

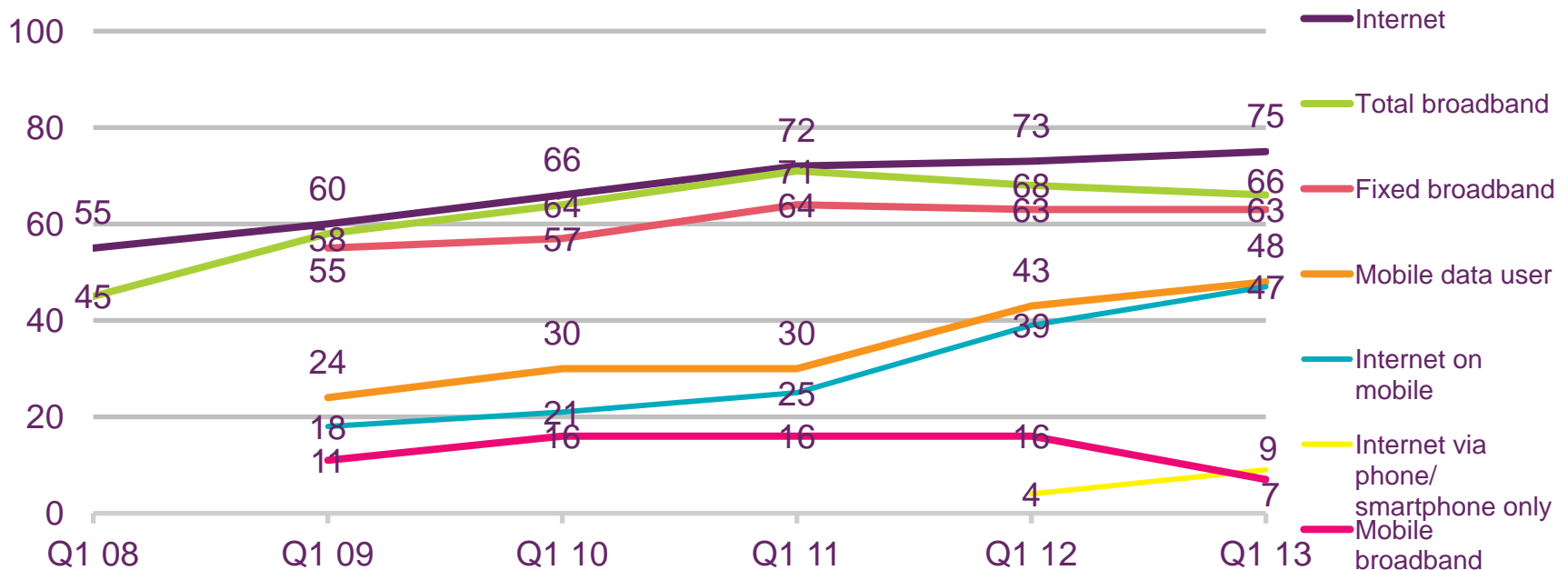
4. Internet and web-based content

WALES

Figure 4.1

Internet take-up, Wales: 2008-2013

Households (%)



