Adults’ Media Use and Attitudes Report 2014

Section 4 (Part 2) – Media activities
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IN17C – Please think about going online on any type of computer, on a mobile phone, on a games player or on a media player. From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)

Base: All adults aged 16+ who go online at home or elsewhere (1272 in 2013, 219 aged 16-24, 254 aged 25-34, 243 aged 35-44, 201 aged 45-54, 192 aged 55-64, 163 aged 65+, 325 AB, 407 C1, 242 C2, 298 DE, 613 males, 659 females) Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females.

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
IN21A. Please take a look at this list of devices that can be used to go online. Which one of these devices do you use most for buying things online? (prompted responses, single coded)

Base: All adult internet users who go online at home and have ever bought things online (1048 aged 16+, 188 aged 16-24, 222 aged 25-34, 212 aged 35-44, 169 aged 45-54, 257 aged 55+, 289 AB, 343 C1, 198 C2, 218 DE, 506 males, 542 females) - Significance testing shows any difference by age or socio-economic group compared to all and between males and females.

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
IN17D—Please think about going online on any type of computer, on a mobile phone, on a games player or on a media player. From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)

Base: All adults aged 16+ who go online at home or elsewhere (1272 in 2013, 219 aged 16-24, 254 aged 25-34, 243 aged 35-44, 201 aged 45-54, 192 aged 55-64, 163 aged 65+, 325 AB, 407 C1, 242 C2, 298 DE, 613 males, 659 females) Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females.

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

**Figure 4.7.3: Frequency of selling things online: 2013**
IN17G – Please think about going online on any type of computer, on a mobile phone, on a games player or on a media player. From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)

Base: All adults aged 16+ who go online at home or elsewhere (1272 in 2013, 219 aged 16-24, 254 aged 25-34, 243 aged 35-44, 201 aged 45-54, 192 aged 55-64, 163 aged 65+, 325 AB, 407 C1, 242 C2, 298 DE, 613 males, 659 females) Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females.

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
### Figure 4.7.5: Preferred device for banking online: 2013

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**IN21B. Please take a look at this list of devices that can be used to go online. Which one of these devices do you use most for banking online? (prompted responses, single coded)**

**Base:** All adult internet users who go online at home and ever bank or pay bills online (804 aged 16+, 119 aged 16-24, 191 aged 25-34, 185 aged 35-44, 125 aged 45-54, 184 aged 55+, 239 AB, 273 C1, 146 C2, 146 DE, 385 males, 419 females) - Significance testing shows any difference by age or socio-economic group compared to all and between males and females.

**Source:** Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
M8V Please tell me from this list, the types of things you use your mobile phone for, and how often you do each. (Prompted responses, single coded)
Base: All adults aged 16+ who use a mobile phone (1647 in 2011, 1608 in 2012, 1465 in 2013, 222 aged 16-24, 258 aged 25-34, 262 aged 35-44, 217 aged 45-54, 234 aged 55-64, 272 aged 65+, 340 AB, 438 C1, 298 C2, 389 DE, 706 males, 759 females) Significance testing shows any change between 2012 and 2013, any difference between any age group or socio-economic group and all adults and between males and females
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
Figure 4.7.7: Frequency of buying things from websites or apps using a mobile phone, by age: 2012 and 2013

M8V – Please tell me from this list, the types of things you use your mobile phone for, and how often you do each. (Prompted responses, single coded)


Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
Figure 4.7.8: Frequency of buying things from websites or apps using a mobile phone, by SEG and gender: 2012 and 2013

M8V– Please tell me from this list, the types of things you use your mobile phone for, and how often you do each. (Prompted responses, single coded) – NB in 2013 the wording of this specific question was amended to include references to apps as well as websites and also to include Vine as well as YouTube, which could contribute to the increases shown since 2012


Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
Please tell me from this list, the types of things you use your mobile phone for, and how often you do each. (Prompted responses, single coded)

Base: All adults aged 16+ who use a mobile phone (1647 in 2011, 1608 in 2012, 1465 in 2013, 222 aged 16-24, 258 aged 25-34, 262 aged 35-44, 217 aged 45-54, 234 aged 55-64, 272 aged 65+, 340 AB, 438 C1, 298 C2, 389 DE, 706 males, 759 females) Significance testing shows any change between 2012 and 2013, any difference between any age group or socio-economic group and all adults and between males and females.

