chat	58%	58%	57%	56%	61%	55%	61%
Sharing links to websites or online articles - perhaps on Twitter, Facebook, Reddit or LinkedIn	30%	32%	31%	27%	28%	30%	30%
Upload or share videos or photos online	22%	22%	21%	20%	25%	20%	24%
Make or receive telephone or video calls, using services like Skype or FaceTime	22%	25%	22%	21%	20%	24%	20%
Contributed comments to a website or blog	19%	24%	19%	14%	18%	20%	18%

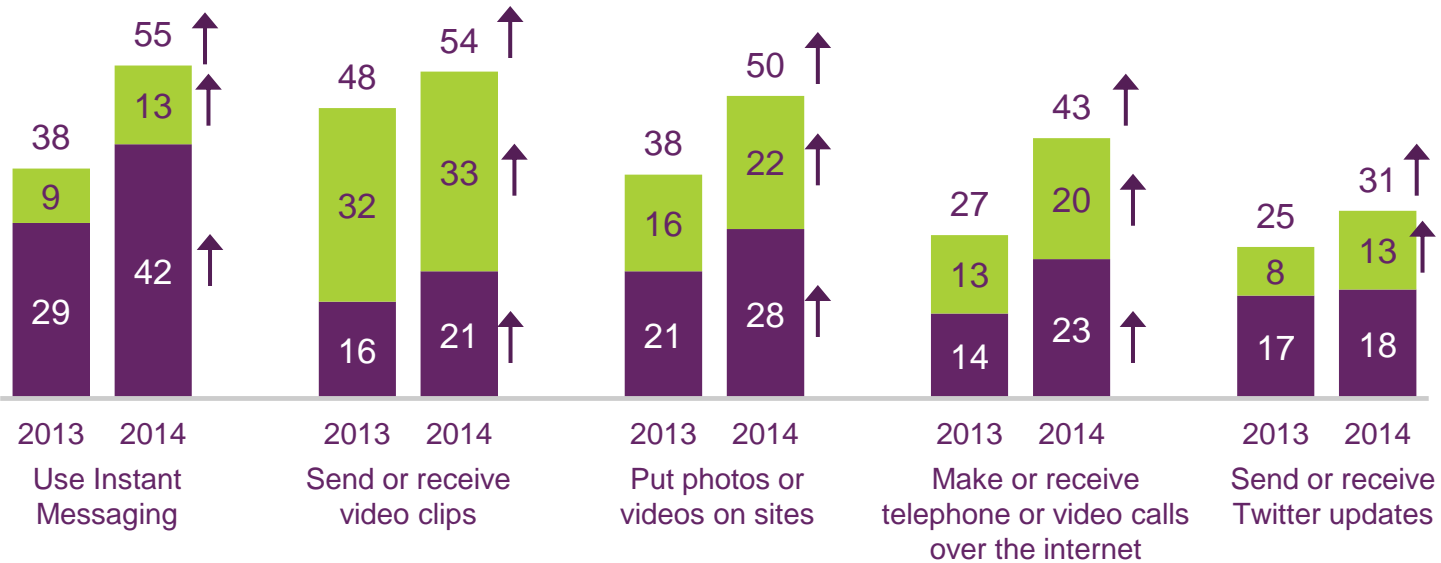
IN15/ IN16 -From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)  
 Significance testing shows any difference between any socio-economic group and all adults and between males and females.

# Figure 74(1): Use of a mobile phone for communication and participation: 2013 vs. 2014



M7 – 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 (1465 in 2013, 1670 in 2014) - Significance testing shows any change between 2013 and 2014

# Figure 74(2): Use of a mobile phone for communication and participation: 2013 vs. 2014



M7 – 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 (1465 in 2013, 1670 in 2014) - Significance testing shows any change between 2013 and 2014

# Figure 75: Weekly use of a mobile phone for communication, by age



	All mobile users	16-24	25-34	35-44	45-54	55-64	65-74	75+
<b>Base</b>	<b>1670</b>	<b>244</b>	<b>281</b>	<b>321</b>	<b>270</b>	<b>243</b>	<b>167</b>	<b>144</b>
Make or receive calls	94%	99% ↑	98% ↑	97% ↑	97%	91%	81% ↓	69% ↓
Send or receive text messages	90%	100% ↑	98% ↑	98% ↑	96% ↑	85% ↓	64% ↓	42% ↓
Visit social media sites or apps like Facebook, Twitter, LinkedIn, Instagram, Tumblr or Pinterest	53%	82% ↑	81% ↑	66% ↑	46%	15% ↓	13% ↓	3% ↓
Send or receive email	52%	62% ↑	72% ↑	66% ↑	53%	31% ↓	14% ↓	3% ↓
Use Instant Messaging such as Apple iMessage, WhatsApp, Facebook Chat, BlackBerry Messenger/ BBM	42%	68% ↑	64% ↑	51% ↑	34% ↓	13% ↓	6% ↓	2% ↓
Send or receive photo messages	39%	57% ↑	56% ↑	45%	37%	18% ↓	11% ↓	6% ↓
Put photos or videos on sites like YouTube, Facebook or Instagram for others to see	28%	49% ↑	45% ↑	36% ↑	19% ↓	6% ↓	2% ↓	1% ↓
Make or receive telephone or video calls over the internet, using services like Skype or FaceTime	23%	37% ↑	33% ↑	33% ↑	17%	7% ↓	3% ↓	1% ↓
Send or receive video clips	21%	34% ↑	33% ↑	27% ↑	14% ↓	5% ↓	2% ↓	4% ↓
Send or receive Twitter updates using your phone	18%	37% ↑	27% ↑	23%	11% ↓	2% ↓	1% ↓	0% ↓

M7 – 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)

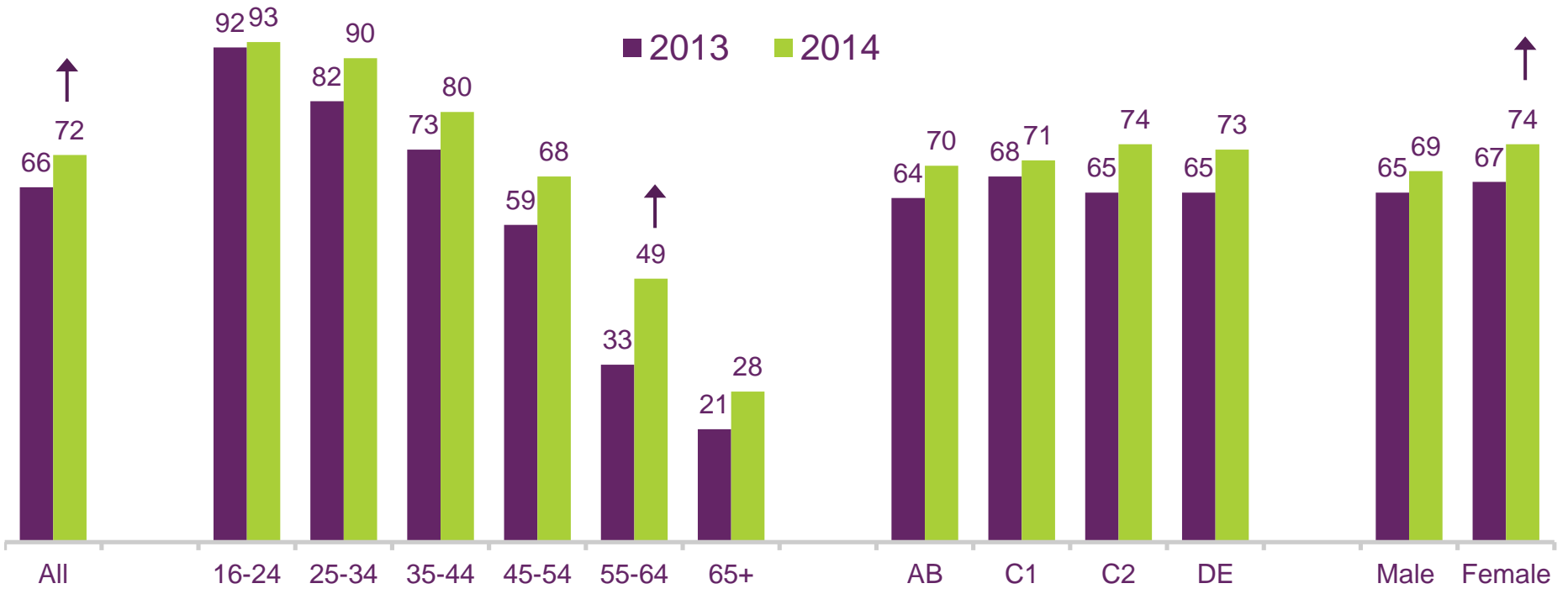
Significance testing shows any difference between any age group and all adults

# Figure 76: Weekly use of a mobile phone for communication, by socio-economic group and gender

	All mobile users	AB	C1	C2	DE	Male	Female
<b>Base</b>	<b>1670</b>	<b>399</b>	<b>492</b>	<b>337</b>	<b>442</b>	<b>808</b>	<b>862</b>
Make or receive calls	94%	92%	95%	96%	91%	92%	95% ↑
Send or receive text messages	90%	91%	94% ↑	89%	86% ↓	88%	92% ↑
Visit social media sites or apps like Facebook, Twitter, LinkedIn, Instagram, Tumblr or Pinterest	53%	53%	56%	53%	51%	51%	55%
Send or receive email	52%	65% ↑	60% ↑	47%	35% ↓	54%	51%
Use Instant Messaging such as Apple iMessage, WhatsApp, Facebook Chat, BlackBerry Messenger/ BBM	42%	42%	46%	41%	38%	40%	44%
Send or receive photo messages	39%	42%	42%	33%	36%	37%	41%
Put photos or videos on sites like YouTube, Facebook or Instagram for others to see	28%	30%	27%	29%	27%	26%	30%
Make or receive telephone or video calls over the internet, using services like Skype or FaceTime	23%	28%	27%	19%	17% ↓	26% ↑	21%
Send or receive video clips	21%	24%	22%	18%	19%	23% ↑	19%
Send or receive Twitter updates using your phone	18%	23% ↑	20%	17%	12% ↓	22% ↑	15%

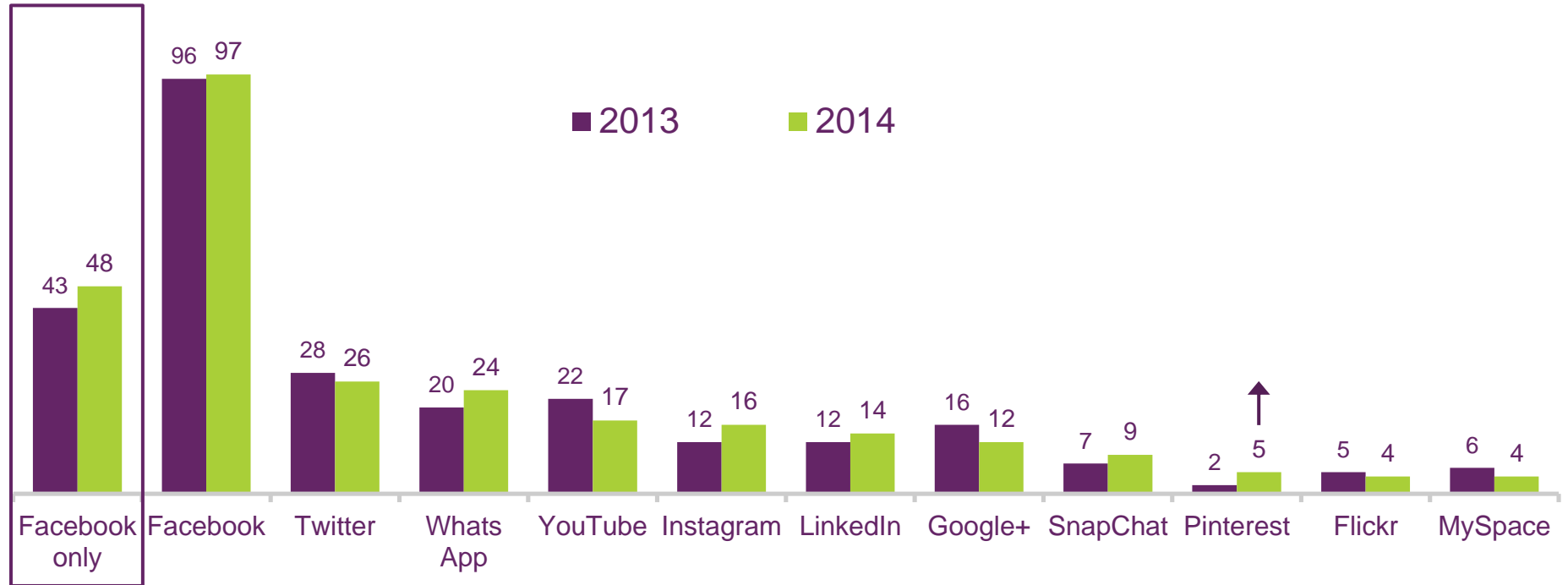
M7 – Please tell me from this list the types of things you use your mobile phone for, and how often you do each? (Prompted responses, single coded)  
 Significance testing shows any difference between any socio-economic group and all adults and between males and females.

