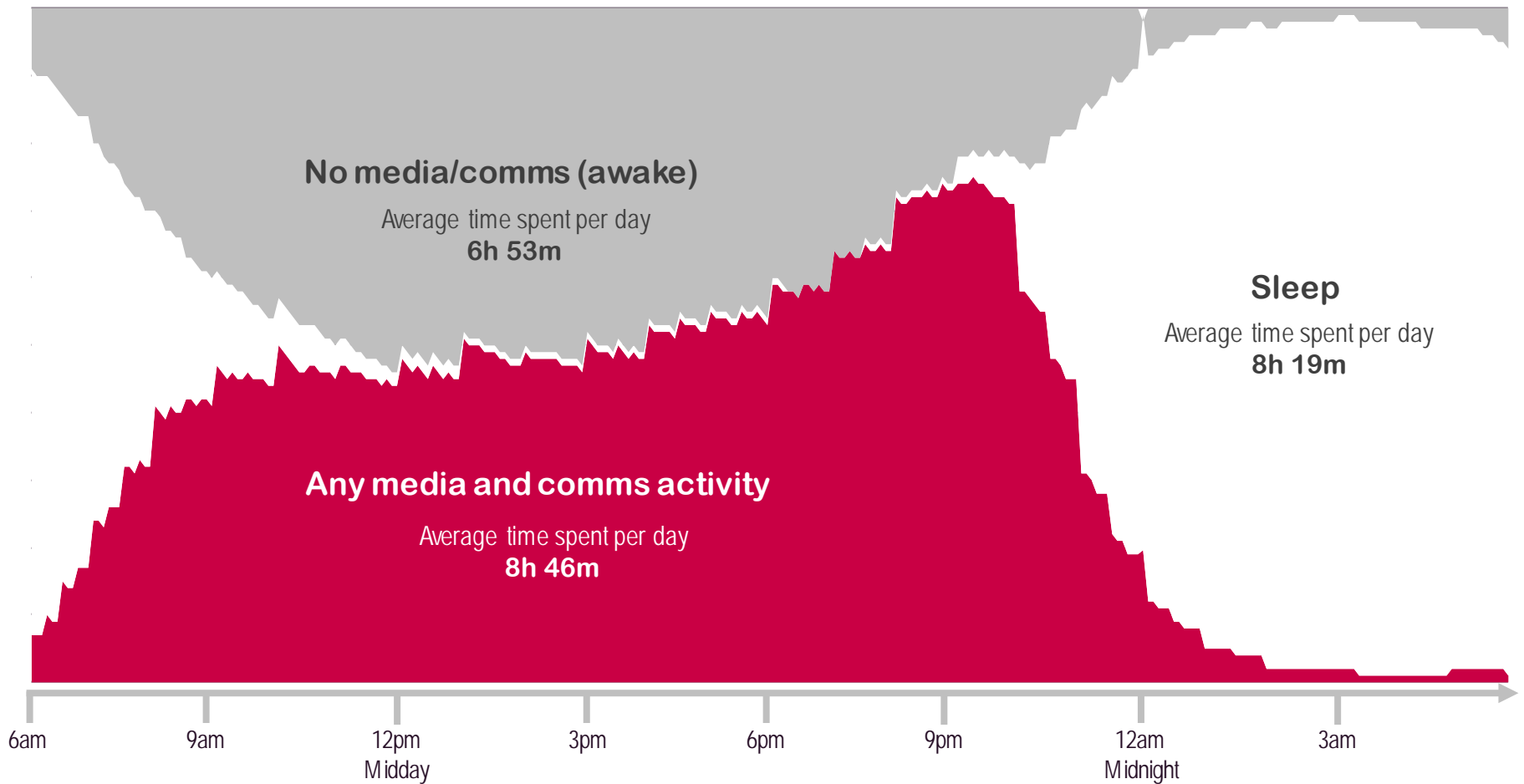


England's communications market

Digital Day

Media and comms versus non-media and comms activity, by time of day Among adults aged 16+ in England

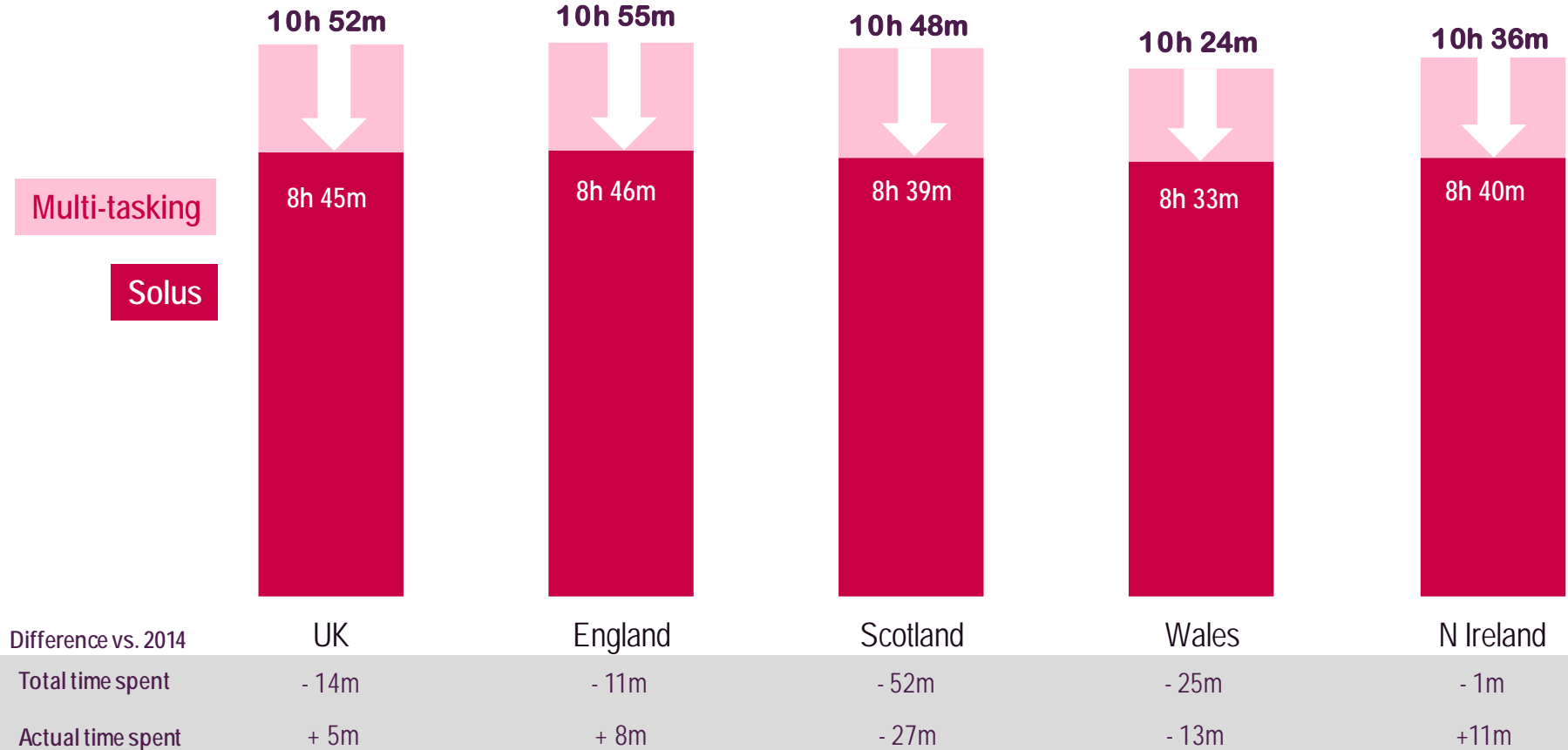


Source: Ofcom Digital Day 2016, Data book 6: D11 for main chart data, and Data book 1: B(2) for average time spent per day

Adult diary: Chart shows the proportion of activity attributed to media & comms activity (D), sleep (C) and non-media & comms for each time slot across a week.

Base: Adults aged 16+ in England (991)

Average daily media and comms time, by nation

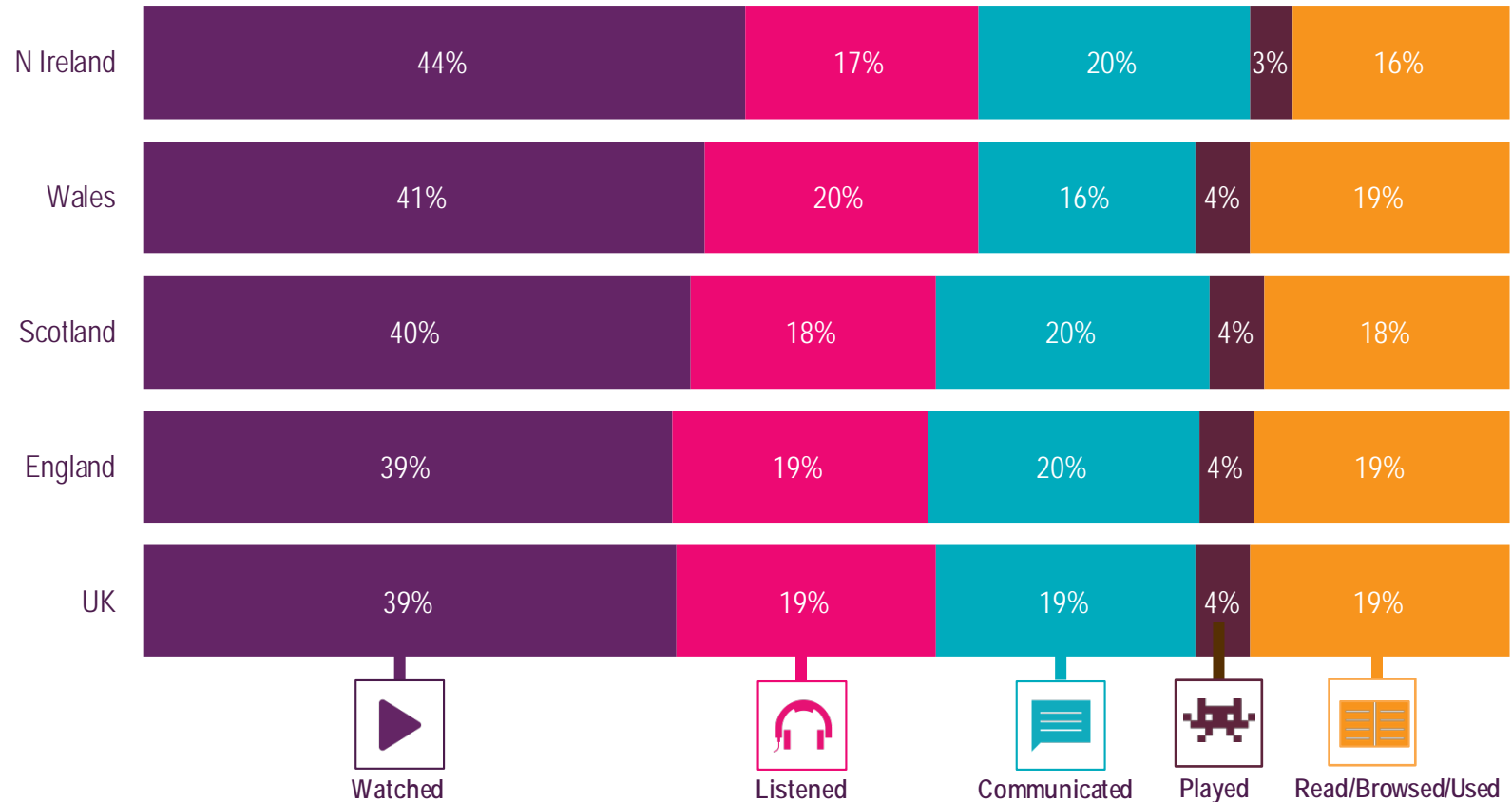


Source: Ofcom Digital Day 2016, Data book 1: B4(2)

*The total average (inc. simultaneous activity) is calculated by summing together the duration (B2) for each activity, dividing by the weighted base of respondents, and then by 7 days. The actual average net time spent (equivalent to solus) is then deducted in order to gauge simultaneous activity time, i.e. time spent doing more than one activity at the same time.

Base: Adults aged 16+ in UK (1512), England (991), Scotland (190), Wales (176), N Ireland (155)

Proportion of media and comms time attributed to activity types, by nation



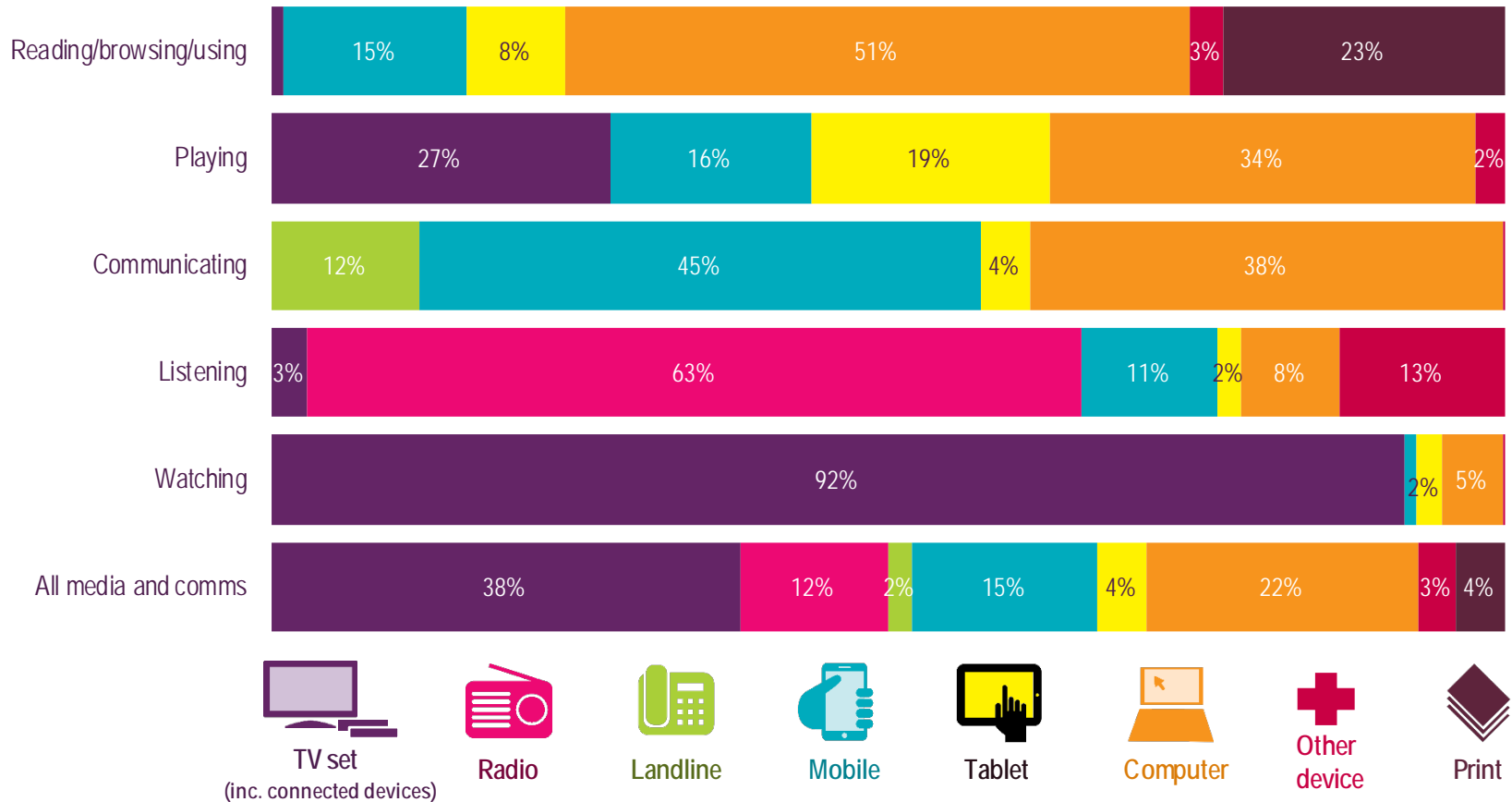
Source: Ofcom Digital Day 2016, Data book 1: C1 for main chart data and B1 for average weekly minutes

Adult diary: Chart shows the proportion of all media and comms time (B2) attributed to each activity type by nation

*The average weekly minutes figure is among those who did any media and comms activity across their diary week and also includes simultaneous activity

Base: Adults aged 16+ in UK (1512), England (991), Scotland (190), Wales (176), N Ireland (155)

Proportion of time spent on activity types attributed to devices Among adults aged 16+ in England



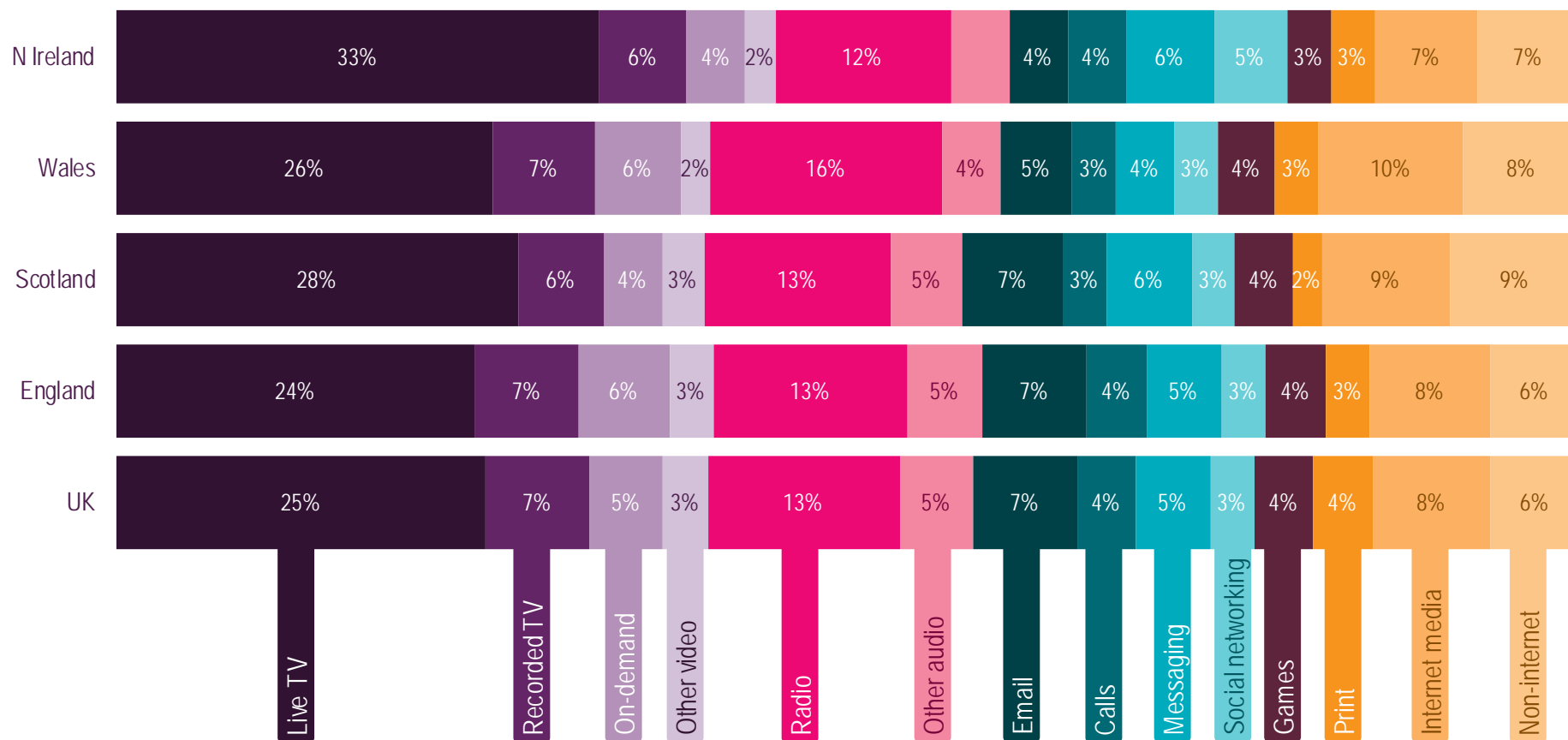
Source: Ofcom Digital Day 2016, Data book 3: C27 for main chart data and Data book 1: B1 for average weekly minutes

Adult diary: Chart shows the proportion of all time spent on activity types (B2) attributed to each device

*The average daily minutes figure is among those who did each type of activity at all across their diary week, and also includes simultaneous activity

Base: Adults aged 16+ in England (991)

Proportion of media and comms time attributed to activities, by nation



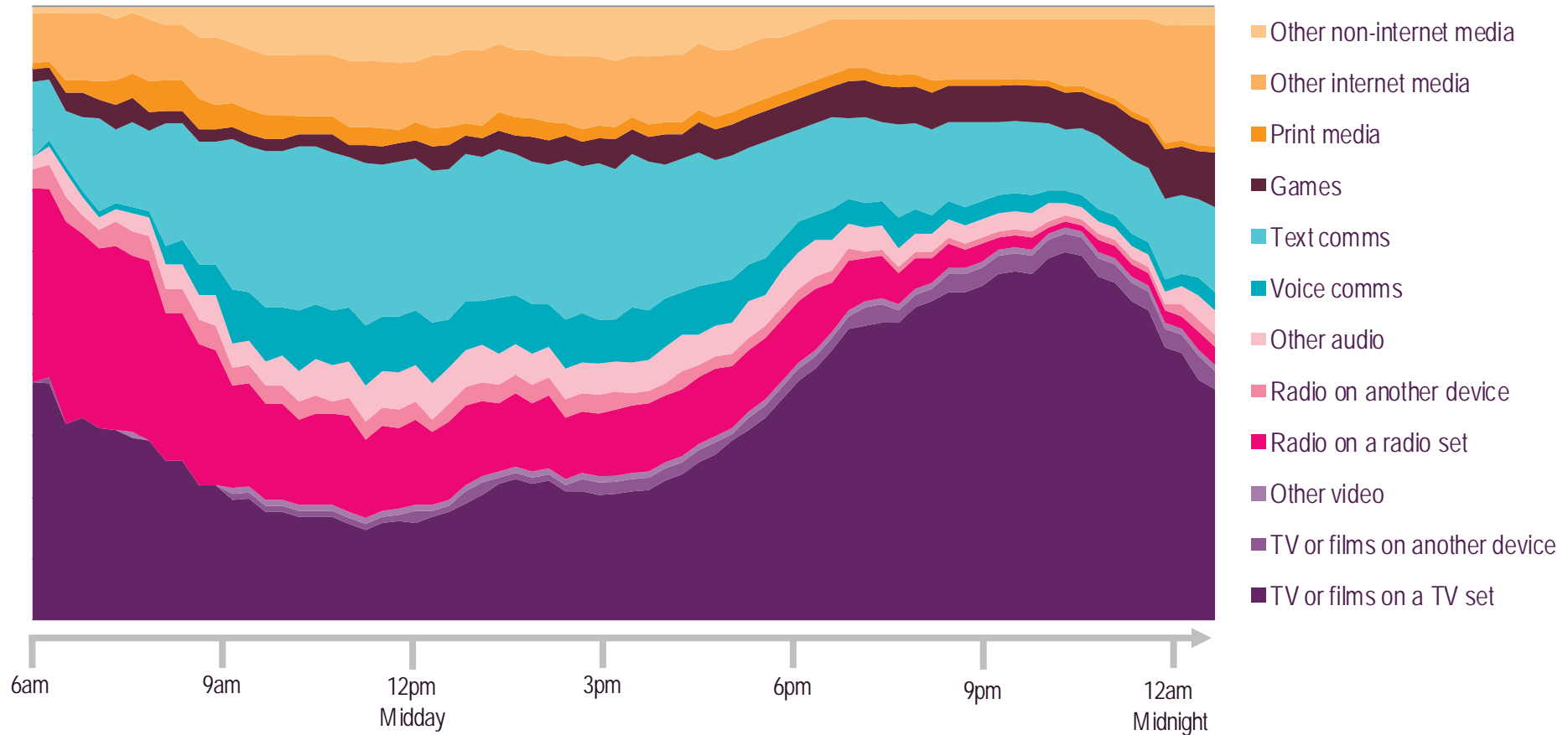
Source: Ofcom Digital Day 2016, Data book 1: C1 for main chart data and B1 for average weekly minutes

Adult diary: Chart shows the proportion of all media and comms time (B2) attributed to activities by age group.

Note: Messaging includes texts (SMS), Instant Messaging (IMS) and Photo/video messaging (MMS). Calls includes both phone calls and video calls (VoIP)

Base: Adults aged 16+ in UK (1512), England (991), Scotland (190), Wales (176), N Ireland (155)

Proportion of media and comms attributed to grouped activities, by time of day Among adults aged 16+ in England



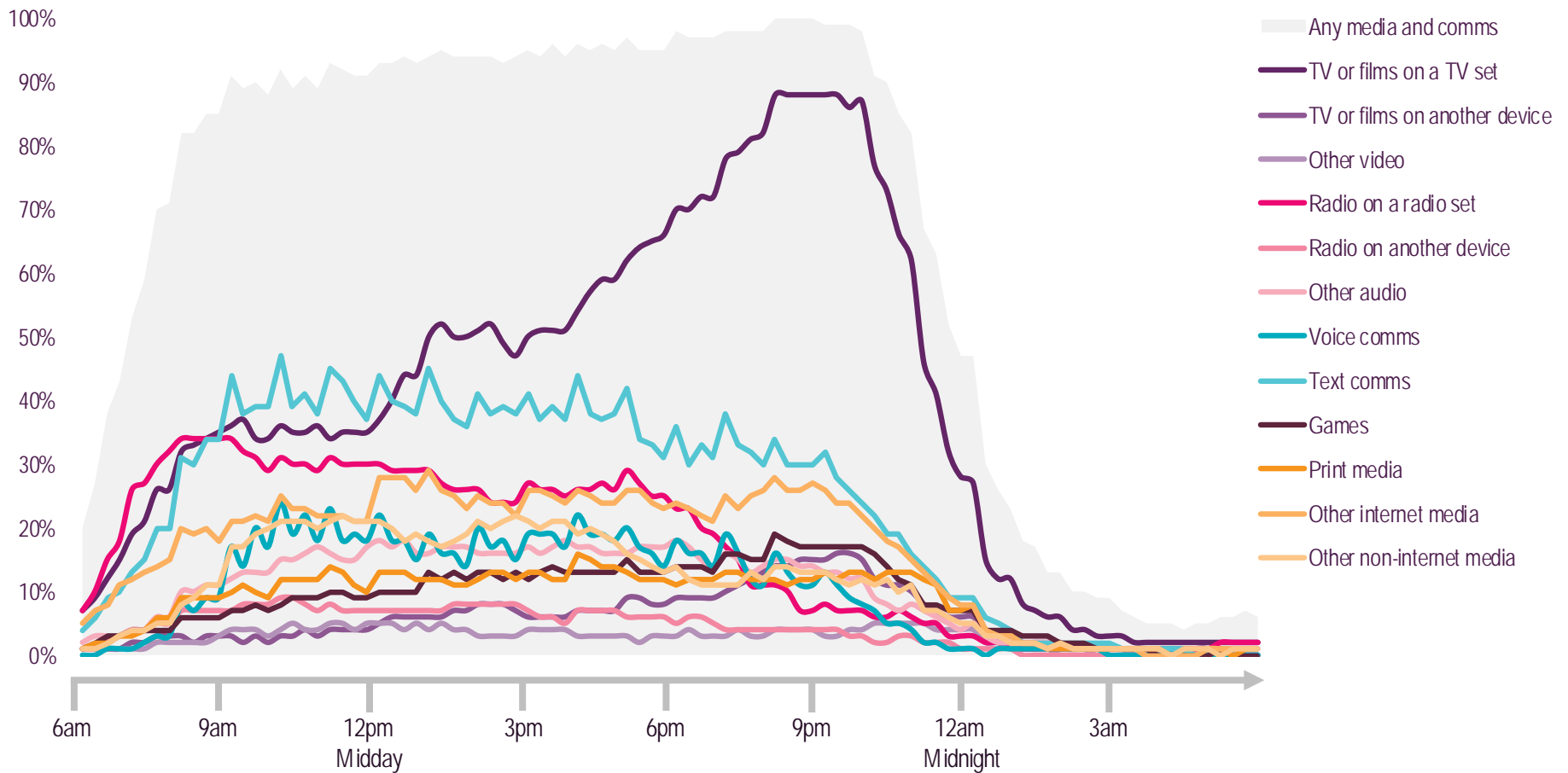
Source: Ofcom Digital Day 2016, Data book 6: B11

Adult diary: Chart shows the proportion of all media and comms activity attributed to each grouped activity for each time slot across a week.

Note: the base of media and comms activity varies by time, and so only activity between 6am and midnight shown

Base: Adults aged 16+ in England (991)

Weekly reach of grouped activities, by time of day Among adults 16+ in England

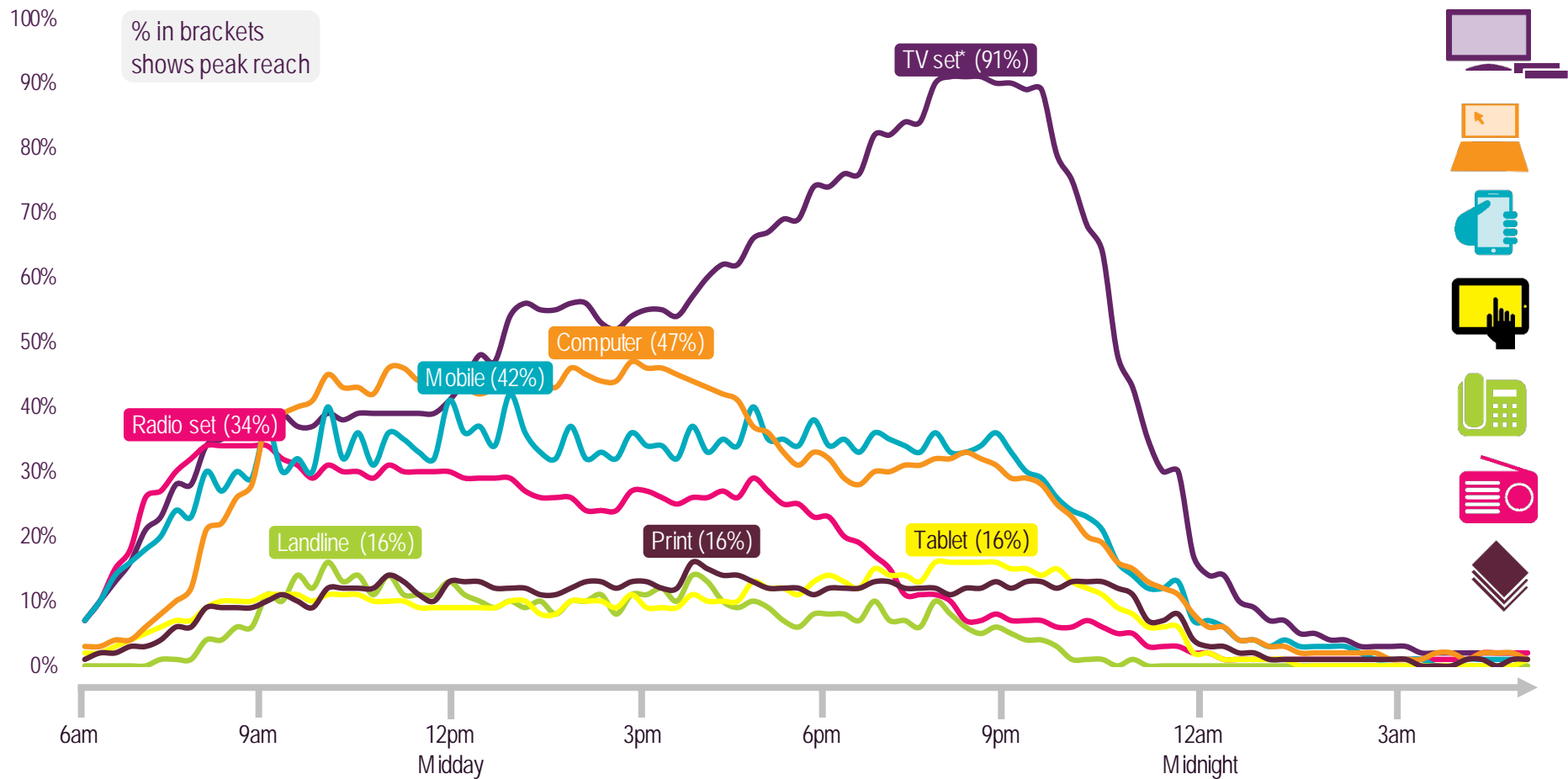


Source: Ofcom Digital Day 2016, Data book 6: A11

Adult diary: Chart shows the proportion of adults who recorded each grouped activity (D) at each time slot across a week.

Base: Adults aged 16+ in England (991)

Weekly reach of devices, by time of day Among adults aged 16+ in England



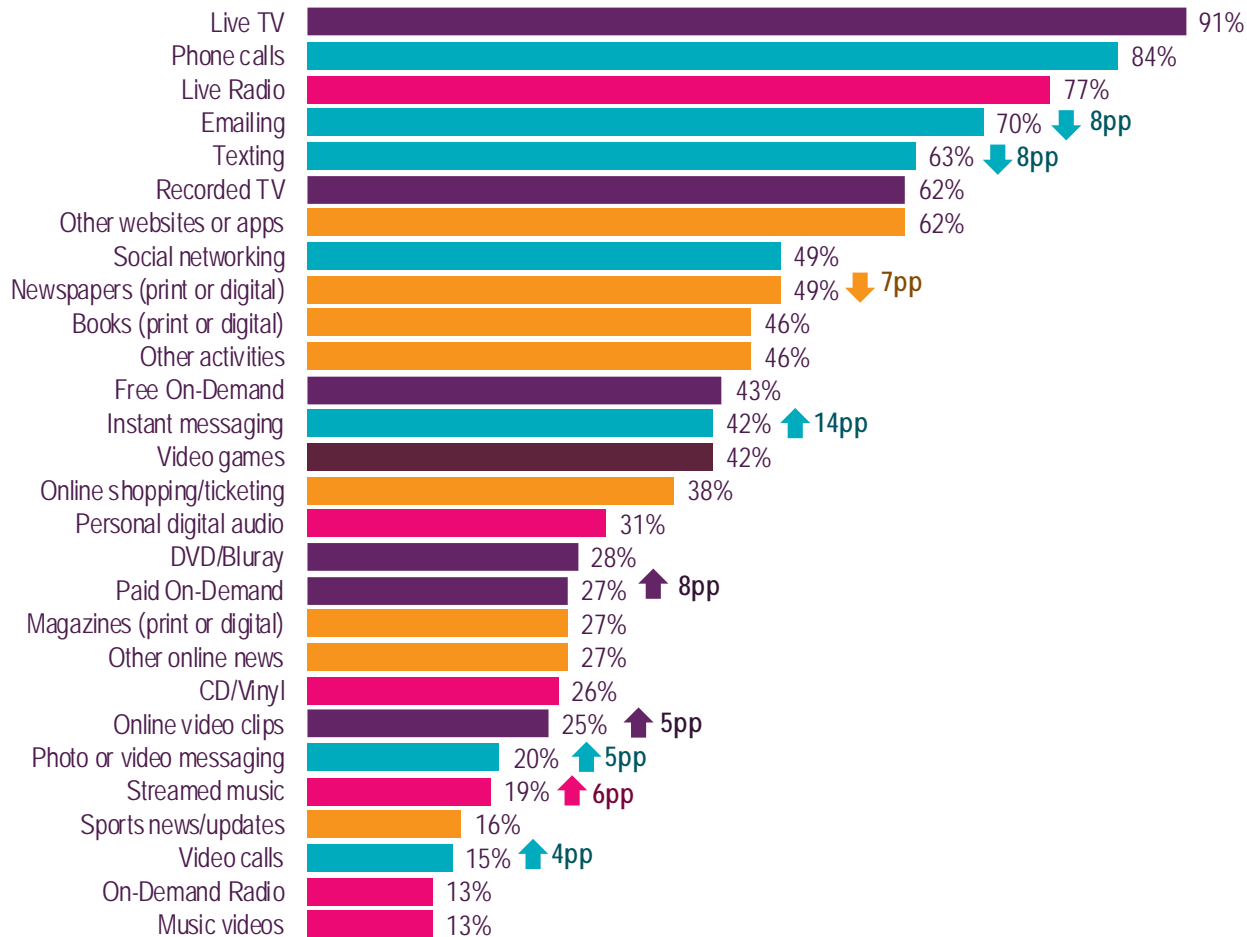
Source: Ofcom Digital Day 2016, Data book 7: A11

Adult diary: Chart shows the proportion of adults who recorded using each device (E) at each time slot across a week.

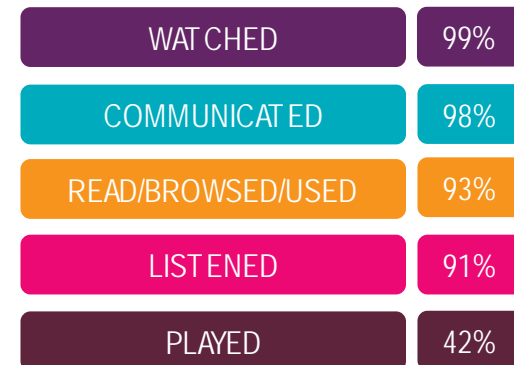
* TV set includes all connected devices (games consoles, set top boxes, DVD/Blu-ray player and streaming media players)

Base: Adults aged 16+ in England (991)

Weekly reach of media and comms activities Among adults 16+ in England



↑ ↓
Arrows indicate
significant changes since
2014 (99% level)



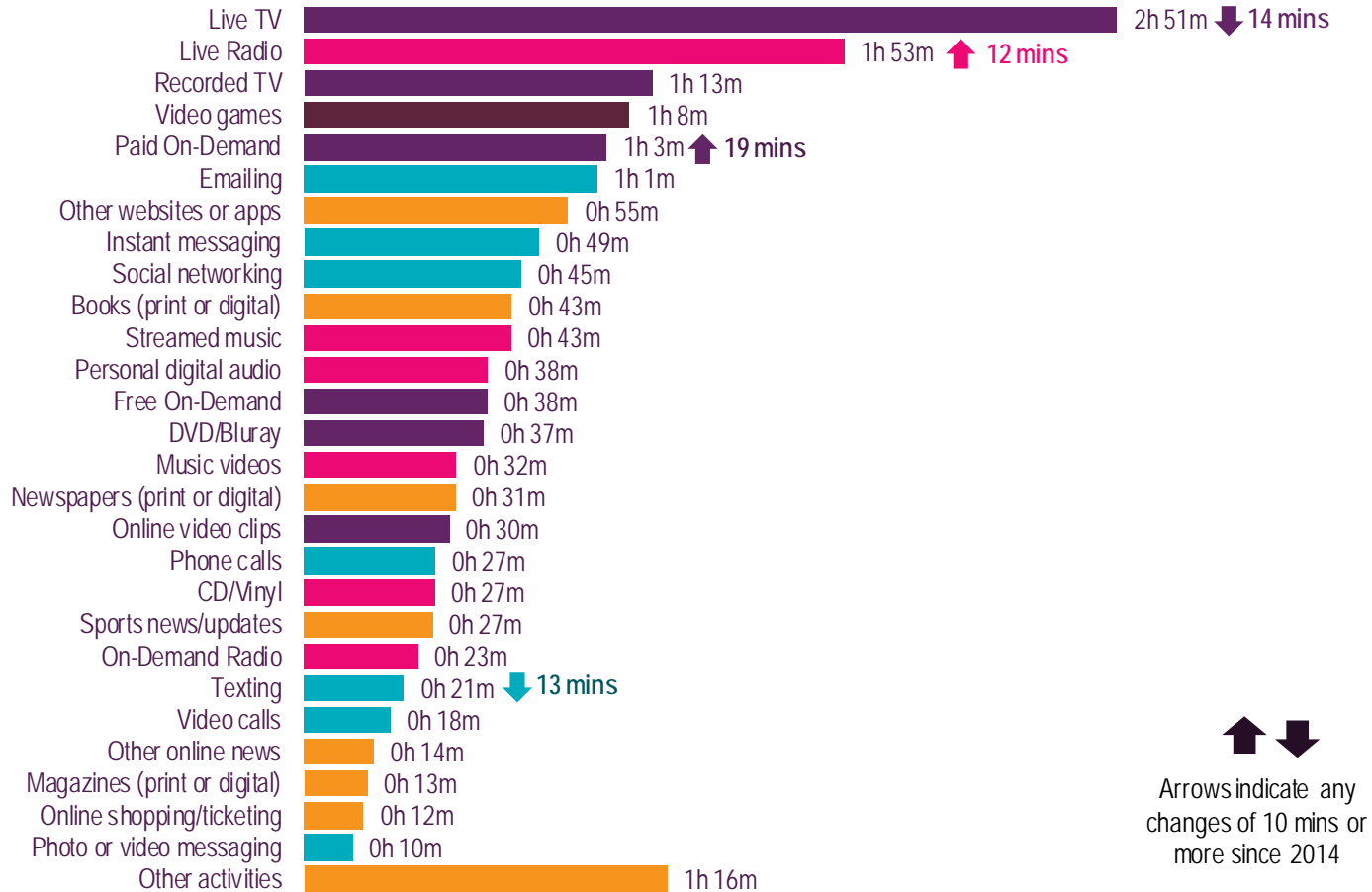
Source: Ofcom Digital Day 2016, Data book 1: A1

Adult diary: Chart shows the proportion of adults who recorded each activity (D) at any point across their diary week.

Base: Adults aged 16+ in England (991)

Average time spent on activities per day - England

Among those who did activity at all over a week



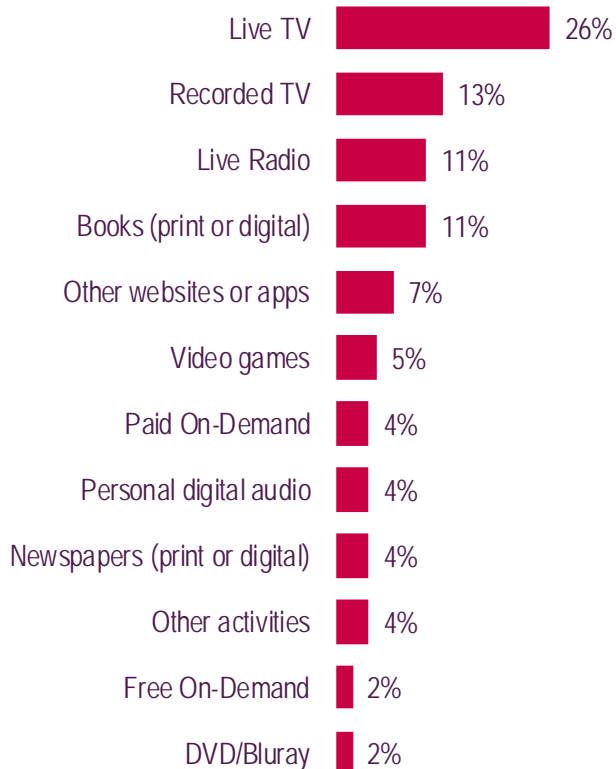
Source: Ofcom Digital Day 2016, Data book 1: B4

Adult diary: Chart shows the mean number of minutes recorded per day for each activity (D) among those who did each one at any point across their diary week i.e. excludes zeros.

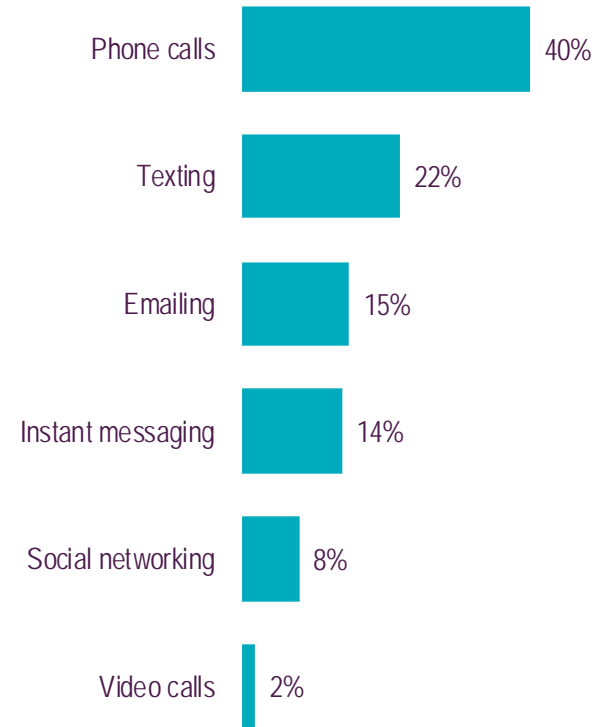
Base: Adults aged 16+ in England (991)

Media and comms activities cited as being of highest personal importance Among adults aged 16+ in England

Media activities



Communication



Source: Ofcom Digital Day 2016, Data book 9: A2

Follow up survey: A2A. Which of the following media activities is most important to you personally?

