Key points: the market in context

Key market trends

- **Total UK revenues from telecoms, TV, radio, and post fell for the fourth successive year in 2012.** These services generated £59.5bn in revenues during the year, a £0.1bn (0.2%) fall compared to 2011 as a £0.7bn fall in telecoms revenues was offset by increasing TV, radio and post revenues.

- **Meanwhile, average monthly household spend on communication services fell in real terms from £122.42 in 2007 to £113.51 in 2012.** This represents a fall of £8.91, or £106.92 per year. The largest decrease in spending over the five year period was on fixed line services.

- **Take-up of smartphones has continued to increase rapidly over the past year**, with half of all adults now claiming to own one (51%) – equivalent to 56% of mobile users. The proportion of consumers with one of these devices has doubled over the past two years. Household take-up of tablet computers (such as the iPad or Google Nexus) has undergone an even sharper rise, more than doubling over the past year, rising from 11% in Q1 2012, to 24% in Q1 2013.

- **While the proportion of households with access to the internet remains at 80% the ways people are connecting continues to change.** Half of respondents (49%) said they personally use their mobile phone to access the internet (up from 36% in Q1 2012), driven by growth in the smartphone market, while just 5% of households have access to broadband services via a mobile dongle (down from 13% the previous year). Nearly all (98%) tablet owners say they use their tablet to connect to the internet.

- **One in five adults say they would miss their mobile most if it were taken away.** A fifth (20%) of UK adults now say they would miss their mobile the most – double the proportion giving this answer in 2005. Similarly, those citing going online via a computer (PC/ laptop/ netbook or tablet) has also doubled, from 8% in 2005 to 16% of UK adults in 2012.

Activities conducted while watching TV – Media multi-tasking

- **Just over half (53%) of all UK adults are regular media multi-taskers i.e. they ‘stack’ or ‘mesh’ while watching TV weekly or more often.** One-quarter (25%) of all UK adults regularly engage in media-meshing (interacting or communicating about the TV content they are viewing) and around half (49%) are regularly media-stacking (conducting unrelated media tasks while watching TV). Twenty percent of UK adults claim to do both at least weekly.

- **Tablet owners significantly more likely than average to multi-task with other media while watching TV (81%).** Eighty-one per cent of tablet owners multi-task while watching the TV, this compares to 74% among smartphone owners. Tablet owners are ‘meshing’ significantly more than the UK population specifically looking online for programme and advertising information. Tablets also lend themselves to ‘stacking’ and play a significant role in these activities; particularly for email, internet browsing, general social networking, watching AV content and online shopping.

Media meshing

- **UK adults enjoy getting involved with the programmes they watch on a weekly basis, a quarter either communicating about or interacting with the programme directly**. Texting/messaging and making/receiving phone calls about programmes are the most common activities (17% and 16% respectively). In total, just under one-in-four (23%) UK adults have made direct communication with family and/or friends via texts or phone calls about a television programme they are watching.

- **Just over one in ten adults have ever looked online for information about a programme (12%) and have 'talked about' a programme using social networks (11%).** Participating directly with programmes is a less common activity with one-in-twelve (8%) UK adults claiming to have ever done this either direct (6%) or via a programme app (3%).

- **People who do '*any'* media meshing are significantly more likely to be female, younger and from the ABC1 social group**. There are also more likely to be children in the household. Communicating with friends and family via text/instant message and using social networks to discuss programmes are particularly common activities among 16-34 year olds.

- **Media meshing is a frequent activity: just under half (47%) of 'meshers' claim to do so daily.** One-quarter (25%) claim to do so several times a day. An additional 25% are media meshing weekly.

Media stacking

- **Media stacking is not only more common than media meshing, but also more frequent.** Half (49%) of UK adults claim to conduct other activities while they are watching television on a weekly basis (compared to 25% who 'media mesh' on a weekly basis).