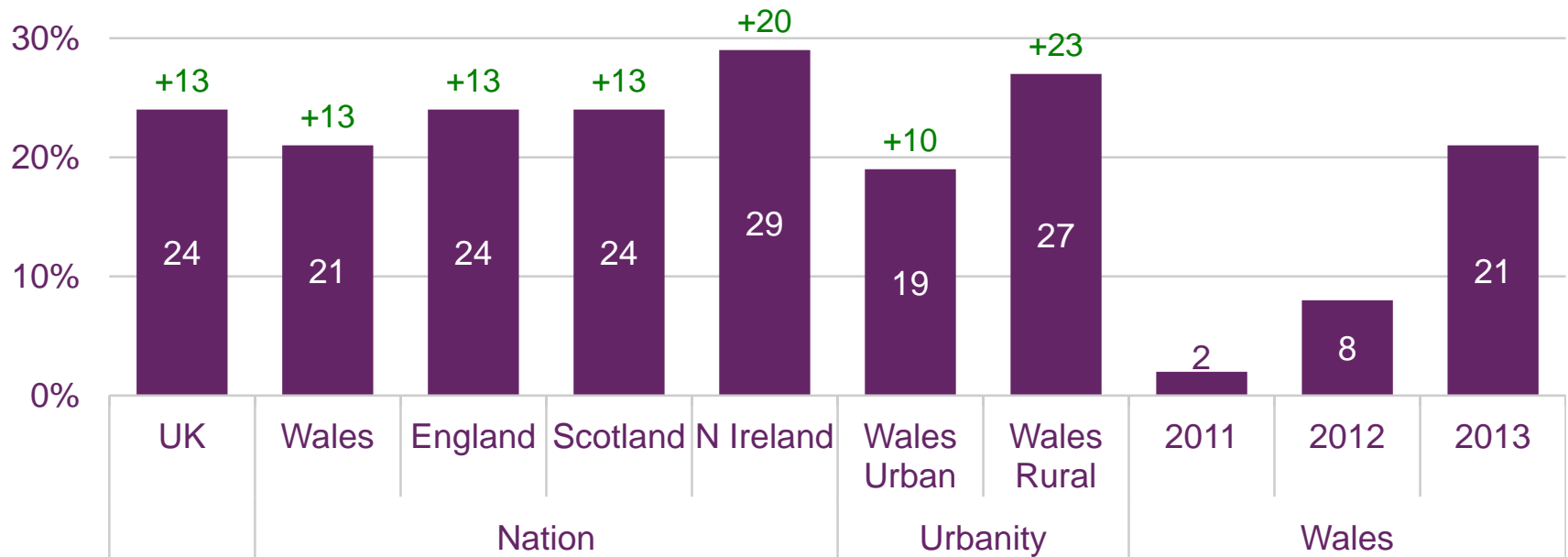
Source: Ofcom technology tracker

Base: All adults aged 16+ (n = 811 Wales 2008, 987 Wales 2009, 1075 Wales 2010, 493 Wales 2011, 513 Wales 2012, 492 Wales 2013)

Figure 4.2

Take-up of tablet computers

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



Source: Ofcom research, Quarter 1 2013

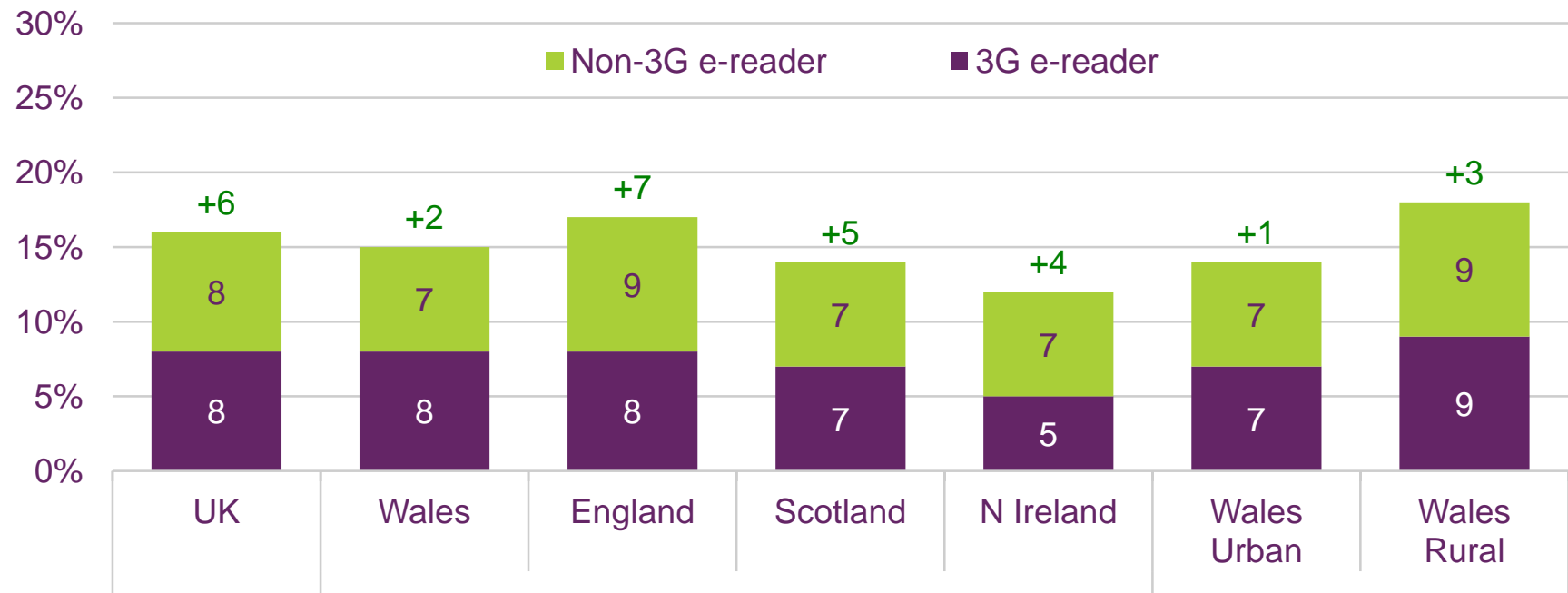
Base: All adults aged 16+ (n = 3750 UK, 492 Wales, 2250 England, 501 Scotland, 507 Northern Ireland, 247 Wales urban, 245 Wales rural, 493 Wales 2011, 513 Wales 2012, 492 Wales 2013)