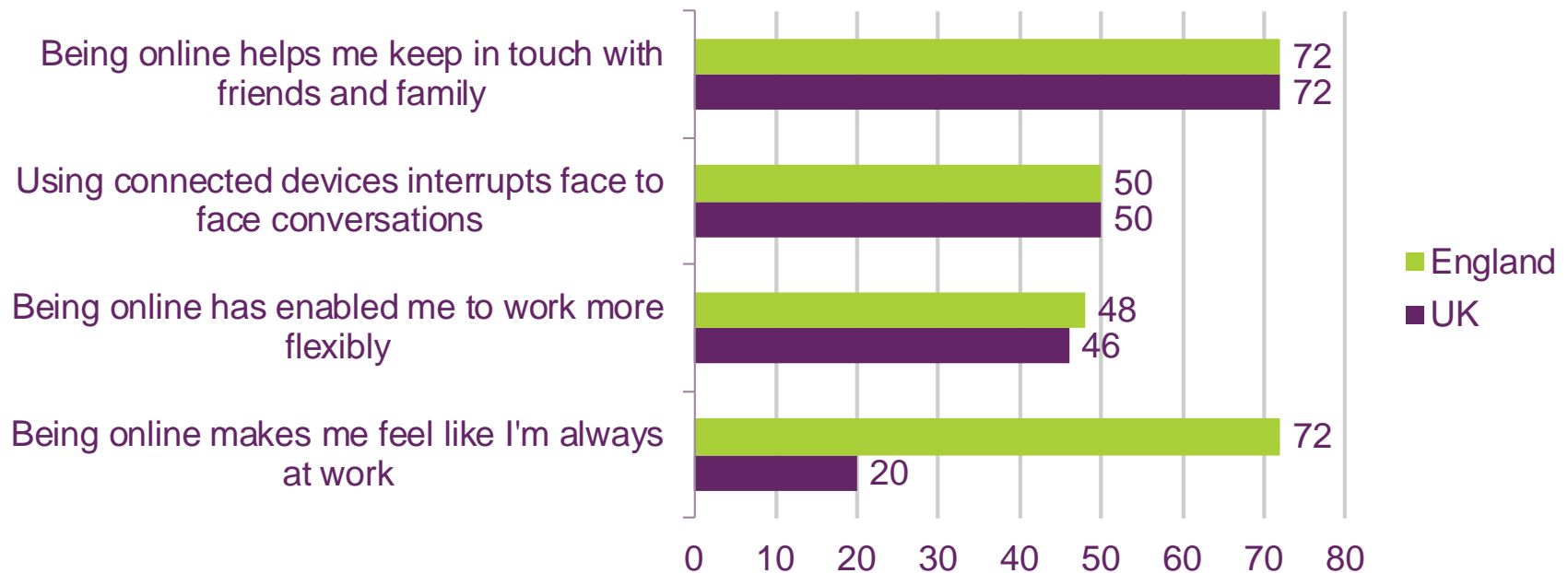
A2B. Which of the following communication activities is most important to you personally? Only responses above 1% are charted

Base: Adults aged 16+ in England (991)

Coping in a connected society

The influence of being online and connected devices on communication

Proportion of internet users agreeing (%)



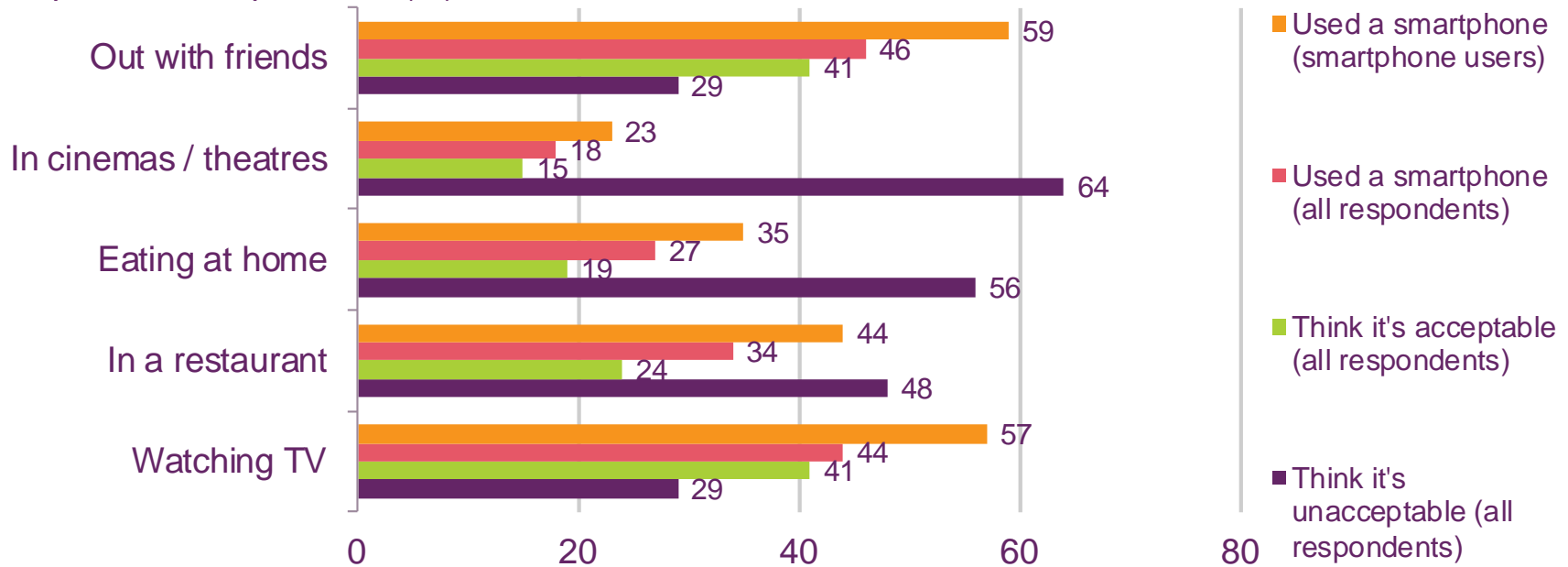
Source: Ofcom research, 2016

Q: How much do you agree or disagree with the following statements?

Base: All going online at least once a month (UK: 1,861; England: 1498)

Use and acceptability of using a smartphone with others in different situations

Proportion of respondents (%)



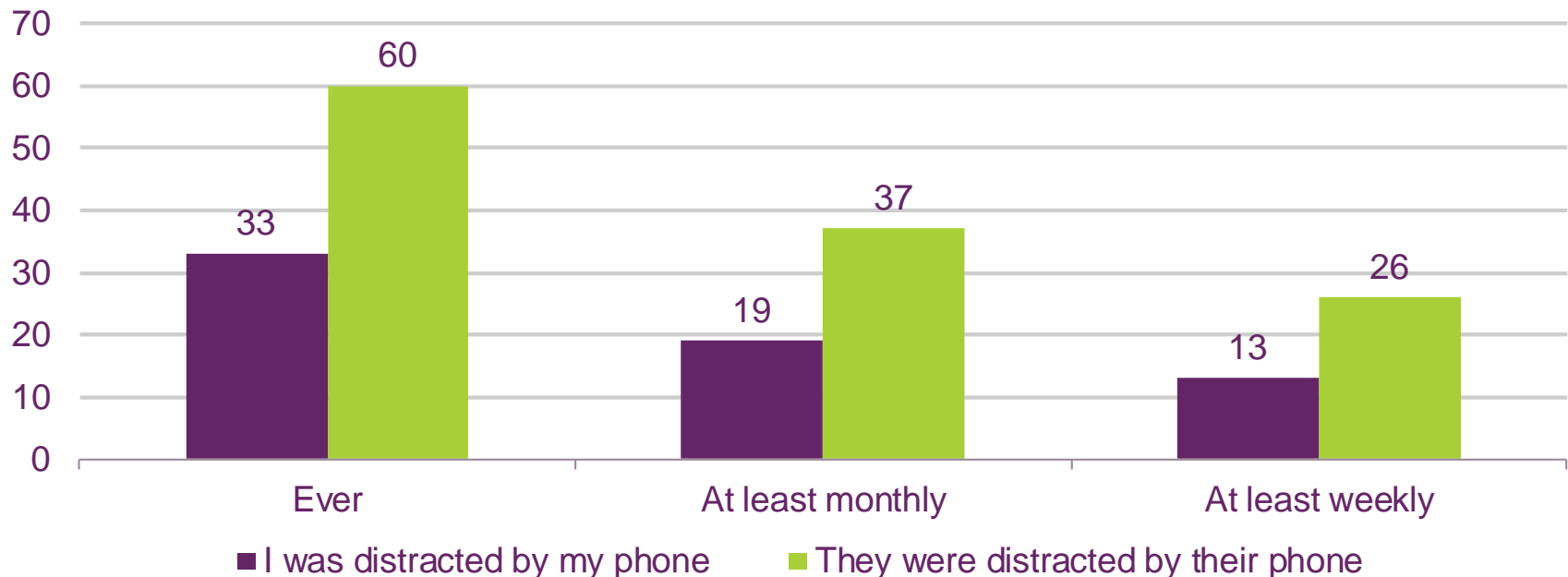
Source: Ofcom research, 2016

Base: All (England: 1612), smartphone users (England: 1208)

Q: For each of the following situations, please indicate if you have personally used and/or have been with others when they have used a smartphone or tablet on each occasion? And for each occasion, could you indicate the extent to which you think using a smartphone at this time is acceptable?

Distracted by a phone – bumpers, bumpees and the frequency of collision

Proportion of respondents (%)



Source: Ofcom research, 2016

Q: How often, if ever, do people bump into you while walking on the street because they are too busy looking at their phone? Base: All (England: 1612) How often, if ever, do you bump into people or anything else while walking on the street because you are too busy looking at your phone? (All England smartphone users: 1208)

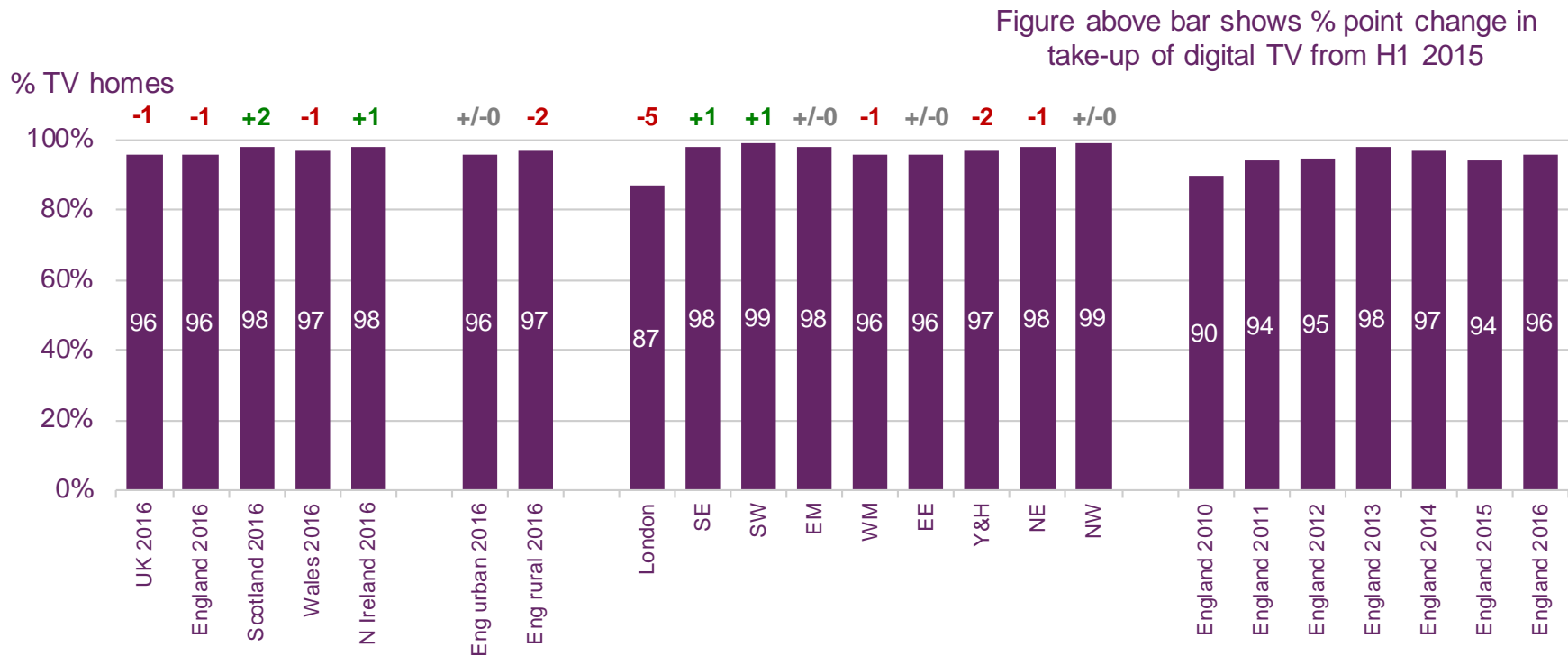
Note that no statistical significance testing was conducted on the Technology Tracker 'England' charts in the 2016 CMR

TV and audio-visual

Extended Chart Pack

England

Take-up digital TV

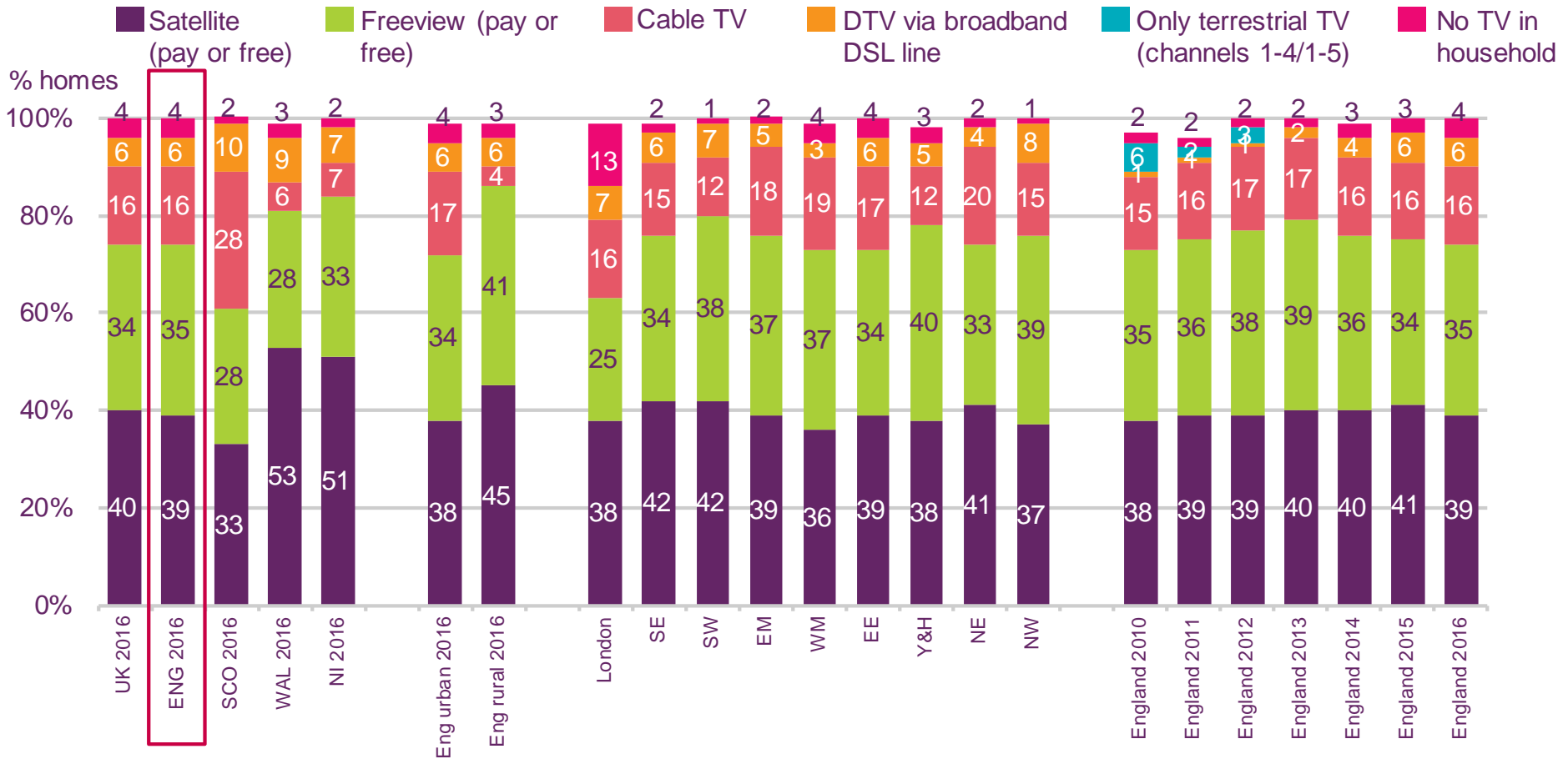


Source: Ofcom Technology Tracker, Half 1 2016

Base: All adults aged 16+ (n = 3737 UK, 2239 England, 502 Scotland, 489 Wales, 507 Northern Ireland, 1958 England urban, 281 England rural, 249 London, 251 South East, 247 South West, 250 East Midlands, 251 West Midlands, 237 East of England, 252 Yorkshire & Humber, 251 North East, 251 North West, 5709 England 2010, 1983 England 2011, 2251 England 2012, 2250 England 2013, 2249 England 2014, 2264 England 2015, 2239 England 2016)

QH1A. Which, if any, of these types of television does your household use at the moment?

Main TV set share by platform



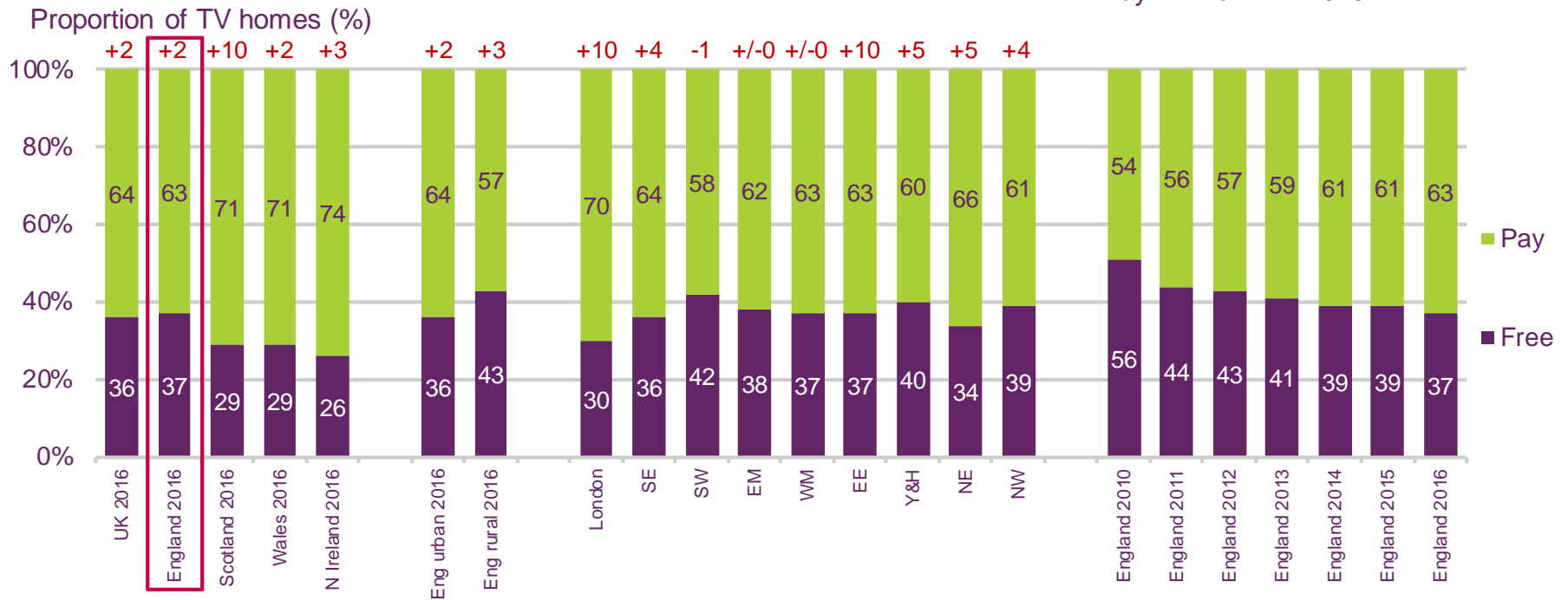
Source: Ofcom Technology Tracker, Half 1 2016

Base: All adults aged 16+ (n = 3737 UK, 2239 England, 502 Scotland, 489 Wales, 507 Northern Ireland, 1958 England urban, 281 England rural, 249 London, 251 South East, 247 South West, 250 East Midlands, 251 West Midlands, 237 East of England, 252 Yorkshire & Humber, 251 North East, 251 North West, 5709 England 2010, 1983 England 2011, 2251 England 2012, 2250 England 2013, 2249 England 2014, 2264 England 2015, 2239 England 2016)

QH1A. Which, if any, of these types of television does your household use at the moment?

Proportion of homes with free and pay television

Figure above bar shows % point change in Pay TV from H1 2015

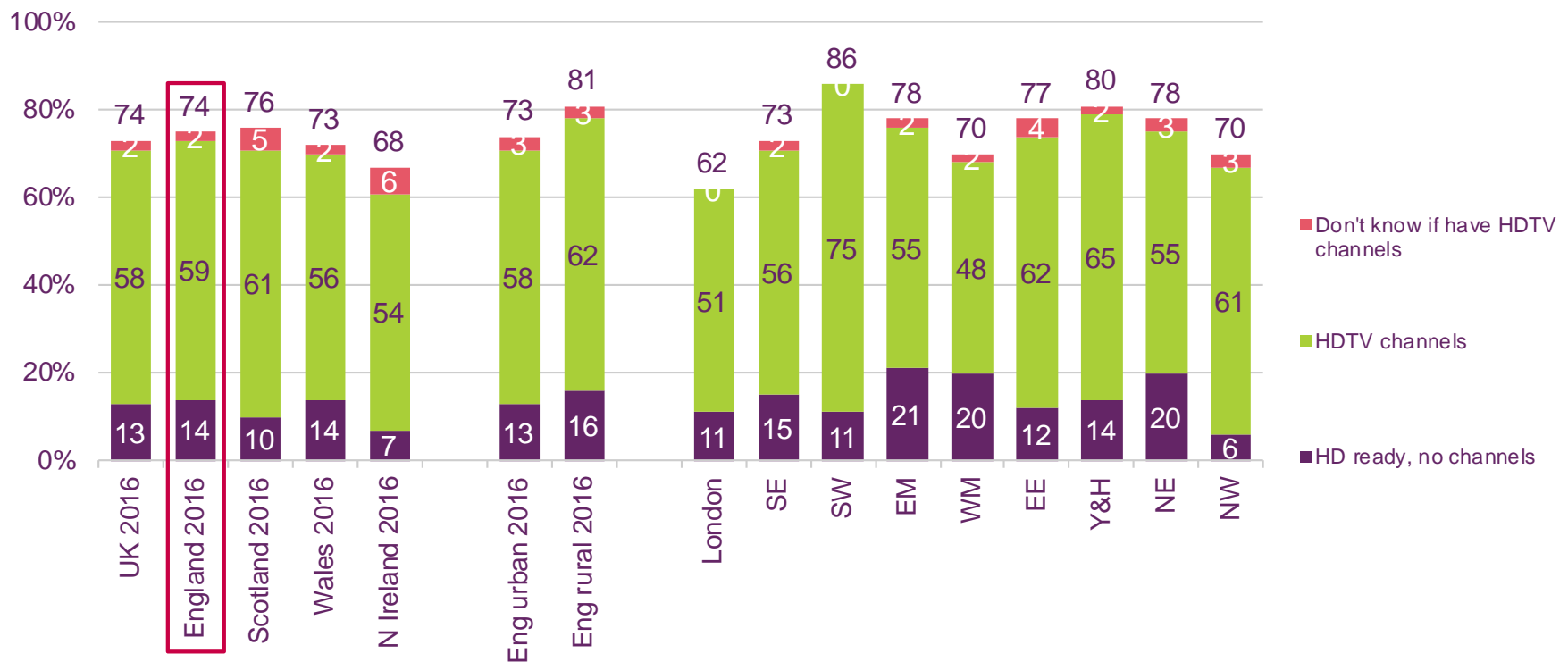


Source: Ofcom Technology Tracker, Half 1 2016

Base: All adults aged 16+ with a TV in household (n = 3606 UK, 2148 England, 491 Scotland, 471 Wales, 496 Northern Ireland, 1877 England urban, 271 England rural, 217 London, 241 South East, 244 South West, 243 East Midlands, 239 West Midlands, 226 East of England, 241 Yorkshire & Humber, 247 North East, 250 North West, 5600 England 2010, 1941 England 2011, 2214 England 2012, 2197 England 2013, 2186 England 2014, 2197 England 2015 , 2148 England 2016)

QH1A. Which, if any, of these types of television does your household use at the moment?

Proportion of homes with HD television



Source: Ofcom Technology Tracker, Half 1 2016

Base: All adults aged 16+ with a TV in household (n = 3606 UK, 2148 England, 491 Scotland, 471 Wales, 496 Northern Ireland, 1877 England urban, 271 England rural, 217 London, 241 South East, 244 South West, 243 East Midlands, 239 West Midlands, 226 East of England, 241 Yorkshire & Humber, 247 North East, 250 North West) QH53. Is the main TV in your household an HDTV set or HD ready?/ QH54. For the main TV set, does your household have an HD TV service – from either Sky, Virgin Media, Freesat or Freeview ?

Figure 2.6

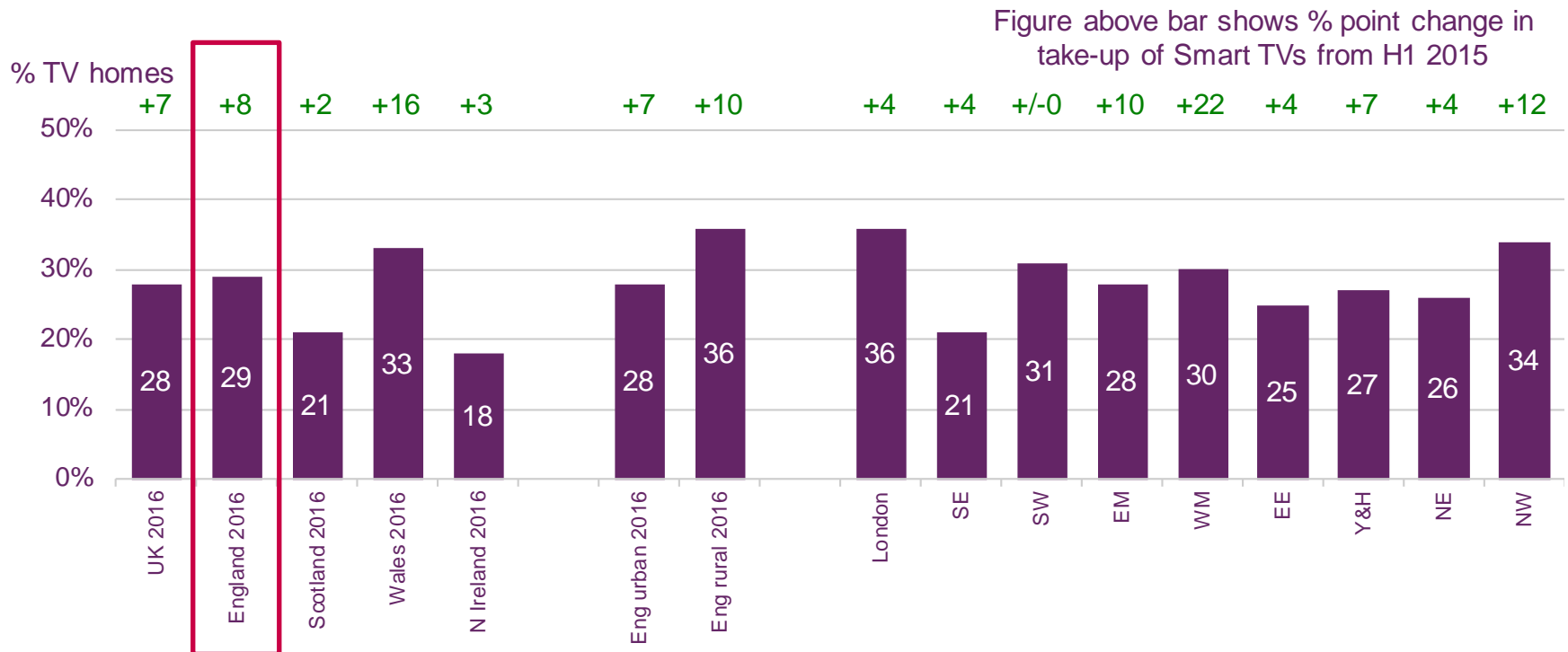
Average minutes of television viewing per day, by nation: 2015



Source: BARB, Individuals (4+). Please see definitions for list of PSB channels

*Note: This figure reflects the average across the English regions with the highest in Border at 243 minutes (4 hours 03 minutes) and lowest in London at 197 minutes (3 hours 17 minutes) respectively.

Smart TV take-up in England



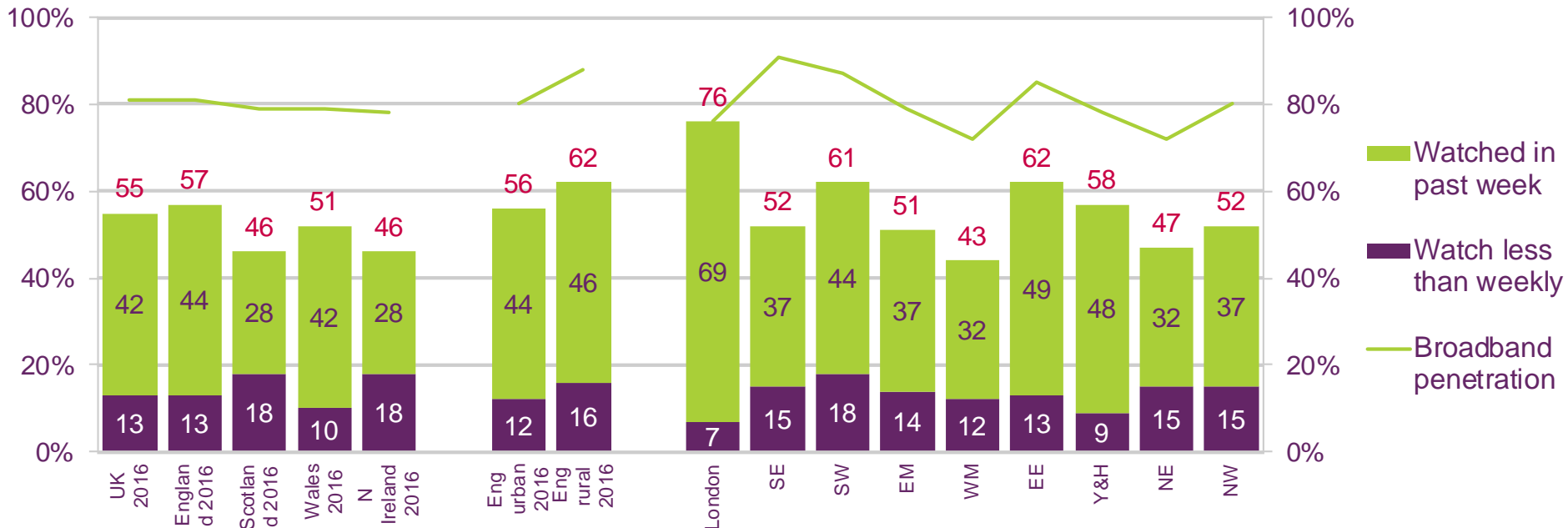
Source: Ofcom Technology Tracker, Half 1 2016

Base: All adults aged 16+ with a TV in household (n = 3606 UK, 2148 England, 491 Scotland, 471 Wales, 496 Northern Ireland, 1877 England urban, 271 England rural, 217 London, 241 South East, 244 South West, 243 East Midlands, 239 West Midlands, 226 East of England, 241 Yorkshire & Humber, 247 North East, 250 North West) QH62. Are any of your TV sets "Smart TVs"? These are new types of TV that are connected to the internet and can stream video directly onto your television screen, without the need for a computer, set-top box or games console.

Online TV/ video viewing

Online TV/ video viewing on PC or mobile

Proportion of individuals with broadband at home



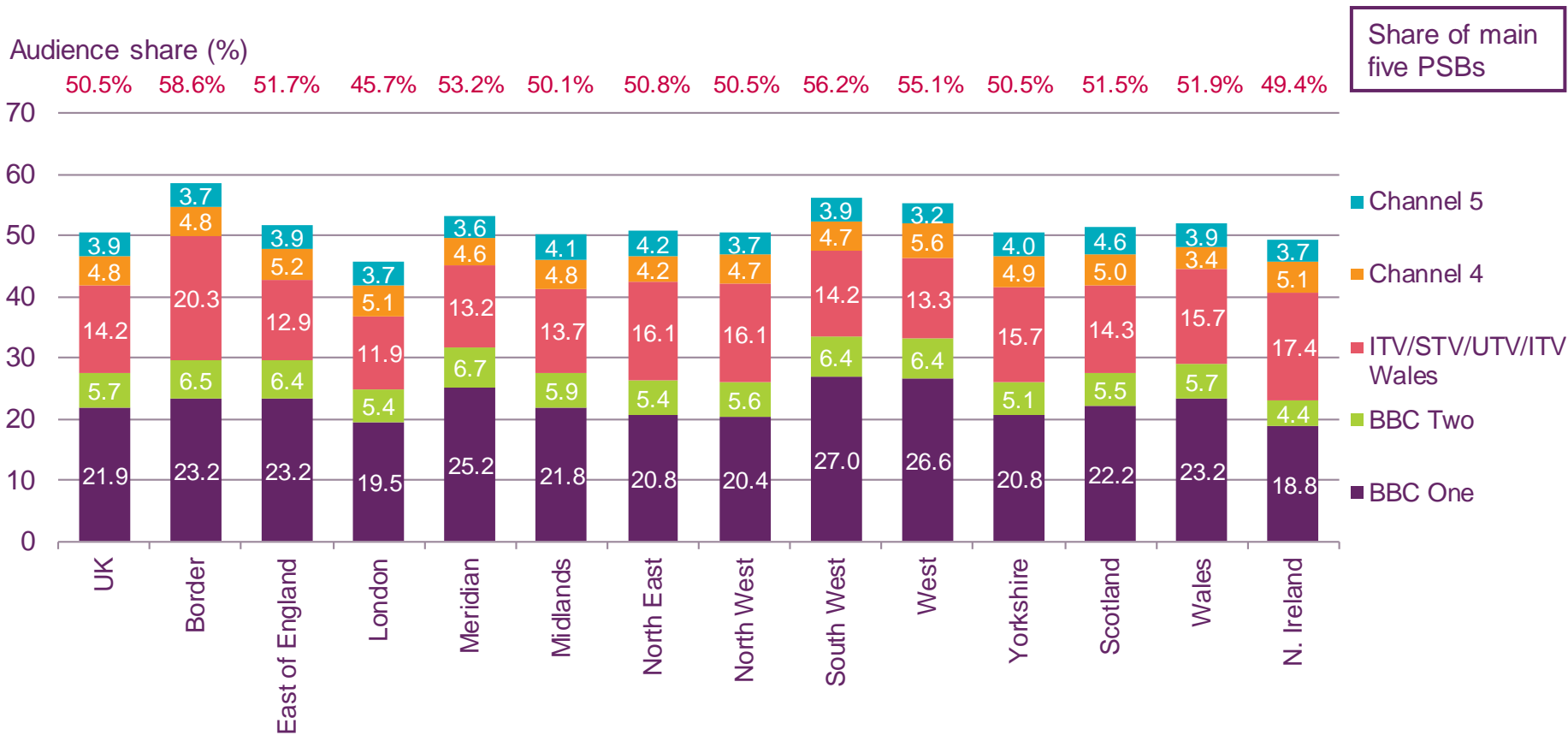
Source: Ofcom Technology Tracker, Half 1 2016

Base: All adults aged 16+ (n = 3737 UK, 2239 England, 502 Scotland, 489 Wales, 507 Northern Ireland, 1958 England urban, 281 England rural, 249 London, 251 South East, 247 South West, 250 East Midlands, 251 West Midlands, 237 East of England, 252 Yorkshire & Humber, 251 North East, 251 North West)

QE5A: Which, if any, of these do you use the internet for? QE5B: And, which, if any, of these activities have you used the internet for in the last week? QD28A: Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? QD28B: And which of these activities have you used your mobile for in the last week?

Figure 2.7

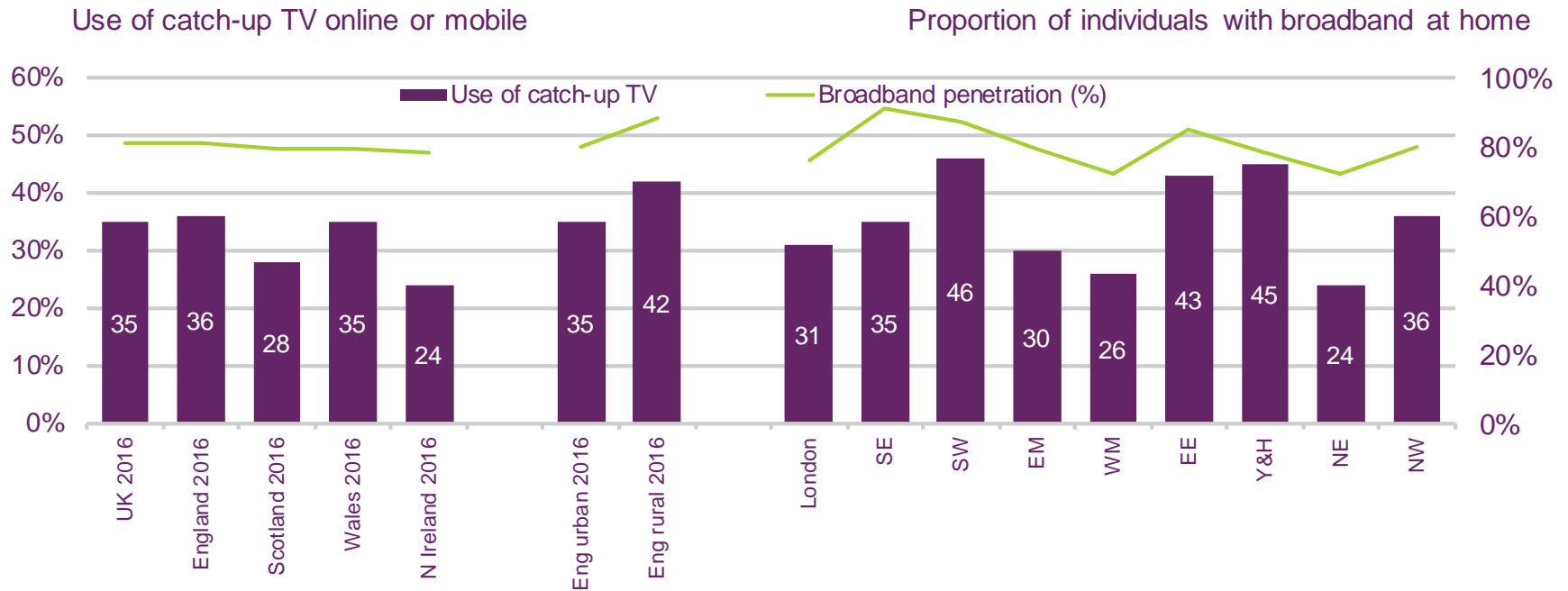
Share of the main five PSB channels in all homes, by UK nations and regions: 2015



Source: BARB, Individuals (4+). HD channel variants are included but not +1s.

Note: Chart shows figures rounded to one decimal place. Numbers may not appear to sum up to total share of main five PSBs due to rounding.

Use of catch-up TV

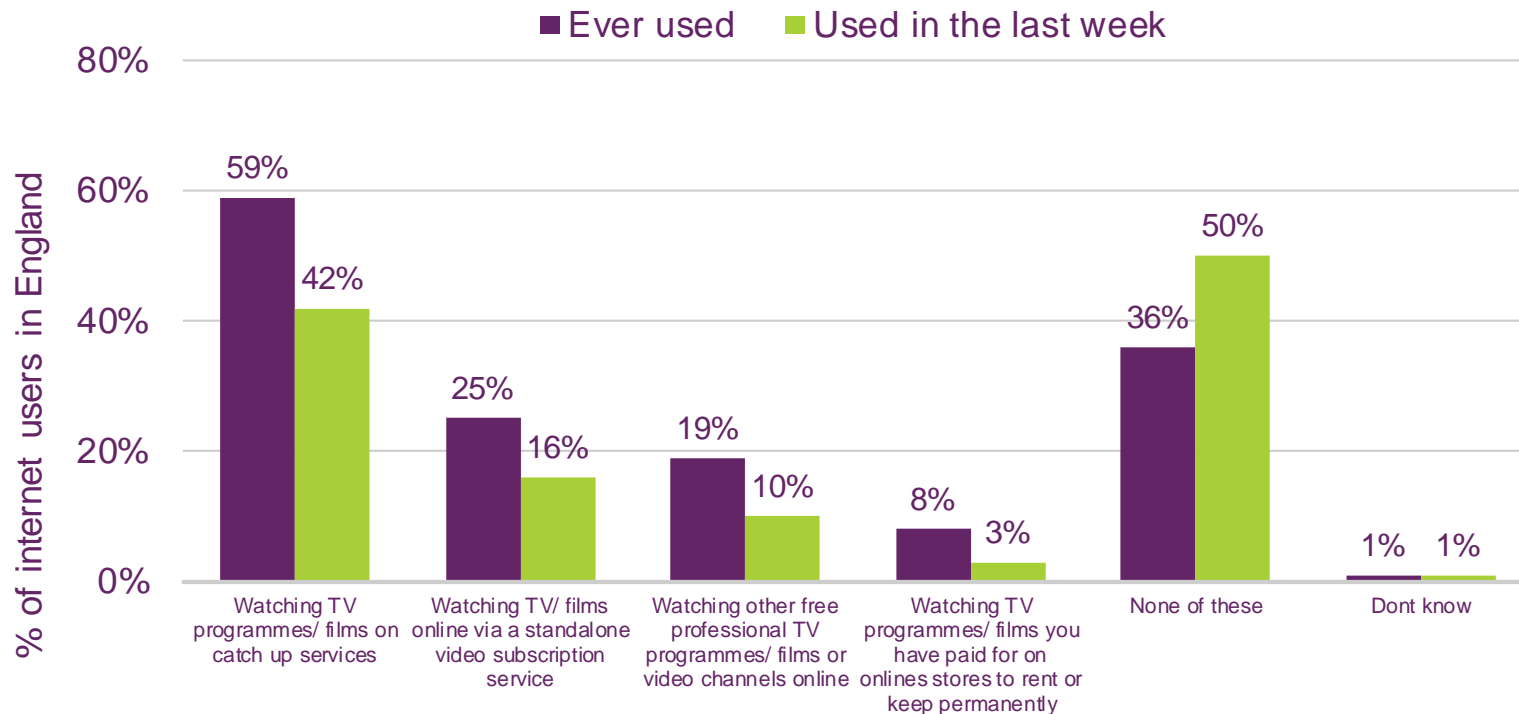


Source: Ofcom Technology Tracker, Half 1 2016

Base: All adults aged 16+ (n = 3737 UK, 2239 England, 502 Scotland, 489 Wales, 507 Northern Ireland, 1958 England urban, 281 England rural, 249 London, 251 South East, 247 South West, 250 East Midlands, 251 West Midlands, 237 East of England, 252 Yorkshire & Humber, 251 North East, 251 North West)

QE5A: Which, if any, of these do you use the internet for?/ QD28A: Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for?

TV programmes, films, demand on any device

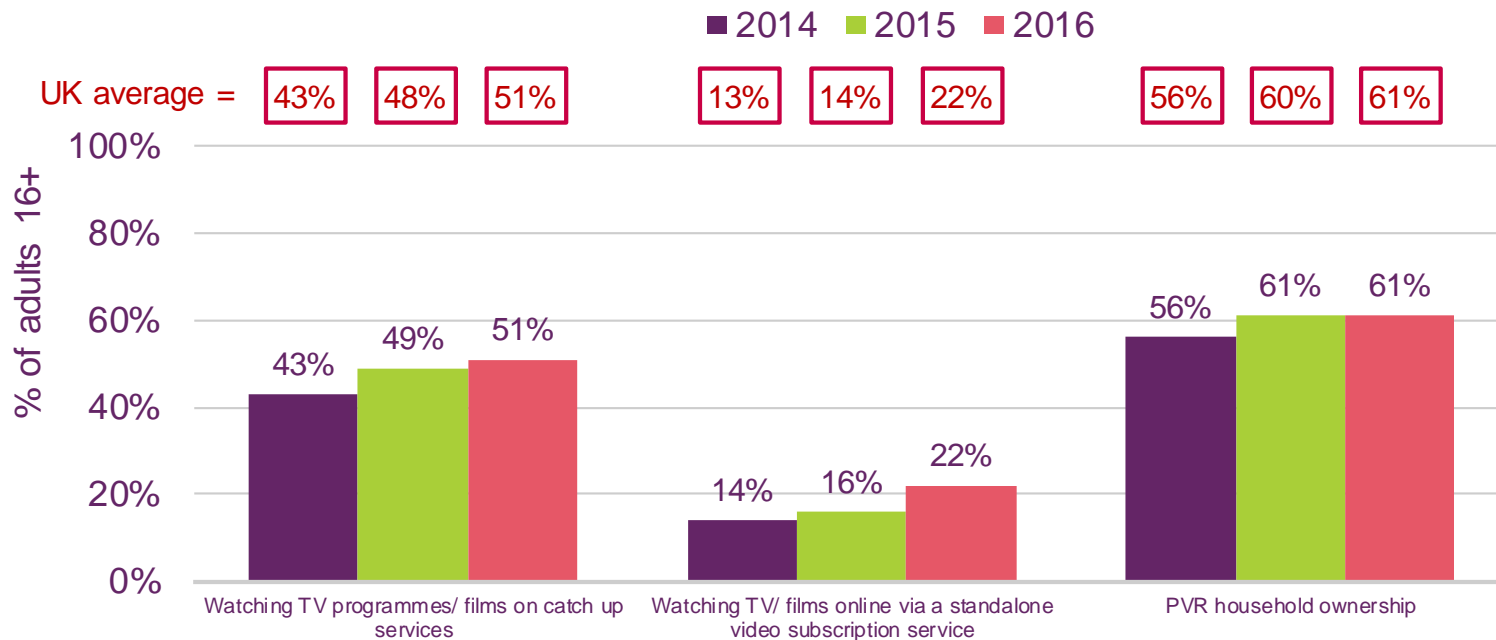


Source: Ofcom Technology Tracker, Half 1 2016

Base: All England adults aged 16+ w ho use the internet at home or elsew here (n = 1899)

QH46: Thinking about your personal use of TV programmes and films online and on demand services that you may use on any device (e.g. smartphone, TV set, tablet or laptop) anyw here, w hich of the follow ing, if any, have you personally ever used? / QH47: And w hich, if any, of these have you used in the last week?