- **Internet browsing is the most common activity with over one-third of UK adults (36%) saying they have done this while watching television.** Communicating with others either via making/receiving phone calls (29%), sending/reading emails (24%), texting (23%) and social networking/tweeting (22%) are also common activities. Six per cent claim to watch content on a different device (6%) which ties into other data seen elsewhere in this report that shows that people in the same room are often engaged in different activities on different devices at the same time.

- **Men and women engage in media stacking to an equal degree**. People who do 'any' media stacking while watching television are significantly more likely to younger and from the ABC1 social group. There are also more likely to be children in the household.

The rising use of tablet computers

- **Tablet computer ownership more than doubled in the past year, and half of owners say they now couldn't live without their tablet.** Tablet ownership rose to 24% in Q1 2013. 'Entertainment' (50%) was the main reason for purchase, followed by its ability to provide 'easy access to the internet', stated by 45% of tablet owners.

- **One in ten households has more than one tablet, and weekly users spend an average of 1 hour and 45 minutes each day on their device.** Two-thirds of tablet owners use their device on a daily basis, with two in five using it multiple times during the day. In total just under half (46%) of tablet owners claim to have a 3G-enabled device, but less than half of these (20% of tablet owners) have a mobile subscription enabling 3G connectivity.

- **Tablets are viewed as the main method of connecting to the internet by a third of owners**. Among tablet-owning households, this device is now on a par with the laptop as the most important device for connecting to the internet. This is consistent with the rising proportion of web-page views generated from tablets (doubling to 8% in the past 12 months) and the declining proportion generated from PCs and laptops (down by 20pp).

- '**Bigger screen' activities such as watching TV programmes or films are evolving as tablet oriented.** Sixty-nine per cent of those who view this type of AV content and have both a tablet and smartphone say they do this more on their tablet. There is also a rising preference for tablets for internet browsing (45%, up from 39%), and watching short video clips (48%, up from 31%) among those who do these types of activities and have both devices.

- **The share of VOD requests coming from tablets increased from 3% to 12% between 2011 and 2012.** Just over half (56%) of tablet owners use their device for watching AV content; the most common are streamed TV programmes and films. More than half (57%) of tablet AV content viewers say they watch linear TV on a weekly basis and a similar proportion (54%) say they watch catch-up TV weekly on their tablet.

- **Bedrooms, and main TV rooms, are popular locations to view AV content on a tablet**. The most common location for viewing AV content on either a tablet or a smartphone at home is in the bedroom; six in ten tablet owners claim to view content in this location. This is followed by the main TV room (48%). On average, over one in ten (11%) view video content on a tablet in the bathroom, and this is twice as popular among 18-24 year olds (20%).

- **Three in ten tablet AV content viewers share their tablet with their children for TV-type viewing.** The large majority (91%) of parents with tablets said their children either use their tablet, or have a tablet of their own to use, for activities other than just watching AV content. Four in five parents said their children used a tablet computer at least weekly, with two in five reporting daily use by their children and 17% saying their children use it more than once a day. A majority (76%) of these parents consider the tablet a useful tool for entertaining and/or educating their children.

Web and text-based communications

- **One in five 16-24s agree that it is OK to start a relationship using text-based services.** Twenty one per cent of 16-24 year olds agree that it is acceptable to start a relationship through private text-based communication methods (text messages, emails or private messages on social networking sites) and 11% agree that it is acceptable through public communication methods (e.g. posting publicly on social networking sites). Similarly, 30% of 16-24s agree that it is OK to have an argument using private communication methods and 7% agree that it is acceptable to use public communication methods for this. Older respondents were much less likely to consider it acceptable to share this type of information via text-based methods.

- **Web-based text forms are the most popular method of weekly communication among 16-24 year olds (84%) – higher than SMS (80%).** The most popular forms of weekly web-based communication among this age group are social networking

(66%) and instant messaging (48%), individually each of these are used less than SMS on a weekly basis. Around a third (35%) use micro-blogging sites on a weekly basis.