# Figure 77: Incidence of having a social media profile, by demographic group: 2013 vs. 2014



IN24. I'd now like to ask you some questions about social media (DESCRIPTION OF SOCIAL MEDIA). Do you have a social media profile or account on any sites or apps (spontaneous responses, single coded)  
 NB – The way in which the question was asked of adults was amended between 2012 /2013/ 2014 which could account for some of the differences shown  
 Base: All adults aged 16+ who go online at home or elsewhere (1609 in 2014, 240 aged 16-24, 277 aged 25-34, 319 aged 35-44, 265 aged 45-54, 228 aged 55-64, 280 aged 65+).  
 Significance testing shows any change between 2013 and 2014

# Figure 78: Social media sites used: 2013 and 2014

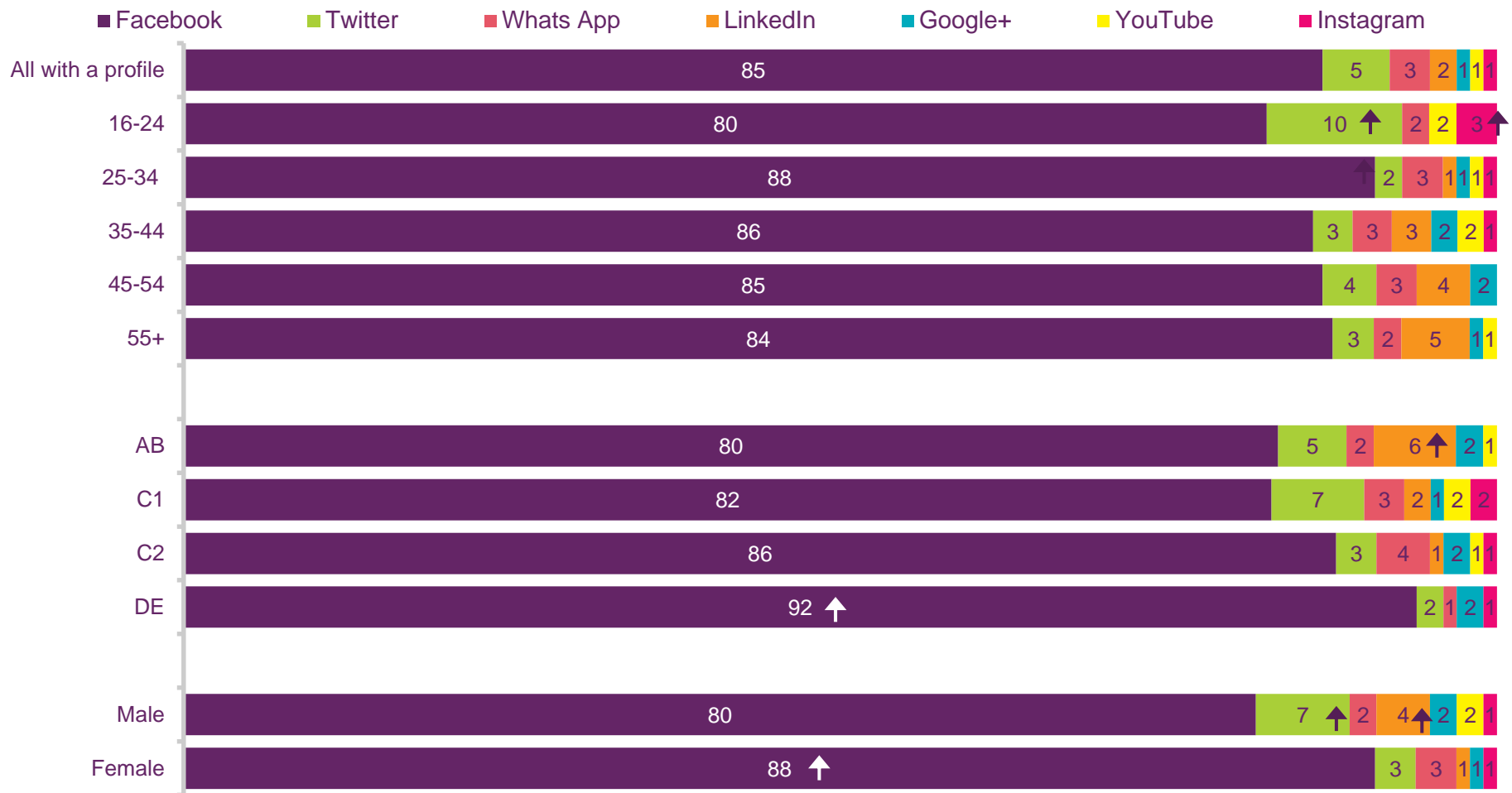


IN25 – Which sites or apps do you have a page or profile on? (prompted responses, multi coded) – showing responses of 3% or more of adults in 2014 aged 16+ with a social media profile

Base: All adults aged 16+ with a social media profile (1093 in 2014). Significance testing shows any difference between 2013 and 2014

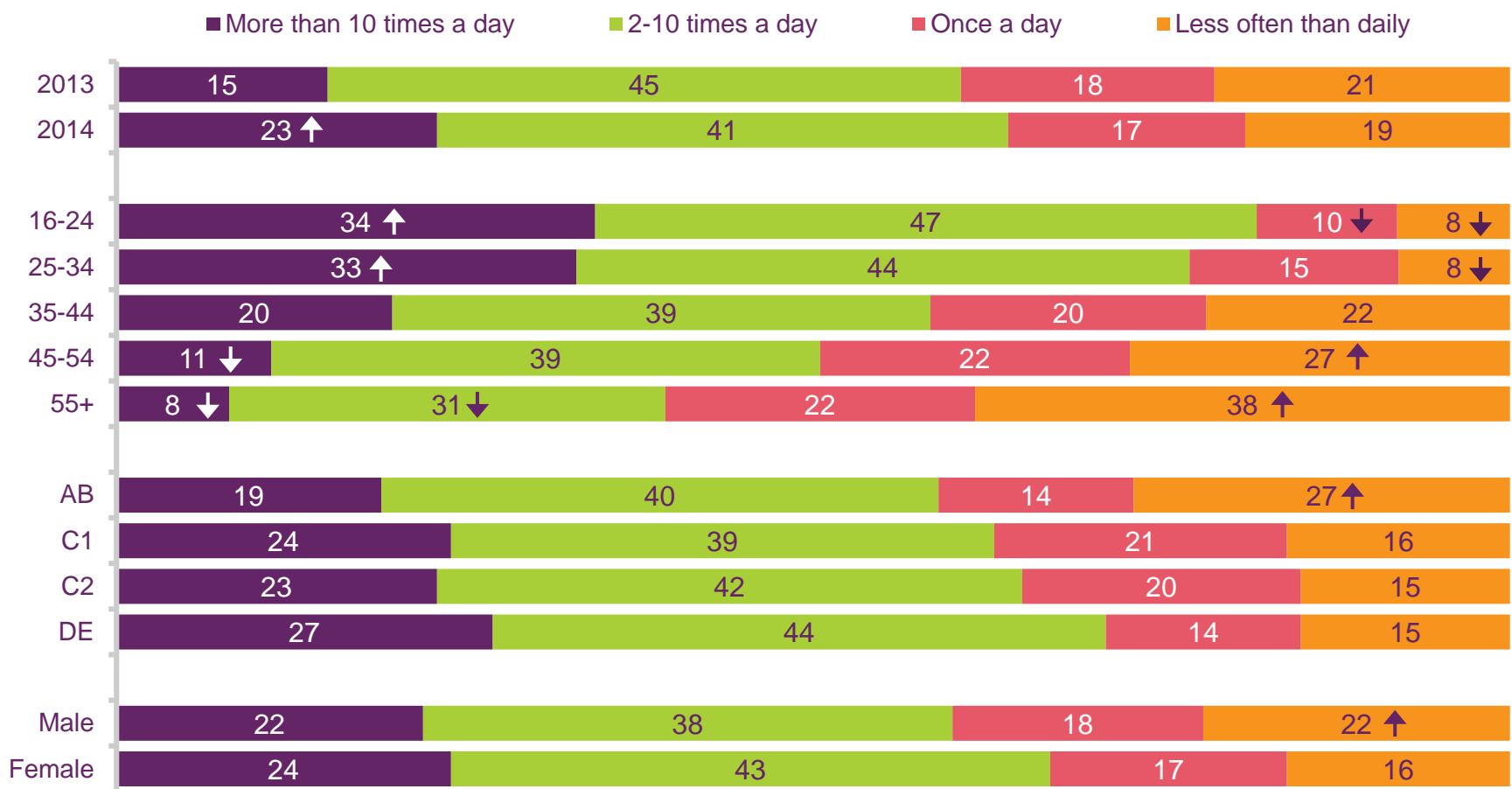


# Figure 79: Service considered as main social media profile, by demographic group



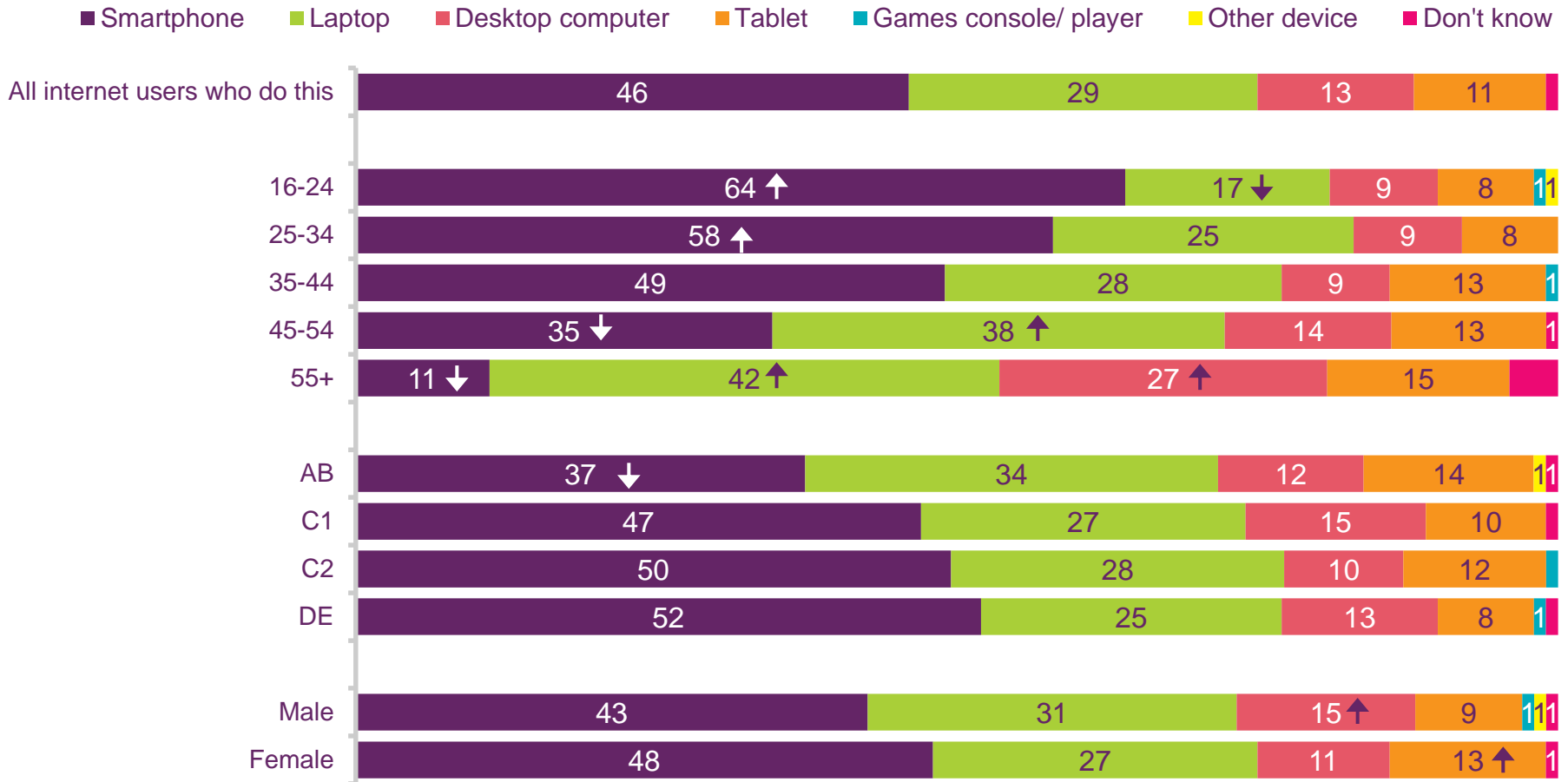
IN26 – And which one would you say is your main social media site or app – the one you use most often? (spontaneous responses, multi coded)  
 Base: All adults aged 16+ with a social media profile (1093 aged 16+, 224 aged 16-24, 249 aged 25-34, 253 aged 35-44, 178 aged 45-54, 189 aged 55+, 515 males, 578 females, 258 AB, 349 C1, 219 C2, 267 DE). Significance testing shows any difference by age and socio-economic group compared to all adults, and differences between males and females

# Figure 80: Frequency of visiting any social media sites or apps, by year and demographic group



IN27– How often do you visit any social media sites or apps (like Facebook, Twitter, LinkedIn, Instagram, Tumblr or Pinterest), using any device? (prompted responses, single coded)  
 Base: All with social media profile (1093 in 2014) - Significance testing shows any difference by age and socio-economic group compared to all adults, and differences between males and females.

# Figure 81: Device mostly used for social media, by demographic group

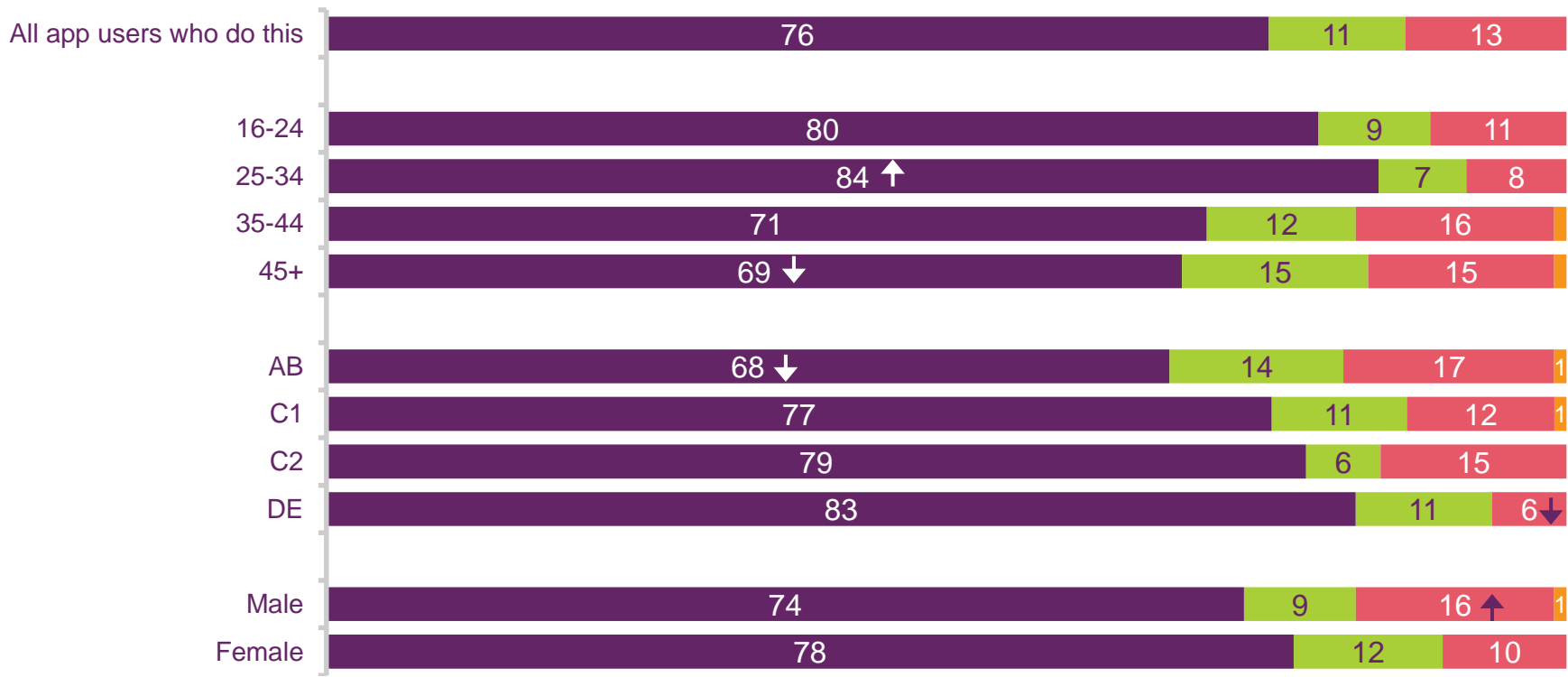


IN18C. Please take a look at this list of devices that can be used to go online. Which one of these devices do you use most for social media? (prompted responses, single coded).  
 Base: All adults aged 16+ who go online at home or elsewhere and who ever look at social media sites or apps (1147 aged 16+, 225 aged 16-24, 255 aged 25-34, 262 aged 35-44, 190 aged 45-54, 215 aged 55+, 272 AB, 363 C1, 231 C2, 281 DE, 538 male, 609 female) - Significance testing shows any difference by age or socio-economic group compared to all and between males and females

