Digital Day 2014

Overview of findings published in the Communications Market Report 2014

Research Document

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About this document

This document provides an overview of the key findings from the Digital Day 2014 consumer research. It focusses largely on the findings from the adult’s quantitative diary study, although a brief look at results from the children’s diary study is also included. These findings were originally published in the Communications Market Report 2014. A series of more in depth reports on particular sub-groups will be published alongside this ‘anchor’ report on the Ofcom website.

For more detail on the methodology used for this research, and to view the questionnaires, please see the Technical Appendix.
1.1 Digital Day 2014

1.1.1 Introduction

People have more flexibility and choice than ever before when it comes to what, how and when they access media content and use communications services. This is a result of expansion in the range of devices, services and media content now available, and the speed of their adoption.

While Ofcom makes use of a wide range of industry research that allows us to understand how people consume broadcast media and how they use websites, there is little current insight into how people use media and communications services and devices together, and how these form a central part of a consumer’s day.

Therefore, in Q1 2014, Ofcom conducted an in-depth study on UK adults’ and children’s total media and communications activities to provide an overview of the role of media and communications in people’s lives. The study was designed as a follow-up to Ofcom’s Digital Day study conducted in 2010, and was undertaken to support Ofcom’s regulatory goal to research markets constantly and to remain at the forefront of technological understanding.

The research provides a snapshot of people’s media and communications behaviour over a seven-day period, exploring when and how people use services and devices throughout the day, covering both personal and business use, in- and out-of-home use. In this analysis ‘media consumption’ refers not only to viewing and listening, but to all text and voice communications, and the consumption of print media.

Participants recorded all their media behaviour in a paper diary for seven days, and these data were captured on a daily basis online or by telephone.

1.1.2 Structure

Section 1.1.5 sets out the methodology used in this study and the specific meanings of terms used. This is followed in Section 1.1.6 by an examination of consumer take-up of media and communication services and devices from Ofcom’s Technology Tracker.

The findings of the Digital Day study are then set out according to the following structure:

- Section 1.1.7 provides an outline of consumer behaviour across the day and outlines people’s use of media.

- Sections 1.1.8 to 1.1.12 go into more detail on the different activities undertaken, by providing an overall activity analysis for the five key activity groups studied: watching, listening, communicating (including an analysis of social networking activity), playing and reading/ browsing/ using.

- Section 1.1.13 analyses media activity through a different lens, by focusing on the devices people use.

- Section 1.1.14 studies the role of multi-tasking in media consumption.

- Section 1.1.15 concludes the chapter by looking at the role of media and communication for children.
1.1.3 Key findings

- **The average adult in the UK spends over half of their waking hours engaged in media or communications activities.** On average, UK adults sleep for 8 hours 21 minutes in a 24-hour period, while they spend 8 hours 41 minutes engaged in media or communication activity.

- **UK adults squeeze over 11 hours’ worth of communications and media activity into less than nine hours.** The total volume of media and communications activities undertaken by an individual each day equate to 11 hours 7 minutes. But as some media activities are conducted simultaneously, this is squeezed into 8 hours 41 minutes per day.

- **Our media and communications consumption is growing.** Comparisons with results from our 2010 study indicate an increase in total media consumption: from 8 hours 48 minutes of total media activity in 2010 to more than 11 hours in 2014. This is likely to be due to increased take-up and use of smartphones, and generally more time spent on communication activities, especially among the 16-24 age group. Overall, 16-24s spend a substantially greater amount of time communicating at 261 mins per day versus 146 mins for UK adults as whole.

- **Media multi-tasking is undertaken by almost every person.** Almost every adult (99%) recorded conducting two or more media activities at the same time at some point during the week. This simultaneous activity amounted to an average time of 2 hours 3 minutes a day. Watching live TV and making voice calls was the most popular multi-tasking combination, with 42% of adults doing this throughout the week.

- **On average, adults spend almost three hours each day watching live television.** Watching live television is the individual activity that has most time spent on it. Across all adults, it accounts for 2 hours 58 minutes per day. On average, 82% of adults watched live TV each day, while 94% watched it during the week. Live TV viewing peaked at 9pm when 80% of adults were watching it.

- **However, young people spend as much time on text communications as watching TV or films on a TV set.** Among all adults, 37% of total time spent on media and communications activities is attributed to watching TV or films on a television set. However, less than a quarter (24%) of the media and communications activity of an average 16-24 year-old is spent doing this, compared to half (49%) for those aged 65 and older. The pattern switches for text communications; for 16-24 year olds, 23% of their media time is spent engaged in this form of activity (such as texting or communicating via social networks) compared to 7% for those aged 65+.

- **Live TV accounts for half of the time younger people spend on ‘watching’ activities compared to 69% among all adults.** Live TV is followed by just under a fifth (16%) of ‘watching’ time spent on recorded television among UK adults as a whole. In comparison, among 16-24s, only half (50%) of their time spent on ‘watching’ activities is accounted for by live TV. A fifth (21%) of their viewing time is spent consuming online content; 13% consuming downloaded/ streamed content and 8% watching short online video clips – a significantly greater proportion than for any other age group.

- **Listening to live radio is only the third most popular audio activity for 16-24s, after streaming music and listening to a personal digital music collection.** Taking into account all audio-based activities, listening to live radio makes up 71%. However, for 16-24 year olds, listening to live radio comprises less than a quarter...
(24%) of their time spent on listening activities, with personal digital music and streamed music together accounting for 60% of their listening time.

- **16-24 year olds who use social media spend almost one and a half hours on it per day.** Over eight in ten adults in this age group (82%) used social networking sites during the week, and use of social networking sites accounts for a quarter of all time spent communicating for this age group. Young people (16-24) who use social media spend 1 hour 24 minutes on it per day, compared to 51 minutes per day spent on average by adult social media users.

- **Smartphones are ranked third in terms of time spent on devices across a typical day, after TV and desktops/ laptops.** However, their central role in consumers’ lives is particularly evident among those aged 16-24; a quarter of all media time spent by this age group is spent on a mobile phone and 77% of the time they spend on social media is on a mobile phone. The device that shows the largest difference in terms of daily use by age among adults is the smartphone with 16-24 year olds spending over three and a half hours on this device each day (216 mins) versus 82 mins for UK adults.

- **Whereas among 6-15 year olds tablets and smartphones are more popular than desktop/laptops.** Tablets are the most used device among 6-11s after TV sets. Sixty per cent of children aged 6-11 years claim to use tablets each week compared to 38% of all adults. For 12-15s, smartphones are the most used device each week (67%) after TV sets.

1.1.4 **Fast facts**

Below is a selection of key data for different age groups and other selected demographic groups.

