

Adults' Media Use and Attitudes Report 2015

Section 4: Digital media take-up and use

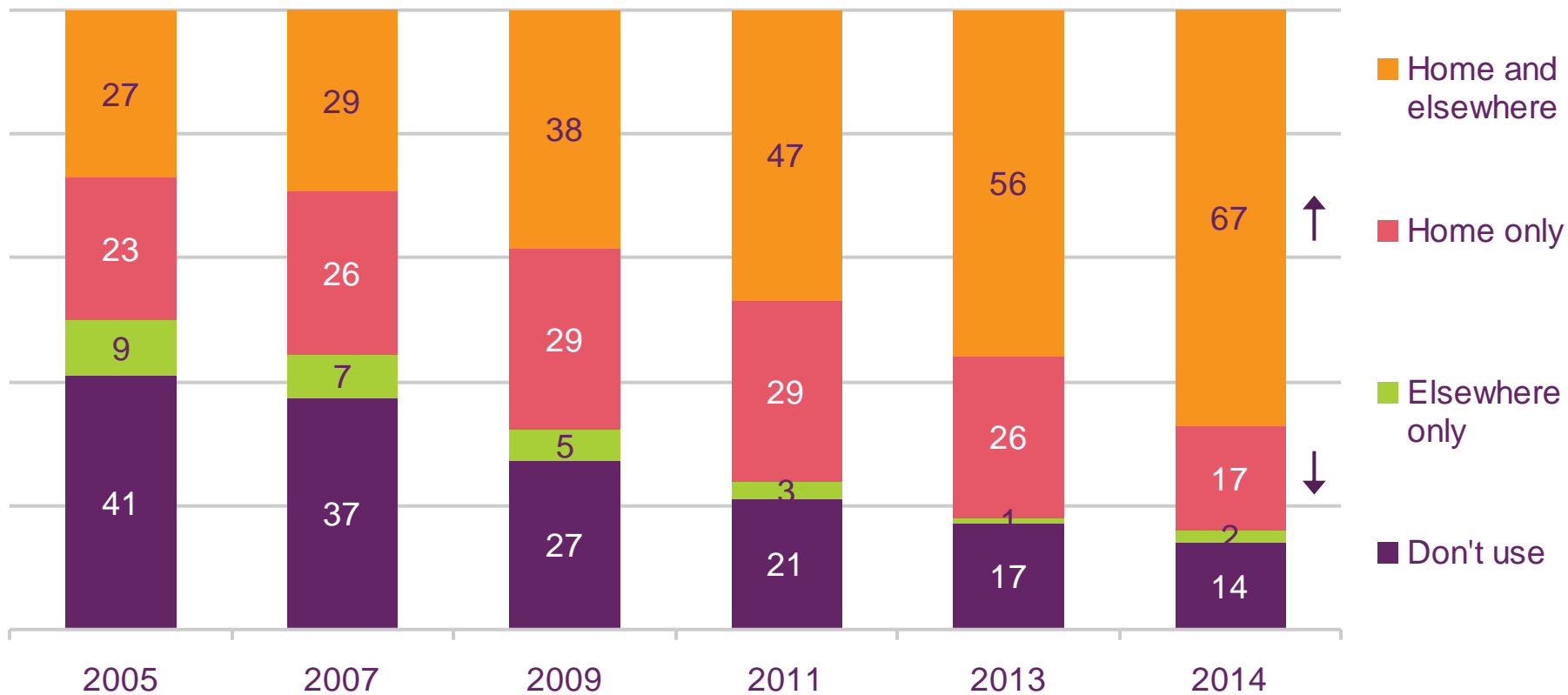
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2014

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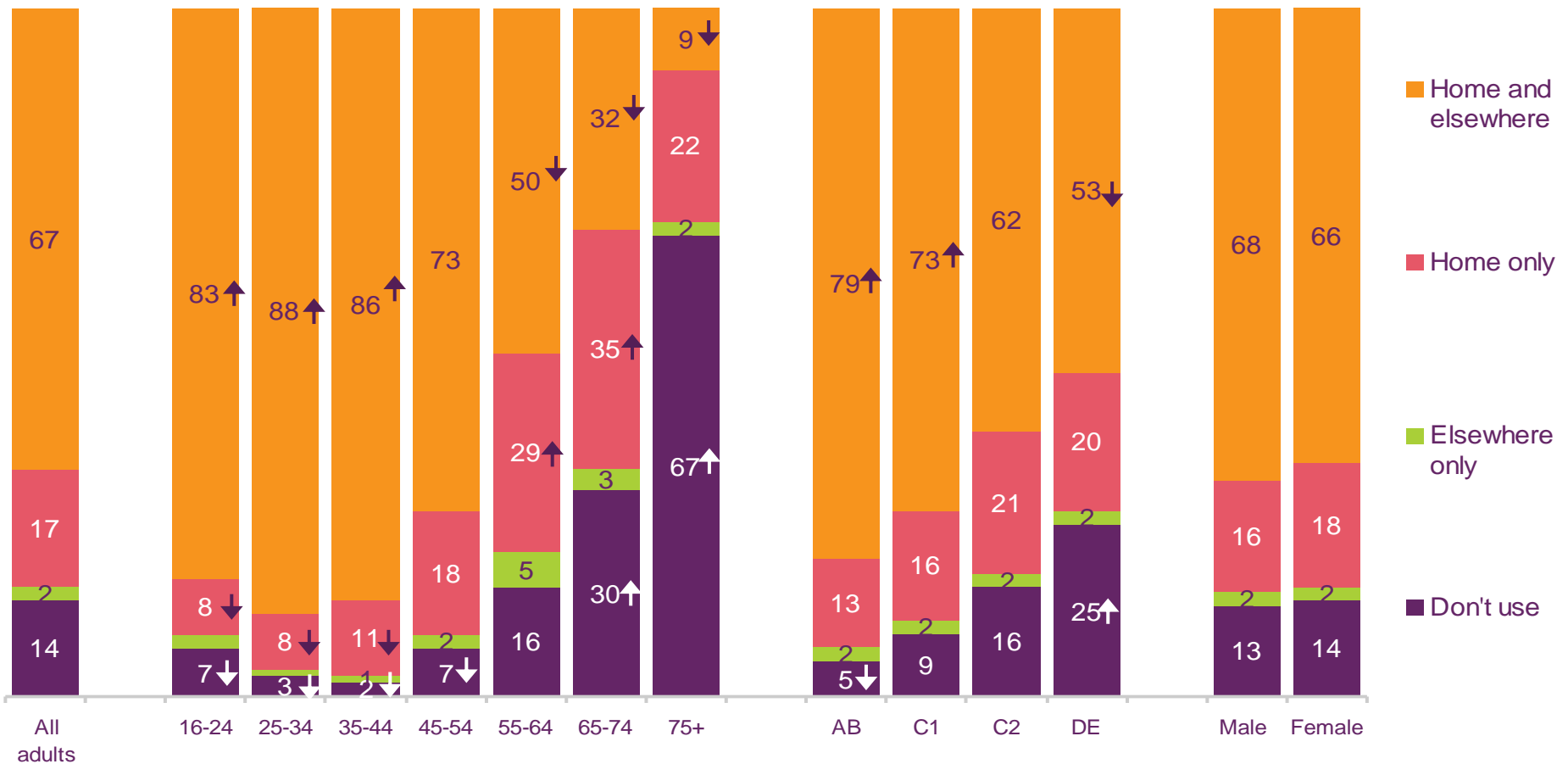
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Figure 32: Where the internet is used by UK adults: 2005-2014



IN1/ IN2/ IN3 / IN4 - Do you or does anyone in your household have access to the internet at home through a computer, laptop or notebook? / And which of these devices do you use to go online 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, single coded)
 Base: All adults aged 16+ (1890 in 2014). Significance testing shows any change between 2013 and 2014

Figure 33: Where the internet is used by UK adults, by demographic group

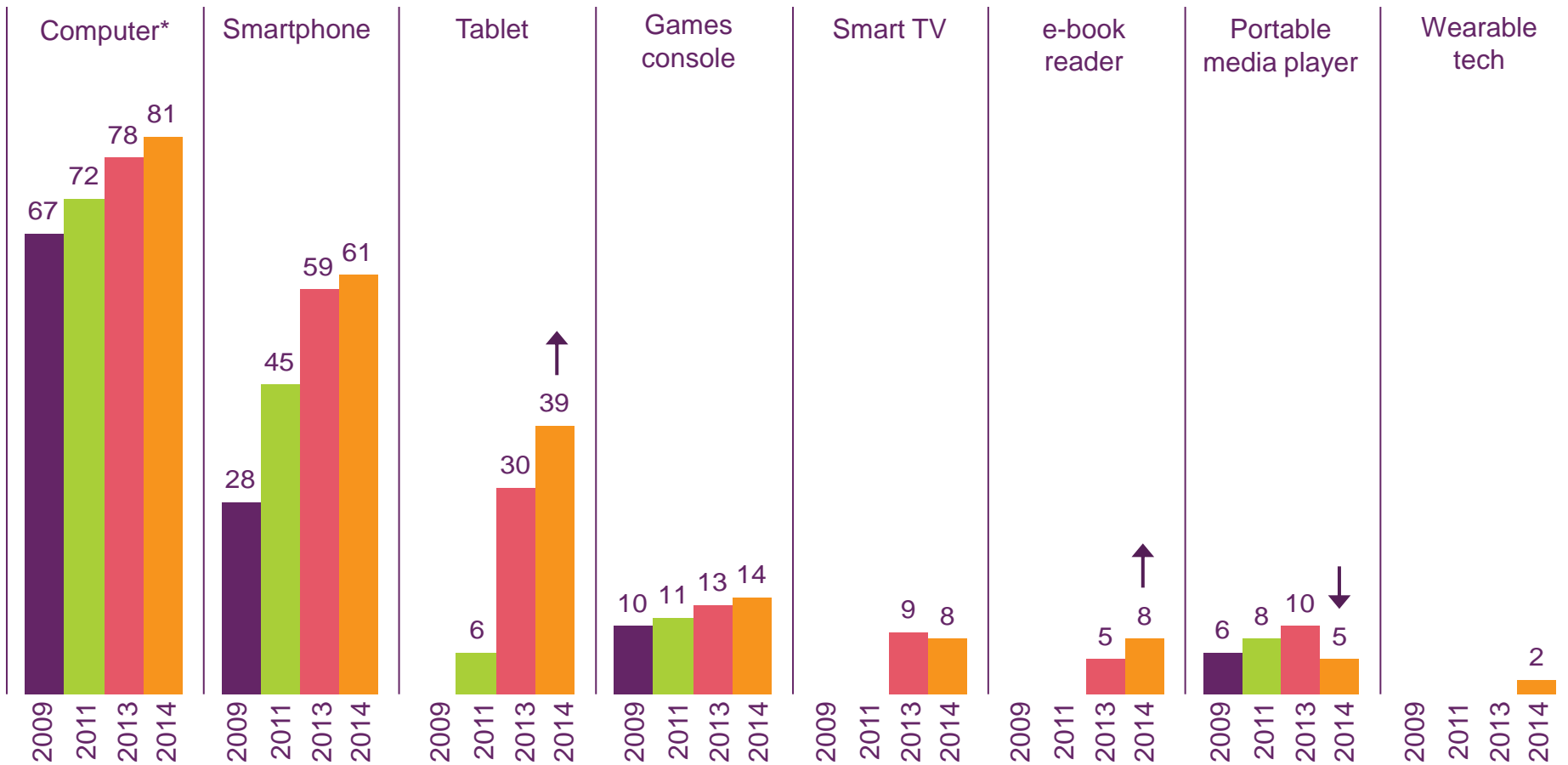


IN1/ IN2/ IN3 / IN4 - Do you or does anyone in your household have access to the internet at home through a computer, laptop or notebook? / And which of these devices do you use to go online at home/ Do you have and use any of the items shown on this card to go online at home/ Do you ever use any of 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, single coded)

Base: All adults aged 16+ (1890 in 2014, 254 aged 16-24, 288 aged 25-34, 327 aged 35-44, 284 aged 45-54, 276 aged 55-64, 221 aged 65-74, 240 aged 75+).

