

Adults' Media Use and Attitudes Report 2016

Section 5: Media activities

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

Figure 30(1): Online activities ever done by internet users, section groupings

% of internet users	2013	2014	2015
Watch online video			
Watch online or download short video clips such as music videos or comedy clips (e.g. YouTube) (2013 & 2014)/ Watch short video clips online (such as on YouTube) (2015)	62%	73%	78% ↑
Watch online or download TV programmes or films (e.g. BBC iPlayer, 4OD, ITV Player, Sky Player etc.) (2013 and 2014) / Watch TV programmes or films online through services such as iPlayer, ITV Player or All4	54%	60%	67% ↑
Listen to audio content			
Listen to or download music online (2013 & 2014)/ Listen to streamed music online (such as Spotify or Apple Music (2015)**	52%	61%	50%
Listen to radio stations online	32%	37%	47% ↑
Communicate or participate			
Sending and receiving e-mails (2013 & 2014) / Send or receive emails (2015)	95%	94%	93%
Use Instant Messaging such as Facebook Messenger, Whats App, Windows Live Messenger or Skype Chat	69%	75%	78%
Look at social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram, Tumblr or Pinterest)	74%	75%	76%
Upload or share videos or photos online	NA	63%	70%
Make or receive telephone or video calls, using services like Skype or FaceTime	42%	56%	57%
Share links to websites or online articles – perhaps on Twitter, Facebook, Reddit or Pinterest	49%	57%	54%
Contribute comments to a website or blog	NA	47%	50%
Play games			
Play games online	39%	42%	41%
Browse, search for content and access news			
General surfing/ browsing the internet	94%	97%	95% ↓
Find information for your leisure time including cinema and live music	78%	83%	81%
Look at news websites or apps	70%	76%	77%
Find information about health related issues	70%	78%	76%
Find information for your work or your job or your studies	68%	71%	67% ↓
Look at job opportunities	49%	57%	52%
Fill in a job application online (added in 2015)	NA	NA	43%
Look at adult-only websites	13%	15%	14%

IN15/ IN16 -When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following? (Prompted responses, single coded) Base: All adults aged 16+ who go online at home or elsewhere (1272 in 2013, 1609 in 2014, 1458 in 2015) - Significance testing shows any change between 2014 and 2015

Figure 30(2): Online activities ever done by internet users, section groupings

% of internet users	2013	2014	2015
Transact			
Buy things online	84%	85%	82%
Bank and pay bills online	67%	68%	67%
Sell things online	38%	41%	41%
Online gambling	10%	NA	8%
Access public or civic services			
Looking at websites or apps for news about, or events in, your local area/ the local community (2013 & 2014)/ Look for news about, or events in your local area (2015)	56%	69%	73% ↑
Look for public services information on government sites such as gov.uk and HMRC (amended in 2015)	NA	NA	68%
Complete government processes online – such as register for tax credits, renew driving licence, car tax or passport, complete tax return	61%	69%	66%
Look for information on public services provided by your local council (amended in 2015)	NA	NA	62%
Sign an online petition	19%	35%	39% ↑
Look at political or campaign or issues websites (2013 & 2014)/ Look at political or campaigning websites (2015)	29%	44%	37% ↓
Contact a local councillor or your MP online	13%	19%	21%
Other activities			
Download software	55%	60%	61%
Access files through a cloud service such as iCloud, Dropbox, Google Drive or OneDrive (added in 2015)	NA	NA	48%
Set up or maintain a website or blog	24%	27%	29%
Do an online course to achieve a qualification	17%	27%	21% ↓

IN15/ IN16 -When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following? (Prompted responses, single coded) Base: All adults aged 16+ who go online at home or elsewhere (1272 in 2013, 1609 in 2014, 1458 in 2015) - Significance testing shows any change between 2014 and 2015

Figure 31(1): Mobile phone activities ever done by mobile users, section groupings

% of mobile users	2013	2014	2015
Watch online video			
Visit sites or apps like YouTube or Vine to look at videos or clips posted by other people (2013/ 2014)/ Watch short video clips online (such as on YouTube) (2015)	45%	58%	53% ↓
Watch TV programmes (2013/ 2014) / Watch TV programmes or films online through services such as BBC iPlayer, ITV player or All4 (2015)	22%	30%	30%
Listen to audio content			
Listening to music (2013/2014)/ Listen to music stored on the phone (2015)	48%	57%	56%
Communicate or participate			
Make or receive calls	99%	99%	100% ↑
Send or receive text messages	94%	95%	96%
Send or receive photo messages	67%	72%	73%
Send or receive emails	55%	63%	63%
Use Instant Messaging services	38%	55%	59% ↑
Visit social media sites or apps (2013/ 2014) / Look at social media sites or apps (2015)	53%	59%	59%
Send or receive video clips	48%	54%	58% ↑
Put photos or videos on sites (2013/ 2014) / Upload or share videos or photos online (2015)	38%	50%	50%
Make or receive telephone or video calls over the internet using service like Skype or FaceTime	27%	43%	36% ↓
Send or receive Twitter updates (2013/ 2014) / Send Tweets through Twitter (2015)	25%	31%	16%
Play games			
Play games loaded on the phone	46%	47%	46%
Play games online using the phone	25%	33%	26% ↓
Browse, search for content			
Use features such as Maps or satellite navigation to get to where you want to go/ plot a route to your destination	46%	57%	63% ↑

M3/ M4 – 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)

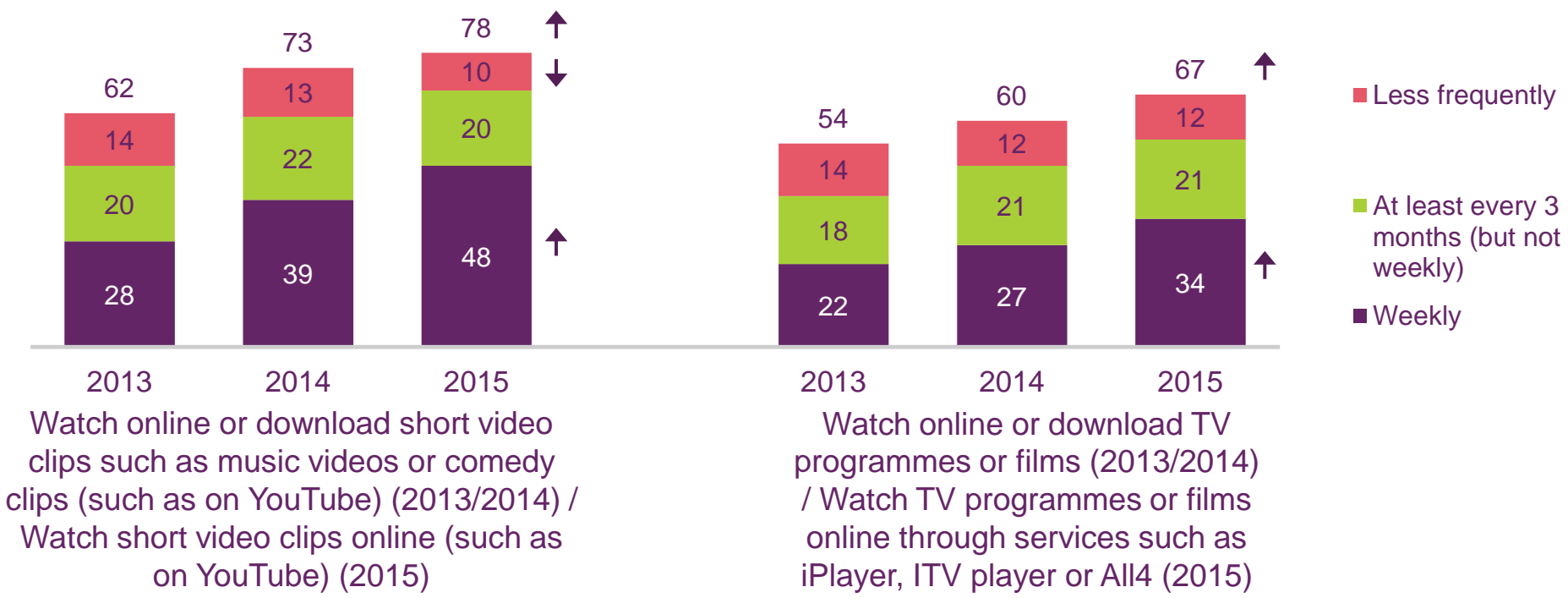
Base: All adults aged 16+ who use a mobile phone (1465 in 2013, 1670 in 2014, 1520 in 2015) - Significance testing shows any change between 2014 and 2015

Figure 31(2): Mobile phone activities ever done by mobile users, section groupings

% of mobile users	2013	2014	2015
Transact			
Buy things from websites or apps using your phone/ Buy things online (2015)	33%	45%	46%
Bank online (added in 2015)	NA	NA	36%
Use your phone as a ticket or boarding pass or as an entry ticket to an event (added in 2015)	NA	NA	26%
Use an app on your phone to order taxis (added in 2015)	NA	NA	18%
Use your phone to make a payment in a shop by touching it against a contactless reader (added in 2015)	NA	NA	15%
Other activities			
Take photos	75%	81%	83%
Take videos	54%	62%	67% ↑
Download apps (including games)	48%	58%	62% ↑

M3/ M4 – 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 (1465 in 2013, 1670 in 2014, 1520 in 2015) - Significance testing shows any change between 2014 and 2015

Figure 32: Watching online video, by activity type: 2013, 2014 and 2015



IN15/ IN16 -When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following? (Prompted responses, single coded)
 Base: All adults aged 16+ who go online at home or elsewhere (1272 in 2013, 1609 in 2014, 1458 in 2015) - Significance testing shows any change between 2014 and 2015

Figure 33: Watching online video at least weekly, by demographic group

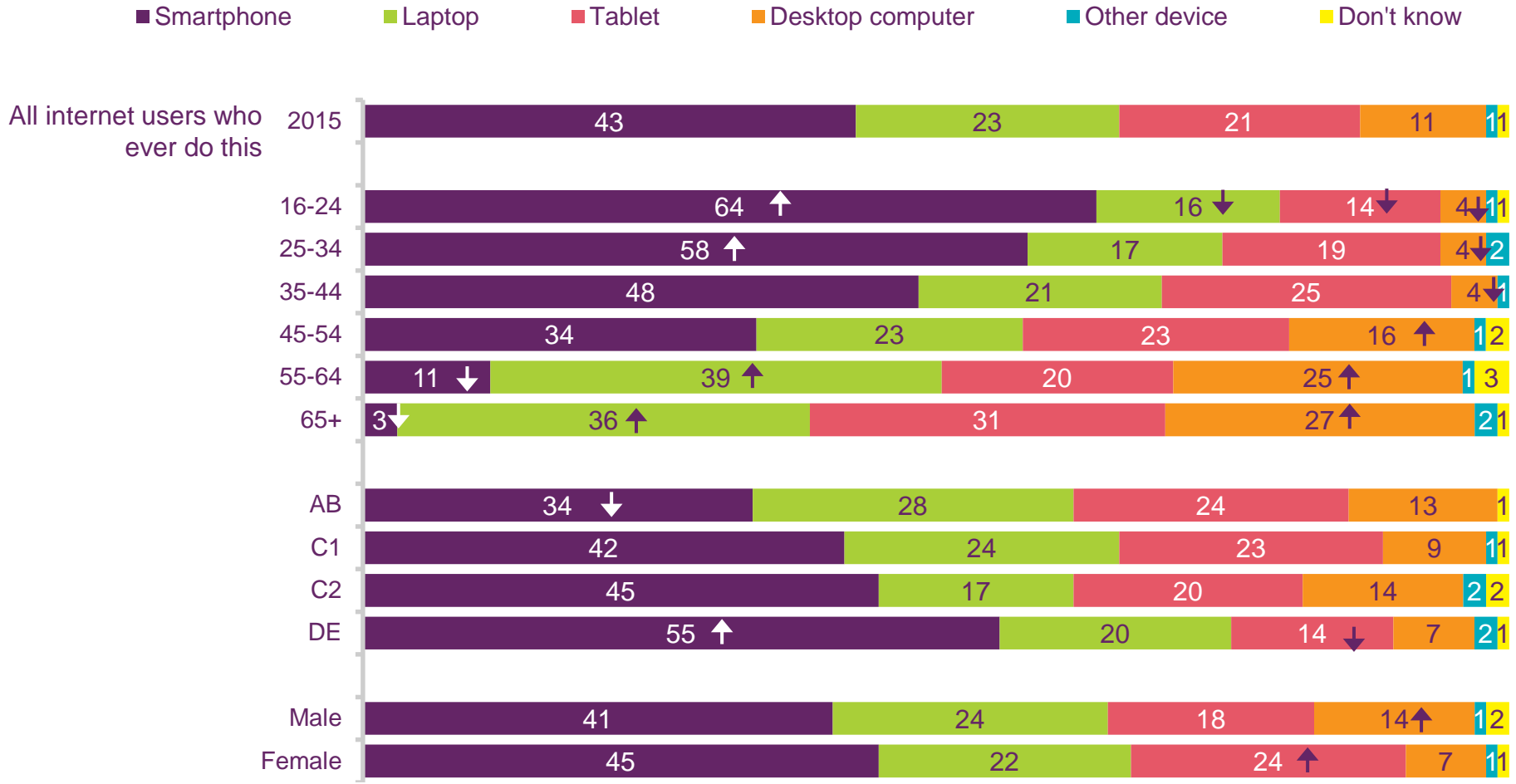


All internet users		16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1458	239	249	269	253	208	126	114
Watch short video clips online (such as on YouTube)	48%	73% ↑	63% ↑	49%	46%	29% ↓	20% ↓	9% ↓
Watch TV programmes or films online through services such as iPlayer, ITV player or All4	34%	52% ↑	44% ↑	36%	30%	21% ↓	18% ↓	11% ↓

All internet users		AB	C1	C2	DE	Male	Female
Base	1458	367	471	289	331	712	746
Watch short video clips online (such as on YouTube)	48%	47%	49%	44%	52%	52% ↑	44%
Watch TV programmes or films online through services such as iPlayer, ITV player or All4	34%	40%	39%	30%	25% ↓	38% ↑	31%

IN15/ IN16 -When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following? (Prompted responses, single coded)
 Significance testing shows any difference by age or socio-economic group compared to all internet users and between males and females

Figure 34: Device mostly used for watching short video clips online

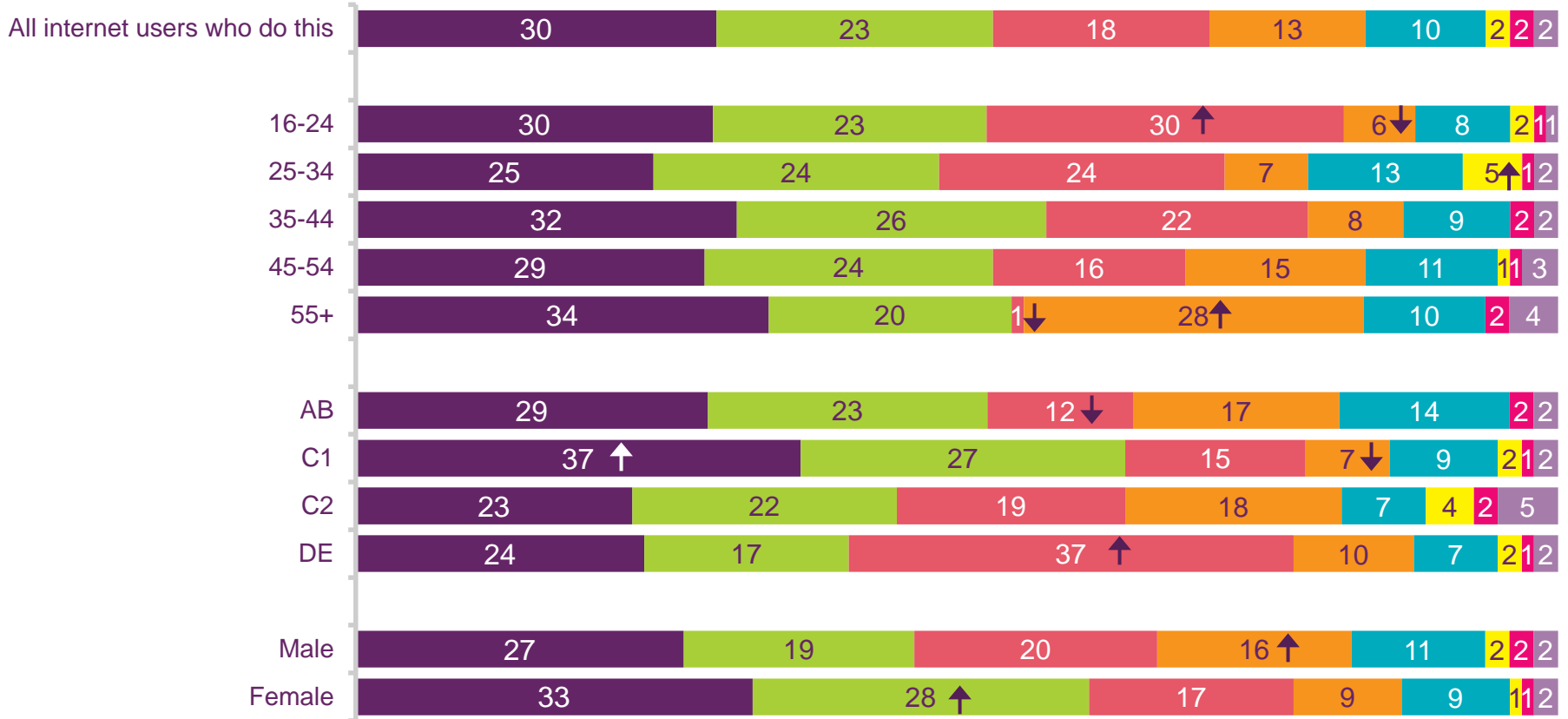


IN20I. Please take a look at this list of devices that can be used to go online. Which one of these devices do you use most for watching short video clips online (such as on YouTube?) (Prompted responses, single coded).
 Base: All adults aged 16+ who go online at home or elsewhere and who watch short video clips online (1098 aged 16+, 226 aged 16-24, 226 aged 25-34, 223 aged 35-44, 195 aged 45-54, 125 aged 55-64, 103 aged 65+, 280 AB, 380 C1, 204 C2, 234 DE, 531 male, 567 female) - Significance testing shows any difference by age or socio-economic group compared to all and between males and females

Figure 35: Device mostly used to watch TV programmes or films online



■ Laptop
 ■ Tablet
 ■ Smartphone
 ■ Desktop computer
 ■ Smart TV/ streaming media player
 ■ Games console/ player
 ■ Other
 ■ Don't know

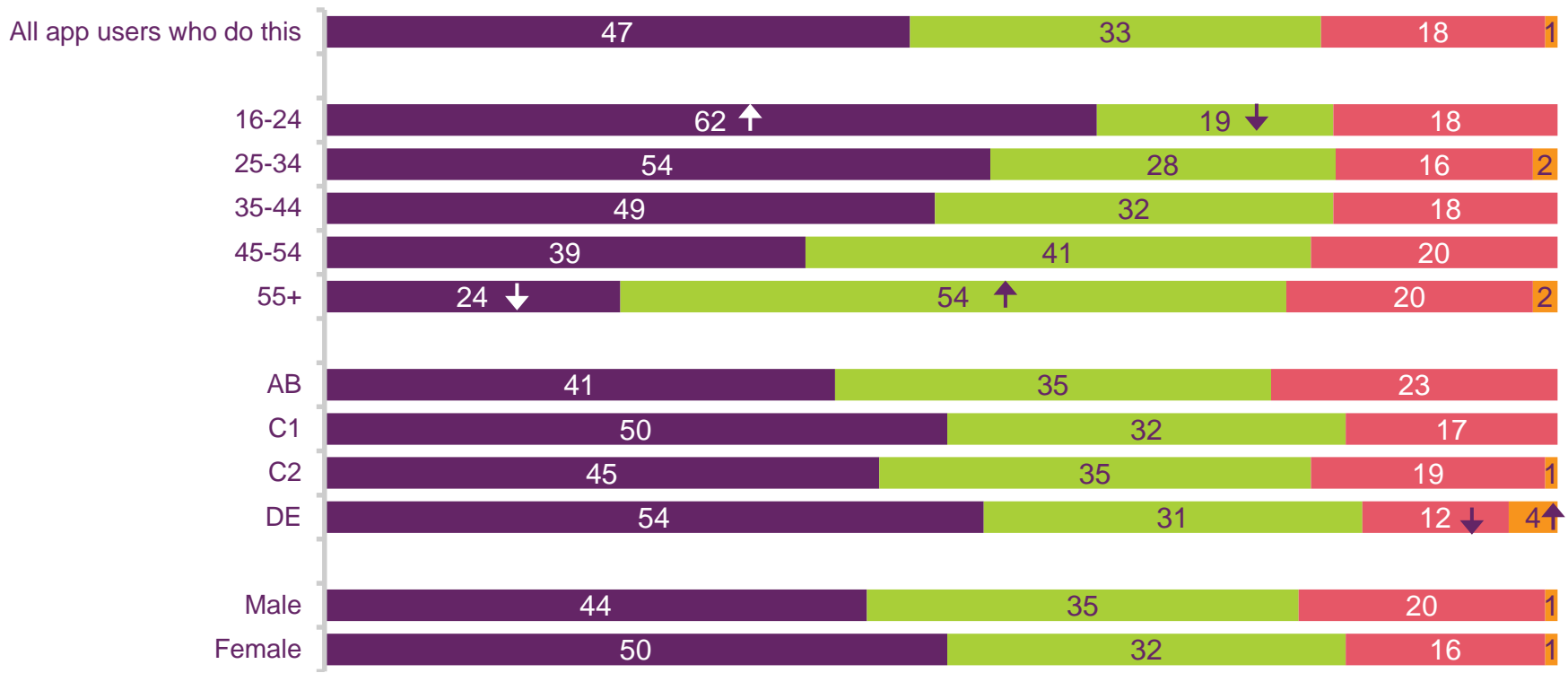


IN20D. Please take a look at this list of devices that can be used to go online. Which one of these devices do you use most for watching TV programmes or films online through services such as BBC iPlayer, ITV Player or All4 ? (Prompted responses, single coded).
 Base: All adults aged 16+ who go online at home or elsewhere that ever watch online or download TV programmes or films through such services (923 aged 16+, 203 aged 16-24, 180 aged 25-34, 187 aged 35-44, 1159 aged 45-54, 194 aged 55+, 266 AB, 330 C1, 161 C2, 166 DE, 462 male, 461 female) - Significance testing shows any difference by age or socio-economic group compared to all and between males and females