**Figure 1.1  Key data among all adults and a selection of audience groups**

<table>
<thead>
<tr>
<th></th>
<th>All 16+</th>
<th>16-24s</th>
<th>25-34s</th>
<th>35-44s</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time Awake (mins per day)</td>
<td>939</td>
<td>884</td>
<td>929</td>
<td>942</td>
<td>953</td>
<td>961</td>
<td>956</td>
</tr>
<tr>
<td>Total time spent with media and comms (mins per day)</td>
<td>667</td>
<td>847</td>
<td>706</td>
<td>654</td>
<td>680</td>
<td>615</td>
<td>556</td>
</tr>
<tr>
<td>Amount of media and comms activity (mins per day)</td>
<td>521</td>
<td>548</td>
<td>523</td>
<td>504</td>
<td>549</td>
<td>517</td>
<td>495</td>
</tr>
<tr>
<td>Proportion of media and comms time that is solus</td>
<td>79%</td>
<td>65%</td>
<td>75%</td>
<td>77%</td>
<td>81%</td>
<td>83%</td>
<td>89%</td>
</tr>
<tr>
<td>Proportion of media and comms time that is simultaneous</td>
<td>21%</td>
<td>35%</td>
<td>25%</td>
<td>23%</td>
<td>19%</td>
<td>17%</td>
<td>11%</td>
</tr>
<tr>
<td>Proportion of all media time spent on each grouped activity</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Watching TV or films on a TV set (% of all activity)</td>
<td>37%</td>
<td>24%</td>
<td>31%</td>
<td>34%</td>
<td>39%</td>
<td>45%</td>
<td>49%</td>
</tr>
<tr>
<td>Watching TV or films on another device (% of all activity)</td>
<td>2%</td>
<td>5%</td>
<td>3%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Watching other video (short clips) (% of all activity)</td>
<td>1%</td>
<td>3%</td>
<td>1%</td>
<td>0%</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Radio on radio set (% of all activity)</td>
<td>10%</td>
<td>2%</td>
<td>8%</td>
<td>12%</td>
<td>13%</td>
<td>13%</td>
<td>15%</td>
</tr>
<tr>
<td>Radio on another device (% of all activity)</td>
<td>2%</td>
<td>1%</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Other audio (% of all activity)</td>
<td>5%</td>
<td>9%</td>
<td>5%</td>
<td>5%</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Print media (% of all activity)</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>Voice communications (% of all activity)</td>
<td>5%</td>
<td>5%</td>
<td>6%</td>
<td>6%</td>
<td>5%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Text communications (% of all activity)</td>
<td>16%</td>
<td>23%</td>
<td>20%</td>
<td>18%</td>
<td>14%</td>
<td>10%</td>
<td>7%</td>
</tr>
<tr>
<td>Games (% of all activity)</td>
<td>5%</td>
<td>9%</td>
<td>7%</td>
<td>4%</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Other internet media (% of all activity)</td>
<td>11%</td>
<td>11%</td>
<td>12%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Other non-internet media (% of all activity)</td>
<td>5%</td>
<td>7%</td>
<td>5%</td>
<td>5%</td>
<td>6%</td>
<td>5%</td>
<td>3%</td>
</tr>
</tbody>
</table>
1.1.5 Methodology

Ofcom conducted a research study into consumers’ media and communications activities. A nationally representative sample of 1,644 adults aged 16+ participated in the study across the UK in March-April 2014. A children’s sample of 186 primary school children (aged 6-11) and 173 secondary school children (aged 11-15) also took part, completing a three-day media diary.

This study was designed to cover similar ground to Ofcom’s 2010 Digital Day study, but with improved methodology, in part thanks to developments in data capture and analysis.

Adult participants recorded all their media behaviour in a paper diary for seven days, and these data were captured on a daily basis online or by telephone. People recorded when they undertook any of the activities listed in Figure 1.26 and what device they were using.

The dataset analysed in this report includes only those participants who completed all seven days. The analysis also focuses on the adult quantitative study; detailed results from the children’s study and a small qualitative element will be incorporated in the full research results to be published in autumn 2014.

The study collected information on time spent, concurrent media use, device use, the importance of activities and the reasons they were undertaken. A questionnaire on the last
survey day captured further contextual information on respondents’ media activities and habits.

Comparisons with industry data

Television industry data from BARB show weekly reach levels and volumes of activity comparable with this study. However, this study recorded lower reach and volumes than industry data for radio (comparing Digital Day results to the RAJAR database). A range of factors may have contributed to this difference. These include:

- The broad nature of the Digital Day survey; it covers a wide range of media, rather than focusing on one specific medium.

- Activities that receive lower consumer attention, or are undertaken passively, such as radio, may be less likely to be recalled.

These factors may explain differences between the two data sources.

Activities and services covered

The survey measured people’s use of 28 different media and communications activities using a range of devices, on a 15-minute basis, across seven days. Figure 1.2 defines the aggregate media categories used throughout the report. In addition to the main activity types (e.g. watching, listening, communicating), these have been divided into grouped activities (e.g. ‘watching’ activities comprise TV or films on a TV set, TV or films on another device and other video including short clips). The categories are designed to reflect the broad purposes of media and communications activities across a range of devices.

For more in-depth analysis of television, radio and internet consumption using industry data, please see the relevant section of this publication (TV and audio-visual, Radio and audio, Internet and web-based content, Telecoms and networks).

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¹ For more detail on the methodology used for this research, and to view the questionnaires, please see the Technical Appendix.
Figure 1.2  Media consumption activities

<table>
<thead>
<tr>
<th>Activity types</th>
<th>Grouped activities</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watching</td>
<td><strong>TV or films on a TV set</strong></td>
<td>Live TV, Recorded TV, On-demand / catch-up TV or films (free), Downloaded or streamed TV or films (paid-for), TV or films on DVD, Blu-ray, VHS video</td>
</tr>
<tr>
<td></td>
<td><strong>TV or films on another device</strong></td>
<td>Live TV, Recorded TV, On-demand / catch-up TV or films (free), Downloaded or streamed TV or films (paid-for), TV or films on DVD, Blu-ray, VHS video</td>
</tr>
<tr>
<td></td>
<td>Other video (short clips)</td>
<td>Short online video clips</td>
</tr>
<tr>
<td>Listening</td>
<td><strong>Radio on radio set</strong></td>
<td>Radio (at the time of broadcast), On-demand/‘Listen again’ radio programmes or podcasts</td>
</tr>
<tr>
<td></td>
<td><strong>Radio on another device</strong></td>
<td>Radio (at the time of broadcast), On-demand/‘Listen again’ radio programmes or podcasts</td>
</tr>
<tr>
<td></td>
<td>Other audio</td>
<td>Personal digital music or audio collection, Streamed online music, Personal music collection on CD, Vinyl record or cassette tapes, Music videos (background listening)</td>
</tr>
<tr>
<td>Communicating</td>
<td><strong>Voice communications</strong></td>
<td>By phone call, By video calls</td>
</tr>
<tr>
<td></td>
<td><strong>Text communications</strong></td>
<td>Through a Social Networking site (excluding checking updates), Instant Messaging, email (reading or writing), Text message, Photo or video messages (viewing or sending) or Snapchat</td>
</tr>
<tr>
<td>Playing</td>
<td>Games</td>
<td>Games (on an electronic device)</td>
</tr>
<tr>
<td>Read/ browsed/ used</td>
<td><strong>Print media</strong></td>
<td>A newspaper/article (printed or online/digital including apps), A magazine/article (printed or online/digital including apps), A book (printed or eBook)</td>
</tr>
<tr>
<td></td>
<td><strong>Other Internet media</strong></td>
<td>A newspaper/article (printed or online/digital including apps), A magazine/article (printed or online/digital including apps), Other online news (not through an newspaper site), Sports news /updates (not through a newspaper site), Online shopping or ticketing site/ app, Other websites or apps - including online banking, checking updates on social networks (e.g. Facebook, Twitter) etc.</td>
</tr>
<tr>
<td></td>
<td><strong>Other non-internet media</strong></td>
<td>A book (printed or eBook), Other activities such as creating office documents/spreadsheets, creating or editing videos/music/audio etc. or other apps or software/programs</td>
</tr>
</tbody>
</table>

**Terminology**

The analysis examines a range of media behaviours. These include people undertaking more than one media activity at the same time (‘simultaneous’ media consumption) and doing them separately (‘solus’ media consumption). The terminology is defined in Figure 1.3 below.