Significance testing shows any difference by age and socio-economic group compared to all adults, and males compared to females

Figure 34: Devices used to go online: 2009-14



IN1/ IN2/ IN3/ IN4 - Do you or does anyone in your household have access to the internet at home through a computer, laptop or notebook? / And which of these devices do you use to go online 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, single coded)
 Base: All adults aged 16+ (1890 in 2014). Significance testing shows any change between 2013 and 2014

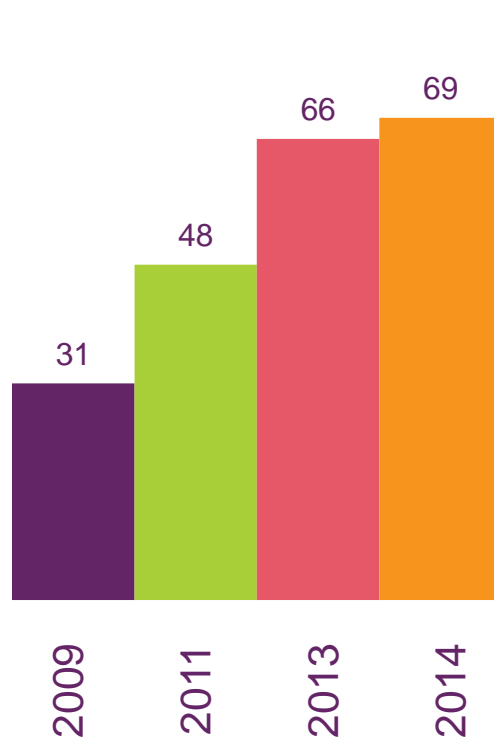
Figure 35: Use of alternative devices to go online: 2009-14



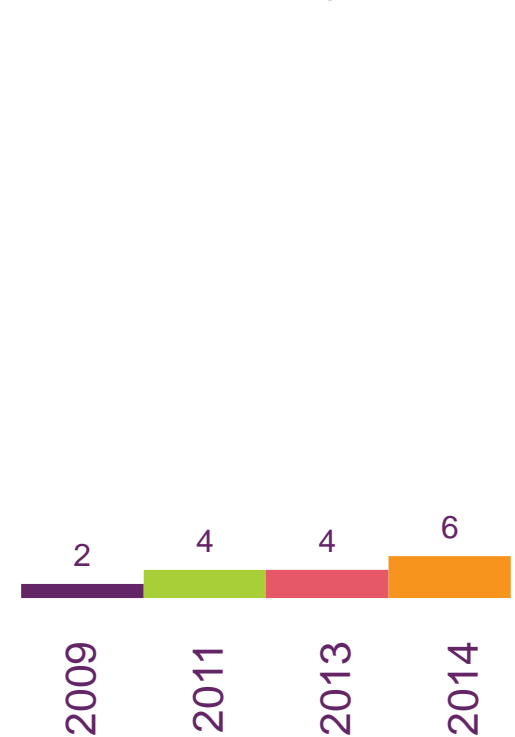
Use any device to go online



Any use of devices other than a computer* to go online



Only use devices other than a computer* to go online



IN1/ IN2/ IN3 / IN4 - Do you or does anyone in your household have access to the internet at home through a computer, laptop or notebook? / And which of these devices do you use to go online 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, single coded)
 Base: All adults aged 16+ (1890 in 2014). Significance testing shows any change between 2013 and 2014

Figure 36: 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	1890	254	288	327	284	276	221	240
Computer*	81%	84%	89% ↑	92% ↑	89% ↑	79%	67% ↓	31% ↓
Smartphone	61%	81% ↑	84% ↑	83% ↑	67%	37% ↓	18% ↓	4% ↓
Tablet	39%	42%	44%	50% ↑	49% ↑	33%	23% ↓	13% ↓
Games console	14%	26% ↑	23% ↑	17%	15%	4% ↓	1% ↓	0% ↓
Smart TV	8%	10%	11%	15% ↑	8%	2% ↓	4% ↓	1% ↓
E-book reader	8%	8%	8%	11%	10%	9%	6%	3% ↓
Portable media player	5%	8%	3%	7%	6%	2% ↓	4%	1% ↓
Wearable tech	2%	1%	5% ↑	2%	1%	0%	0% ↓	0% ↓
Use any device to go online in any location	86%	93% ↑	97% ↑	98% ↑	93% ↑	84%	70% ↓	33% ↓
Use of devices other than a computer to go online	69%	86% ↑	89% ↑	88% ↑	78% ↑	50% ↓	35% ↓	15% ↓
Only use devices other than a computer to go online	6%	9%	7%	6%	4%	5%	2% ↓	2% ↓

IN1/ IN2/ IN3 / IN4 - Do you or does anyone in your household have access to the internet at home through a computer, laptop or notebook? / And which of these devices do you use to go online 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, single coded)
Significance testing shows any difference by age compared to all adults.

Figure 37: Devices used to go online, by socio-economic group and gender

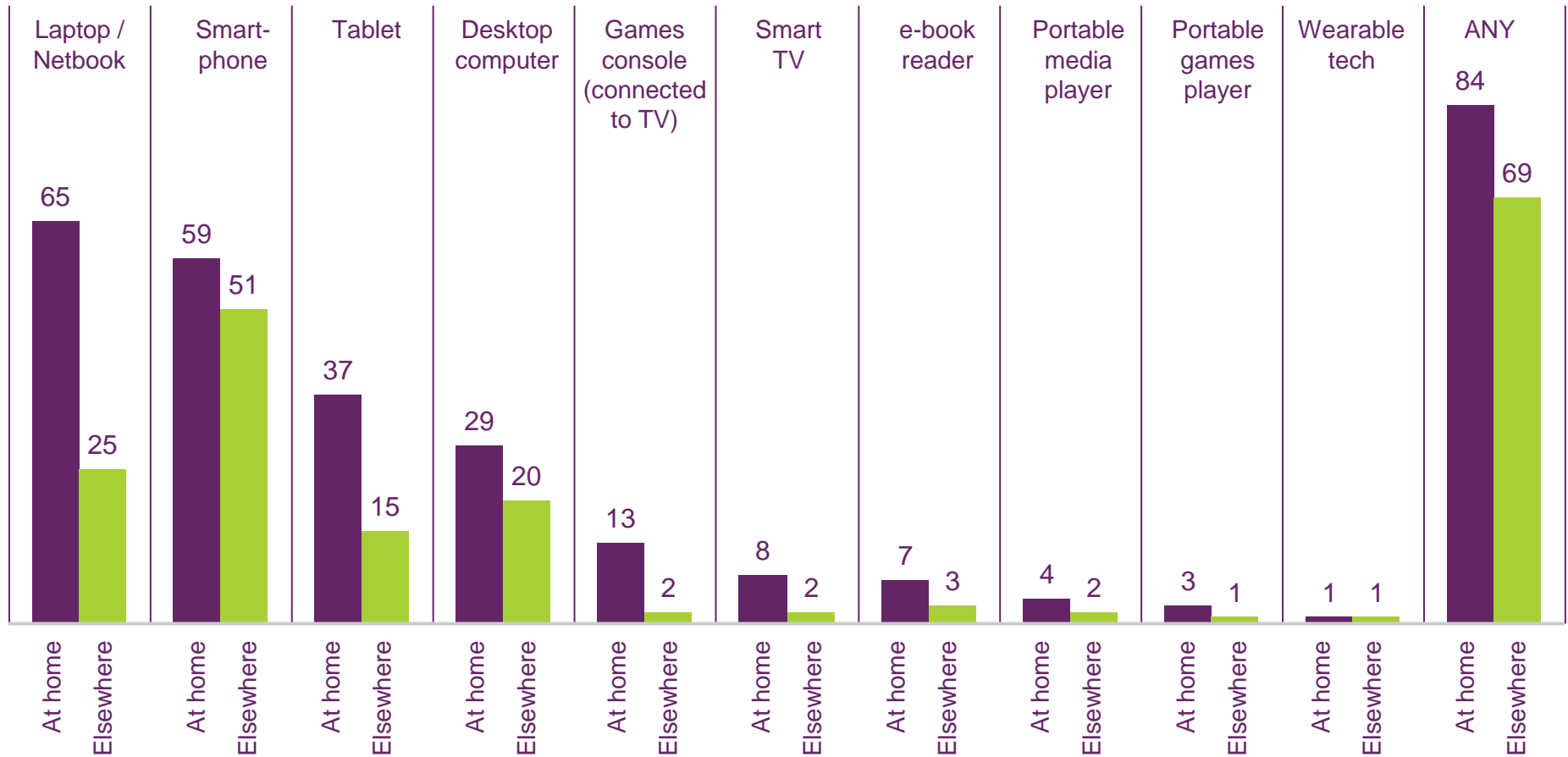


	All adults	AB	C1	C2	DE	Male	Female
Base	1890	430	551	376	533	927	963
Computer*	81%	92% ↑	86% ↑	78%	65% ↓	81%	80%
Smartphone	61%	71% ↑	65%	57%	48% ↓	60%	61%
Tablet	39%	55% ↑	42%	34%	25% ↓	39%	39%
Games console	14%	14%	16%	13%	13%	18% ↑	11%
Smart TV	8%	13% ↑	9%	7%	5% ↓	11% ↑	6%
E-book reader	8%	13% ↑	10%	6%	3% ↓	9%	8%
Portable media player	5%	7%	5%	4%	3%	6%	4%
Wearable tech	2%	2%	2%	1%	1%	2% ↑	1%
Use any device to go online in any location	86%	95% ↑	91% ↑	84%	75% ↓	87%	86%
Use of devices other than a computer to go online	69%	80% ↑	74% ↑	65%	57% ↓	68%	70%
Only use devices other than a computer to go online	6%	2% ↓	4%	6%	10% ↑	5%	6%

IN1/ IN2/ IN3 / IN4 - Do you or does anyone in your household have access to the internet at home through a computer, laptop or notebook? / And which of these devices do you use to go online 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, single coded)

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

Figure 38: Devices used to go online: at home versus elsewhere



IN1/ IN2/ IN3 / IN4 - Do you or does anyone in your household have access to the internet at home through a computer, laptop or notebook? / And which of these devices do you use to go online 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, single coded)
 Base: All adults aged 16+ (1890 in 2014).