Figure 36: Using an app versus using a browser for watching short video clips online



■ Prefer to use an app
 ■ Prefer to use a browser
 ■ No preference
 ■ Don't know



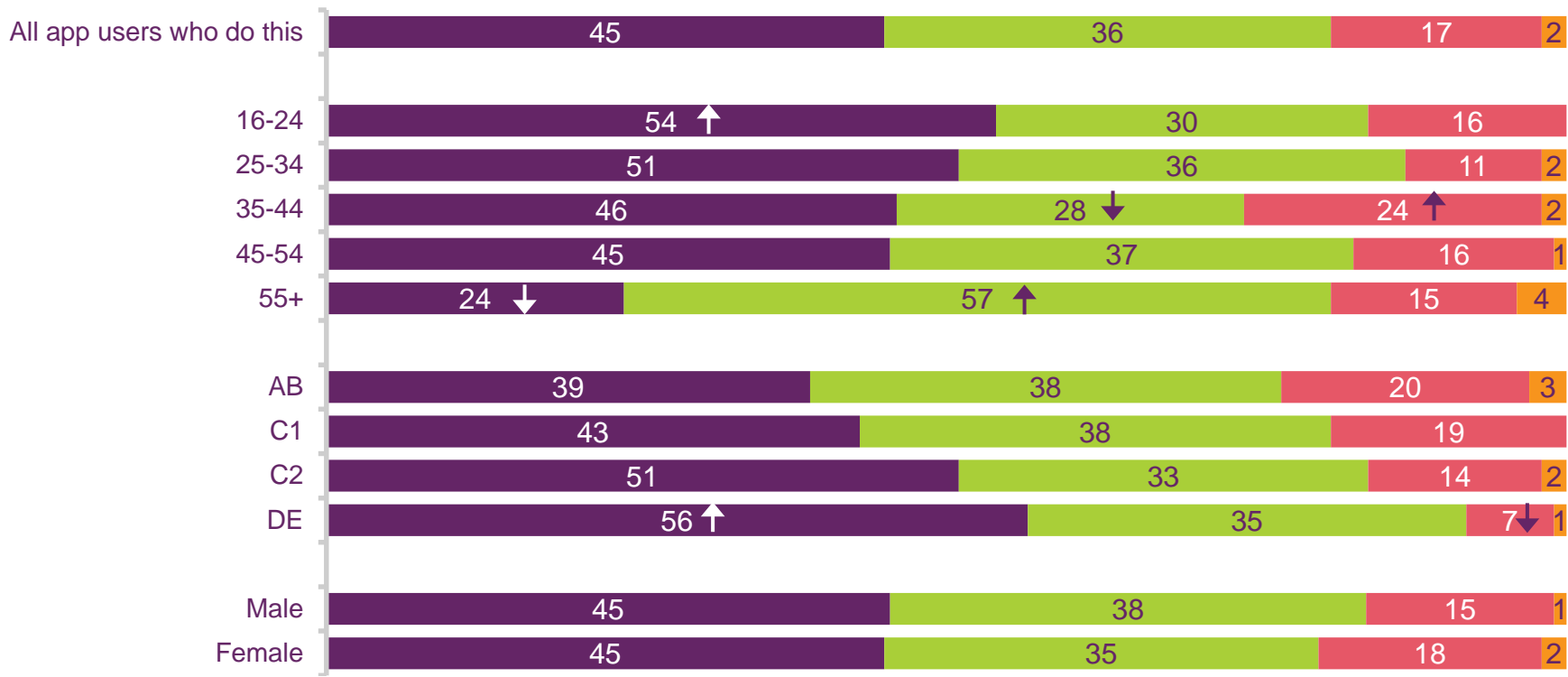
IN22B You said earlier you watch short video clips online (such as on YouTube). Do you prefer to do this through an app or through a web browser? (Prompted responses, single coded)

Base: All adults aged 16+ who use apps and go online to watch short video clips online (998 aged 16+, 222 aged 16-24, 221 aged 25-34, 211 aged 35-44, 185 aged 45-54, 159 aged 55+, 254 AB, 351 C1, 181 C2, 212 DE, 478 male, 520 female) - Significance testing shows any difference by age or socio-economic group compared to all app users and between males and females

Figure 37: Using an app versus using a browser for watching TV programmes or films online



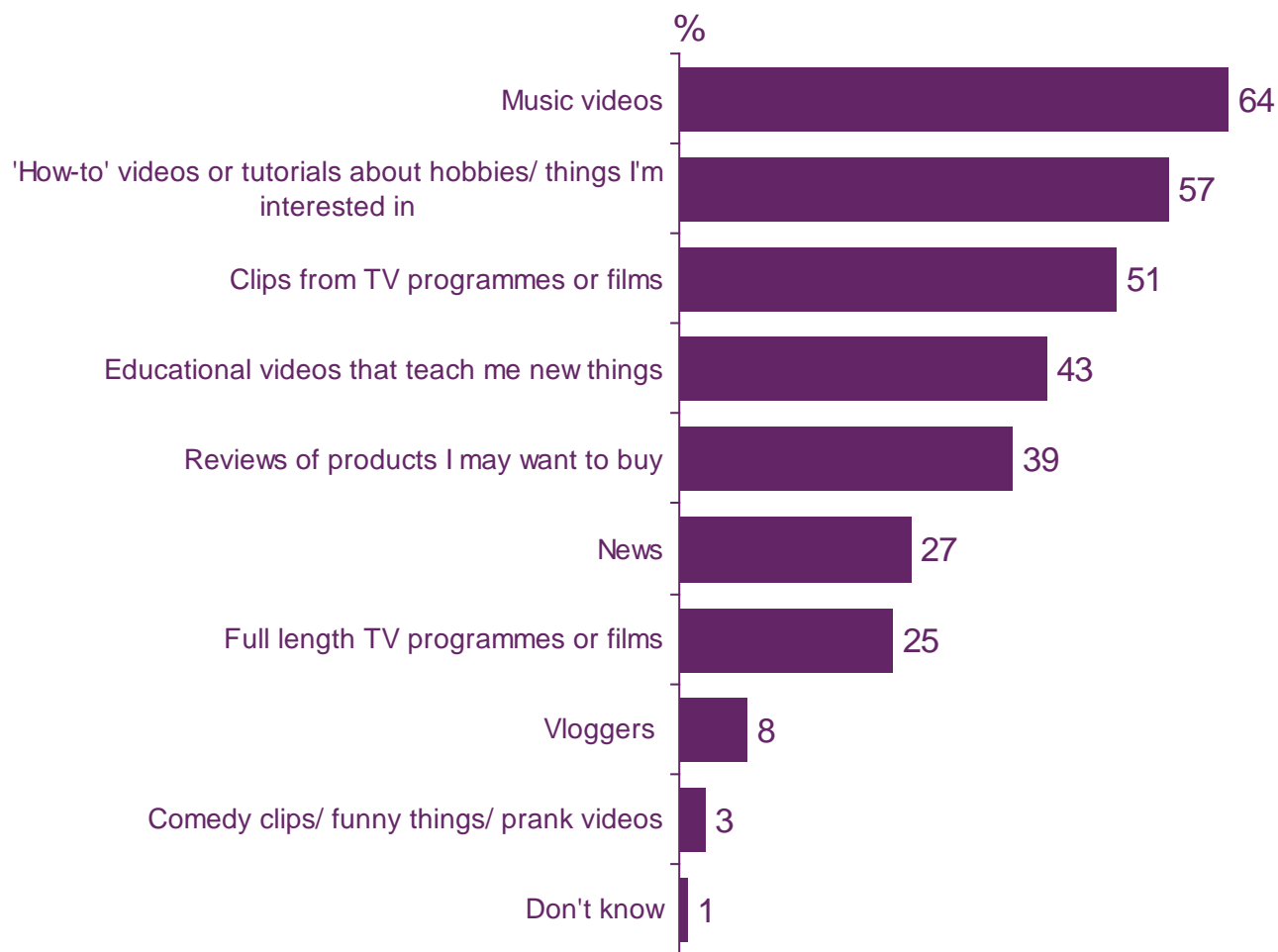
■ Prefer to use an app
 ■ Prefer to use a browser
 ■ No preference
 ■ Don't know



IN22C You said earlier you watch TV programmes or films online through services such as BBC iPlayer, ITV Player or All4. Do you prefer to do this through an app or through a web browser? (Prompted responses, single coded)

Base: All adults aged 16+ who use apps and go online to watch TV programmes or films online through broadcaster services (842 aged 16+, 203 aged 16-24, 178 aged 25-34, 177 aged 35-44, 152 aged 45-54, 132 aged 55+, 241 AB, 304 C1, 145 C2, 152 DE, 427 male, 415 female) - Significance testing shows any difference by age or socio-economic group compared to all app users and between males and females

Figure 38: Type of content watched on YouTube



IN19 And which if any of these describe the types of YouTube videos that you tend to watch? (Prompted responses, multi-coded) – showing responses given by > 3% of all who watch videos on YouTube

Base: All who ever watch videos on YouTube (1014)

Figure 39(1): Type of content watched on YouTube, by demographic group



All who ever watch videos on YouTube		16-24	25-34	35-44	45-54	55+
Base	1014	218	220	204	175	197
Music videos	64%	81% ↑	72% ↑	61%	58%	44% ↓
'How-to' videos or tutorials about hobbies/ things I'm interested in	57%	51%	56%	58%	60%	62%
Clips from TV programmes or films	51%	55%	57%	55%	51%	36% ↓
Educational videos that teach me new things	43%	42%	44%	47%	43%	37%
Reviews of products I may want to buy	39%	33%	42%	37%	40%	40%
News	27%	23%	26%	29%	35%	25%
Full length TV programmes or films	25%	31%	26%	25%	28%	13% ↓
Vloggers (like Zoella or PewDiePie)	8%	20% ↑	12%	2% ↓	7%	1% ↓
Comedy clips/ funny things/ prank videos	3%	2%	3%	5%	3%	4%

IN19 And which if any of these describe the types of YouTube videos that you tend to watch? (Prompted responses, multi-coded) – showing responses given by > 3% of all who watch videos on YouTube

Significance testing shows any difference by age compared to all who ever watch videos on YouTube

Figure 39(2): Type of content watched on YouTube, by demographic group

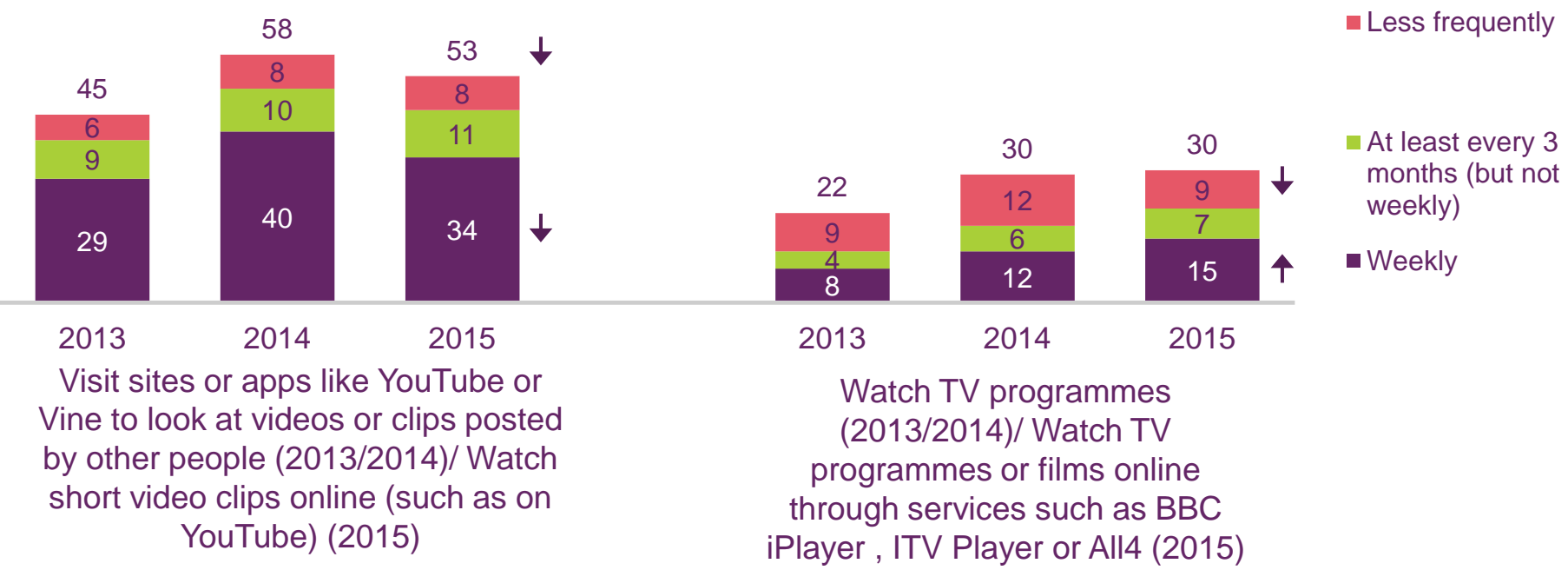


All who ever watch videos on YouTube		AB	C1	C2	DE	Male	Female
Base	1014	256	349	193	216	498	516
Music videos	64%	55%↓	68%	65%	68%	65%	62%
'How-to' videos or tutorials about hobbies/ things I'm interested in	57%	63%	56%	64%	45%↓	60%	55%
Clips from TV programmes or films	51%	51%	51%	51%	52%	54%	48%
Educational videos that teach me new things	43%	48%	46%	36%	35%	45%	40%
Reviews of products I may want to buy	39%	46%↑	43%	32%	28%↓	41%	36%
News	27%	34%	29%	24%	18%↓	32%↑	22%
Full length TV programmes or films	25%	25%	25%	22%	26%	27%	22%
Vloggers (like Zoella or PewDiePie)	8%	8%	9%	9%	9%	8%	9%
Comedy clips/ funny things/ prank videos	3%	3%	3%	6%	2%	3%	3%

IN19 And which if any of these describe the types of YouTube videos that you tend to watch? (Prompted responses, multi-coded) – showing responses given by > 3% of all who watch videos on YouTube

Significance testing shows any difference by age or socio-economic group compared to all who ever watch videos on YouTube and between males and females.

Figure 40: Watching video content on a mobile phone: 2013, 2014 and 2015



M3/ M4 – 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 (1465 in 2013, 1670 in 2014, 1520 in 2015) - Significance testing shows any change between 2014 and 2015

Figure 41: Use of a mobile phone at least weekly for watching video content, by demographic group

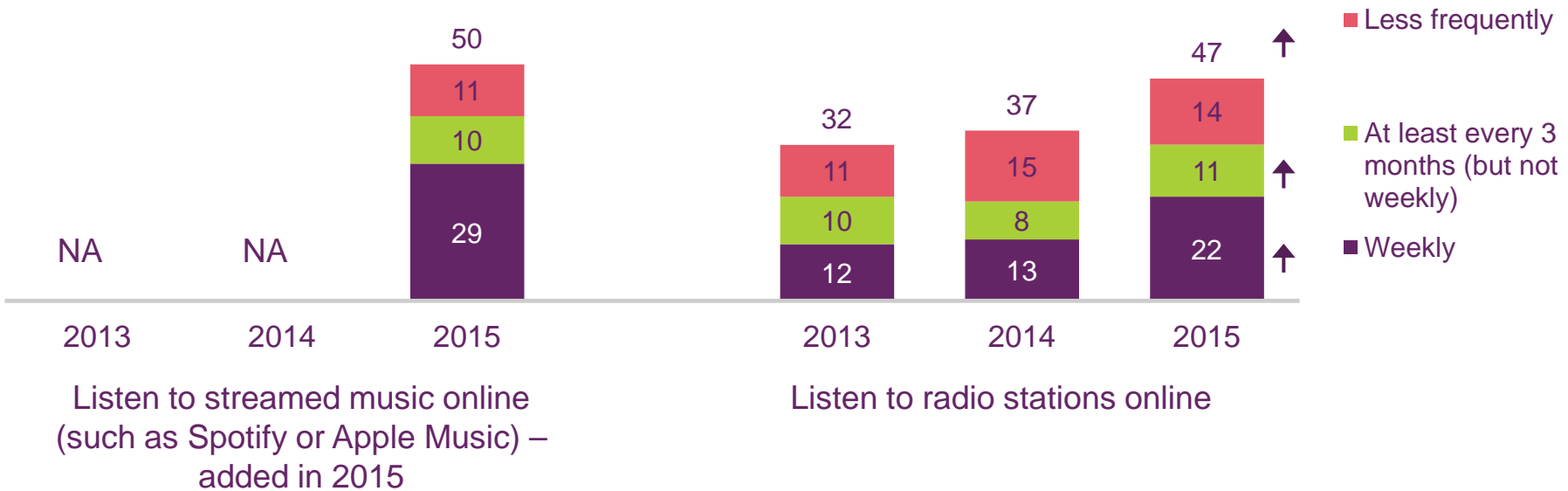


All mobile users		16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1520	235	240	264	250	228	169	134
Watch short video clips online (such as on YouTube)	34%	67% ↑	58% ↑	38%	27%	9% ↓	2% ↓	0% ↓
Watch TV programmes or films online through services such as BBC iPlayer , ITV Player or All4	15%	28% ↑	24% ↑	17%	13%	3% ↓	0% ↓	1% ↓

All mobile users		AB	C1	C2	DE	Male	Female
Base	1520	338	474	323	385	731	789
Watch short video clips online (such as on YouTube)	34%	36%	39%	27% ↓	35%	36%	33%
Watch TV programmes or films online through services such as BBC iPlayer , ITV Player or All4	15%	17%	17%	8% ↓	15%	18% ↑	11%

M3/ M4 – 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 difference by age or socio-economic group compared to all mobile users and between males and females.

Figure 42: Listening to audio content online: 2013, 2014 and 2015



IN15/ IN16 -When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following? (Prompted responses, single coded)
 Base: All adults aged 16+ who go online at home or elsewhere (1272 in 2013, 1609 in 2014, 1458 in 2015) - Significance testing shows any change between 2014 and 2015

Figure 43: Listening to audio content online at least weekly, by demographic group



All internet users		16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1458	239	249	269	253	208	126	114
Listen to streamed music online (such as Spotify or Apple Music)	29%	57%↑	43%↑	28%	25%	11%↓	3%↓	3%↓
Listen to radio stations online	22%	23%	24%	27%	24%	17%	7%↓	6%↓

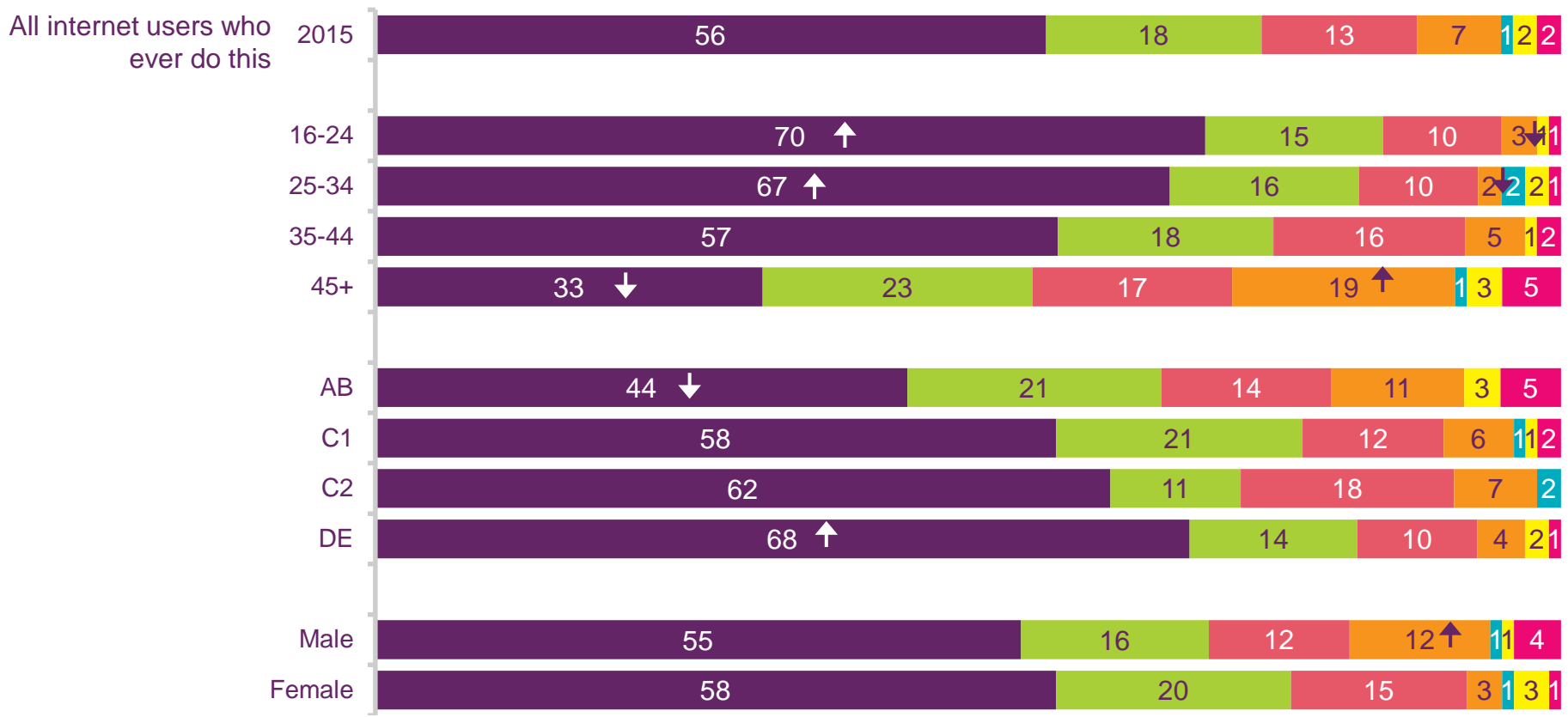
All internet users		AB	C1	C2	DE	Male	Female
Base	1458	367	471	289	331	712	746
Listen to streamed music online (such as Spotify or Apple Music)	29%	28%	35%↑	27%	26%	31%	27%
Listen to radio stations online	22%	28%↑	21%	16%	19%	27%↑	17%

IN15/ IN16 -When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following? (Prompted responses, single coded)
 Significance testing shows any difference by age or socio-economic group compared to all internet users and between males and females.