# Figure 82: Using an app versus using a browser for social media, by demographic group



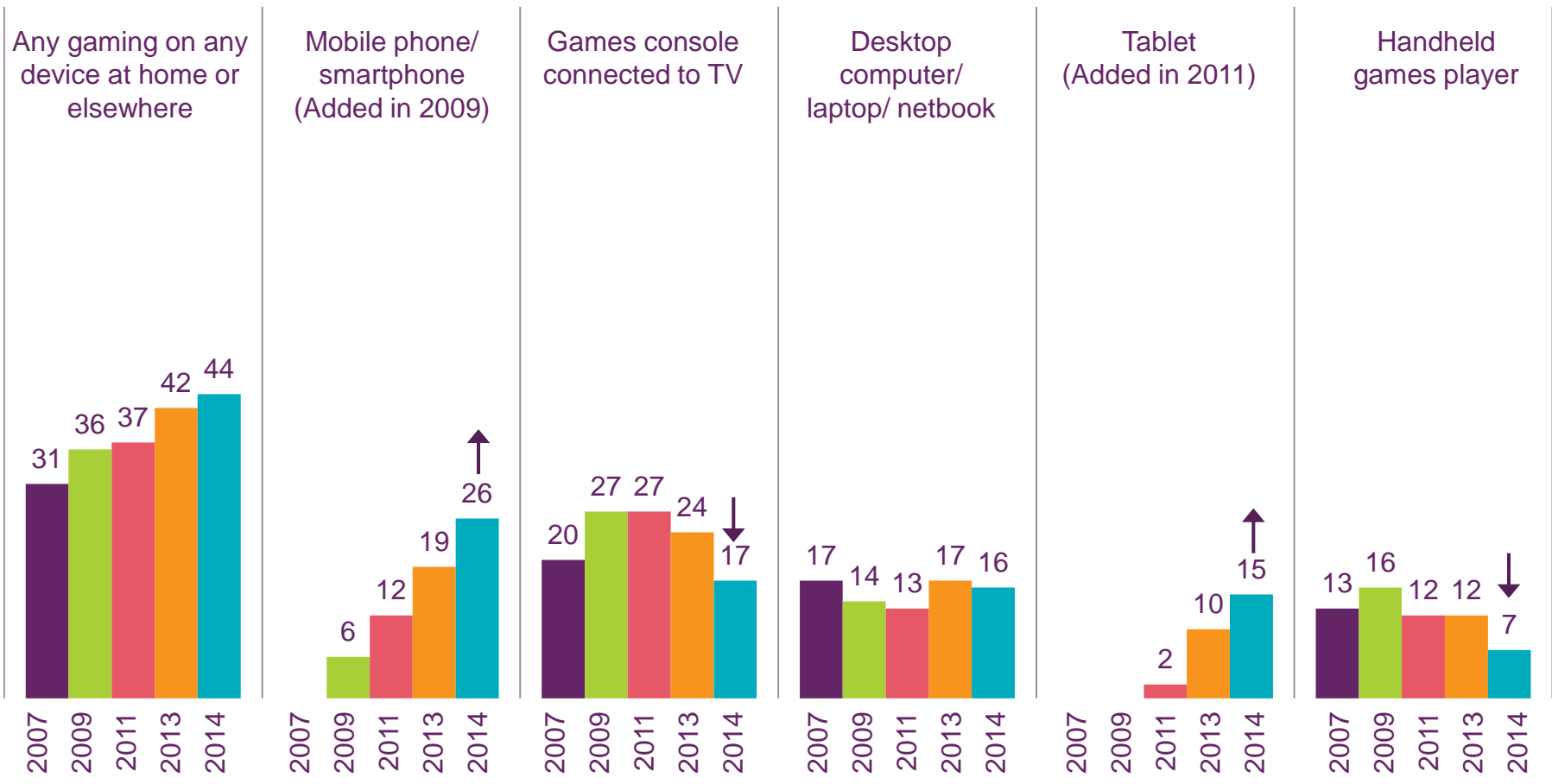
■ Always/ mostly use an app  
 ■ Always/ mostly use a browser  
 ■ Use both equally  
 ■ Don't know



IN22D Please think about using your (MAIN DEVICE FOR USING APPS). Some people when using their (MAIN DEVICE FOR USING APPS) use apps to get to the content that they want. Other people tend to get the content that they want by using a browser – such as Apple’s Safari, Google Chrome, Microsoft Explorer or Mozilla Firefox. Which of the options on this card apply to you when you use your (MAIN DEVICE) for each of the following uses that I’ll read out. (prompted responses, single coded)

Base: Adults aged 16+ who go online at home ore elsewhere and who use apps on either a mobile phone, tablet or smart TV - excluding those who say they never undertake this activity (908 aged 16+, 207 aged 16-24, 224 aged 25-34, 231 aged 35-44, 246 aged 45+, 233 AB, 299 C1, 169 C2, 207 DE, 426 male, 482 female) - Significance testing shows any difference by age or socio-economic group compared to all and between males and females.

# Figure 83: Devices used for gaming at home or elsewhere: 2007-14



G1 – Do you ever play games at home or elsewhere in any of these ways? (Prompted responses, multi-coded)  
 Base: All adults aged 16+ (1890 in 2014). Significance testing shows any difference between 2013 and 2014

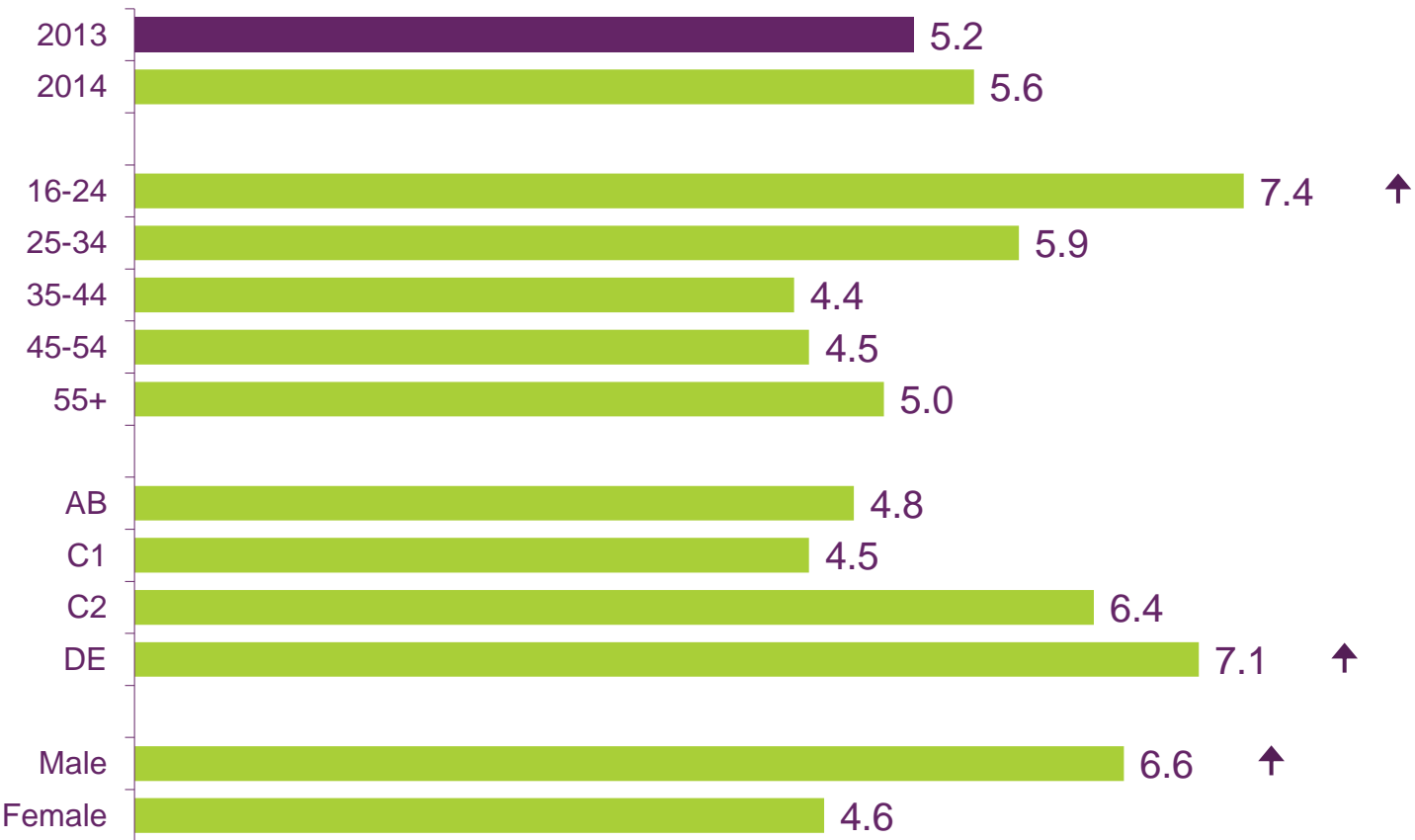
# Figure 84: Devices used for gaming at home or elsewhere, by age



	All adults	16-24	25-34	35-44	45-54	55-64	65-74	75+
<b>Base</b>	<b>1890</b>	<b>254</b>	<b>288</b>	<b>327</b>	<b>284</b>	<b>276</b>	<b>221</b>	<b>240</b>
Any gaming in any location	44%	73% ↑	62% ↑	51% ↑	39%	26% ↓	19% ↓	7% ↓
Mobile phone	26%	49% ↑	40% ↑	35% ↑	22%	9% ↓	5% ↓	0% ↓
Games console connected to a TV	17%	39% ↑	29% ↑	18%	10% ↓	6% ↓	3% ↓	0% ↓
Desktop computer/ laptop/ netbook	16%	26% ↑	20%	19%	14%	13%	9% ↓	4% ↓
Tablet	15%	24% ↑	19%	19%	12%	8% ↓	7% ↓	2% ↓
Handheld games player	7%	18% ↑	12% ↑	7%	5%	0% ↓	1% ↓	1% ↓

G1 – Do you ever play games at home or elsewhere in any of these ways? (Prompted responses, multi-coded)  
 Significance testing shows any difference by age compared to all

# Figure 85: Volume of gaming per week, by year and demographic group



G2 – Please think about the hours that you spend game playing in a typical week – so both weekdays and at the weekend... How many hours in a typical week would you say you play games? (Unprompted responses, single coded)

Base: All adults aged 16+ who play games at home or elsewhere (743 in 2014, 187 aged 16-24, 172 aged 25-34, 155 aged 35-44, 104 aged 45-54, 125 aged 55+, 162 AB, 231 C1, 146 C2, 204 DE, 393 male, 350 female. Significance testing shows any change between 2013 and 2014, any difference between any age group or socio-economic group and all adults and between males and females.

# Figure 86: Playing games online: 2013 vs. 2014



IN15/ IN16 -From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)  
Base: All adults aged 16+ who go online at home or elsewhere (1272 in 2013, 1609 in 2014) - Significance testing shows any change between 2013 and 2014



# Figure 87: Playing games online at least weekly, by demographic group



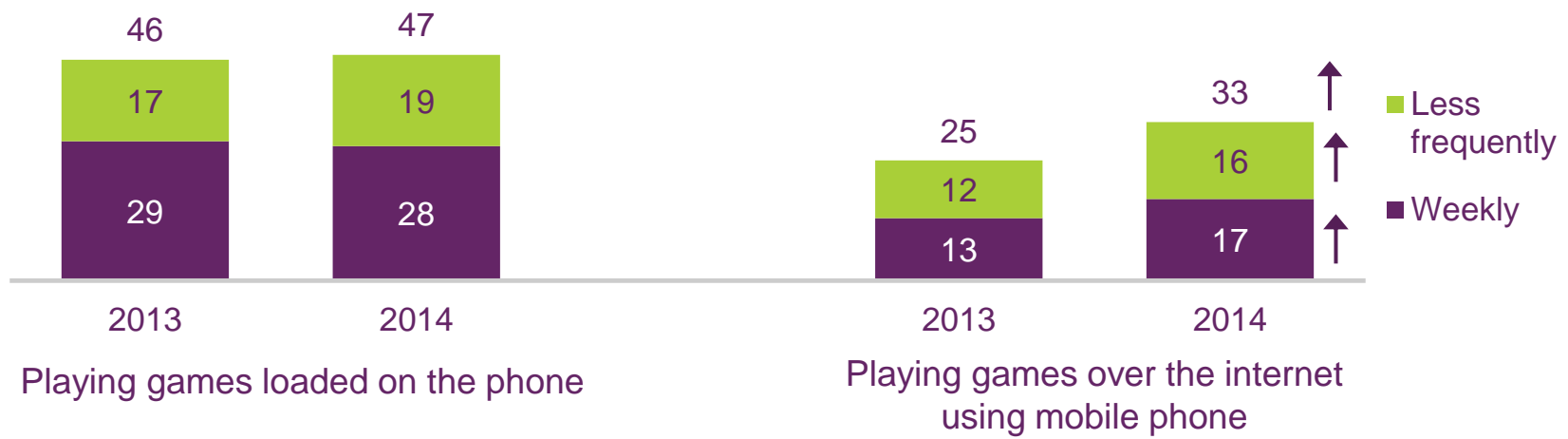
All internet users		16-24	25-34	35-44	45-54	55-64	65-74	75+
<b>Base</b>	<b>1609</b>	<b>240</b>	<b>277</b>	<b>319</b>	<b>265</b>	<b>228</b>	<b>150</b>	<b>130</b>
Playing game online	22%	33% ↑	27%	23%	15% ↓	14% ↓	17%	12% ↓

All internet users		AB	C1	C2	DE	Male	Female
<b>Base</b>	<b>1609</b>	<b>404</b>	<b>497</b>	<b>314</b>	<b>394</b>	<b>791</b>	<b>818</b>
Playing games online	22%	20%	19%	23%	27%	24%	20%

IN15/ IN16 -From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)  
 Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females .