Figure 39: Key measures of internet access and use

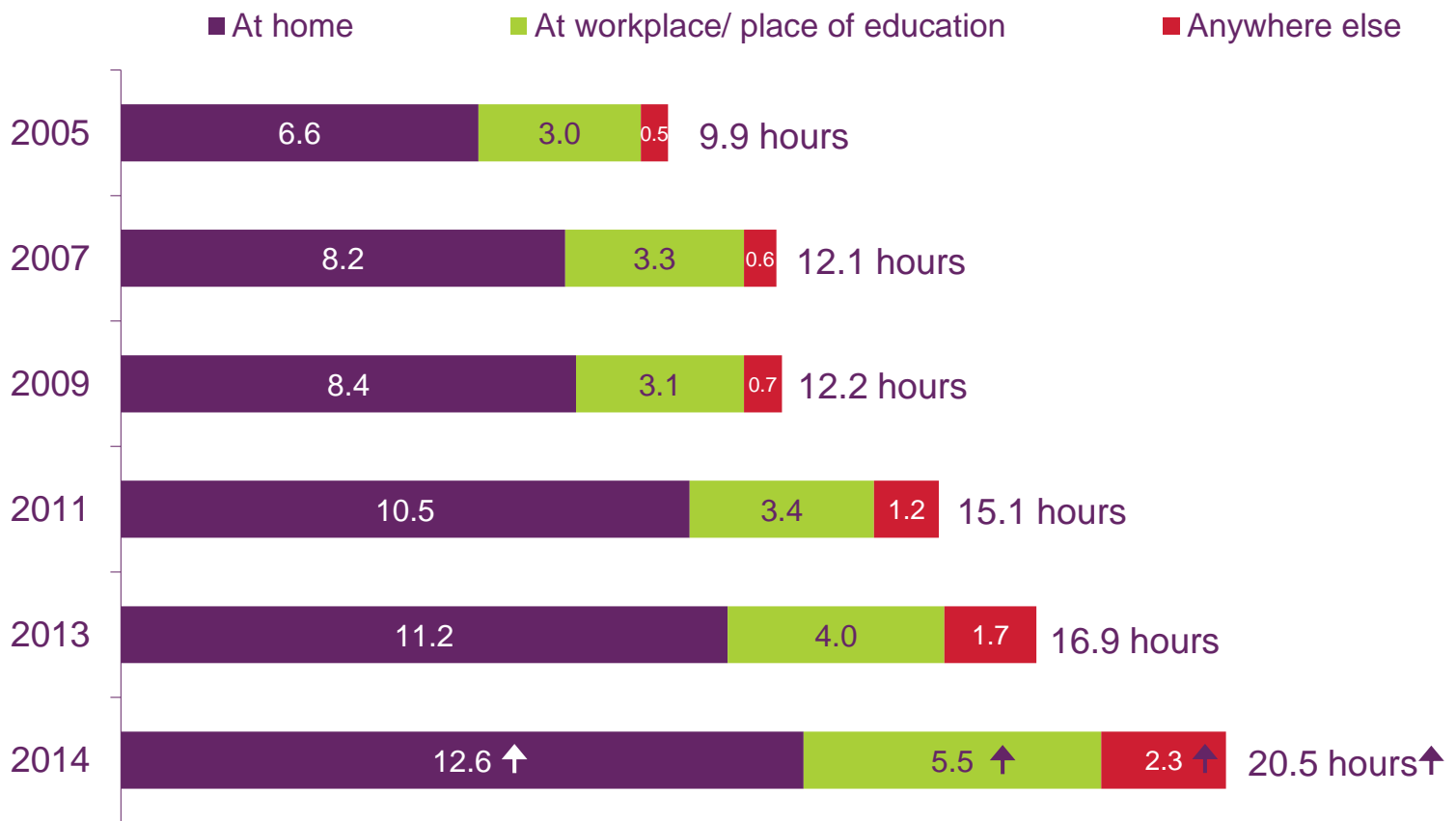


	As a % of all adults
Home internet access through a computer	82%
Go online at home through a computer	77%
Go online at home through an alternative device to a computer	68%
Go online at home through a computer or an alternative device	84%
Go online outside the home	69%
Go online at all (on any device in any location)	86%

IN1/ IN2/ IN3/ IN4 – Do you or does anyone in your household have access to the internet at home through a desktop computer, laptop or notebook?/ And which of these devices do you use to go online at home/ Here is a list of other devices that can be used to go online. Do you have and use any of these 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+ (1890 in 2014).

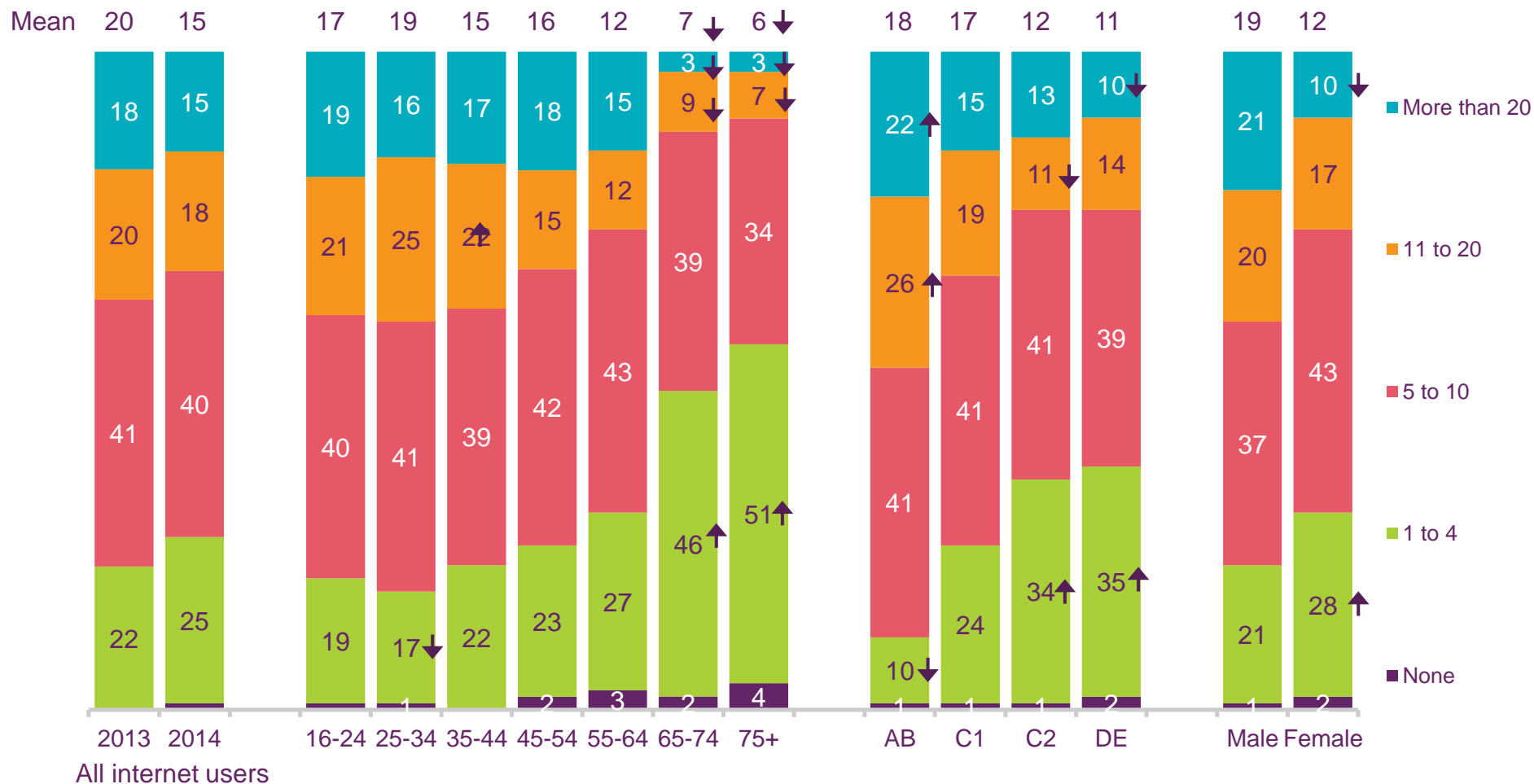
Figure 40: Volume of internet use per week: 2005-14



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)

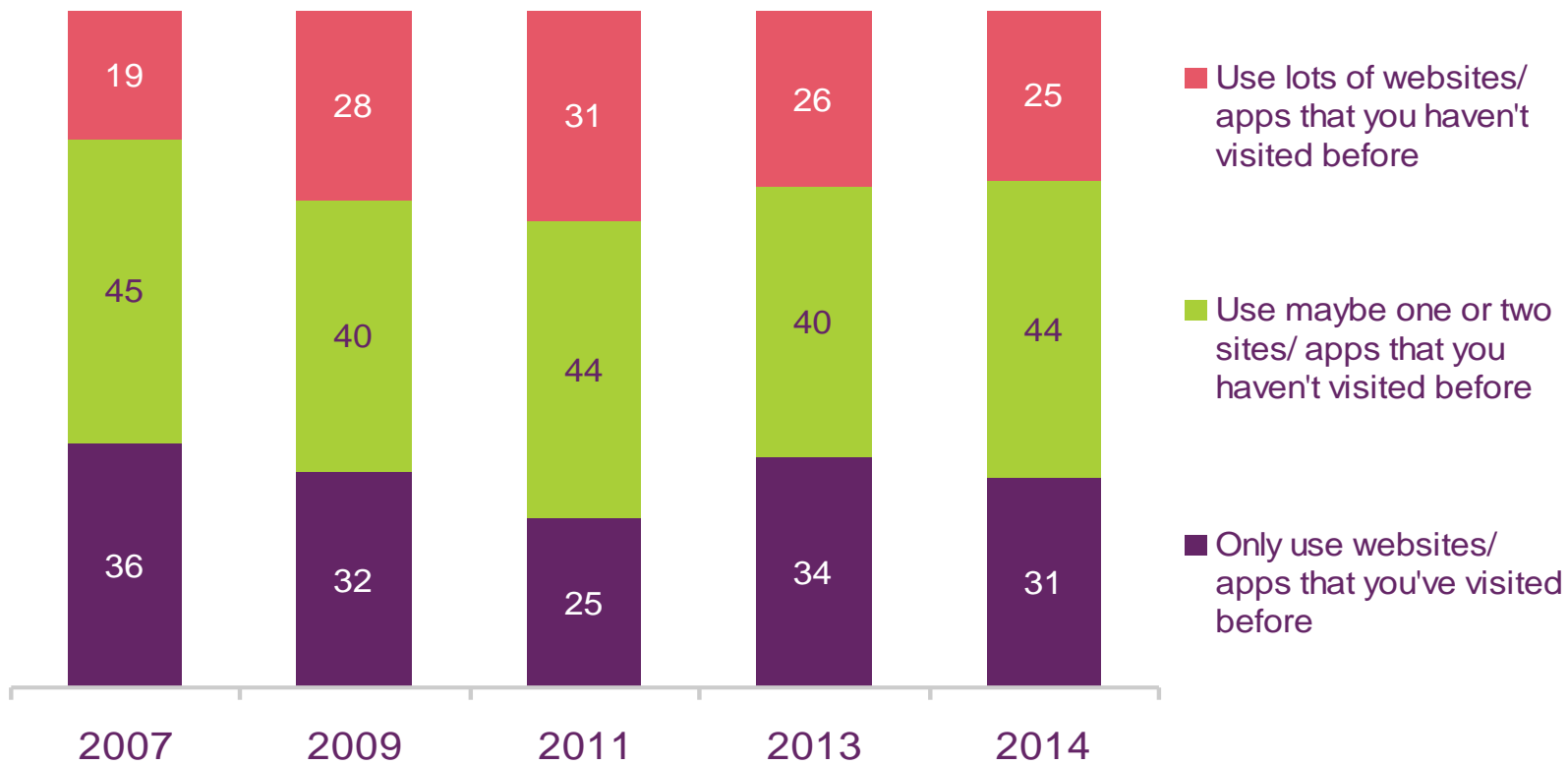
Base: All adults aged 16+ who go online at home or elsewhere (1609 in 2014) Significance testing shows any change between 2013 and 2014