- **SMS, email, voice calls on a mobile and social networking have all seen significant decline over the past year as methods of weekly personal communication.** Use of standard text messages and social networking sites each declined by seven percentage points. Similarly, use of email is down by six percentage points on the year. But use of instant messaging has remained stable, with a quarter (26%) of UK adults using this for personal communications on a weekly basis.

- **Instant messaging is having an impact on use of standard text and picture messaging.** Over half (54%) of instant messaging users said these services had reduced the proportion of SMS and MMS they sent. This is consistent with a reduction in standard text message volumes - over the past year the proportion of SMS sent fell from 39.7 billion to 37.1 billion.

- **Price and speed are driving use of web-based communication services.** Among respondents who use web-based communication services (e.g. instant messaging, internet-enabled voice or video calls through services such as Skype), the most commonly cited reason, given by 44% of users, was to communicate more cheaply. This was followed closely by the ability to communicate more quickly/immediately (42%) and to communicate with people not in the UK (39%).

- **16-24s are more likely to use their mobile phone than a computer for Facebook, Twitter and instant messaging.** Respondents were asked which devices they used for their various web-based communications. Younger users are more likely to use a mobile phone than a computer for almost all the digital communication methods asked about. This included social networking (61% vs. 49% respectively); micro blogging (27% vs. 16%) and instant messaging (51% vs. 36%).

TV and internet use among ethnic minority groups

- **Across the ethnic groups studied, Indian respondents report the highest take-up of broadband, at 82%, compared to the GB average of 71%.** This group has higher-than-average broadband ownership, across the age groups studied. The difference was particularly pronounced among those aged 35+; 77% of Indian respondents in this age group report having broadband at home, compared to 66% across Great Britain as a whole.

- **One in ten 16-34 year olds in the Indian group say they don't watch TV**. A larger proportion of the Indian group said that they did not watch television in the household (7%) compared to the GB population as a whole (1%). Among 16-34 year olds these differences were even greater, with 10% of Indian respondents in this age group not watching television.

- **Most EMGs are less likely than the GB population as a whole to watch recorded television.** Fifty-five per cent of the GB population use recorded TV (TV programmes/ films recorded to view at a later time) while less than half of the EMG groups used this service.

- **Use of on-demand services among EMGs is about the same as the GB average.** Around a third (34%) of each group have used on-demand services (where a consumer chooses from a selection of programmes/films to watch at any time) such as BBC iPlayer, 4OD, Sky On Demand, LoveFilm or Blinkbox.

UK cities' communication markets

A study of the availability of communications services in 11 UK cities (Belfast, Derry~Londonderry, Cardiff, Bangor, Glasgow, Inverness, London, Birmingham, Manchester, Cambridge, Exeter).

- **All these cities were found to have excellent access to basic broadband services**. The availability of first-generation broadband infrastructure provided by BT was found to be universal across all the cities assessed. However, in the cities covered, an average of 5.5% premises cannot connect to a service that exceeds 2Mbit/s with the highest proportion in Derry~Londondery, Cardiff, and Inverness. London has by far the highest in terms,of absolute numbers (nearly 111,000 premises).

- **In the majority of the 11 cities, current availability of NGA services from either BT and/or Virgin Media was found to be in excess of 80%.** The exceptions to this are Glasgow and Inverness, although planned increases in availability in Glasgow will take the city above the 80% mark in the near future. Inverness will also benefit from the Highlands and Islands Enterprise (HIE) £146 million investment in broadband. Derry~Londonderry's exceptionally high figure reflects the marked effect of the public-sector intervention that has driven availability to 99%, the highest of any city.

- **The availability of WiFi hotspots varies considerably across cities, and is often greater in smaller cities**. Bangor and Inverness are particularly well served in terms of hotspots per head, despite having a smaller number in absolute terms. The high figure for Bangor may be due to its large student population.