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
Figure 4.7.10: Frequency of checking a bank balance on a mobile phone, by age: 2012 and 2013

M8T – Please tell me from this list, the types of things you use your mobile phone for, and how often you do each. (Prompted responses, single coded) 
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
Figure 4.7.11: Frequency of checking a bank balance on a mobile phone, by SEG and gender: 2012 and 2013

M&T – Please tell me from this list, the types of things you use your mobile phone for, and how often you do each. (Prompted responses, single coded) – NB in 2013 the wording of this specific question was amended to include references to apps as well as websites and also to include Vine as well as YouTube, which could contribute to the increases shown since 2012


Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
4.8 Practical / Administrative activities
IN17H – Please think about going online on any type of computer, on a mobile phone, on a games player or on a media player. From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)

Base: All adults aged 16+ who go online at home or elsewhere (1272 in 2013, 219 aged 16-24, 254 aged 25-34, 243 aged 35-44, 201 aged 45-54, 192 aged 55-64, 163 aged 65+, 325 AB, 407 C1, 242 C2, 298 DE, 613 males, 659 females) Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females.

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
M8U Please tell me from this list, the types of things you use your mobile phone for, and how often you do each. (Prompted responses, single coded)
Base: All adults aged 16+ who use a mobile phone (1647 in 2011, 1608 in 2012, 1465 in 2013, 222 aged 16-24, 258 aged 25-34, 262 aged 35-44, 217 aged 45-54, 234 aged 55-64, 272 aged 65+, 340 AB, 438 C1, 298 C2, 389 DE, 706 males, 759 females) Significance testing shows any change between 2012 and 2013, any difference between any age group or socio-economic group and all adults and between males and females
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
Figure 4.8.3: Frequency of downloading apps (inc. games) on a mobile phone, by age: 2012 and 2013

M8U – Please tell me from this list, the types of things you use your mobile phone for, and how often you do each. (Prompted responses, single coded)


Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
M8U– Please tell me from this list, the types of things you use your mobile phone for, and how often you do each. (Prompted responses, single coded) – NB in 2013 the wording of this specific question was amended to include references to apps as well as websites and also to include Vine as well as YouTube, which could contribute to the increases shown since 2012.


Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013.
IN18J – Please think about going online on any type of computer, on a mobile phone, on a games player or on a media player. From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)
Base: All adults aged 16+ who go online at home or elsewhere (1272 in 2013, 219 aged 16-24, 254 aged 25-34, 243 aged 35-44, 201 aged 45-54, 192 aged 55-64, 163 aged 65+, 325 AB, 407 C1, 242 C2, 298 DE, 613 males, 659 females) Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females.
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
IN18K – Please think about going online on any type of computer, on a mobile phone, on a games player or on a media player. From this list please tell me the types of things you currently do online and how often you do each? (Promoted responses, single coded)

Base: All adults aged 16+ who go online at home or elsewhere (1272 in 2013, 219 aged 16-24, 254 aged 25-34, 243 aged 35-44, 201 aged 45-54, 192 aged 55-64, 163 aged 65+, 325 AB, 407 C1, 242 C2, 298 DE, 613 males, 659 females) Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females.