Figure 41: Number of different websites visited in a typical week, by demographic group



IN19 - Thinking now about all the different websites that you visit in a typical week for whatever purpose, whether that's at work, at home or elsewhere? How many different websites would you say you visit in a typical week? (Prompted responses, single coded) – Bases exclude Don't know responses
 Base: All adults aged 16+ who go online at home or elsewhere (1445 in 2014, 220 aged 16-24, 255 aged 25-34, 271 aged 35-44, 237 aged 45-54, 211 aged 55-64, 136 aged 65-74, 115 aged 75+) Significance testing shows any change between 2013 and 2014, and between any age group and all adults aged 16+

Figure 42: Use of websites or apps not visited before: 2007-14



IN14 – In most weeks when you go online using any type of computer, mobile phone, games console or media player would you say that you... (Prompted responses, single coded) - Bases exclude Don't know responses
Base: All adults aged 16+ who go online at home or elsewhere (1570 in 2014) Significance testing shows any change between 2013 and 2014

Figure 43: Use of websites or apps not visited before, by demographic group



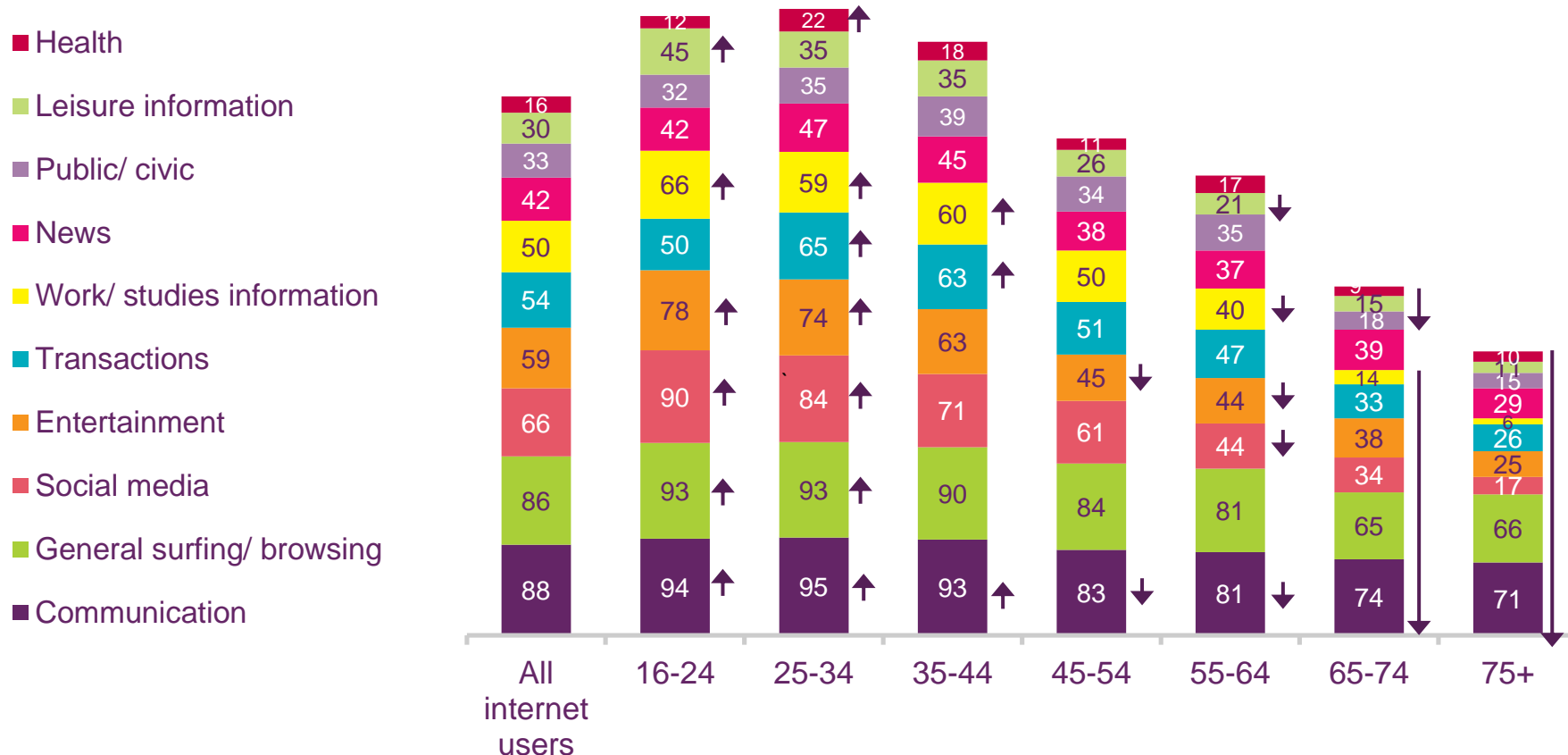
IN14 – In most weeks when you go online using any type of computer, mobile phone, games console or media player would you say that you... (Prompted responses, single coded) - Bases exclude Don't know responses.

Base: All adults aged 16+ who go online at home or elsewhere (1570 in 2014, 237 aged 16-24, 275 aged 25-34, 314 aged 35-44, 257 aged 45-54, 220 aged 55-64, 144 aged 65-74, 123 aged 75+, 394 AB, 490 C1, 308 C2, 378 DE, 770 male, 800 female) Significance testing shows any change between any age group and all adults aged 16+, between any socio-economic group and all adults aged 16+, and between males and females.

Figure 44: Categories of internet activity

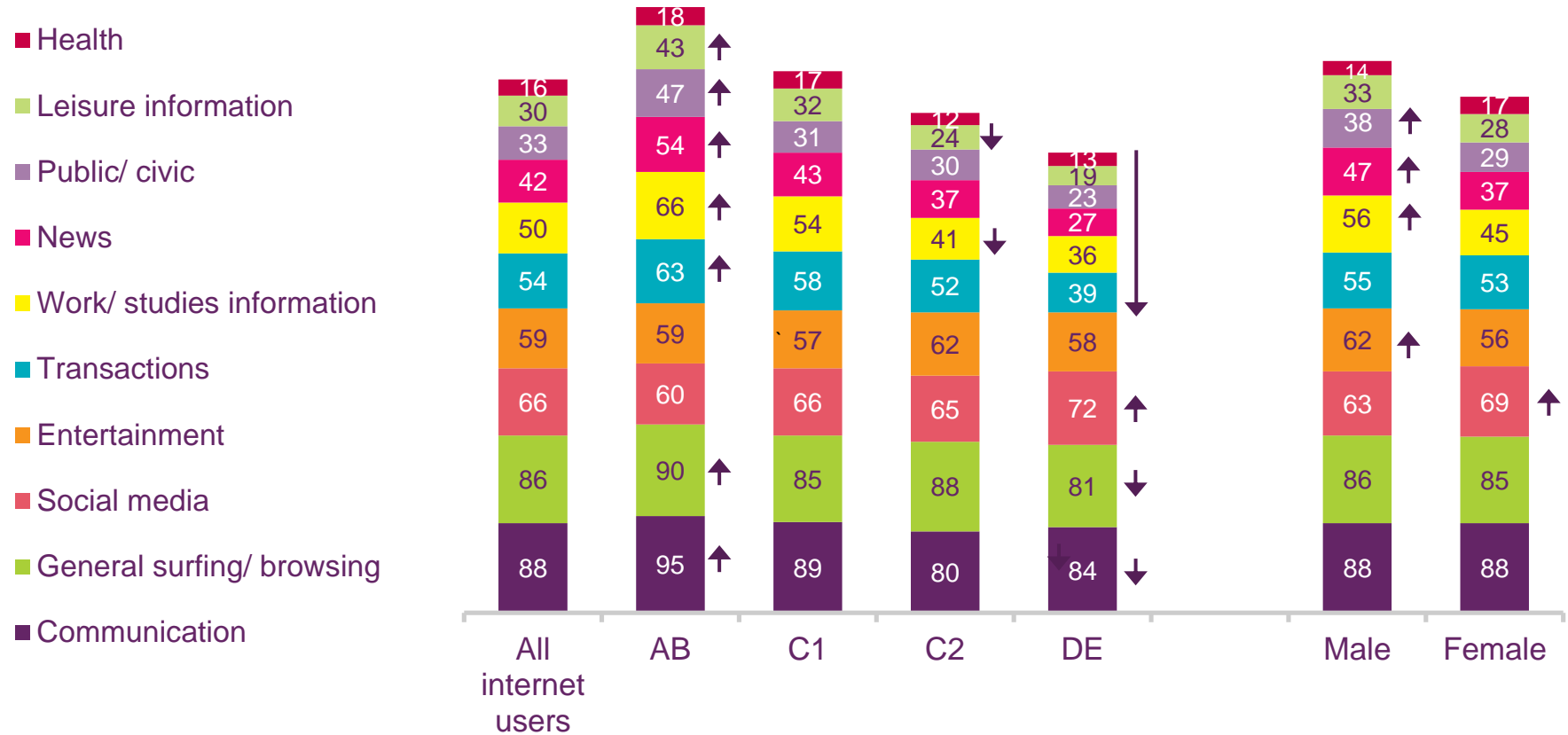
Category	Individual activities included in category
Communication	<ul style="list-style-type: none"> • Sending or receiving emails • Using Instant Messaging services • Making or receiving telephone or video calls using services like Skype or FaceTime • Contributed comments to a website or blog
Transactions	<ul style="list-style-type: none"> • Buying things online • Selling things online • Banking and paying bills online • Downloading software
Work/ studies information	<ul style="list-style-type: none"> • Finding information online for work/ job or for studies • Doing an online course to achieve a qualification • Looking at job opportunities
Social media	<ul style="list-style-type: none"> • Looking at social media sites or apps • Upload or share videos or photos online • Sharing links to websites or online articles, perhaps on Twitter, Facebook, Reddit or LinkedIn
Entertainment	<ul style="list-style-type: none"> • Playing games online • Listening to radio stations online • Listen to or download music online • Watching online or downloading short video clips such as music videos or comedy clips • Watch online or download TV programmes or films (from broadcasters' websites) • Looking at adult-only websites
News	<ul style="list-style-type: none"> • Looking at news websites or apps
Leisure information	<ul style="list-style-type: none"> • Finding information for leisure time such as cinema/ live music
Public/ civic	<ul style="list-style-type: none"> • Finding information online about public services provided by local or national government • Completing government processes online such as registering for tax credits, renewing a driving licence, car tax or passport, completing a tax return • Looking at political or campaign or issues websites • Signing an online petition • Contacting a local councillor or your MP online • Looking at websites for news about, or events in your local area/ the local community
Health	<ul style="list-style-type: none"> • Finding information about health-related issues
General surfing/ browsing	<ul style="list-style-type: none"> • General surfing/ browsing the internet