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

Figure 4.3

Personal use of e-readers, 2013

Individuals (%) / Percentage point year on year change



Source: Ofcom research, Quarter 1 2013

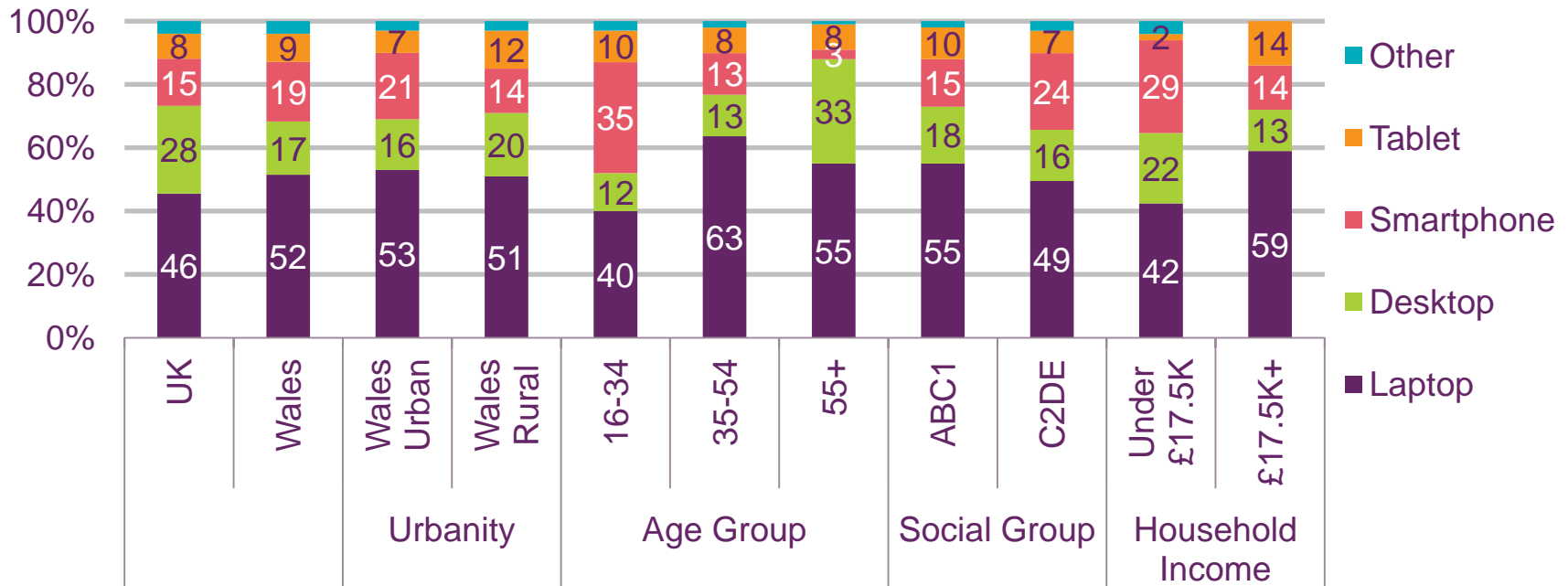
Base: All adults aged 16+ (n = 3750 UK, 492 Wales, 2250 England, 501 Scotland, 507 Northern Ireland, 247 Wales urban, 245 Wales rural)