Figure 1.3  Terminology used in this section

<table>
<thead>
<tr>
<th>Grouped activities</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Simultaneous media consumption</strong></td>
<td>Media consumed while doing another media activity at the same time, e.g. texting and watching television.</td>
</tr>
<tr>
<td><strong>Solus media consumption</strong></td>
<td>Media consumed while doing no other media activity.</td>
</tr>
<tr>
<td><strong>Weekly reach</strong></td>
<td>The proportion of individuals consuming each media within the week e.g. % of all adults that watched live TV across the week</td>
</tr>
<tr>
<td><strong>Volume</strong></td>
<td>Average minutes consumed per day.</td>
</tr>
<tr>
<td><strong>Importance</strong></td>
<td>The average score of claimed importance overall for each activity (on a scale of 1 to 10)</td>
</tr>
</tbody>
</table>
1.1.6 Consumer take-up of media and communications services and devices

Smartphone and tablet growth has contributed to the rise in take-up of connected devices

People face a great deal of choice when deciding how, when and where to access media and communications services. This is driven by the (in some cases rapid) adoption of internet-connected devices. Ofcom’s Technology Tracker (Quarter 1, 2014) identified some of the more popular technologies and services embraced by many people in the UK (see Figure 1.4). In particular:

- digital television: this is almost ubiquitous – it is in 97% of households;
- computers: 79% of households have at least one desktop PC/ laptop/ tablet;
- smartphones, which are now personally used by 61% of adults;
- tablets, which are now used in 44% of households (14% of homes have two or more); and
- broadband services are now present in almost eight in ten homes (77%).

Figure 1.4  Household take-up of communications and media devices

Source: Ofcom Technology Tracker. Data from Q1 of each year
Note: The question wording for DVD player and DVR was changed in Q1 2009 so data are not directly comparable with previous years. Base: All adults aged 16+ (2014 n=3740).

However, take-up of communications and media devices varies significantly by age

These technologies outlined above have not been uniformly adopted across all age groups. Younger people have a greater tendency to exhibit ‘early adopter’ characteristics, which means that they are more likely to have access to a wide range of new communication technologies. All the 16-24s (100%) reported personally using a mobile phone, and 88% reported having a smartphone – significantly above the UK average of 65%. Ownership of

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2 Ofcom’s Q1 2014 Technology Tracker data are used in this report, as they represent the period just prior to the fieldwork for the Digital Day research.
MP3 players was also greatest among this group, at 44%. However, the 35-44 age group also exhibits very high take-up of some of the more expensive devices; they have the highest take-up of tablets (55%), smart TVs (17%), DAB digital radios (38%) and computers (89%). This demonstrates that age is not the only driver for take-up; disposable income also plays a part.

Take-up of most of the services and devices covered in Figure 1.5 drops significantly for the 65+ age group; 19% report using a smartphone and half have a computer or broadband in their household (52% and 49% respectively). The exception to this pattern is TV, for which penetration remains stable at approximately 97% across all age groups.

**Figure 1.5** Adoption of new technologies, by age

Source: Ofcom Technology Tracker, Q1 2014, 536 16-24s; 567 25-34s; 624 35-44s; 541 45-54s; 644 55-64s; 828 65+

1.1.7 Media and communications activities across the day

The average adult in the UK spends over half of their waking hours engaged in media or communications activities.

On average, UK adults sleep for 8 hours 21 minutes in a 24-hour period. For the remainder of the time, they spend 8 hours 41 minutes engaged in some sort of media or communication activity, and 6 hours 58 minutes engaging in activities that do not involve media or communications. Figure 1.6 shows that there is a notable peak in media and communications activities in the evening, when they account for a 79% share of any activity at 9pm.
**UK adults squeeze over 11 hours’ worth of media activity into less than nine hours**

Taking into account activities that are performed simultaneously, such as texting and watching television, the media and communications activities undertaken by an individual each day actually equate to 11 hours 7 minutes. But as some of these activities are conducted simultaneously, they are squeezed into 8 hours 41 minutes per day.

**Our media and communications consumption is growing**

Comparisons with results from our 2010 study indicate an increase in total media consumption: from 8 hours 48 minutes of total media activity in 2010 to over 11 hours in 2014. This increase in total media time is most apparent for the 16-24 age group, for whom media consumption rose from 9 hours 32 minutes in 2010 to over 14 hours in 2014.
**Figure 1.7**  Total time spent consuming media and communications per day, 2010 vs. 2014

Source: Digital Day 7-day diary, 2010 and 2014

Base: 2010 – Adults 16+ = 7966; 16-24 = 1106; 25-44 = 3003; 45-54 = 1484; 55+ = 2373

2014 – Adults 16+ = 108782; 16-24 = 691; 25-44 = 4133; 45-54 = 2666; 55+ = 13953

Figures inside bars represent minutes per day, figures above bars represent time converted to hours:minutes format

**Young people engage in over 14 hours’ worth of media and communications activity in just over nine hours each day**

Figure 1.8 compares solus and simultaneous media and communications use across the different age groups. Younger people, aged 16-24, are more likely to do more than one activity at the same time, as they squeeze 14 hours 7 minutes of media activity each day into 9 hours 8 minutes. Older people (aged 65+) spend less time on media and communications each day, and undertake less media multi-tasking, compressing 9 hours 16 minutes of media activity each day into 8 hours 15 minutes.
Figure 1.8  Average time spent using media and communications per day, by age group

Source: Digital Day 7-day diary
Base: All activity records for adults aged 16+ (108782), 16-24 (6910), 25-34 (16035), 35-44 (25304), 45-54 (26662), 55-64 (19918), 65+ (13953)

16-24 year olds spend almost four and a half hours on communication activities each day

Figure 1.9 shows how the total time spent on media and communications activities is made up of the overall activity types. Almost two-fifths (38%) of the 11 hours 7 minutes adults engage in these types of activity each day involves watching audio-visual content. Just over a fifth of the time (22%) is spent communicating (such as text messaging, emailing or phone calls), amounting to 146 minutes (2 hours 26 minutes) per person per day. However, adults aged 16-24 spend 4 hours 21 minutes communicating per day. This is taken up mostly by text-based communications (rather than voice), and accounts for almost a third of their overall time spent on media and communications each day.

Among all adults, ‘reading/ browsing/ using’ activities (such as reading books, newspapers, checking updates on social networks or browsing the internet) account for just under a fifth (18%) of time spent on media and communications each day, closely followed by listening activities (such as listening to the radio or personal music collections), at 17%. Finally, across all adults, playing games (on an electronic device) accounts for just 5% of daily media and communications time, at 30 minutes per person per day, but this rises to 1 hour 11 minutes among those aged 16-24.
Figure 1.9  Average daily total media and communications time spent, including simultaneous activity

Source: Digital Day 7-day diary
Base: All activity records (108782) for adults 16+ (1644)
Note: For this analysis the calculations are made by generating mean times spent by all adults for each of the individual activities (including zeros). These mean times are then summed together to create total media and communications time, and time per activity type (hence includes simultaneous activities).