# Figure 88: Use of a mobile phone for gaming: 2013 vs. 2014



M7 – 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 (1465 in 2013, 1670 in 2014) - Significance testing shows any change between 2013 and 2014

# Figure 89: Use of a mobile phone at least weekly for gaming, by demographic group

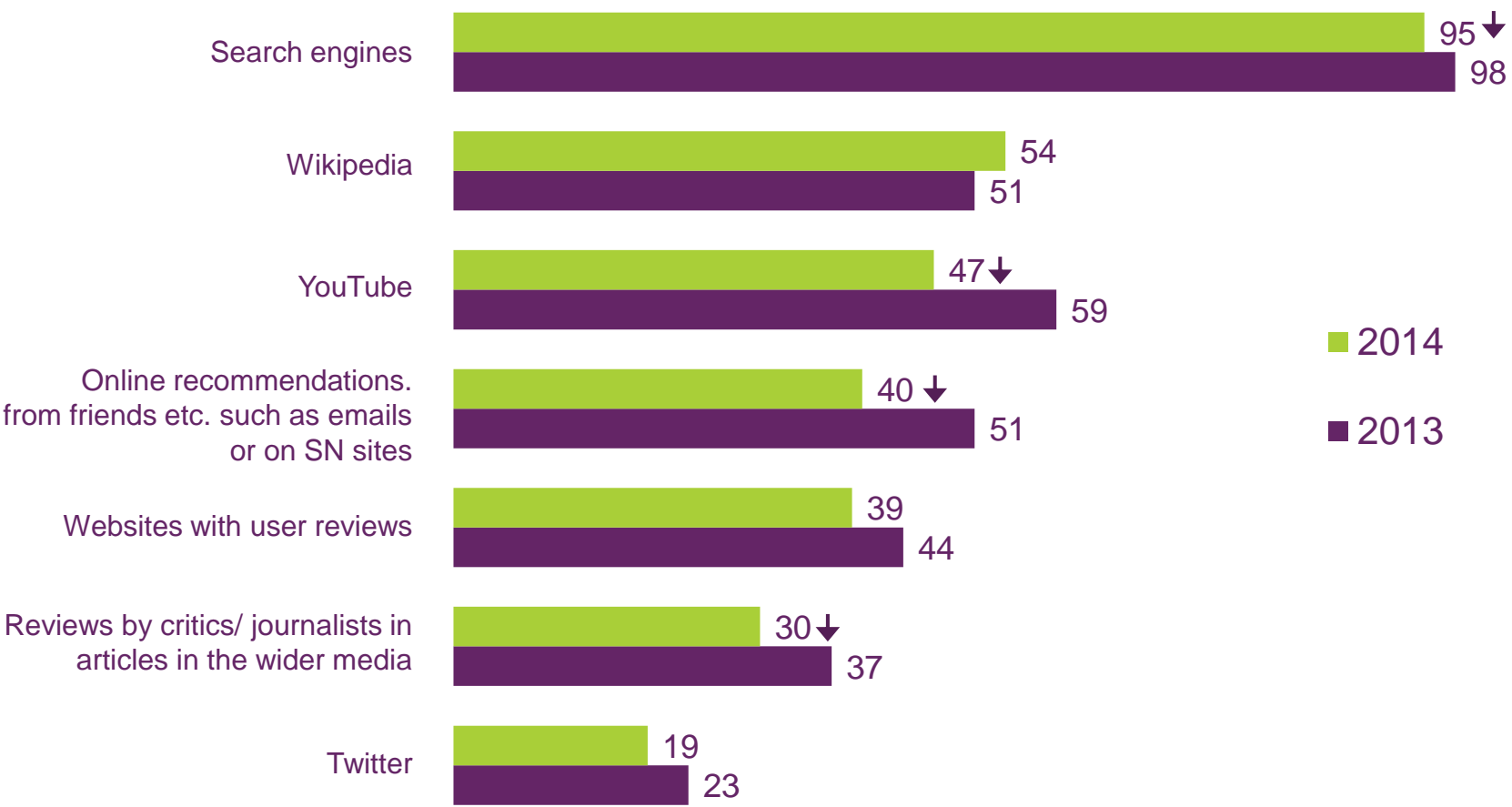


All mobile users		16-24	25-34	35-44	45-54	55-64	65-74	75+
<b>Base</b>	<b>1670</b>	<b>244</b>	<b>281</b>	<b>321</b>	<b>270</b>	<b>243</b>	<b>167</b>	<b>144</b>
Playing games loaded on the phone	28%	51% ↑	45% ↑	31%	18% ↓	8% ↓	7% ↓	3% ↓
Playing games over the internet using mobile phone	17%	30% ↑	27% ↑	20%	14%	3% ↓	3% ↓	3% ↓

All mobile users		AB	C1	C2	DE	Male	Female
<b>Base</b>	<b>1670</b>	<b>399</b>	<b>492</b>	<b>337</b>	<b>442</b>	<b>808</b>	<b>862</b>
Playing games loaded on the phone	28%	24%	28%	28%	33%	32% ↑	25%
Playing games over the internet using mobile phone	17%	20%	16%	14%	19%	20% ↑	15%

M7 – 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)  
 Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females.

# Figure 90: Sources ever used when looking for information online: 2013 vs. 2014



IN46 Please think about when you want to look for information about something online? Which if any of these sources have you ever used to look for information online (prompted responses, multi-coded)  
 Base: Adults aged 16+ who go online at home ore elsewhere (1032 in 2013, 1609 in 2014) – significance testing shows any change between 2013 and 2014

# Figure 91: Sources ever used when looking for information online, by age



	All internet users	16-24	25-34	35-44	45-54	55-64	65-74	75+
<b>Base</b>	<b>1609</b>	<b>240</b>	<b>277</b>	<b>319</b>	<b>265</b>	<b>228</b>	<b>150</b>	<b>130</b>
Search engines	95%	97%	96%	95%	95%	92%	96%	88% ↓
Wikipedia	54%	60%	57%	58%	48%	52%	45% ↓	30% ↓
YouTube	47%	57% ↑	54%	55% ↑	43%	34% ↓	32% ↓	12% ↓
Online recommendations from friends	40%	46%	41%	49% ↑	35%	32% ↓	26% ↓	26% ↓
Websites with user reviews	39%	37%	42%	44%	36%	41%	33%	22% ↓
Reviews by critics/ journalists in articles in the wider media	30%	35%	29%	35%	27%	30%	20% ↓	19% ↓
Twitter	19%	30% ↑	27% ↑	22%	11% ↓	10% ↓	6% ↓	4% ↓

IN46 Please think about when you want to look for information about something online? Which if any of these sources have you ever used to look for information online (prompted responses, multi-coded)  
 Significance testing shows any difference between any age group and all adults aged 16+

# Figure 92: Sources used when looking for information online, by socio-economic group and gender

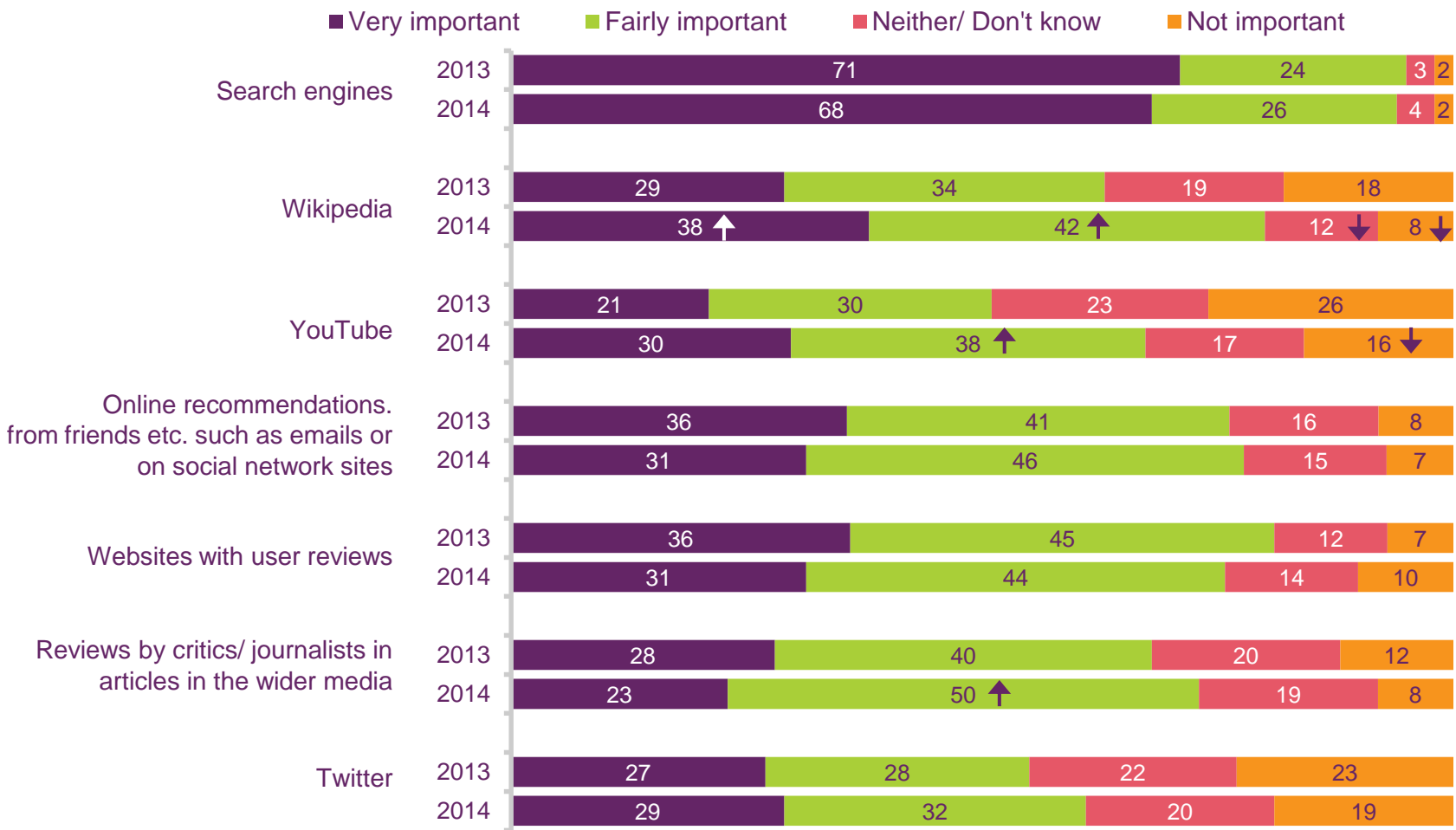


	All internet users		AB	C1	C2	DE	Male	Female
	Base	1609	404	497	314	394	791	818
Search engines		95%	96%	96%	96%	93%	96% ↑	95%
Wikipedia		54%	69% ↑	59%	44% ↓	39% ↓	58%	51%
YouTube		47%	53% ↑	49%	42%	41%	49%	45%
Online recommendations from friends		40%	49% ↑	45%	32% ↓	28% ↓	42%	38%
Websites with user reviews		39%	55% ↑	46% ↑	28% ↓	19% ↓	40%	38%
Reviews by critics/ journalists in articles in the wider media		30%	41% ↑	35%	22% ↓	17% ↓	35% ↑	26%
Twitter		19%	25% ↑	23%	12% ↓	12% ↓	23% ↑	15%

IN46 Please think about when you want to look for information about something online? Which if any of these sources have you ever used to look for information online (prompted responses, multi-coded)

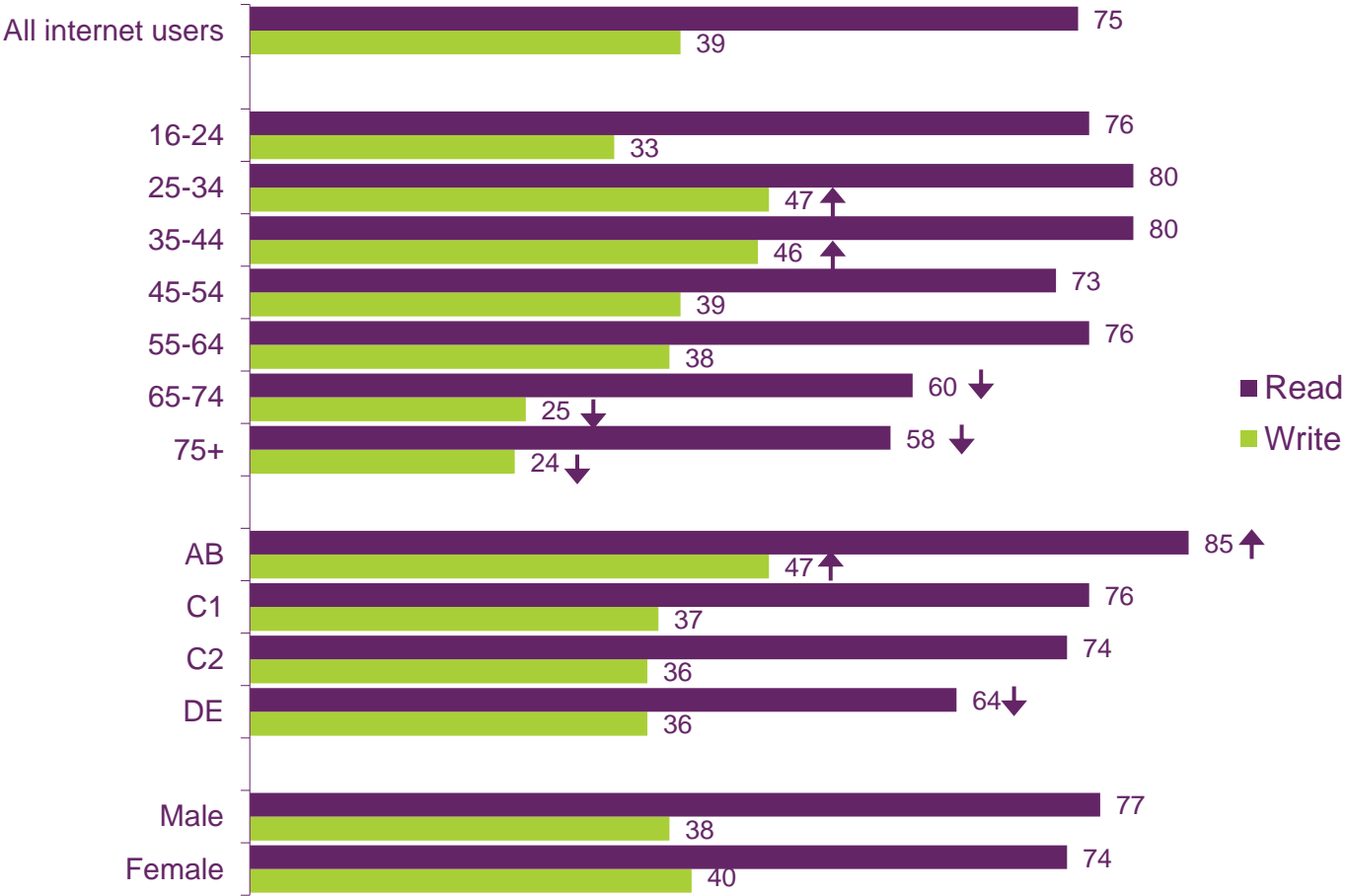
Significance testing shows any difference between any socio-economic group and all adults and between males and females.

# Figure 93: Importance of each information source used: 2013 vs. 2014



IN47A-G – Please use this card to say how important each of the following sources of information are to you, if at all (prompted responses, multi coded)  
 Base: All adults aged 16+ who go online at home or elsewhere who use each source (variable base). Significance testing shows any difference between 2013 and 2014.