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
IN18K – Please think about going online on any type of computer, on a mobile phone, on a games player or on a media player. From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded) Base: All adults aged 16+ who go online at home or elsewhere (1381 in 2012, 1272 in 2013, 229 aged 16-24 in 2012, 219 aged 16-24 in 2013, 219 aged 25-34 in 2012, 254 aged 25-34 in 2013, 273 aged 35-44 in 2012, 243 aged 35-44 in 2013, 194 aged 45-54 in 2012, 201 aged 45-54 in 2013, 190 aged 55-64 in 2012, 192 aged 55-64 in 2013, 276 aged 65+ in 2012, 163 aged 65+ in 2013) Significance testing shows any change between 2012 and 2013. Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013.
Figure 4.8.8: Frequency of looking at job opportunities online, by SEG and gender: 2012 and 2013

IN18K – Please think about going online on any type of computer, on a mobile phone, on a games player or on a media player. From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)


Significance testing shows any change between 2012 and 2013.

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
IN18Q– Please think about going online on any type of computer, on a mobile phone, on a games player or on a media player. From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)

Base: All adults aged 16+ who go online at home or elsewhere (1272 in 2013, 219 aged 16-24, 254 aged 25-34, 243 aged 35-44, 201 aged 45-54, 192 aged 55-64, 163 aged 65+, 325 AB, 407 C1, 242 C2, 298 DE, 613 males, 659 females) Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females.

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
4.9 Watching audio-visual content online and on mobiles
IN17M – Please think about going online on any type of computer, on a mobile phone, on a games player or on a media player. From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)

Base: All adults aged 16+ who go online at home or elsewhere (1823 in 2011, 1381 in 2012, 1272 in 2013, 219 aged 16-24, 254 aged 25-34, 243 aged 35-44, 201 aged 45-54, 192 aged 55-64, 163 aged 65+, 325 AB, 407 C1, 242 C2, 298 DE, 613 males, 659 females) Significance testing shows any change between 2012 and 2013, any difference between any age group or socio-economic group and all adults and between males and females

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
IN17N – Please think about going online on any type of computer, on a mobile phone, on a games player or on a media player. From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)

Base: All adults aged 16+ who go online at home or elsewhere (1823 in 2011, 1381 in 2012, 1272 in 2013, 219 aged 16-24, 254 aged 25-34, 243 aged 35-44, 201 aged 45-54, 192 aged 55-64, 163 aged 65+, 325 AB, 407 C1, 242 C2, 298 DE, 613 males, 659 females) Significance testing shows any change between 2012 and 2013, any difference between any age group or socio–economic group and all adults and between males and females

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
Figure 4.9.3: Preferred device for watching TV programmes or films online: 2013

IN21D. Please take a look at this list of devices that can be used to go online. Which one of these devices do you use most for watching TV programmes or films online ……(prompted responses, single coded)

Base: All adult internet users aged 16+ that have ever undertaken each online activity (656 aged 16+, 151 aged 16-24, 151 aged 25-34, 136 aged 35-44, 218 aged 45+, 187 AB, 234 C1, 117 C2, 118 DE, 338 males, 318 females) - Significance testing shows any difference by age or socio-economic group compared to all and between males and females

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
Figure 4.9.4: Frequency of watching TV programmes on a mobile phone: 2011-2013, and by demography in 2013

M8K – Please tell me from this list, the types of things you use your mobile phone for, and how often you do each. (Prompted responses, single coded)
Base: All adults aged 16+ who use a mobile phone (1647 in 2011, 1608 in 2012, 1465 in 2013, 222 aged 16-24, 258 aged 25-34, 262 aged 35-44, 217 aged 45-54, 234 aged 55-64, 272 aged 65+, 340 AB, 438 C1, 298 C2, 389 DE, 706 males, 759 females) Significance testing shows any change between 2012 and 2013, any difference between any age group or socio–economic group and all adults and between males and females
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
M8M – Please tell me from this list, the types of things you use your mobile phone for, and how often you do each.(Prompted responses, single coded) – NB in 2013 the wording of this specific question was amended to include references to apps as well as websites and also to include Vine as well as YouTube, which could contribute to the increases shown since 2012

Base: All adults aged 16+ who use a mobile phone (1647 in 2011, 1608 in 2012, 1465 in 2013, 222 aged 16-24, 258 aged 25-34, 262 aged 35-44, 217 aged 45-54, 234 aged 55-64, 272 aged 65+, 340 AB, 438 C1, 298 C2, 389 DE, 706 males, 759 females) Significance testing shows any change between 2012 and 2013, any difference between any age group or socio-economic group and all adults and between males and females