Watching audio-visual content, and in particular live/scheduled TV on a TV set, dominates total media and communications consumption time

Figure 1.10 shows the proportion of media activities participated in across the day. Television viewed on a TV set dominates in the evenings, taking up 60% of all media / communications activities between 9.30 and 9.44pm. Radio has a clear role as a medium to wake up to; radio listening on any device comprises 58% of all activities between 5.45 and 5.59am.
However, **text communications dwarf other media and communications activities across the daytime for young people**

Figure 1.11 shows the proportion of media activities that young adults aged 16-24 participate in across the day. Compared to all adults, this group spends a much smaller proportion of their media time watching television on a TV set. Instead, text communications (text messaging, communicating via social networks and instant messaging) take up a much greater proportion of their media activities throughout the day. This peaks at 40% at 7am and then takes up around a third of all media and communications time between 9am and 3.14pm.
Figure 1.11 Proportion of media and communications activities across the day, 16-24 year olds

Source: Digital Day 7-day diary
Base: All activity records for adults aged 16-24 (6910) - data aggregated to 15 min slots. Note: The base of media activities changes every 15-min slot, so is much lower during sleeping hours

Listening to the radio is the key media and communications activity while travelling

Figure 1.12 shows how the spread of media activities varies by general location. Almost three-quarters (73%) of all media and communications activities are done at home. However, this differs by age; 68% of all media and communications activities undertaken by 16-24 year olds are done at home, compared to 89% by over-65s.

The chart also shows the extent to which audio activities, including listening to the radio, are carried out while travelling. For example, 47% of the time spent listening to the radio on a radio set is done while travelling. It is likely that much of this listening is in the car, as 72% of adults in this study reported that they travel to their place of work or study in a car or van.
After watching live television, having a phone conversation is the activity with the highest weekly reach

The majority of adults (94%) watch live television (at the time of broadcast) each week. This was the most popular media and communications activity, and was also the activity which participants spent the most time on each day (see Figure 1.14 and Figure 1.15).

The next most popular media or communications activity, in terms of reach, is phone calls; 83% of adults record this activity during the course of the week (within this, 64% made a call via a landline, 45% using a smartphone and 18% via a standard mobile). Despite this high reach, Figure 1.14 shows that the amount of time spent on phone calls per person per day is significantly lower than for TV, at 29 minutes.

Listening to the radio is the third most participated-in weekly activity, with over three-quarters of adults (77%) indicating they do this. Communications activities comprise the remainder of the top five most popular activities: 77% use email and 71% use text messaging during the week.
Figure 1.13 Weekly reach of each media and communication activity

Source: Digital Day 7-day diary
Base: All adults aged 16+ (1644)
*Other activities defined as ‘other activities such as creating office documents/ spreadsheets, creating or editing videos/ music/ audio, etc. or other apps or software/ programs’.

On average, adults spend almost three hours each day watching live television, more than double the time spent listening to the radio

Watching live television is the individual activity that accounts for the most time spent, across all adults, with 2 hours 58 minutes spent doing this each day, on average (Figure 1.14). This is more than double that of the next activity, listening to live radio, which the average adult spends 1 hour 19 minutes doing each day. Among all radio listeners, however, this increases to 1 hour 42 minutes (Figure 1.15), while among those who watched any TV throughout the week, average consumption of live TV was 3 hours 9 minutes per day.

On average, adults spend half an hour each day playing games on electronic devices including games consoles, smartphones and tablets (this could be as several separate games ‘sessions’). However, among those who engage in this type of activity, this increases to 1 hour 12 minutes.
Figure 1.14  Average time spent on each activity per day

<table>
<thead>
<tr>
<th>Activity</th>
<th>Time (min)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live TV</td>
<td>02:58</td>
</tr>
<tr>
<td>Live Radio</td>
<td>01:19</td>
</tr>
<tr>
<td>Email</td>
<td>00:47</td>
</tr>
<tr>
<td>Recorded TV</td>
<td>00:40</td>
</tr>
<tr>
<td>Other websites or apps</td>
<td>00:36</td>
</tr>
<tr>
<td>Other activities*</td>
<td>00:31</td>
</tr>
<tr>
<td>Games (electronic device)</td>
<td>00:30</td>
</tr>
<tr>
<td>Phone calls</td>
<td>00:29</td>
</tr>
<tr>
<td>Comms through a Social Networking site</td>
<td>00:25</td>
</tr>
<tr>
<td>Text messaging</td>
<td>00:25</td>
</tr>
<tr>
<td>Books (printed or eBook)</td>
<td>00:20</td>
</tr>
<tr>
<td>Newspapers (Printed/digital or apps)</td>
<td>00:15</td>
</tr>
<tr>
<td>TV or films (Physical format)</td>
<td>00:13</td>
</tr>
<tr>
<td>Instant Messaging</td>
<td>00:12</td>
</tr>
<tr>
<td>Personal digital music or audio collection</td>
<td>00:12</td>
</tr>
<tr>
<td>On-demand / catch-up TV or films (free)</td>
<td>00:12</td>
</tr>
<tr>
<td>Downloaded or streamed TV or films (paid-for)</td>
<td>00:07</td>
</tr>
<tr>
<td>Personal music collection (Physical format)</td>
<td>00:07</td>
</tr>
<tr>
<td>Streamed online music</td>
<td>00:06</td>
</tr>
<tr>
<td>Online shopping or ticketing site/ apps</td>
<td>00:05</td>
</tr>
<tr>
<td>Short online video clips</td>
<td>00:05</td>
</tr>
<tr>
<td>Other online news (not newspaper site)</td>
<td>00:04</td>
</tr>
<tr>
<td>Magazines (Printed/digital or apps)</td>
<td>00:03</td>
</tr>
<tr>
<td>Sports news /updates (not newspaper site)</td>
<td>00:03</td>
</tr>
<tr>
<td>Music videos (background listening)</td>
<td>00:02</td>
</tr>
<tr>
<td>Video calls</td>
<td>00:02</td>
</tr>
<tr>
<td>On-demand/’Listen again’ radio or podcasts</td>
<td>00:02</td>
</tr>
<tr>
<td>Photo or video messaging</td>
<td>00:02</td>
</tr>
</tbody>
</table>

Source: Digital Day 7-day diary
Base: All adults aged 16+ (1644)
*Other activities defined as ‘other activities such as creating office documents/ spreadsheets, creating or editing videos/ music/ audio, etc. or other apps or software/ programs’.
Figure 1.15  
**Average time spent on each activity per day, among users of activities**

![Activity Time Chart]

Source: Digital Day 7-day diary  
Base: All adults aged 16+ (1644)  
*Other activities defined as ‘other activities such as creating office documents/ spreadsheets, creating or editing videos/ music/ audio, etc. or other apps or software/ programs’.