Figure 45: Categories of weekly internet activities, by age



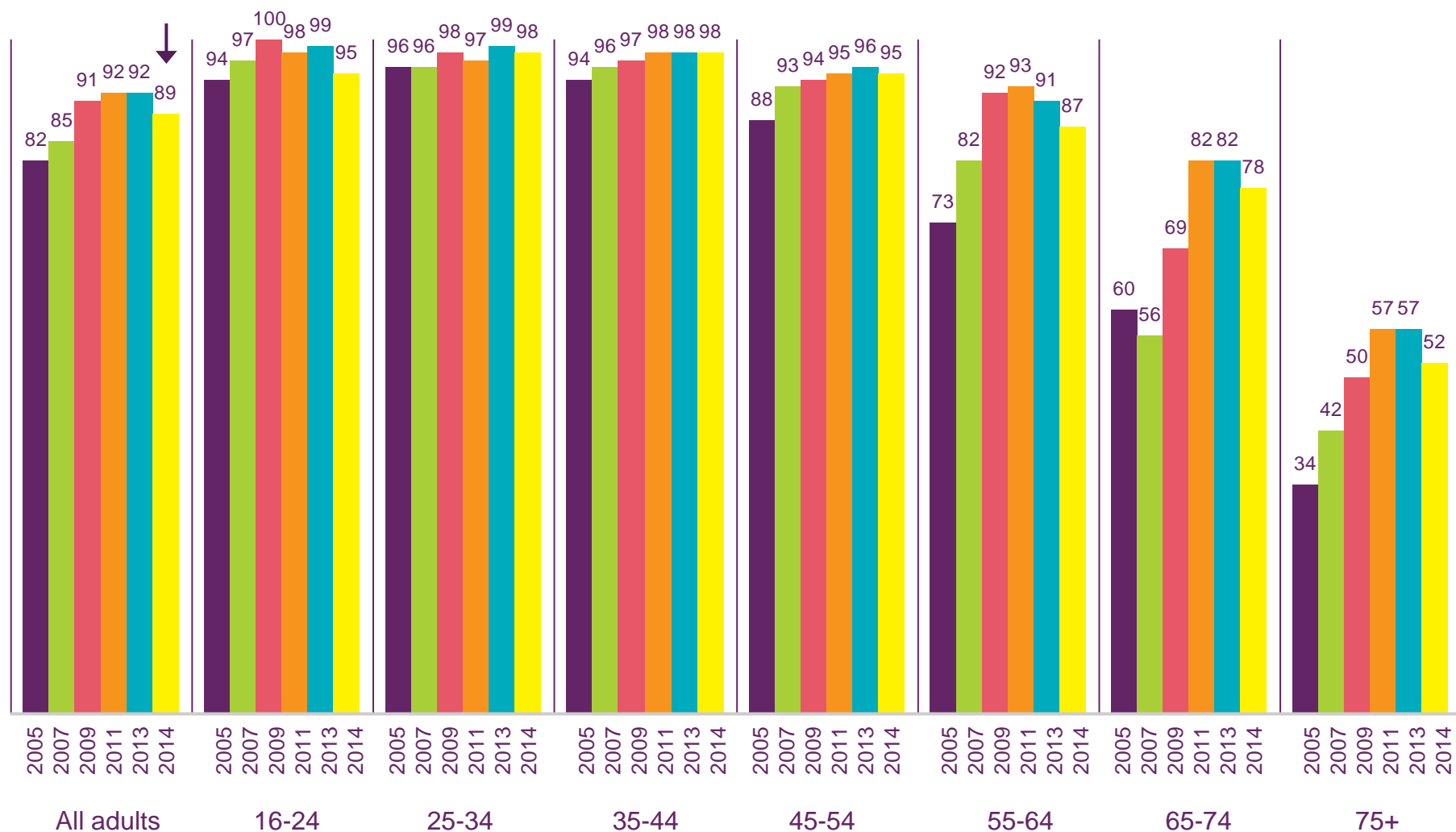
IN15/16 – Could you please tell me from this list the types of things you currently do online, and how often you do each? (Prompted responses, single coded)
 Base: All adults who go online at home or elsewhere (1609 in 2014, 240 aged 16-24, 277 aged 25-34, 319 aged 35-44, 265 aged 45-54, 228 aged 55-64, 150 aged 65-74, 130 aged 75+). Significance testing shows any difference between any age group and all adults aged 16+

Figure 46: Categories of weekly internet activities, by socio-economic group and gender



IN15/16 – Could you please tell me from this list the types of things you currently do online, and how often you do each? (Prompted responses, single coded)
 Base: All adults who go online at home or elsewhere (1609 in 2014, 404 AB, 497 C1, 314 C2, 394 DE, 791 male, 818 female) Significance testing shows any difference between any socio-economic group and all adults aged 16+, or between males and females

Figure 47: Take-up of mobile phone, by age: 2005-2014

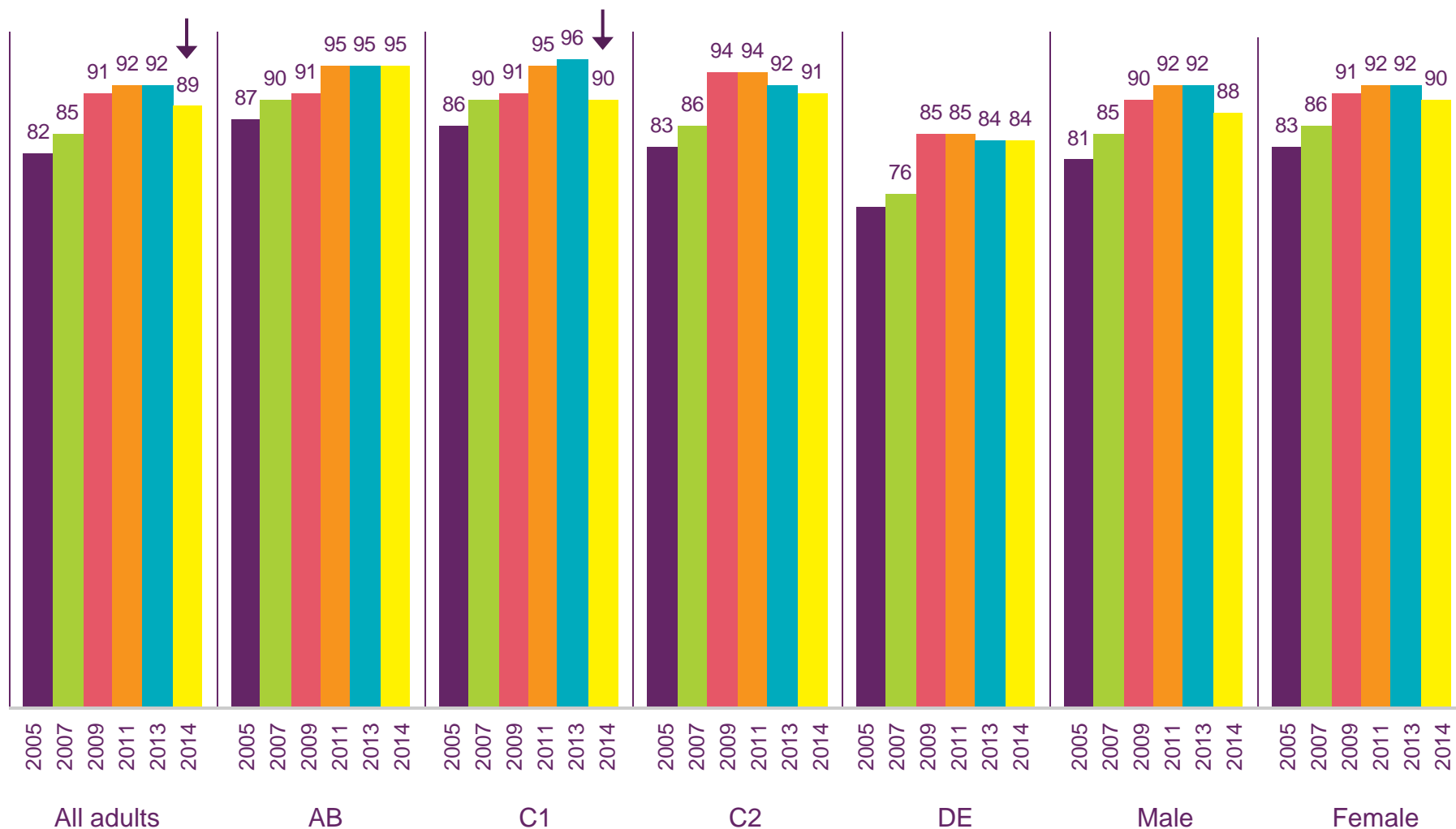


M1 – Do you personally use a mobile phone (Spontaneous responses, single-coded)

Base: All adults aged 16+ (1890 in 2014, 254 aged 16-24, 288 aged 25-34, 327 aged 35-44, 284 aged 45-54, 276 aged 55-64, 221 aged 65-74, 240 aged 75+).

Significance testing shows any difference between 2013 and 2014

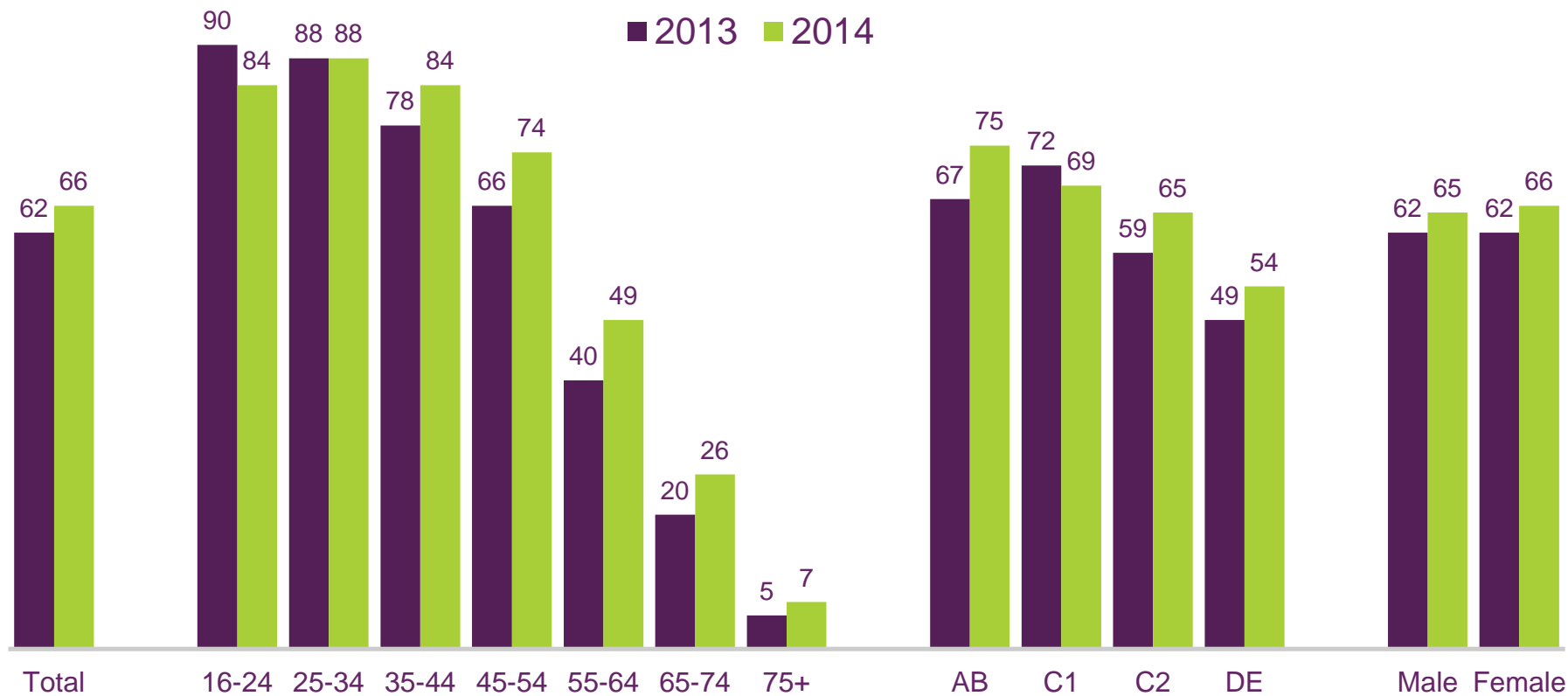
Figure 48: Take-up of mobile phone, by socio-economic group and gender: 2005-14