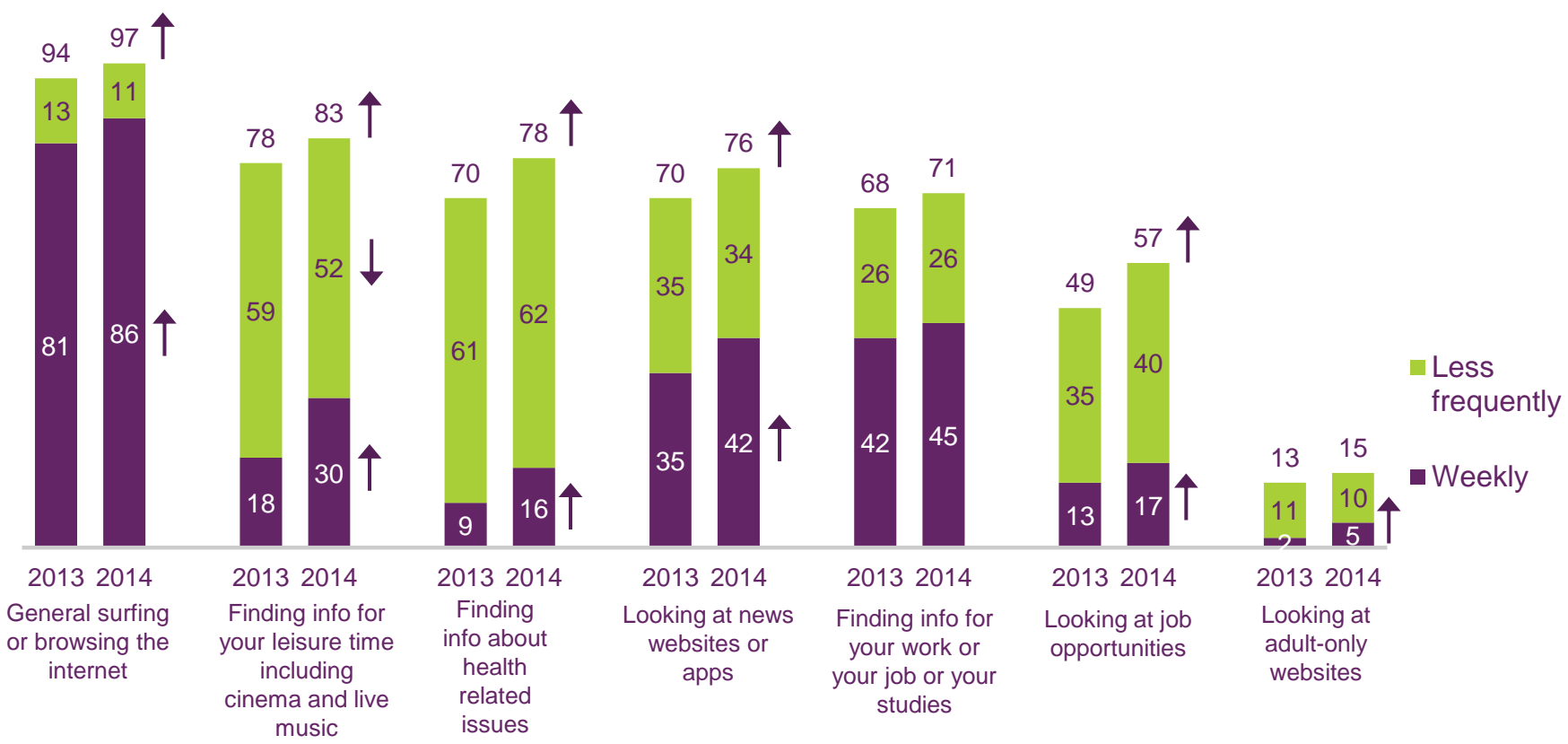
# Figure 94: Reading and writing online reviews, by demographic group



IN48/ IN49 - Before you decide to purchase a product or use a service, do you read reviews that other members of the public have written or posted online about that product or service? / After purchasing a product or using a service, do you write online reviews for other people to read about that product or service (spontaneous responses, single coded)  
 Base:: All adults aged 16+ who go online at home or elsewhere (1609 in 2014, 240 aged 16-24, 277 aged 25-34, 319 aged 35-44, 266 aged 45-54, 207 aged 55-64, 100 aged 65-74, 40 aged 75+)  
 Significance testing shows any difference by age or socio-economic group compared to all and between males and females.



# Figure 95: Browsing/ searching for information: 2013 vs. 2014



IN15/ IN16 -From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)  
 Base: All adults aged 16+ who go online at home or elsewhere (1272 in 2013, 1609 in 2014) - Significance testing shows any change between 2013 and 2014

# Figure 96: Browsing/ searching for information at least weekly, by age



All internet users		16-24	25-34	35-44	45-54	55-64	65-74	75+
<b>Base</b>	<b>1609</b>	<b>240</b>	<b>277</b>	<b>319</b>	<b>265</b>	<b>228</b>	<b>150</b>	<b>130</b>
General surfing/ browsing the internet	86%	93% ↑	93% ↑	90%	84%	81%	65% ↓	66% ↓
Finding information for your work or your job or your studies	45%	57% ↑	50%	56% ↑	43%	36% ↓	12% ↓	6% ↓
Looking at news websites or apps	42%	42%	47%	45%	38%	37%	39%	29% ↓
Finding information for your leisure time including cinema and live music	30%	45% ↑	35%	35%	26%	21% ↓	15% ↓	11% ↓
Looking at job opportunities	17%	30% ↑	24% ↑	17%	14%	12%	1% ↓	0% ↓
Finding information about health related issues	16%	12%	22% ↑	18%	11%	17%	9% ↓	10% ↓
Looking at adult-only websites	5%	8% ↑	6%	6%	4%	2%	0% ↓	0% ↓

IN15/ IN16 -From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)  
 Significance testing shows any difference between any age group and all adults

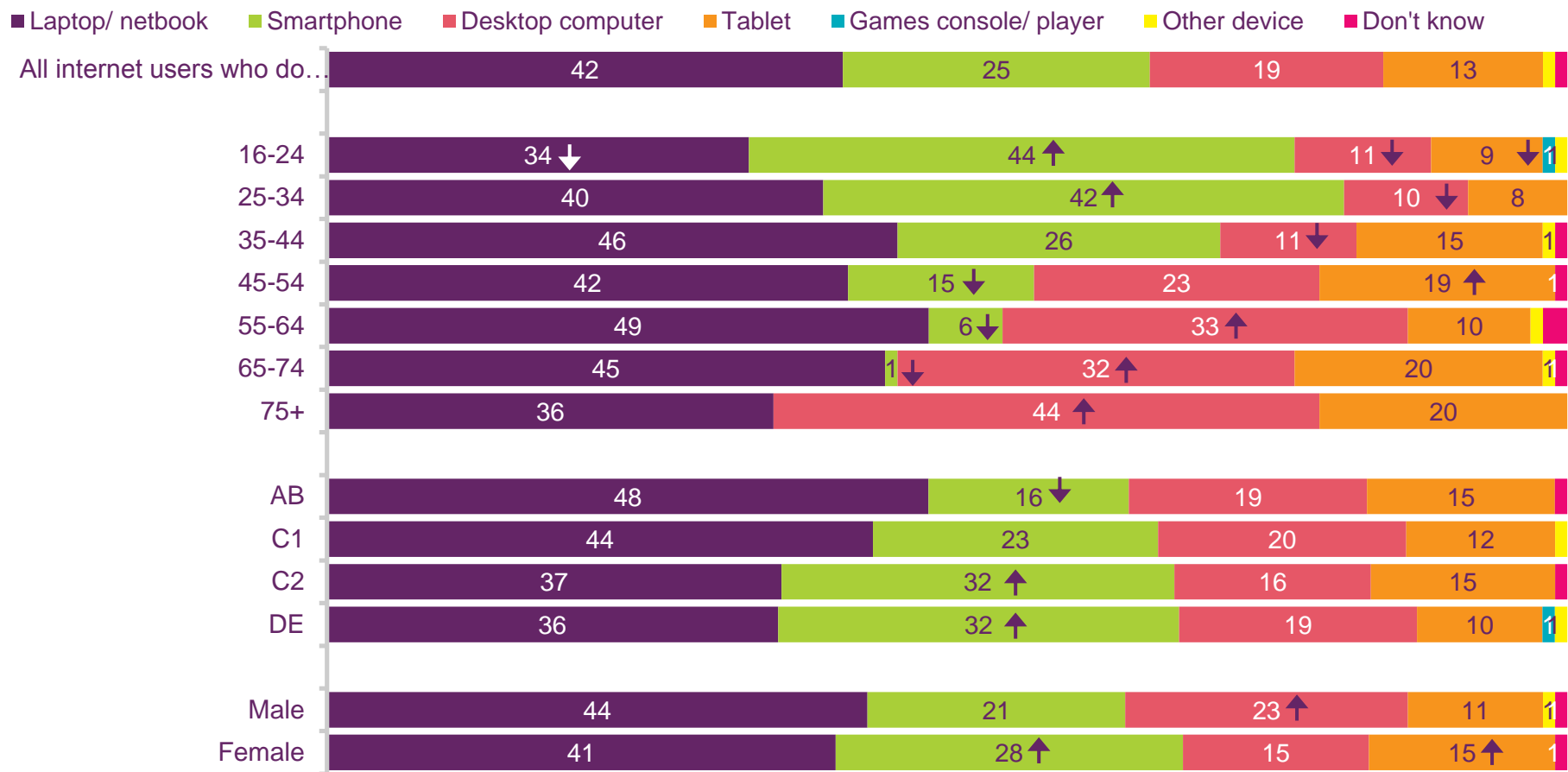
# Figure 97: Browsing/ searching for information at least weekly, by socio-economic group and gender



All internet users		AB	C1	C2	DE	Male	Female
<b>Base</b>	<b>1609</b>	<b>404</b>	<b>497</b>	<b>314</b>	<b>394</b>	<b>791</b>	<b>818</b>
General surfing/ browsing the internet	86%	90%↑	85%	88%	81%↓	86%	85%
Finding information for your work or your job or your studies	45%	62%↑	50%	35%↓	24%↓	50%↑	40%
Looking at news websites or apps	42%	54%↑	43%	37%	27%↓	47%↑	37%
Finding information for your leisure time including cinema and live music	30%	43%↑	32%	24%↓	19%↓	33%	28%
Looking at job opportunities	17%	17%	12%↓	17%	24%↑	19%	15%
Finding information about health related issues	16%	18%	17%	12%	13%	14%	17%
Looking at adult-only websites	5%	6%	5%	5%	3%	8%↑	2%

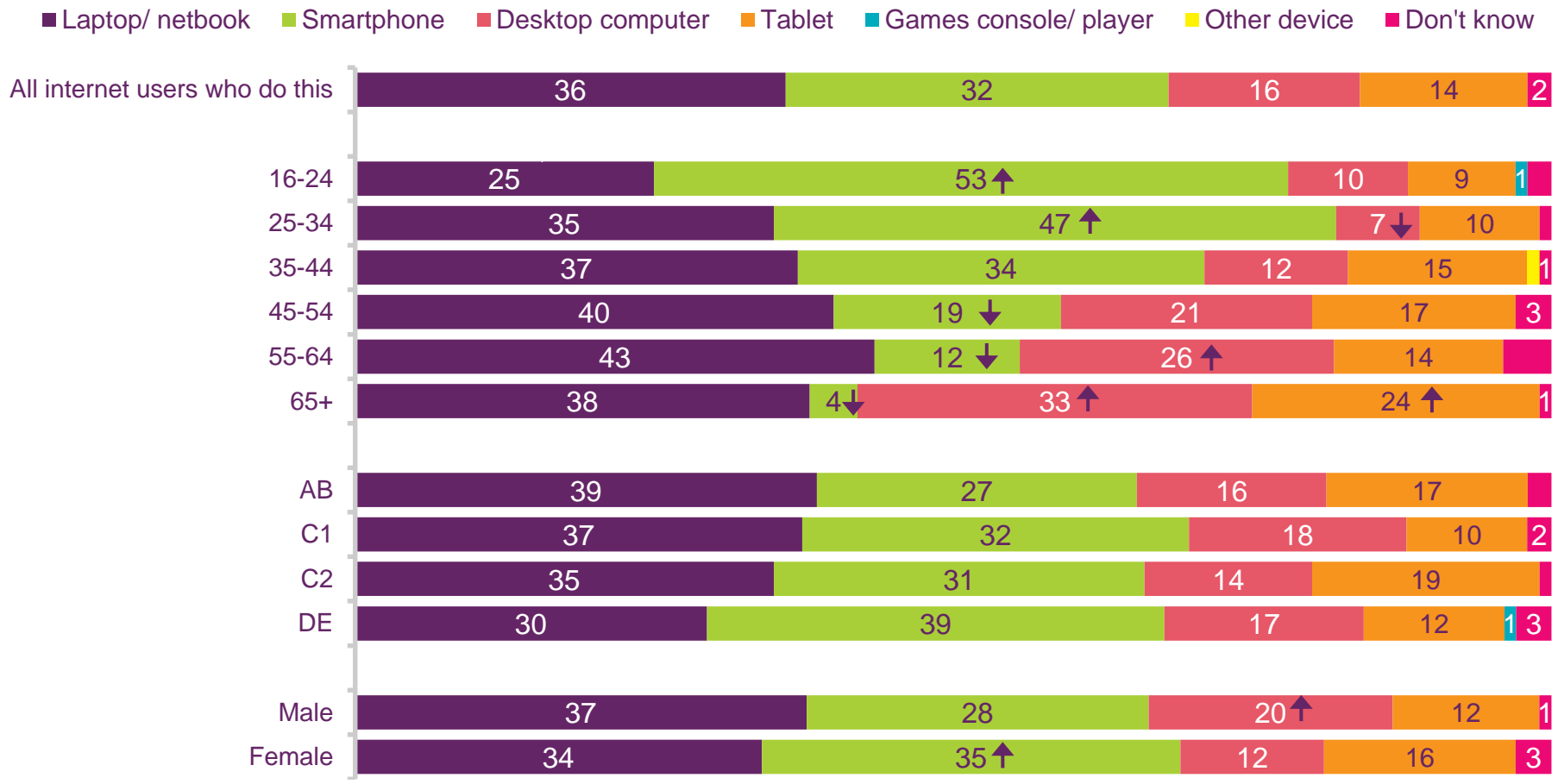
IN15/ IN16 -From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)  
 Significance testing shows any difference between any socio-economic group and all adults and between males and females.