- **All cities have good 3G mobile coverage, and most are covered by all four operators.** In all cities except Bangor and Derry-Londonderry, all four competing 3G mobile networks provide coverage to the vast majority of premises (98% or more). Only one city, Derry-Londonderry, has premises which are not covered by any mobile operators, although this affects only 2% of premises.

- **In a separate study of communications service take-up in some of the largest cities across the UK, Glasgow and Birmingham were found to have below average internet take-up.** Glasgow has a significantly lower percentage of individuals accessing the internet (57%), by any means, than all other cities and Great Britain as a whole. Attitudinal rather than demographic differences may partly explain the lower take-up of broadband in Glasgow. People in Birmingham also have significantly lower internet access than the other cities (76%).

News consumption in the UK

- **TV remains the most important and frequently-used mode of news consumption, and one in five people say their only source of news is television.** Nearly eight in ten (78%) UK adults say they use the television to access news. Newspapers are used by four in ten; radio by just over one-third (35%); and the internet, either on a computer or mobile, by just under one-third (32%). Overall, 90% of UK adults say they follow news.

- **Across all platforms, BBC One is the most-used news source.** After the BBC, Facebook and Google are the most-used online news sources. The majority of daily newspaper and radio news users use only one source for news on these platforms.

- **Reading news articles online is the most popular method of online news consumption, but social networking and search are popular for a significant minority.** The majority of those who use the internet for news say they read news stories online (54%), but just over a quarter say they read news-related comments on blogs or social networks, and one in five say they watch audio-visual content online.

- **There are considerable differences in behaviour by age group**, with online activities and newer forms of news access being carried out particularly by younger age-groups. There are also differences by socio-economic group, which is an important reminder of the variation in consumption of news across different parts of society.

- **TV channels are seen as the most important news source, but one in seven people nominate a website or app as their most important news source.** When asked about the reliability, trustworthiness, accuracy and range of the different news sources they used, most TV news viewers rate their sources highly. Ratings are more varied for newspaper readers, and broadsheet readers rate newspapers particularly highly as being trustworthy. Online users rate websites in more differentiated ways than other platforms. Twitter is rated most highly by its users for offering a range of opinions.

- **TV channels are the most popular source of local news, although one in three respondents say they browse online for local news and information.** One in six (17%) regular news users say online is their most important local source, and similar numbers nominate any newspapers (16%) and any radio (14%).

Key points: TV and audio-visual

- **The UK television industry generated £12.3bn in revenue during 2012, an increase of £103m (or 0.8%) on 2011 in nominal terms.** The marginal growth in total TV revenue in 2012 is in contrast to a 4.5% increase in 2011 and the 5.7% uplift between 2009 and 2010.

- **Income from broadcast-based TV advertising declined in 2012 by 2% to just over £3.5bn,** although it remained above 2009 levels when TV advertising was hit hard by the recession. The year-on-year decline was driven by a drop in advertising revenues among the commercial PSB broadcasters (down 4.5% or £105m), while ad revenues among multichannels and PSB portfolio channels grew by 1% and 4% respectively.

- **Pay-TV subscription revenue, the main driver behind the industry's revenue growth in previous years, rose by less than 1% to £5.3bn**. This is in contrast to 2011, when subscription revenue expanded by over 8% year on year. Nevertheless, it remains by far the largest revenue stream for the industry, accounting for 43% of total revenue in 2012.

- **Spending on first-run originations by the main five PSB channels increased by 3% in nominal terms to £2.6bn in 2012.** However, 2012 was a big year for sport, with the UK hosting the London Olympic and Paralympic Games; spend on first-run originated content is likely to have been influenced by these events.

- **Commercial multichannel broadcasters in the eight mainstream genres spent £2.7bn on programmes in 2012, a 3% increase year on year in nominal terms.** Spend by multichannels focused on factual programming rose by 28% to £90m, the largest relative increase year on year among the eight genres. At £1.5bn, sports programming accounted for more than half (56%) of the total multichannel spend.