**Young people spend as much time on text communications as watching TV or films on a TV set**

Figure 1.16 shows that the proportion of time spent watching TV or listening to radio increases with age, but time spent on text communications decreases. Among all adults, 37% of total time spent on media and communications activities is attributed to watching programmes on a television set. However, this differs by age: less than a quarter (24%) of the media and communications activity of an average 16-24 year old is spent doing this compared to half (49%) for those aged 65 and older.

The pattern is similar for listening to the radio on a radio set; 10% of time spent doing this among all adults compared to 2% for 16-24 year olds and 15% for those in the 65+ group.

The pattern changes for text communications in particular; for all adults, 16% of time is spent engaged in this form of activity, compared to 23% for 16-24 year olds and 7% for those aged over 65. This pattern is also apparent, although to a lesser extent, for games; 9% of media time for 16-24 year olds is accounted for by this activity, compared to 2% for those aged 65+.
Despite the popularity of TV, communicating is generally seen as more important, especially phone calls

When asked to consider the importance of each of the activities, communications activities were most likely to be rated highly, especially phone calls. This is despite voice communications accounting for only 5% of all media and communications time among all adults.

‘Live’ activities (watching live TV or listening to live radio) were perceived to be more important than their catch-up alternatives. Books and newspapers were also perceived to be important, having a 5.9 and 5.7 importance score respectively.
Figure 1.17  Mean importance of each activity (1= not important, 10= very important)

Source: Digital Day 7-day diary
Base: All adults aged 16+ (1644)

QA2. Using a scale from 1 to 10, where 1 means “not at all important” and 10 means “very important”, how important are each of these activities to you?
Note: Question only asked among those who do each activity – mean scores rebased on everyone, with those who don’t do the activity allocated a zero

A fifth of adults say watching live TV is the activity they would miss the most

When asked to consider the range of activities they engage with each week, adults are most likely to say that they would miss live television; a fifth (21%) choose this. When recorded TV is included, this increases to 29% of all adults.

Reading books and phone calls were the second and third most-missed activities (with 14% and 12% respectively choosing these).
Figure 1.18  Activity would miss the most

Over a fifth of young people say the activity they would miss doing the most is text messaging

The proportion of adults who would most miss live TV varies greatly by age, with only 3% of 16-24 year olds choosing this answer, compared to 31% of those aged 65+. Figure 1.19 compares the top ten activities missed most: by adults aged 16-24, and by those aged 65+.

The activity that would be missed the most by young people is text messaging, with 22% citing this. They are more likely to miss recorded TV (e.g. on their Sky+ or Freeview+ DVR) than live TV (ranked 11th with 3%), with 10% of 16-24s saying they would miss this.

Almost a third (31%) of older people say they would miss watching live television the most, with only 2% saying they would most miss recorded TV. Reading books is the next most-cited response among this age group (20%), almost three times the proportion for 16-24 year-olds (7%).
Figure 1.19  Top ten most-missed activities, adults 16-24 vs. 65+

<table>
<thead>
<tr>
<th>Rank</th>
<th>Activity</th>
<th>Adults 16-24</th>
<th>Adults 65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Text messages</td>
<td>22%</td>
<td>31%</td>
</tr>
<tr>
<td>2</td>
<td>Games</td>
<td>11%</td>
<td>20%</td>
</tr>
<tr>
<td>3</td>
<td>Recorded TV</td>
<td>10%</td>
<td>12%</td>
</tr>
<tr>
<td>4</td>
<td>Books (Printed or eBook)</td>
<td>7%</td>
<td>10%</td>
</tr>
<tr>
<td>5</td>
<td>Phone calls</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>6</td>
<td>Social Networking</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>7</td>
<td>Personal digital music / audio</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>8</td>
<td>Other activities</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>9</td>
<td>Video calls</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>10</td>
<td>Streamed online music</td>
<td>4%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: Digital Day 7-day diary
Base:  16-24 (101), 65+ (259)

QA3. If you were no longer able to do these activities, which one of them would you miss doing the most?

N.B. Other activities defined as ‘other activities such as creating office documents/ spreadsheets, creating or editing videos/ music/ audio, etc. or other apps or software/ programs’.

1.1.8 Overall activity analysis: watching

Four-fifths of adults watch live television at 9pm

Across an average week, the peak for the majority of watching activities is in the evening. Live television has the highest reach, with 80% of adults indicating they are doing this at 9pm at some point in the week. Recorded TV has its highest reach between 9pm and 10pm across the week, when over a third of adults (36%) watch programmes this way.

Figure 1.20  Weekly reach of watching activities, by time

Source: Digital Day 7-day diary
Base: All adults 16+ (1644) - data aggregated to 15-min slots
Live TV accounts for half the time younger people spend watching audio-visual content

Taking all watching activities into account, over two-thirds (69%) of the time adults engage in these activities is attributed to live television, followed by just under a fifth (16%) to recorded television.

However, among younger people, aged 16-24, half (50%) of their time spent on watching activities is accounted for by live TV. Among this age group, a fifth (21%) of their viewing time is spent consuming online content (short online video clips 8%, on-demand content 7%, downloaded / streamed content 6%). A further 13% of their time watching content is via DVDs, Blu-ray or VHS.

Figure 1.21  Proportion of watching activities, by age group

Nearly two-thirds of online long-form audio-visual content consumed is free

Considering the consumption of long-form online content (i.e. programmes/ films rather than short video clips) via on-demand services which are free at the point of broadcast (e.g. BBC iPlayer, Sky On Demand) or via paid-for downloaded/streamed services (e.g. Netflix or iTunes), two-thirds (65%) is accounted for by the free on-demand services\(^3\). However, among those aged 35 and over, the proportion that is free increases to around three-quarters. Adults aged 25-34 view paid-for and free AV content in equal proportions.

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\(^3\) These two types of activity were presented and defined in the diary as follows:
Watching on-demand / catch-up TV or films (free) e.g. BBC iPlayer, 4oD, Sky On Demand
Watching downloaded or streamed TV or films (paid-for) e.g. Lovefilm Instant (now Amazon Prime Instant Video), Netflix, iTunes, Blinkbox
1.1.9 Overall activity analysis: listening

Listening to live radio peaks in the morning and remains strong across the daytime period

Across a seven-day period, over three-quarters of adults (77%) listen to live radio. Reach peaks at 36% at a number of quarter-hour periods in the morning (8am-8.14; 8.30-8.44; 9am-9.14). Listening to personal digital music, such as through an MP3 player or smartphone, is the next most popular listening activity across the day, with between 5% and 10% of adults doing this between 8am and 9pm.
Listening to live radio is only the third most popular audio activity for 16-24s

Taking into account all time spent on listening (audio-based) activities, listening to live radio makes up 71% (known as ‘share of ear’). However, there are significant differences by age. For 16-24 year olds, listening to live radio comprises less than a quarter of their time spent on listening activities, with personal digital music and streamed music accounting for 60% of listening time. This could be explained by the role of radio while travelling (see Figure 1.12). The follow-up survey to the Digital Day diary study showed that 44% of 16-24 year olds walk to work, and as such a smaller proportion of this age group compared to all adults (47% vs. 72%) travel to work or their place of study by car or van (which often have built-in radios).