# Figure 98: Device mostly used for surfing/ browsing the internet, by demographic group



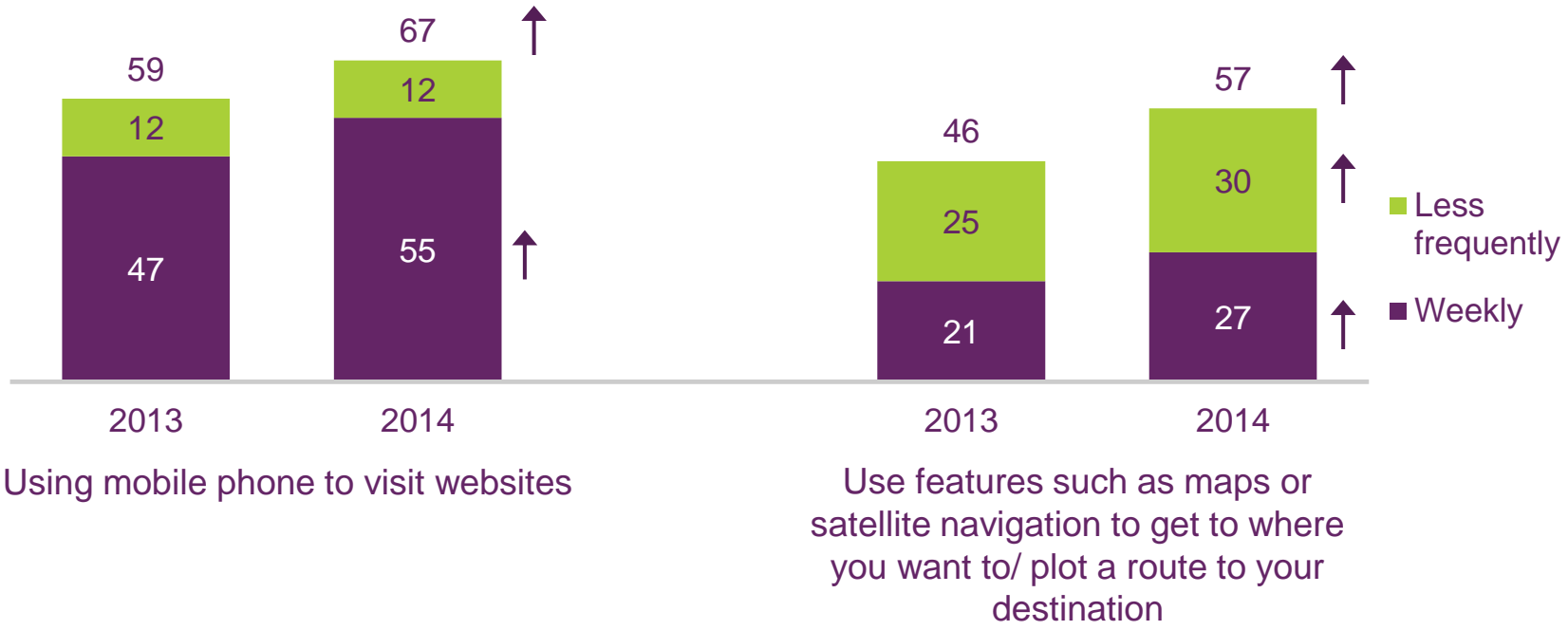
IN18F. Please take a look at this list of devices that can be used to go online. Which one of these devices do you use most for surfing or browsing the internet? (prompted responses, single coded). Base: Adults aged 16+ who go online at home or elsewhere who ever surf/ browse the internet (1541 aged 16+, 238 aged 16-24, 277 aged 25-34, 309 aged 35-44, 254 aged 45-54, 213 aged 55-64, 138 aged 65-74, 112 aged 75+, 390 AB, 477 C1, 301 C2, 373 DE, 756 male, 785 female) - Significance testing shows any difference by age or socio-economic group compared to all and between males and females

# Figure 99: Device mostly used for looking at news websites/apps, by demographic group



IN18G. Please take a look at this list of devices that can be used to go online. Which one of these devices do you use most for looking at news websites or apps? (prompted responses, single coded).  
 Base: All adult internet users aged 16+ who go online at home or elsewhere who ever look at news websites or apps (1171 aged 16+, 168 aged 16-24, 219 aged 25-34, 259 aged 35-44, 202 aged 45-54, 155 aged 55-64, 168 aged 65+, 330 AB, 384 C1, 220 C2, 237 DE, 606 male, 565 female) - Significance testing shows any difference by age or socio-economic group compared to all and between males and females

# Figure 100: Use of a mobile phone for browsing/ searching for content: 2013 vs. 2014



M7 – 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 (1465 in 2013, 1670 in 2014) - Significance testing shows any change between 2013 and 2014

# Figure 101: Use of a mobile phone at least weekly for browsing/ searching for content, by demographic group



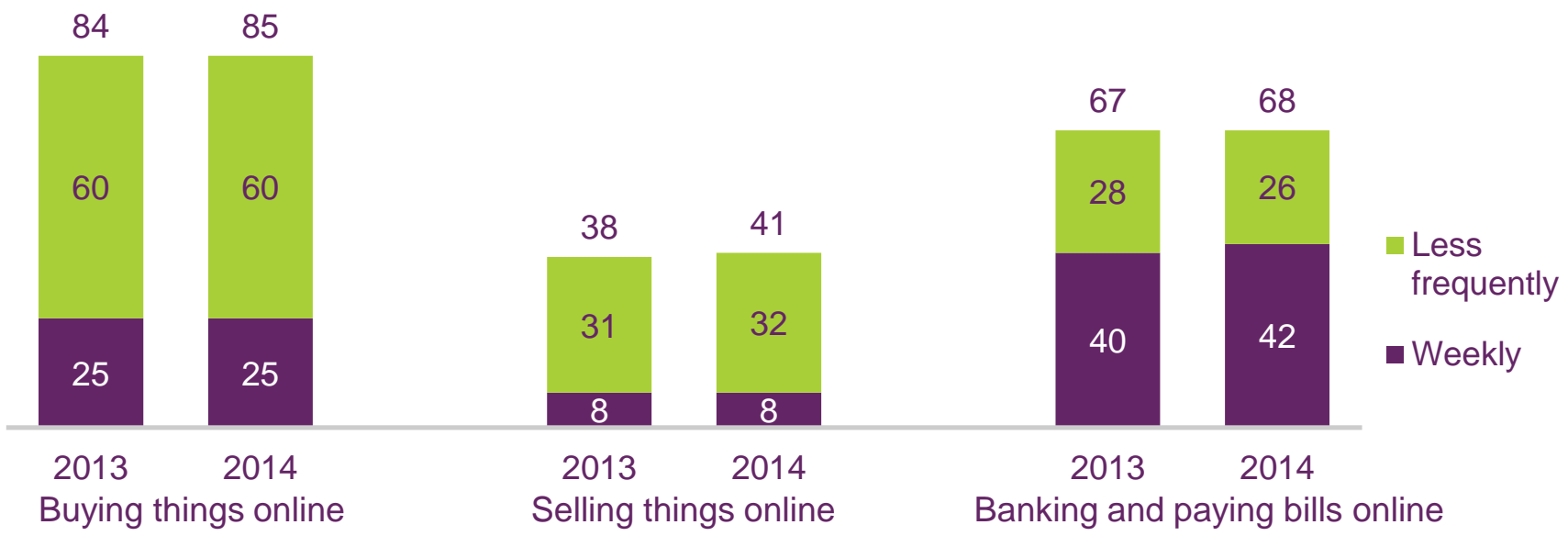
All mobile users		16-24	25-34	35-44	45-54	55-64	65-74	75+
<b>Base</b>	<b>1670</b>	<b>244</b>	<b>281</b>	<b>321</b>	<b>270</b>	<b>243</b>	<b>167</b>	<b>144</b>
Using mobile phone to visit websites	55%	74% ↑	76% ↑	71% ↑	52%	26% ↓	12% ↓	2% ↓
Use features such as maps or satellite navigation to get to where you want to/ plot a route to your destination	27%	38% ↑	37% ↑	35% ↑	26%	12% ↓	5% ↓	0% ↓

All mobile users		AB	C1	C2	DE	Male	Female
<b>Base</b>	<b>1670</b>	<b>399</b>	<b>492</b>	<b>337</b>	<b>442</b>	<b>808</b>	<b>862</b>
Using mobile phone to visit websites	55%	61% ↑	59%	52%	45% ↓	55%	54%
Use features such as maps or satellite navigation to get to where you want to/ plot a route to your destination	27%	36% ↑	28%	24%	18% ↓	32% ↑	22%

M7 – 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)  
 Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females.

# Figure 102: Using transactional services online, by activity type: 2013 vs. 2014



IN15/ IN16 -From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)  
 Base: All adults aged 16+ who go online at home or elsewhere (1272 in 2013, 1609 in 2014) - Significance testing shows any change between 2013 and 2014



# Figure 103: Weekly use of transactional services online, by demographic group



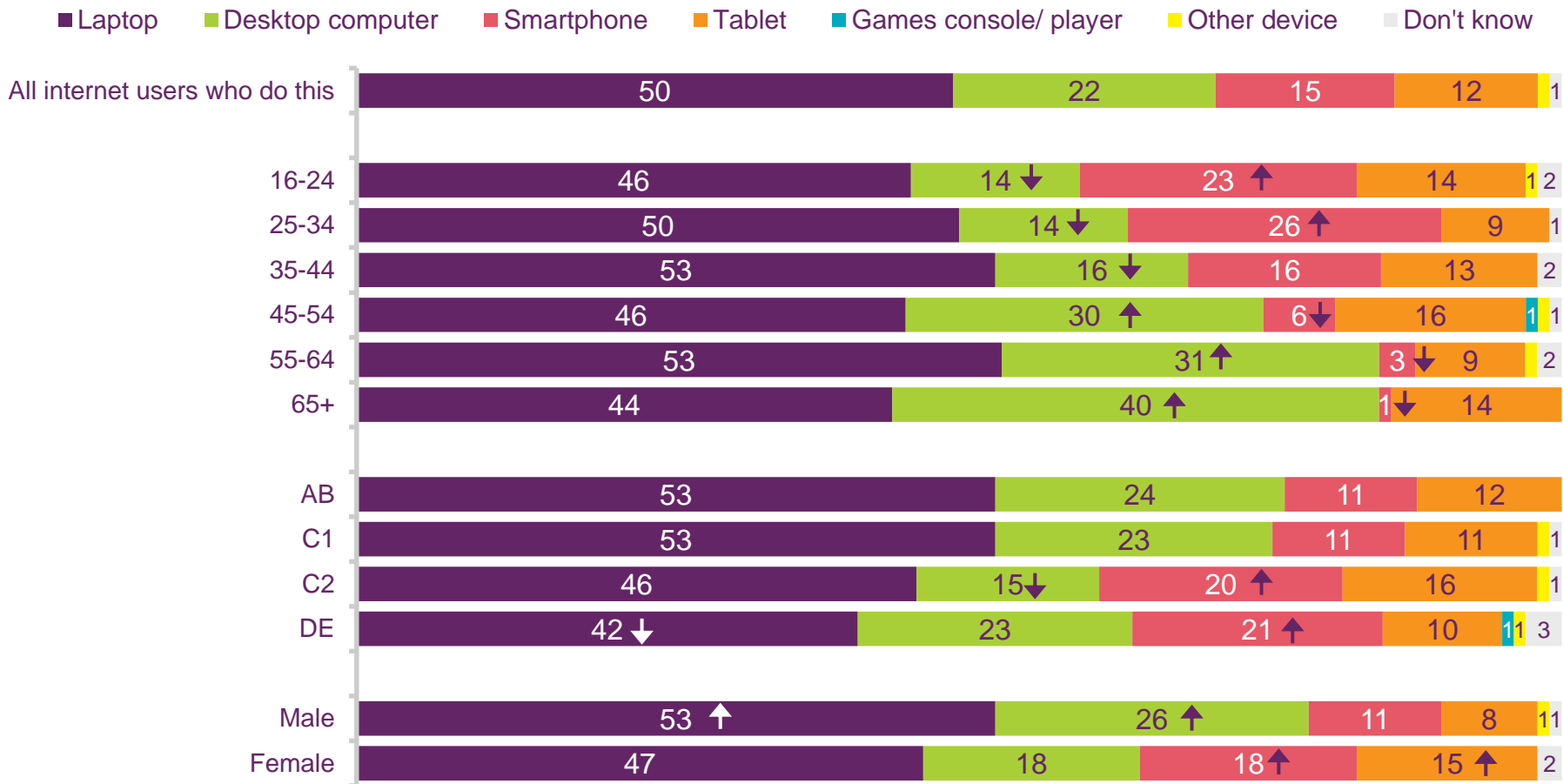
All internet users		16-24	25-34	35-44	45-54	55-64	65-74	75+
<b>Base</b>	<b>1609</b>	<b>240</b>	<b>277</b>	<b>319</b>	<b>265</b>	<b>228</b>	<b>150</b>	<b>130</b>
Banking and paying bills online	42%	34% ↓	49% ↑	52% ↑	43%	38%	24% ↓	20% ↓
Buying things online	25%	22%	34% ↑	30%	22%	19%	15% ↓	9% ↓
Selling things online	8%	7%	12%	12%	6%	8%	2% ↓	1% ↓

All internet users		AB	C1	C2	DE	Male	Female
<b>Base</b>	<b>1609</b>	<b>404</b>	<b>497</b>	<b>314</b>	<b>394</b>	<b>791</b>	<b>818</b>
Banking and paying bills online	42%	51% ↑	46%	37%	29% ↓	42%	42%
Buying things online	25%	30%	22%	26%	21%	27%	23%
Selling things online	8%	11%	9%	6%	6%	9%	8%

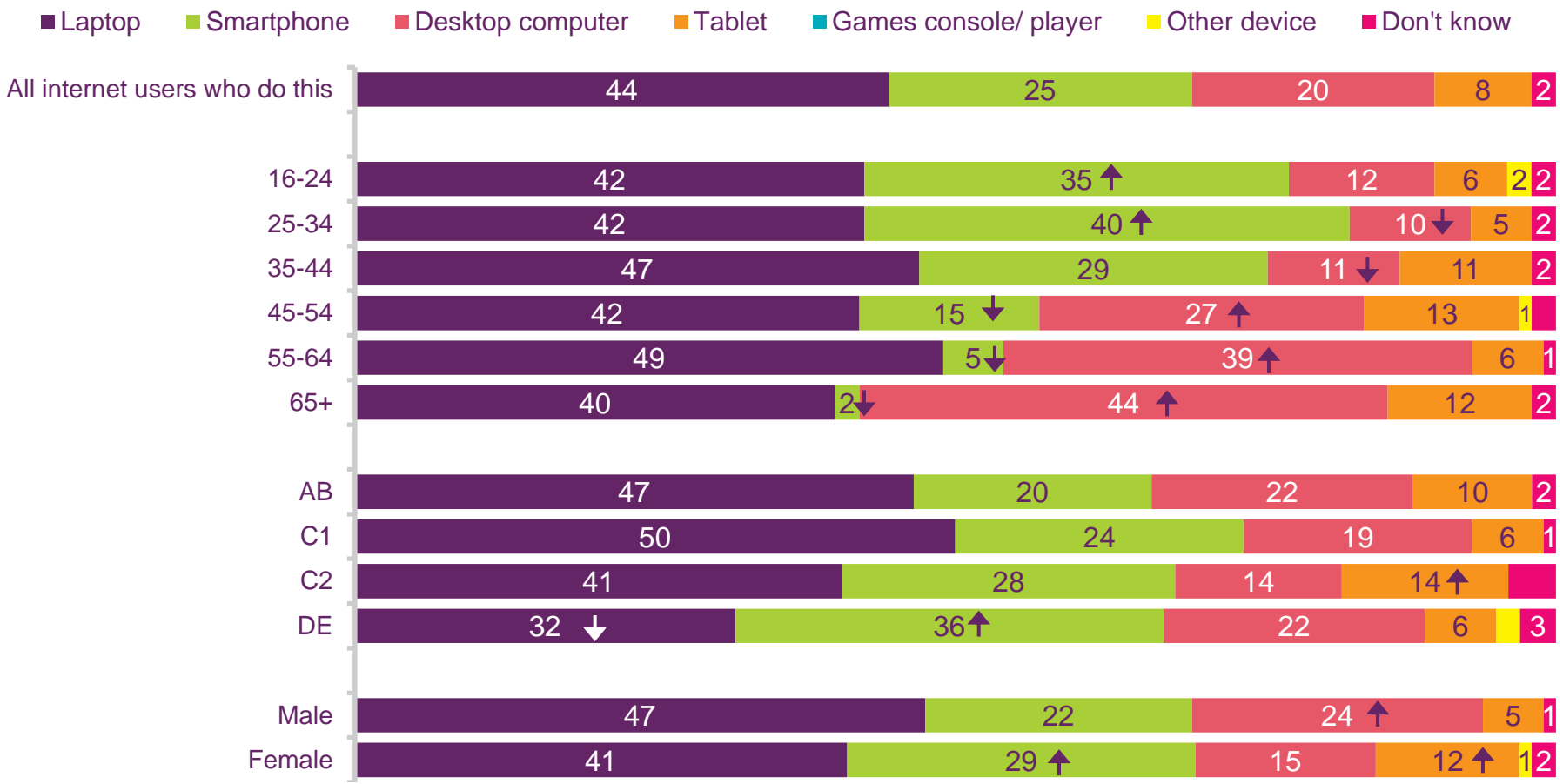
IN15/ IN16 -From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)  
 Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females .