- **On average viewers watched 4 hours of television per day in 2012; this has increased from 3 hours 42 minutes in 2004.** All age groups have increased or maintained their television consumption compared to 2004 except for adults aged 25-34, whose viewing fell by 12 minutes a day.

- **Younger adults watch television the least, with those aged 16-24 being the lightest viewers, while those aged 65+ are the heaviest viewers.** At the highest point of average weekday viewing there were 1.9 million 16-24s watching TV in 2012, about 30% of all 16-24s. In contrast there were 6.7 million aged 65+, 66% of this age group.

- **Seven percent of UK households had a smart TV in Q1 2013, a two percentage point increase on the previous year.** Of those who own a smart TV, 77% have connected it to the internet and used the connection, indicating that while 'internet functionality' is not cited as the main reason for buying a smart TV, consumers are increasingly likely to take advantage of this.

- **Despite the increased penetration of digital video recorders (DVRs) over the past five years, the proportion of time-shifted viewing remains low.** According to BARB, over two-thirds (67%) of the population now have a DVR at home, up from 18% in 2007. Time-shifted viewing increased from 2% to 10% over the period, with year-on-year signs that the growth rate is slowing.

Key points: radio and audio

- **Total UK radio industry revenue was £1.2 billion.** An increase over the year of 2.8%, this is up on last year's 2.3% increase, and sees total commercial radio revenue and BBC radio spending grow for the third year in succession.

- **Commercial radio revenue increased to £472 million for 2012.** This year's revenue increase of 3.9% represents the third consecutive year of revenue growth for the sector, helped by a return to growth (7.2%) in local radio advertising revenues.

- **The pattern of radio listening varies across the UK.** While UK-wide listening figures show one aspect of consumption, the pattern is not uniform geographically; listeners vary in their preferences for different types of radio station. While BBC Radio 2 is the most popular radio service in the UK, in Belfast BBC network radio has a lower share of listening than the UK average. In London, despite commercial radio having a larger share of all radio listening, BBC Radio 4 is the most popular radio service.

- **On average, 90.3% of the UK adult population tuned in to radio each week in the twelve months to Q1 2013.** This represents a small increase year on year. Over the longer term, the reach of radio overall remains flat, although total hours spent listening to radio has contracted by 2.8% year on year.

- **Those aged over 45 are above-average listeners.** The pattern of all radio listening by age, gender and socio-economic group remains unchanged over the year. The average time spent listening to radio over an average week is 22 hours. Above-average consumers are likely to be aged 45 or older, men and those in the socio-economic category C2DE.

- **Radio listening via a mobile phone has risen from 13% to 20% in 12 months - an increase of 50%.** Over the same period the proportion of consumers who cliam to listen to the radio via the internet increased by 7 percentage points to 22% following a relatively stable period between 2009 and 2012.

- **Digital listening grew by 5.1pp last year.** The share of digital listening equates to 34.3% of all radio listening. This includes a 22.5% share of listening which was attributed to listening through a DAB receiver. Television and online radio listening each accounted for a 5% share.

- **The average income for a community radio station fell by 5.4% to £57,000**. The proportion of revenue from grants now equates to that from on-air advertising – 29%. Total revenue for the sector in 2012 was £10.8m, an increase on last year's £10.5m due to the increase in the number of community radio stations on air.

- **Recorded music revenues have fallen by nearly a quarter since 2008.** Standing at £1.01bn, UK music retail revenue fell by 5.5% over the past year. The rate of decline for music videos was most pronounced, but a 7.1% decline in album sales, which account for the largest proportion of revenue, was the principal factor for the overall year-on-year loss.

- **BBC Radio 4 Extra and BBC 6 Music tie for digital-only popularity.** Both services have seen year on year increases in weekly reach, Radio 4 Extra by 22%. Over an average seven day period across the year each service attracts 1.7 million listeners.