Catch-up, VOD, and PVR ownership



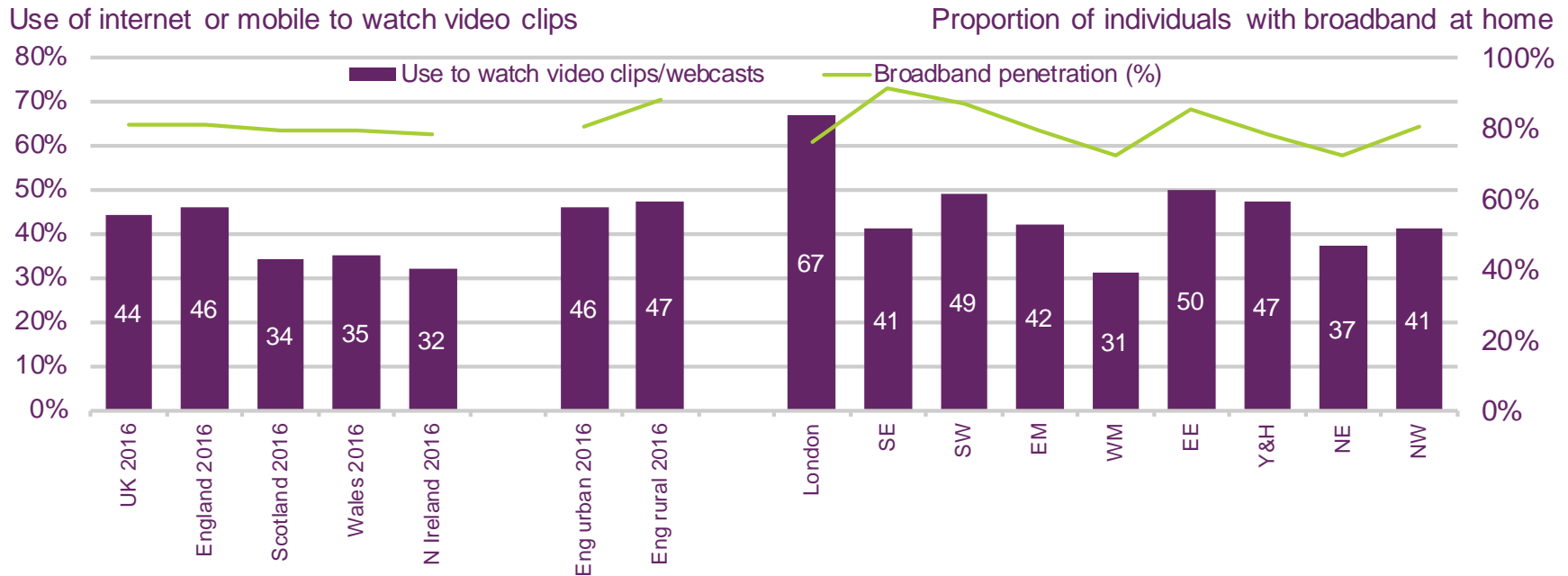
Source: Ofcom Technology Tracker, Half 1 2016

Base: All adults aged 16+ (UK 2014 = 3740, England 2014 = 2249; UK 2015 = 3756, England 2015 = 2264; UK 2016 3737; England 2016 = 2239)

QH46: Thinking about your personal use of TV programmes and films online and on demand services that you may use on any device (e.g. smartphone, TV set, tablet or laptop) anywhere, which of the following, if any, have you personally ever used? / QR1A/B: Does your household have Sky+/ Virgin TiVo or V+? / QR1C/D/E: Does your Freesat set top box/ Freeview box or Freeview TV set/ broadband TV service allow you to record and store TV programmes, and also pause and rewind live TV programmes?

Note: Prior to 2016, chart included 'Do you have a YouView/Now TV set top box?' which has since been incorporated into QH45

Use of internet for watching short video clips (e.g. YouTube)

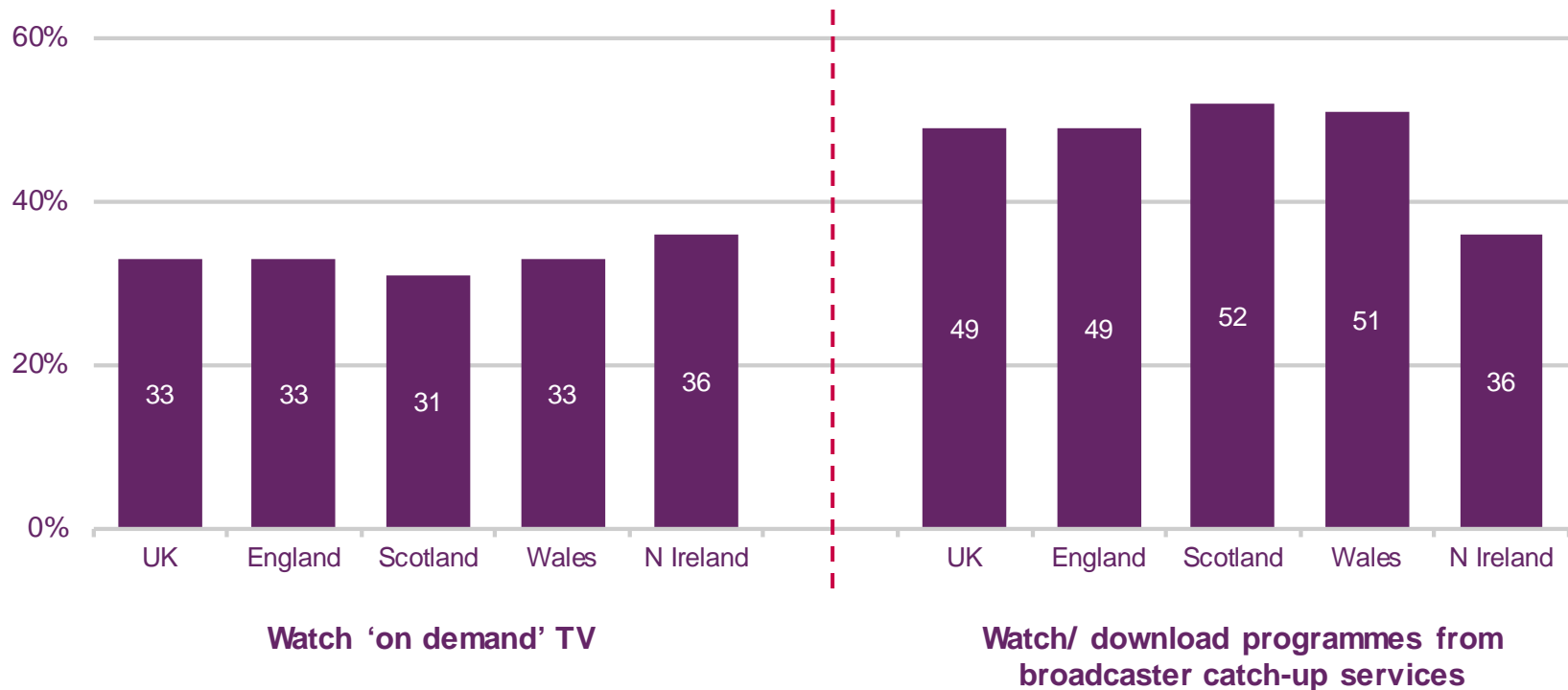


Source: Ofcom Technology Tracker, Half 1 2016

Base: All adults aged 16+ (n = 3737 UK, 2239 England, 502 Scotland, 489 Wales, 507 Northern Ireland, 1958 England urban, 281 England rural, 249 London, 251 South East, 247 South West, 250 East Midlands, 251 West Midlands, 237 East of England, 252 Yorkshire & Humber, 251 North East, 251 North West)

QE5A: Which, if any, of these do you use the internet for?/ QD28A: Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for?

Use of non-linear TV



Source: Ofcom Technology Tracker, Half 1 2016

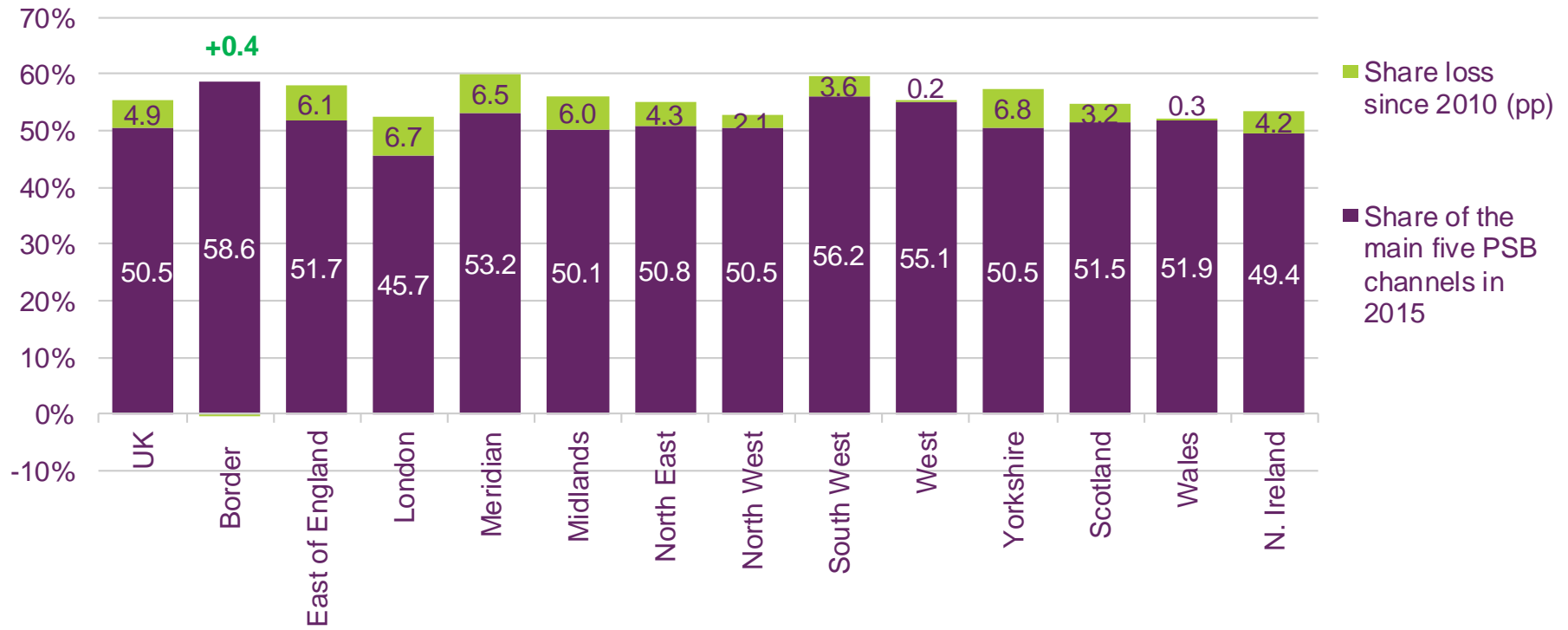
Base: All adults aged 16+ (n = 3737 UK, 2239 England, 502 Scotland, 489 Wales, 507 Northern Ireland)

QH42A: Do you ever watch TV programmes 'on demand' through your TV service? By this I mean pay-per-view programmes or 'standalone' subscription services (e.g. Netflix on Virgin TiVo) or using the TV catch-up services such as Sky on Demand or Virgin on Demand./ QE5A: Which, if any, of these do you use the internet for?/ QD28A: Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for?

Figure 2.8

Change in combined share of the main five PSB channels, all homes:
2010 and 2015

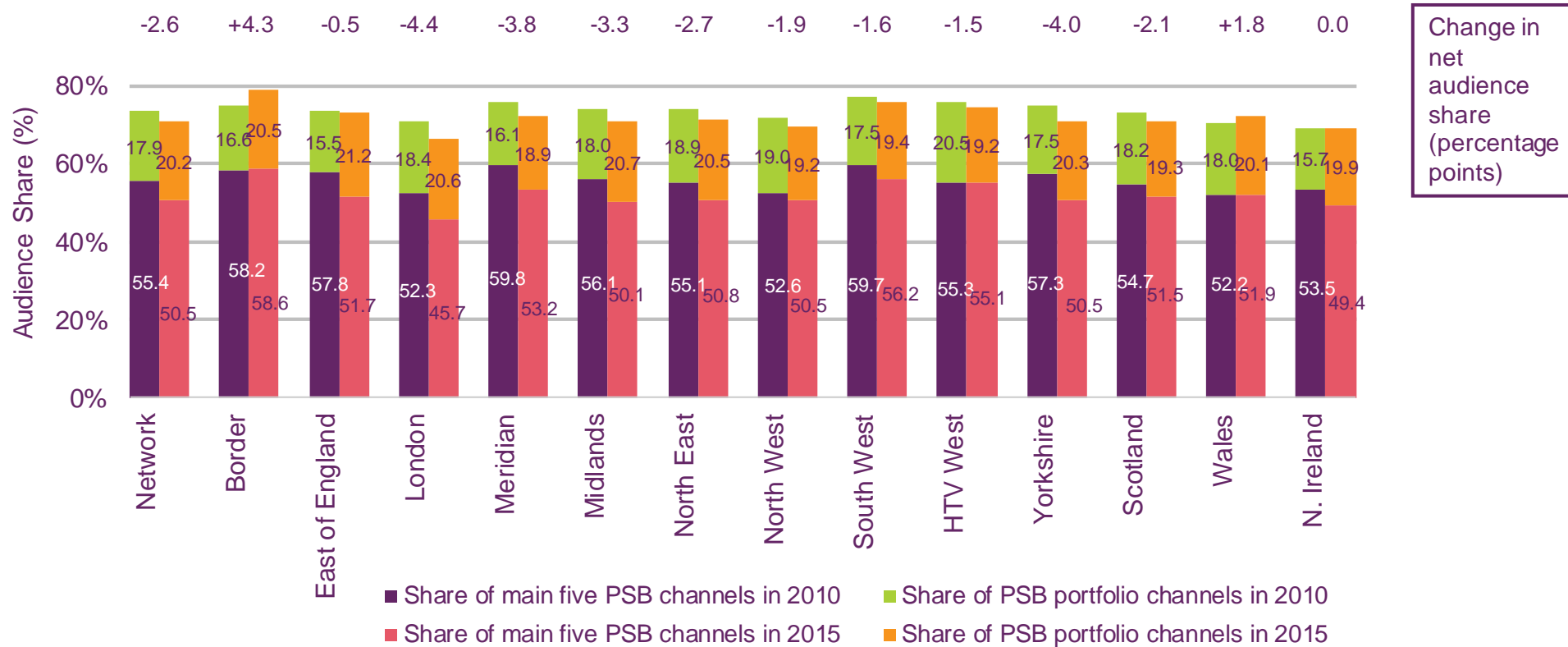
Audience share (%)



Source: BARB, Individuals (4+). HD channel variants are included but not +1s.

Figure 2.9

Net change in the audience share of the main five PSB channels and their portfolio channels, all homes: 2010 and 2015

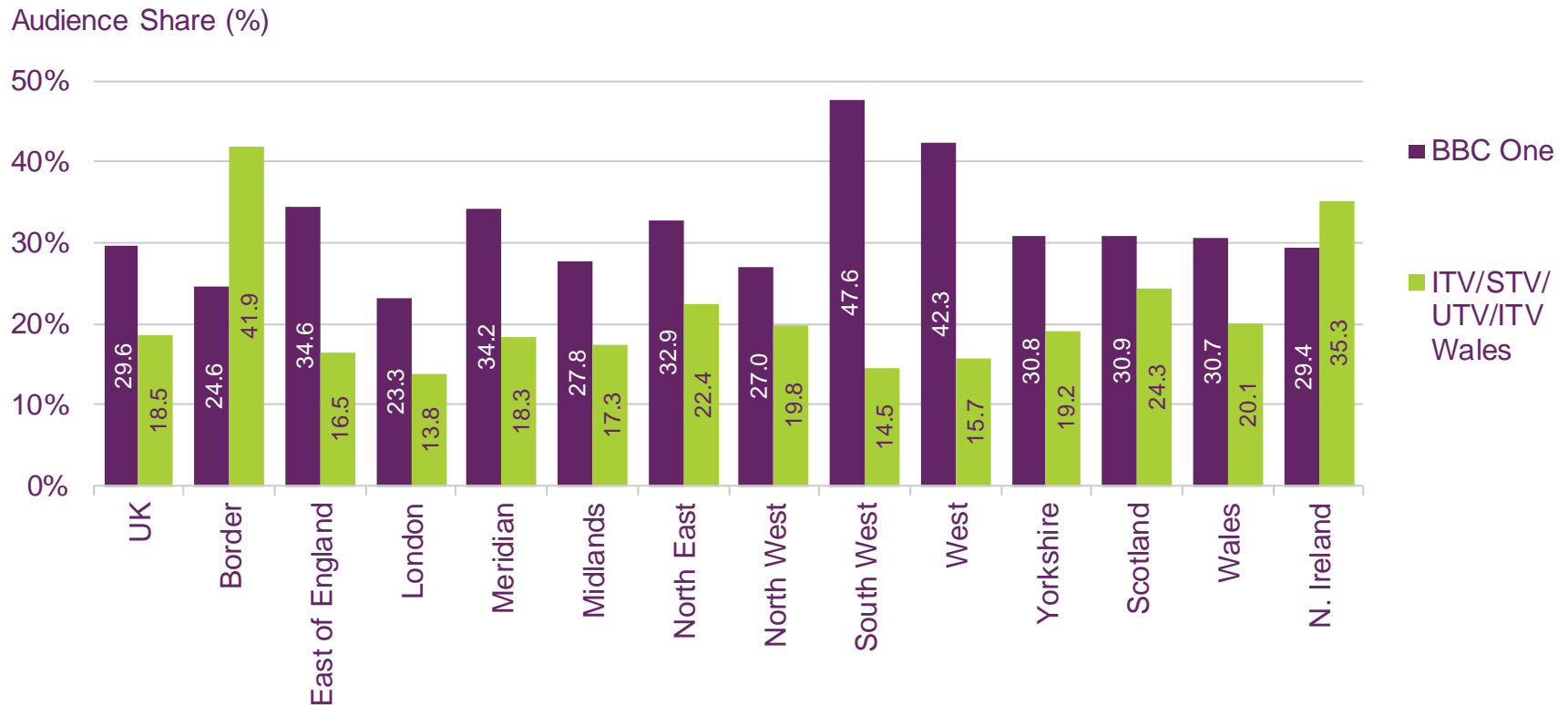


Source: BARB, Individuals 4+. Main five PSB channels = BBC One, BBC Two, ITV, Channel 4 and Channel 5, including HD variants but excluding +1s. PSB portfolio channels = BBC Three, BBC Four, BBC News, BBC Parliament, CBBC, CBeebies, BBC streaming channels, ITV+1 Network (inc ITV Breakfast), ITV2, ITV2+1, ITV3, ITV3+1, ITV4, ITV4+1, CITV, ITVBe, ITVBe +1, ITV Encore, ITV Encore +1, Channel 4+1, E4, E4 +1, More4, More4 +1, Film4, Film4+1, 4Music, 4seven, Channel 5+1, 5*, 5*+1, 5USA, 5USA+1, Channel 5+24. HD variants are included where applicable.

Notes: i) Numbers may not add to 100% due to rounding.

Figure 2.10

BBC One and ITV/ STV/ UTV/ ITV Wales early evening news bulletin shares, all homes: 2015



Source: BARB, Individuals (4+). BBC One includes HD variant. ITV excludes HD variants and +1.

Note: Early evening ('local') news bulletin figures based on 'regional news' genre programmes, start time 17:55-18:35, 10mins+ duration, BBC One & ITV (exc HD), weekdays. UK figures based on share to respective early evening news bulletin day parts. BBC One's early evening news bulletin is transmitted between 18:30 – 19:00 and ITV/STV/UTV/ITV Wales' is transmitted between 18:00 – 18:30.

Figure 2.11 -
 Respondents' main media source for UK and world news



Source: Ofcom Media Tracker 2015.

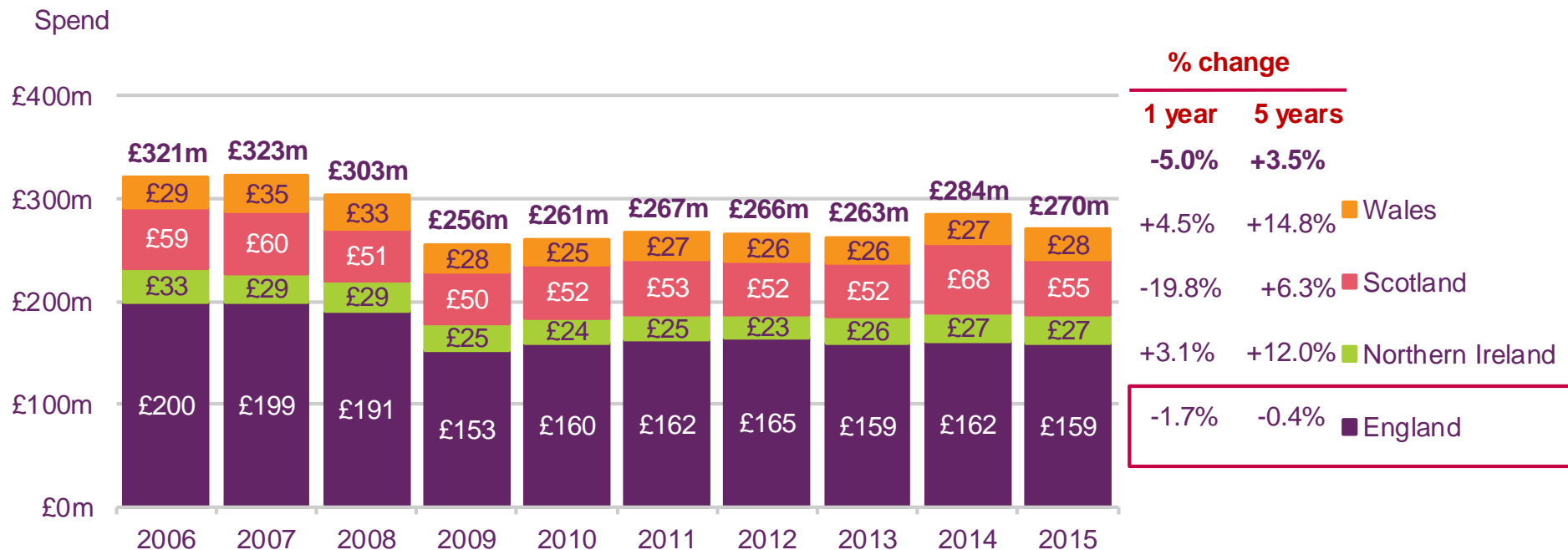
Base: All (2,107); England (1,607); Scotland (180); Wales (164); Northern Ireland (156).

Q62 - Can you tell me which one of these is your 'main' source of news about what is going on in the UK and in the world today?

Significance testing – arrows show any difference in the main source of news between any nation and all adults in 2015

Figure 2.12

Spend on first-run originated nations' and regions' output by the BBC/ITV1/STV/UTV



Source: Broadcasters. All figures are nominal.

Note: Spend data for first-run originations only. Excludes spend on BBC Alba and S4C output but includes some spend on Irish language programming by the BBC. Spend on content broadcast in the Scottish part of the ITV Border region is included within England from 2006-2013, but in Scotland thereafter. These figures do not include spend on network content. For more information on S4C, please see Section XX.

Figure 2.13

Change in total spend on nations and regions output, by genre and nation: 2010-2015

	UK		England		N. Ireland		Scotland		Wales	
	1yr (%)	5yr (%)	1yr (%)	5yr (%)	1yr (%)	5yr (%)	1yr (%)	5yr (%)	1yr (%)	5yr (%)
Current affairs	-10%	-1%	-1%	-28%	11%	68%	-19%	34%	-7%	11%
News	0%	2%	-1%	-1%	4%	17%	1%	16%	-3%	0%
Non-news/non-current affairs	-14%	1%	0%	-25%	1%	-4%	-28%	-4%	14%	28%
Total spend in 2015	£271m		£159m		£27m		£56m		£29m	

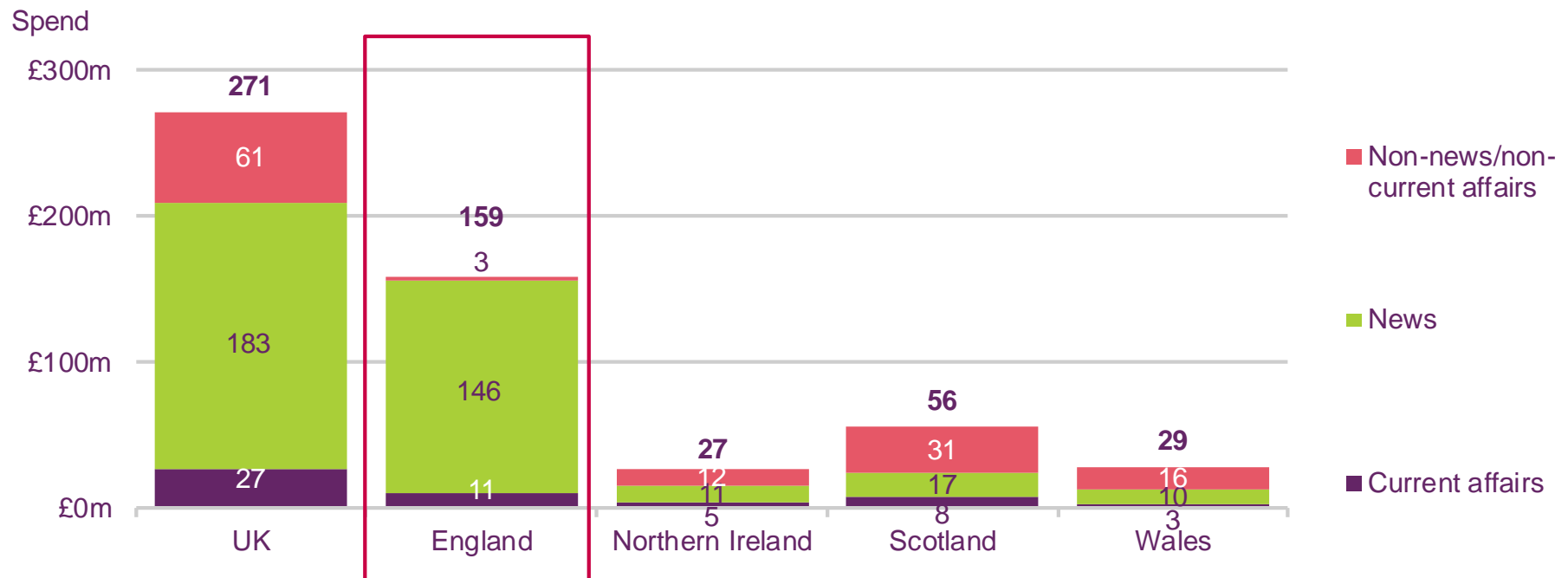
	UK		England		N. Ireland		Scotland		Wales	
	1yr	5yr	1yr	5yr	1yr	5yr	1yr	5yr	1yr	5yr
Change in spend	-5%	1%	-2%	-4%	3%	12%	-20%	6%	5%	15%

Source: Broadcasters. All figures are nominal.

Note: Excludes spend on BBC Alba and S4C output but includes some spend on Irish language programming by the BBC. These figures do not include spend on network content. Spend on programming for the ITV Border region is divided between England and Scotland in 2014-2015 and attributed to England only prior to 2014.

Figure 2.14

Total spend by the BBC/ ITV/ STV/ UTV on non-network nations/regions output for the main PSB channels: 2015

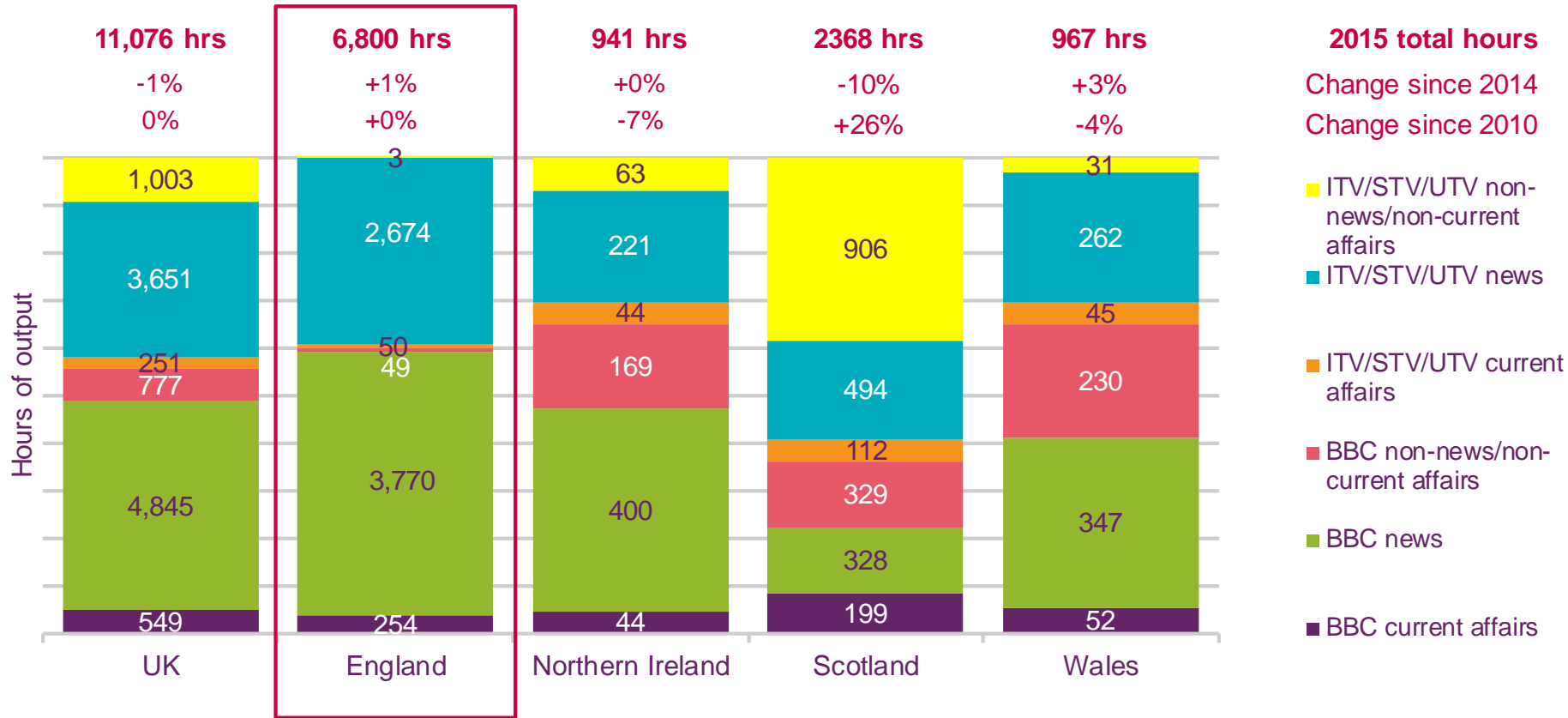


Source: Broadcasters.

Note: Excludes spend on BBC Alba and S4C output but includes some spend on Irish language programming by the BBC. These figures do not include spend on network content. Scotland figures include programming for viewers of ITV Border in Scotland. This was 73 hours of current affairs in 2015.

Figure 2.15

First-run originated hours of nations/regions output, by genre and broadcaster: 2015



Source: Broadcasters.

Note: Hours data for first-run originations only. Excludes hours for BBC Alba and S4C output but includes some hours of Irish language programming by the BBC. These figures do not include hours of network content. Scotland figures include programming for viewers of ITV Border in Scotland. This was 73 hours of current affairs in 2015

Figure 2.16

Cost per hour for total nations' and regions' output, by nation: 2010-2015



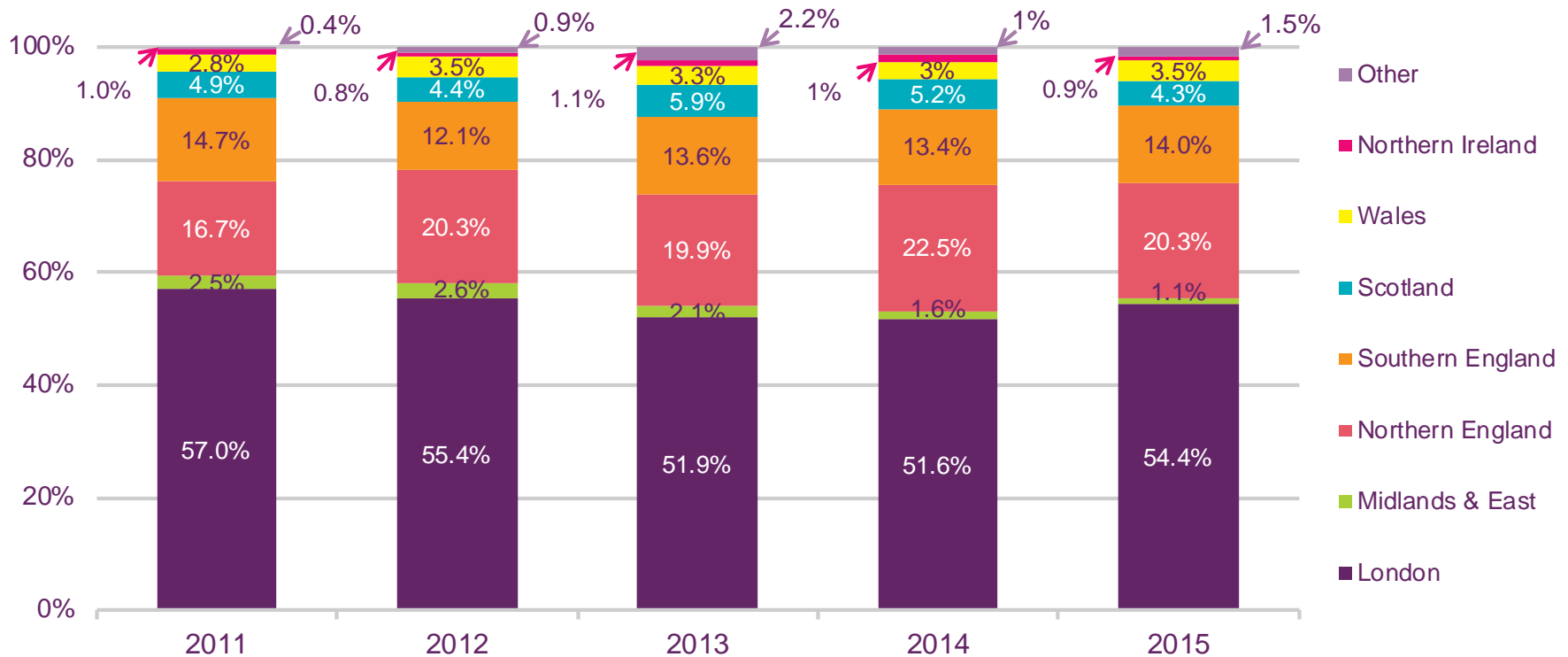
Source: Broadcasters. All figures are nominal.

Note: Excludes spend on BBC Alba and S4C output but includes some spend on Irish language programming by the BBC. These figures do not include spend on network content. Scotland figures include programming for viewers of ITV Border in Scotland. This was 73 hours of current affairs in 2015

Figure 2.23

Expenditure on originated network productions: 2011-2015

Percentage of production by value



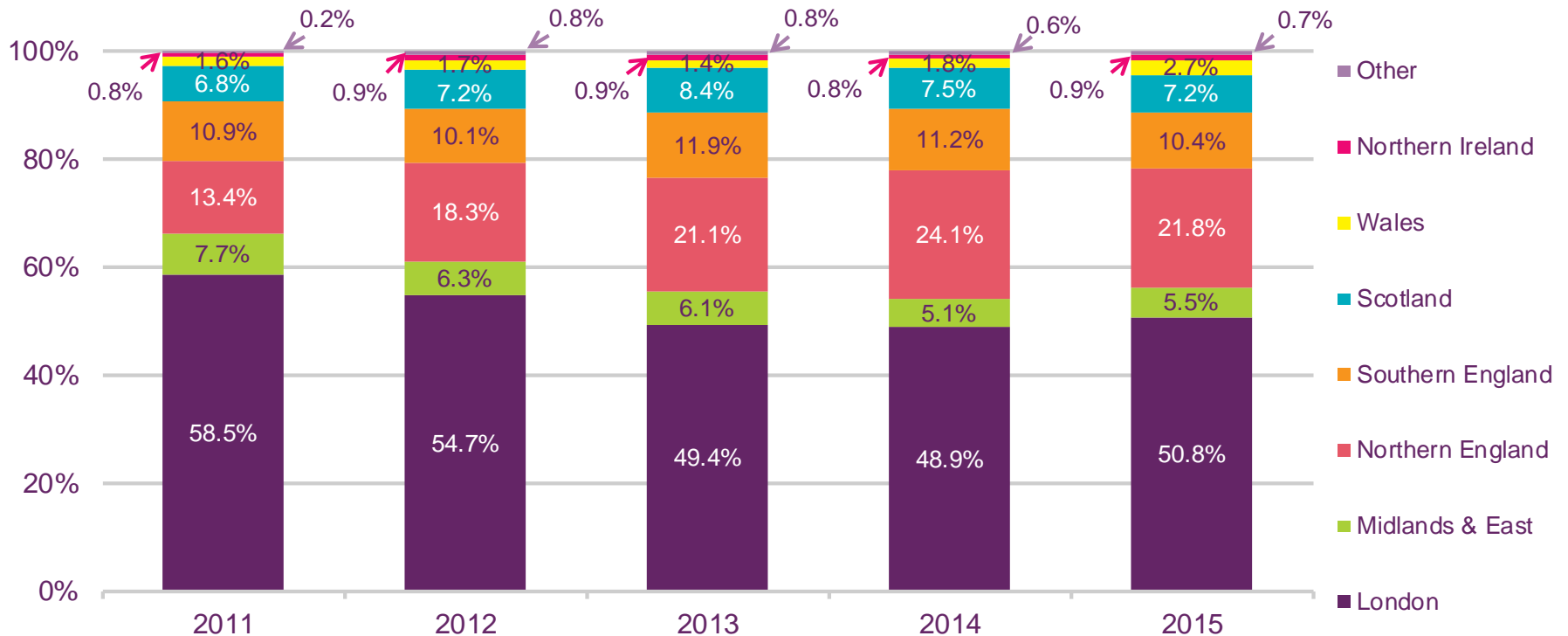
Source: Ofcom/broadcasters

Note: This expenditure does not include network news production. The category 'other' refers to programmes made by producers based within the M25 that qualify as regional productions on the grounds that 70% of total spend and 50% of off-screen talent spend was outside the M25 but not all in one macro-region, and therefore cannot be attributed to a single region. See http://stakeholders.ofcom.org.uk/broadcasting/guidance/programme-guidance/reg_prod/ on Ofcom website for further details.

Figure 2.24

Volume of originated network productions: 2011-2015

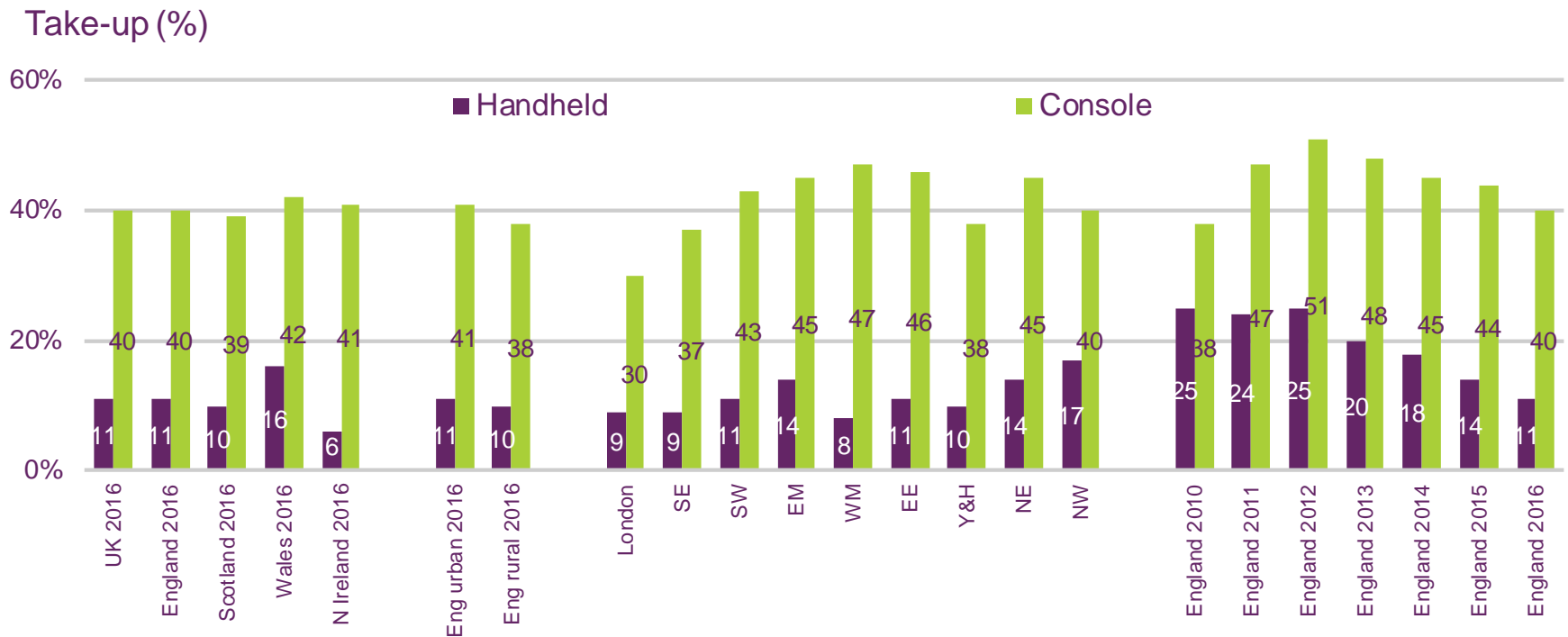
Percentage of production by volume



Source: Ofcom/broadcasters

Note: These hours do not include network news production . The category 'other' refers to programmes made by producers based within the M25 that qualify as regional productions on the grounds that 70% of total spend and 50% of off-screen talent spend was outside the M25 but not all in one macro-region, and therefore cannot be attributed to a single region. See http://stakeholders.ofcom.org.uk/broadcasting/guidance/programme-guidance/reg_prod/ on Ofcom website for further details.

Take up of leading games consoles in England



Source: Ofcom Technology Tracker, Half 1 2016

Base: All adults aged 16+ (n = 3737 UK, 2239 England, 502 Scotland, 489 Wales, 507 Northern Ireland, 1958 England urban, 281 England rural, 249 London, 251 South East, 247 South West, 250 East Midlands, 251 West Midlands, 237 East of England, 252 Yorkshire & Humber, 251 North East, 251 North West, 5709 England 2010, 1983 England 2011, 2251 England 2012, 2250 England 2013, 2249 England 2014, 2264 England 2015, 2239 England 2016)

QB4. Which games console/s do you or does anyone in your household have at the moment?