Furthermore, 11% of listening among this age group is to music videos e.g. via YouTube, primarily used for listening rather than watching.
### 1.1.10 Overall activity analysis: communications

**Communicating through social networking peaks in the evening**

Email, texts and voice call activities show similar patterns in terms of reach across time of day, all being largely ‘daytime’ activities. Emailing peaks at a reach of 30% between 10am and 10.14am; text messaging peaks at 19% at 12pm-12.14pm, 2pm-2.14pm and again at 3pm-3.14pm. Phone calls peak at 12pm-12.14pm, with 27% of the population talking on the phone at this time on an average day.

Social networking follows a different reach pattern to the other communications activities; it peaks in the evening at 7pm-7.14pm and 9pm-9.14pm, with 15% of the population communicating in this way at those times. These patterns possibly reflect the fact that emailing and phone calls are popular media activities done as part of the working day, whereas social networking peaks when most people are at home in the evening.
A third of time spent communicating is via email, but this varies significantly by age

Adults spend on average 2 hours 26 minutes engaged in the whole range of communication categories included in the diary. Of these, a third of the time (33%) is attributed to email, with the majority of this attributed to those in desk-based jobs (see Figure 1.27 below). However, this increases to almost half (47%) of all those aged 65 and above, although their overall time spent on communicating activities is the lowest (1 hour). This age group spend more of their communications time emailing than on phone calls (32%).

People aged 16-24 spend a greater proportion of communication time, compared to the general population, using social networking sites4 (25% vs. 18% for all adults) and also spend a greater proportion of time photo or video messaging (5% vs. 2% for all adults). This age group also spend a far greater amount of time communicating overall – almost four and a half hours a day, which is over an hour more than any other age group.

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4 Social networking activity was considered part of the ‘communication’ category when participants specifically said they were using these sites for communicating. Other social networking activity (e.g. generally browsing sites) was counted under different overall activity types, as set out in the purple box on page 70.
Figure 1.26  Proportion of communication activities, by age group

Source: Digital Day 7-day diary
Base: All communication activity records for adults 16+ (37827), 16-24 (2626), 25-34 (5958), 35-44 (9330), 45-54 (9450), 55-64 (6459), 65+ (4004)
*Average time spent is the total average daily time spent communicating using any device, including simultaneous activity

Among those who work, those in desk-based jobs are more likely to spend time on emails and phone calls

Figure 1.26 shows that a third of time spent on communications activities is attributed to email. Considering this in more detail, over three-quarters (77%) of total time spent reading or sending emails is by those in employment. Figure 1.27 illustrates the profile of time spent on each communication activity by the broad nature of work: desk-based or non-desk-based. A greater proportion of time is spent on emails and phone calls by those in desk based work, with 80% for emails and 68% of phone calls. The diary study showed that on average those in desk-based jobs send / read 350 emails each week compared to 118 for those in non-desk-based jobs, and engage in 56 phone calls, compared to 30 for those in non-desk-based jobs.

In contrast, among those who work, a greater proportion of time spent on social networks, instant messaging and text messaging is attributed to those in non-desk-based work (63%, 59% and 54% respectively).
16-24 year olds who use social media spend almost one and a half hours on it per day

Social networking definition
For this study, activities were recorded as ‘social networking’ when participants said they had:

Communicated through a social networking site e.g. Facebook, Twitter (excluding checking updates)

or when they said they had undertaken the following activities:

Watched short online video clips on e.g. YouTube, news sites

Listened to streamed online music or music videos

Played games

Read/ browsed/ used other online news, sports news /updates, other websites or apps including checking updates on social networks

And then, having recorded this activity, in a follow-up question participants said they had undertaken this activity through a social networking site/service.

In this way, total time spent on social networking is spread across the communicating, watching, listening, playing and reading/ browsing/ using activity types.

Taking into account all social media activities recorded during the week (including checking and posting updates, and using video sites for social media purposes), almost six in ten adults (58%) engage in some social media activity each week. However, overall this comprises less than 10% of all media and communications activity.

Activity peaks among 16-24 year olds; 82% of this age group indicated that they had taken part in some type of social media activity in the seven-day period. Use of social networking sites accounts for a quarter of all the time spent on communications among this age group. Among social media users in this age group, the average amount of time spent on this
activity is almost one and a half hours per day; this compares to 52 minutes across social media users of all ages. Conversely, activity is lowest among those aged over 65, with less than three in ten (28%) engaging with social media each week.

**Figure 1.28 Social media: use by age group**

![Bar chart showing social media use by age group](image)

*Source: Digital Day 7-day diary*

*Base: All adults 16+, (1644), comms records (37827), media and comms records (108782)*

**Adults aged 65+ who use social media are more likely than other age groups to use it for games**

Across all adults, social media activity is more likely to be used for communicating than for any other purpose; 48% of social media activity is used in this way. The pattern is different among 25-34 year olds, who are more likely to use it for checking updates or general browsing (51% of their social media activities).

Older people (65+) who engage in social media activities are more likely than any other age group to do this to play games (19% vs. 10% of all adults). They also spend the greatest proportion of their social media time communicating (56%).
Figure 1.29 Proportion of total social media use for activities, by age

Source: Digital Day 7-day diary
Base: All social media records (9850), 16-24s (1011), 25-34 (2194), 35-44 (2737), 45-54 (2314), 55-64 (1149), 65+ (445); media and comms records (108782)

Over three-quarters of the time spent on social media by 16-24 year olds is on a mobile phone.

Figure 1.30 shows the proportion of total media time spent on different devices. For all adults, over half (54%) of the time spent on social media is on a mobile phone, followed by 19% on a laptop or netbook. For 16-24 year olds, over three-quarters of social media time is through a mobile phone, with 17% on a laptop or netbook and 7% on a tablet or desktop computer.

Those aged over 65 who use social media are more likely to use a laptop or netbook (42% of social media time) than any other device, while over a quarter of their time spent on social media is on a tablet.
1.1.11 Overall activity analysis: reading/browsing/using

Reading newspapers peaks in the morning while reading books peaks in the evening

This category comprises a range of different activities that fulfil a range of different purposes. Activities such as creating documents are mainly used during the daytime, but have another peak in the evening.

Reading a newspaper, either printed or a digital version, seems to be mainly a morning activity, with another peak in the early evening, perhaps reflecting the reading of the evening editions. Reading a book, again either printed or digital, climbs steadily across the day but reaches its peak between 10.15pm and 10.59, with 17% of adults doing this activity during that period.
Almost one in five participants played games in the peak-time evening period

Figure 1.32 shows the weekly reach of playing games, via any electronic device including games consoles, mobile phones and laptops (Figure 1.36 shows that desktops and laptops are the device most time is spent playing games on). Gaming activity rises steadily throughout the day, but is most popular in the evening period, peaking at 18% reach between 9.15pm and 9.29pm.

Over the week as a whole, 42% of participants played games on an electronic device at some point, with reach being similar across gender (41% among females, 43% among males), but decreasing with age (63% of 16-24s played games during the week compared to 26% of those aged 65+).
1.1.13 Use of media devices

On an average day over nine in ten respondents used their TV set between 8pm-8.30pm.

Figure 1.33 shows the use of different devices for media and communications throughout the day. For most of the day, the television set is the most-used device, peaking between 8.30pm and 8.59pm, when over 90% use it. However, smartphones maintain a steady reach of approximately 25% to 30% throughout the day from 8am to 10pm, and from 4pm to 10pm they are the second most-used device, after TV sets.