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 4.9.5: Frequency of visiting sites or apps like YouTube or Vine to look at videos or clips posted by other people, on a mobile phone: 2011-2013, and by demography in 2013
Figure 4.9.6: Frequency of visiting sites or apps like YouTube or Vine to look at videos or clips posted by other people, on a mobile phone, by age: 2012-2013

M8M – Please tell me from this list, the types of things you use your mobile phone for, and how often you do each. (Prompted responses, single coded) – NB in 2013 the wording of this specific question was amended to include references to apps as well as websites and also to include Vine as well as YouTube, which could contribute to the increases shown since 2012.


Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013.
M8M – Please tell me from this list, the types of things you use your mobile phone for, and how often you do each. (Prompted responses, single coded) – NB in 2013 the wording of this specific question was amended to include references to apps as well as websites and also to include Vine as well as YouTube, which could contribute to the increases shown since 2012


Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
4.10 Public and civic activities
IN170 – Please think about going online on any type of computer, on a mobile phone, on a games player or on a media player. From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)

Base: All adults aged 16+ who go online at home or elsewhere (1272 in 2013, 219 aged 16-24, 254 aged 25-34, 243 aged 35-44, 201 aged 45-54, 192 aged 55-64, 163 aged 65+, 325 AB, 407 C1, 242 C2, 298 DE, 613 males, 659 females) Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
IN17O – Please think about going online on any type of computer, on a mobile phone, on a games player or on a media player. From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)


Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
IN17O – Please think about going online on any type of computer, on a mobile phone, on a games player or on a media player. From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)
Significance testing shows any change between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
Figure 4.10.4: Reasons for having completed government processes online: 2013

Reasons for completing government processes online

- It’s convenient: 84%
- It’s quicker than doing these things in person: 40%
- The websites/apps are easy to use: 18%
- I believe it is safe to give my information online to do these things: 10%
- It’s only possible to do these online, they can’t be done in person: 7%
- Other: 2%
- Don’t know: 4%

IN19. You said earlier that you go online to complete government processes such as register for tax credits, renew a driving licence, car tax or a passport or to complete a tax return. Which of these are reasons why you do this online? (prompted responses, multi-coded)

Base: Adult internet users aged 16+ who have ever completed any government processes online (734)

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
IN20. You said earlier that you don’t go online to complete government processes such as register for tax credits, renew a driving licence, car tax or a passport or to complete a tax return. Which of these are reasons why you don’t do this online? (prompted responses, multi-coded)

Base: Adult internet users aged 16+ who have never completed government processes online (538)

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 4.10.5: Reasons for not having ever completed government processes online: 2013
Figure 4.10.6: Preferred device for completing government processes online: 2013

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IN21E. Please take a look at this list of devices that can be used to go online. Which one of these devices do you use most for completing government processes online? (prompted responses, single coded)
Base: All adult internet users who go online at home and have ever completed government processes online (724 aged 16+, 150 aged 25-34, 165 aged 35-44, 130 aged 45-54, 186 aged 55+, 238 AB, 244 C1, 125 C2, 117 DE, 364 males, 360 females) - Significance testing shows any difference by age or socio-economic group compared to all and between males and females
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
IN18O – Please think about going online on any type of computer, on a mobile phone, on a games player or on a media player. From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)

Base: All adults aged 16+ who go online at home or elsewhere (1272 in 2013, 219 aged 16-24, 254 aged 25-34, 243 aged 35-44, 201 aged 45-54, 192 aged 55-64, 163 aged 65+, 325 AB, 407 C1, 242 C2, 298 DE, 613 males, 659 females) Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
Figure 4.10.8: Frequency of looking at websites for news about, or events in, your local area/ the local community, by age: 2012 and 2013

IN180 – Please think about going online on any type of computer, on a mobile phone, on a games player or on a media player. From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)


Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
IN18O – Please think about going online on any type of computer, on a mobile phone, on a games player or on a media player. From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)
Significance testing shows any change between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
IN18G – Please think about going online on any type of computer, on a mobile phone, on a games player or on a media player. From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)

Base: All adults aged 16+ who go online at home or elsewhere (1272 in 2013, 219 aged 16-24, 254 aged 25-34, 243 aged 35-44, 201 aged 45-54, 192 aged 55-64, 163 aged 65+, 325 AB, 407 C1, 242 C2, 298 DE, 613 males, 659 females) Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
IN18M – Please think about going online on any type of computer, on a mobile phone, on a games player or on a media player. From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)

Base: All adults aged 16+ who go online at home or elsewhere (1272 in 2013, 219 aged 16-24, 254 aged 25-34, 243 aged 35-44, 201 aged 45-54, 192 aged 55-64, 163 aged 65+, 325 AB, 407 C1, 242 C2, 298 DE, 613 males, 659 females) Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
IN18N – Please think about going online on any type of computer, on a mobile phone, on a games player or on a media player. From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)

Base: All adults aged 16+ who go online at home or elsewhere (1272 in 2013, 219 aged 16-24, 254 aged 25-34, 243 aged 35-44, 201 aged 45-54, 192 aged 55-64, 163 aged 65+, 325 AB, 407 C1, 242 C2, 298 DE, 613 males, 659 females) Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 4.10.12: Frequency of contacting a local councillor or your MP online: 2011-2013, and by demography in 2013
4.11 Listening online and on mobiles
IN17J – Please think about going online on any type of computer, on a mobile phone, on a games player or on a media player. From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)

Base: All adults aged 16+ who go online at home or elsewhere (1823 in 2011, 1381 in 2012, 1272 in 2013, 219 aged 16-24, 254 aged 25-34, 243 aged 35-44, 201 aged 45-54, 192 aged 55-64, 163 aged 65+, 325 AB, 407 C1, 242 C2, 298 DE, 613 males, 659 females) Significance testing shows any change between 2012 and 2013, any difference between any age group or socio-economic group and all adults and between males and females

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
IN17L – Please think about going online on any type of computer, on a mobile phone, on a games player or on a media player. From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)

Base: All adults aged 16+ who go online at home or elsewhere (1823 in 2011, 1381 in 2012, 1272 in 2013, 219 aged 16-24, 254 aged 25-34, 243 aged 35-44, 201 aged 45-54, 192 aged 55-64, 163 aged 65+, 325 AB, 407 C1, 242 C2, 298 DE, 613 males, 659 females) Significance testing shows any change between 2012 and 2013, any difference between any age group or socio-economic group and all adults and between males and females

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
IN17L – Please think about going online on any type of computer, on a mobile phone, on a games player or on a media player. From this list please tell me the
types of things you currently do online and how often you do each? (Prompted responses, single coded)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
Figure 4.11.4: Frequency of listening to or downloading music online, by SEG and gender: 2012-2013

IN17L – Please think about going online on any type of computer, on a mobile phone, on a games player or on a media player. From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)
Significance testing shows any change between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
Figure 4.11.5: Frequency of listening to music on a mobile phone: 2011-2013, and by demography in 2013

M8H – Please tell me from this list, the types of things you use your mobile phone for, and how often you do each. (Prompted responses, single coded)

Base: All adults aged 16+ who use a mobile phone (1647 in 2011, 1608 in 2012, 1465 in 2013, 222 aged 16-24, 258 aged 25-34, 262 aged 35-44, 217 aged 45-54, 234 aged 55-64, 272 aged 65+, 340 AB, 438 C1, 298 C2, 389 DE, 706 males, 759 females) Significance testing shows any change between 2012 and 2013, any difference between any age group or socio-economic group and all adults and between males and females