Note that no statistical significance testing was conducted on the Technology Tracker 'England' charts in the 2016 CMR

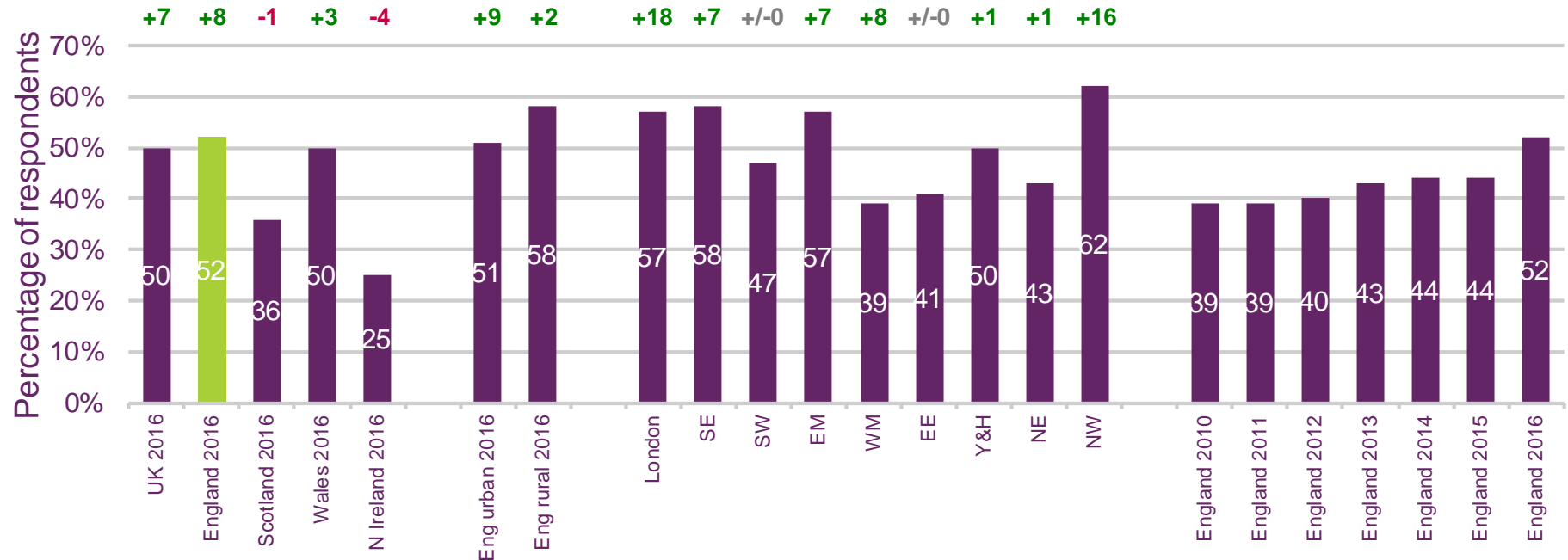
Radio and audio

Extended Chart Pack

England

Ownership of DAB digital radios

Figure above bar shows % point change in DAB sets in household from H1 2015



Source: Ofcom Technology Tracker, Half 1 2016

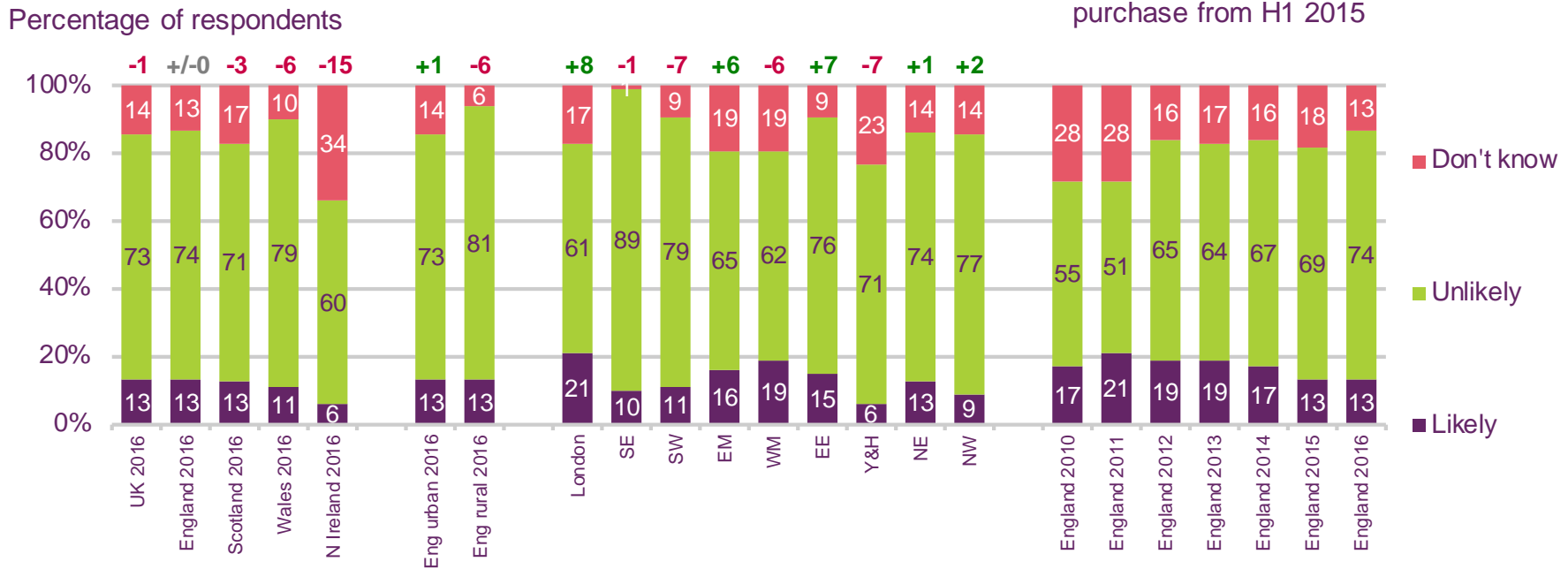
Base: Adults aged 16+ w ho listen to radio (n = 2832 UK, 1693 England, 384 Scotland, 399 Wales, 356 Northern Ireland, 1459 England urban, 234 England rural, 141 London, 215 South East, 209 South West, 196 East Midlands, 186 West Midlands, 178 East of England, 193 Yorkshire & Humber, 186 North East, 189 North West, 4476 England 2010, 1629 England 2011, 1790 England 2012, 1747 England 2013, 1686 England 2014, 1735 England 2015, 1693 England 2016)

NB. Data in 2011 based on those w ho listen to radio and have any radio sets in the household that someone listens to in most weeks

QP9. How many DAB sets do you have in your household?

Likelihood of purchasing a DAB radio within the next year

Figure above bar shows % point change in likely to purchase from H1 2015



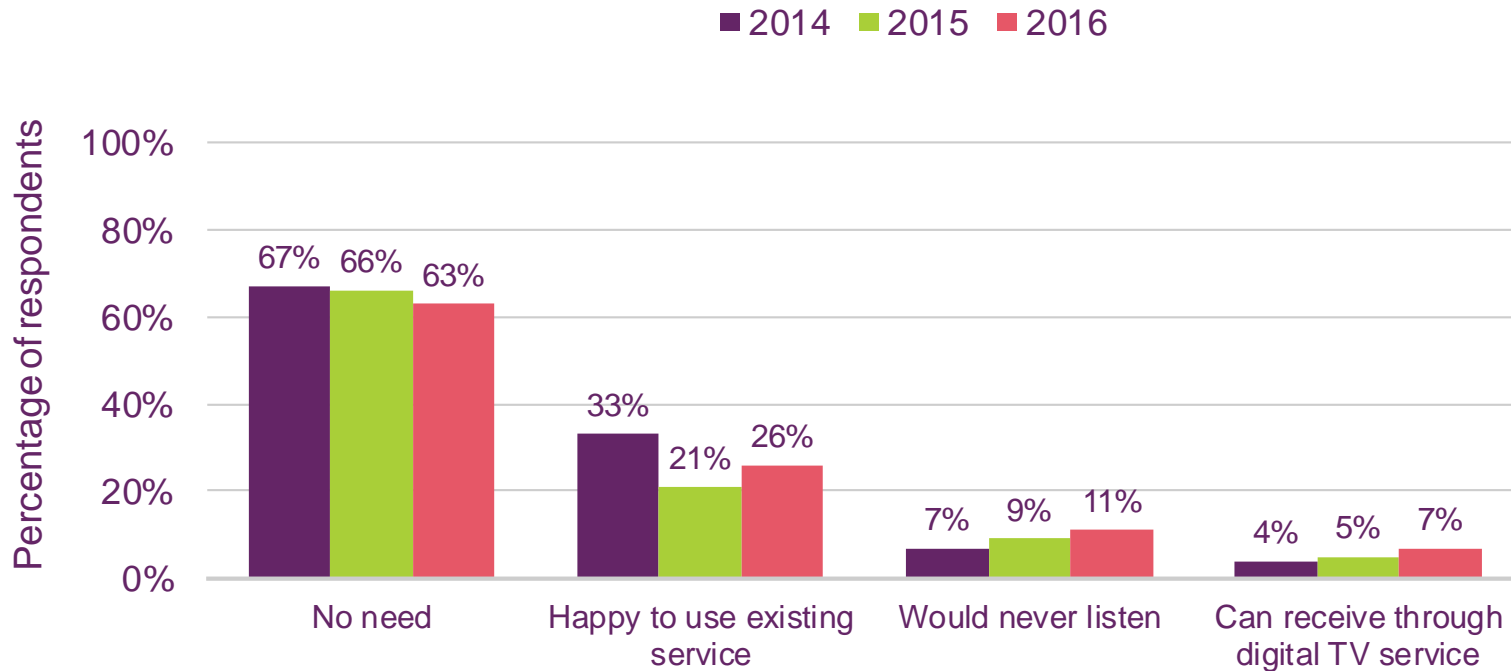
Source: Ofcom Technology Tracker, Half 1 2016

Base: Adults aged 16+ who listen to radio and do not have a DAB set (n = 1593 UK, 870 England, 236 Scotland, 212 Wales, 275 Northern Ireland, 771 England urban, 99* England rural, 61* London, 99* South East, 112 South West, 91* East Midlands, 115 West Midlands, 107 East of England, 101 Yorkshire & Humber, 107 North East, 77* North West, 2690 England 2010, 703 England 2011, 1034 England 2012, 972 England 2013, 938 England 2014, 952 England 2015, 870 England 2016)

NB. Data in 2011 based on those who listen to radio, do not have a DAB set and have any radio sets in the household that someone listens to in most weeks.

QP12: How likely is it that your household will get a DAB radio in the next 12 months?

Reasons why unlikely to purchase DAB in next year



Source: Ofcom Technology Tracker, Half 1 2016

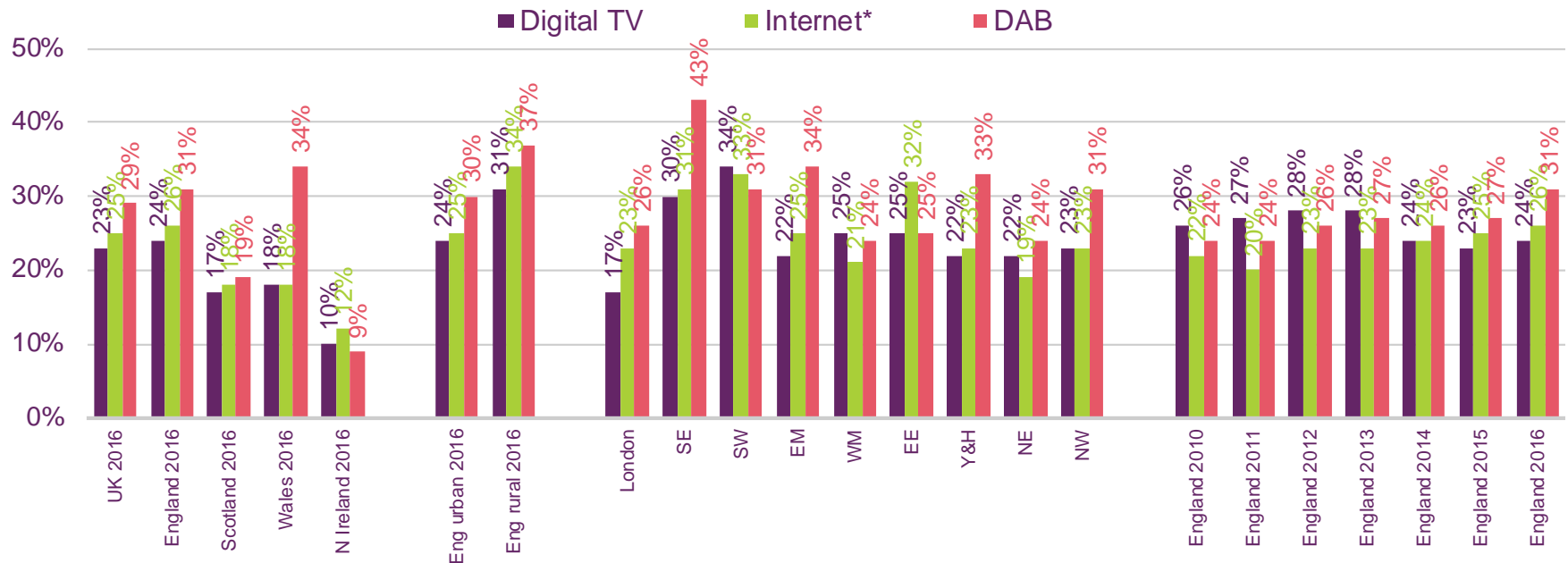
Base: All adults aged 16+ who listen to radio and are unlikely to get DAB radio in the next 12 months (England 2014 = 647; England 2015 = 647; England 2016 = 633)

Responses shown for spontaneous mentions by 5% or more at a UK level

QJ14: Why are you unlikely to get digital radio in the next 12 months?

Listening to radio via internet, DTV and DAB

Proportion of respondents (%) who have listened to radio via DTV, or internet



Source: Ofcom Technology Tracker, Half 1 2016

Base: All adults aged 16+ (n = 3737 UK, 2239 England, 502 Scotland, 489 Wales, 507 Northern Ireland, 1958 England urban, 281 England rural, 249 London, 251 South East, 247 South West, 250 East Midlands, 251 West Midlands, 237 East of England, 252 Yorkshire & Humber, 251 North East, 251 North West, 5709 England 2010, 1983 England 2011, 2251 England 2012, 2250 England 2013, 2249 England 2014, 2264 England 2015, 2239 England 2016)

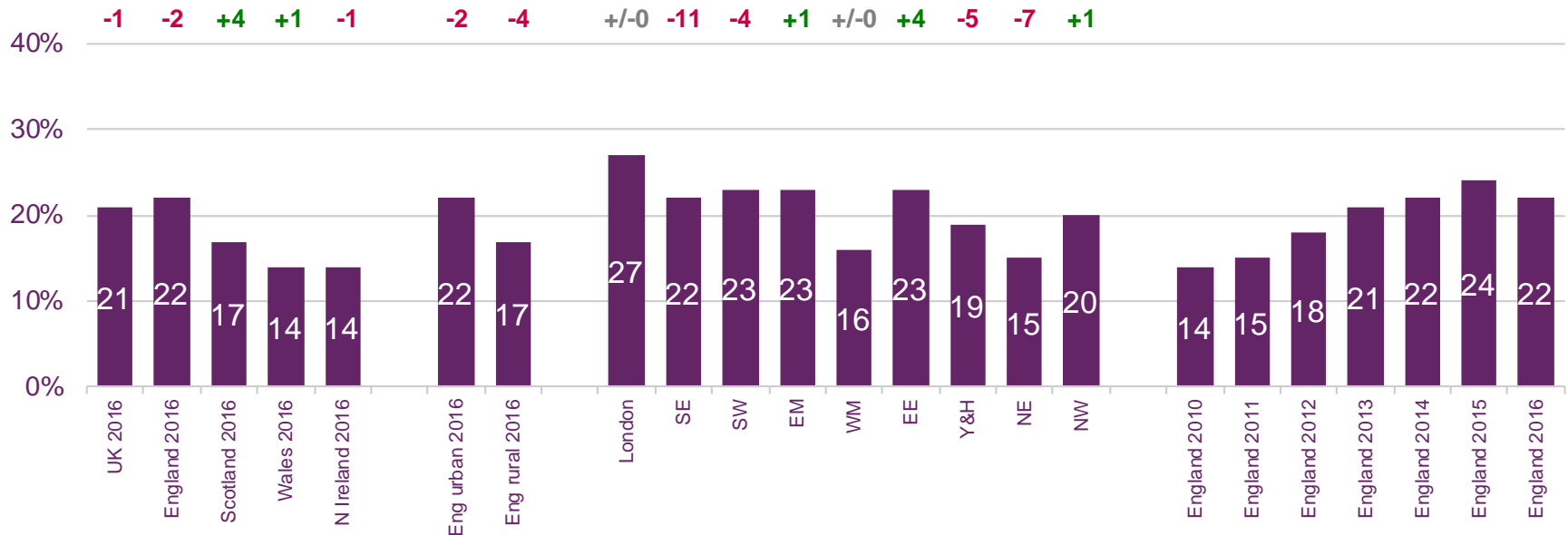
QP11: How often, if at all, do you listen to the radio via – Digital radio via: TV, Internet, DAB radio?/ QE5A: Which, if any, of these do you use the internet for?

*Measure for Internet combines responses across radio listeners (at QP11) and internet users (at QE5A).

Listening to radio on mobile phone

Proportion of respondents (%) who have used their mobile to listen to the radio

Figure above bar shows % point change in listening to radio from H1 2015



Source: Ofcom Technology Tracker, Half 1 2016

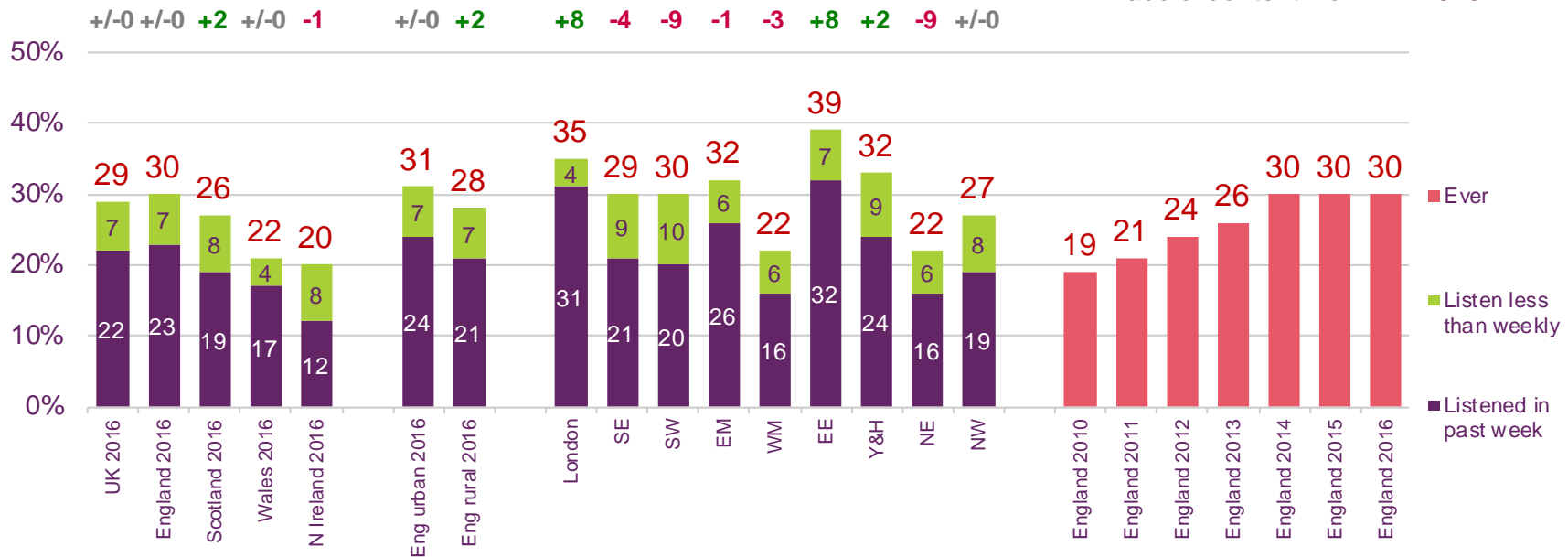
Base: All adults aged 16+ (n = 3737 UK, 2239 England, 502 Scotland, 489 Wales, 507 Northern Ireland, 1958 England urban, 281 England rural, 249 London, 251 South East, 247 South West, 250 East Midlands, 251 West Midlands, 237 East of England, 252 Yorkshire & Humber, 251 North East, 251 North West, 5709 England 2010, 1983 England 2011, 2251 England 2012, 2250 England 2013, 2249 England 2014, 2264 England 2015, 2239 England 2016)

QD28A: Which, if any, of the following activities, other than making and receiving calls, do you use your mobile for? QD28B: And, which of these activities have you used your mobile for in the last week? QP11C: How often, if at all, do you access the radio via mobile phone?

Listening to audio content on mobile phone

Proportion of respondents (%) who have used their mobile to listen to audio content

Figure above bar shows % point change in listening to audio content from H1 2015

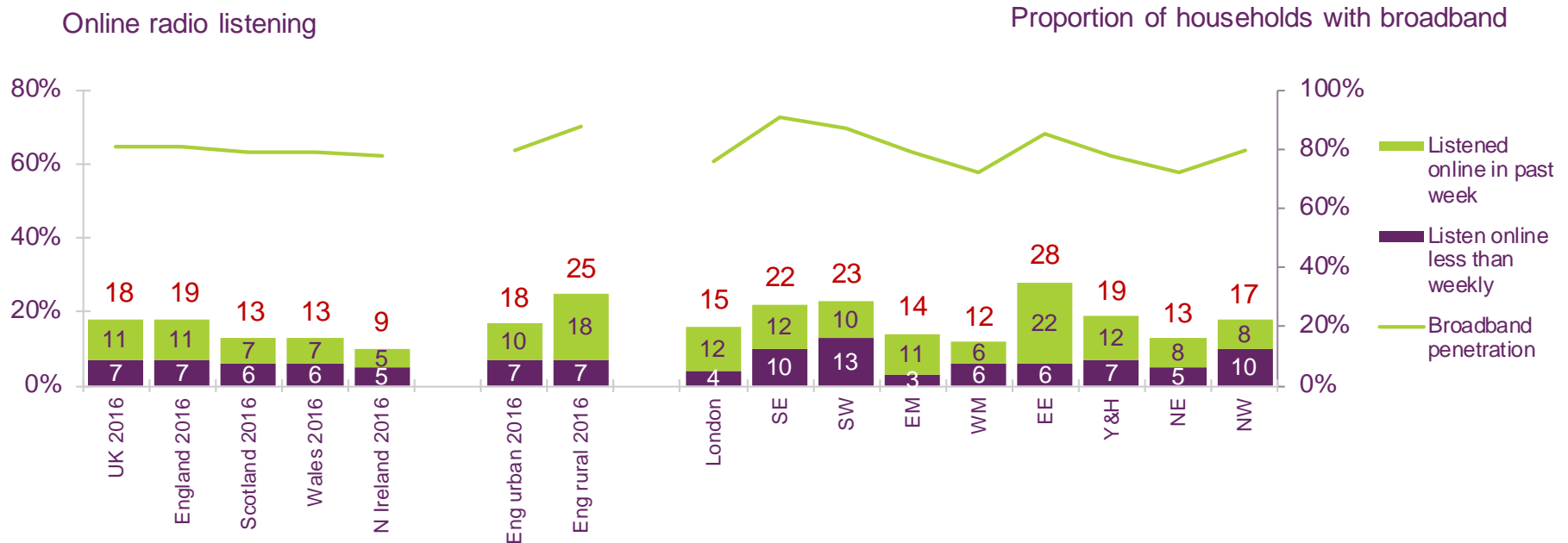


Source: Ofcom Technology Tracker, Half 1 2016

Base: All adults aged 16+ (n = 3737 UK, 2239 England, 502 Scotland, 489 Wales, 507 Northern Ireland, 1958 England urban, 281 England rural, 249 London, 251 South East, 247 South West, 250 East Midlands, 251 West Midlands, 237 East of England, 252 Yorkshire & Humber, 251 North East, 251 North West, 5709 England 2010, 1983 England 2011, 2251 England 2012, 2250 England 2013, 2249 England 2014, 2264 England 2015, 2239 England 2016)

QD28A: Which, if any, of the following activities, other than making and receiving calls, do you use your mobile for?/ QD28B: And, which of these activities have you used your mobile for in the last week?

Proportion of adults who listen to internet radio

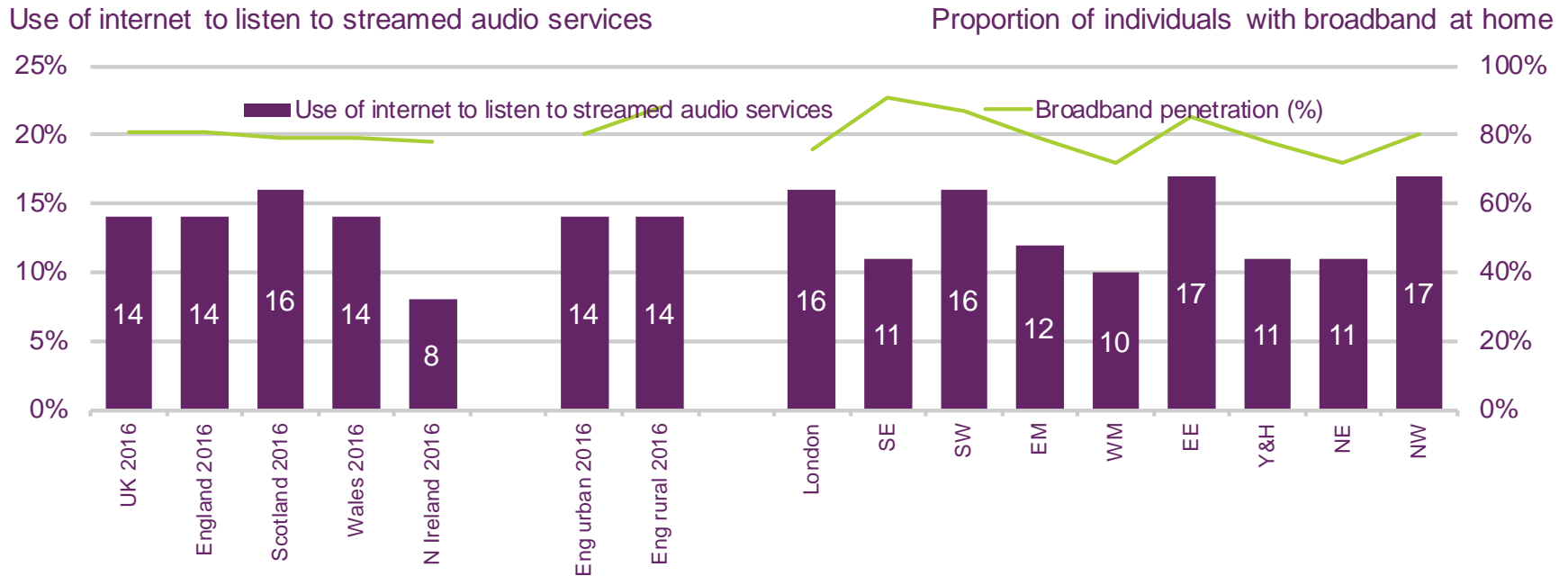


Source: Ofcom Technology Tracker, Half 1 2016

Base: All adults aged 16+ (n = 3737 UK, 2239 England, 502 Scotland, 489 Wales, 507 Northern Ireland, 1958 England urban, 281 England rural, 249 London, 251 South East, 247 South West, 250 East Midlands, 251 West Midlands, 237 East of England, 252 Yorkshire & Humber, 251 North East, 251 North West)

QE5A: Which, if any, of these do you use the internet for?/ QE5B: And, which, if any, of these activities have you used the internet for in the last week?

Use of internet for listening to streamed audio services



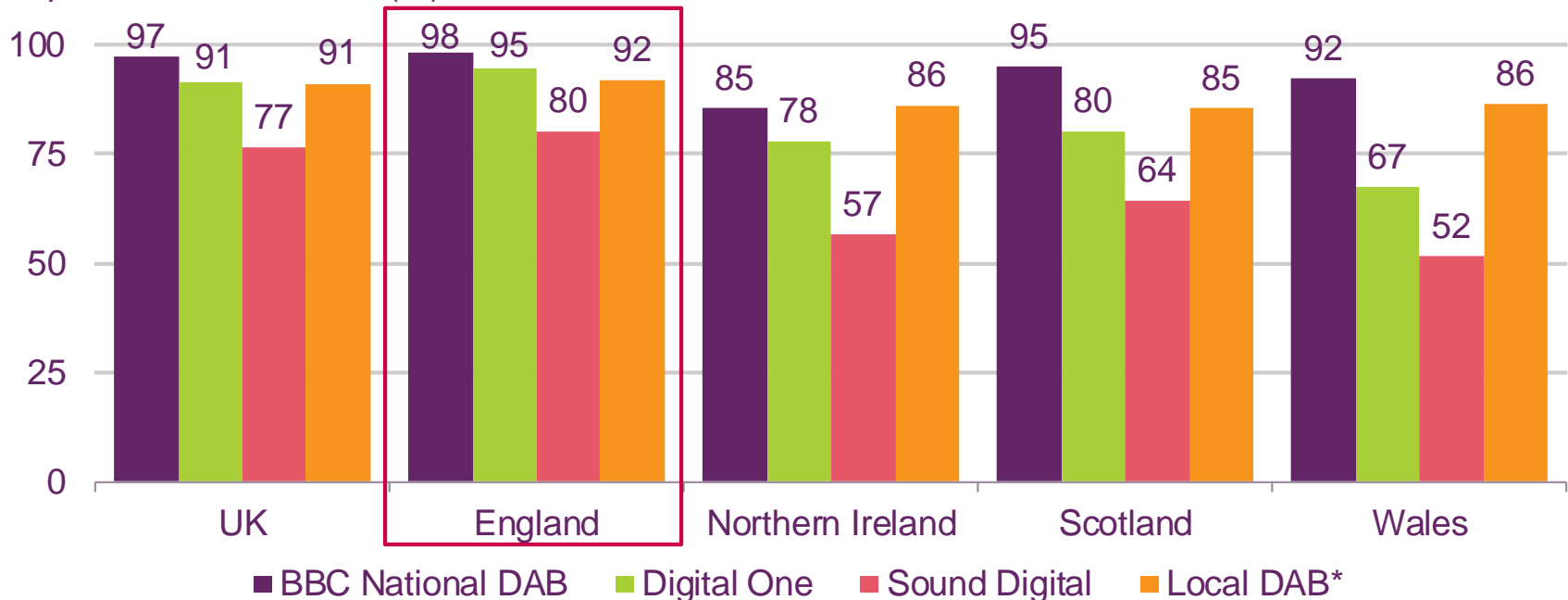
Source: Ofcom Technology Tracker, Half 1 2016

Base: All adults aged 16+ (n = 3737 UK, 2239 England, 502 Scotland, 489 Wales, 507 Northern Ireland, 1958 England urban, 281 England rural, 249 London, 251 South East, 247 South West, 250 East Midlands, 251 West Midlands, 237 East of England, 252 Yorkshire & Humber, 251 North East, 251 North West)

QE5A. Which, if any, of these do you use the internet for?

Household coverage of DAB

Proportion of households (%)



Source: BBC, Arqiva, Ofcom, May 2016. 'Figures for local DAB are projections of expected coverage for Autumn 2016 based upon a planned list of transmitter sites. The plan is continuing to be refined and actual coverage may differ slightly from those figures when the current programme of expansion completes.'

Average weekly reach and listening hours: 2015



Average weekly listening

21.4 hours

21.1 hours

22.1 hours

20.2 hours

21.4 hours

Reach

89.6%

87.9%

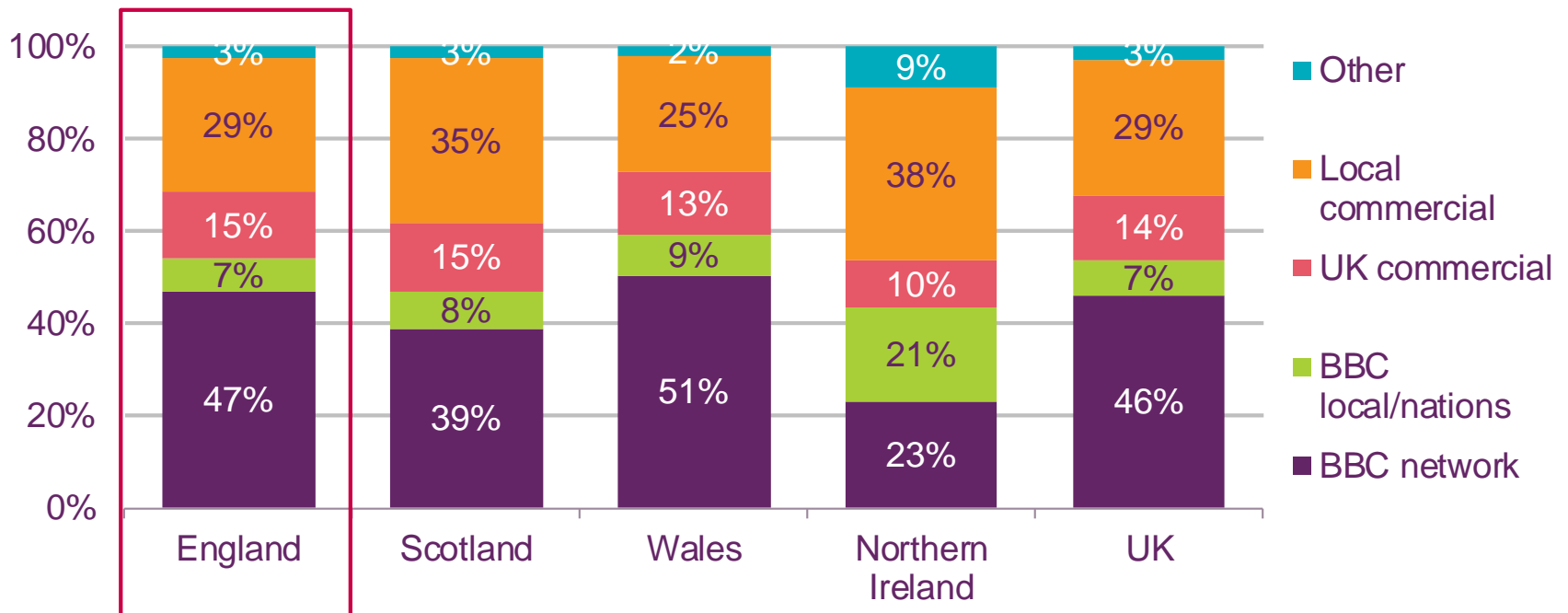
93.6%

86.6%

89.6%

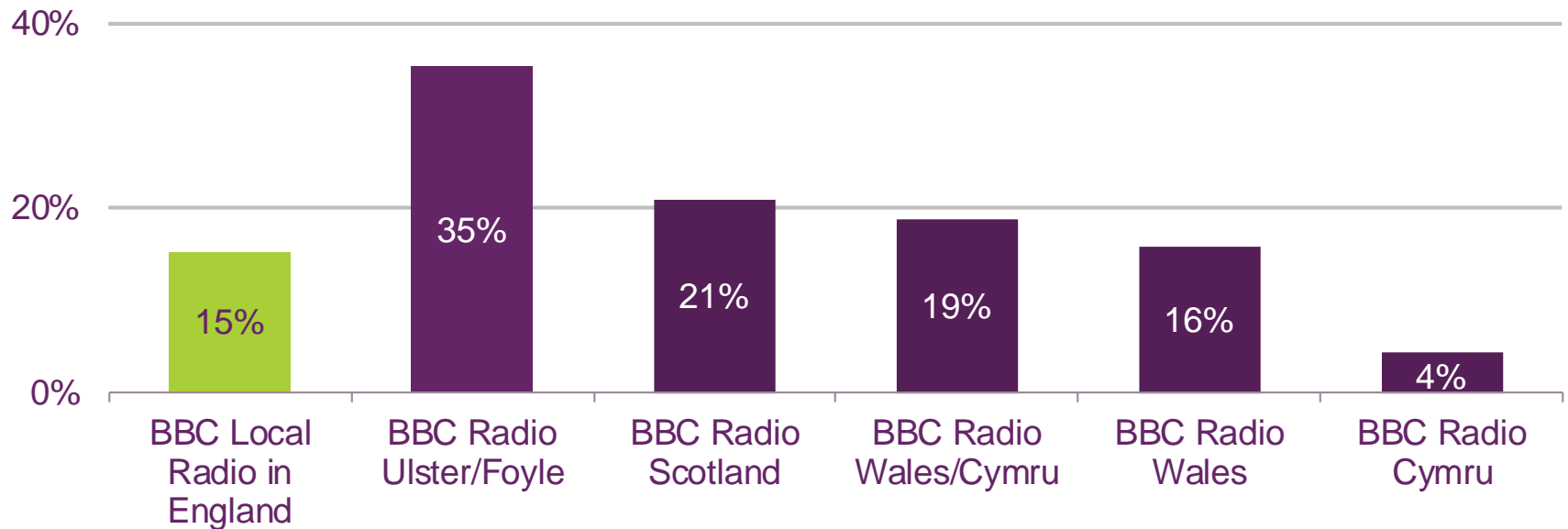
Source: RAJAR, All adults (15+), year ended Q4 2015. Reach is defined as a percentage of the area adult population who listen to a station for at least 5 minutes in the course of an average week.

Share of listening hours, by nation: 2015



Source: RAJAR, All adults (15+), year ended Q4 2015

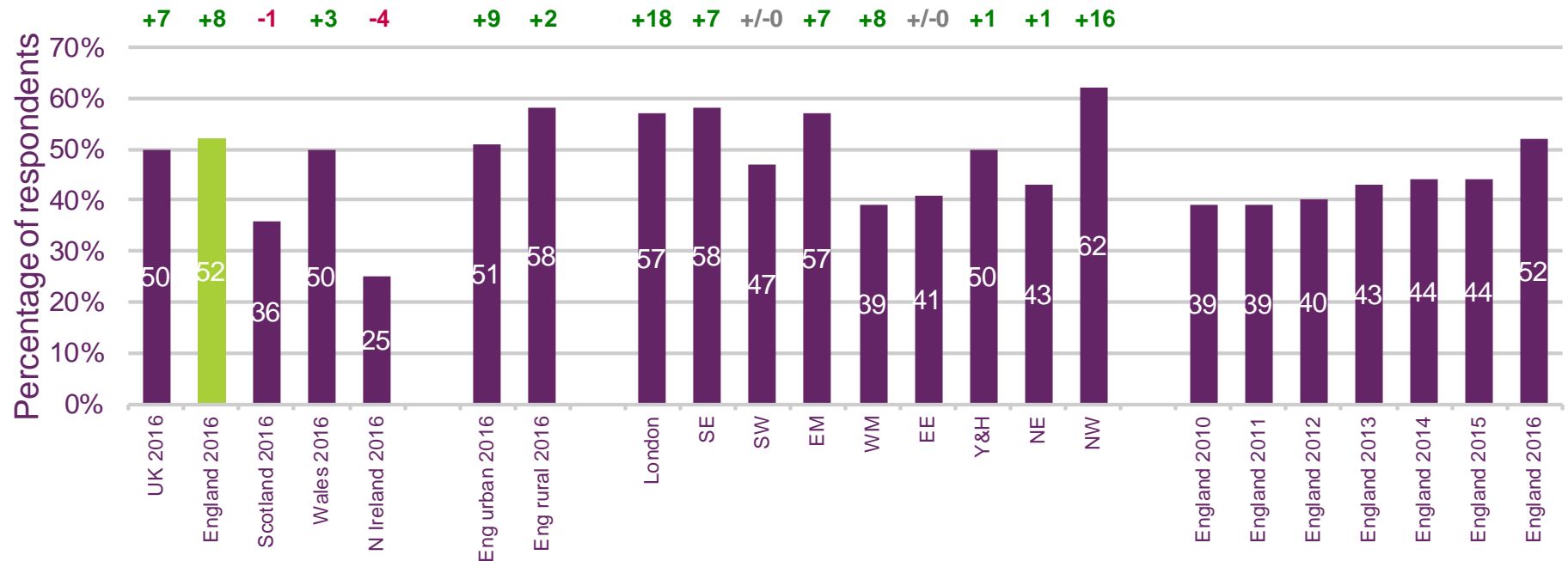
Weekly reach for nations'/local BBC services: 2015



Source: RAJAR, All adults (15+), year ended Q4 2015

Ownership of DAB digital radios

Figure above bar shows % point change in DAB sets in household from H1 2015



Source: Ofcom Technology Tracker, Half 1 2016

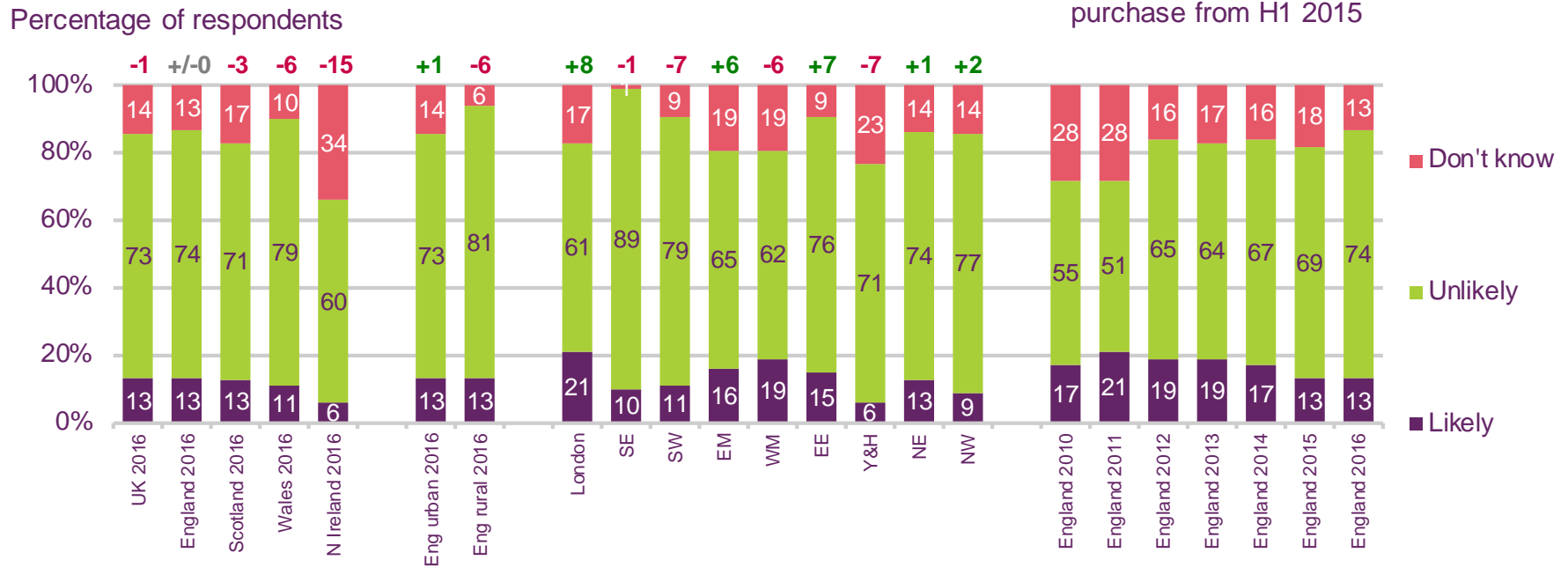
Base: Adults aged 16+ w ho listen to radio (n = 2832 UK, 1693 England, 384 Scotland, 399 Wales, 356 Northern Ireland, 1459 England urban, 234 England rural, 141 London, 215 South East, 209 South West, 196 East Midlands, 186 West Midlands, 178 East of England, 193 Yorkshire & Humber, 186 North East, 189 North West, 4476 England 2010, 1629 England 2011, 1790 England 2012, 1747 England 2013, 1686 England 2014, 1735 England 2015, 1693 England 2016)

NB. Data in 2011 based on those w ho listen to radio and have any radio sets in the household that someone listens to in most weeks

QP9. How many DAB sets do you have in your household?

Likelihood of purchasing a DAB radio within the next year

Figure above bar shows % point change in likely to purchase from H1 2015



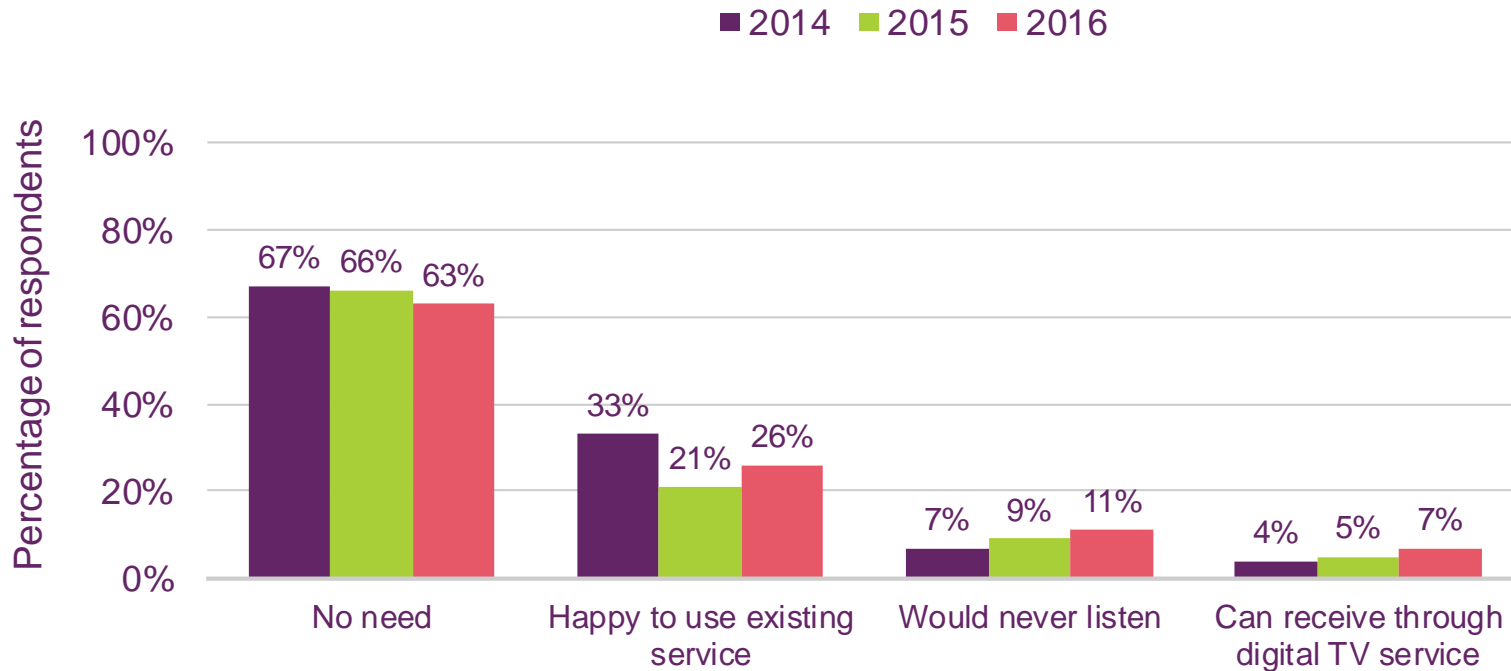
Source: Ofcom Technology Tracker, Half 1 2016

Base: Adults aged 16+ who listen to radio and do not have a DAB set (n = 1593 UK, 870 England, 236 Scotland, 212 Wales, 275 Northern Ireland, 771 England urban, 99* England rural, 61* London, 99* South East, 112 South West, 91* East Midlands, 115 West Midlands, 107 East of England, 101 Yorkshire & Humber, 107 North East, 77* North West, 2690 England 2010, 703 England 2011, 1034 England 2012, 972 England 2013, 938 England 2014, 952 England 2015, 870 England 2016)

NB. Data in 2011 based on those who listen to radio, do not have a DAB set and have any radio sets in the household that someone listens to in most weeks.