# Figure 104: Device mostly used for buying things online, by demographic group



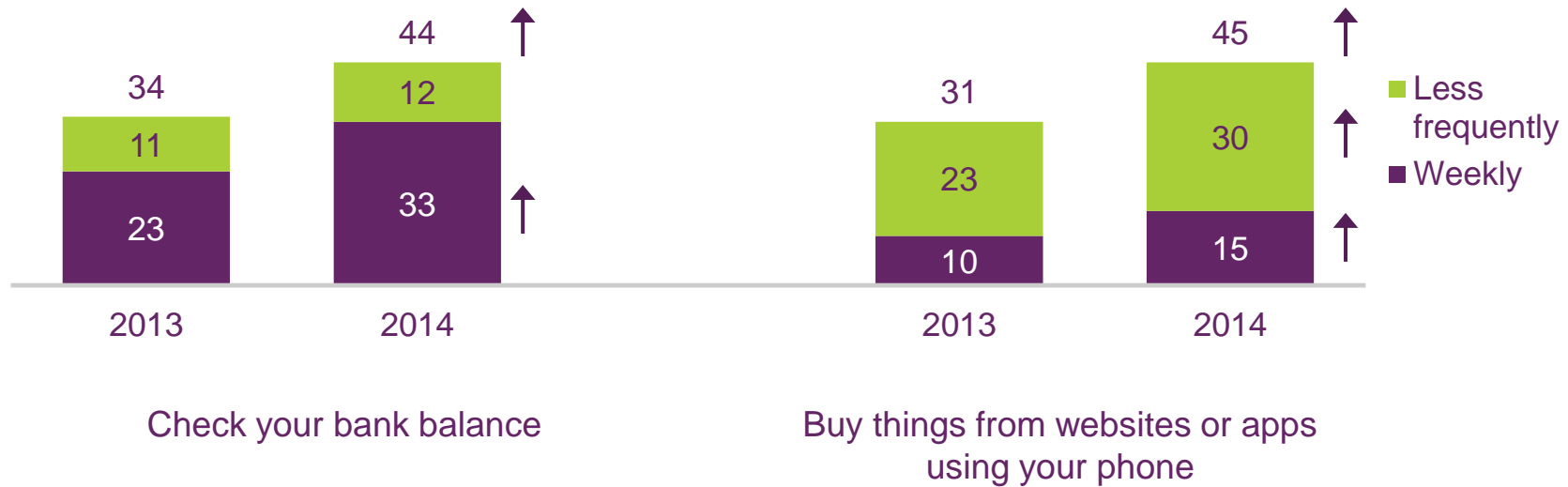
IN18A. Please take a look at this list of devices that can be used to go online. Which one of these devices do you use most for buying things online? (prompted responses, single coded). Base: All adults aged 16+ who go online at home or elsewhere and who ever buy things online (1321 aged 16+, 203 aged 16-24, 250 aged 25-34, 288 aged 35-44, 212 aged 45-54, 181 aged 55-64, 187 aged 65+, 372 AB, 422 C1, 254 C2, 273 DE, 645 male, 676 female) - Significance testing shows any difference by age or socio-economic group compared to all and between males and females

# Figure 105: Device mostly used for banking online, by demographic group



IN18B. Please take a look at this list of devices that can be used to go online. Which one of these devices do you use most for banking online? (prompted responses, single coded). Base: All adults aged 16+ who go online at home or elsewhere and who ever bank or pay bills online (1017 aged 16+, 130 aged 16-24, 226 aged 25-34, 244 aged 35-44, 176 aged 45-54, 130 aged 55-64, 111 aged 65+, 308 AB, 340 C1, 191 C2, 178 DE, 506 male, 511 female) - Significance testing shows any difference by age or socio-economic group compared to all and between males and females

# Figure 106: Use of a mobile phone for transactional activities: 2013 vs. 2014



M7 – 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 (1465 in 2013, 1670 in 2014) - Significance testing shows any change between 2013 and 2014

# Figure 107: Use of a mobile phone at least weekly for transactional activities, by demographic group

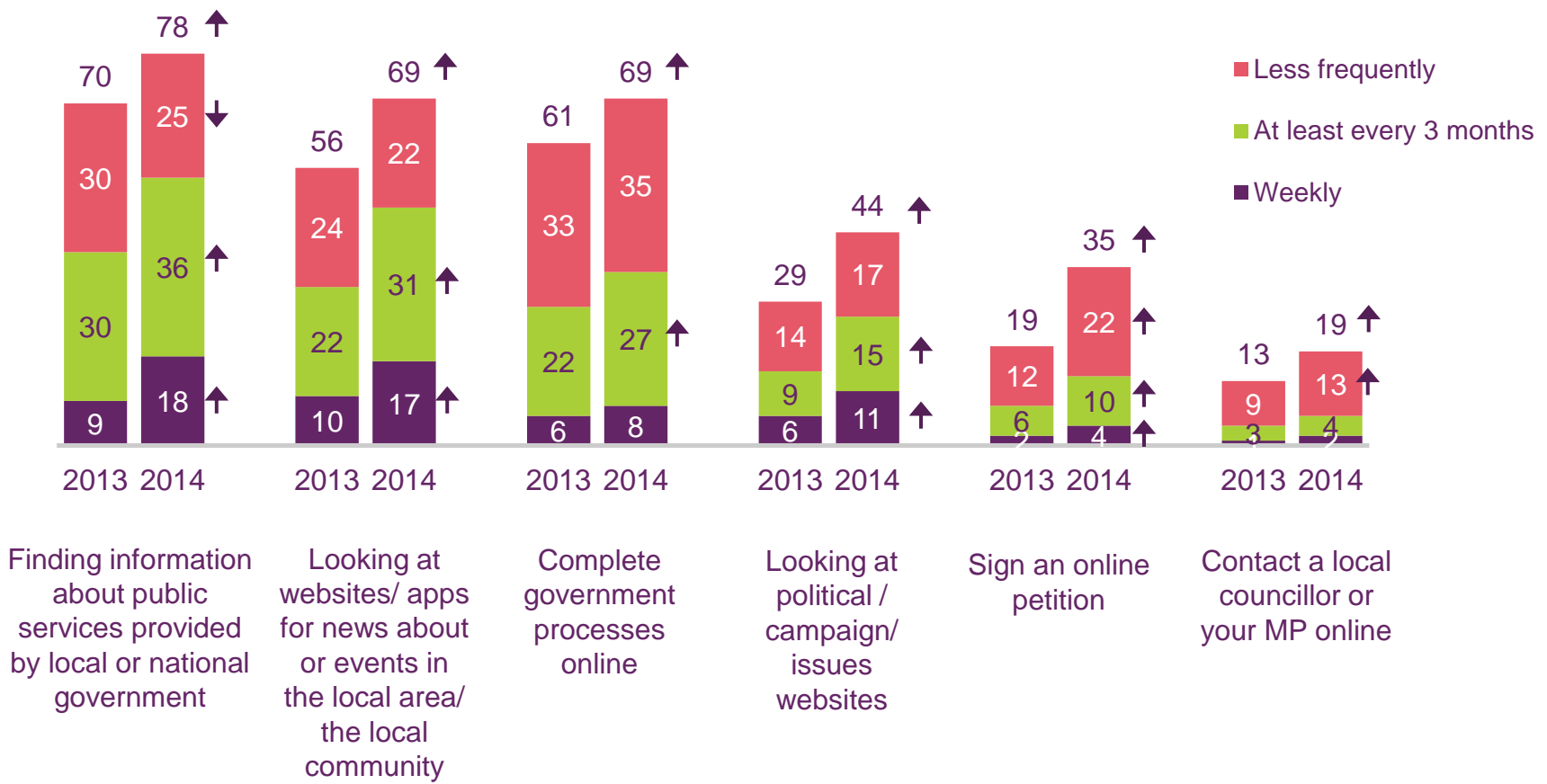


All mobile users		16-24	25-34	35-44	45-54	55-64	65-74	75+
<b>Base</b>	<b>1670</b>	<b>244</b>	<b>281</b>	<b>321</b>	<b>270</b>	<b>243</b>	<b>167</b>	<b>144</b>
Check your bank balance	33%	42% <sup>↑</sup>	52% <sup>↑</sup>	39%	32%	13% <sup>↓</sup>	3% <sup>↓</sup>	3% <sup>↓</sup>
Buy things from websites or apps using your phone	15%	22% <sup>↑</sup>	24% <sup>↑</sup>	20% <sup>↑</sup>	11%	2% <sup>↓</sup>	2% <sup>↓</sup>	0% <sup>↓</sup>

All mobile users		AB	C1	C2	DE	Male	Female
<b>Base</b>	<b>1670</b>	<b>399</b>	<b>492</b>	<b>337</b>	<b>442</b>	<b>808</b>	<b>862</b>
Check your bank balance	33%	36%	37%	33%	24% <sup>↓</sup>	33%	32%
Buy things from websites or apps using your phone	15%	17%	13%	15%	14%	17%	13%

M7 – 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)  
 Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females.

# Figure 108: Using public or civic services online, by activity type: 2013 vs. 2014



IN15/ 16 -From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)  
 Base: All adults aged 16+ who go online at home or elsewhere (1272 in 2013, 1609 in 2014) - Significance testing shows any change between 2013 and 2014

# Figure 109: Use of public or civic services online, by age



All internet users		16-24	25-34	35-44	45-54	55-64	65-74	75+
<b>Base</b>	<b>1609</b>	<b>240</b>	<b>277</b>	<b>319</b>	<b>265</b>	<b>228</b>	<b>150</b>	<b>130</b>
Finding information about public services provided by local or national government	78%	69% ↓	83%	88% ↑	81%	70% ↓	71%	58% ↓
Looking at websites/ apps for news about or events in the local area/ the local community	69%	63%	73%	77% ↑	73%	66%	59% ↓	51% ↓
Complete government processes online	69%	51% ↓	77% ↑	80% ↑	70%	66%	58% ↓	45% ↓
Looking at political / campaign/ issues websites	44%	40%	50%	51% ↑	44%	36%	27% ↓	29% ↓
Sign an online petition	35%	35%	42%	40%	34%	30%	27% ↓	13% ↓
Contact a local councillor or your MP online	19%	12% ↓	15%	23%	19%	21%	21%	15%

IN15/ IN16 -From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)  
Significance testing shows any difference between any age group and all adults.

# Figure 110: Use of public or civic services online, by socio-economic group

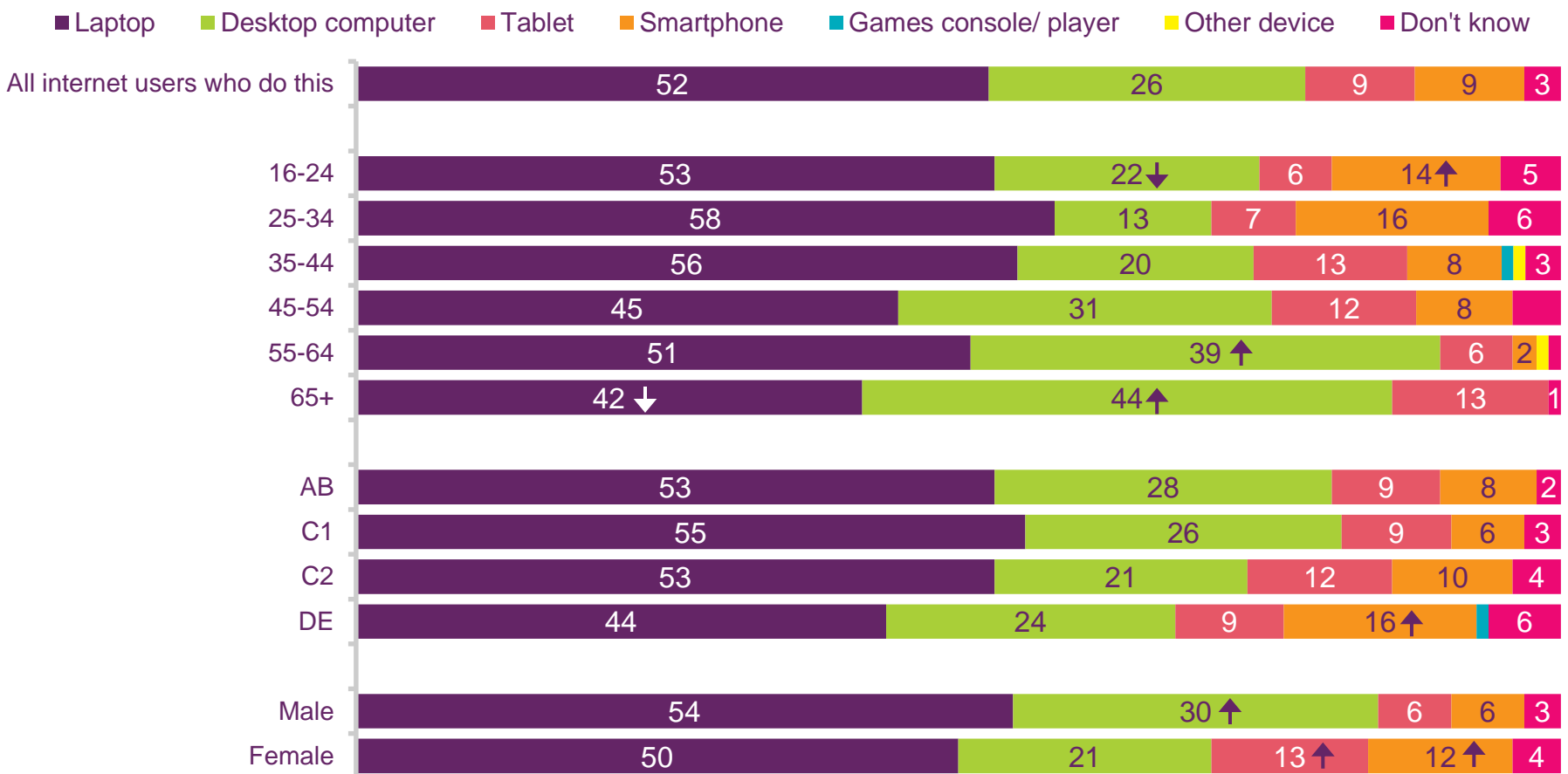


All internet users		AB	C1	C2	DE	Male	Female
<b>Base</b>	<b>1609</b>	<b>404</b>	<b>497</b>	<b>314</b>	<b>394</b>	<b>791</b>	<b>818</b>
Finding information about public services provided by local or national government	78%	90% ↑	80%	71% ↓	67% ↓	79%	77%
Looking at websites/ apps for news about or events in the local area/ the local community	69%	84% ↑	71%	61% ↓	57% ↓	70%	69%
Complete government processes online	69%	84% ↑	74% ↑	59% ↓	51% ↓	73% ↑	65%
Looking at political / campaign/ issues websites	44%	58% ↑	49%	31% ↓	28% ↓	51% ↑	37%
Sign an online petition	35%	48% ↑	38%	27% ↓	24% ↓	37%	34%
Contact a local councillor or your MP online	19%	31% ↑	15%	11% ↓	14%	23% ↑	15%

IN15/ IN16 -From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)  
 Significance testing shows any difference between any socio-economic group and all adults and between males and females.