M1 – Do you personally use a mobile phone (Spontaneous responses, single-coded)

Base: All adults aged 16+ (1890 in 2014, 430 AB, 551 C1, 376 C2, 533 DE, 927 male, 963 female). Significance testing shows any difference between 2013 and 2014

Figure 49: Take-up of smartphones, by demographic group: 2013 vs. 2014



M2 – Is this a smartphone? (definition follows) (Spontaneous responses, single-coded)

Base: All adults aged 16+ (1890 in 2014, 254 aged 16-24, 288 aged 25-34, 327 aged 35-44, 284 aged 45-54, 276 aged 55-64, 221 aged 65-74, 240 aged 75+). Significance testing shows any change between 2013 and 2014.

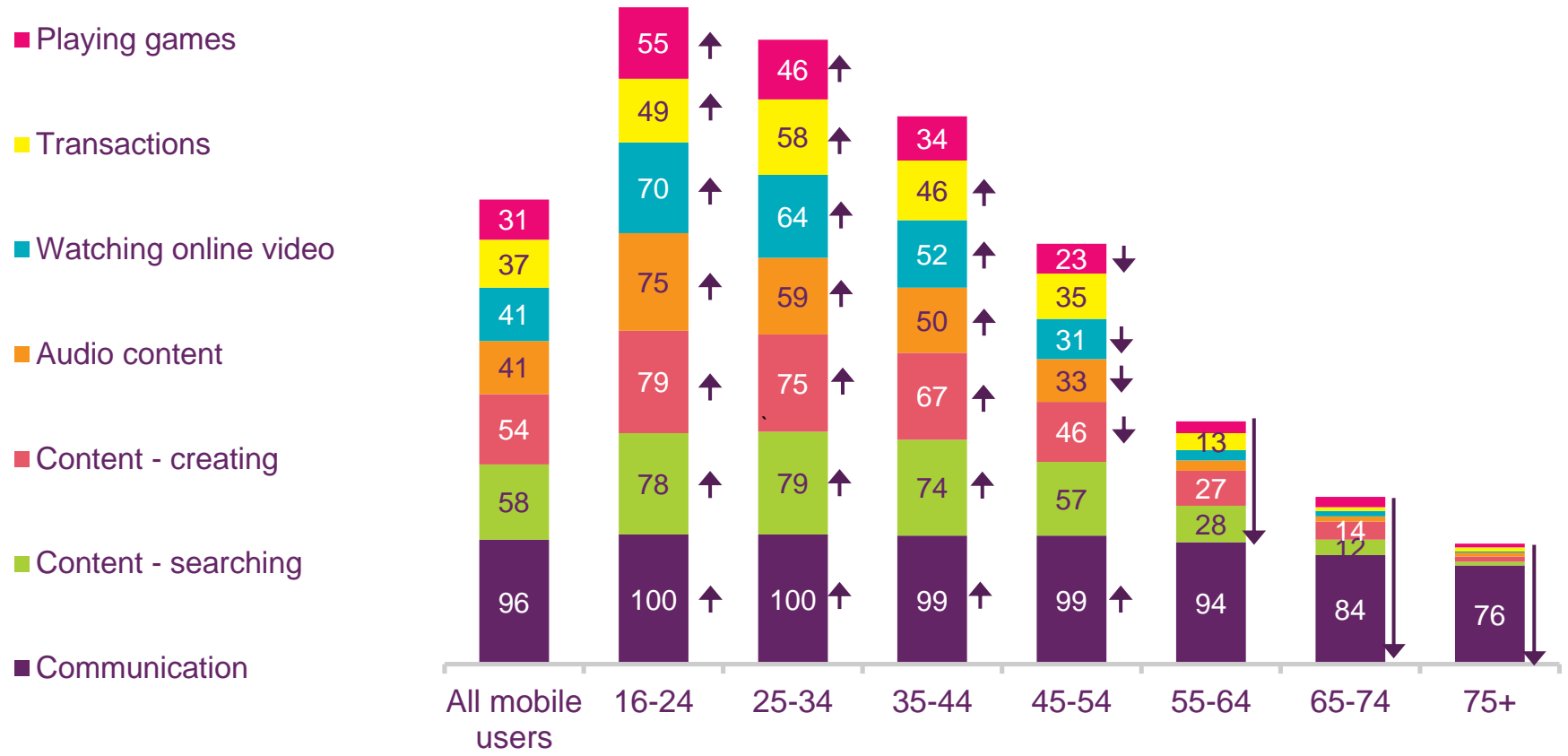
Figure 50: Categories of mobile phone activity



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 • Visit social media sites or apps like Facebook, Twitter, LinkedIn, Instagram, Tumblr or Pinterest • Put photos or videos on sites like YouTube, Facebook or Instagram for others to see • Send or receive Twitter updates using your phone • Send or receive email • Make or receive telephone or video calls over the internet using services like Skype or FaceTime • Use Instant Messaging such as Apple iMessage, WhatsApp, Facebook Chat, Blackberry Messenger/BBM
Content - searching	<ul style="list-style-type: none"> • Visit websites using your phone • Use features such as Maps or satellite navigation to get to where you want to go/ plot a route to your destination • Download apps/ applications (including games)
Content - creating	<ul style="list-style-type: none"> • Take photos • Take videos
Audio content	<ul style="list-style-type: none"> • Listen to music
Watching online video	<ul style="list-style-type: none"> • Visit sites or apps like YouTube or Vine to look at videos or clips posted by other people • Watch TV programmes
Transactions	<ul style="list-style-type: none"> • Check your bank balance • Buy things from websites or apps using your phone
Playing games	<ul style="list-style-type: none"> • Play games that are loaded on the phone • Play games over the internet using your phone

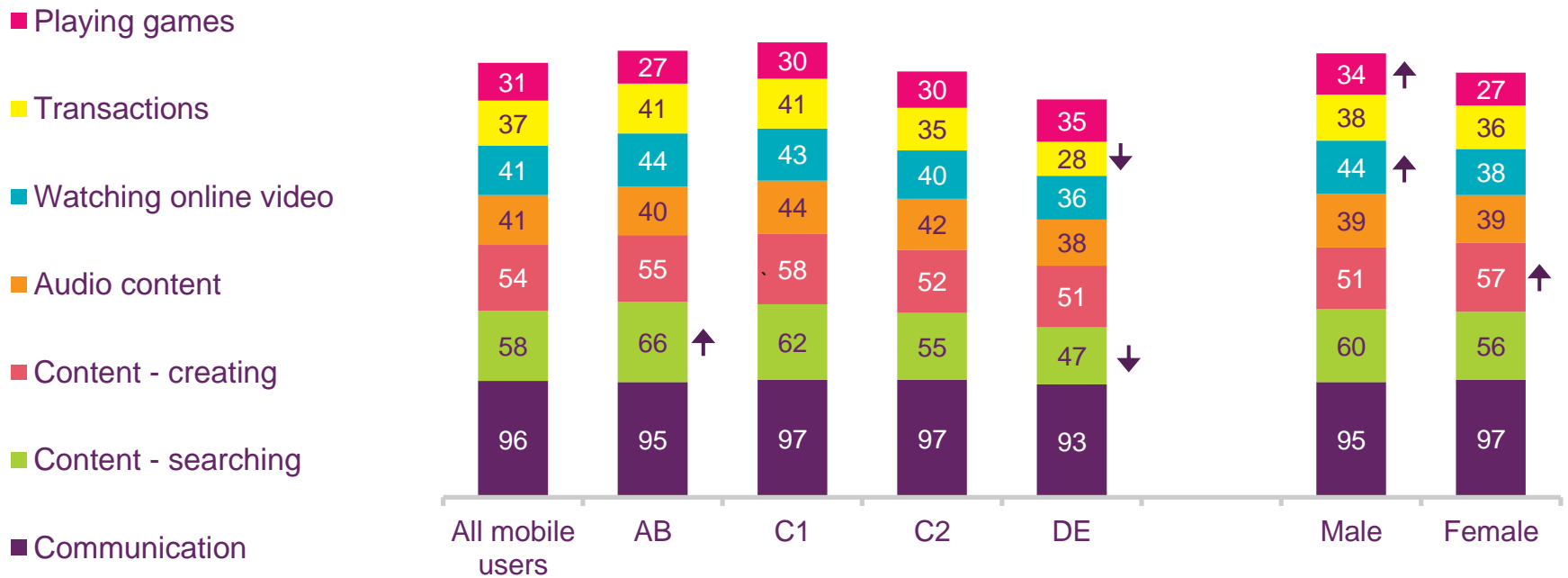
M7 – Please tell me from this list the types of things you use your mobile phone for, and how often you do each? (Prompted responses, single coded)
 Base: All adults aged 16+ who use a mobile phone (1670 in 2014)

Figure 51: Categories of mobile phone activity partake in at least once a week, by age



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 (1670 in 2014, 244 aged 16-24, 281 aged 25-34, 321 aged 35-44, 270 aged 45-54, 243 aged 55-64, 167 aged 65-74, 144 aged 75+). Significance testing shows any difference between any age group and all adults aged 16+

Figure 52: Categories of mobile phone activity partake in at least once a week, by socio-economic group and gender