Figure 44: Device mostly used for listening to streamed music online



■ Smartphone
 ■ Laptop
 ■ Tablet
 ■ Desktop computer
 ■ Smart TV/ streaming media player
 ■ Other device
 ■ Don't know



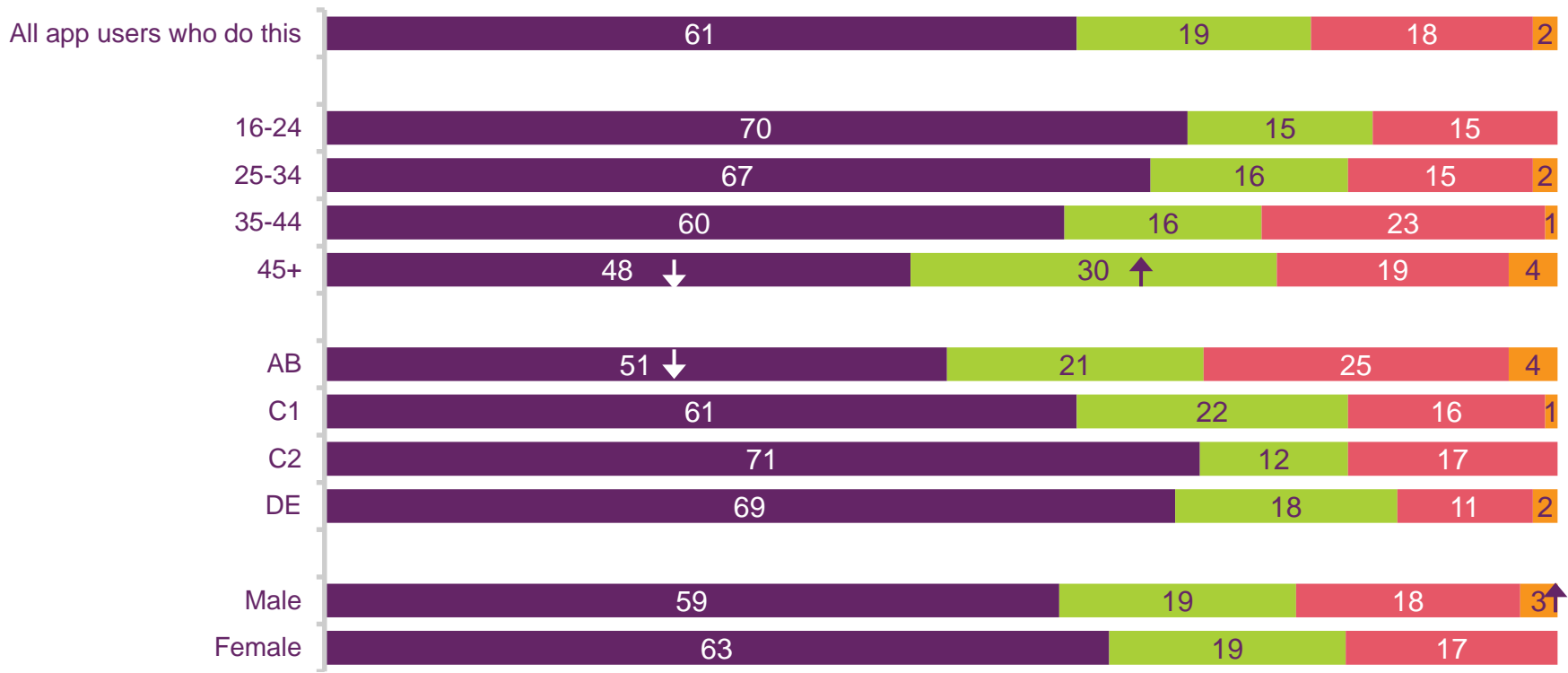
IN20H. Please take a look at this list of devices that can be used to go online. Which one of these devices do you use most for listening to streamed music online (such as Spotify or Apple Music?) (Prompted responses, single coded).

Base: All adults aged 16+ who go online at home or elsewhere and who listen to streamed music online (693 aged 16+, 191 aged 16-24, 170 aged 25-34, 143 aged 35-44, 189 aged 45+, 176 AB, 258 C1, 119 C2, 140 DE, 346 male, 347 female) - Significance testing shows any difference, by age or socio-economic group compared to all and between males and females

Figure 45: Using an app versus using a browser for listening to streamed music online



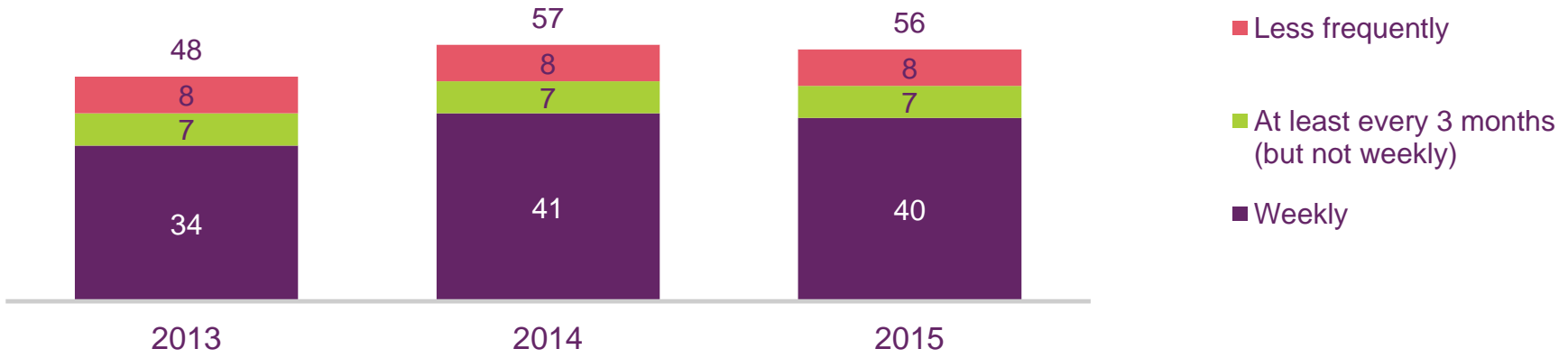
■ Prefer to use an app
 ■ Prefer to use a browser
 ■ No preference
 ■ Don't know



IN22A You said earlier you listen to streamed music online (such as Spotify or Apple Music). Do you prefer to do this through an app or through a web browser? (Prompted responses, single coded)

Base: All adults aged 16+ who use apps and go online to listen to streamed music (666 aged 16+, 188 aged 16-24, 169 aged 25-34, 137 aged 35-44, 172 aged 45+, 170 AB, 249 C1, 112 C2, 135 DE, 328 male, 338 female) - Significance testing shows any difference by age or socio-economic group compared to all app users and between males and females.

Figure 46: Use of a mobile phone for listening to music: 2013, 2014 and 2015



Listen to music (2013/2014)/
Listen to music stored on the phone (2015)

M3/ M4 – 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 (1465 in 2013, 1670 in 2014, 1520 in 2015) - Significance testing shows any change between 2014 and 2015

Figure 47: Use of a mobile phone to listen to music at least weekly, by demographic group

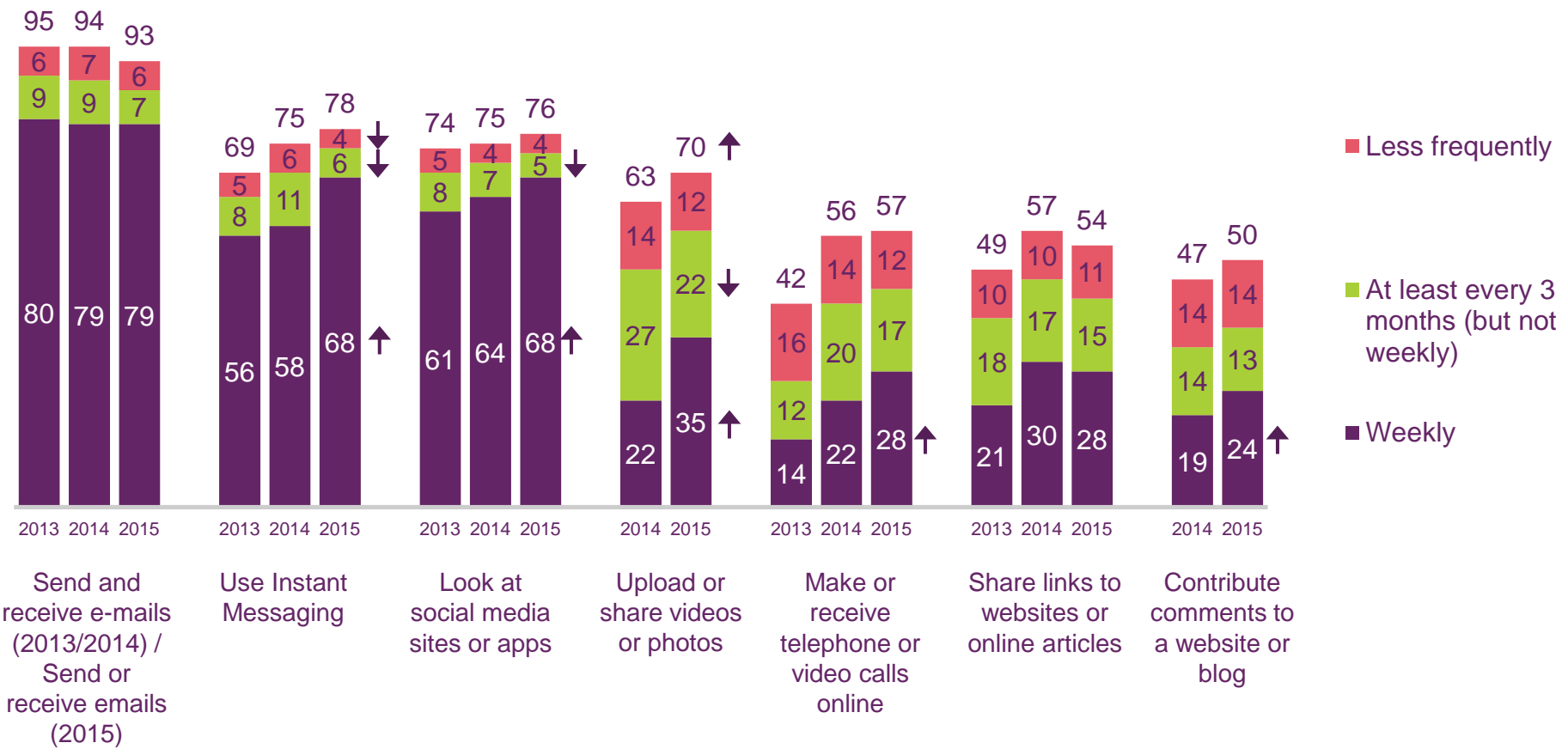


All mobile users		16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1520	235	240	264	250	228	169	134
Listen to music stored on the phone	40%	78% ↑	61% ↑	43%	38%	15% ↓	2% ↓	1% ↓

All mobile users		AB	C1	C2	DE	Male	Female
Base	1520	338	474	323	385	731	789
Listen to music stored on the phone	40%	39%	48% ↑	34%	40%	45% ↑	37%

M3/ M4 – 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 difference by age or socio-economic group compared to all mobile users and between males and females.

Figure 48: Online communication and participation: 2013, 2014 and 2015



IN15/ IN16 -When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following? (Prompted responses, single coded)
 Base: All adults aged 16+ who go online at home or elsewhere (1272 in 2013, 1609 in 2014, 1458 in 2015) - Significance testing shows any change between 2014 and 2015

Figure 49(1): Weekly online communication activities, by demographic group

	All internet users	16-24	25-34	35-44	45-54	55-64	65-74	75+
	Base 1458	239	249	269	253	208	126	114
Send or receive emails	79%	82%	80%	85%	83%	69% ↓	72%	61% ↓
Look at social media sites or apps	68%	91% ↑	89% ↑	74%	64%	47% ↓	33% ↓	23% ↓
Use Instant Messaging such as Facebook Messenger, WhatsApp, Windows Live Messenger or Skype Chat	68%	91% ↑	89% ↑	76% ↑	64%	43% ↓	30% ↓	14% ↓
Upload or share videos or photos online	35%	55% ↑	52% ↑	41%	26% ↓	17% ↓	13% ↓	7% ↓
Make or receive telephone or video calls, using services like Skype or FaceTime	28%	44% ↑	35%	30%	30%	12% ↓	11% ↓	11% ↓
Share links to websites or online articles – perhaps on Twitter, Facebook, Reddit or Pinterest	28%	39% ↑	40% ↑	28%	27%	17% ↓	6% ↓	3% ↓
Contribute comments to a website or blog	24%	35% ↑	30%	24%	26%	15% ↓	8% ↓	7% ↓

IN15/ IN16 -When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following? (Prompted responses, single coded)
 Significance testing shows any difference by age compared to all internet users.

Figure 49(2): Weekly online communication activities, by demographic group

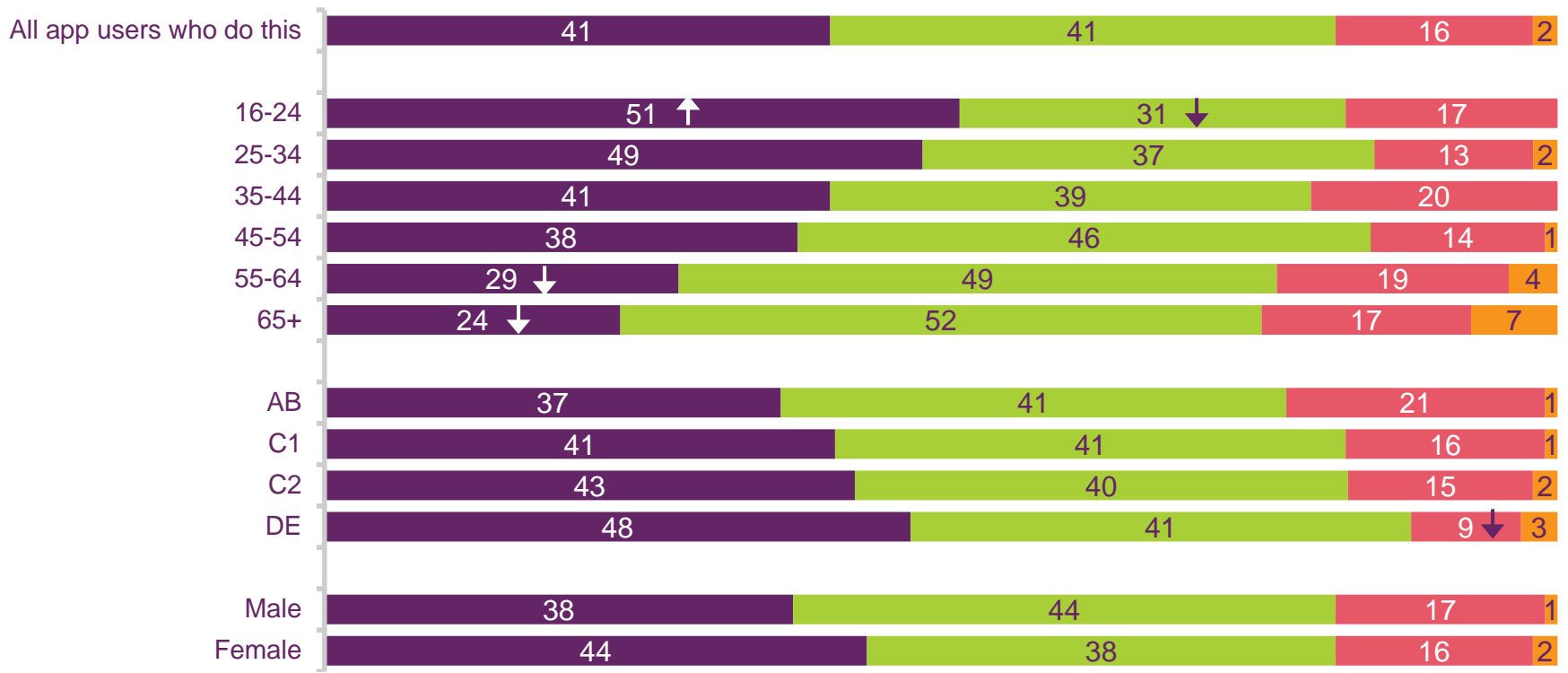
	All internet users	AB	C1	C2	DE	Male	Female
Base	1458	367	471	289	331	712	746
Send or receive emails	79%	91% ↑	87% ↑	70% ↓	63% ↓	82% ↑	77%
Look at social media sites or apps	68%	66%	71%	64%	72%	63%	73% ↑
Use Instant Messaging such as Facebook Messenger, WhatsApp, Windows Live Messenger or Skype Chat	68%	63%	72%	67%	67%	64%	71% ↑
Upload or share videos or photos online	35%	33%	40%	33%	35%	33%	38%
Make or receive telephone or video calls, using services like Skype or FaceTime	28%	34%	31%	22%	24%	30%	26%
Share links to websites or online articles – perhaps on Twitter, Facebook, Reddit or Pinterest	28%	25%	32%	24%	28%	27%	28%
Contribute comments to a website or blog	24%	24%	28%	16% ↓	24%	23%	24%

IN15/ IN16 -When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following? (Prompted responses, single coded)
 Significance testing shows any difference by socio-economic group compared to all internet users and between males and females.

Figure 50: Using an app versus using a browser for email



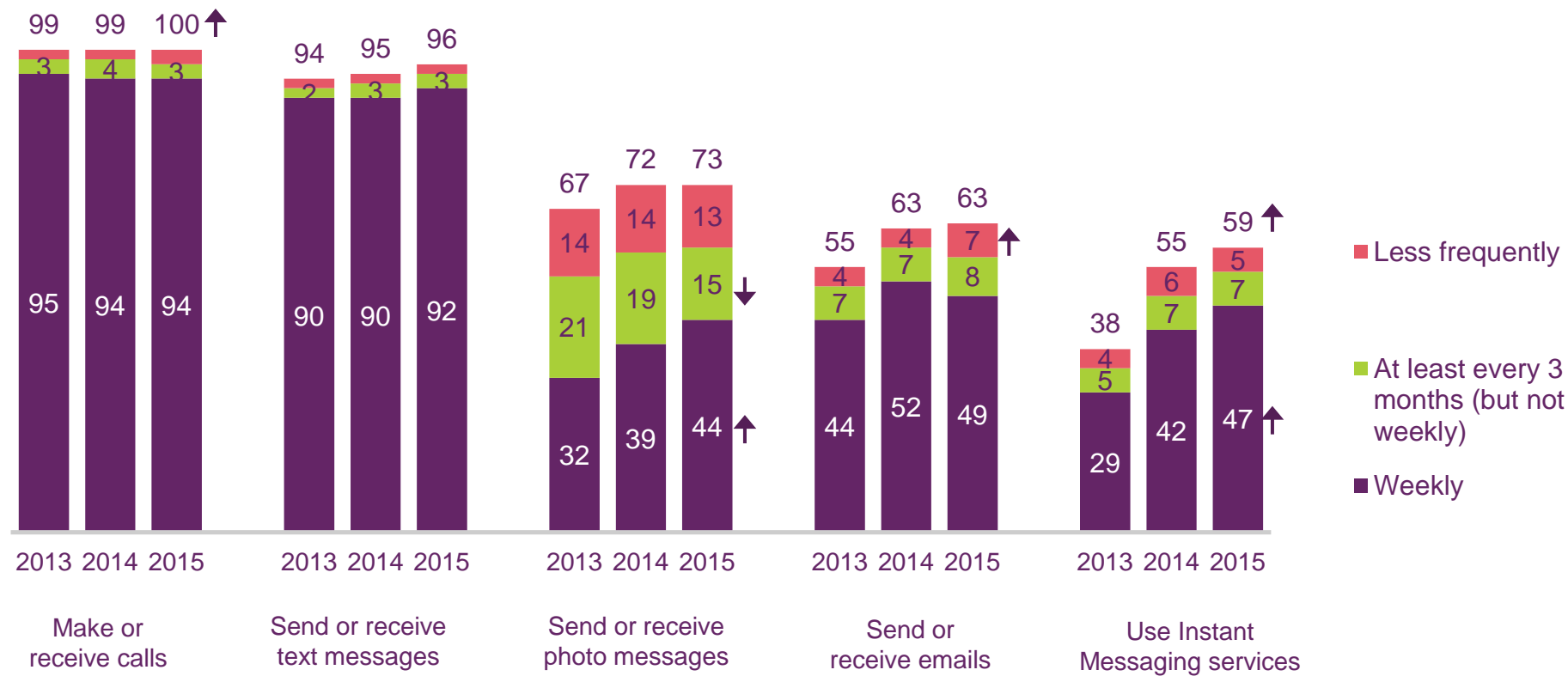
■ Prefer to use an app
 ■ Prefer to use a browser
 ■ No preference
 ■ Don't know



IN22E You said earlier you send or receive emails. Do you prefer to do this through an app (including Outlook or other software) or through a web browser? (Prompted responses, single coded)

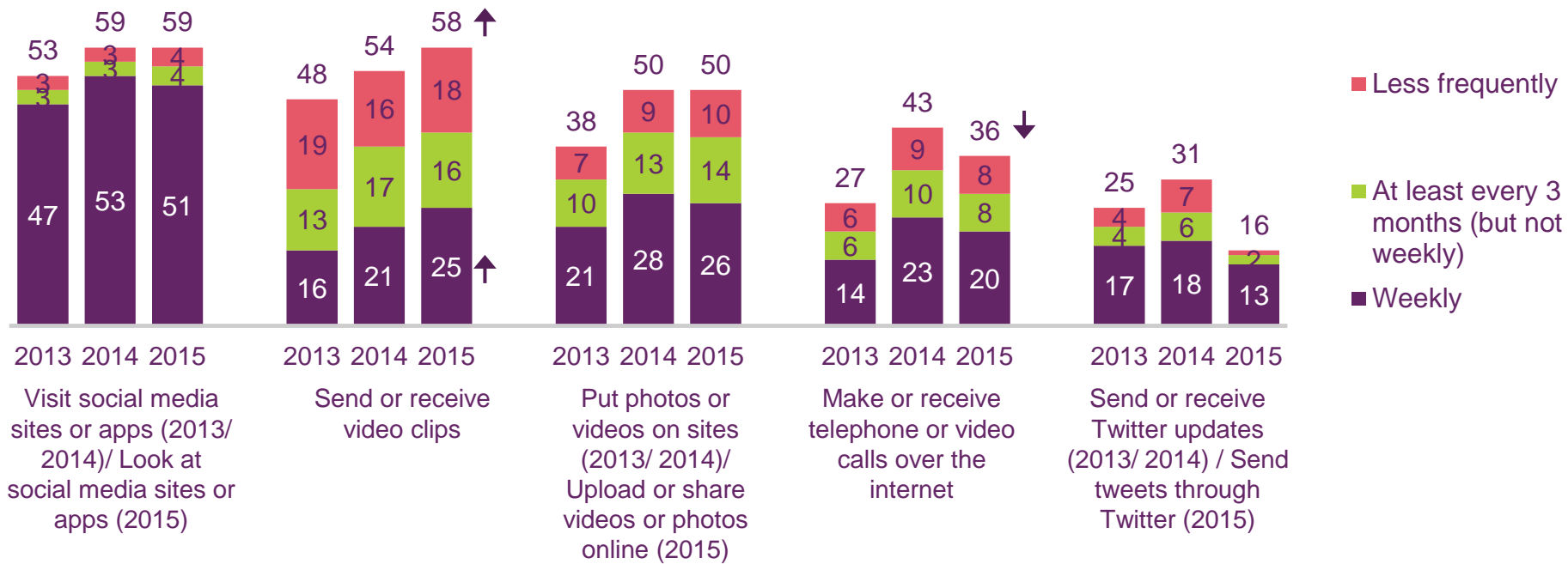
Base: All adults aged 16+ who use apps and go online to send or receive emails (1138 aged 16+, 223 aged 16-24, 231 aged 25-34, 235 aged 35-44, 207 aged 45-54, 133 aged 55-64, 109 aged 65+, 301 AB, 391 C1, 213 C2, 233DE, 550 male, 588 female) - Significance testing shows any difference by age or socio-economic group compared to all app users and between males and females.