QP12: How likely is it that your household will get a DAB radio in the next 12 months?

Reasons why unlikely to purchase DAB in next year



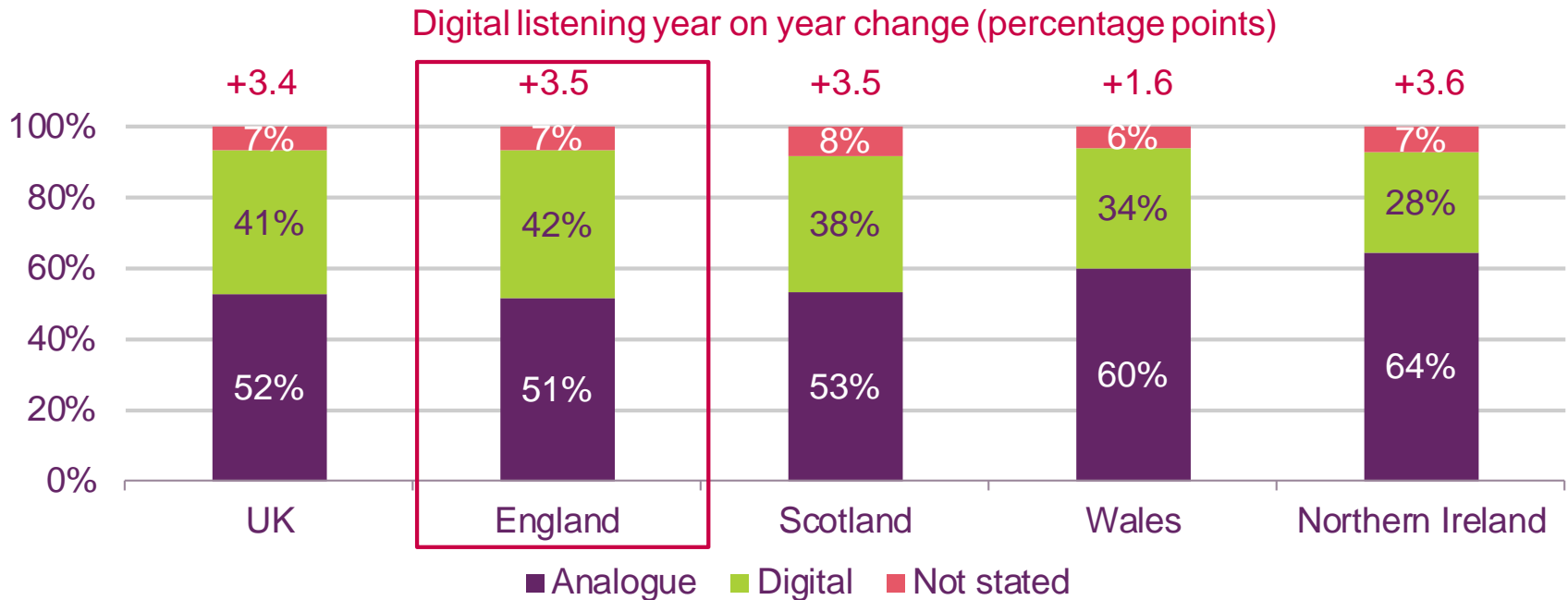
Source: Ofcom Technology Tracker, Half 1 2016

Base: All adults aged 16+ who listen to radio and are unlikely to get DAB radio in the next 12 months (England 2014 = 647; England 2015 = 647; England 2016 = 633)

Responses shown for spontaneous mentions by 5% or more at a UK level

QJ14: Why are you unlikely to get digital radio in the next 12 months?

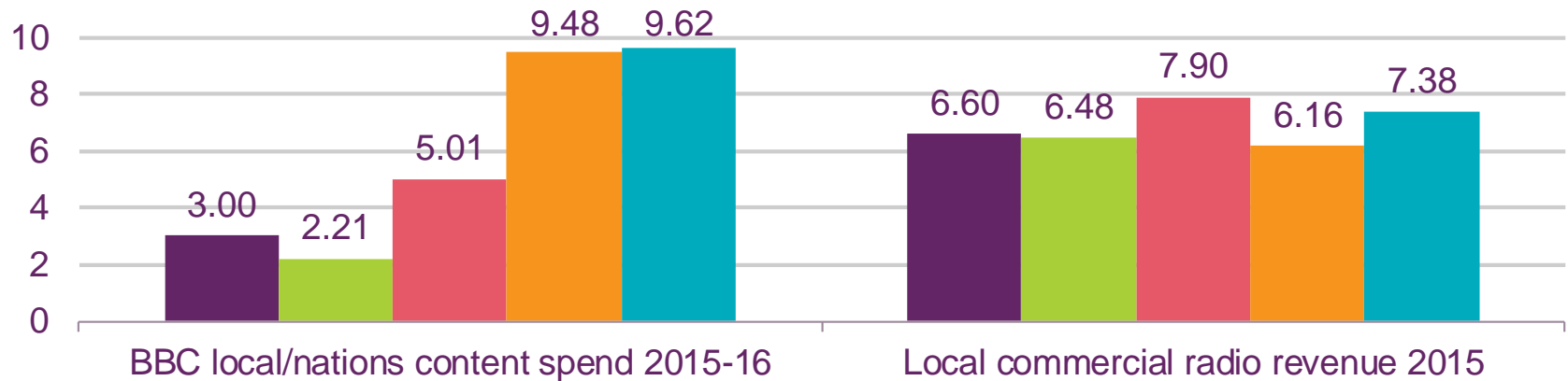
Share of listening hours via digital and analogue platforms: 2015



Source: RAJAR, All adults (15+), year ended Q4 2015

Local/nations' radio spend and revenue per head of population

Revenue / spend per head (£)



Annual change (£):

+0.13 +0.08 +0.26 +0.78 +0.22 +0.15 +0.10 -0.12 +1.32 +0.25



Source: Broadcasters

Note that no statistical significance testing was conducted on the Technology Tracker 'England' charts in the 2016 CMR



4. Telecoms and networks

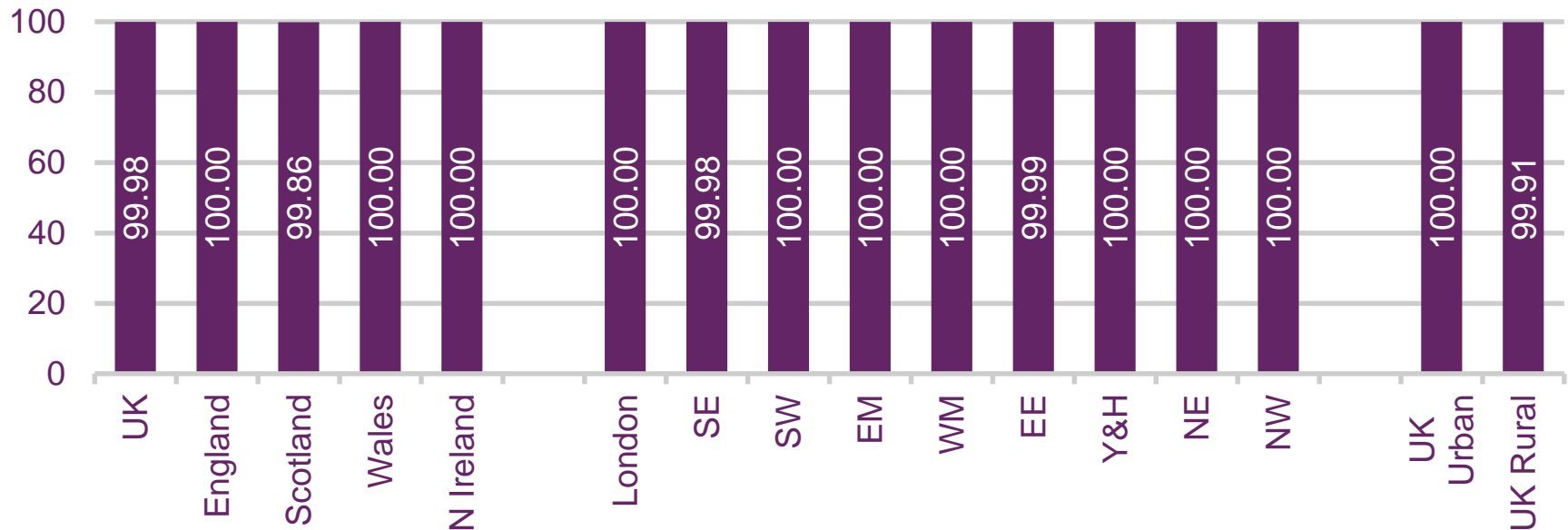
Note that no statistical significance testing was conducted on the Technology Tracker 'England' charts in the 2016 CMR



Availability of fixed broadband services

Proportion of premises connected to an ADSL-enabled BT exchange

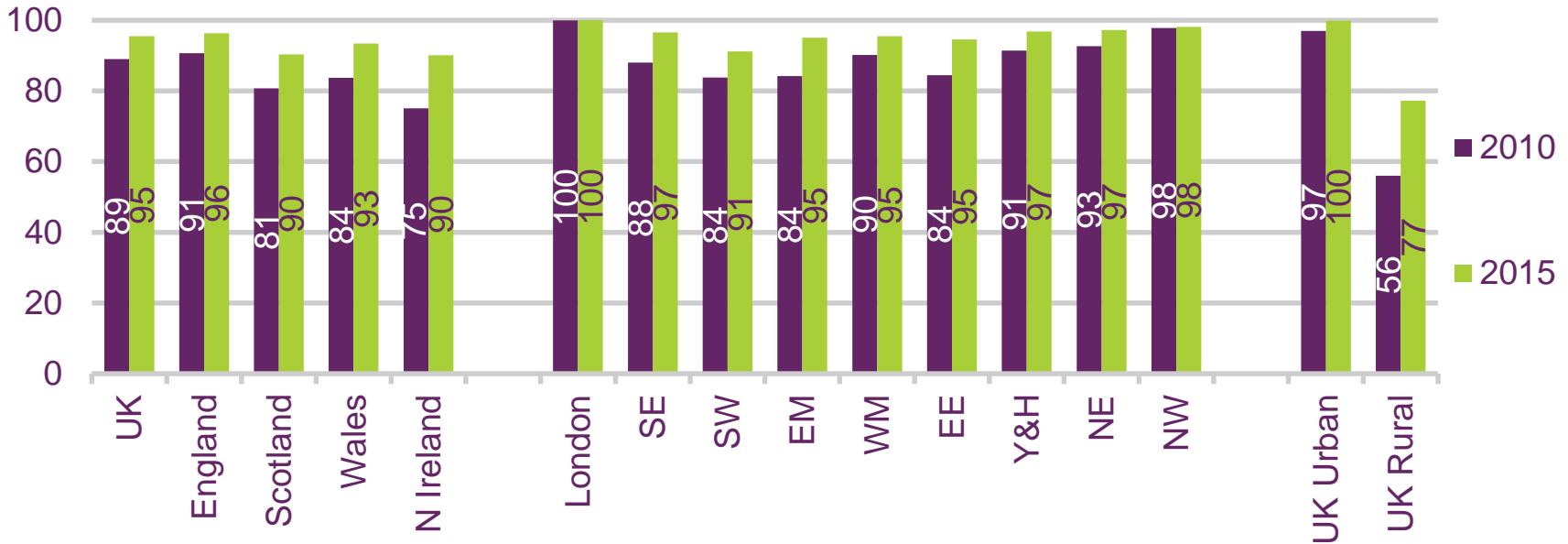
Proportion of premises (per cent)



Source: Ofcom / BT, December 2015 data

Proportion of premises in connected to an unbundled local exchange

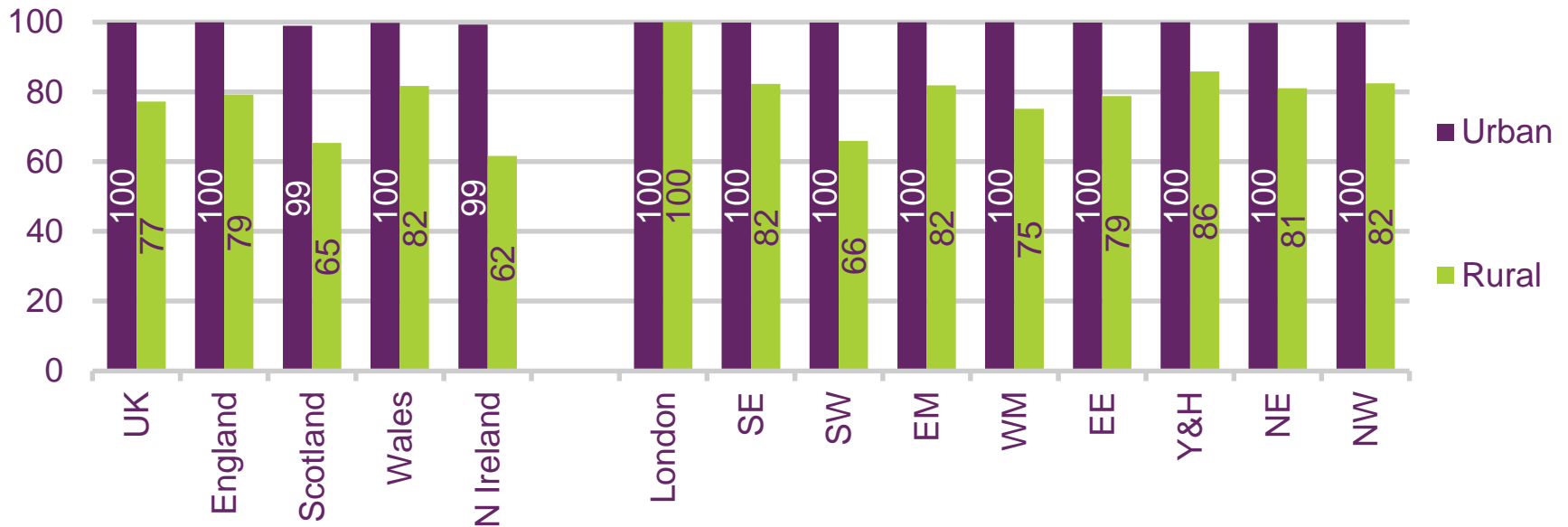
Proportion of premises (per cent)



Source: Ofcom / BT, data as at December of each year

Proportion of premises in urban and rural areas connected to an unbundled exchange

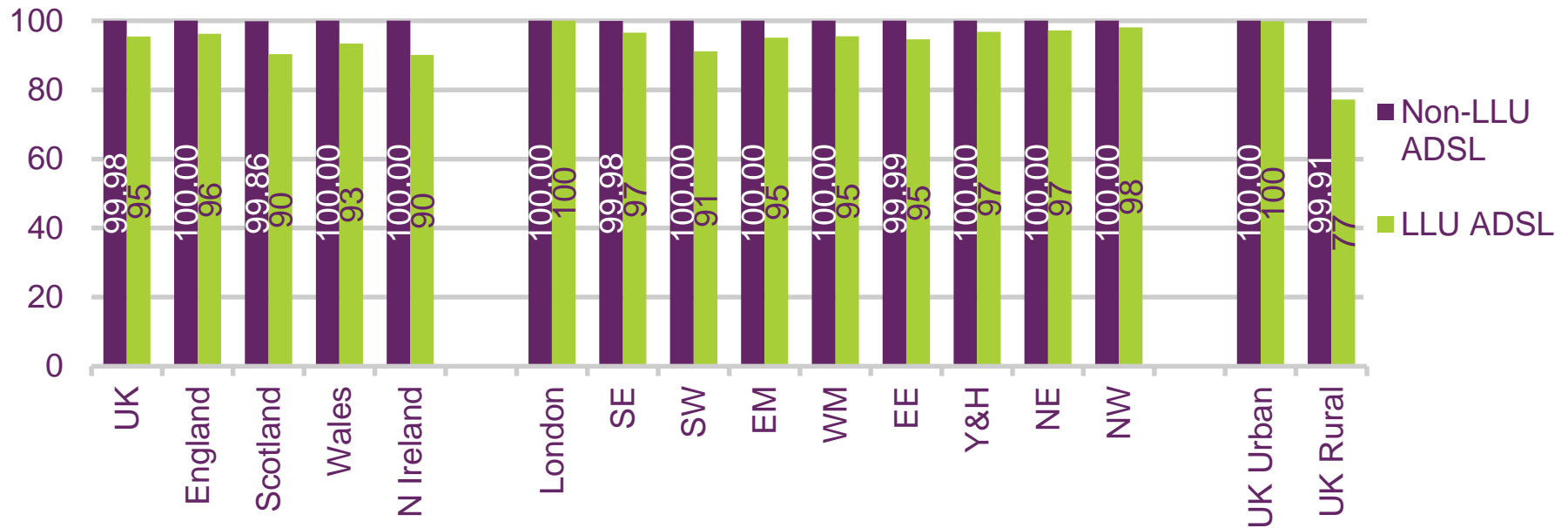
Proportion of premises (per cent)



Source: Ofcom / BT, December 2015 data

Proportion of premises connected to ADSL-enabled and LLU-enabled exchanges

Proportion of premises (per cent)



Source: Ofcom / BT, December 2015 data

Proportion of premises able to receive broadband services with over 10Mbit/s speeds

Proportion of premises (per cent)



Source: Ofcom / operators, June 2016 data

Note: UK urban and rural figures are not comparable to those published in the 2015 report due to a change in the urban/rural classifications.

Proportion of premises able to receive superfast broadband services

Proportion of premises (per cent)



Source: Ofcom / operators, June 2016 data

Note: UK urban and rural figures are not comparable to those published in the 2015 report due to a change in the urban/rural classifications.

Note that no statistical significance testing was conducted on the Technology Tracker 'England' charts in the 2016 CMR

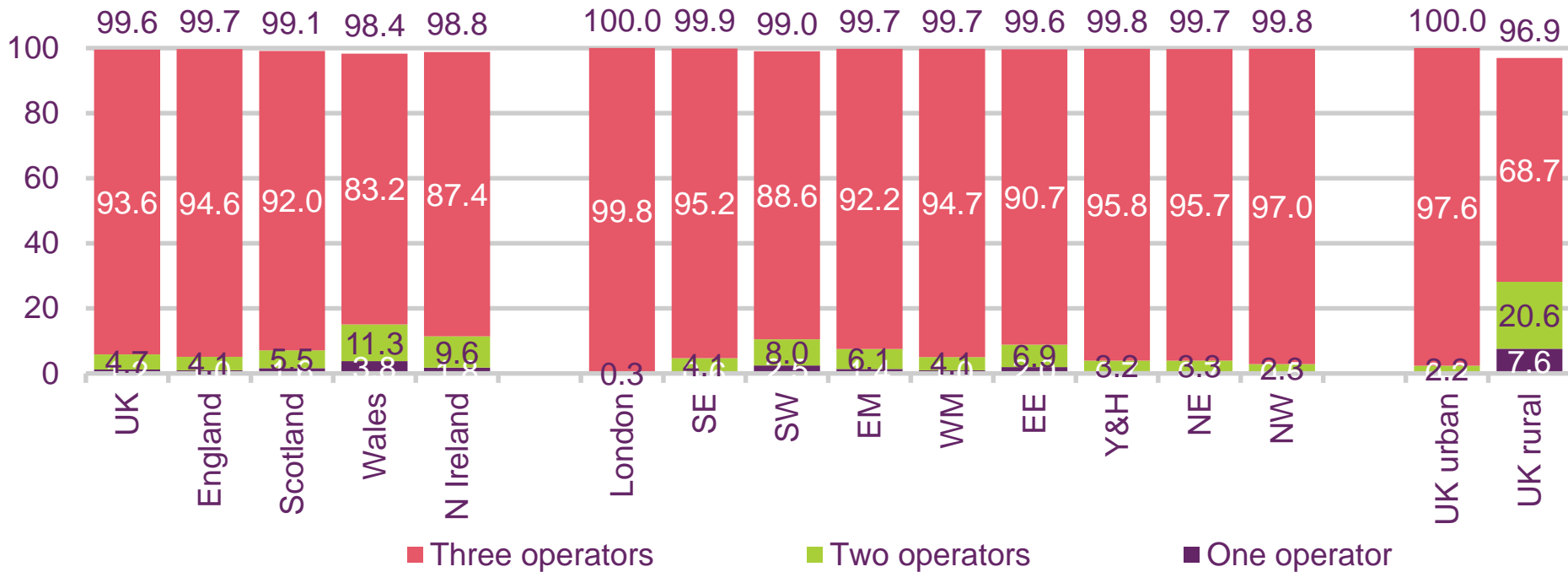


Mobile coverage

Figure 4.2

Outdoor 2G premises mobile coverage, by number of operators

Proportion of premises (per cent)

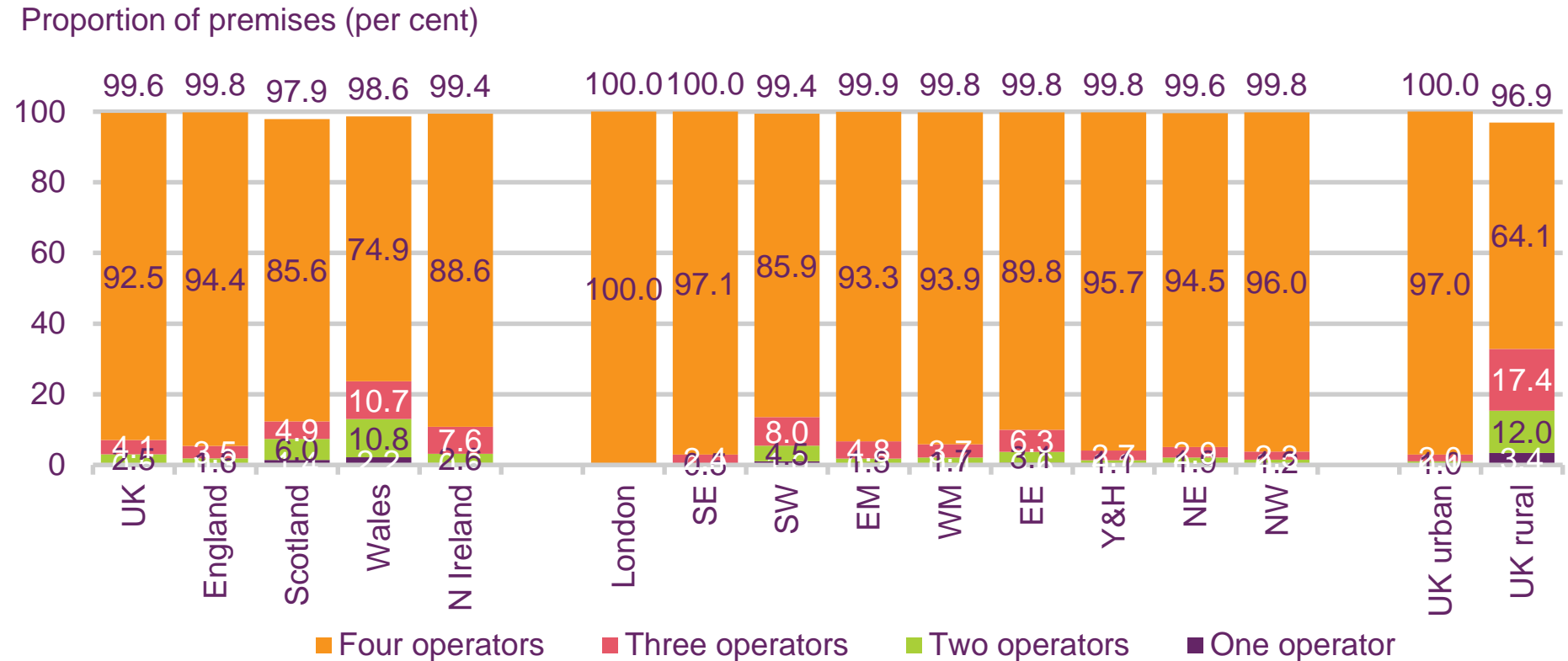


Source: Ofcom / operators, May 2016 data

Note: Coverage is based on 100m² pixels covering the UK

Figure 4.3

Outdoor 3G premises mobile coverage, by number of operators



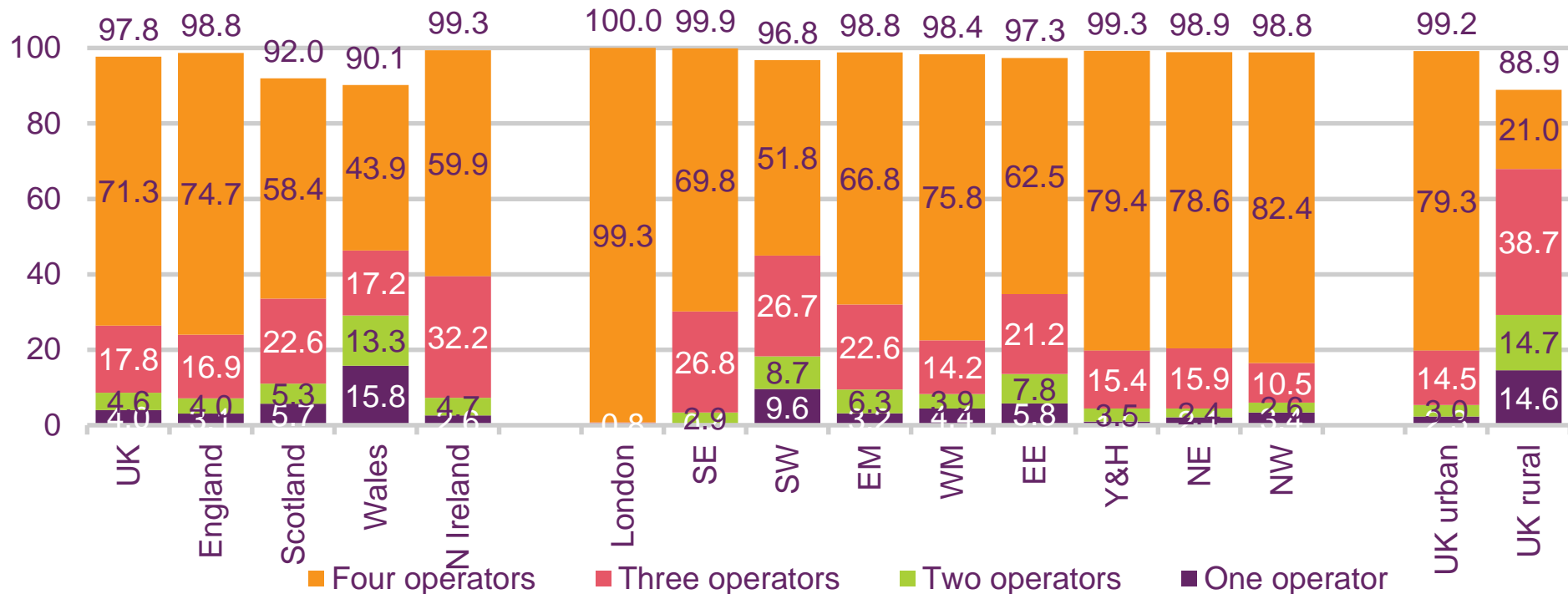
Source: Ofcom / operators, May 2016 data

Note: Coverage is based on 100m² pixels covering the UK

Figure 4.4

Outdoor 4G premises mobile coverage, by number of operators

Proportion of premises (per cent)



Source: Ofcom / operators, May 2016 data

Note: Coverage is based on 100m² pixels covering the UK

Note that no statistical significance testing was conducted on the Technology Tracker 'England' charts in the 2016 CMR



Service-take-up

Take-up of communications services, 2016

		UK	England	Scotland	Wales	N Ireland	England urban	England rural
Individual								
Voice telephony	Fixed Line	86%	86%	86%	85%	86%	84%	94%
	Mobile phone	93%	94%	91%	91%	92%	94%	95%
	Smartphone	71%	71%	70%	65%	72%	72%	69%
Internet	Computer (any type)	84%	85%	79%	85%	80%	84%	90%
	Tablet computer	59%	59%	56%	67%	60%	58%	65%
	Total Internet	86%	87%	84%	84%	83%	86%	89%
	Broadband (fixed and mobile)	81%	81%	79%	79%	78%	80%	88%
	Fixed Broadband	79%	79%	78%	77%	77%	78%	87%
	Mobile Broadband	4%	5%	3%	4%	3%	5%	4%
	Web access via mobile phone	66%	66%	63%	61%	69%	67%	61%

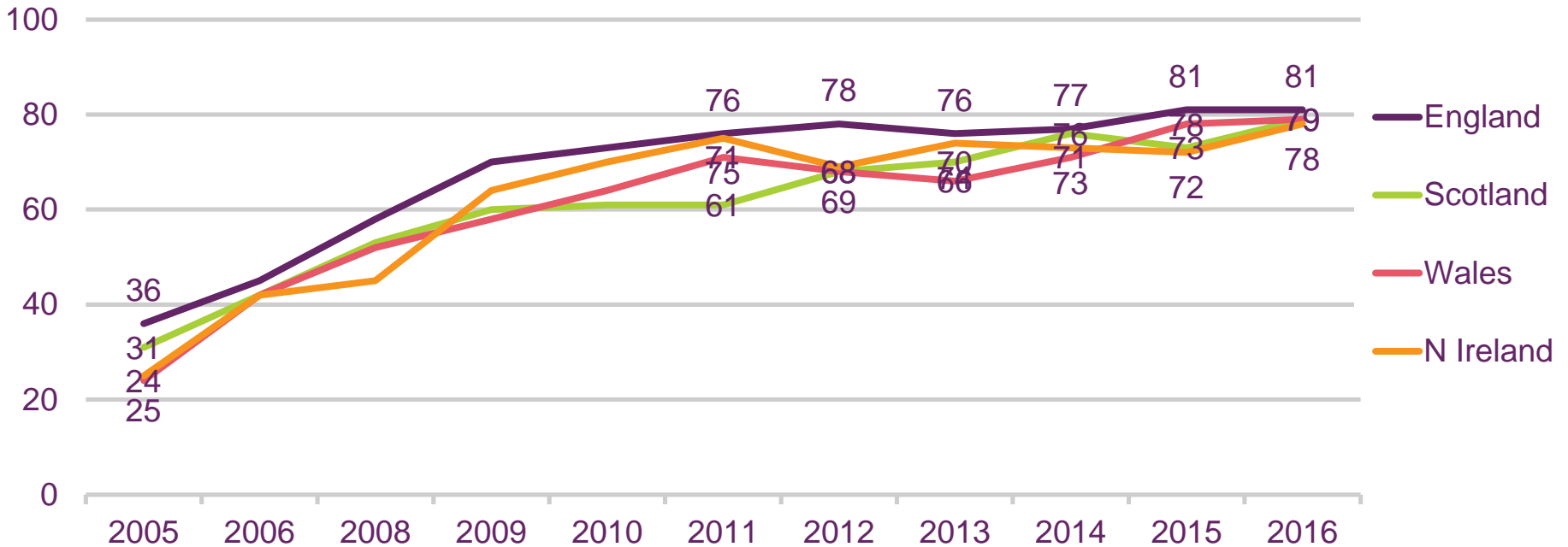
Source: Ofcom Technology Tracker, Half 1 2016

Base: All adults aged 16+ (n = 3737 UK, 2239 England, 502 Scotland, 489 Wales, 507 Northern Ireland, 1958 England urban, 281 England rural)

QC1: Is there a landline phone in your home that can be used to make and receive calls?/ QD2: Do you personally use a mobile phone?/ QD4: Do you personally use a smartphone?/ QE1: Does your household have a PC or laptop computer?/ QE2: Do you or does anyone in your household have access to the Internet/ Worldwide Web at home?/ QE9: Which of these methods does your household use to connect to the Internet at home?/ QD28A: Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for?

Broadband take-up

Take up (% of homes)

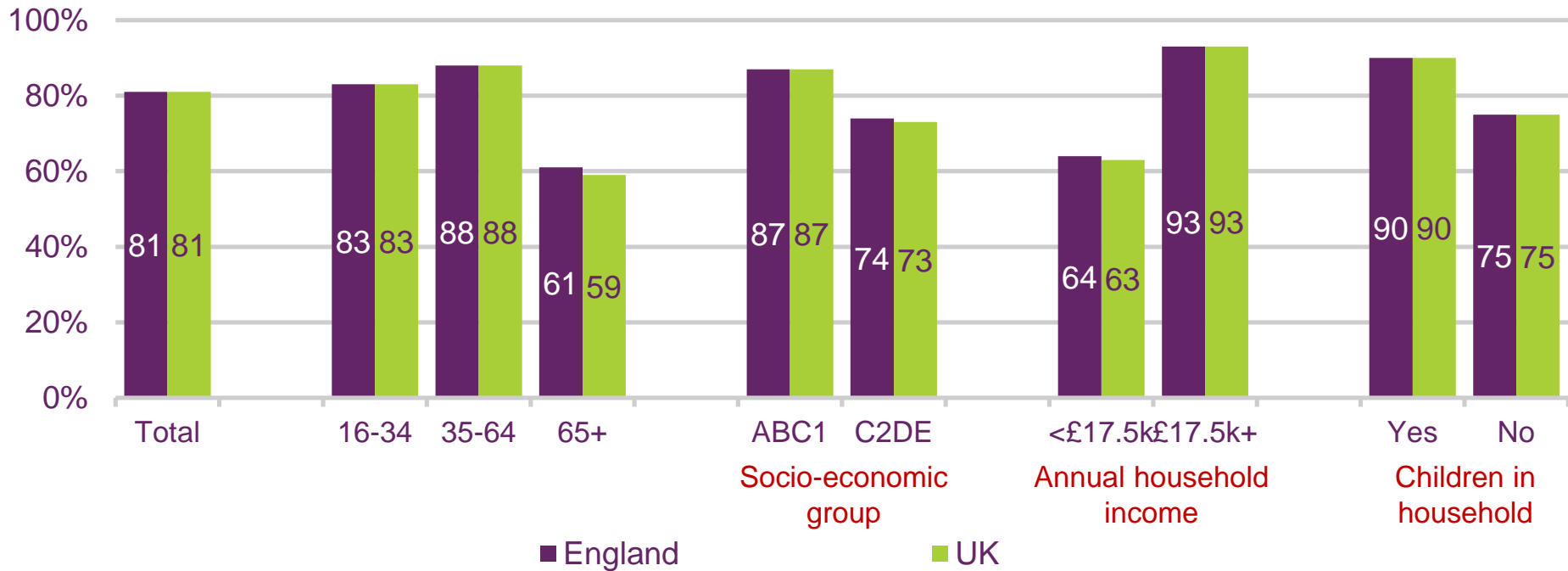


Source: Ofcom Technology Tracker, Half 1 2016

Base: All adults aged 16+ (2239 England, 502 Scotland, 489 Wales, 507 Northern Ireland)

QE9: Which of these methods does your household use to connect to the internet at home?

Consumer broadband take-up in England, by demographic



Source: Ofcom Technology Tracker, Half 1 2016

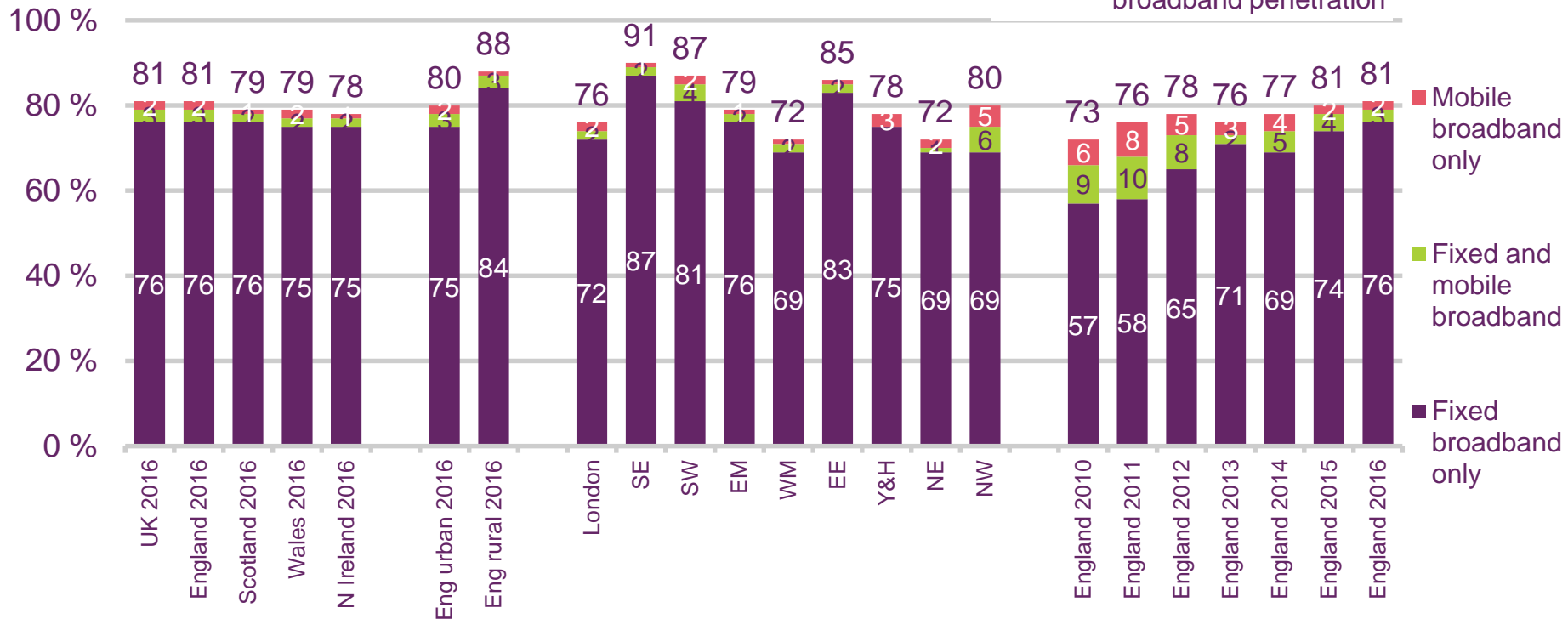
Base: All adults aged 16+ (n =2239 England, 669 16-34s, 1058 35-64s, 512 65+, 1193 ABC1, 1044 C2DE, 544 <£17.5k income, 727 £17.5k+, 827 children in home, 1412 no children in home)

QE9. Which of these methods does your household use to connect to the internet at home?

Consumer broadband, by connection type

Proportion of homes (%)

Figure above bar shows total broadband penetration

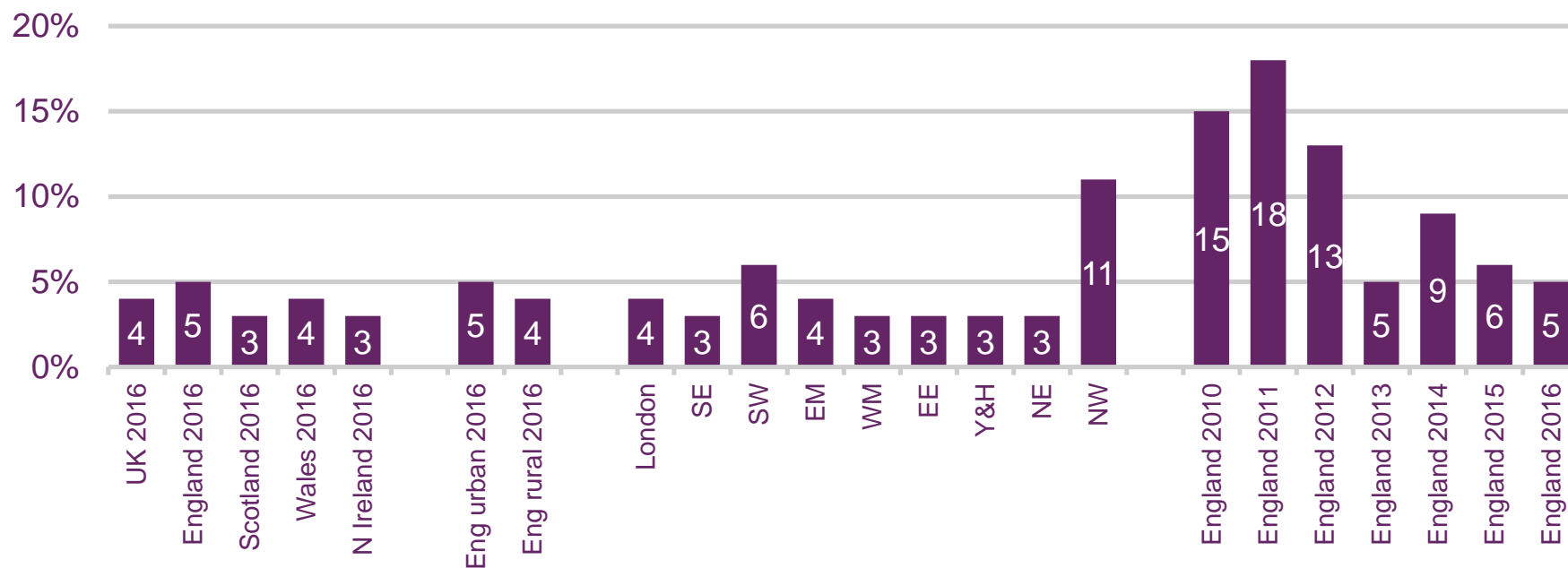


Source: Ofcom Technology Tracker, Half 1 2016

Base: All adults aged 16+ (n = 3737 UK, 2239 England, 502 Scotland, 489 Wales, 507 Northern Ireland, 1958 England urban, 281 England rural, 249 London, 251 South East, 247 South West, 250 East Midlands, 251 West Midlands, 237 East of England, 252 Yorkshire & Humber, 251 North East, 251 North West, 5709 England 2010, 1983 England 2011, 2251 England 2012, 2250 England 2013, 2249 England 2014, 2264 England 2015, 2239 England 2016)

QE9. Which of these methods does your household use to connect to the internet at home?

Mobile broadband take-up

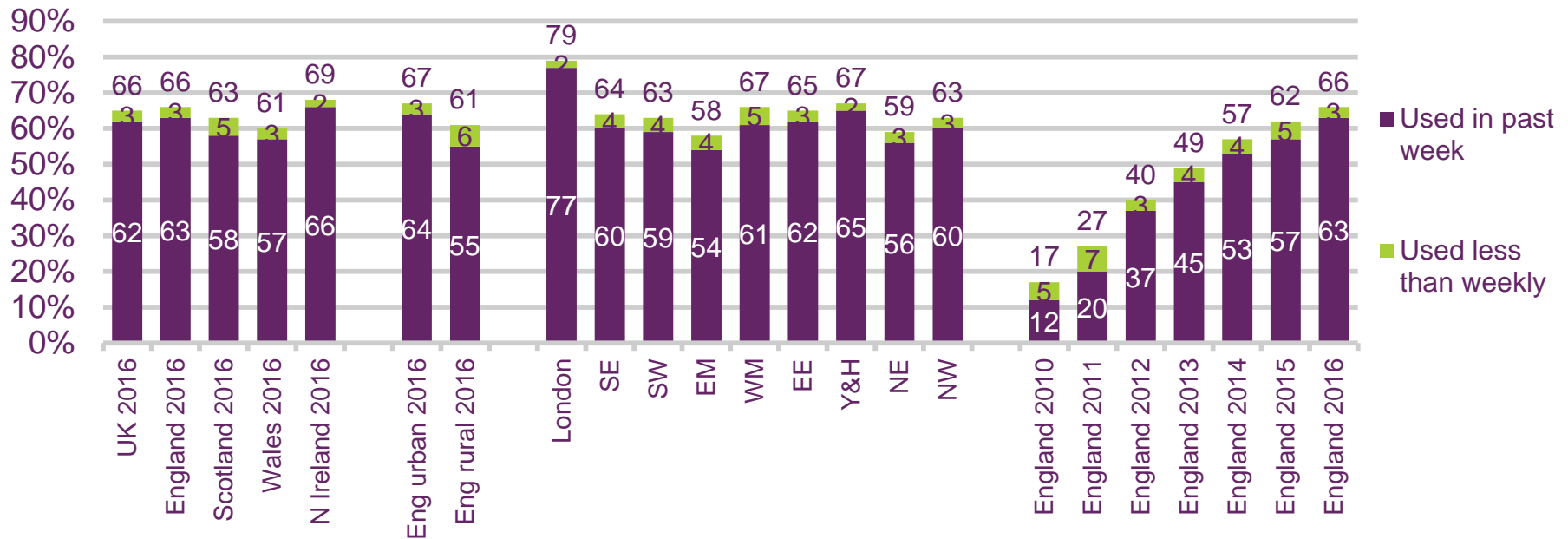


Source: Ofcom Technology Tracker, Half 1 2016

Base: All adults aged 16+ (n = 3737 UK, 2239 England, 502 Scotland, 489 Wales, 507 Northern Ireland, 1958 England urban, 281 England rural, 249 London, 251 South East, 247 South West, 250 East Midlands, 251 West Midlands, 237 East of England, 252 Yorkshire & Humber, 251 North East, 251 North West, 5709 England 2010, 1983 England 2011, 2251 England 2012, 2250 England 2013, 2249 England 2014, 2264 England 2015, 2239 England 2016)

QE9. Which of these methods does your household use to connect to the Internet at home?