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
4.12 Creating/ Publishing
IN23- Which, if any, of these things have you ever done online? (Prompted responses, multi coded)
Base: All adults aged 16+ who go online at home or elsewhere (1272 in 2013, 219 aged 16-24, 254 aged 25-34, 243 aged 35-44, 201 aged 45-54, 192 aged 55-64, 163 aged 65+, 325 AB, 407 C1, 242 C2, 298 DE, 613 males, 659 females) Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 4.12.1: Uploaded or shared photos to a website or app, by demographics: 2013
IN23- Which, if any, of these things have you ever done online? (Prompted responses, multi coded)
Base: All adults aged 16+ who go online at home or elsewhere (1272 in 2013, 219 aged 16-24, 254 aged 25-34, 243 aged 35-44, 201 aged 45-54, 192 aged 55-64, 163 aged 65+, 325 AB, 407 C1, 242 C2, 298 DE, 613 males, 659 females) Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
IN23- Which, if any, of these things have you ever done online? (Prompted responses, multi coded)
Base: All adults aged 16+ who go online at home or elsewhere (1272 in 2013, 219 aged 16-24, 254 aged 25-34, 243 aged 35-44, 201 aged 45-54, 192 aged 55-64, 163 aged 65+, 325 AB, 407 C1, 242 C2, 298 DE, 613 males, 659 females) Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

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IN23- Which, if any, of these things have you ever done online? (Prompted responses, multi coded)

Base: All adults aged 16+ who go online at home or elsewhere (1272 in 2013, 219 aged 16-24, 254 aged 25-34, 243 aged 35-44, 201 aged 45-54, 192 aged 55-64, 163 aged 65+, 325 AB, 407 C1, 242 C2, 298 DE, 613 males, 659 females) Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

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Figure 4.12.5: Set up your own blog/weblog, by demographics: 2013

IN23- Which, if any, of these things have you ever done online? (Prompted responses, multi coded)
Base: All adults aged 16+ who go online at home or elsewhere (1272 in 2013, 219 aged 16-24, 254 aged 25-34, 243 aged 35-44, 201 aged 45-54, 192 aged 55-64, 163 aged 65+, 325 AB, 407 C1, 242 C2, 298 DE, 613 males, 659 females) Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
IN171 – Please think about going online on any type of computer, on a mobile phone, on a games player or on a media player. From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)

Base: All adults aged 16+ who go online at home or elsewhere (1823 in 2011, 1381 in 2012, 1272 in 2013, 219 aged 16-24, 254 aged 25-34, 243 aged 35-44, 201 aged 45-54, 192 aged 55-64, 163 aged 65+, 325 AB, 407 C1, 242 C2, 298 DE, 613 males, 659 females) Significance testing shows any change between 2012 and 2013, any difference between any age group or socio-economic group and all adults and between males and females

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 4.12.6: Frequency of maintaining a website or blog/weblog: 2011-2013, and by demography in 2013

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M8I – Please tell me from this list, the types of things you use your mobile phone for, and how often you do each. (Prompted responses, single coded)

Base: All adults aged 16+ who use a mobile phone (1647 in 2011, 1608 in 2012, 1465 in 2013, 222 aged 16-24, 258 aged 25-34, 262 aged 35-44, 217 aged 45-54, 234 aged 55-64, 272 aged 65+, 340 AB, 438 C1, 298 C2, 389 DE, 706 males, 759 females) Significance testing shows any change between 2012 and 2013, any difference between any age group or socio-economic group and all adults and between males and females.

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

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Figure 4.12.8: Frequency of taking videos on a mobile phone: 2011-2013, and by demography in 2013

M8I – Please tell me from this list, the types of things you use your mobile phone for, and how often you do each. (Prompted responses, single coded)


Significance testing shows any change between 2012 and 2013, any difference between any age group or socio-economic group and all adults and between males and females.