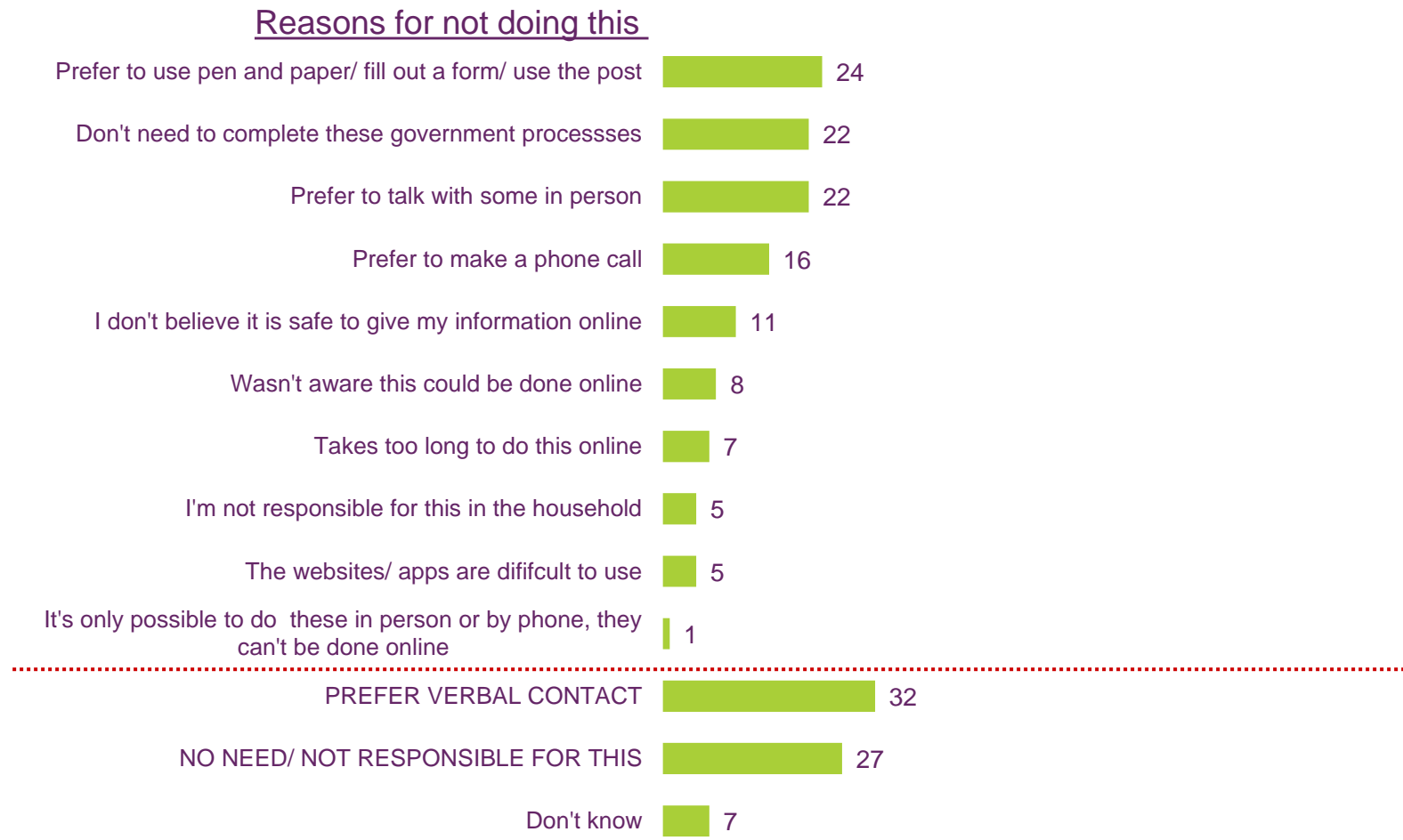


# Figure 111: Device mostly used for completing government processes, by demographic group



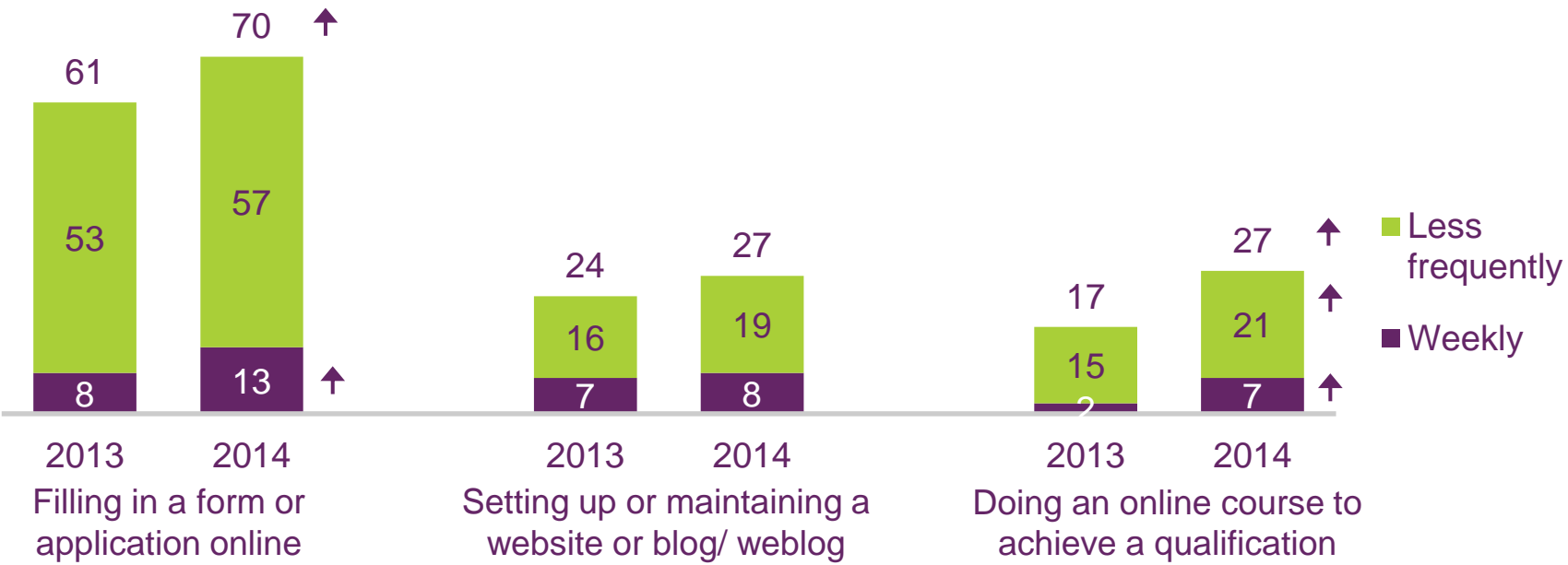
IN18E. Please take a look at this list of devices that can be used to go online. Which one of these devices do you use most for completing government processes? (prompted responses, single coded). Base: All adults aged 16+ who go online at home or elsewhere and who complete government processes online (1022 aged 16+, 115 aged 16-24, 201 aged 25-34, 242 aged 35-44, 177 aged 45-54, 140 aged 55-64, 147 aged 65+, 326 AB, 335 C1, 179 C2, 182 DE, 541 male, 481 female) - Significance testing shows any difference by age or socio-economic group compared to all and between males and females

# Figure 112: Reasons for not completing government processes online



IN17. You said earlier that you don't go online to complete government processes such as register for tax credits, renew a driving licence, car tax or a passport or to complete a tax return. Which of these are reasons why you don't do this online? (prompted responses, multi-coded)  
 Base: Adult internet users aged 16+ who have never completed government processes online (587)

# Figure 113: Undertaking other digital activities online, by activity type: 2013 vs. 2014



IN15/ IN16 -From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)  
 Base: All adults aged 16+ who go online at home or elsewhere (1272 in 2013, 1609 in 2014) - Significance testing shows any change between 2013 and 2014

# Figure 114: Online applications, website/blogs, and courses, weekly incidence by demographic group

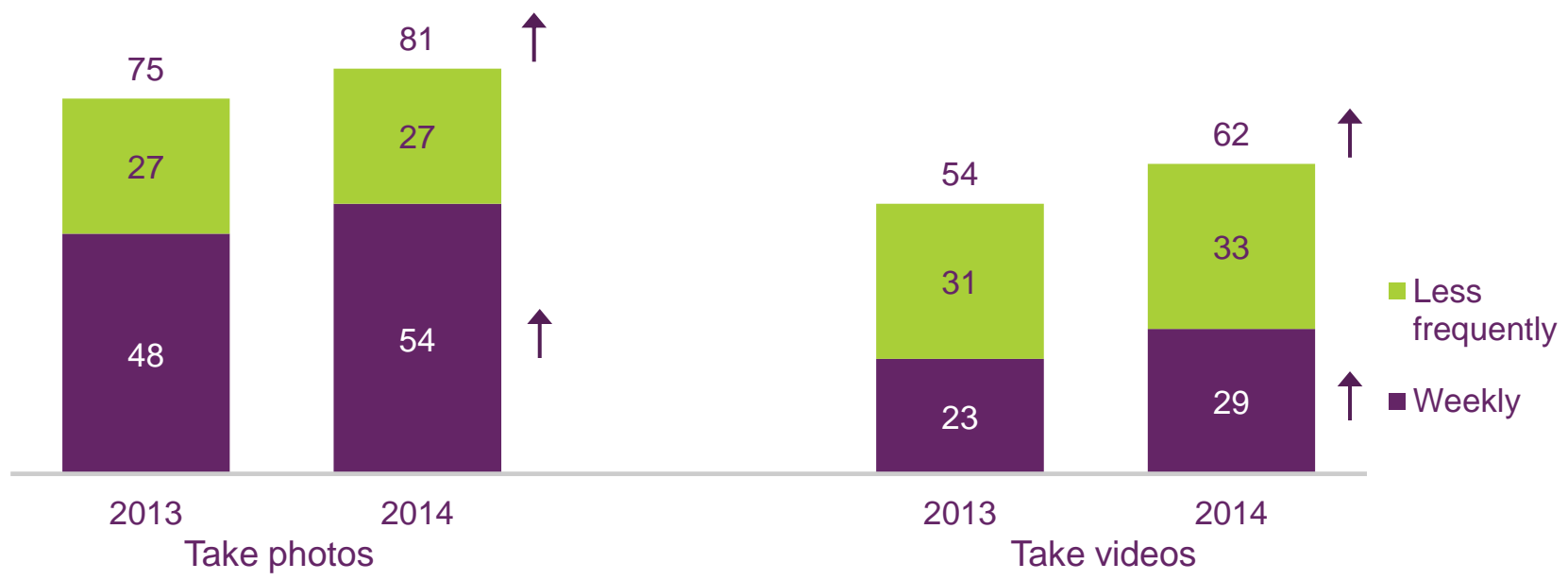


All internet users		16-24	25-34	35-44	45-54	55-64	65-74	75+
<b>Base</b>	<b>1609</b>	<b>240</b>	<b>277</b>	<b>319</b>	<b>265</b>	<b>228</b>	<b>150</b>	<b>130</b>
Filling in a form or application online	13%	18%	19% ↑	12%	12%	10%	2% ↓	0% ↓
Setting up or maintaining a website or blog/ weblog	8%	9%	11%	11%	7%	7%	1% ↓	1% ↓
Doing an online course to achieve a qualification	7%	9%	12% ↑	7%	4%	3% ↓	3% ↓	1% ↓

All internet users		AB	C1	C2	DE	Male	Female
<b>Base</b>	<b>1609</b>	<b>404</b>	<b>497</b>	<b>314</b>	<b>394</b>	<b>791</b>	<b>818</b>
Filling in a form or application online	13%	17%	13%	10%	10%	16% ↑	11%
Setting up or maintaining a website or blog/ weblog	8%	16% ↑	7%	3% ↓	5% ↓	11% ↑	5%
Doing an online course to achieve a qualification	7%	9%	9%	2% ↓	6%	6%	7%

IN15/ IN16 -From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)  
Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females.

# Figure 115: Use of a mobile phone for taking photos and videos: 2013 vs. 2014



M7 – 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 (1465 in 2013, 1670 in 2014) - Significance testing shows any change between 2013 and 2014

# Figure 116: Weekly use of a mobile phone for photos and videos, by demographic group



All mobile users		16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1670	244	281	321	270	243	167	144
Take photos	54%	79%↑	75%↑	66%↑	45%↓	27%↓	14%↓	4% ↓
Take videos	29%	47%↑	46%↑	37%↑	21%↓	6% ↓	4% ↓	1% ↓

All mobile users		AB	C1	C2	DE	Male	Female
Base	1670	399	492	337	442	808	862
Take photos	54%	54%	58%	51%	50%	51%	56%↑
Take videos	29%	29%	27%	31%	29%	29%	29%

M7 – 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)  
 Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females.