Figure 51(1): Use of a mobile phone for communication and participation: 2013, 2014 and 2015



M3/ M4 – 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 (1465 in 2013, 1670 in 2014, 1520 in 2015) - Significance testing shows any change between 2014 and 2015

Figure 51(2): Use of a mobile phone for communication and participation: 2013, 2014 and 2015



M3/ M4 – 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 (1465 in 2013, 1670 in 2014, 1520 in 2015) - Significance testing shows any change between 2014 and 2015

Figure 52: Weekly use of a mobile phone for communication, by age

All mobile users		16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1520	235	240	264	250	228	169	134
Make or receive calls	94%	98% ↑	98% ↑	99% ↑	97%	92%	80% ↓	66% ↓
Send or receive text messages	92%	99% ↑	99% ↑	99% ↑	97% ↑	88%	72% ↓	43% ↓
Look at social media sites or apps	51%	80% ↑	81% ↑	60% ↑	47%	23% ↓	7% ↓	1% ↓
Send or receive emails	49%	65% ↑	70% ↑	60% ↑	50%	29% ↓	10% ↓	4% ↓
Use Instant Messaging services such as Facebook Messenger, WhatsApp, Windows Live Messenger or Skype Chat	47%	78% ↑	73% ↑	54% ↑	42%	19% ↓	9% ↓	2% ↓
Send or receive photo messages	44%	66% ↑	67% ↑	53% ↑	38%	25% ↓	12% ↓	4% ↓
Upload or share videos or photos online	26%	52% ↑	47% ↑	27%	21%	3% ↓	3% ↓	0% ↓
Send or receive video clips	25%	42% ↑	41% ↑	28%	21%	9% ↓	5% ↓	1% ↓
Make or receive telephone or video calls over the internet, using services like Skype or FaceTime	20%	37% ↑	31% ↑	23%	18%	5% ↓	4% ↓	0% ↓
Send tweets through Twitter	13%	24% ↑	21% ↑	13%	12%	6% ↓	1% ↓	0% ↓

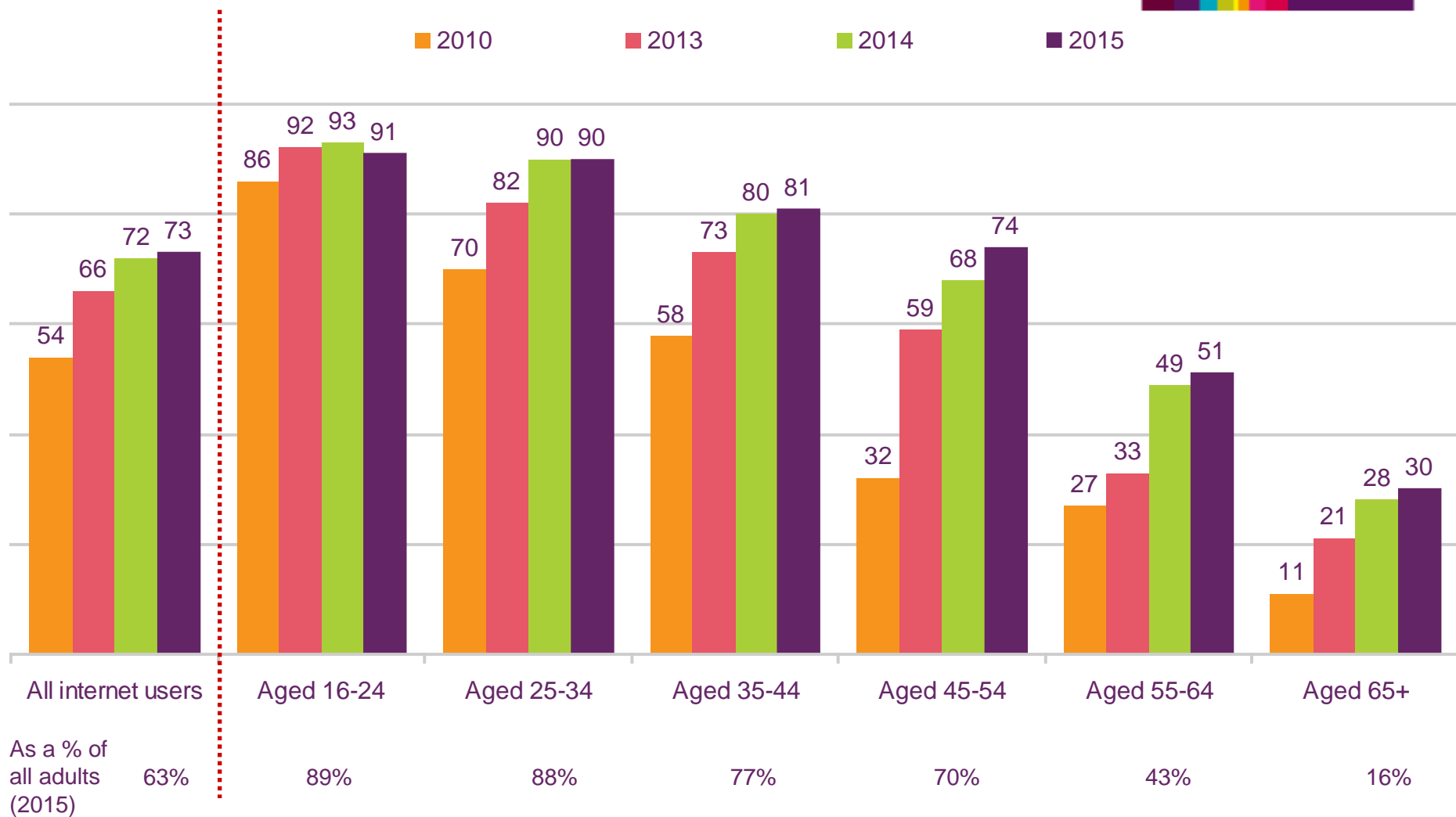
M3/ M4 – Please tell me from this list, the types of things you use your mobile phone for, and how often you do each. (Prompted responses, single coded)
 Significance testing shows any difference by age compared to all mobile users

Figure 53: Weekly use of a mobile phone for communication, by socio-economic group and gender

	All mobile users		AB	C1	C2	DE	Male	Female
	Base	1520	338	474	323	385	731	789
Make or receive calls		94%	93%	95%	93%	93%	93%	94%
Send or receive text messages		92%	93%	94%	89%	90%	90%	94% ↑
Look at social media sites or apps		51%	50%	59%↑	45%	49%	48%	54% ↑
Send or receive emails		49%	61% ↑	53%	38% ↓	39% ↓	50%	48%
Use Instant Messaging services such as such as Facebook Messenger, WhatsApp, Windows Live Messenger or Skype Chat		47%	45%	55%↑	41%	44%	43%	50% ↑
Send or receive photo messages		44%	48%	52%↑	35% ↓	40%	42%	46%
Upload or share videos or photos online		26%	24%	29%	24%	25%	26%	25%
Send or receive video clips		25%	28%	28%	18% ↓	24%	26%	24%
Make or receive telephone or video calls over the internet, using services like Skype or FaceTime		20%	22%	24%	15%	18%	21%	19%
Send tweets through Twitter		13%	18% ↑	15%	9%	8% ↓	13%	12%

M3/ M4 – 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 difference by socio-economic group compared to all mobile users and between males and females.

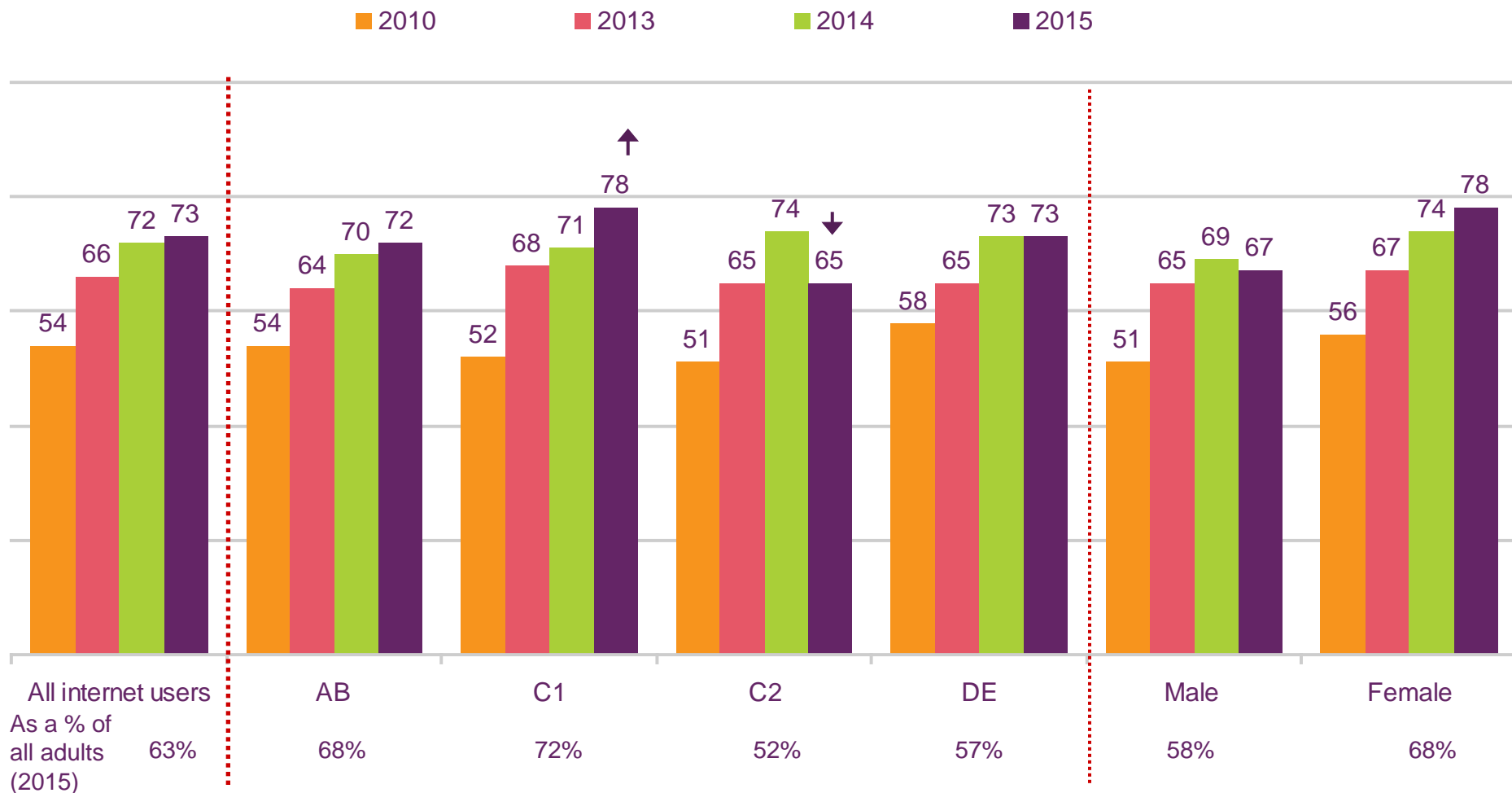
Figure 54: Incidence of having a social media profile, by age: 2010-15



IN24. I'd now like to ask you some questions about social media (DESCRIPTION OF SOCIAL MEDIA). Do you have a social media profile or account on any sites or apps? (Unprompted responses, single coded)

Base: All adults aged 16+ who go online (1609 in 2014, 1458 in 2015).

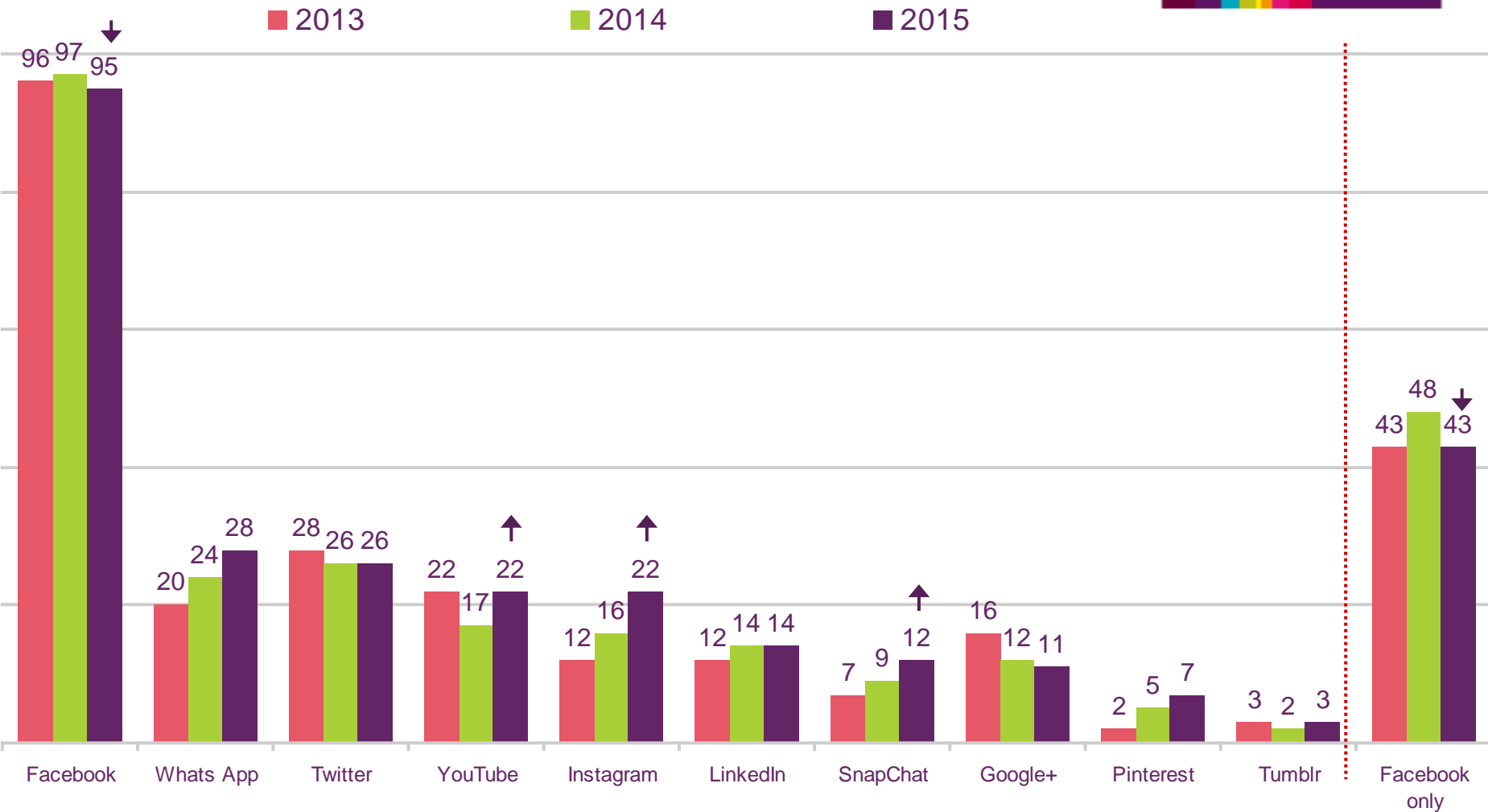
Figure 55: Incidence of having a social media profile, by socio-economic group and gender: 2010-15



IN24. I'd now like to ask you some questions about social media (DESCRIPTION OF SOCIAL MEDIA). Do you have a social media profile or account on any sites or apps? (Unprompted responses, single coded)

Base: All adults aged 16+ who go online (1609 in 2014, 1458 in 2015). Significance testing shows any change between 2014 and 2015

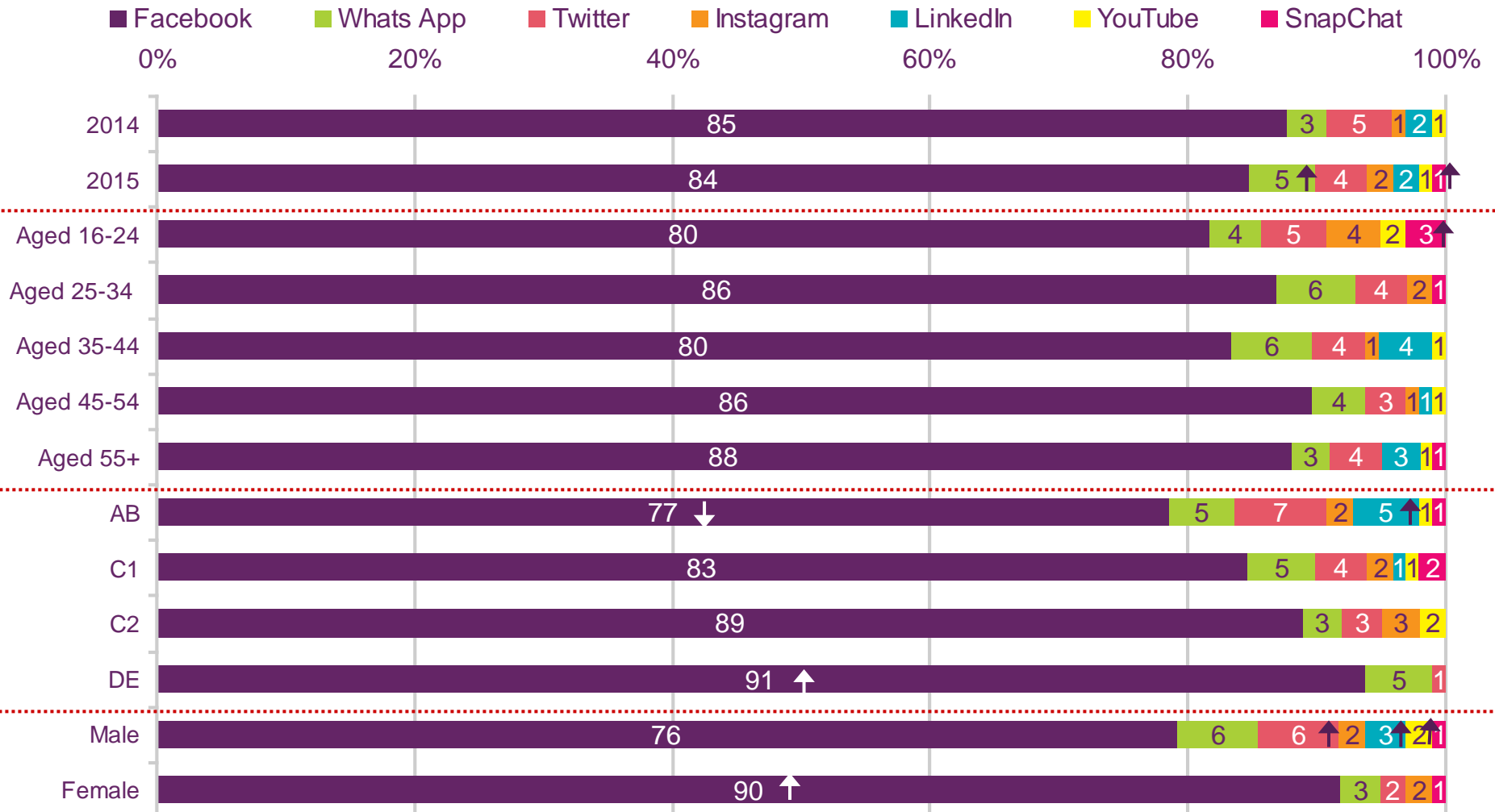
Figure 56: Social media sites used: 2013, 2014 and 2015



IN25 – Which sites or apps do you have a page or profile on? (Prompted responses, multi coded) – showing responses of 3% or more of adults in 2015 aged 16+ with a social media profile