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

Figure 4.4

Most important device for accessing the internet in Wales

Internet users (%)



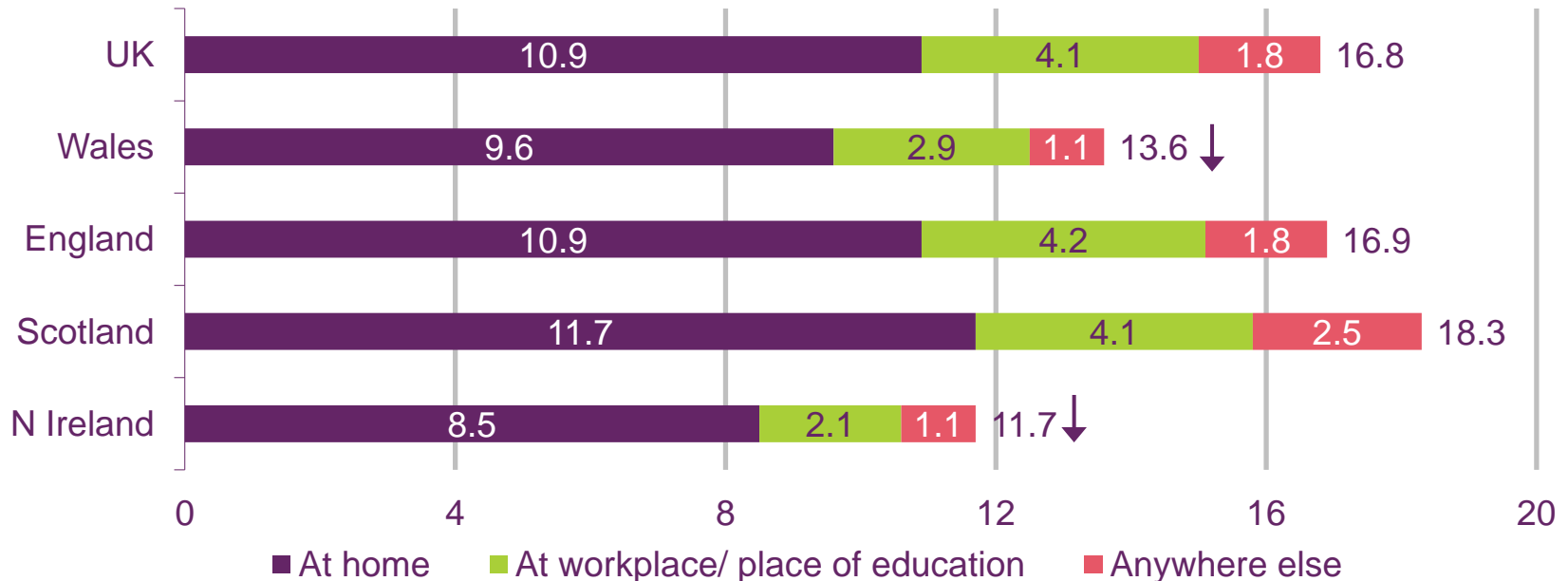
Source: Ofcom research, Q1 2013

Base: Internet users aged 16+ (n = 2918 UK., 361 Wales, 172 Wales urban, 189 Wales rural, 130 16-34, 126 35-54, 105 55+, 191 ABC1, 170 C2DE, 109 under £17.5K, 129 £17.5K+). Question: Which is the most important device you use to connect to the internet, at home or elsewhere? "Other" responses include: "Netbook", "Games console", "Other device", "None" and "don't know".