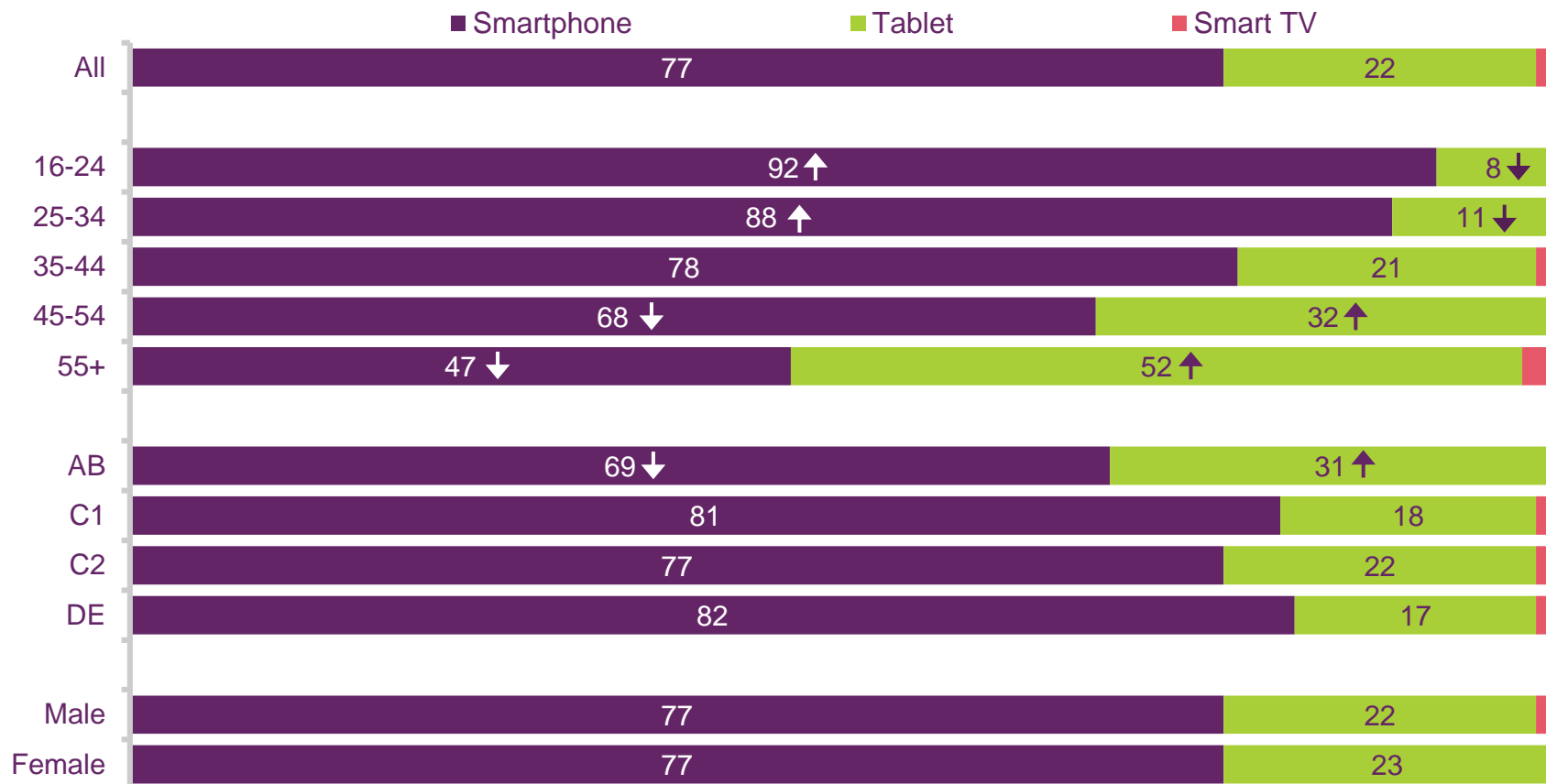
M7 – Please tell me from this list the types of things you use your mobile phone for, and how often you do each? (Prompted responses, single coded)
 Base: All adults aged 16+ who use a mobile phone (1670 in 2014, 399 AB, 492 C1, 337 C2, 442 DE, 808 male, 862 female)
 Significance testing shows any difference between SEG and all adults and by gender.

Figure 53: Use of apps on a smartphone, tablet or smart TV



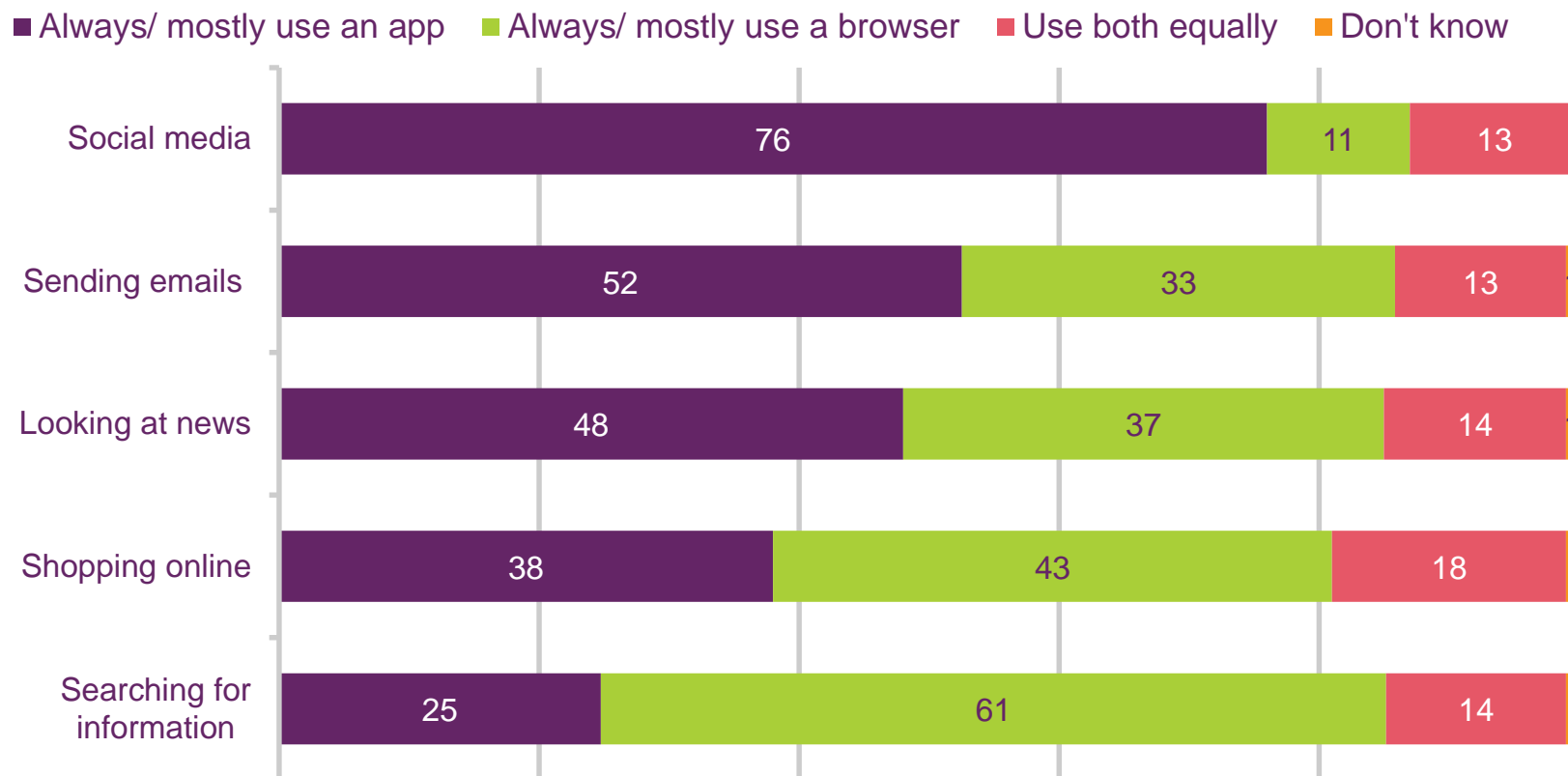
IN20A- C You told me earlier you use a smartphone/ tablet computer/ smart TV to go online? Do you use apps on the smartphone/ tablet computer/ smart TV (prompted responses, multi-coded)
Base: All who go online at home or elsewhere through a smartphone(1063)/ All who go online through a tablet computer (711)/ All who go online through a smart TV (141)

Figure 54: Main device for apps, by demographic group



IN21 Which one of these is your main device for using apps - so the one you would use most often when you use apps? (prompted responses, single coded)
 Base: Those who go online through a smartphone, tablet or smart TV and who use apps on any of these devices (1080 aged 16+, 212 aged 16-24, 240 aged 25-34, 258 aged 35-44, 185 aged 45-54, 185 aged 55+, 293 AB, 356 C1, 200 C2, 231 DE, 536 male, 544 female) - Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females

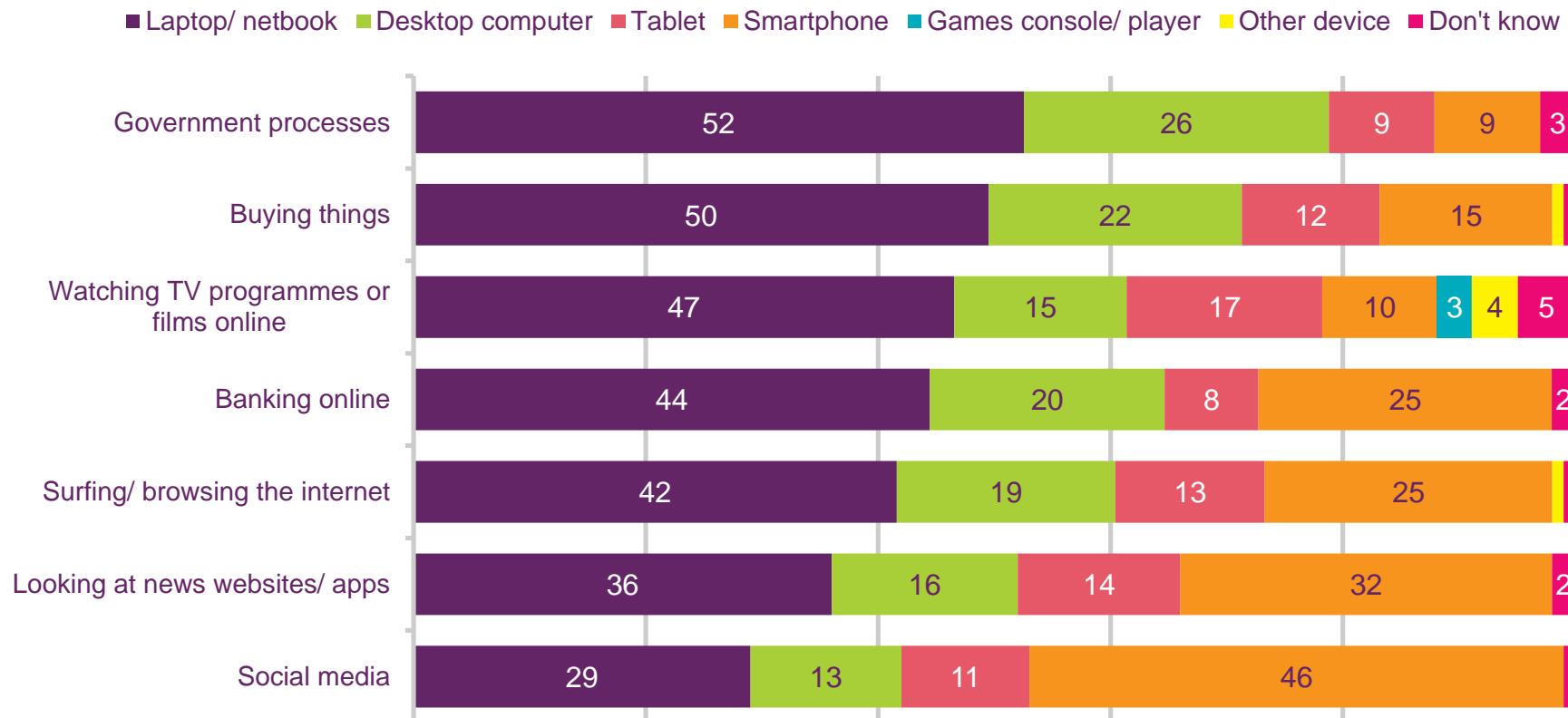
Figure 55: Apps versus browsers



IN22 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)