Key points: internet and web-based content

- **Forty-nine per cent of UK adults accessed the internet on their mobile phone in Q1 2013, up from 20% in Q1 2009**. The largest rise in mobile internet take-up was among those aged 25-34, up 40 percentage points to 74%, but the fastest growth was among those aged 55-64, increasing more than five-fold in four years.

- **Fifty-one per cent of UK adults now own a smartphone.** Smartphone sales made up three-quarters (74%) of all handset sales in Q1 2013, and overall take-up rose to 51% in the same period. However, among mobile internet users take-up is even higher, with 96% of users owning a smartphone.

- **Digital advertising exceeded £5.4bn in 2012, up 13.3% on 2011**. £4.8bn was spent through internet-only advertising channels, up 13.0% on 2011. The remaining £623m of digital advertising expenditure was split between broadcaster video-on-demand spend (£104m) and online spend by press brands (£519m).

- **Mobile advertising grew by £323m in 2012 – more than half of all digital advertising growth.** Mobile advertising expenditure rose to £526m in 2012, growing 148% from £203m in 2011. The absolute increase of £323m accounted for more than half (53%) of the total 2012 increase in digital advertising spend.

- **The average UK household is most likely to own a laptop, smartphone and games console**. Each household in the UK has, on average, three different types of internet-enabled device, and 86% have at least one.

- **More than 30% of webpage traffic came from mobile phones and tablets in February 2013**. The proportion of webpage views from desktop and laptop computers declined by 20 percentage points to 69% in the 11 months to February 2013. In the same period the proportion of web-page views from mobile phones almost tripled and the proportion from tablets doubled, to 23% and 8% respectively.

- **Among tablet owners, the tablet is on a par with the laptop as the most important device for accessing the internet**. However, among the overall population no single device was chosen by a majority of internet users. The most popular choice was the laptop computer (46% of internet users), followed by the desktop computer (28%) and the smartphone (15%).

- **Laptop and desktop internet users spend at least 35 hours online each month**. Men spent the most time browsing online, especially those aged between 25 and 34, who spent an average 47.7 hours online per month in April 2013.

- **Eight in ten households have home internet access**. Household internet access rose to 80% in Q1 2013, just one percentage point higher than Q1 2012, the slowest growth since internet take-up stalled in 2006. In contrast mobile internet access rose ten percentage points to 49% of adults, the second fastest growth on record.

- **Average weekly internet retail sales grew 10% in the year to May 2013**, from £528m to £582m. Sales were highest in December 2012, when £847m of retail spend was online, an increase of £128m (17.9%) on the previous high, set in December 2011.

Key points: telecoms and networks

- **Total telecoms revenue fell by 1.8%, or £700m, to £38.8bn in 2012.** This decrease was as a result of a £1bn fall in wholesale revenues during the year, which was offset by 0.5% increase in retail revenues. Retail mobile revenues increased by 1.1% in 2012, while fixed internet revenues increased by 8.3% and fixed voice revenues fell by 3.4%.

- **People in the UK spent an average of over one day a month using the internet over a mobile network or a fixed internet connection PC in 2012.** Most of this use (23.9 hours out of the total of 26.1 hours per month) was use over a fixed internet connection, with the remaining 2.2 hours being access over a mobile network.

- **Outgoing call volumes from landlines and mobiles both decreased in 2012.** The volume of calls from fixed lines fell by 7.7% to 103 billion minutes in 2012, while the volume of mobile-originated calls fell by 1.0% to 122 billion minutes. Overall, total fixed and mobile call volumes fell by 4.2% to 225 billion minutes in 2012; 31 billion minutes less than the 2008 peak of 256 billion minutes.

- **Over a million new fixed broadband connections were added in 2012.** The total number of fixed broadband connections continued to grow in 2012, increasing by 5.4% year on year to 21.7 million. Ofcom research indicates that 72% of UK homes had a fixed broadband connection in Q1 2013, unchanged from a year previously.