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013.
M8N – Please tell me from this list, the types of things you use your mobile phone for, and how often you do each. (Prompted responses, single coded)

NB Question wording in 2011 and 2012 referred to ‘sites like YouTube or Bebo’, amended in 2013 to refer to ‘sites like YouTube, Facebook or Instagram’ which could contribute to the increase shown since 2012. Base: All adults aged 16+ who use a mobile phone (1647 in 2011, 1608 in 2012, 1465 in 2013, 222 aged 16-24, 258 aged 25-34, 262 aged 35-44, 217 aged 45-54, 55-64, 65+, 706 males, 759 females)

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
Figure 4.12.10: Frequency of using a mobile phone to put photos or videos on sites like YouTube, Facebook or Instagram for others to see, by age: 2012 and 2013

M8N – Please tell me from this list, the types of things you use your mobile phone for, and how often you do each. (Prompted responses, single coded) NB Question wording in 2012 referred to ‘sites like YouTube or Bebo’, amended in 2013 to refer to ‘sites like YouTube, Facebook or Instagram’ which could contribute to the increase shown since 2012


Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
### Figure 4.12.11: Frequency of using a mobile phone to put photos or videos on sites like YouTube, Facebook or Instagram for others to see, by SEG and gender: 2012 and 2013

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**Notes:**
- **M8N** – Please tell me from this list, the types of things you use your mobile phone for, and how often you do each. (Prompted responses, single coded)
- NB: Question wording in 2012 referred to ‘sites like YouTube or Bebo’, amended in 2013 to refer to ‘sites like YouTube, Facebook or Instagram’ which could contribute to the increase shown since 2012.
- Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013.
IN18P – Please think about going online on any type of computer, on a mobile phone, on a games player or on a media player. From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)

Base: All adults aged 16+ who go online at home or elsewhere (1272 in 2013, 219 aged 16-24, 254 aged 25-34, 243 aged 35-44, 201 aged 45-54, 192 aged 55-64, 163 aged 65+, 325 AB, 407 C1, 242 C2, 298 DE, 613 males, 659 females) Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
4.13 General Entertainment/ Games
IN17E – Please think about going online on any type of computer, on a mobile phone, on a games player or on a media player. From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)

Base: All adults aged 16+ who go online at home or elsewhere (1823 in 2011, 1381 in 2012, 1272 in 2013, 219 aged 16-24, 254 aged 25-34, 243 aged 35-44, 201 aged 45-54, 192 aged 55-64, 163 aged 65+, 325 AB, 407 C1, 242 C2, 298 DE, 613 males, 659 females) Significance testing shows any change between 2012 and 2013, any difference between any age group or socio-economic group and all adults and between males and females

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
G5 – When you play games at home over the internet, which of these describes how you play?(prompted responses, multi coded)
Base: Those who ever play single or multiplayer games online (269)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
M8E Please tell me from this list, the types of things you use your mobile phone for, and how often you do each. (Prompted responses, single coded)

Base: All adults aged 16+ who use a mobile phone (1647 in 2011, 1608 in 2012, 1465 in 2013, 222 aged 16-24, 258 aged 25-34, 262 aged 35-44, 217 aged 45-54, 234 aged 55-64, 272 aged 65+, 340 AB, 438 C1, 298 C2, 389 DE, 706 males, 759 females) Significance testing shows any change between 2012 and 2013, any difference between any age group or socio-economic group and all adults and between males and females

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
M8E – Please tell me from this list, the types of things you use your mobile phone for, and how often you do each. (Prompted responses, single coded) 

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
M8E– Please tell me from this list, the types of things you use your mobile phone for, and how often you do each. (Prompted responses, single coded) – NB in 2013 the wording of this specific question was amended to include references to apps as well as websites and also to include Vine as well as YouTube, which could contribute to the increases shown since 2012
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
Figure 4.13.6: Frequency of playing games over the internet using your phone: 2011-2013, and by demography in 2013