Figure 4.5

Claimed time spent on the internet in a typical week

Hours per week



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

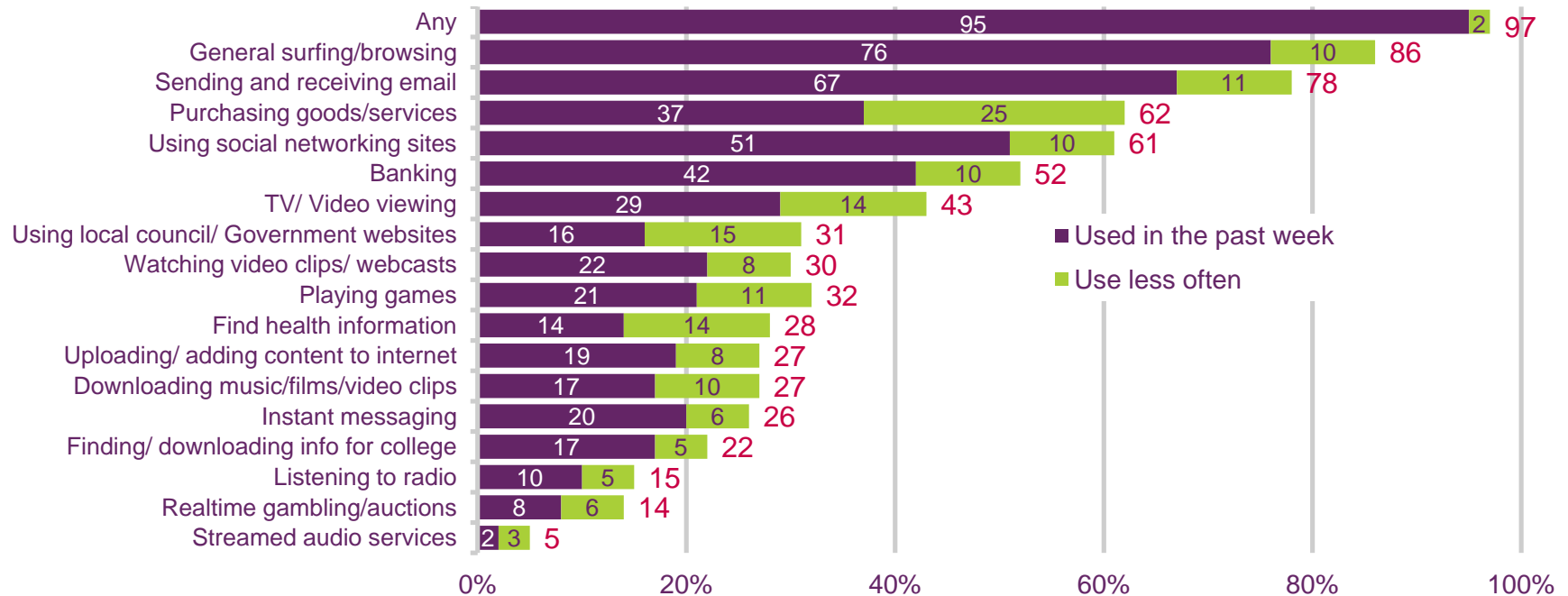
IN6A-C – How many hours in a typical week would you say you use the internet at home/ at your workplace or place of education/ anywhere else? (Unprompted responses, single coded)

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

Figure 4.6

Use of online applications among internet users in Wales

Individuals (%)



Source: Ofcom research, Quarter 1 2013

Base: Adults aged 16+ who use the internet at home or elsewhere (n= 361 Wales 2013)

QE5. Which, if any, of these do you use the internet for? Note figures in the chart below are not directly comparable to figures on internet from previous years due to changes in question wording.