Desktop PCs are popular during the daytime period, used by approximately 30% of adults during 9am and 4pm (probably linked to the working day), whereas laptop/netbooks maintain a steady reach of between 20% and 25% of adults until 10pm.
16-24 year olds spend over three and a half hours on their smartphone each day

Figure 1.34 shows that of the average 11 hours 7 minutes (667 minutes) spent on media and communications activities by adults each day, over a third (37%) is done using a TV set (4 hours 4 minutes). This is because more time is spent by adults watching live TV than any other activity (see Figure 1.14).

However, people aged 16-24 spend less than a quarter of their total media time watching a TV set (3 hours 14 minutes out of 14 hours 7 minutes). Their most-used device each day is a desktop or laptop, accounting for over a third (35%) of their total media and communications time. For all adults, just under a quarter (24%) of their total media and communications activity is done using a desktop/ laptop computer.

The device that shows the largest difference, in terms of daily use, between all adults and those aged 16-24 is the smartphone: younger adults spend 63% longer than all adults on smartphones each day (3 hours 36 minutes vs. 1 hour 22 minutes).

Among all adults, on average nineteen minutes are spent using a landline each day. As Figure 1.14 shows, 29 minutes per day are spent on phone calls, which suggests that landlines are used for a greater proportion of call time than mobile phones.
Figure 1.34  Average daily total device time for media and communications, including simultaneous activity

Source: Digital Day 7-day diary
Base: All activity records (108782) for adults 16+ (1644); All activity records (6910) for adults 16-24 (101)
Note: For this analysis the calculations are made by generating mean times spent among all adults for each of the individual devices (including zeros). These mean times are then summed together to create total media and comms time, and time per device type (hence includes simultaneous activities).

Less than three in ten adults aged 16-24 used a landline phone during the week

Comparing the reach of the individual devices by age shows that young people aged 16-24 are four times more likely than those aged 65+ to use a smartphone (92% vs. 21%). Among all adults, 65% used a smartphone during the diary week. However, the pattern is reversed for the use of landline phones, used by 79% of those aged 65+ each week, compared to 64% of all adults and 28% of those aged 16-24.

Among all adults, 38% used a tablet during the week, with reach peaking among the 35-44 age group at 51%. A quarter (24%) of those aged 65+ used this device during the week.

People aged 65+ are more likely than young people to use printed copies of newspapers, magazines and books (84% vs. 48%), whereas those aged 16-24 are more likely to use a games console each week (44% vs. 18% of all adults and 7% of adults aged 65+).
Sixty per cent of time spent on listening activities is through a radio set

Considering overall activity types, 93% of time spent ‘watching’ is done through a television set. Sixty-one per cent of listening activities are done through a radio set compared to 10% through a desktop or laptop. Communication activities are most likely to be undertaken using a mobile phone (44%) followed by a desktop or laptop (39%). Time spent playing is most likely to be undertaken using a desktop or laptop (47%), while a quarter of time spent playing is on another device, which includes games consoles.
Mobile phones are more likely to be used to view short online video clips than to view any other type of AV content.

Figure 1.37 shows how different devices are used for the different types of watching activities. Almost three-quarters (74%) of the time spent on these types of activities on a TV set is for watching live television, while 17% is spent watching recorded TV. A tablet is more likely be used for viewing free on-demand content (e.g. via BBC iPlayer or 4OD) than for any other watching activity. A smartphone is more likely to be used to view short online video clips, such as on YouTube, than any other type of content.

**Figure 1.37** Proportion of watching activities, by device

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Almost a third of listening activity on a tablet is to live radio.

Figure 1.38 shows how different devices are used for the different types of listening activities. Over half (53%) of the time spent listening to a stereo system is for personal music collections in physical format. Listening activities on a smartphone are most likely to be to listen to personal digital music (62%) than for any other audio activity. Audio activities on a tablet are more evenly distributed, with almost a third of the time being spent on listening to the radio, followed by over a fifth for both personal digital music and streamed online music (22% and 23% respectively).
**Figure 1.38** Proportion of listening activities, by device

*Average time spent is the average time spent on each device per day for listening, among those who did it all over the week

Weekly reach is for listening activities. Only devices with weekly reach for listening above 3% shown

Source: Digital Day 7-day diary
Base: All listening activity records for adults 16+ (17290)

Just half of smartphone communication activities are accounted for by calls and texts

Figure 1.39 shows how different devices are used for the different types of communication activities. Almost two-fifths (37%) of communication activities on a smartphone are taken up by text messaging, while phone calls account for 15%. The fact that calling and texting activities make up only 52% of smartphone communication activities reflects the wide variety of communications platforms and options available on this device. In comparison, phone calls account for 39% of communication activities on a standard mobile phone, while texting accounts for half (49%).

Desktop computers and laptops are most likely to be used for emailing than for any other activity (76% and 60% respectively), with 6% and 2% of time spent on these devices respectively attributed to video calls.
**Figure 1.39** Proportion of communication activities, by device

![Graph showing communication activities by device with percentages and average time spent.](image)

**Source:** Digital Day 7-day diary
**Base:** All communication activity records for adults 16+ (37827)

*Average time spent is the average time spent on each device per day for communicating, among those who did it all over the week

**Weekly reach is for communication activities. Only devices with weekly reach for communication above 3% shown**

**Half of all time spent reading printed copies is spent reading a book**

Figure 1.40 shows how different devices are used for the different types of reading/browsing/using activities. Of all time recorded reading a printed version of a newspaper, magazine or book, half (50%) is spent reading a book. A desktop computer is more likely to be used for activities such as creating documents than for any other reading/browsing/using activity. When a tablet is used for these activities almost a quarter (23%) of the time is spent reading an e-book.
## Figure 1.40 Proportion of reading/browsing/using activities, by device

<table>
<thead>
<tr>
<th>Weekly reach</th>
<th>Average time spent*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print</td>
<td>60%</td>
</tr>
<tr>
<td>Laptop</td>
<td>48%</td>
</tr>
<tr>
<td>Desktop</td>
<td>43%</td>
</tr>
<tr>
<td>Smartphone</td>
<td>34%</td>
</tr>
<tr>
<td>Tablet</td>
<td>29%</td>
</tr>
<tr>
<td>Tablet</td>
<td>10%</td>
</tr>
<tr>
<td>e-reader</td>
<td>4%</td>
</tr>
</tbody>
</table>

Average time spent:
- Print: 0:47
- Laptop: 0:58
- Desktop: 0:37
- Smartphone: 0:56
- Tablet: 0:34
- e-reader: 0:34

Source: Digital Day 7-day diary
Base: all reading/browsing/using activity records for adults 16+ (24055)

*Average time spent is the average time spent on each device per day for reading/browsing/using (including print), among those who did it all over the week
Weekly reach is for reading/browsing/using activities. Only devices with weekly reach for reading/browsing/using above 3% shown

### Around 70% of time spent reading books or newspapers is attributed to print versions

Figure 1.41 shows how much of the weekly time spent reading books or newspapers is attributed to printed copies compared to digital versions. For both types of media, printed versions are the most popular; less than a third of time spent reading is attributed to digital versions (31% for books and 32% for newspapers)\(^5\).