Proportion of adults who have used a mobile phone to access the internet

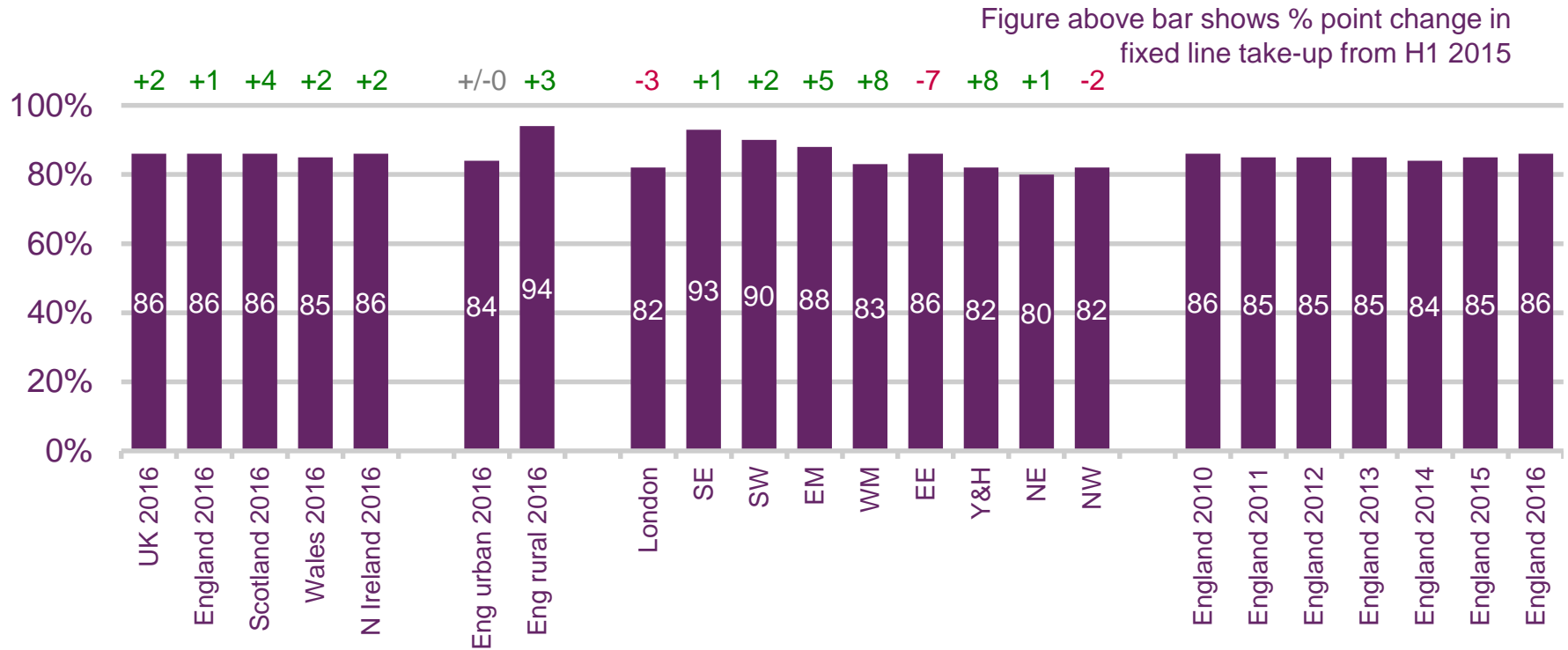


Source: Ofcom Technology Tracker, Half 1 2016

Base: All adults aged 16+ (n = 3737 UK, 2239 England, 502 Scotland, 489 Wales, 507 Northern Ireland, 1958 England urban, 281 England rural, 249 London, 251 South East, 247 South West, 250 East Midlands, 251 West Midlands, 237 East of England, 252 Yorkshire & Humber, 251 North East, 251 North West, 5709 England 2010, 1983 England 2011, 2251 England 2012, 2250 England 2013, 2249 England 2014, 2264 England 2015, 2239 England 2016)

QD28A: Which, if any, of the following activities, other than making and receiving calls, do you use your mobile for?/ QD28B: And, which of these activities have you used your mobile for in the last week?

Fixed line take-up

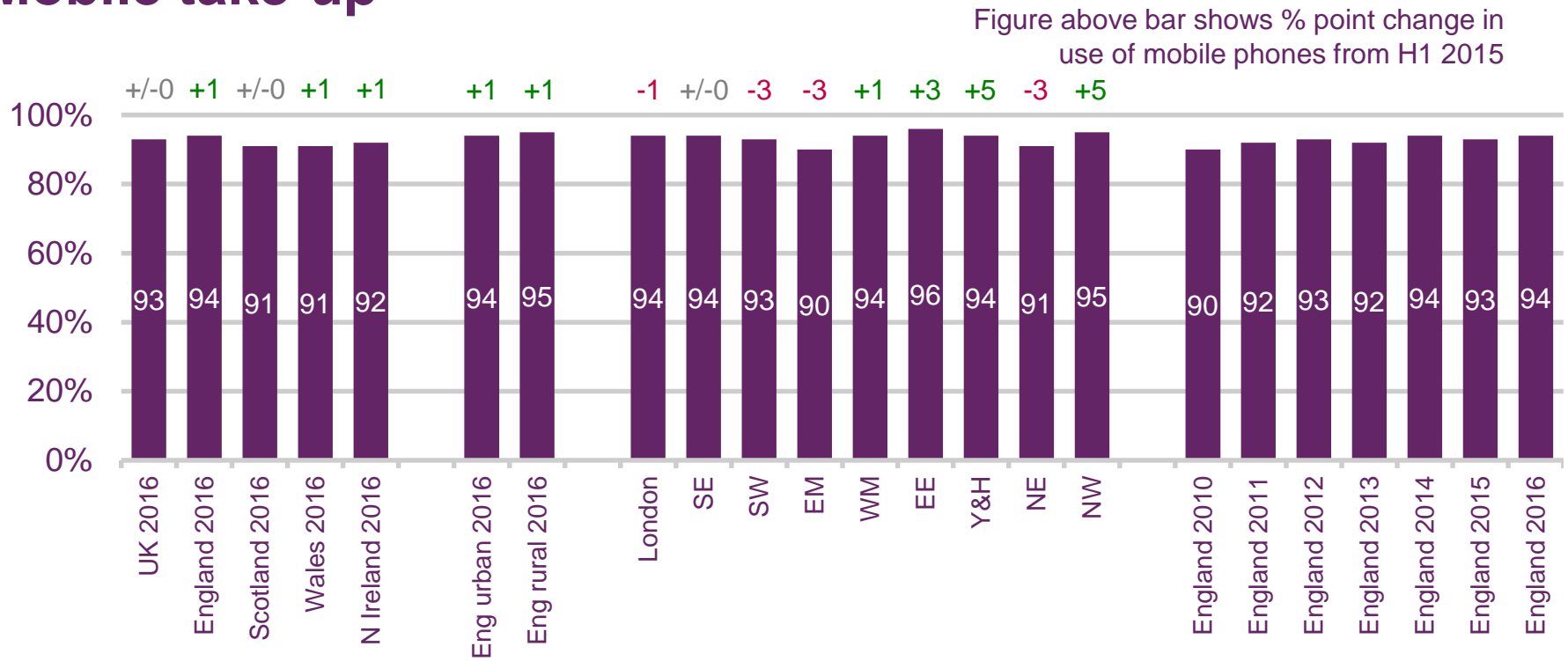


Source: Ofcom Technology Tracker, Half 1 2016

Base: All adults aged 16+ (n = 3737 UK, 2239 England, 502 Scotland, 489 Wales, 507 Northern Ireland, 1958 England urban, 281 England rural, 249 London, 251 South East, 247 South West, 250 East Midlands, 251 West Midlands, 237 East of England, 252 Yorkshire & Humber, 251 North East, 251 North West, 5709 England 2010, 1983 England 2011, 2251 England 2012, 2250 England 2013, 2249 England 2014, 2264 England 2015, 2239 England 2016)

QC1. Is there a landline phone in your home that can be used to make and receive calls?

Mobile take-up



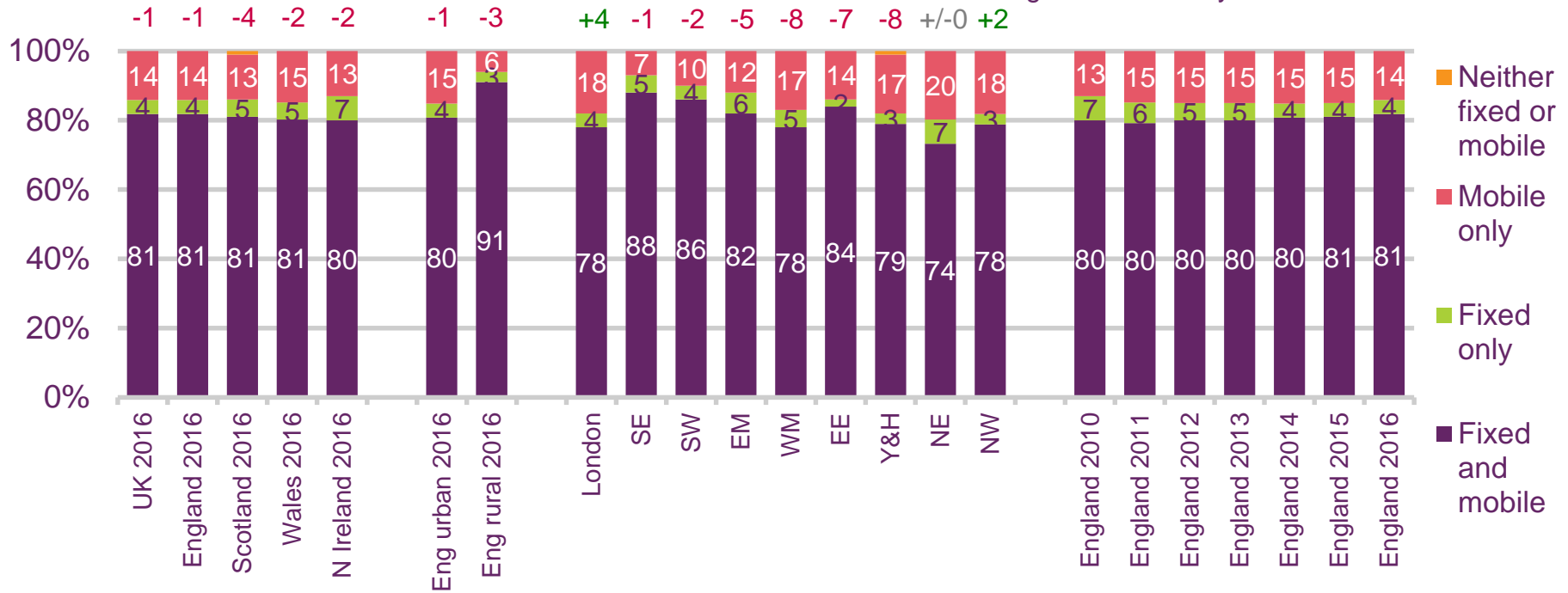
Source: Ofcom Technology Tracker, Half 1 2016

Base: All adults aged 16+ (n = 3737 UK, 2239 England, 502 Scotland, 489 Wales, 507 Northern Ireland, 1958 England urban, 281 England rural, 249 London, 251 South East, 247 South West, 250 East Midlands, 251 West Midlands, 237 East of England, 252 Yorkshire & Humber, 251 North East, 251 North West, 5709 England 2010, 1983 England 2011, 2251 England 2012, 2250 England 2013, 2249 England 2014, 2264 England 2015, 2239 England 2016)

QD2. Do you personally use a mobile phone?

Cross-ownership of household telephony services

Figure above bar shows % point change in mobile only from H1 2015



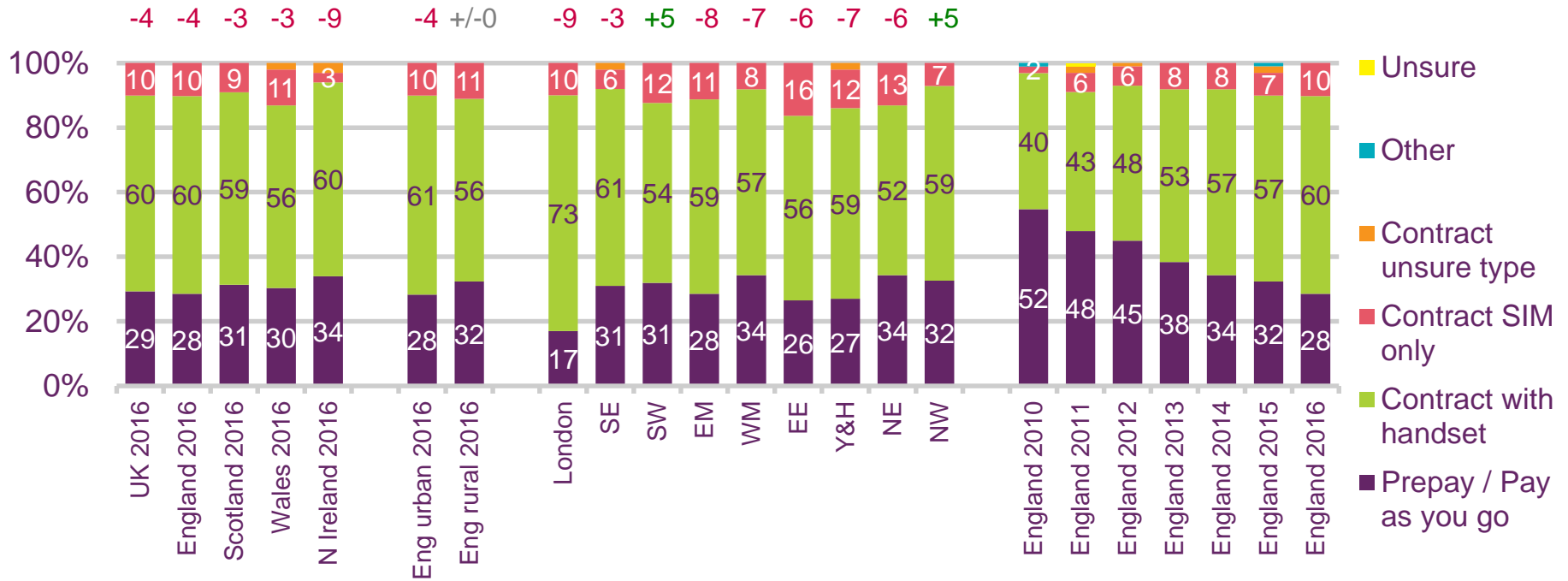
Source: Ofcom Technology Tracker, Half 1 2016

Base: All adults aged 16+ (n = 3737 UK, 2239 England, 502 Scotland, 489 Wales, 507 Northern Ireland, 1958 England urban, 281 England rural, 249 London, 251 South East, 247 South West, 250 East Midlands, 251 West Midlands, 237 East of England, 252 Yorkshire & Humber, 251 North East, 251 North West, 5709 England 2010, 1983 England 2011, 2251 England 2012, 2250 England 2013, 2249 England 2014, 2264 England 2015, 2239 England 2016)

QC1. Is there a landline phone in your home that can be used to make and receive calls?/ QD1. How many mobile phones in total do you and members of your household use?

Type of mobile subscription

Figure above bar shows percentage point change in prepay since H1 2015

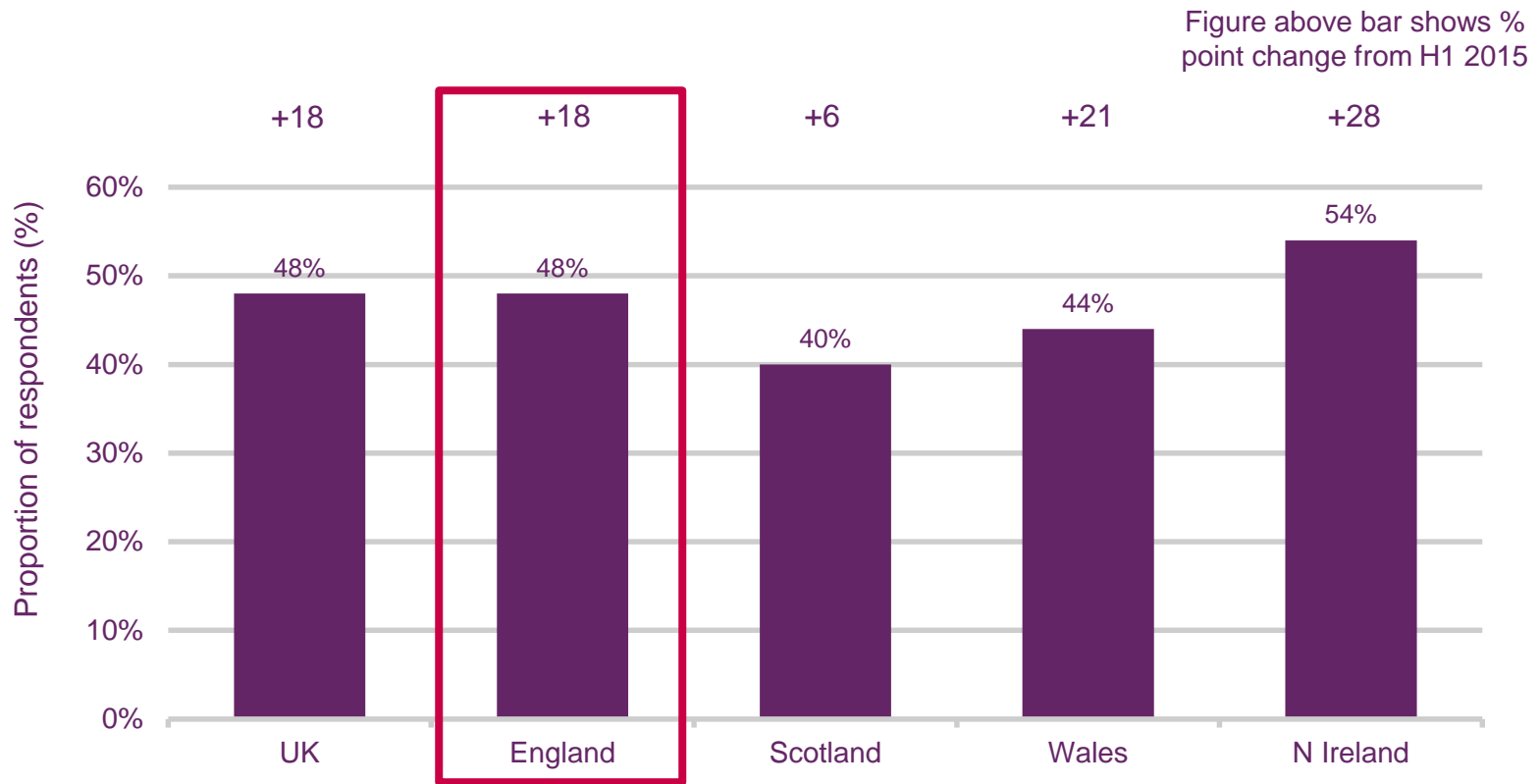


Source: Ofcom Technology Tracker, Half 1 2016

Base: Adults aged 16+ who personally use a mobile phone (n = 3425 UK, 2083 England, 451 Scotland, 445 Wales, 446 Northern Ireland, 1817 England urban, 266 England rural, 236 London, 235 South East, 228 South West, 224 East Midlands, 234 West Midlands, 228 East of England, 234 Yorkshire & Humber, 227 North East, 237 North West, 5008 England 2010, 1786 England 2011, 2043 England 2012, 2020 England 2013, 2055 England 2014, 2080 England 2015, 2083 England 2016)

QD11. Which of these best describes the mobile package you personally use most often?

4G take-up

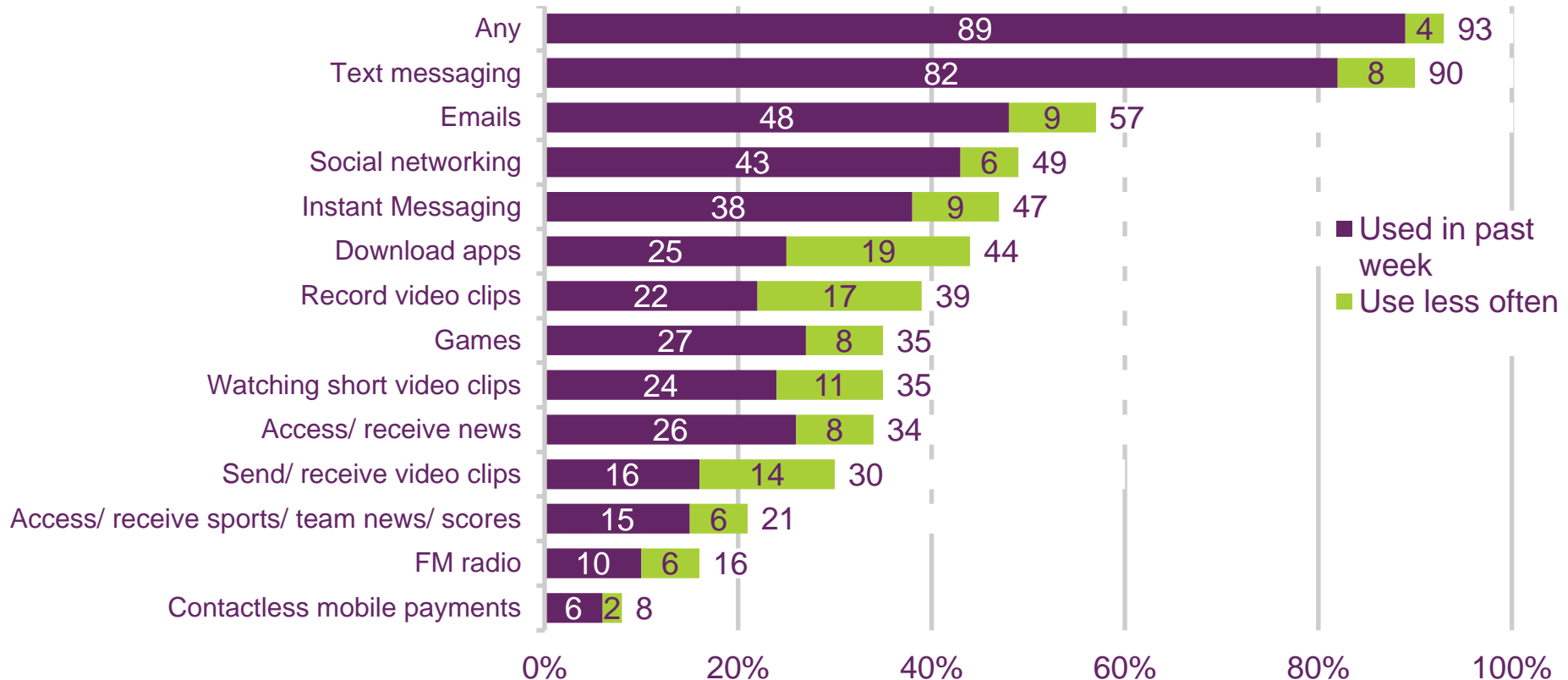


Source: Ofcom Technology Tracker, Half 1 2016

Base: All adults aged 16+ (n = 3737 UK, 489 Wales, 2239 England, 502 Scotland, 507 Northern Ireland)

QD41. Do you have a 4G service? This is a service that enables faster mobile internet access

Use of mobile applications



Source: Ofcom Technology Tracker, Half 1 2016

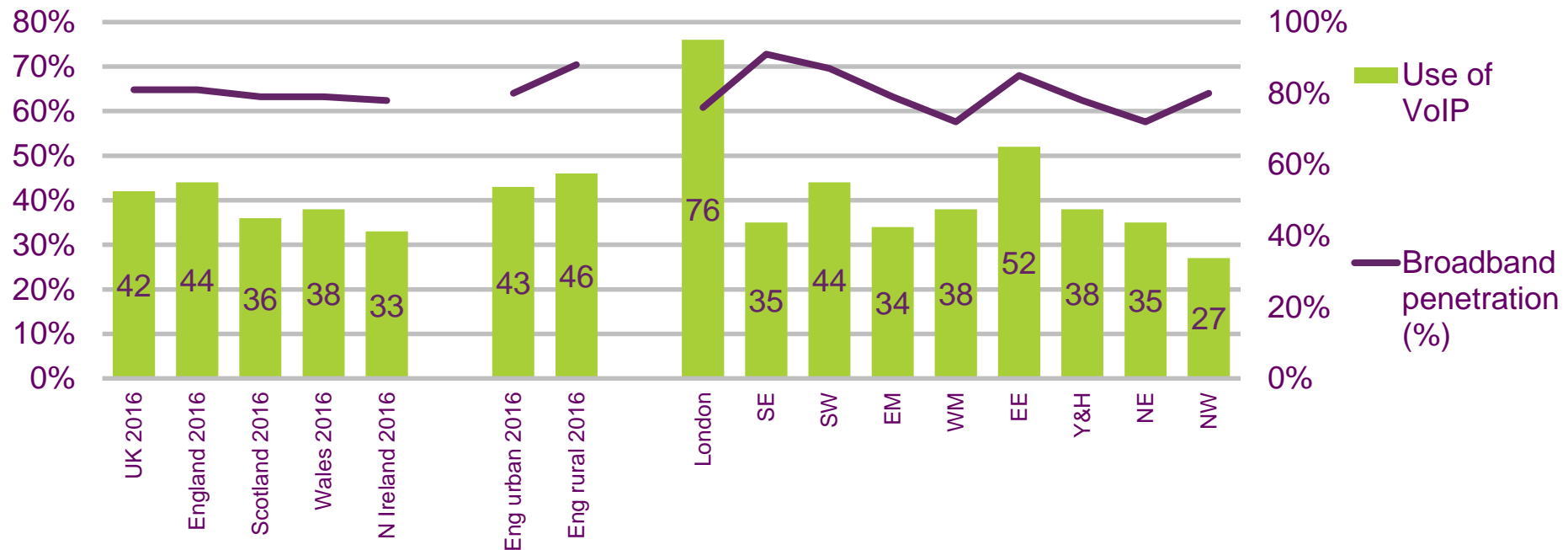
Base: Adults aged 16+ who personally use a mobile phone (n= 2083 England 2016)

QD28A. Which, if any, of the following activities, other than making and receiving voice calls, do you use your mobile for?

Individual use of Voice over IP

Individual use of VoIP

Proportion of individuals with broadband at home

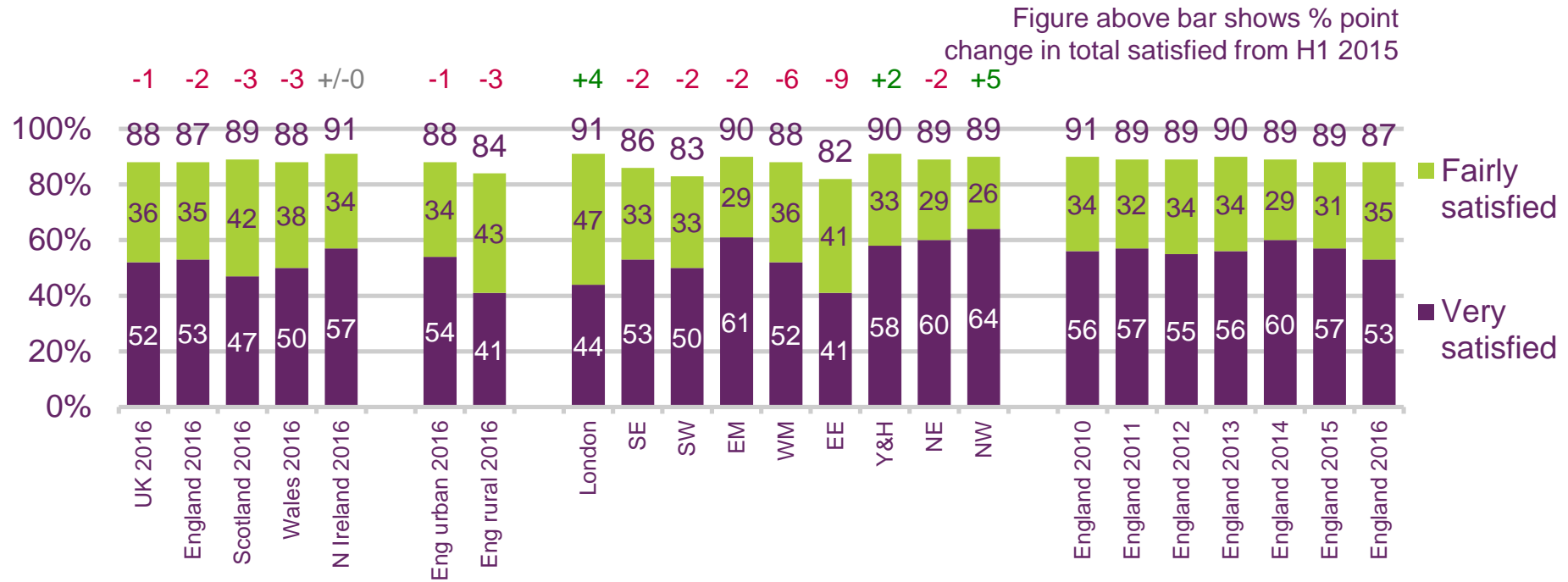


Source: Ofcom Technology Tracker, Half 1 2016

Base: All adults aged 16+ (n = 3737 UK, 2239 England, 502 Scotland, 489 Wales, 507 Northern Ireland, 1958 England urban, 281 England rural, 249 London, 251 South East, 247 South West, 250 East Midlands, 251 West Midlands, 237 East of England, 252 Yorkshire & Humber, 251 North East, 251 North West)

QE30: Have you or anyone in your household ever used one of these services to make voice calls using the internet? (Skype, Vonage, BT Communicator, BT Broadband voice/Home hub, Voipfone, Plusnet (Plustalk), Facebook, WhatsApp, Facetime, other) / QE5A: Which, if any, of these do you use the internet for? (Desktop, laptop, netbook, tablet, smartphone, standard landline, dedicated handset, TV, smartwatch, other)

Overall satisfaction with fixed line services



Source: Ofcom Technology Tracker, Half 1 2016

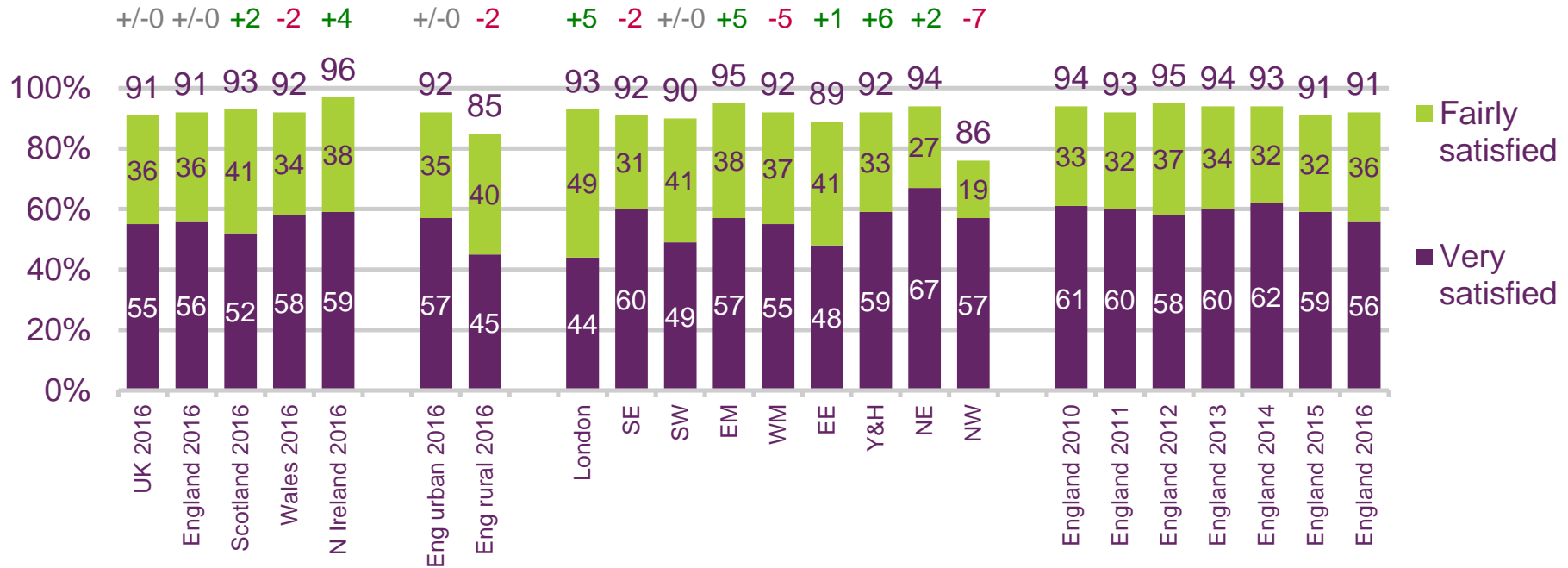
Base: Adults aged 16+ with a landline phone at home (n = 3151 UK, 1885 England, 415 Scotland, 411 Wales, 440 Northern Ireland, 1622 England urban, 263 England rural, 208 London, 232 South East, 221 South West, 218 East Midlands, 205 West Midlands, 203 East of England, 194 Yorkshire & Humber, 200 North East, 204 North West, 4851 England 2010, 1707 England 2011, 1923 England 2012, 1891 England 2013, 1883 England 2014, 1905 England 2015, 1885 England 2016)

Note: Figures above chart columns indicate the proportion of people who were 'very' or 'fairly' satisfied with their overall fixed line service

QC13A. Thinking about your home phone service only, how satisfied are you with (main supplier) for the overall service provided by (main supplier)?

Overall satisfaction with mobile phone service

Figure above bar shows % point change in total satisfied from H1 2015



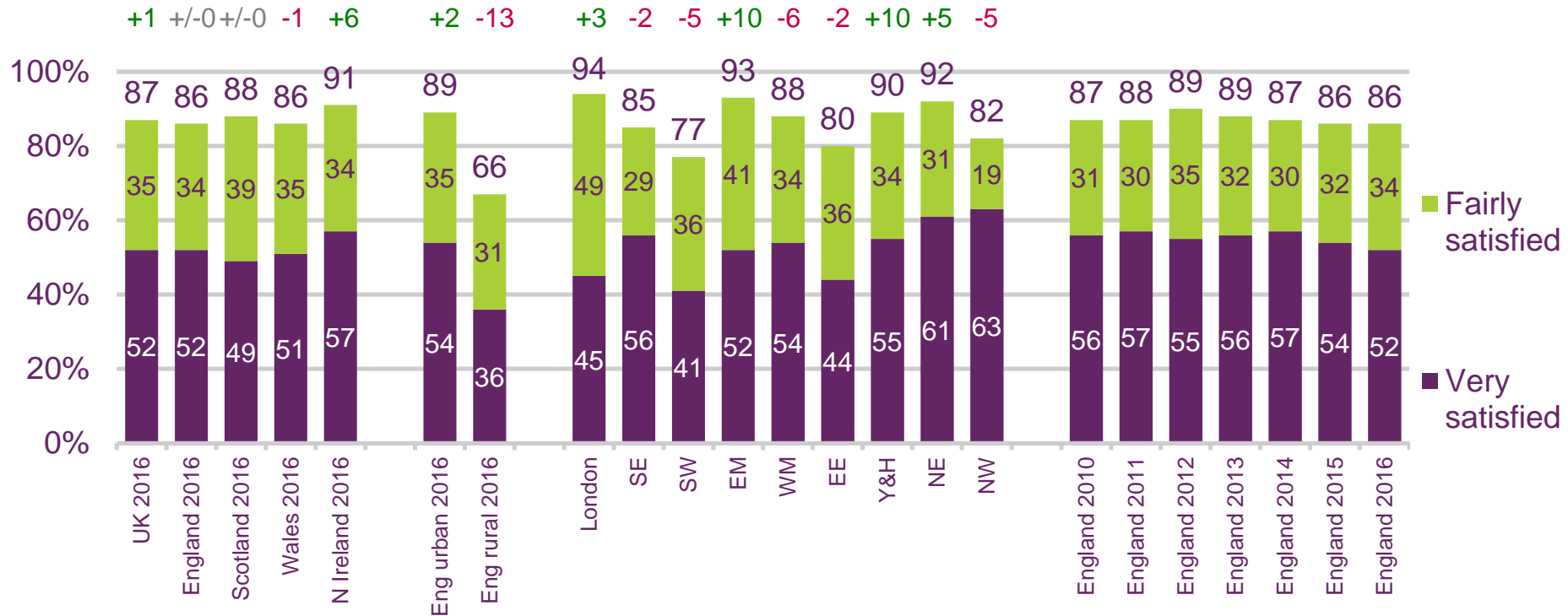
Source: Ofcom Technology Tracker, Half 1 2016

Base: Adults aged 16+ who personally use a mobile phone (n = 3425 UK, 2083 England, 451 Scotland, 445 Wales, 446 Northern Ireland, 1817 England urban, 266 England rural, 236 London, 235 South East, 228 South West, 224 East Midlands, 234 West Midlands, 228 East of England, 234 Yorkshire & Humber, 227 North East, 237 North West, 5008 England 2010, 1786 England 2011, 2043 England 2012, 2020 England 2013, 2055 England 2014, 2080 England 2015, 2083 England 2016)

Note: Figures above chart columns indicate the proportion of people who were 'very' or 'fairly' satisfied with their overall mobile service QD21A. Thinking about your mobile phone service only, how satisfied are you with (main supplier) for the overall service provided by (main supplier)?

Satisfaction with reception of mobile service

Figure above bar shows % point change in total satisfied from H1 2015

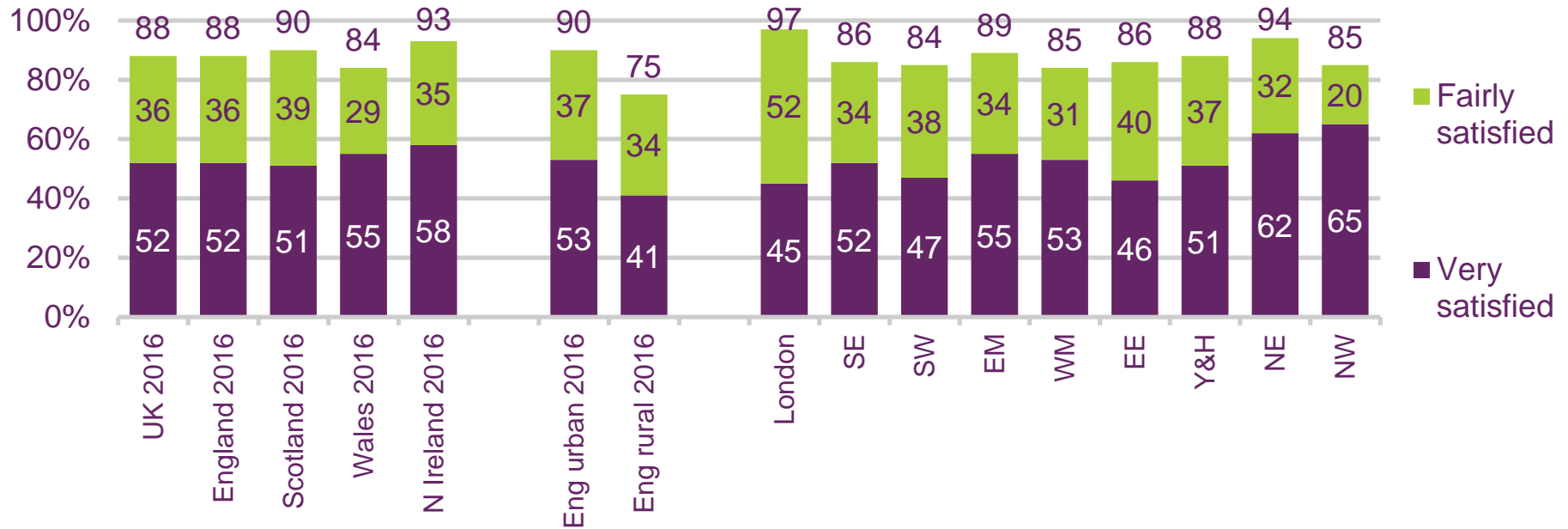


Source: Ofcom Technology Tracker, Half 1 2016

Base: Adults aged 16+ who personally use a mobile phone (n = 3425 UK, 2083 England, 451 Scotland, 445 Wales, 446 Northern Ireland, 1817 England urban, 266 England rural, 236 London, 235 South East, 228 South West, 224 East Midlands, 234 West Midlands, 228 East of England, 234 Yorkshire & Humber, 227 North East, 237 North West, 5008 England 2010, 1786 England 2011, 2043 England 2012, 2020 England 2013, 2055 England 2014, 2080 England 2015, 2083 England 2016)

Note: Figures above chart columns indicate the proportion of people who were 'very' or 'fairly' satisfied with their mobile reception QD21J. Thinking about your mobile phone service only, how satisfied are you with (main supplier) for reception/ accessing network?

Satisfaction with ability to connect to the internet via 3G or 4G network

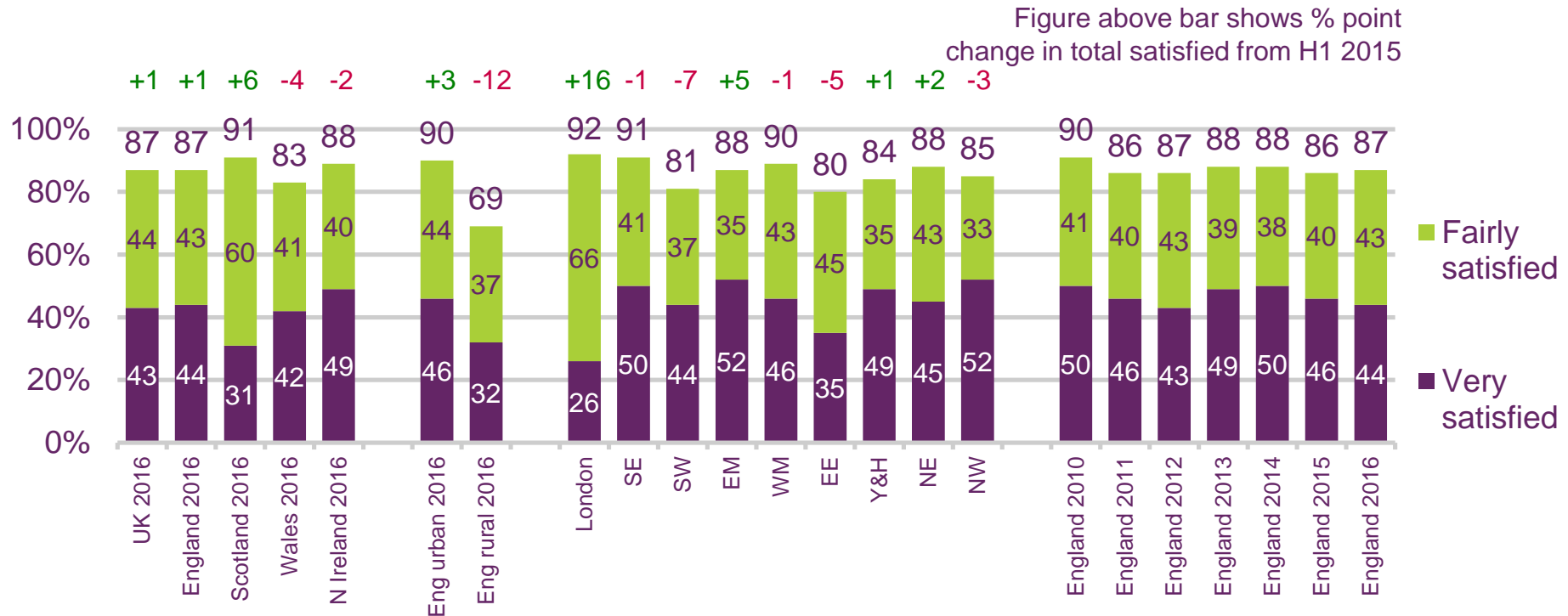


Source: Ofcom Technology Tracker, Half 1 2016

Base: Adults aged 16+ who personally use a smartphone (n = 2487 UK, 1532 England, 319 Scotland, 291 Wales, 345 Northern Ireland, 1344 England urban, 188 England rural, 201 London, 164 South East, 166 South West, 162 East Midlands, 172 West Midlands, 168 East of England, 175 Yorkshire & Humber, 156 North East, 168 North West)

Note: Figures above chart columns indicate the proportion of people who were 'very' or 'fairly' satisfied with the ability to connect to the internet using the mobile network QD21K. Thinking about your mobile phone service only, how satisfied are you with (main supplier) for ability to connect to the internet using the mobile network (3G or 4G)?