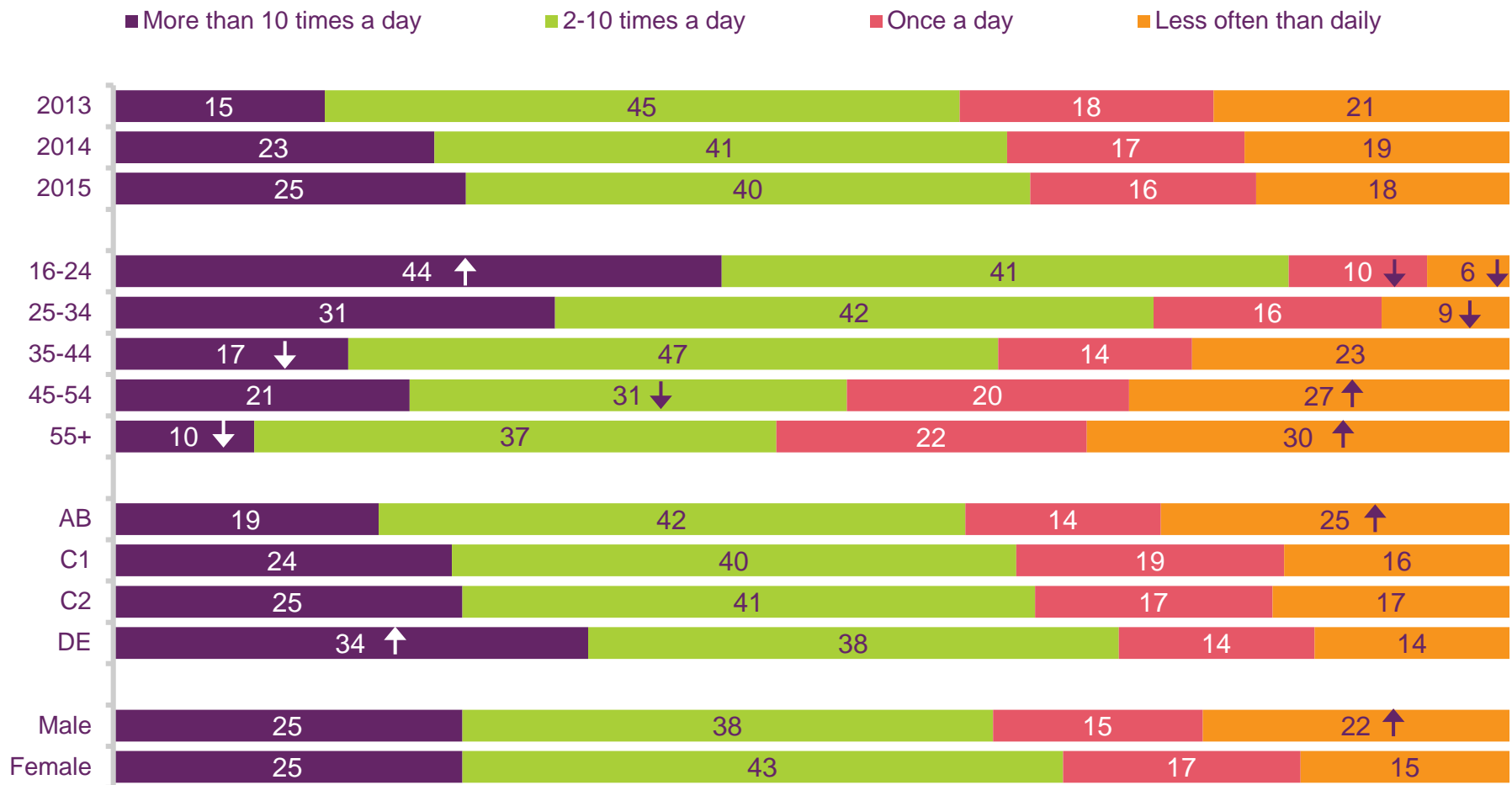
Base: All adults aged 16+ with a social media profile (1093 in 2014, 1019 in 2015). Significance testing shows any change between 2014 and 2015

Figure 57: Service considered as main social media profile, by demographic group



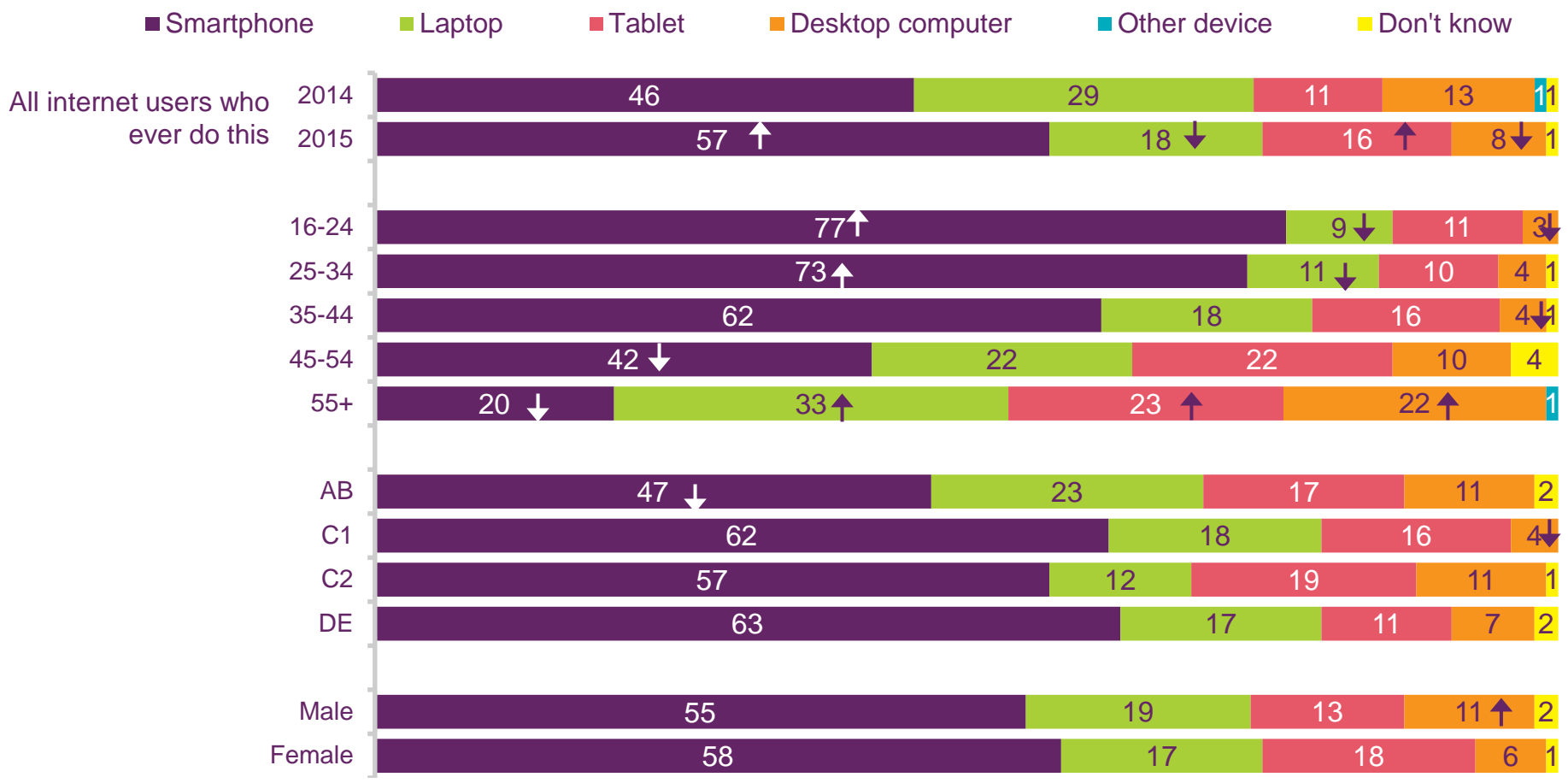
IN26 – And which one would you say is your main social media site or app – the one you use most often? (Prompted responses, multi coded)
 Base: All adults aged 16+ with a social media profile (1019 aged 16+, 220 aged 16-24, 222 aged 25-34, 218 aged 35-44, 191 aged 45-54, 168 aged 55+, 242 AB, 357 C1, 184 C2, 236 DE, 452 males, 567 females) Significance testing shows any change between 2014 and 2015, and any difference by age or socio-economic group compared to all and between males and females

Figure 58: Frequency of visiting any social media sites or apps, by year and demographic group



IN27– How often do you visit any social media sites or apps (like Facebook, Twitter, LinkedIn, Instagram, Tumblr or Pinterest) using any device? (Prompted responses, single coded)
 Base: All with social media profile (1093 in 2014, 1019 in 2015) - Significance testing shows any change between 2014 and 2015, any difference by age or socio-economic group compared to all and between males and females.

Figure 59: Device mostly used for social media, by demographic group



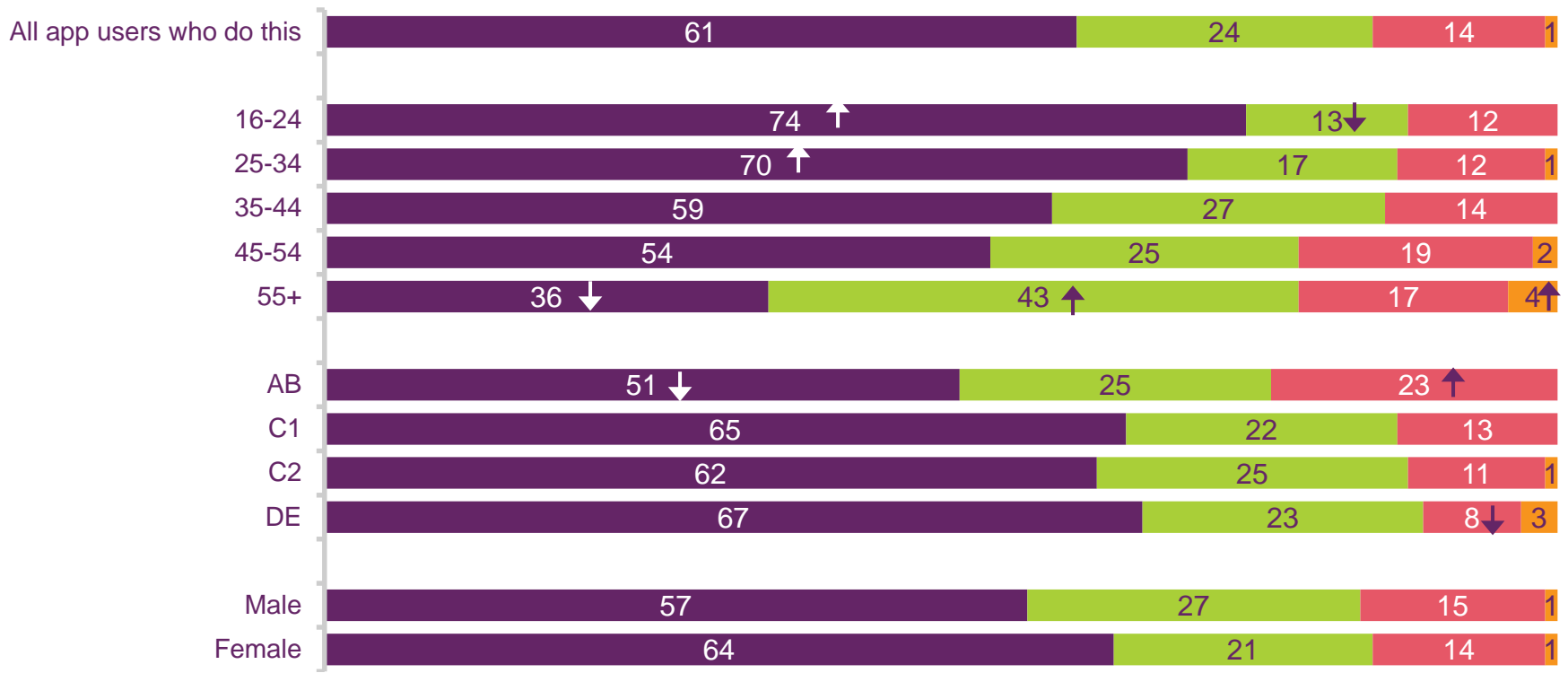
IN20C - Please take a look at this list of devices that can be used to go online. Which one of these devices do you use most for social media? (Prompted responses, single coded).

Base: All adults aged 16+ who go online at home or elsewhere and who ever look at social media sites or apps (1147 in 2014, 1077 in 2015, 230 aged 16-24, 232 aged 25-34, 229 aged 35-44, 187 aged 45-54, 199 aged 55+, 262 AB, 369 C1, 199 C2, 247 DE, 487 male, 590 female) - Significance testing shows any change between 2014 and 2015, any difference by age or socio-economic group compared to all and between males and females

Figure 60: Using an app versus using a browser for social media, by demographic group

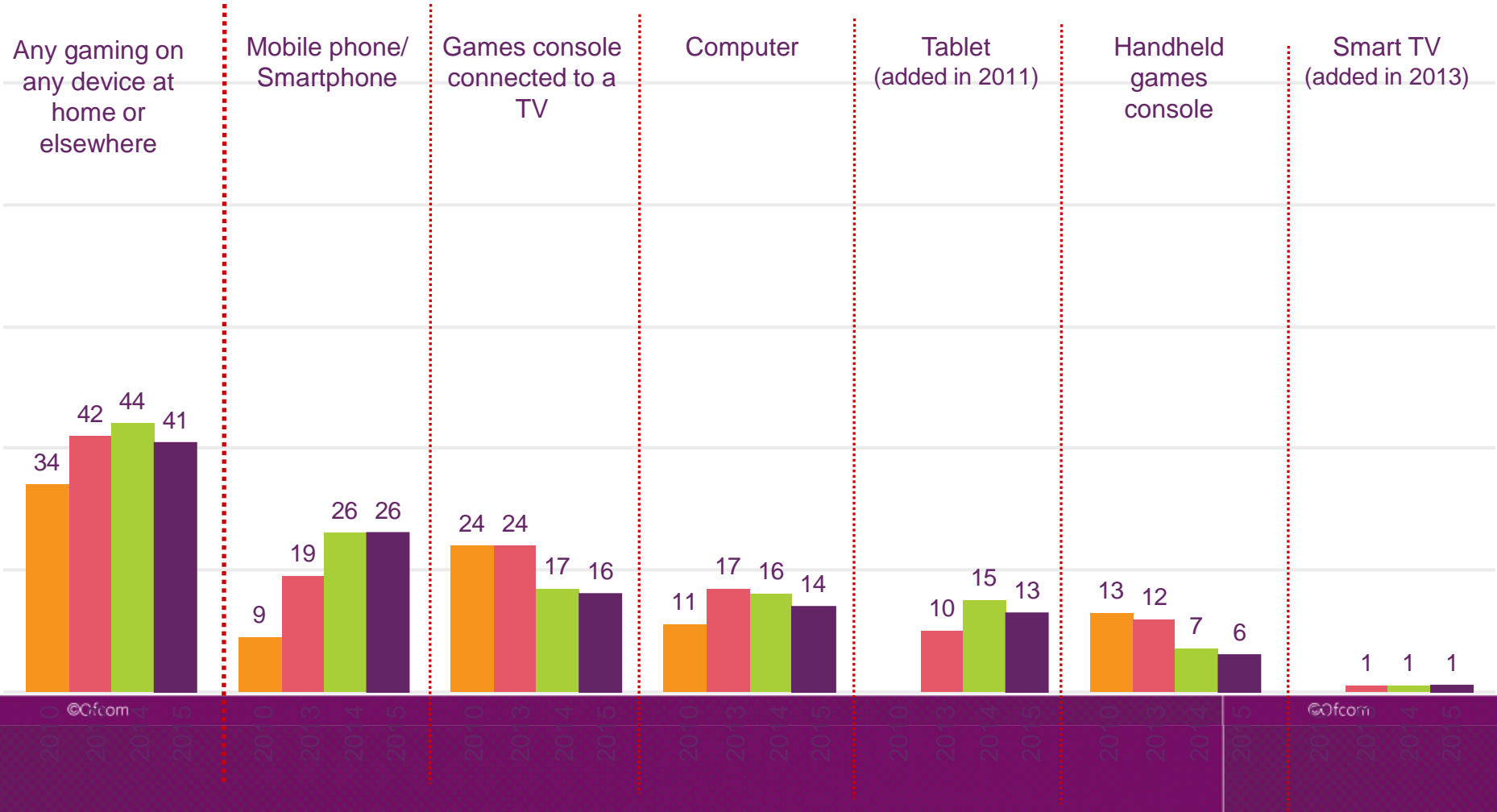


■ Prefer to use an app
 ■ Prefer to use a browser
 ■ No preference
 ■ Don't know



IN22D You said earlier you look at social media sites or apps. Do you prefer to do this through an app or through a web browser? (Prompted responses, single coded)
 Base: All adults aged 16+ who use apps and go online at home or elsewhere to look at social media sites or apps (992 aged 16+, 226 aged 16-24, 226 aged 25-34, 217 aged 35-44, 172 aged 45-54, 151 aged 55+, 247 AB, 348 C1, 178 C2, 219 DE, 454 male, 538 female) - Significance testing shows any difference by age or socio-economic group compared to all app users and between males and females.

Figure 61: Devices used for gaming at home or elsewhere: 2010-15



G1 – Do you ever play games at home or elsewhere in any of these ways? (Prompted responses, multi-coded)
 Base: All adults aged 16+ (1890 in 2014, 1841 in 2015).

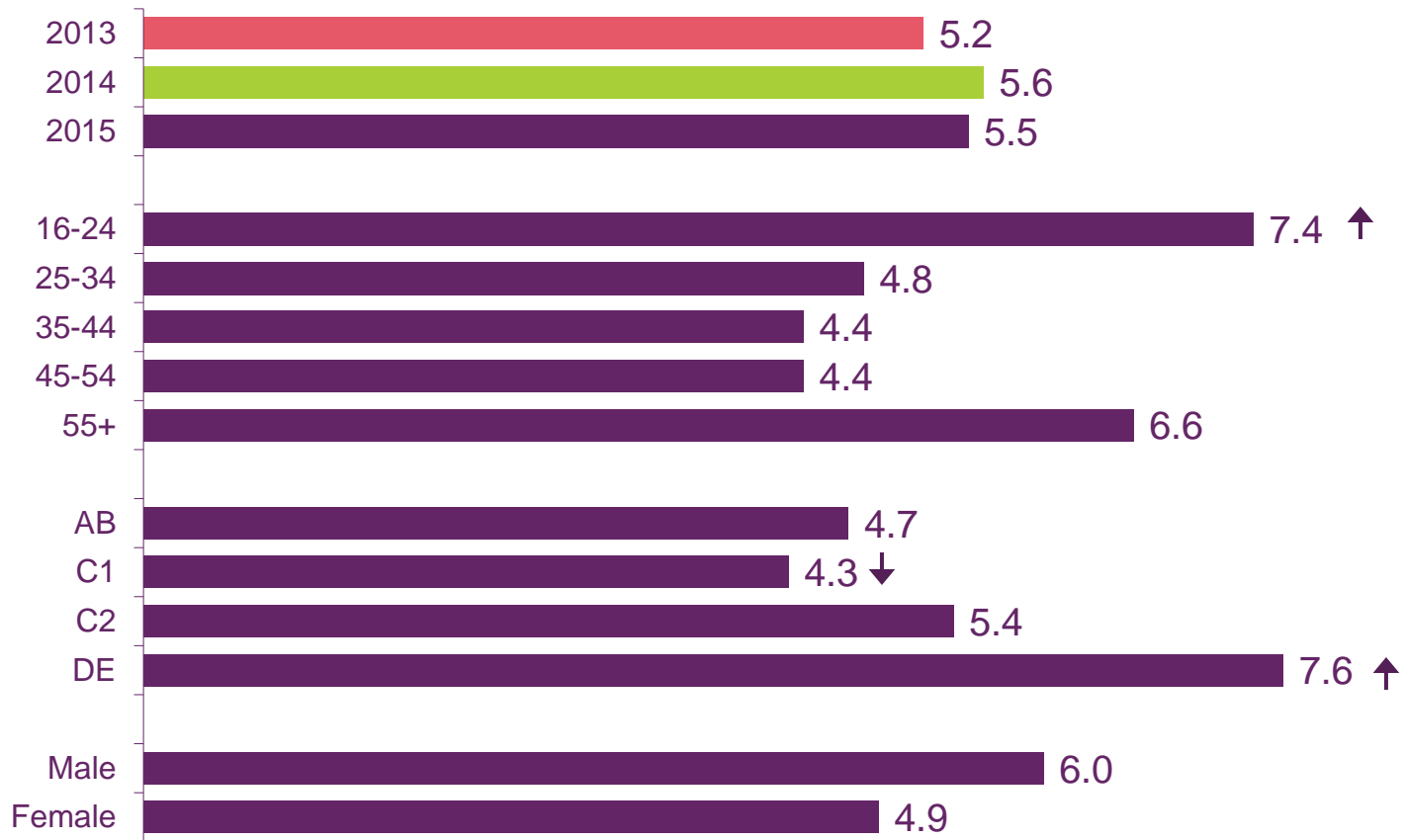
Figure 62: Devices used for gaming at home or elsewhere, by demographic group

	All adults	16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1841	246	263	300	279	277	223	253
Any gaming in any location	41%	66% ↑	63% ↑	44%	42%	25% ↓	17% ↓	9% ↓
Mobile phone/ smartphone	26%	44% ↑	47% ↑	28%	27%	9% ↓	5% ↓	1% ↓
Games console connected to a TV	16%	40% ↑	26% ↑	15%	13%	5% ↓	2% ↓	0% ↓
Computer (Desktop / laptop/ netbook)	14%	20% ↑	16%	11%	13%	14%	9% ↓	4% ↓
Tablet	13%	18%	20%	14%	13%	11%	5% ↓	3% ↓
Handheld games console	6%	14% ↑	7%	7%	4%	2%	0% ↓	1% ↓
Smart TV	1%	4% ↑	1%	1%	2%	0% ↓	0% ↓	0% ↓

	All adults	AB	C1	C2	DE	Male	Female
Base	1841	404	544	403	490	900	941
Any gaming in any location	41%	36%	45%	39%	45%	44%	39%
Mobile phone/ smartphone	26%	21%	27%	26%	29%	26%	25%
Games console connected to a TV	16%	14%	18%	14%	18%	22% ↑	10%
Computer (Desktop / laptop/ netbook)	14%	16%	15%	10%	12%	14%	13%
Tablet	13%	14%	17%	11%	11%	12%	14%
Handheld games console	6%	6%	6%	6%	6%	7% ↑	4%
Smart TV	1%	1%	1%	2%	2%	1%	1%

G1 – Do you ever play games at home or elsewhere in any of these ways? (Prompted responses, multi-coded)
 Significance testing shows any difference by age or socio economic group compared to all adults and between males and females

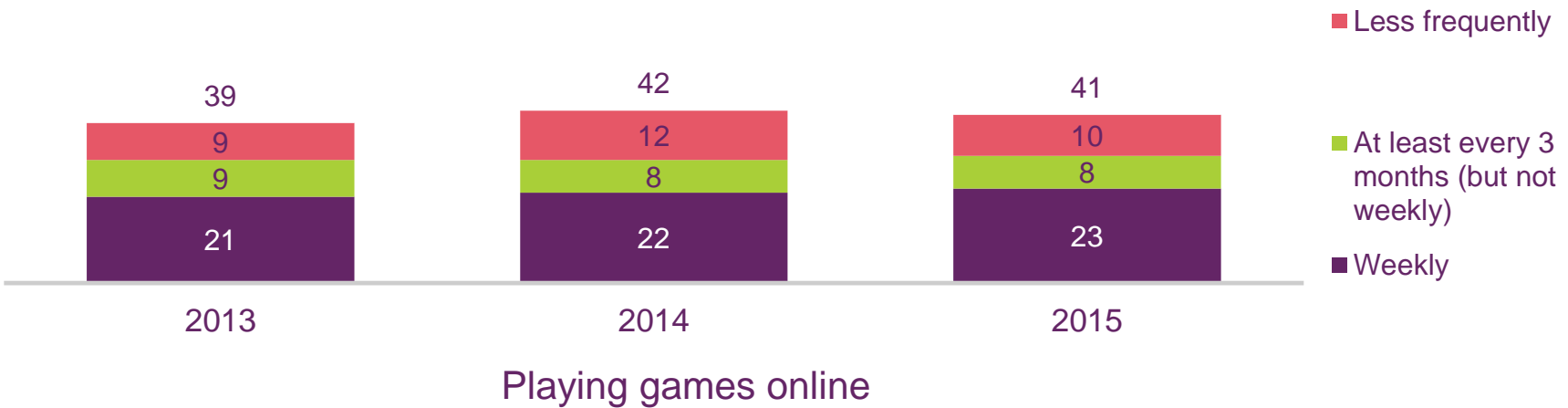
Figure 63: Volume of gaming per week, by year and demographic group



G2 – Please think about the hours that you spend game playing in a typical week – so both weekdays and at the weekend... How many hours in a typical week would you say you play games? (Unprompted responses, single coded)

Base: All adults aged 16+ who play games at home or elsewhere (743 in 2014, 654 in 2015, 164 aged 16-24, 153 aged 25-34, 121 aged 35-44, 101 aged 45-54, 115 aged 55+, 124 AB, 218 C1, 130 C2, 182 DE, 340 male, 314 female) Significance testing shows any change between 2014 and 2015, any difference by age or socio-economic group compared to all and between males and females.