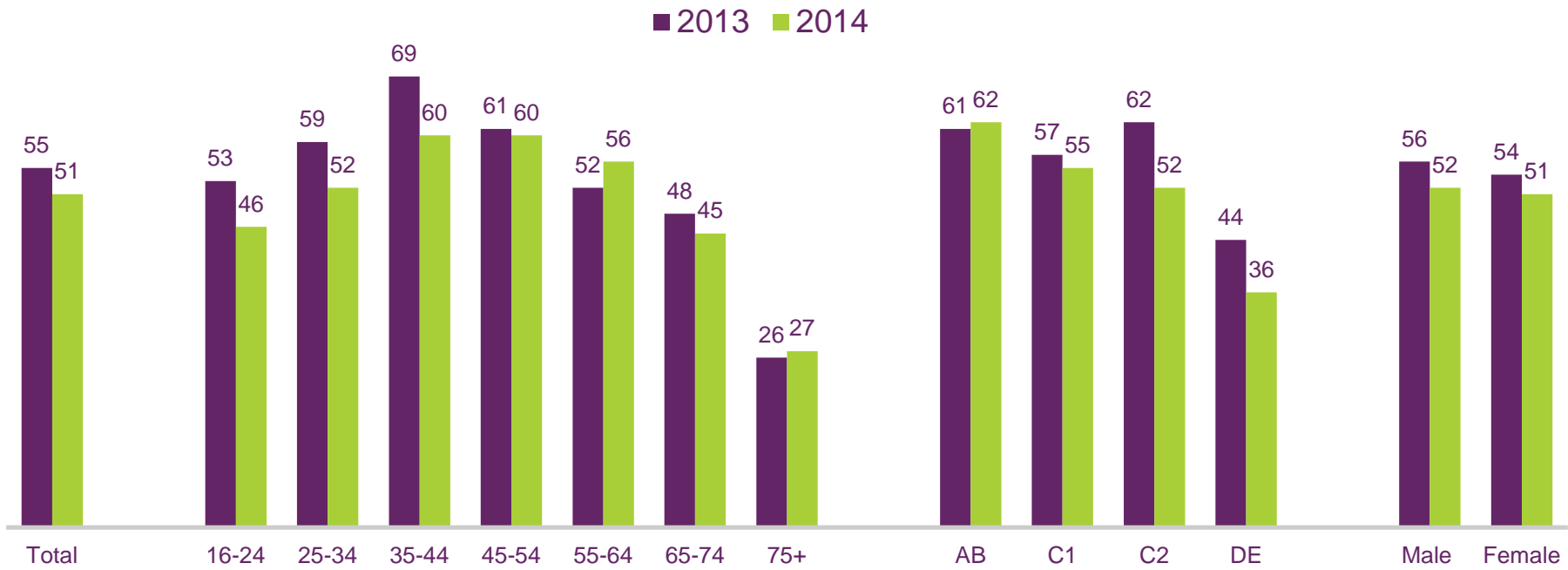
Base: Adults aged 16+ who use apps for each specific activity (varies by activity)

Figure 56: Device used most often for specific online activities



IN18A-G. 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 (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 57: Ownership of a DVR, by demographic group: 2013 vs. 2014



T2 – Do you have a DVR system such as Sky Plus, V Plus, Freeview Plus or any other similar system? (Spontaneous responses, single-coded)
 Base: All adults aged 16+ (1890 in 2014, 254 aged 16-24, 288 aged 25-34, 327 aged 35-44, 284 aged 45-54, 276 aged 55-64, 221 aged 65-74, 240 aged 75+).
 Significance testing shows any difference between 2013 and 2014

Figure 58: Regular media usage, by age



	All adults	16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1890	254	288	327	284	276	221	240
TV set	92%	82% ↓	93%	92%	95%	92%	97% ↑	99% ↑
Mobile phone	82%	94% ↑	96% ↑	95% ↑	91% ↑	75% ↓	54% ↓	32% ↓
PC/ laptop computer	61%	56%	70% ↑	72% ↑	70% ↑	63%	46% ↓	24% ↓
Radio	55%	35% ↓	42% ↓	57%	61%	64% ↑	64% ↑	69% ↑
Books/ magazines/ newspapers	54%	40% ↓	42% ↓	51%	50%	67% ↑	69% ↑	67% ↑
Tablet	37%	41%	40%	52% ↑	42%	28% ↓	23% ↓	10% ↓
DVD/ Blu ray player	19%	27% ↑	19%	21%	21%	17%	16%	12% ↓
Games console/ player	15%	33% ↑	22% ↑	17%	14%	6% ↓	1% ↓	1% ↓
MP3 player	12%	23% ↑	13%	16%	10%	11%	5% ↓	2% ↓

A1 – Which of the following do you use almost every day? (Prompted responses, multi-coded)

Base: All adults aged 16+ (1890 in 2014, 254 aged 16-24, 288 aged 25-34, 327 aged 35-44, 284 aged 45-54, 276 aged 55-64, 221 aged 65-74, 240 aged 75+). Significance testing shows any difference between any age group and all adults

Figure 59: Regular media usage, by socio-economic group and gender

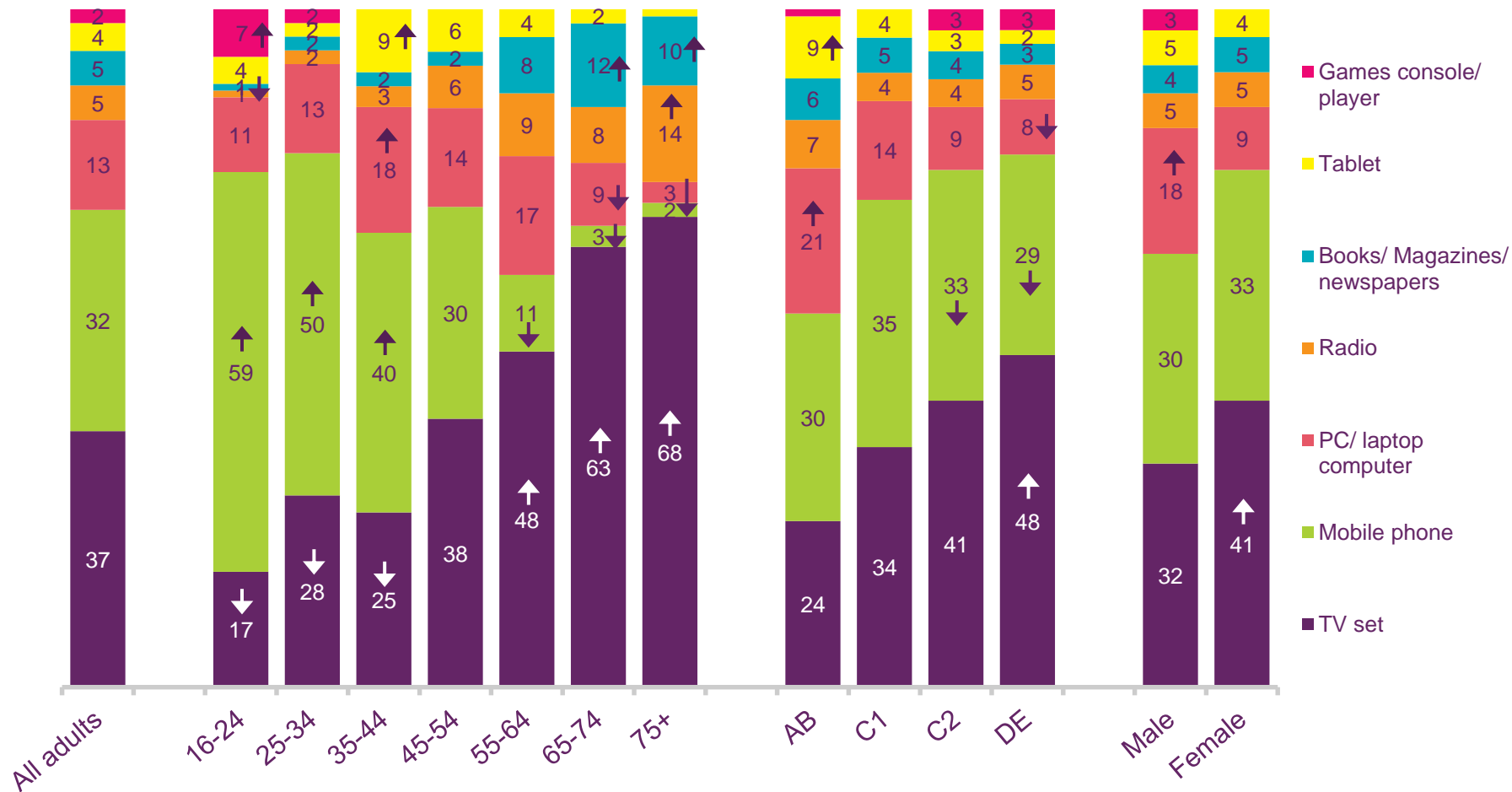


	All adults	AB	C1	C2	DE	Male	Female
Base	1890	430	551	376	533	927	963
TV set	92%	90%	91%	93%	95%	90%	95% ↑
Mobile phone	82%	87% ↑	84%	81%	75% ↓	80%	83%
PC/ laptop computer	61%	76% ↑	68% ↑	53% ↓	44% ↓	66% ↑	56%
Radio	55%	63% ↑	54%	57%	47% ↓	57%	53%
Books/ magazines/ newspapers	54%	65% ↑	55%	47% ↓	46% ↓	51%	56%
Tablet	37%	53% ↑	36%	32%	25% ↓	38%	36%
DVD/ Blu ray player	19%	20%	17%	18%	23%	22% ↑	17%
Games console/ player	15%	12%	15%	14%	19%	19% ↑	12%
MP3 player	12%	16%	15%	9%	8% ↓	14% ↑	10%

A1 – Which of the following do you use almost every day? (Prompted responses, multi-coded)

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

Figure 60: Most-missed media device, by demographic group



A2 – Which one of these things you use almost every day would you miss the most if it got taken away? (Prompted responses, single coded) – NB Showing responses by >1% of all adults
 Base: All adults aged 16+ (1890 in 2014, 254 aged 16-24, 288 aged 25-34, 327 aged 35-44, 284 aged 45-54, 276 aged 55-64, 221 aged 65-74, 240 aged 75+). Significance testing shows any difference between any age group and all adults aged 16+