M8F Please tell me from this list, the types of things you use your mobile phone for, and how often you do each. (Prompted responses, single coded)
Base: All adults aged 16+ who use a mobile phone (1647 in 2011, 1608 in 2012, 1465 in 2013, 222 aged 16-24, 258 aged 25-34, 262 aged 35-44, 217 aged 45-54, 234 aged 55-64, 272 aged 65+, 340 AB, 438 C1, 298 C2, 389 DE, 706 males, 759 females) Significance testing shows any change between 2012 and 2013, any difference between any age group or socio-economic group and all adults and between males and females
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
M8F – Please tell me from this list, the types of things you use your mobile phone for, and how often you do each (Prompted responses, single coded)


Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
M8F – Please tell me from this list, the types of things you use your mobile phone for, and how often you do each. (Prompted responses, single coded) – NB in 2013 the wording of this specific question was amended to include references to apps as well as websites and also to include Vine as well as YouTube, which could contribute to the increases shown since 2012. Base: All adults aged 16+ who use a mobile phone (1608 in 2012, 1465 in 2013, 380 AB in 2012, 340 AB in 2013, 495 C1 in 2012, 438 C1 in 2013, 319 C2 in 2012, 298 C2 in 2013, 414 DE in 2012, 389 DE in 2013, 786 males in 2012, 706 males in 2013, 822 females in 2012, 759 females in 2013) Significance testing shows any change between 2012 and 2013.

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

### Figure 4.13.8: Frequency of playing games over the internet on the phone, by SEG and gender: 2012 and 2013

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IN17F – Please think about going online on any type of computer, on a mobile phone, on a games player or on a media player. From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)

Base: All adults aged 16+ who go online at home or elsewhere (1823 in 2011, 1381 in 2012, 1272 in 2013, 219 aged 16-24, 254 aged 25-34, 243 aged 35-44, 201 aged 45-54, 192 aged 55-64, 163 aged 65+, 325 AB, 407 C1, 242 C2, 298 DE, 613 males, 659 females)

Significance testing shows any change between 2012 and 2013, any difference between any age group or socio-economic group and all adults and between males and females

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
IN18H – Please think about going online on any type of computer, on a mobile phone, on a games player or on a media player. From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)

Base: All adults aged 16+ who go online at home or elsewhere (1823 in 2011, 1381 in 2012, 1272 in 2013, 219 aged 16-24, 254 aged 25-34, 243 aged 35-44, 201 aged 45-54, 192 aged 55-64, 163 aged 65+, 325 AB, 407 C1, 242 C2, 298 DE, 613 males, 659 females) Significance testing shows any change between 2012 and 2013, any difference between any age group or socio-economic group and all adults and between males and females

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 4.13.10: Frequency of looking at adult-only websites: 2011-2013, and by demography in 2013
IN18L – Please think about going online on any type of computer, on a mobile phone, on a games player or on a media player. From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)

Base: All adults aged 16+ who go online at home or elsewhere (1823 in 2011, 1381 in 2012, 1272 in 2013, 219 aged 16-24, 254 aged 25-34, 243 aged 35-44, 201 aged 45-54, 192 aged 55-64, 163 aged 65+, 325 AB, 407 C1, 242 C2, 298 DE, 613 males, 659 females) Significance testing shows any change between 2012 and 2013, any difference between any age group or socio-economic group and all adults and between males and females

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013
4.14 Apps vs. browsers
Q30. Please think about using your (MAIN DEVICE FOR USING APPS). Some people when using their (MAIN DEVICE FOR USING APPS) use apps to get to the content that they want. Other people tend to get the content that they want by using a browser – such as Apple’s Safari, Google Chrome, Microsoft Explorer or Mozilla Firefox. Which of the options on this card apply to you when you use your (MAIN DEVICE) for each of the following uses that I’ll read out. (prompted responses, single coded)

Base: Adult internet users aged 16+ with a main device for using apps- excluding those who say they never undertake each activity, variable base per activity

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 4.14.1: Using an app vs. using a browser, among app users and among those accessing each type of content: 2013
Q33. How would you say you found out about the apps that you’ve downloaded in the last six months? (prompted responses, multi-coded)

Base: Adult internet users aged 16+ with a main device for using apps – excluding those who have not downloaded apps in the last 6 months (634 total)

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013