Overall satisfaction with fixed broadband service



Source: Ofcom Technology Tracker, Half 1 2016

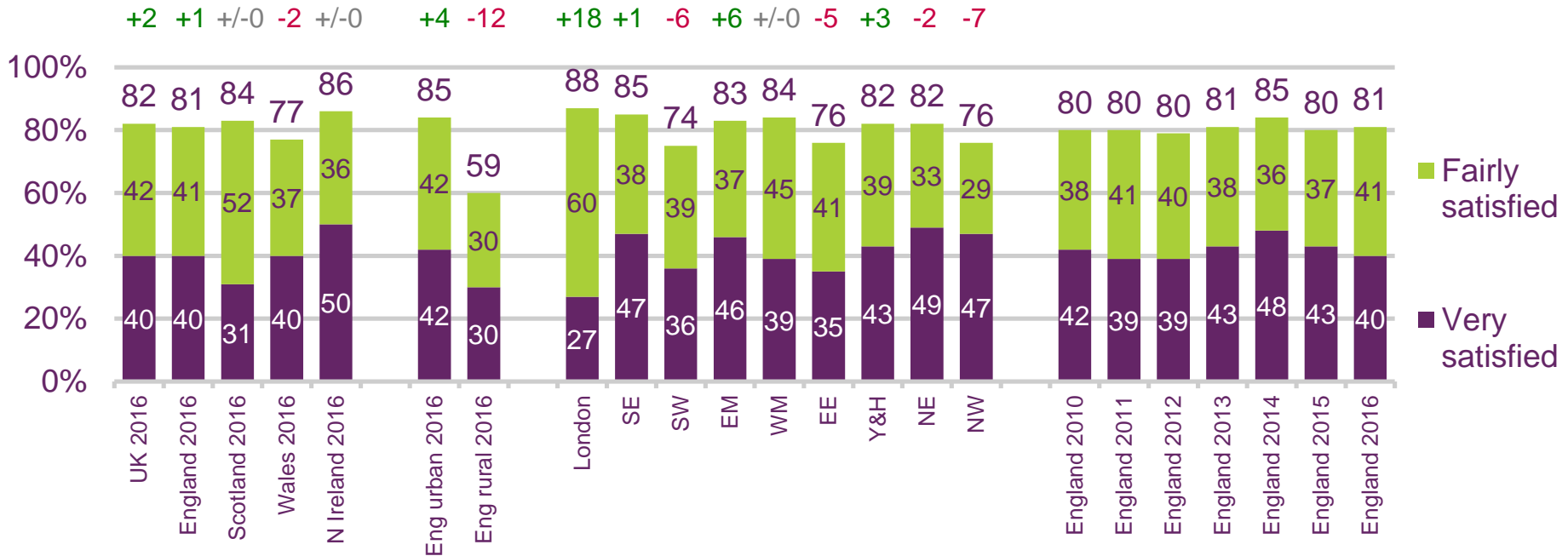
Base: Adults aged 16+ with a fixed broadband connection at home (n = 2774 UK, 1701 England, 357 Scotland, 363 Wales, 353 Northern Ireland, 1459 England urban, 242 England rural, 181 London, 221 South East, 207 South West, 189 East Midlands, 173 West Midlands, 201 East of England, 176 Yorkshire & Humber, 170 North East, 183 North West, 3559 England 2010, 1311 England 2011, 1577 England 2012, 1562 England 2013, 1553 England 2014, 1721 England 2015, 1701 England 2016)

Note: Figures above chart columns indicate the proportion of people who were 'very' or 'fairly' satisfied with their overall fixed broadband service

QE8A. Thinking about your fixed broadband internet service, how satisfied are you with (main supplier) for the overall service provided by (main supplier)?

Satisfaction with speed of fixed broadband connection

Figure above bar shows % point change in total satisfied from H1 2015



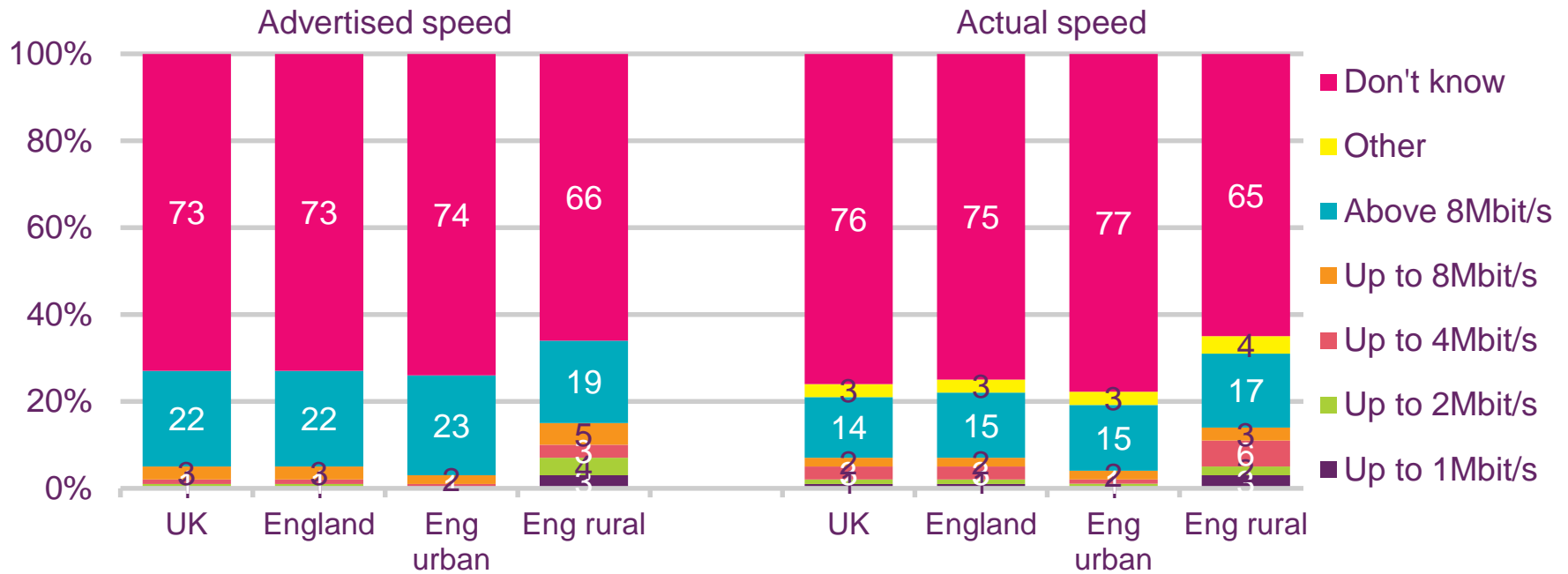
Source: Ofcom Technology Tracker, Half 1 2016

Base: Adults aged 16+ with a fixed broadband connection at home (n = 2774 UK, 1701 England, 357 Scotland, 363 Wales, 353 Northern Ireland, 1459 England urban, 242 England rural, 181 London, 221 South East, 207 South West, 189 East Midlands, 173 West Midlands, 201 East of England, 176 Yorkshire & Humber, 170 North East, 183 North West, 3559 England 2010, 1311 England 2011, 1577 England 2012, 1562 England 2013, 1553 England 2014, 1721 England 2015, 1701 England 2016)

Note: Figures above chart columns indicate the proportion of people who were 'very' or 'fairly' satisfied with their speed of service while online

QE8B. Thinking about your fixed broadband internet service, how satisfied are you with (main supplier) for the speed of your service while online (not just the connection)?

Awareness of advertised and actual broadband speeds in England

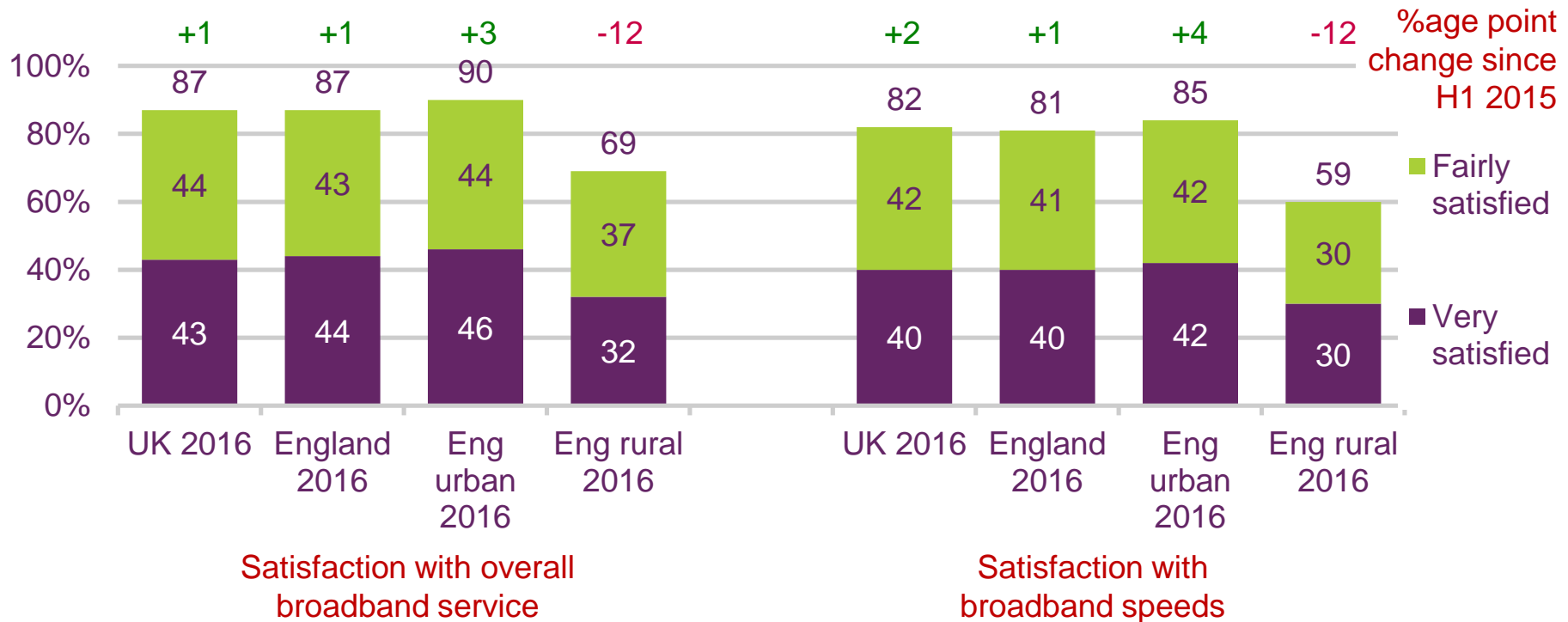


Source: Ofcom Technology Tracker, Half 1 2016

Base: Adults aged 16+ with broadband connection at home (n = 2774 UK, 1701 England, 1459 England urban, 242 England rural)

QENEW11. What was the advertised speed of your fixed broadband home internet connection when you took up your service?/ QE11A. What is the actual speed of your fixed broadband home internet connection?

Satisfaction with overall service and speed of fixed broadband connection



Source: Ofcom Technology Tracker, Half 1 2016

Base: Adults aged 16+ with broadband connection at home (n = 2774 UK, 1701 England, 1459 England urban, 242 England rural)

Note: Figures above chart columns indicate the proportion of people who were 'very' or 'fairly' satisfied with their speed of service while online QE8A/B. Thinking about your fixed broadband internet service, how satisfied are you with (main supplier) for the overall service/ for the speed of your service while online (not just the connection)?

Note that no statistical significance testing was conducted on the Technology Tracker 'England' charts in the 2016 CMR

5. Internet and online content

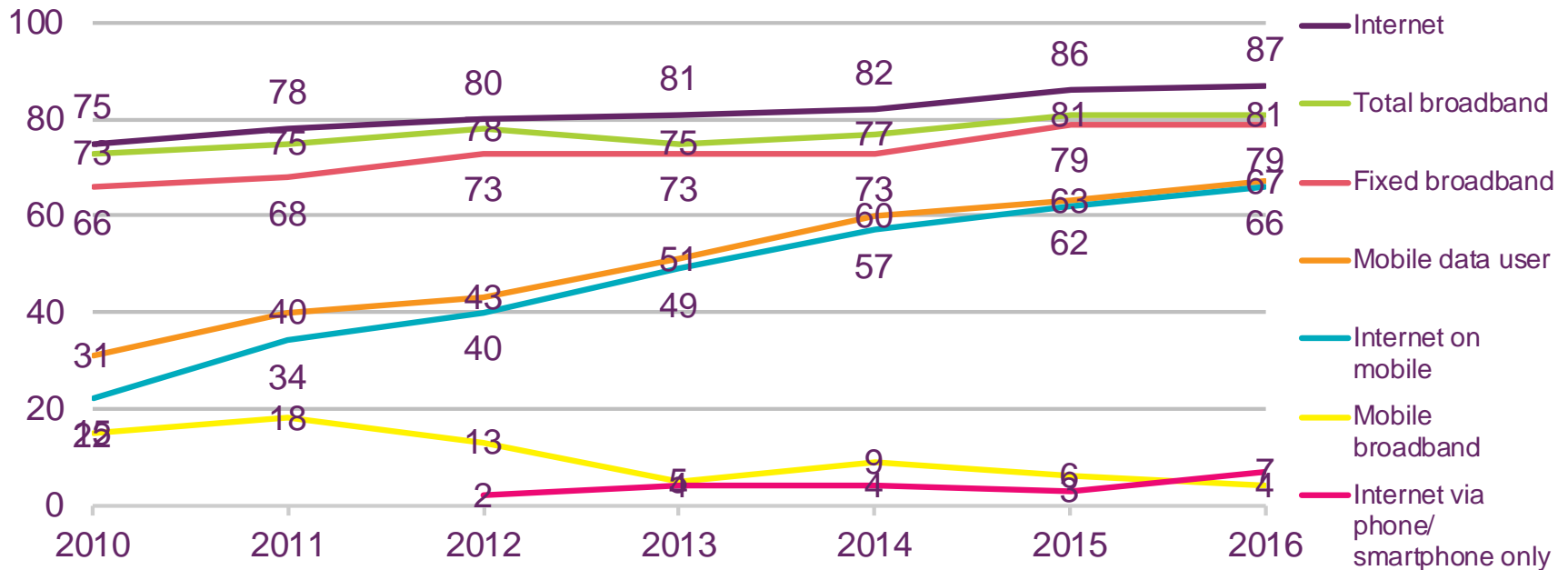
Extended Chart Pack

England

Figure 5.1

Internet take-up, England: 2010-2016

Households (%)



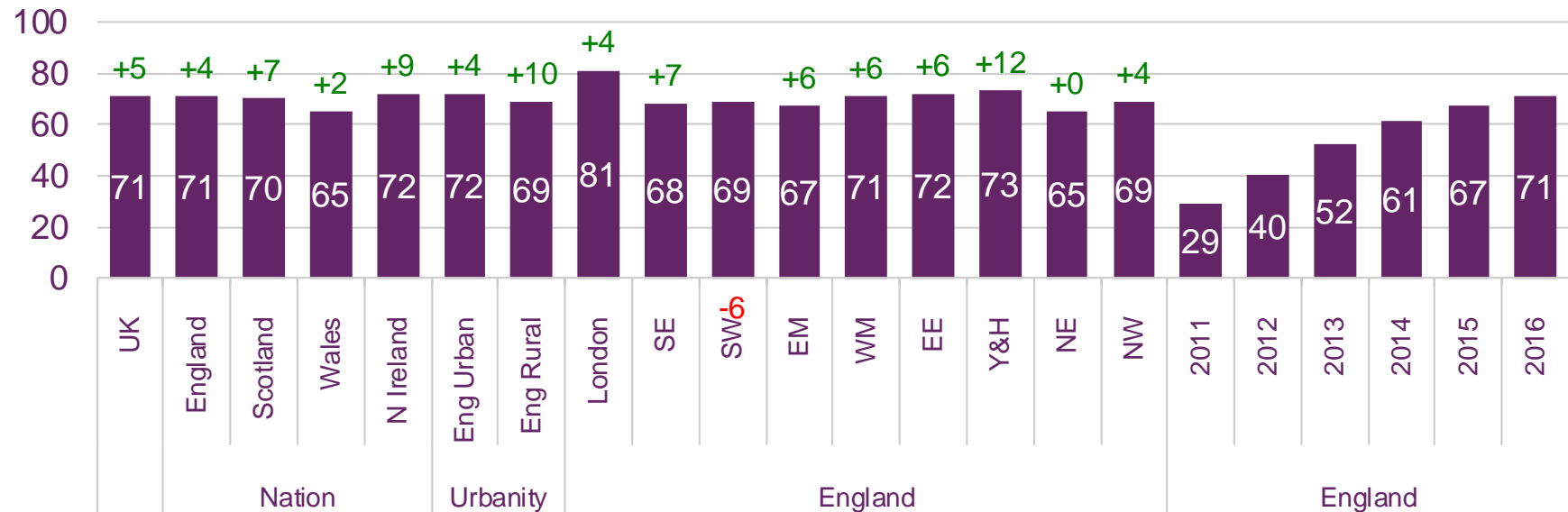
Source: Ofcom Technology Tracker. Data from Quarter 1 2010-2014, then Half 1 2015-2016

Base: All adults aged 16+ (5709 England 2010, 1983 England 2011, 2251 England 2012, 2250 England 2013, 2249 England 2014, 2264 England 2015, 2239 England 2016)

Figure 5.2

Take-up of smartphones in England

Adults 16+ (%) / percentage point change in take-up of smartphones from H1 2015



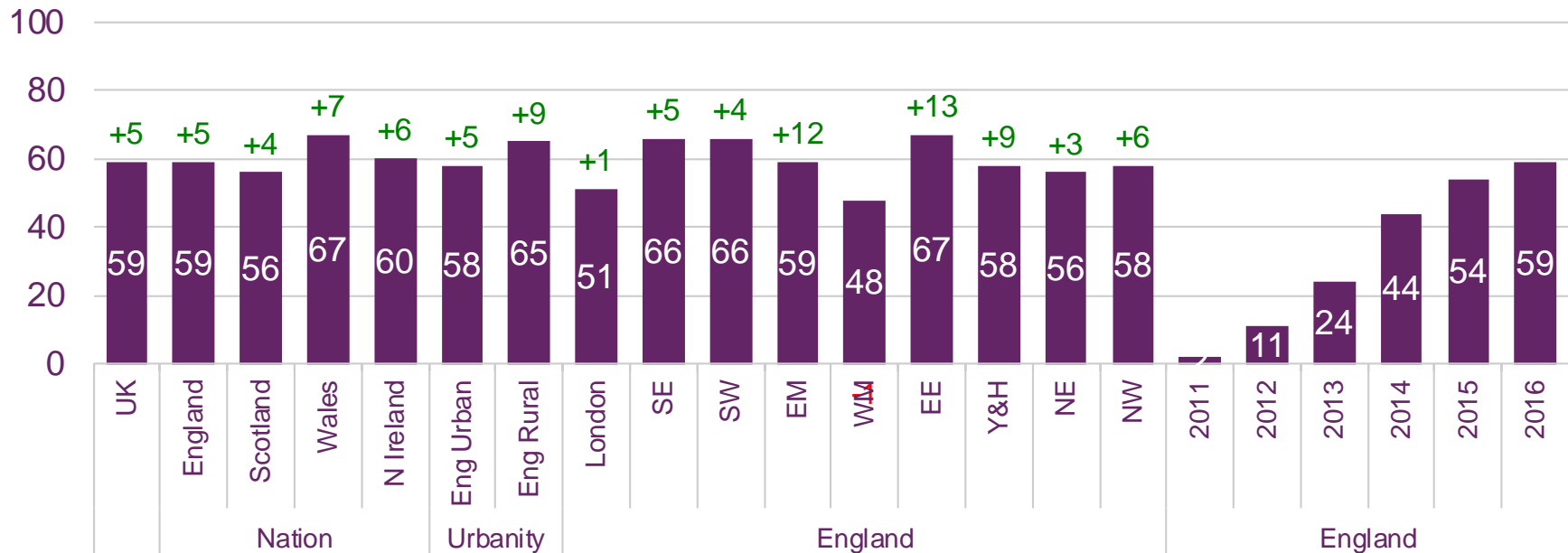
Source: Ofcom Technology Tracker, Half 1 2016

Base: All adults aged 16+ (n = 3737 UK, 2239 England, 502 Scotland, 489 Wales, 507 Northern Ireland, 1958 England urban, 281 England rural, 249 London, 251 South East, 247 South West, 250 East Midlands, 251 West Midlands, 237 East of England, 252 Yorkshire & Humber, 251 North East, 251 North West, 1983 England 2011, 2251 England 2012, 2250 England 2013, 2249 England 2014, 2264 England 2015, 2239 England 2016) QD24B. Do you personally use a Smartphone? A Smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally surf the internet. Popular brands of Smartphone include BlackBerry, iPhone and Android phones such as the Samsung Galaxy.

Figure 5.3

Take-up of tablet computers in England

Households (%) / percentage point change in take-up of tablet computers from H1 2015

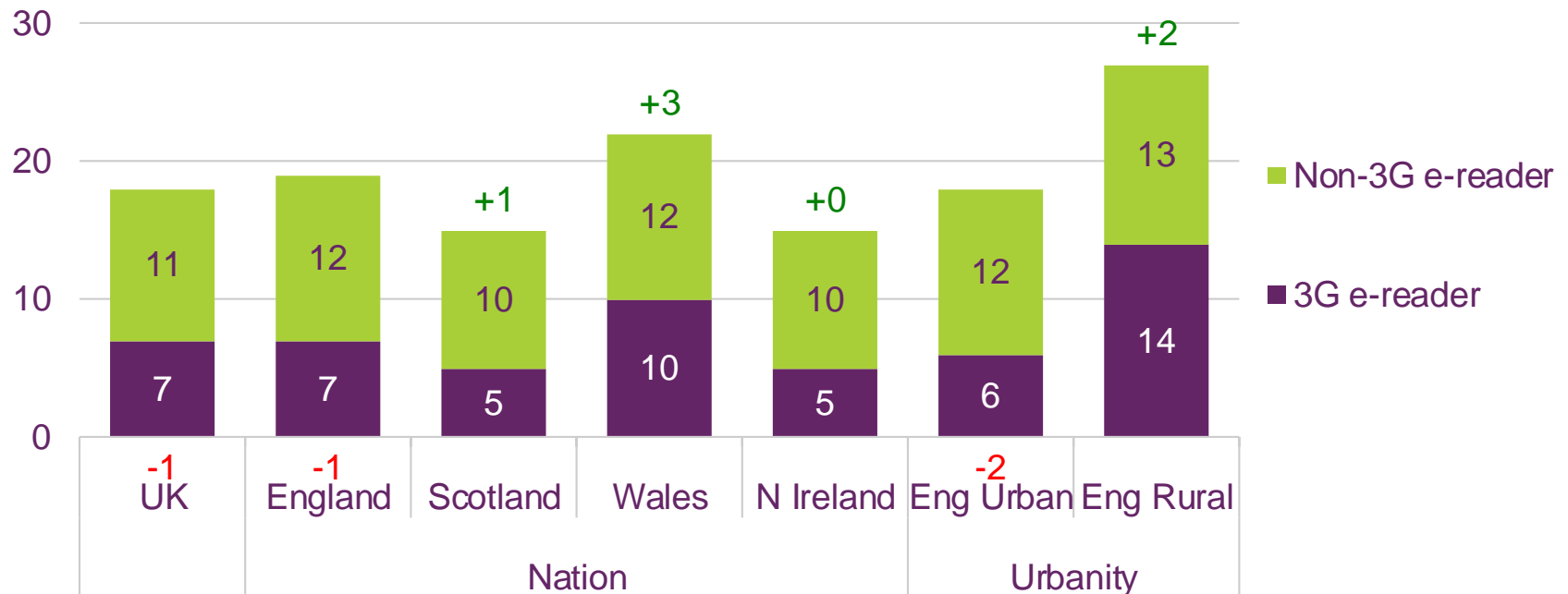


Source: Ofcom Technology Tracker, Half 1 2016

Base: All adults aged 16+ (n = 3737 UK, 2239 England, 502 Scotland, 489 Wales, 507 Northern Ireland, 1958 England urban, 281 England rural, 249 London, 251 South East, 247 South West, 250 East Midlands, 251 West Midlands, 237 East of England, 252 Yorkshire & Humber, 251 North East, 251 North West, 1983 England 2011, 2251 England 2012, 2250 England 2013, 2249 England 2014, 2264 England 2015, 2239 England 2016)
 QE1. Does your household have a PC, laptop, netbook or tablet computer?

Personal use of e-readers: 2016

Individuals (%) / Percentage point year on year change



Source: Ofcom Technology Tracker, Half 1 2016

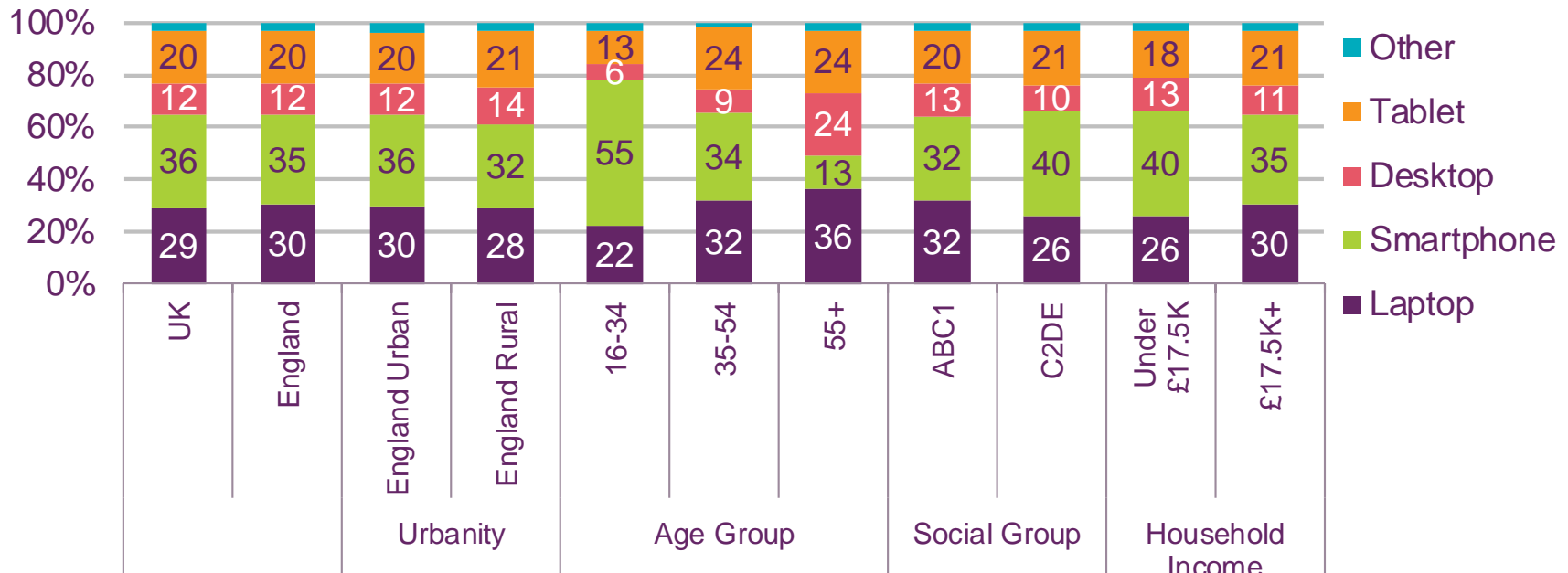
Base: All adults aged 16+ (n = 3737 UK, 2239 England, 502 Scotland, 489 Wales, 507 Northern Ireland, 1958 England urban, 281 England rural)

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 5.4

Most important device for accessing the internet in England

Individuals (%)



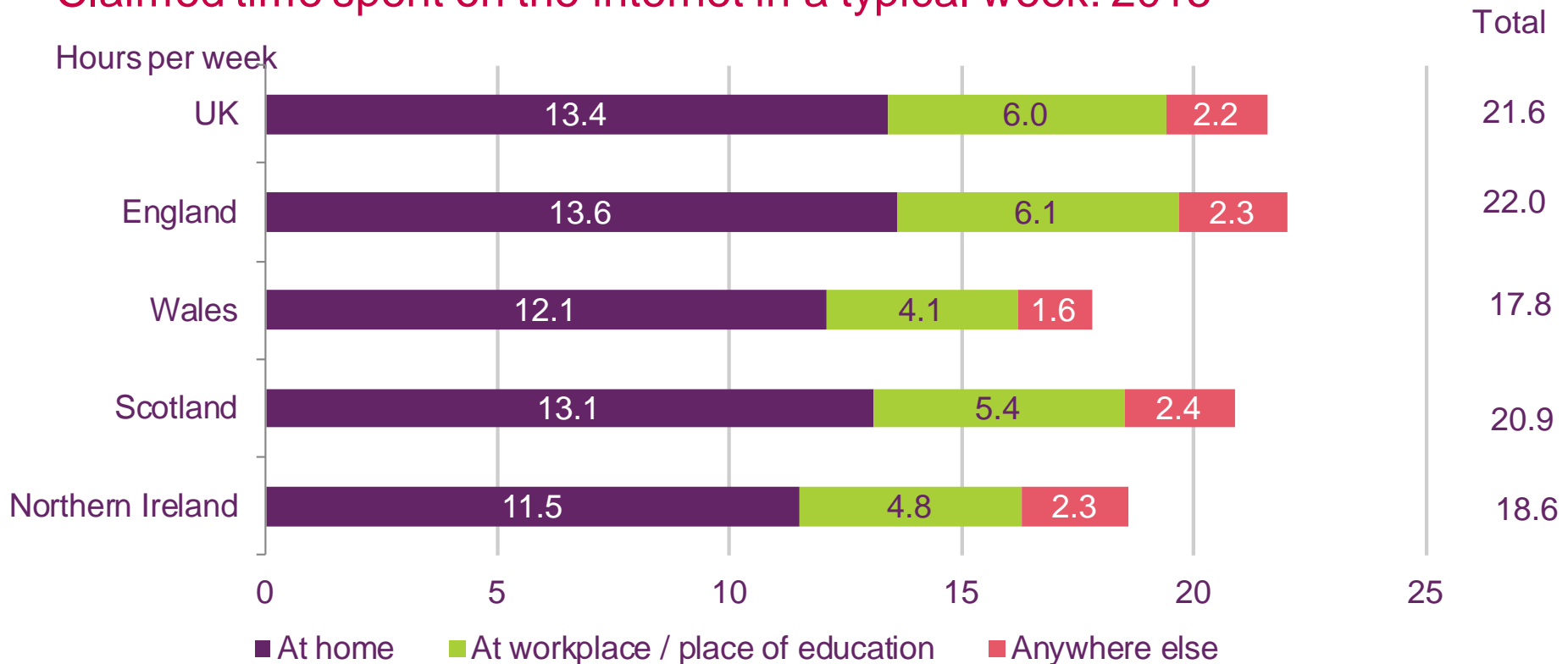
Source: Ofcom Technology Tracker, Half 1 2016

Base: Internet users aged 16+ (n = 3100 UK, 1899 England, 1649 England urban, 250 England rural, 639 16-34, 672 35-54, 588 55+, 1086 ABC1, 811 C2DE, 398 under £17.5K, 702 £17.5K+).

QE40: Which is the most important device you use to connect to the internet, at home or elsewhere? "Other" responses include: "Netbook", "E-reader", "TV set", "Games console", "Other portable/handheld device", "Smartwatch", "Other device", "None" and "don't know".

Figure 5.5

Claimed time spent on the internet in a typical week: 2015



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

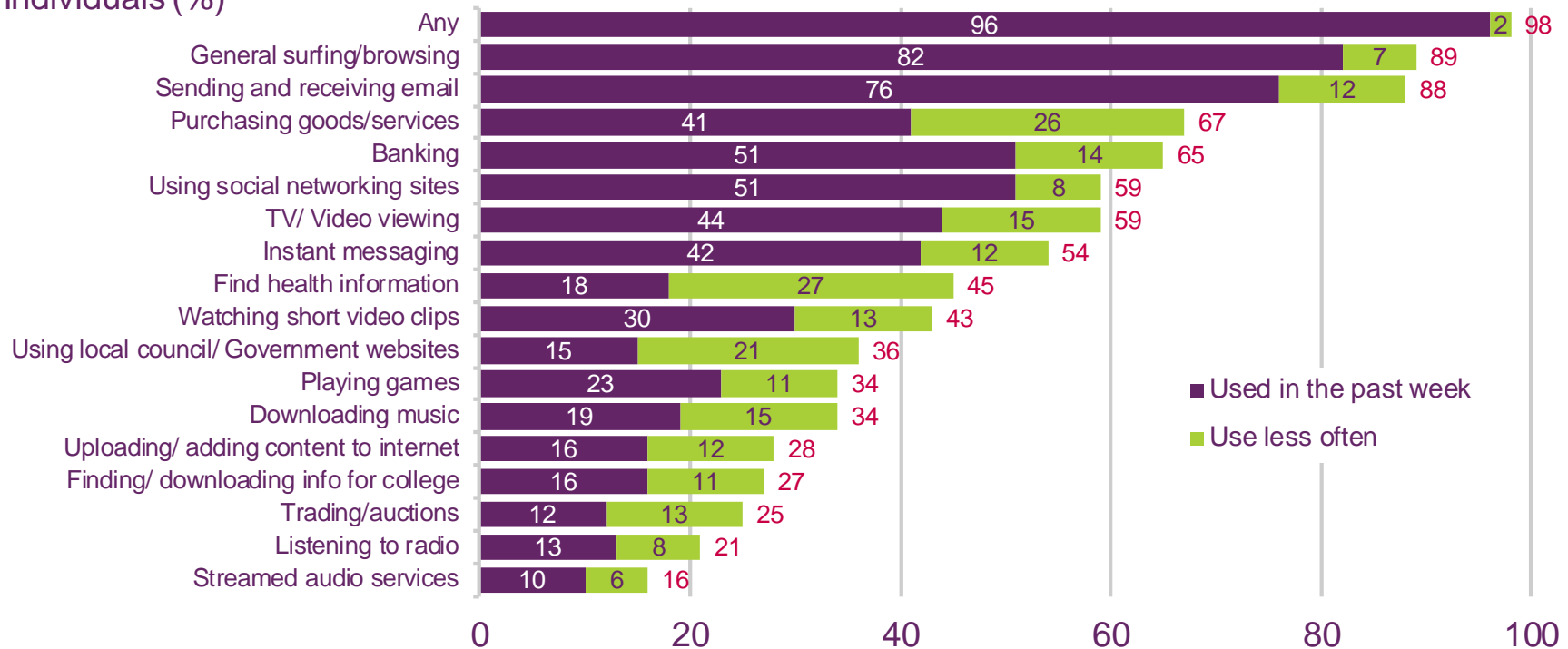
Base: All adults aged 16+ who use go online at home or elsewhere (1548 UK, 957 England, 168 Scotland, 163 Wales, 170 Northern Ireland).

Question: 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)

Figure 5.6

Activities conducted online by internet users in England

Individuals (%)



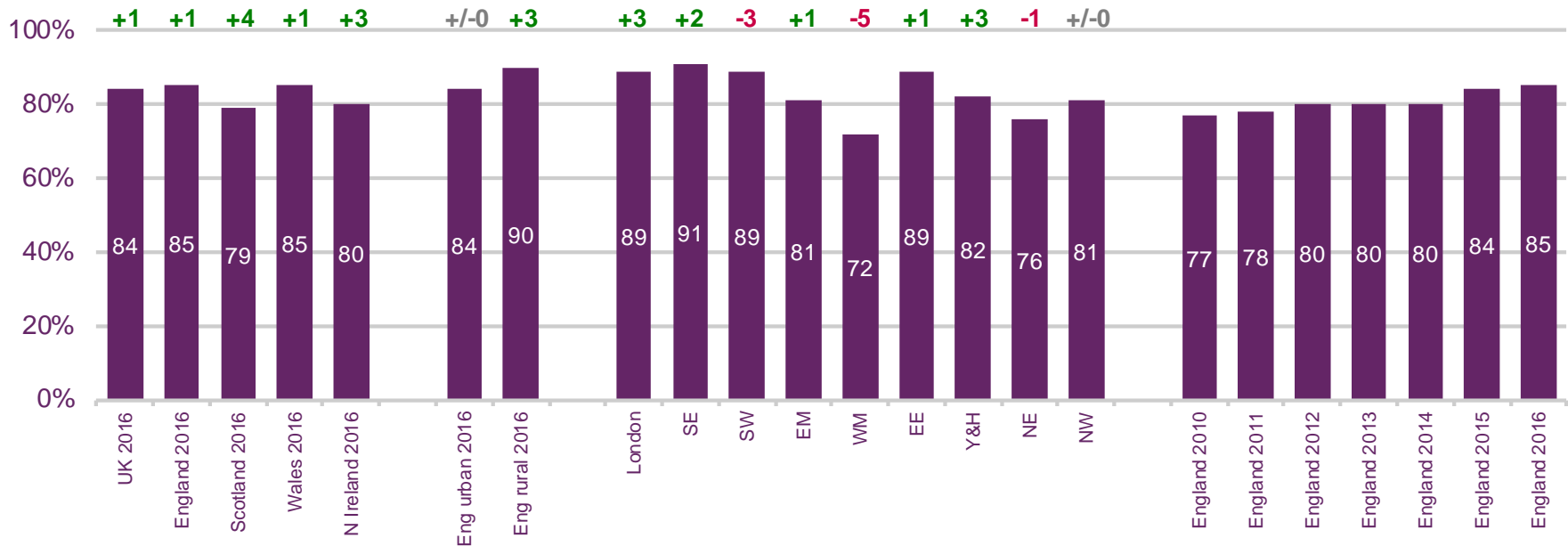
Source: Ofcom Technology Tracker, Half 1 2016

Base: Adults aged 16+ who use the internet at home or elsewhere (n= 1899 England 2016)

QE5A. Which, if any, of these do you use the internet for?

Household computer ownership inc. PCs, laptops, tablets and netbooks

Figure above bar shows % point change in computer ownership from H1 2015



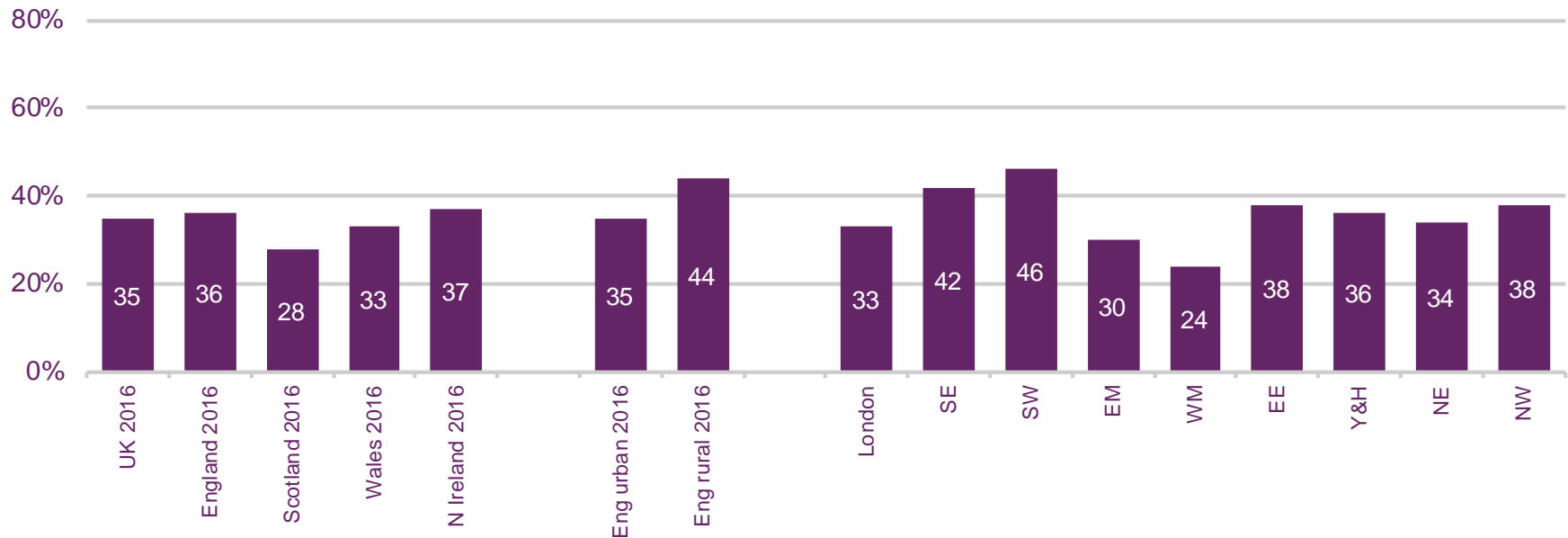
Source: Ofcom Technology Tracker, Half 1 2016

Base: All adults aged 16+ (n = 3737 UK, 2239 England, 502 Scotland, 489 Wales, 507 Northern Ireland, 1958 England urban, 281 England rural, 249 London, 251 South East, 247 South West, 250 East Midlands, 251 West Midlands, 237 East of England, 252 Yorkshire & Humber, 251 North East, 251 North West, 5709 England 2010, 1983 England 2011, 2251 England 2012, 2250 England 2013, 2249 England 2014, 2264 England 2015, 2239 England 2016)

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

Use of the internet to access local council/government websites

Use of internet for local council/government websites (%)



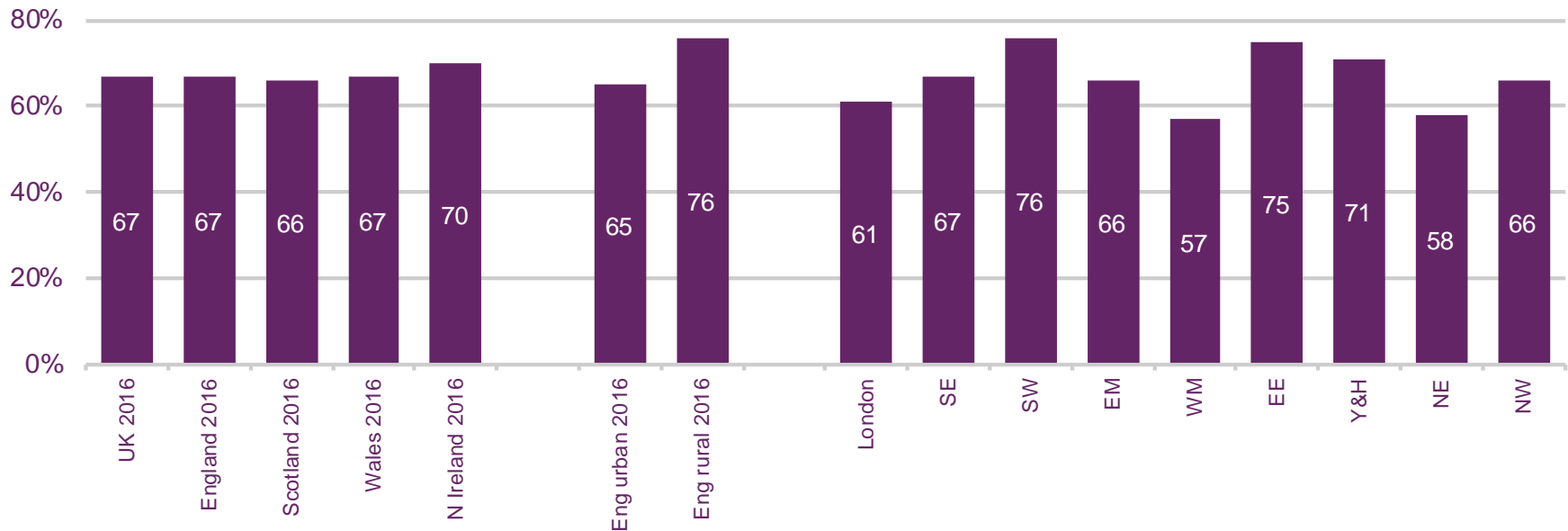
Source: Ofcom Technology Tracker, Half 1 2016

Base: Adults aged 16+ who use the internet at home or elsewhere here (n = 3100 UK, 1899 England, 405 Scotland, 401 Wales, 395 Northern Ireland, 1649 England urban, 250 England rural, 233 London, 221 South East, 216 South West, 208 East Midlands, 204 West Midlands, 213 East of England, 202 Yorkshire & Humber, 193 North East, 209 North West)

QE5A. Which, if any, of these do you use the internet for?

Use of the internet to purchase goods, services, tickets

Use of internet for purchasing goods, services and tickets (%)



Source: Ofcom Technology Tracker, Half 1 2016

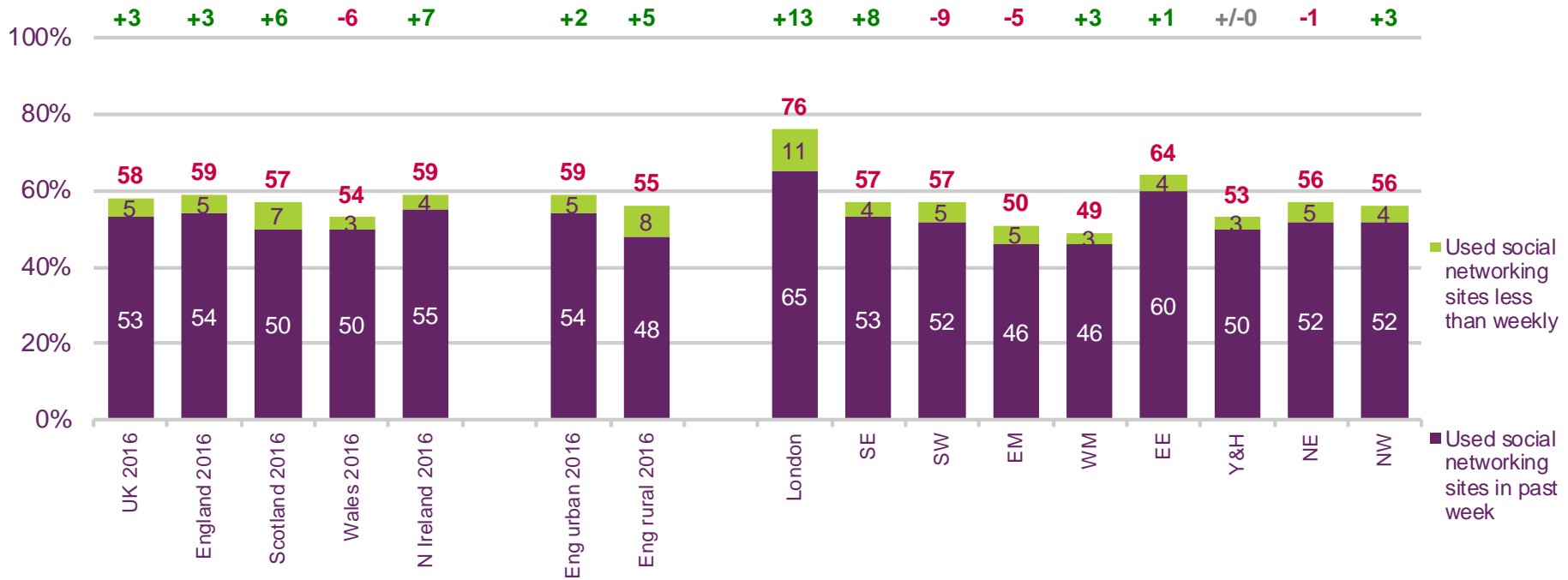
Base: Adults aged 16+ who use the internet at home or elsewhere (n = 3100 UK, 1899 England, 405 Scotland, 401 Wales, 395 Northern Ireland, 1649 England urban, 250 England rural, 233 London, 221 South East, 216 South West, 208 East Midlands, 204 West Midlands, 213 East of England, 202 Yorkshire & Humber, 193 North East, 209 North West)

QE5A. Which, if any, of these do you use the internet for?