Figure 64: Playing games online: 2013, 2014 and 2015



IN15/ IN16 -When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following? (Prompted responses, single coded)
Base: All adults aged 16+ who go online at home or elsewhere (1272 in 2013, 1609 in 2014, 1458 in 2015) - Significance testing shows any change between 2014 and 2015

Figure 65: Playing games online at least weekly, by demographic group

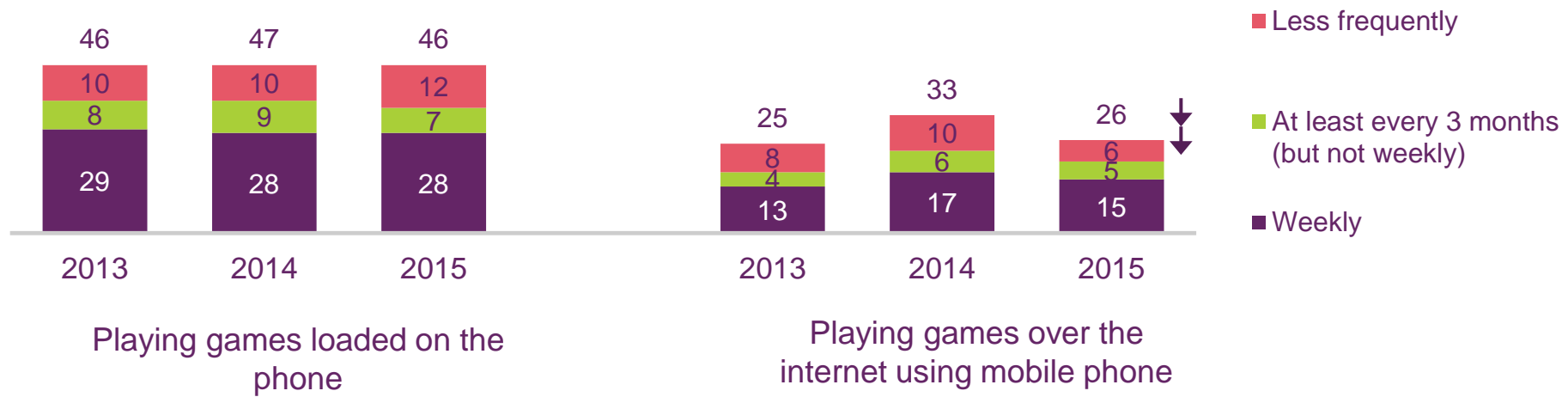


All internet users		16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1458	239	249	269	253	208	126	114
Playing games online	23%	39% ↑	29%	21%	16% ↓	15% ↓	18%	15% ↓

All internet users		AB	C1	C2	DE	Male	Female
Base	1458	367	471	289	331	712	746
Playing games online	23%	16% ↓	23%	23%	33% ↑	25%	21%

IN15/ IN16 -When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following? (Prompted responses, single coded)
 Significance testing shows any difference by age or socio-economic group compared to all internet users and between males and females.

Figure 66: Use of a mobile phone for gaming: 2013, 2014 and 2015



M3/ M4 – 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 (1465 in 2013, 1670 in 2014, 1520 in 2015) - Significance testing shows any change between 2014 and 2015

Figure 67: Use of a mobile phone at least weekly for gaming, by demographic group

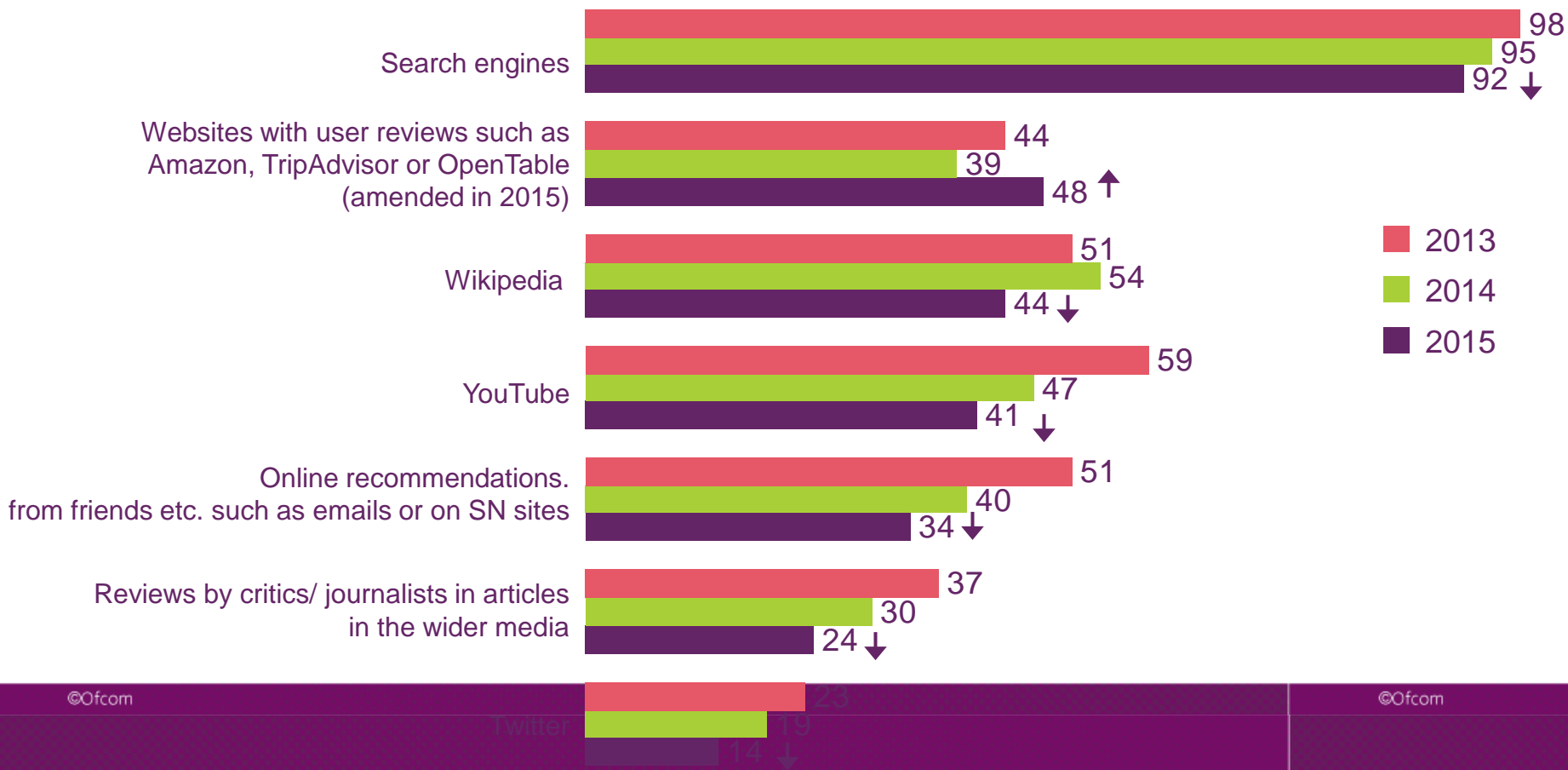


All mobile users		16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1520	235	240	264	250	228	169	134
Playing games loaded on the phone	28%	52% ↑	42% ↑	30%	28%	7% ↓	9% ↓	0% ↓
Playing games over the internet using mobile phone	15%	34% ↑	25% ↑	16%	9% ↓	3% ↓	1% ↓	1% ↓

All mobile users		AB	C1	C2	DE	Male	Female
Base	1520	338	474	323	385	731	789
Playing games loaded on the phone	28%	21% ↓	28%	26%	37% ↑	30%	26%
Playing games over the internet using mobile phone	15%	13%	16%	11%	20%	18% ↑	13%

M3/ M4 – 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 difference by age or socio-economic group compared to all mobile users and between males and females.

Figure 68: Sources ever used when looking for information online: 2013, 2014 and 2015



IN47 Please think about when you want to look for information about something online? Which if any of these sources have you ever used to look for information online (Prompted responses, multi-coded)

Base: All internet users aged 16+ (1032 in 2013, 1069 in 2014, 1458 in 2015) – Significance testing shows any change between 2014 and 2015

Figure 69: Sources ever used when looking for information online, by age



	All internet users	16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1458	239	249	269	253	208	126	114
Search engines	92%	94%	96% ↑	94%	92%	89%	82% ↓	80% ↓
Websites with user reviews	48%	48%	56%	52%	50%	44%	37% ↓	28% ↓
Wikipedia	44%	52%	51%	50%	45%	33% ↓	27% ↓	19% ↓
YouTube	41%	56%	55% ↑	44%	38%	26% ↓	21% ↓	6% ↓
Online recommendations from friends etc	34%	32%	44% ↑	39%	32%	27%	26%	10% ↓
Reviews by critics/ journalists in articles in the wider media	24%	24%	27%	25%	28%	20%	19%	13% ↓
Twitter	14%	23% ↑	20% ↑	16%	14%	6%	1% ↓	1% ↓

IN47 Please think about when you want to look for information about something online? Which if any of these sources have you ever used to look for information online (Prompted responses, multi-coded)
 Significance testing shows any difference by age compared to all internet users

Figure 70: Sources used when looking for information online, by socio-economic group and gender

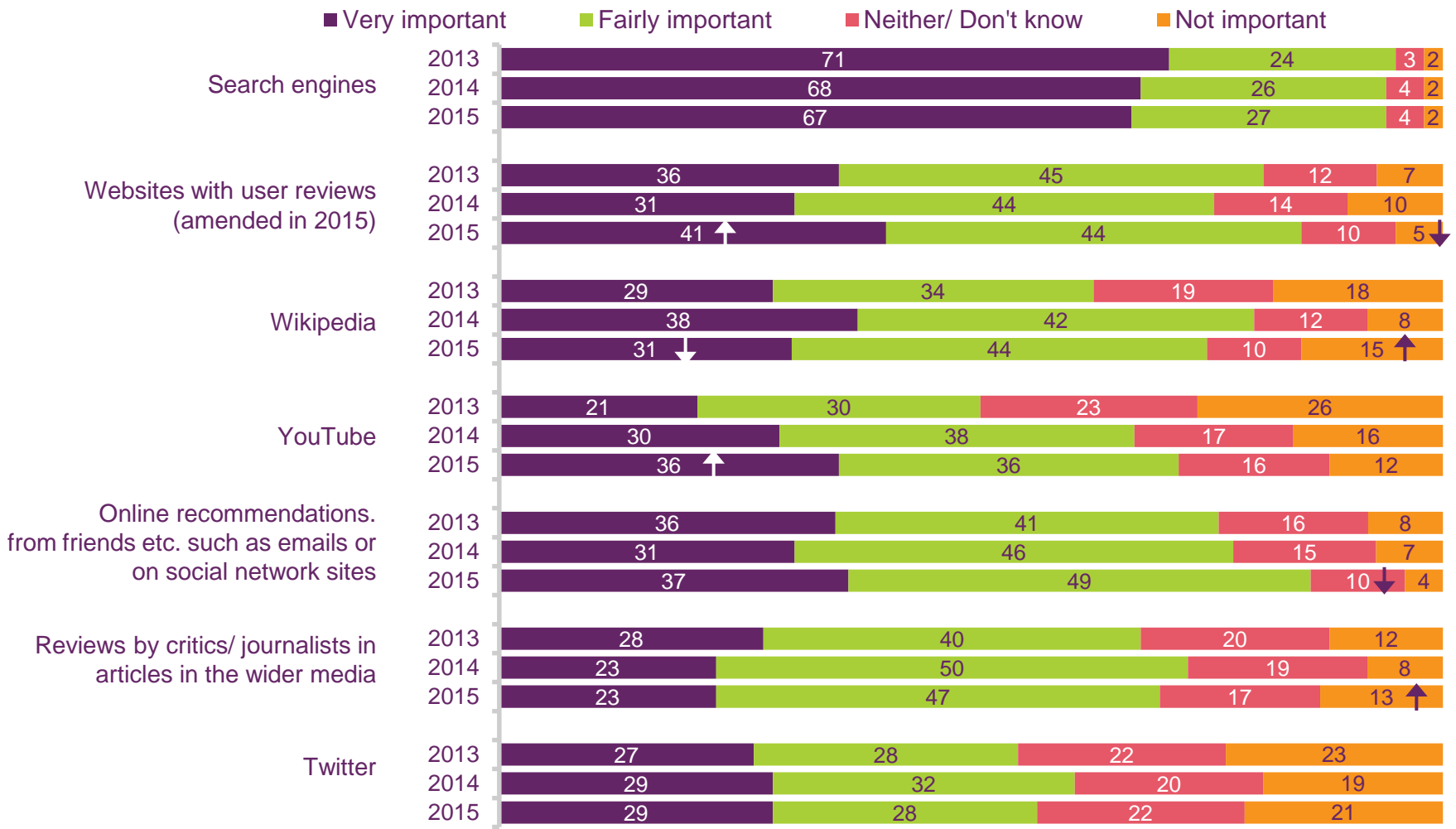


	All internet users		AB	C1	C2	DE	Male	Female
	Base	1458	367	471	289	331	712	746
Search engines		92%	92%	94%	92%	88%	91%	93%
Websites with user reviews		48%	61% ↑	51%	37% ↓	39% ↓	46%	50%
Wikipedia		44%	55% ↑	44%	38%	35% ↓	47% ↑	41%
YouTube		41%	43%	42%	41%	38%	45% ↑	37%
Online recommendations from friends etc		34%	43% ↑	32%	28%	28%	34%	33%
Reviews by critics/ journalists in articles in the wider media		24%	34% ↑	25%	21%	13% ↓	27% ↑	21%
Twitter		14%	16%	17%	9%	12%	15%	13%

IN47 Please think about when you want to look for information about something online? Which if any of these sources have you ever used to look for information online (Prompted responses, multi-coded)

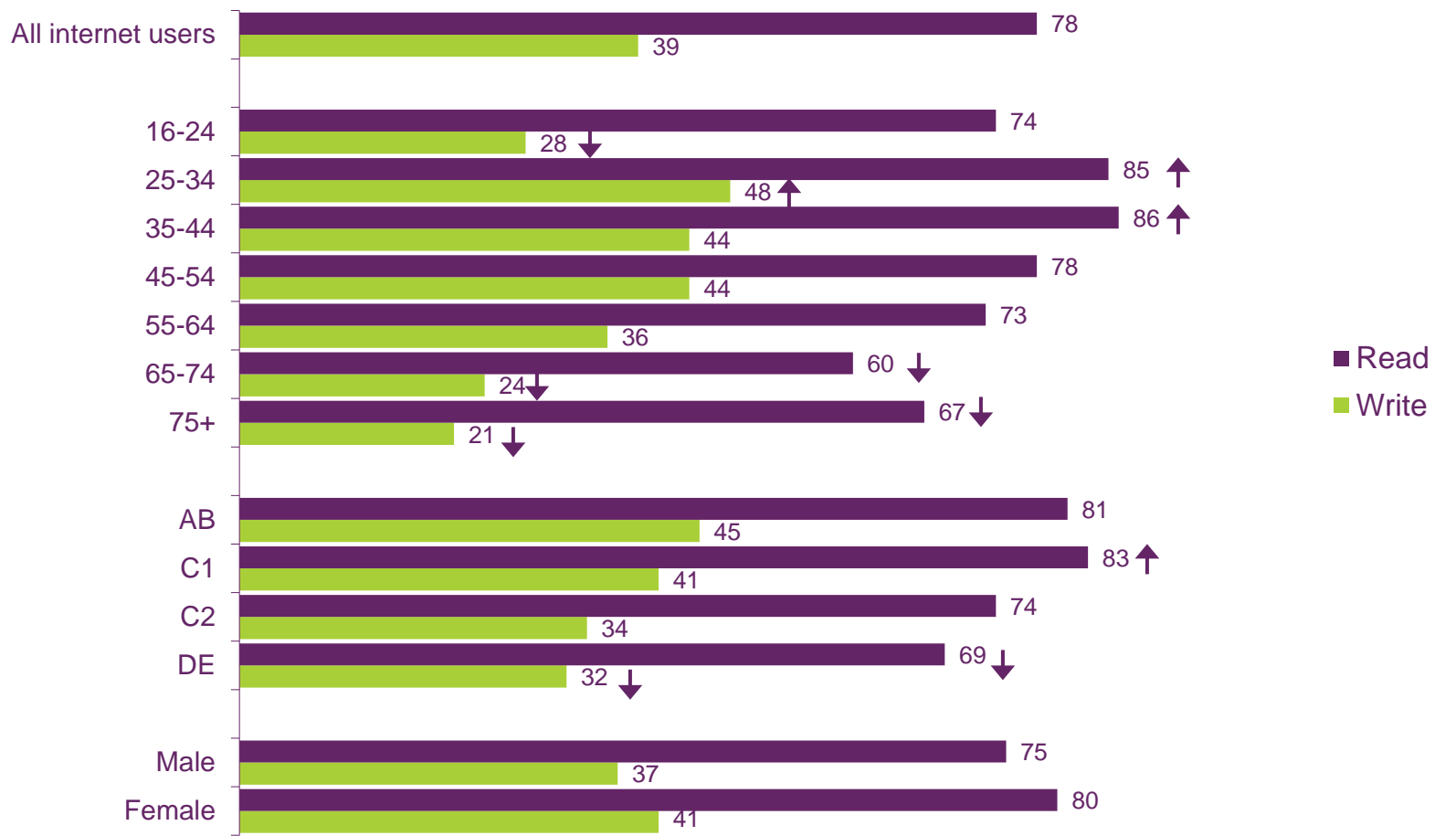
Significance testing shows any difference by socio-economic group compared to all internet users and between males and females.

Figure 71: Importance of each information source used: 2013, 2014 and 2015



IN48A-G – Please use this card to say how important each of the following sources of information are to you, if at all (Prompted responses, multi coded)
 Base: All adults aged 16+ who go online who use each source (variable base). Significance testing shows any change between 2014 and 2015.

Figure 72: Reading and writing online reviews, by demographic group



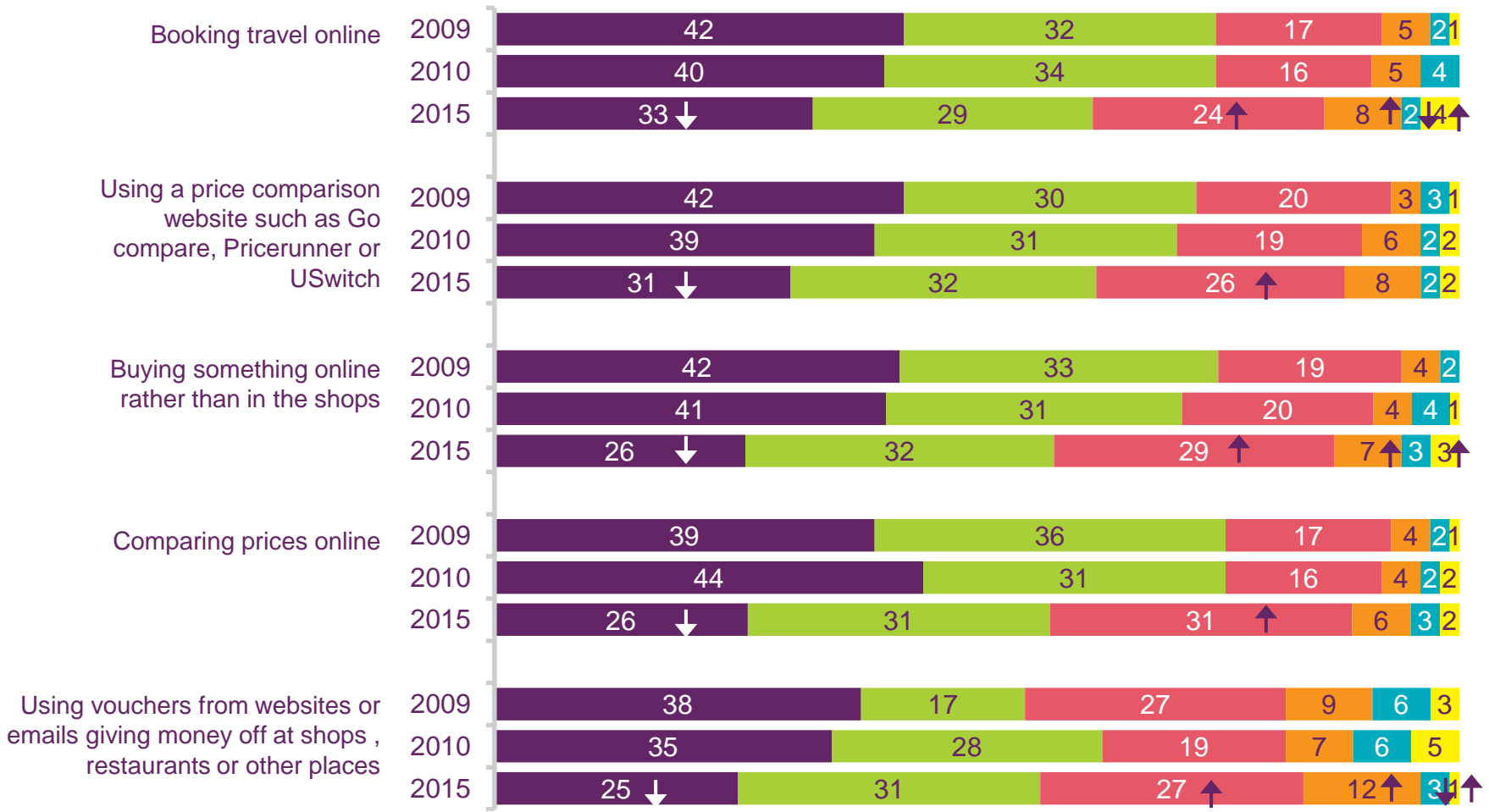
IN49/ 50- Before you decide to purchase a product or use a service, do you read reviews that other members of the public have written or posted online about that product or service? / After purchasing a product or using a service, do you write online reviews for other people to read about that product or service (Unprompted responses, single coded)

Base: All adults aged 16+ who go online (1609 in 2014, 1458 in 2015) Significance testing shows any difference by age or socio-economic group compared to all internet users and between males and females.