However, young people aged 16-24 are more likely to read digital books/ newspapers; less than half their time spent reading books is attributed to a printed version, and just over a third (34%) of their time spent reading newspapers is attributed to a hard copy.

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However, the figures cited in the news consumption report are ‘reach data’ i.e. 40% of adults said they read newspapers to follow the news, while 41% said they access news on websites or apps. The data presented in Figure 1.41 instead looks into the proportions of time spent reading physical and digital newspapers.
Figure 1.41  Proportions of book and newspaper reading: printed vs. digital

Source: Digital Day 7-day diary
Base: All book or newspaper reading records for adults 16+ (8156)

1.1.14 The role of multi-tasking

Listening to the radio is least likely to be done while engaging in any other media or communications activity

Figure 1.42 shows that more than one media or communications activity can be performed at the same time. Communicating, by text or email, is most likely to be done at the same time as another activity (61% simultaneous). However, listening to the radio is the least likely activity to be done concurrently with other media or communications activity (20% simultaneous). This can be partly explained by the fact that 47% of time spent listening to the radio is done while travelling (see Figure 1.12).

Figure 1.42  Proportion of solus and simultaneous minutes, by activity

Source: Digital Day 7-day diary
Base: All activity record minutes for adults aged 16+ (5930358)
Over half the time spent using phones, laptops and tablets is multi-tasking

For more than half the time people spend using phones (landline and mobile), tablets and laptops, they are also engaging in other media activities (Figure 1.43). Smartphones and landlines are the devices most likely to be used concurrently while engaging in other media activity; almost six in ten minutes spent on these devices are logged as simultaneous activity. In comparison, over three-quarters of time spent using radio sets (analogue and DAB), games consoles and TV sets is solus activity.

**Figure 1.43  Proportion of solus and simultaneous media minutes, by device**

Source: Digital Day 7-day diary
Base: All activity record minutes for adults aged 16+ (5930358)
*Average daily total device time for media and comms, including simultaneous activity

**Media multi-tasking is undertaken by almost every person**

Almost every adult in the Digital Day study (99%) recorded conducting two or more media activities at the same time at some point during the week. This simultaneous activity amounted to an average time of 2 hours 3 minutes per day.

Looking in more detail into what activities people most often combined, ‘watching’ and ‘communicating’ (all types) activities were commonly undertaken at the same time; 84% of respondents recorded doing this over the week. Within these two categories, live TV and voice calls were the most popular multi-tasking combination, with 42% reach throughout the week.

Similarly, reading/ browsing/ using activities were undertaken in conjunction with ‘watching’ activities by 83% of adults throughout the week, with 37% of respondents recording that they watched live TV while browsing websites/ using apps.
Figure 1.44  Multitasking activity combinations: weekly reach

Source: Digital Day 7-day diary
Base: Weekly reach: All adults aged 16+ (1644), Average time spent: All activity record minutes (5930358)

16-24 year olds spend over a third of their media time multi-tasking

Figure 1.45 shows how on average, a fifth of all media and communication time (21%) is taken up with media multi-tasking, but that the proportion of media time taken up by solus activities increases with age. 16-24 year olds spent 35% of their total media time doing two or more media activities at the same time, but this falls to 11% among those aged 65+.

Figure 1.45  Proportion of solus and simultaneous minutes, by age group

Source: Digital Day 7-day diary
Base: All activity record minutes for adults aged 16+ (5930358)
Activity share of all simultaneous media and communications minutes
1.1.15 Children: the role of media and communications in their lives

Although the main focus of the study was UK adults aged 16+, we included a sample of 356 children aged 6-15 to allow us to understand more about the role of media and communications in their lives. This section provides a brief overview of the key highlights.

**Tablets are the most-used device among younger children, after TV sets**

Sixty per cent of children aged 6-11 years claim to use tablets each week, compared to 38% of all adults. This means that in terms of weekly reach of devices, tablets are ranked second among this age group, but eighth for all adults.

Children aged 12-15 are half as likely as all adults (30% vs. 60%) to use print each week. In addition, they are significantly less likely to use either analogue radio (20% vs. 54%) or DAB radio (19% vs. 34%).

When considering mobile phone use, a small minority of children used a standard (non-smart) mobile phone during the week (4% of 6-11s and 15% of 12-15 year olds), compared to nearly seven in ten (67%) older children using smartphones during the week, and a quarter of 6-11s (27%).

**Figure 1.46 Weekly reach of devices, all adults vs. children aged 6-11 and 12-15**

Source: Digital Day 7-day diary/ 3-day diary for children
Base: All adults aged 16+ (1644), 6-11 (186), 12-15 (173)
Ranked by % reach of all adults.
Note TV set includes set top box

**Almost a fifth of watching activities among 12-15 year olds are attributed to short online video content**

Considering all of the time spent on watching activities across a week among 12-15 year olds, just over half (52%) is to live television, compared to 69% for all adults. However, this age group spends a significantly greater proportion of its viewing time than all adults (19% vs. 2%) watching short online video clips.

Although children aged 6-11 spend half the proportion of weekly viewing time on recorded TV compared to all adults (8% vs. 16%), they spend a significantly larger proportion of time watching DVDs or Blu-ray (12% vs. 5%).
As with 16-24s, live radio accounts for a fifth of all listening time for older children

Compared to all adults, a significantly smaller proportion of children’s listening time is attributed to live radio, particularly for those aged 12-15 (21% vs. 71% for all adults). Instead, digital music (streamed or stored on a device) takes over half (54%) of the ‘share of ear’ among this age group. In addition, children in both age groups spend more than 10% of their total listening time playing music videos on television, or online, as background listening.
Children’s communication time is dominated by messaging

Over half of time spent communicating among children is taken up by text messages, instant messages and photo messages (54% of communication time for 6-11s and 56% for children aged 12-15). This compares to just over a quarter of time spent on communications (28%) attributed to messaging for adults.

Furthermore, children aged 12-15 spend double the proportion of communication time on social networks compared to all adults (36% vs. 18%). Figure 1.49 shows that children spend a very low proportion (6% or less) of communication time on either phone calls or emails.

**Figure 1.49  Proportion of communication activities, all adults vs. children**

<table>
<thead>
<tr>
<th>Activity</th>
<th>All adults</th>
<th>6-11yrs</th>
<th>12-15yrs</th>
</tr>
</thead>
<tbody>
<tr>
<td>By text message (SMS, including iMessage, reading or writing)</td>
<td>13%</td>
<td>32%</td>
<td>1%</td>
</tr>
<tr>
<td>By photo or video messages (MMS, viewing or sending) or Snapchat</td>
<td>9%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>By Instant Messaging (e.g. MSN, WhatsApp, BBM)</td>
<td>18%</td>
<td>26%</td>
<td>36%</td>
</tr>
<tr>
<td>By phone call</td>
<td>33%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Through a Social Networking site e.g. Facebook, Twitter (excluding checking updates)</td>
<td>48%</td>
<td>6%</td>
<td>30%</td>
</tr>
<tr>
<td>By video calls (including Skype, Facetime, etc)</td>
<td>2%</td>
<td>2%</td>
<td>10%</td>
</tr>
<tr>
<td>By email (reading or writing emails)</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

*Source: Digital Day 7-day diary*
*Base: All communication activity records for adults 16+ (37827), primary school aged 6-11 (209), secondary school aged 11-15 (1063)*