Use of social networking sites

Use of social networking sites (%)

Figure above bar shows year on year change



Source: Ofcom Technology Tracker, Half 1 2016

Base: All adults aged 16+ (n = 3737 UK, 2239 England, 502 Scotland, 489 Wales, 507 Northern Ireland, 1958 England urban, 281 England rural, 249 London, 251 South East, 247 South West, 250 East Midlands, 251 West Midlands, 237 East of England, 252 Yorkshire & Humber, 251 North East, 251 North West)

QE5A: Which, if any, of these do you use the internet for?/ QE5B: And, which, if any, of these activities have you used the internet for in the last week?/ QD28A: Which, if any, of the following activities, other than making and receiving calls, do you use your mobile for?/ QD28B: And, which of these activities have you used your mobile for in the last week?

England – CMR 2016 slide pack

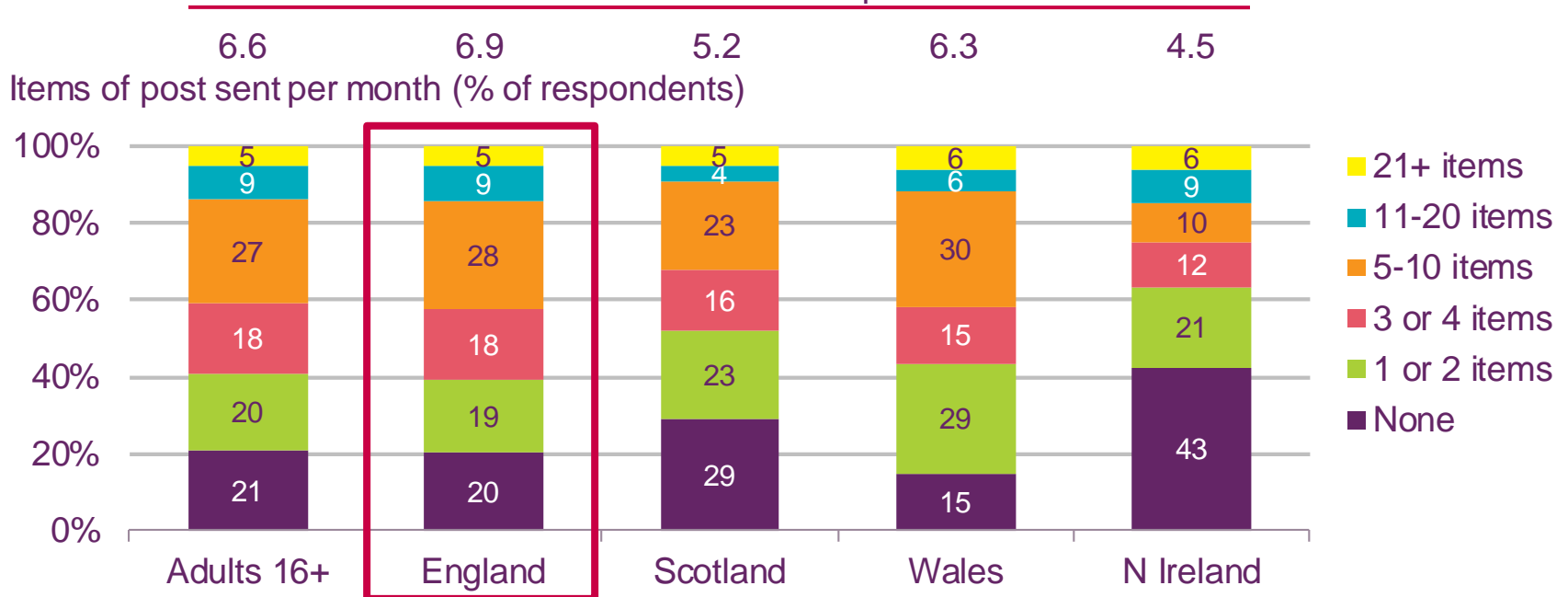
6. Post

Extended Chart Packs

Figure 6.1

Approximate number of items of post sent each month (residential)

Mean number of items sent per month



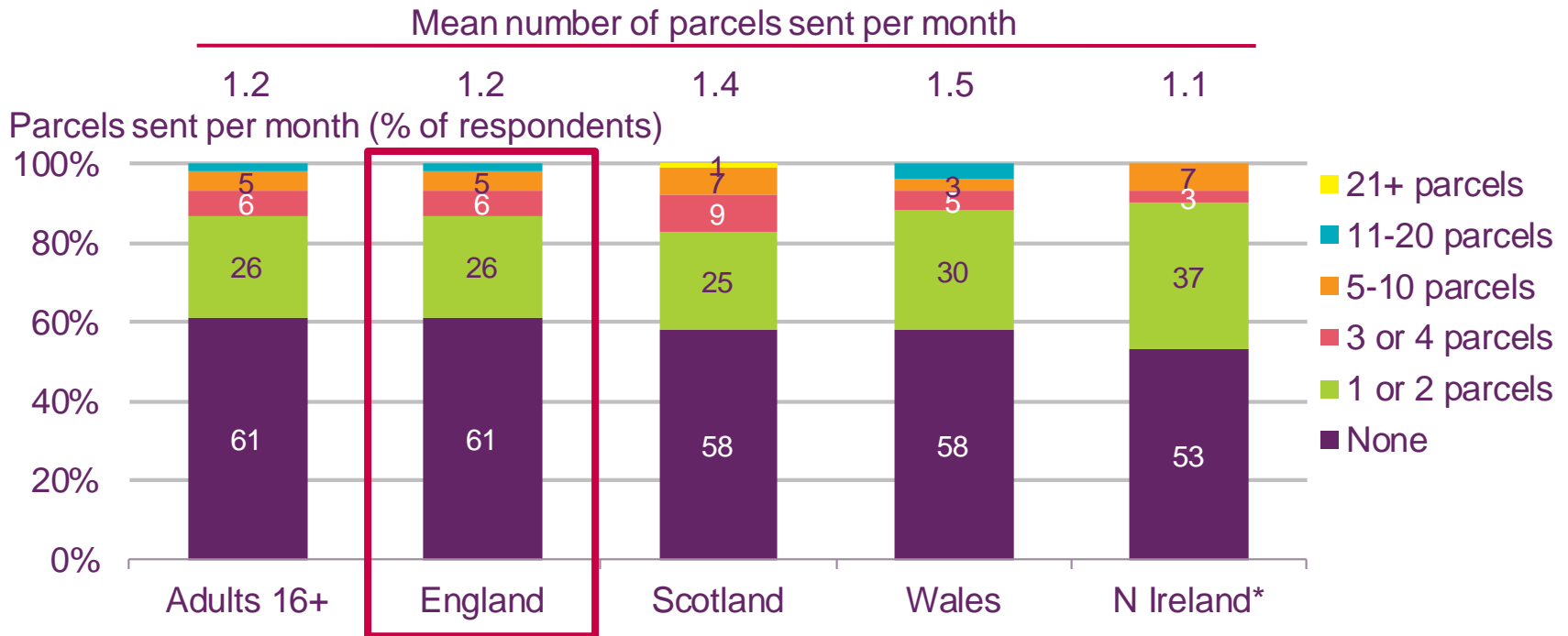
Source: Ofcom Residential Postal Tracker 2015

Base: All respondents (n = 1946 adults 16+, 1451 England, 214 Scotland, 151 Wales, 130 Northern Ireland)

QC1. Approximately how many items of post – including letters, cards and parcels – have you personally sent in the last month?

Figure 6.2

Parcels sent in the past month



Source: Ofcom Residential Postal Tracker 2015

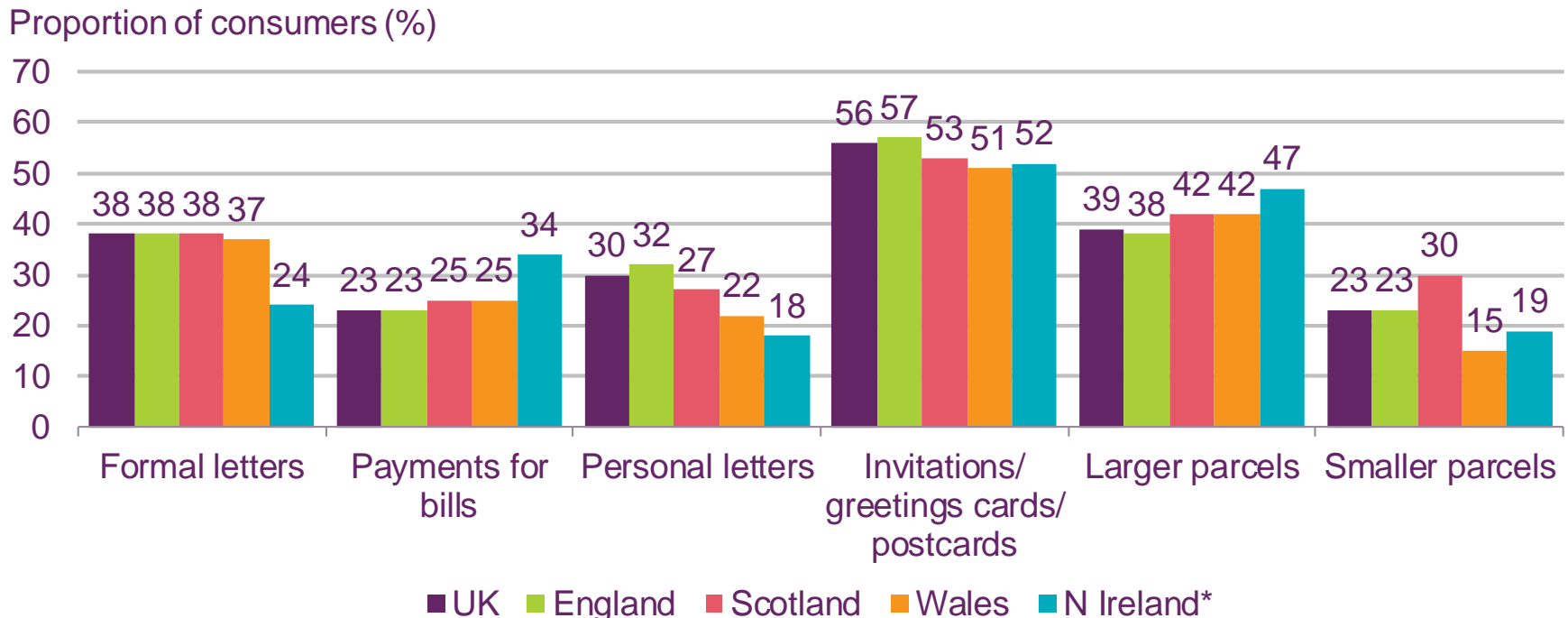
Base: All respondents who have personally sent an item of post in the last month (n = 1491 adults 16+, 1131 England, 152 Scotland, 127 Wales, 81 Northern Ireland)

QC2. And how many of these items sent in the last month were parcels rather than letters or cards?

*Caution: Low base

Figure 6.3

Types of post sent in the past month

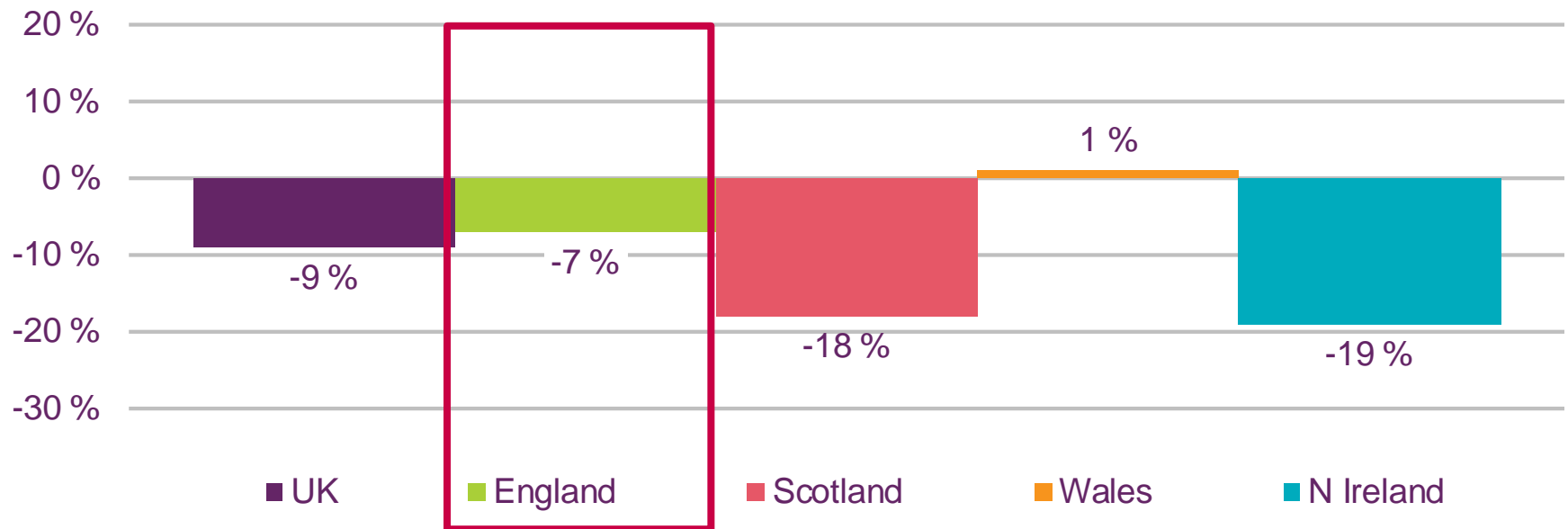


Source: Ofcom Residential Postal Tracker 2015

Base: All who have personally sent any items of post in the last week (n = 1491 UK, 1131 England, 152 Scotland, 127 Wales, 81 Northern Ireland)

QC5. Which of these types of mail would you say you have personally sent in the last month by post? (MULTICODE) *Caution: Low base

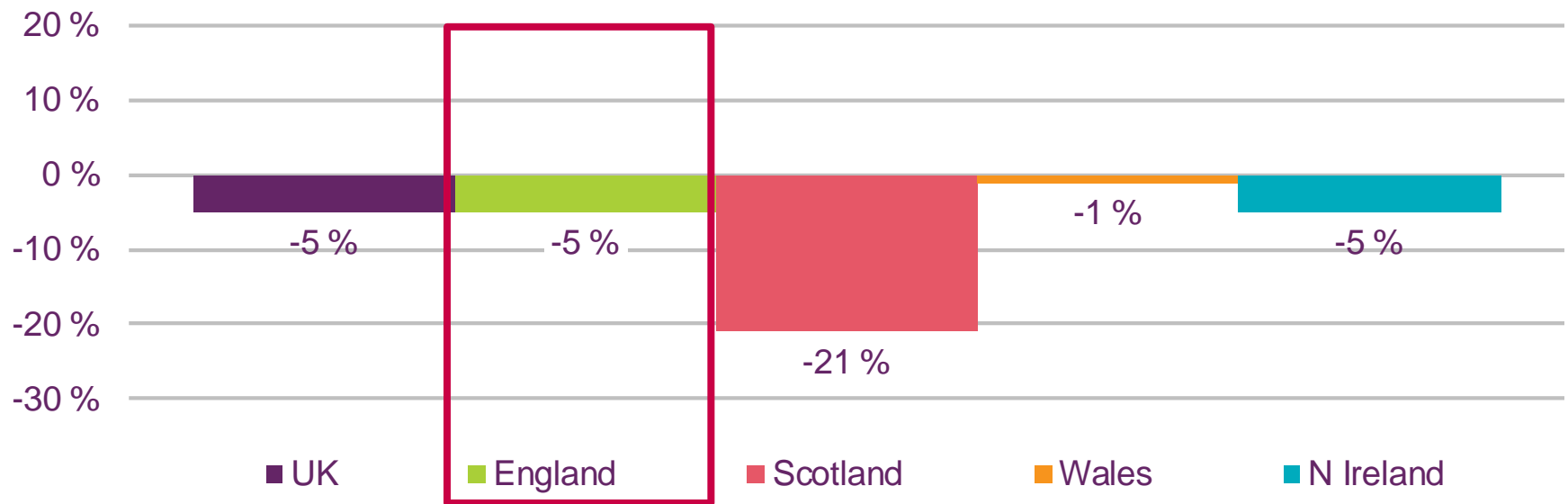
Net claimed change in amount of post sent in the past two years



Source: Ofcom Residential Postal Tracker 2015

Base: All respondents (n = 1946 adults 16+, 1451 England, 214 Scotland, 151 Wales, 130 Northern Ireland) QC10. Compared with two years ago, would you say that the number of items you send through the post has... increased greatly, increased slightly, stayed the same, decreased slightly, decreased greatly? Note: Chart shows net percentage (% who claim their use has increased - % who claim their use has decreased)

Predicted change in amount of post sent in the next two years

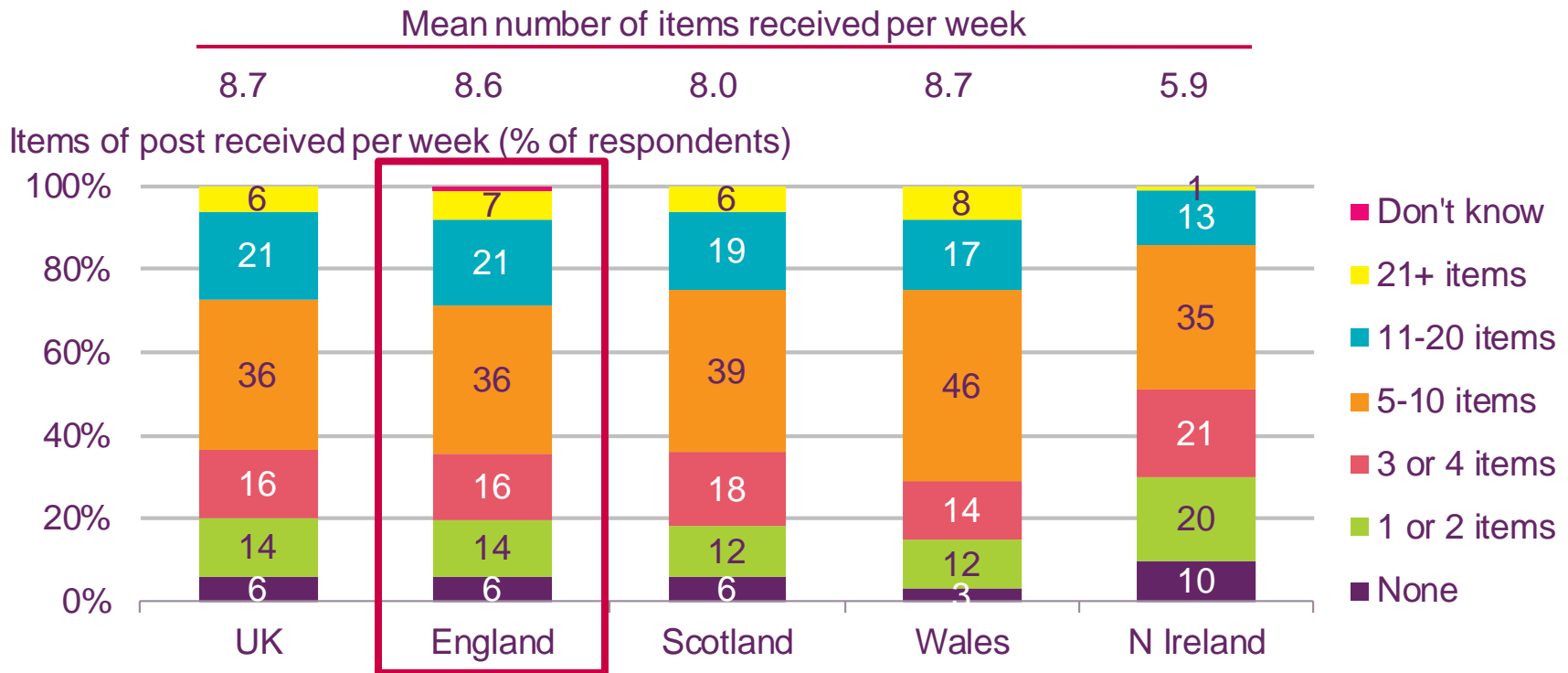


Source: Ofcom Residential Postal Tracker 2015

Base: All respondents (n = 1946 adults 16+, 1451 England, 214 Scotland, 151 Wales, 130 Northern Ireland) QC25. Looking to the future... Compared with now, would you say that the number of letters and cards you will be sending in the post two years from now will have... increased greatly, increased slightly, stayed the same, decreased slightly, decreased greatly? Note: Chart shows net percentage (% who claim their use will increase - % who claim their use will decrease)

Figure 6.4

Approximate number of items of post received in the past week

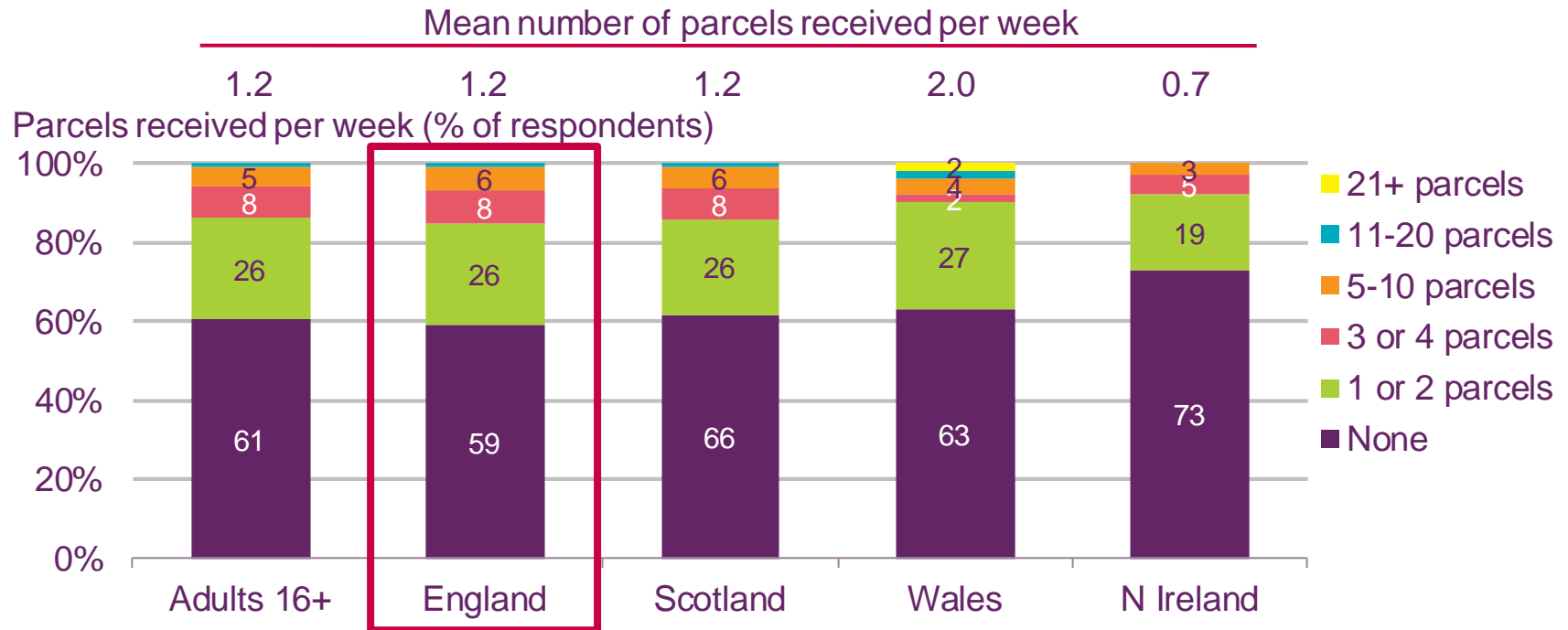


Source: Ofcom Residential Postal Tracker 2015

Base: All respondents (n = 1946 adults 16+, 1451 England, 214 Scotland, 151 Wales, 130 Northern Ireland) QD1. Approximately how many items of post – including letters, cards and parcels – have you personally received in the last week?

Figure 6.5

Parcels received in the past week



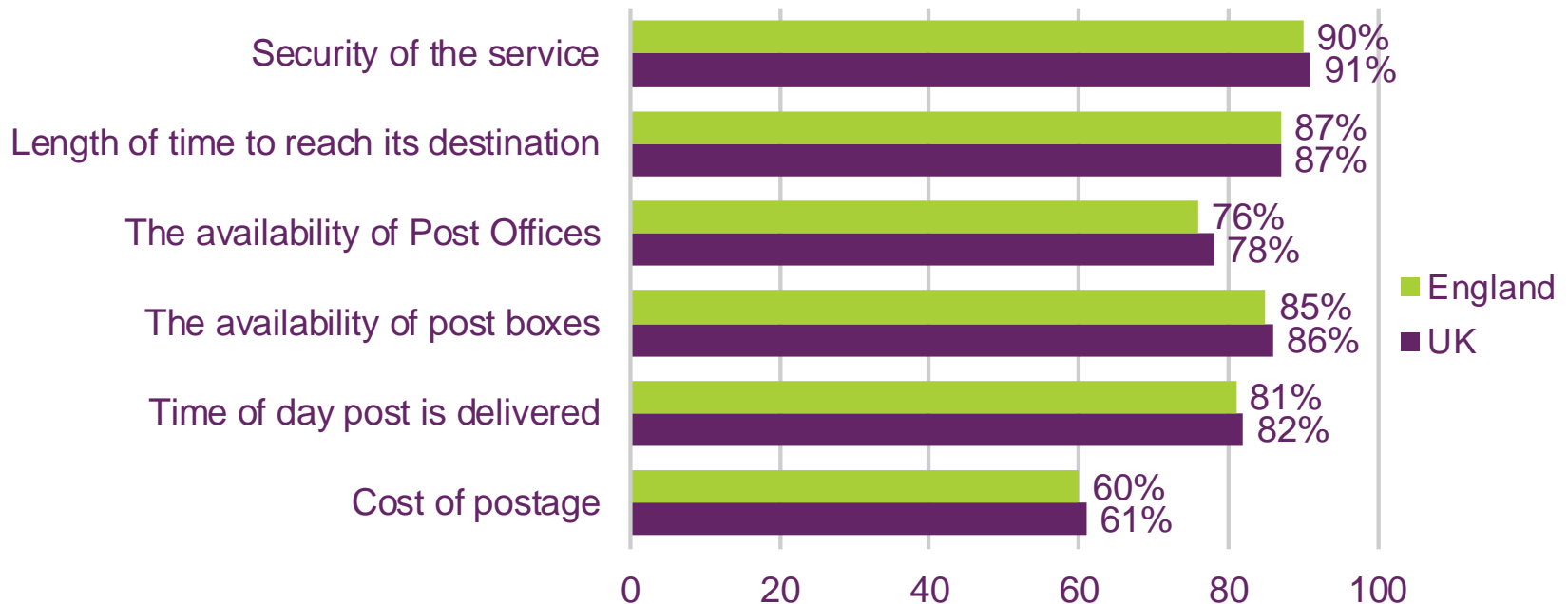
Source: Ofcom Residential Postal Tracker 2015

Base: All respondents who have personally received any items of post in the last week (n = 1824 adults 16+, 1258 England, 203 Scotland, 147 Wales, 116 Northern Ireland)

QD2. And how many of these items received in the last week were parcels?

Figure 6.6

Satisfaction with specific aspects of Royal Mail's service



Source: Ofcom Residential Postal Tracker 2015

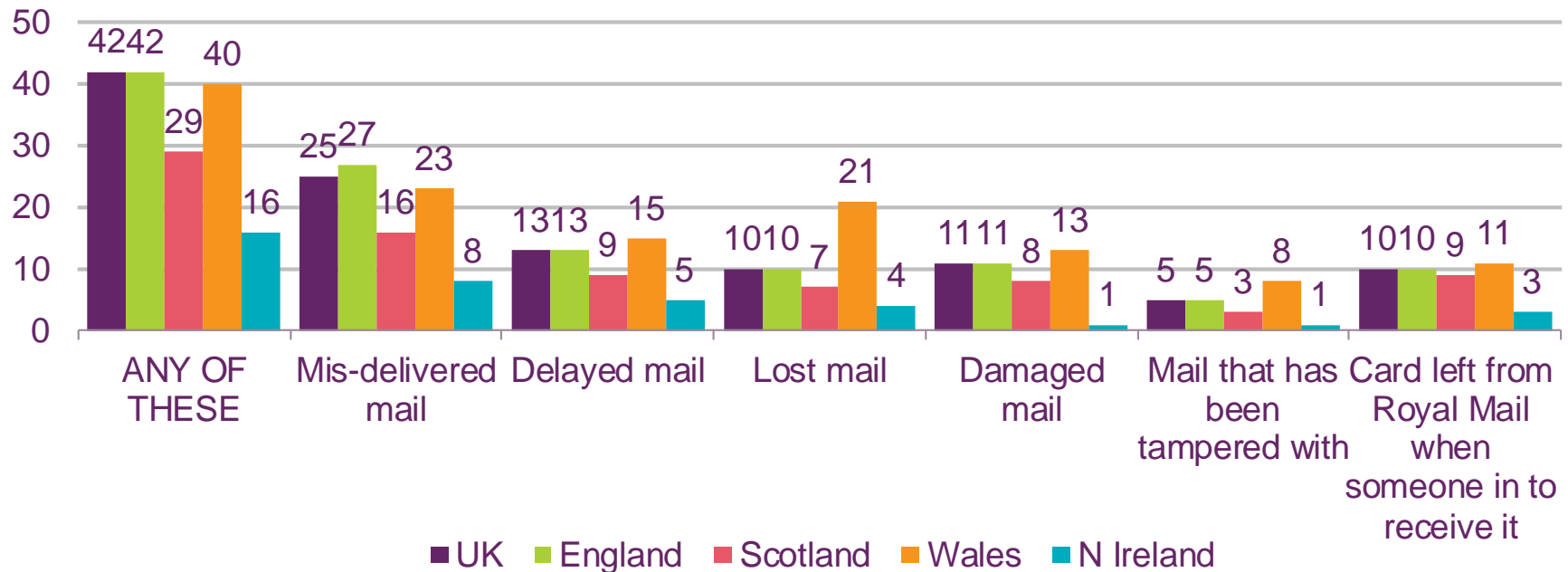
Base: All respondents in England (n = 1946 UK, 1451 England

QE3A-F. Satisfaction with specific aspects of Royal Mail's services – Ranked by proportion satisfied among adults in Wales

Figure 6.7

Problems experienced with Royal Mail in the past 12 months

Proportion of consumers (%)



Source: Ofcom Residential Postal Tracker 2015 Base: All respondents (n = 1946 adults 16+, 1451 England, 214 Scotland, 151 Wales, 130 Northern Ireland) QG1A-E. Problems experienced with Royal Mail service in the last 12 months – Ranked by proportion among all UK adults

Figure 6.8

Average volume of letters sent each month

Proportion of respondents (%)



Source: Ofcom Business Postal Tracker 2015

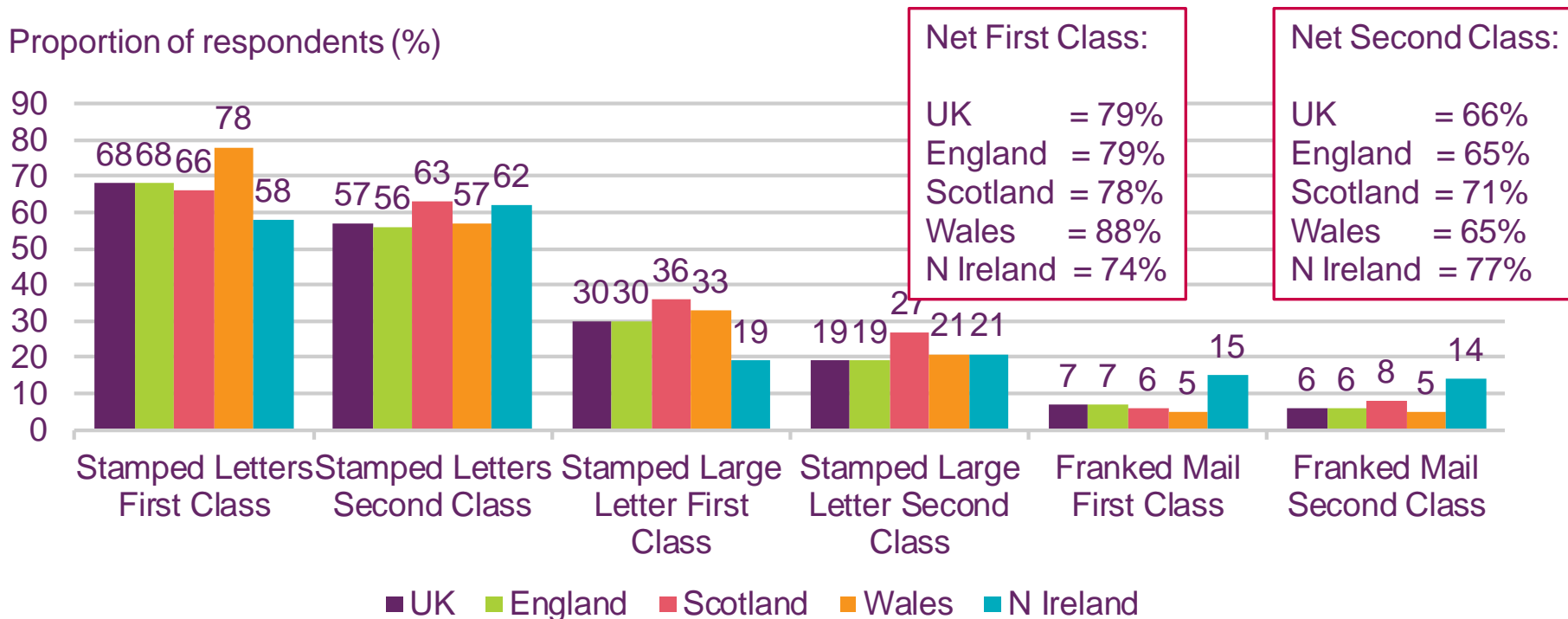
Base : All respondents (n = 1200 UK, 734 England, 156 Scotland, 167 Wales, 143 N Ireland)

QV2a. On average, how many letter items does your organisation send per month? Please think ONLY about all the letters and large letters you may send as an organisation.

Figure 6.9

Royal Mail services used to send standard post each month

Proportion of respondents (%)



Source: Ofcom Business Postal Tracker 2015

Base : All respondents using RM standard delivery services (n = 1121 UK, 686 England, 146 Scotland, 155 Wales, 134 N Ireland) QV6d. Which, if any, of the following Royal Mail services does your organisation use to send your standard mail?

Figure 6.10

Switched some mail to other communication methods over last twelve months

Proportion of respondents (%)



Source: Ofcom Business Postal Tracker 2015

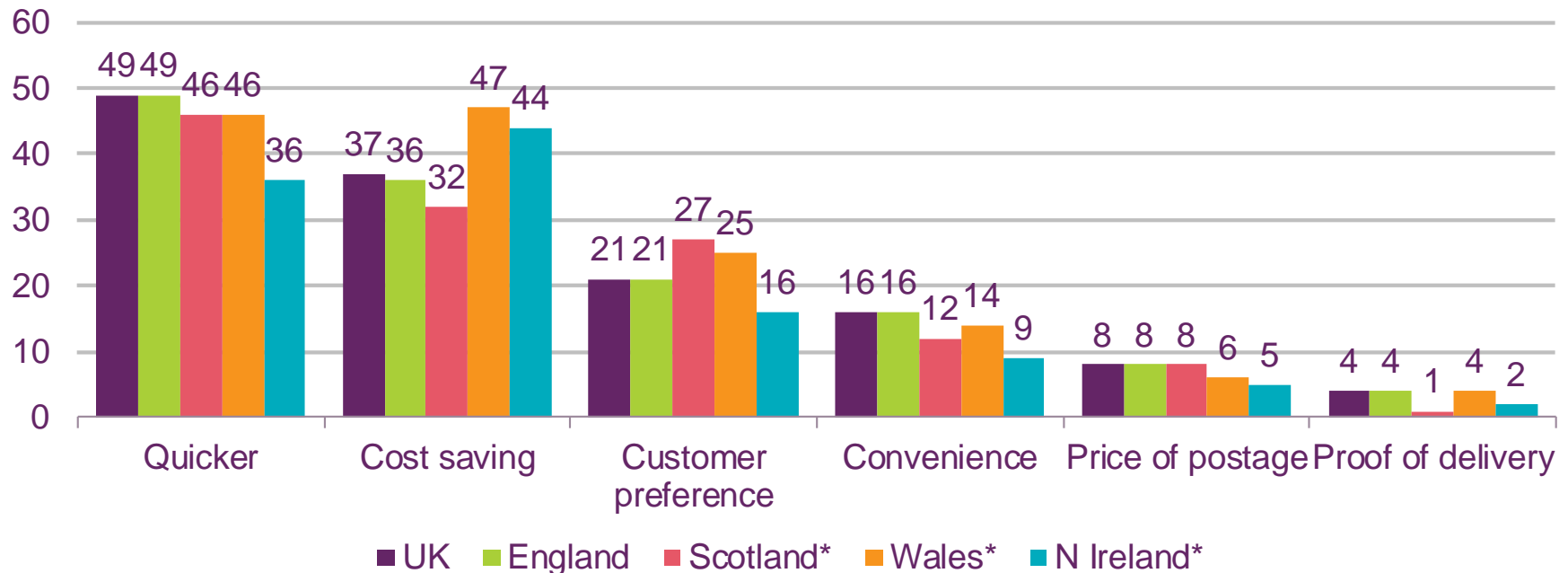
Base: All respondents (n = 1200 UK, 734 England, 156 Scotland, 167 Wales, 143 N Ireland)

QF4. Over the last 12 months, has your organisation moved some mail to other communication methods?

Figure 6.11

Main reasons for switching some mail to other communications methods over past 12 months

Proportion of respondents (%)

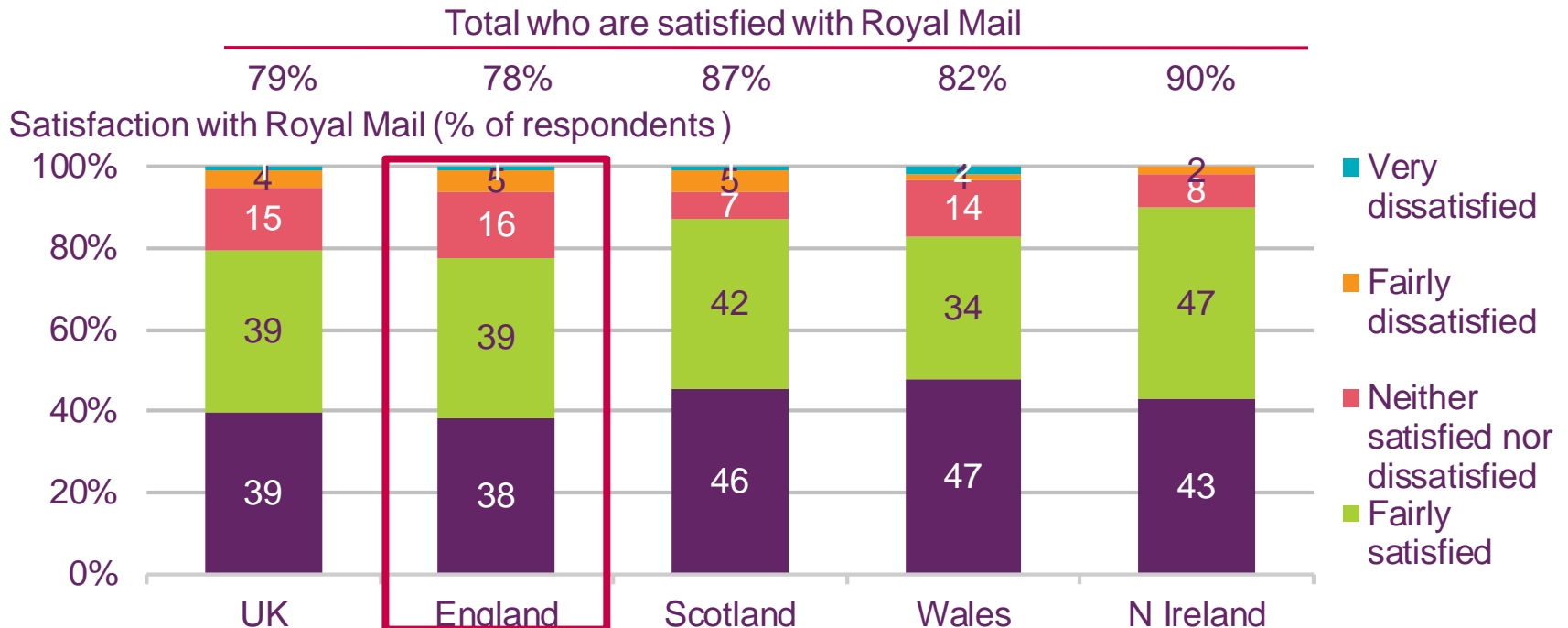


Source: Ofcom Business Postal Tracker, Q2 2014-Q1 2015 Base: All who have moved to other communication methods (n = 720 UK, 452 England, 80 Scotland, 94 Wales, 94 N Ireland) QF6: Why have you moved some mail to other communication methods? OPEN ENDED Top 6 reasons shown

*Caution: Low base

Figure 6.12

Overall satisfaction with the quality of service from Royal Mail

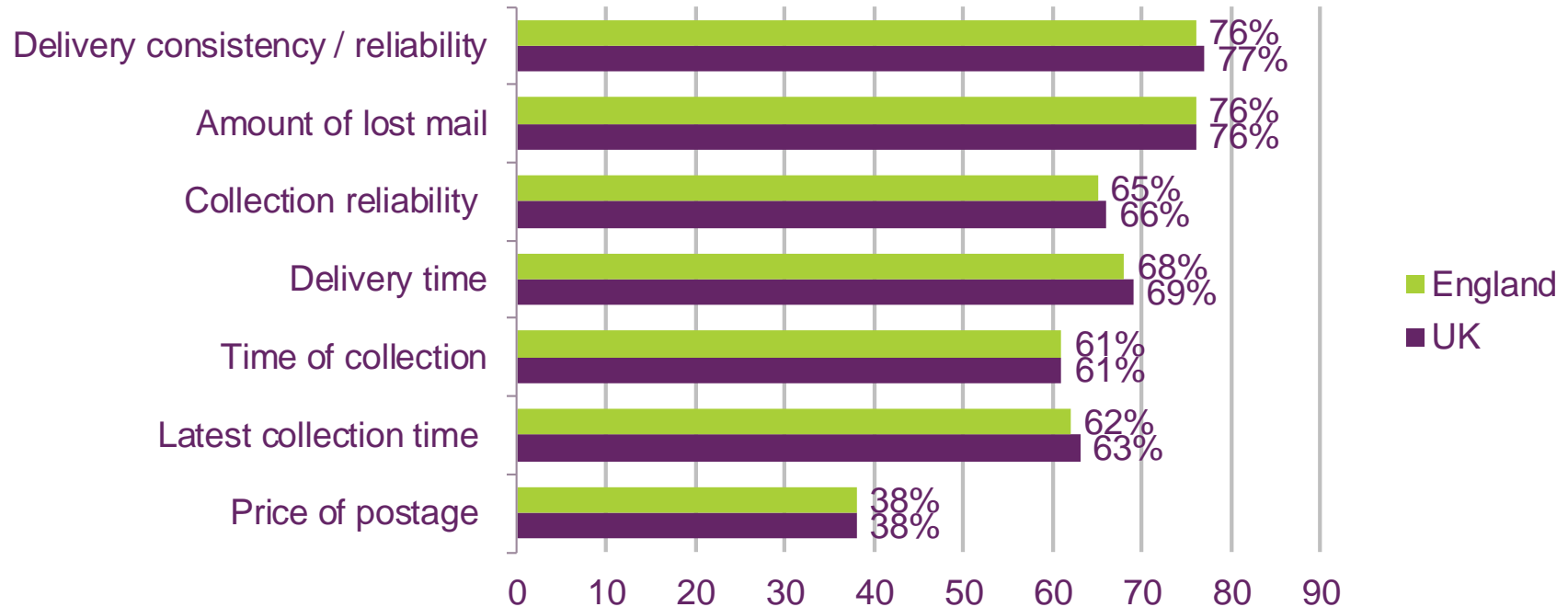


Source: Ofcom Business Postal Tracker 2015 Base: All respondents who use Royal Mail (n = 1185 UK, 727 England, 155 Scotland, 164 Wales, 139 Northern Ireland) QRM2. Thinking generally about the service your organisation receives as a whole, on a scale of 1 to 5 where 1 is very dissatisfied and 5 is very satisfied, how satisfied are you with the overall quality of the services you receive from Royal Mail as a recipient and sender?

Figure 6.13

Satisfaction with specific aspects of Royal Mail's service

Satisfaction with Royal Mail (% of respondents)



Source: Ofcom Business Postal Tracker 2015

Base: All respondents who use Royal Mail (n = 1185 UK, 727 England) QRM3: How would you rate the performance of Royal Mail, as a recipient and sender, in the following areas on a 5 point scale where 1 is very dissatisfied and 5 is very satisfied?