Figure 73: Extent to which savings have been made by internet users in the past six months: 2009, 2010 and 2015

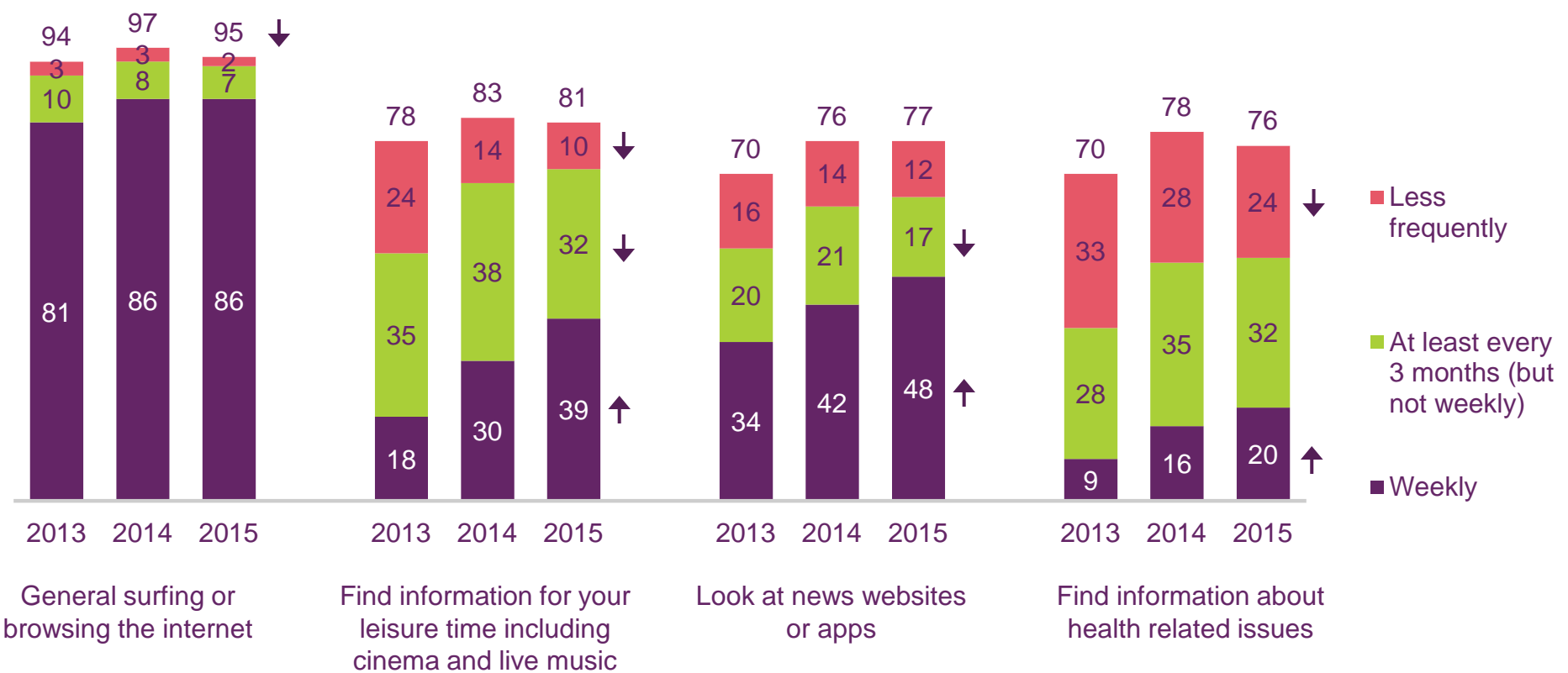


■ 5 - Very significant savings made
 ■ 4
 ■ 3
 ■ 2
 ■ 1 - Not at all significant savings made
 ■ Don't know



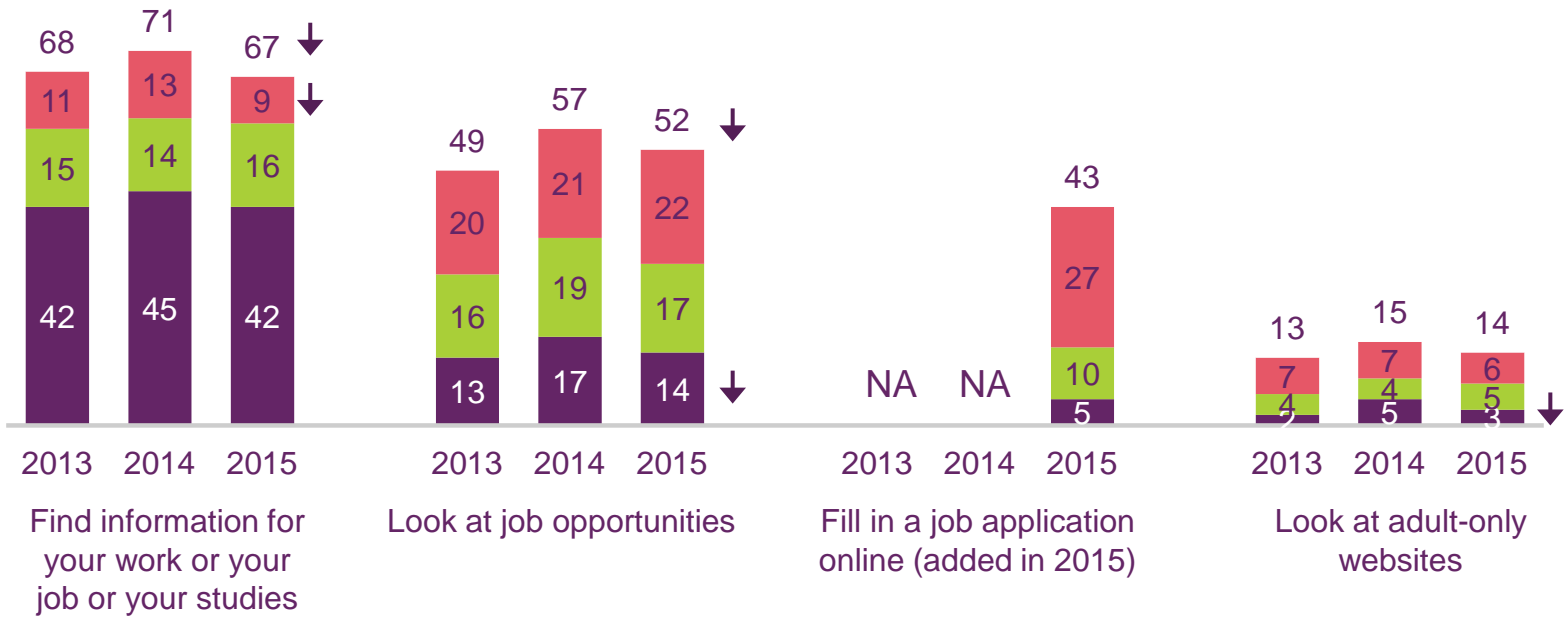
IN45/ IN46A-E Now, thinking about possible savings you might make by going on the internet... In the last six months, would you say you have saved money by doing any of these?/ Which of these best describes the savings you have made in the last six months by [ACTION AT IN45]? (Prompted responses, single coded)
 Base: All adults aged 16+ who go online that have made savings (variable base). Significance testing shows any change between 2010 and 2015.

Figure 74(1): Browsing/ searching for information: 2013, 2014 and 2015



IN15/ IN16 -When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following? (Prompted responses, single coded)
 Base: All adults aged 16+ who go online at home or elsewhere (1272 in 2013, 1609 in 2014, 1458 in 2015) - Significance testing shows any change between 2014 and 2015

Figure 74(2): Browsing/ searching for information: 2013, 2014 and 2015



IN15/ IN16 -When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following? (Prompted responses, single coded)
 Base: All adults aged 16+ who go online at home or elsewhere (1272 in 2013, 1609 in 2014, 1458 in 2015) - Significance testing shows any change between 2014 and 2015

Figure 75: Browsing/ searching for information at least weekly, by age



All internet users		16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1458	239	249	269	253	208	126	114
General surfing/ browsing the internet	86%	93%↑	92%↑	91%	88%	78%↓	65%↓	71%↓
Look at news websites or apps	48%	48%	51%	51%	52%	46%	34%↓	30%↓
Find information for your work or your job or your studies	42%	57%↑	46%	51%↑	47%	30%↓	11%↓	5%↓
Find information for your leisure time including cinema and live music	39%	55%↑	38%	44%	40%	31%↓	24%↓	14%↓
Find information about health related issues	20%	22%	22%	22%	24%	15%	14%	16%
Look at job opportunities	14%	28%↑	16%	13%	17%	6%↓	0%↓	0%↓
Fill in a job application online	5%	13%↑	6%	4%	4%	3%	0%↓	0%↓
Look at adult-only websites	3%	5%	4%	3%	4%	2%	1%	0%↓

IN15/ IN16 -When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following? (Prompted responses, single coded)
 Significance testing shows any difference by age compared to all internet users

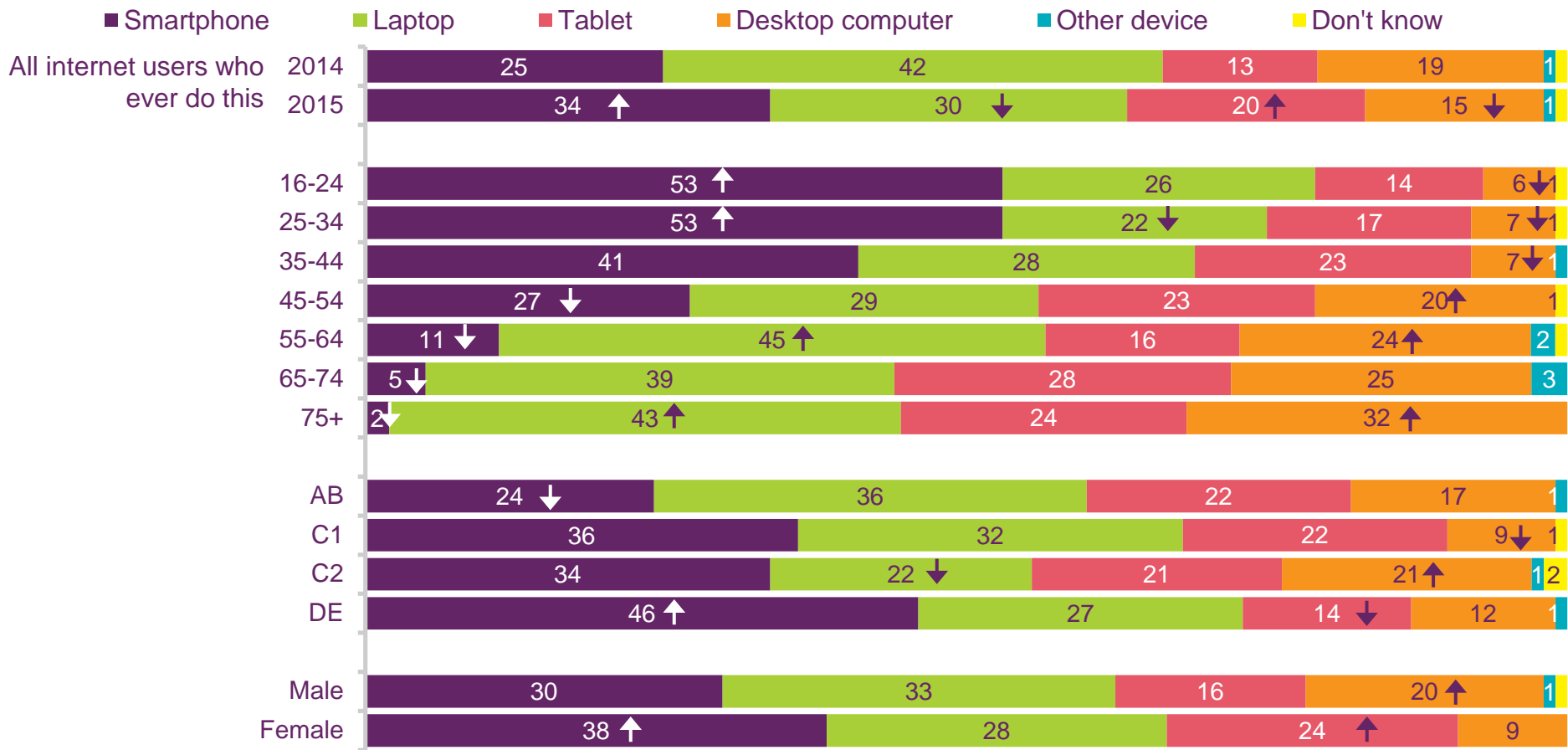
Figure 76: Browsing/ searching for information at least weekly, by socio-economic group and gender



All internet users		AB	C1	C2	DE	Male	Female
Base	1458	367	471	289	331	712	746
General surfing/ browsing the internet	86%	88%	87%	83%	83%	84%	87%
Look at news websites or apps	48%	61%↑	50%	41%	36%↓	53%↑	44%
Find information for your work or your job or your studies	42%	57%↑	50%↑	27%↓	25%↓	44%	40%
Find information for your leisure time including cinema and live music	39%	49%↑	40%	32%	31%↓	42%↑	36%
Find information about health related issues	20%	23%	23%	14%↓	20%	19%	22%
Look at job opportunities	14%	12%	13%	10%	21%↑	16%↑	12%
Fill in a job application online	5%	4%	4%	2%↓	11%↑	5%	5%
Look at adult-only websites	3%	3%	4%	4%	3%	5%↑	1%

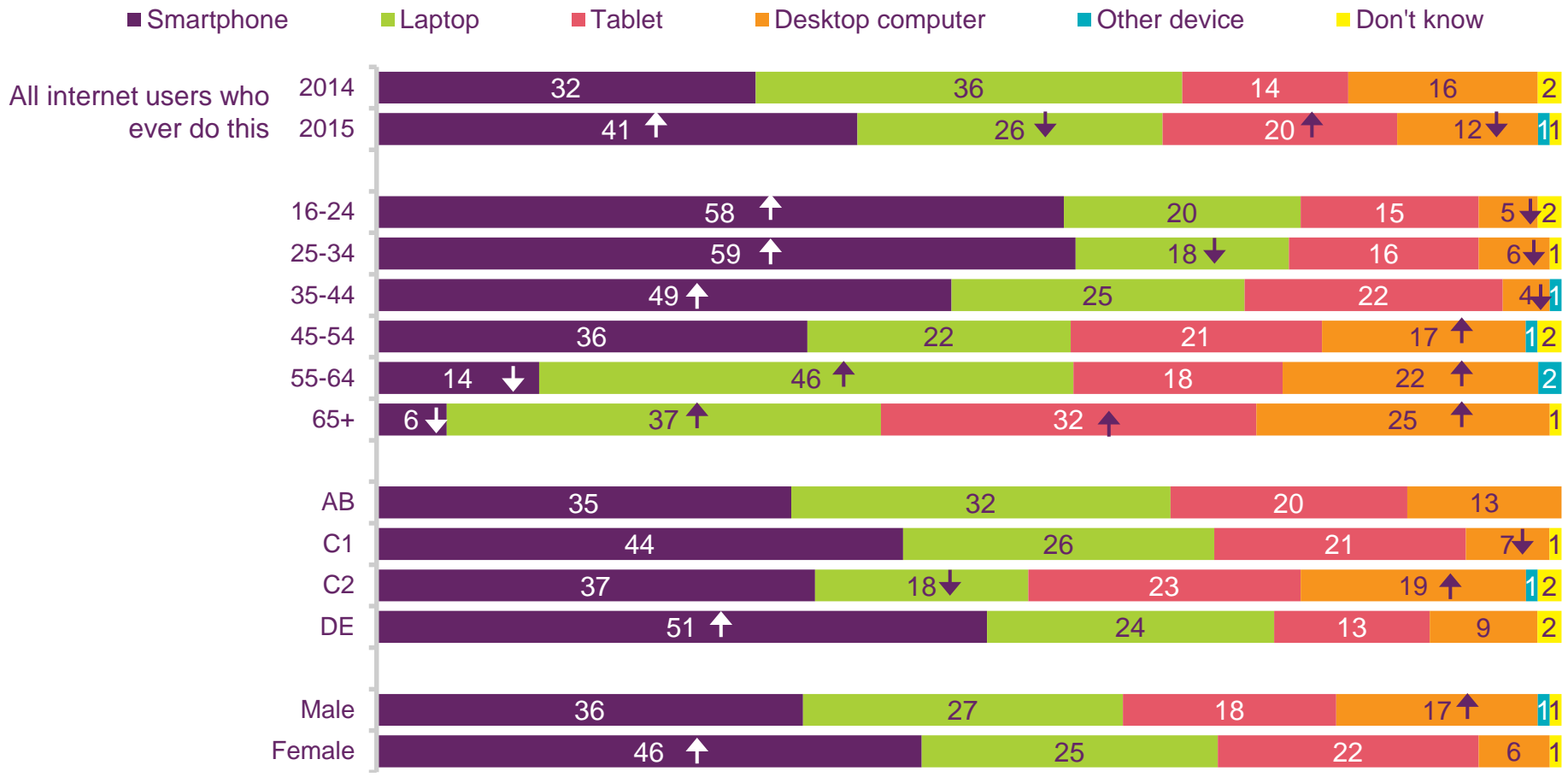
IN15/ IN16 -When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following? (Prompted responses, single coded)
 Significance testing shows any difference by socio-economic group compared to all internet users and between males and females.