- **More than half a million subscribers have signed up to 4G mobile services.** There were more than 500,000 subscribers to EE’s 4G mobile service seven months after its launch at the end of May 2013. This represented around 0.5% of all UK mobile subscribers.

- **The cost of a basket of residential fixed voice services increased in 2012.** The price of a basket of residential fixed telephony services (based on average use in 2012) increased by 0.5% in real terms in 2012. This was the first increase after a prolonged period during which residential fixed prices had fallen.

- **Take up of superfast broadband services has doubled since June 2012.** The number of subscribers to superfast broadband services increased from 1.9 million in Q2 2012 to 3.8 million in Q1 2013, resulting in 17.5% of total fixed broadband connections being classed as by the end of March 2013.

- **The volume of outgoing text messages has been declining since Q4 2011.** Text message volumes fell in each of the first three quarters of 2012, and while there was a small increase in Q4 (which is usually strong because of the Christmas holiday), message volumes were 6.5% lower than they had been in Q4 2011.

  The number of post-paid mobile subscribers exceeded the number of pre-paid subscribers at the end of 2012. There were more post-paid mobile subscribers than pre-paid subscribers at the end of 2012, the first time that this had been the case since 1999. During the year the proportion of mobile subscribers that were on post-pay tariffs increased from 49% to 53%.

Key points: post

- **Mail revenue has increased for the second year in a row.** In 2012, total mail revenues grew by 7% to £7.2bn. This rise is partly due to increases in the prices charged by Royal Mail, which took effect in April 2012

- **Addressed mail volumes fell by 5.9% in 2012.** Mail volumes continued to fall in 2012, declining by 5.9% to 15.7 billion items. This is a 27.4% decline since 2007.

- **Growth in access volumes continued to slow in 2012**, as the total number of items handled under access agreements reached 7.2 billion items. This is equivalent to 46% of total mail volumes. While access volumes have continued to grow, Royal Mail's retail bulk mail volumes have fallen.

- **Almost two-thirds of adults say they are reliant on post as a form of communication**. In addition, the majority of adults (87%) are satisfied with the postal service, increasing to 93% among those who say they are reliant on this form of communication.

- **Almost half of all adults are sending fewer personal letters compared to two years ago.** Seventy per cent of adults who send fewer items say they now use online methods more, including social networking and emails.

- **Almost two-thirds of adults with broadband have bought goods online.** The most frequently purchased items are clothing and footwear, with 59% of adults claiming to have bought this type of item in the past six months.

- **Almost a third of adults are influenced by the delivery options offered by a retailer before choosing to buy online.** The main concern has been with the cost of delivery; one in four shoppers (25%) say this has stopped them from buying online in the past. Almost six in ten online shoppers (59%) say that free delivery influences their choice of delivery method, while 38% say they choose the cheapest delivery option.

- **Two-fifths of those that send mail have sent a parcel in the last month**. Although invitations, greetings cards or postcards are the most common types of item sent in the post, with 58% of adults claiming to have sent these in the past month, 40% of adults have sent a parcel. Over a third (34%) of adults who have received post in the last week say that they have received at least one parcel.

- **Most organisations spend less than £1000 each year on post.** An organisation's spend on post is broadly proportional to the size of the organisation. Most UK organisations (96%) employ nine or fewer people, and are classified as small companies. Sixty-nine per cent spend less than £83 each month, equivalent to less than £1000 each year.

- **The greater the current spend on post by an organisation, the higher the likelihood that the volume of post sent by that business will increase**. Almost three-quarters of businesses across the UK (72%) have moved some mail to other forms of communication over the past year. Only 4% of the businesses which spend less than £1000 on post each year predict that the amount of post they send will increase, compared to a third (31%) of the businesses spending more than £5000 each year.