Figure 77: Device mostly used for surfing/ browsing the internet, by demographic group



IN20F. 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 surfing or browsing the internet? (Prompted responses, single coded).
 Base: Adults aged 16+ who go online at home or elsewhere who ever surf/ browse the internet (1541 in 2014, 1387 in 2015, 237 aged 16-24, 244 aged 25-34, 261 aged 35-44, 2244 aged 45-54, 193 aged 55-64, 105 aged 65-74, 103 aged 75+, 354 AB, 452 C1, 275 C2, 306 DE, 671 male, 716 female) - Significance testing shows any change between 2014 and 2015, any difference by age or socio-economic group compared to all and between males and females

Figure 78: Device mostly used for looking at news websites/apps, by demographic group

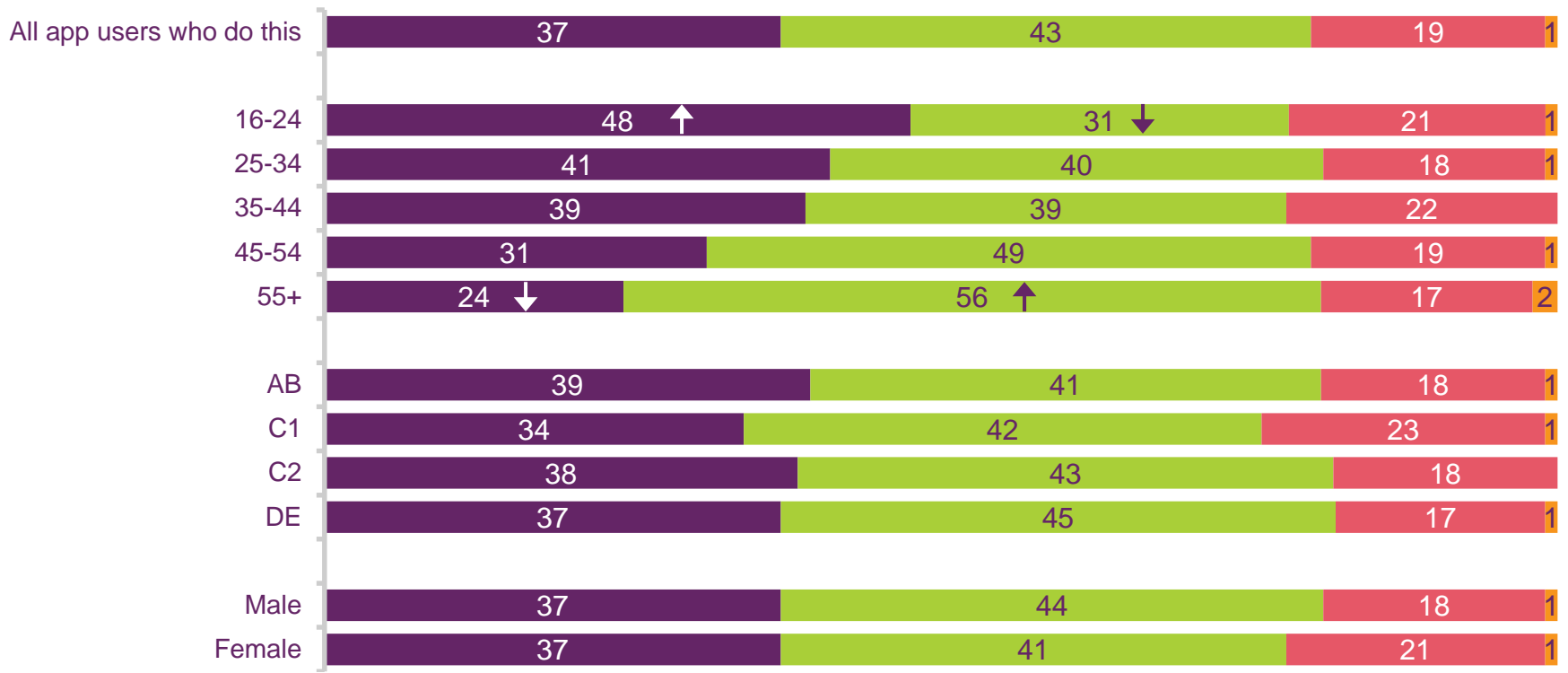


IN20G. Please take a look at this list of devices that can be used to go online. Which one of these devices do you use most for looking at news websites or apps? (Prompted responses, single coded).
 Base: All adult internet users aged 16+ who go online at home or elsewhere who ever look at news websites or apps (1171 in 2014, 1099 in 2015, 189 aged 16-24, 198 aged 25-34, 227 aged 35-44, 199 aged 45-54, 1144 aged 55-64, 142 aged 65+, 316 AB, 374 C1, 209 C2, 200 DE, 562 6 male, 537 female) - Significance testing shows any change between 2014 and 2015, any difference by age or socio-economic group compared to all and between males and females

Figure 79: Using an app versus using a browser for online news



■ Prefer to use an app
 ■ Prefer to use a browser
 ■ No preference
 ■ Don't know

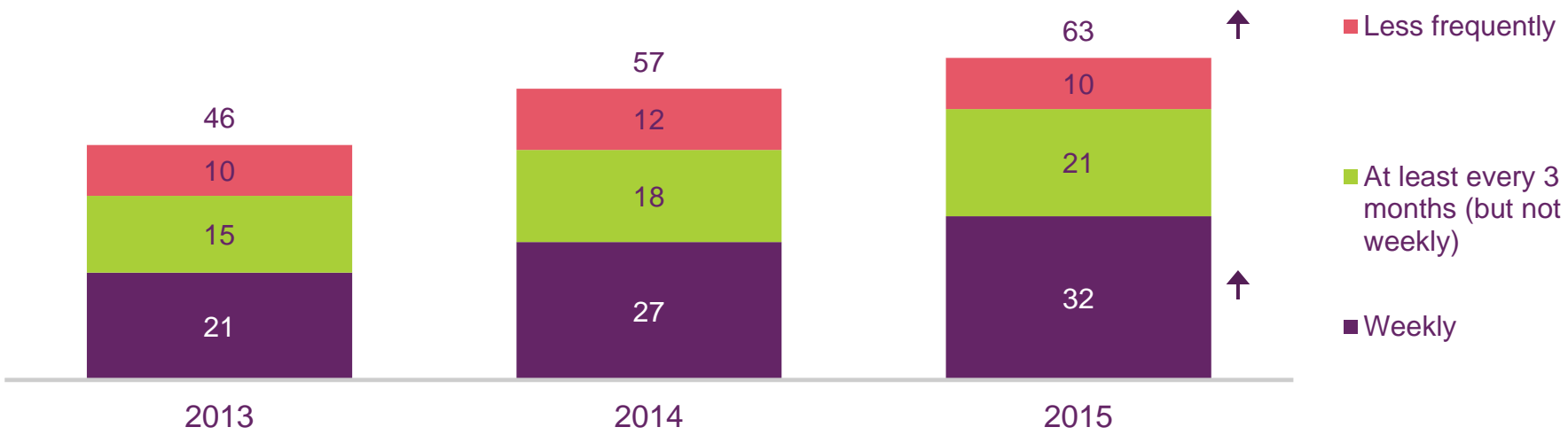


IN221 You said earlier you look at news online. Do you prefer to do this through an app or through a web browser? (Prompted responses, single coded)
 Base: All adults aged 16+ who use apps and go online to look at news(965 aged 16+, 186 aged 16-24, 192 aged 25-34, 211 aged 35-44, 186 aged 45-54, 190 aged 55+, 276 AB, 341 C1, 173 C2, 175 DE, 484 male, 481 female) - Significance testing shows any difference by age or socio-economic group compared to all app users and between males and females

Figure 80: Use of a mobile phone for browsing/ searching for content: 2013, 2014 and 2015



Use features such as maps or satellite navigation to get to where you want to/ plot a route to your destination



M3/ M4 – 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 (1465 in 2013, 1670 in 2014, 1520 in 2015) - Significance testing shows any change between 2014 and 2015

Figure 81: Use of a mobile phone at least weekly for browsing/ searching for content, by demographic group

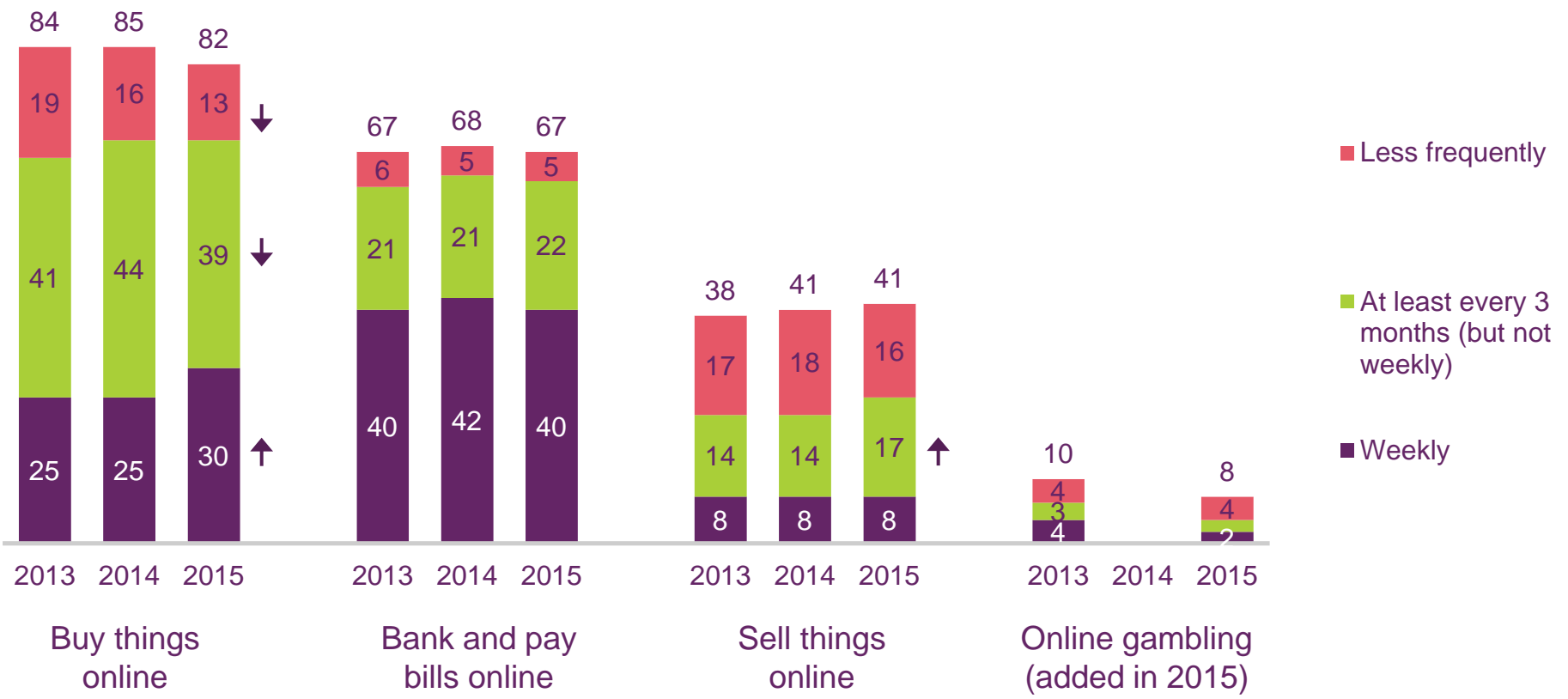


All mobile users		16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1520	235	240	264	250	228	169	134
Use features such as maps or satellite navigation to get to where you want to/ plot a route to your destination	32%	41% ↑	45% ↑	38%	34%	22% ↓	4% ↓	2% ↓

All mobile users		AB	C1	C2	DE	Male	Female
Base	1520	338	474	323	385	731	789
Use features such as maps or satellite navigation to get to where you want to/ plot a route to your destination	32%	42% ↑	38% ↑	24% ↓	18% ↓	39% ↑	25%

M3/ M4 – 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 difference by age or socio-economic group compared to all mobile users and between males and females.

Figure 82: Using transactional services online, by activity type: 2013, 2014 and 2015



IN15/ IN16 -When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following? (Prompted responses, single coded)
 Base: All adults aged 16+ who go online (1272 in 2013, 1609 in 2014, 1458 in 2015) - Significance testing shows any change between 2014 and 2015

Figure 83: Weekly use of transactional services online, by demographic group

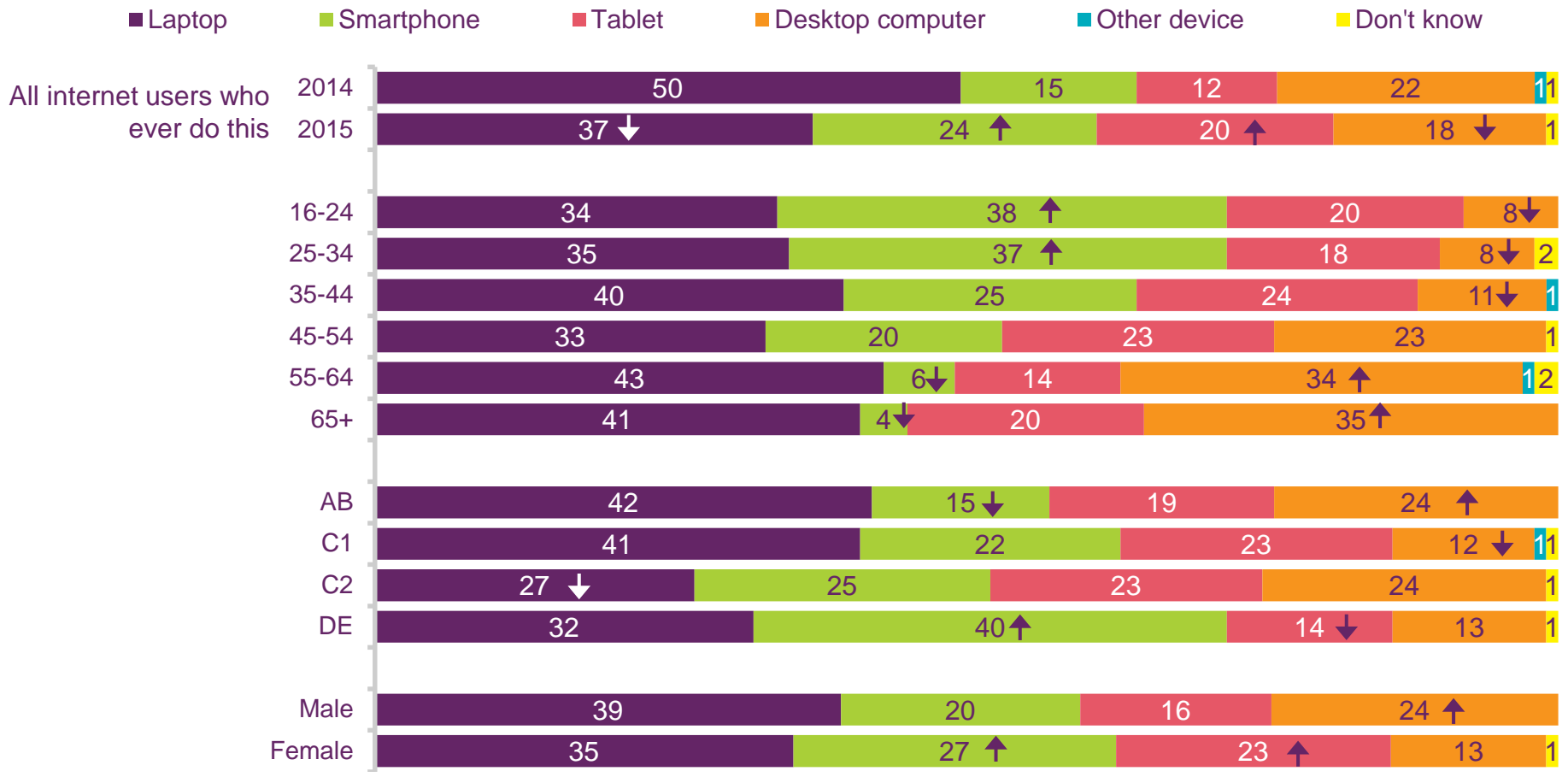


All internet users		16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1458	239	249	269	253	208	126	114
Bank and pay bills online	40%	29% ↓	50% ↑	50% ↑	42%	33%	22% ↓	26% ↓
Buy things online	30%	27%	40% ↑	36%	29%	27%	15% ↓	7% ↓
Sell things online	8%	4%	12% ↑	9%	11%	4%	2% ↓	1% ↓
Online gambling	2%	2%	4%	1%	2%	2%	2%	0% ↓

All internet users		AB	C1	C2	DE	Male	Female
Base	1458	367	471	289	331	712	746
Bank and pay bills online	40%	50% ↑	40%	38%	26% ↓	41%	39%
Buy things online	30%	40% ↑	29%	25%	24%	30%	31%
Sell things online	8%	11%	8%	6%	6%	9%	7%
Online gambling	2%	2%	2%	1%	1%	3%	1%

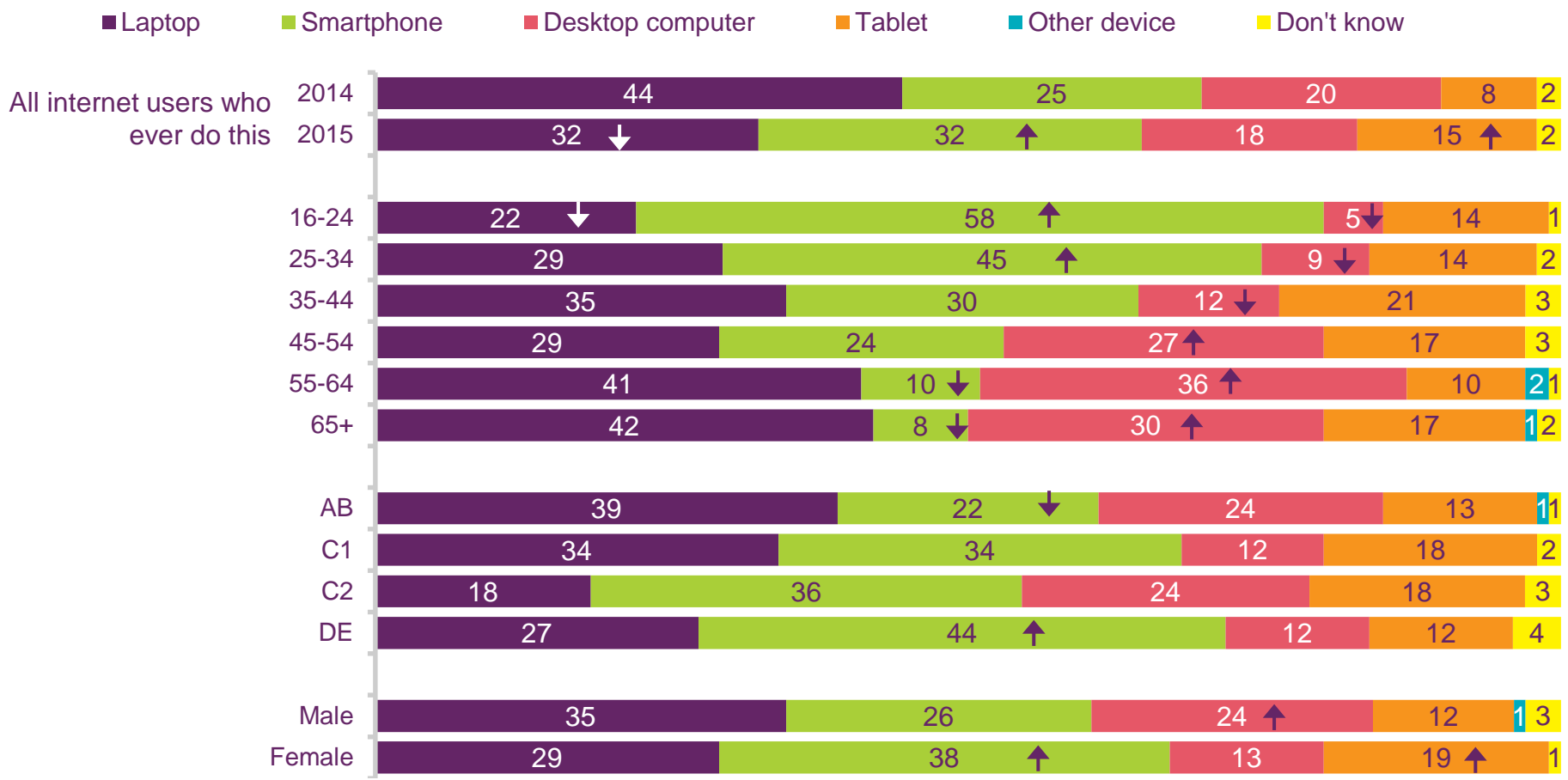
IN15/ IN16 -When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following? (Prompted responses, single coded)
 Significance testing shows any difference by age or socio-economic group compared to all internet users and between males and females.

Figure 84: Device mostly used for buying things online, by demographic group



IN20A. 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 adults aged 16+ who go online who ever buy things online (1321 in 2014, 1176 in 2015, 205 aged 16-24, 223 aged 25-34, 236 aged 35-44, 211 aged 45-54, 158 aged 55-64, 143 aged 65+, 323 AB, 409 C1, 214 C2, 230 DE, 555 male, 621 female) - Significance testing shows any change between 2014 and 2015, any difference by age or socio-economic group compared to all and between males and females.

Figure 85: Device mostly used for banking online, by demographic group



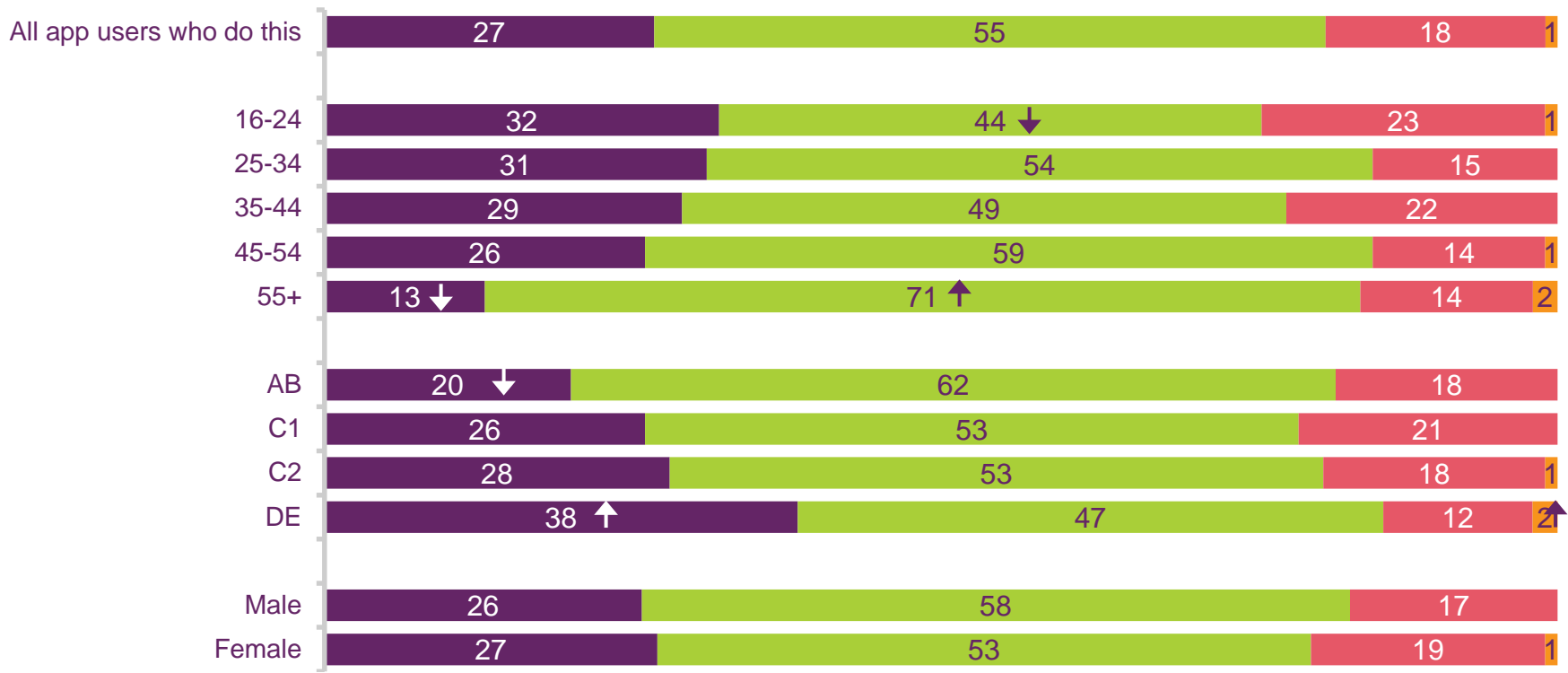
IN20B. Please take a look at this list of devices that can be used to go online. Which one of these devices do you use most for banking online? (Prompted responses, single coded).

Base: All adults aged 16+ who go online who ever bank or pay bills online (1017 in 2014, 930 in 2015, 141 aged 16-24, 195 aged 25-34, 199 aged 35-44, 177 aged 45-54, 113 aged 55-64, 105 aged 65+, 277 AB, 325 C1, 163 C2, 165 DE, 442 male, 488 female) - Significance testing shows any change between 2014 and 2015, any difference by age or socio-economic group compared to all and between males and females

Figure 86: Using an app versus using a browser for buying things online



■ Prefer to use an app
 ■ Prefer to use a browser
 ■ No preference
 ■ Don't know

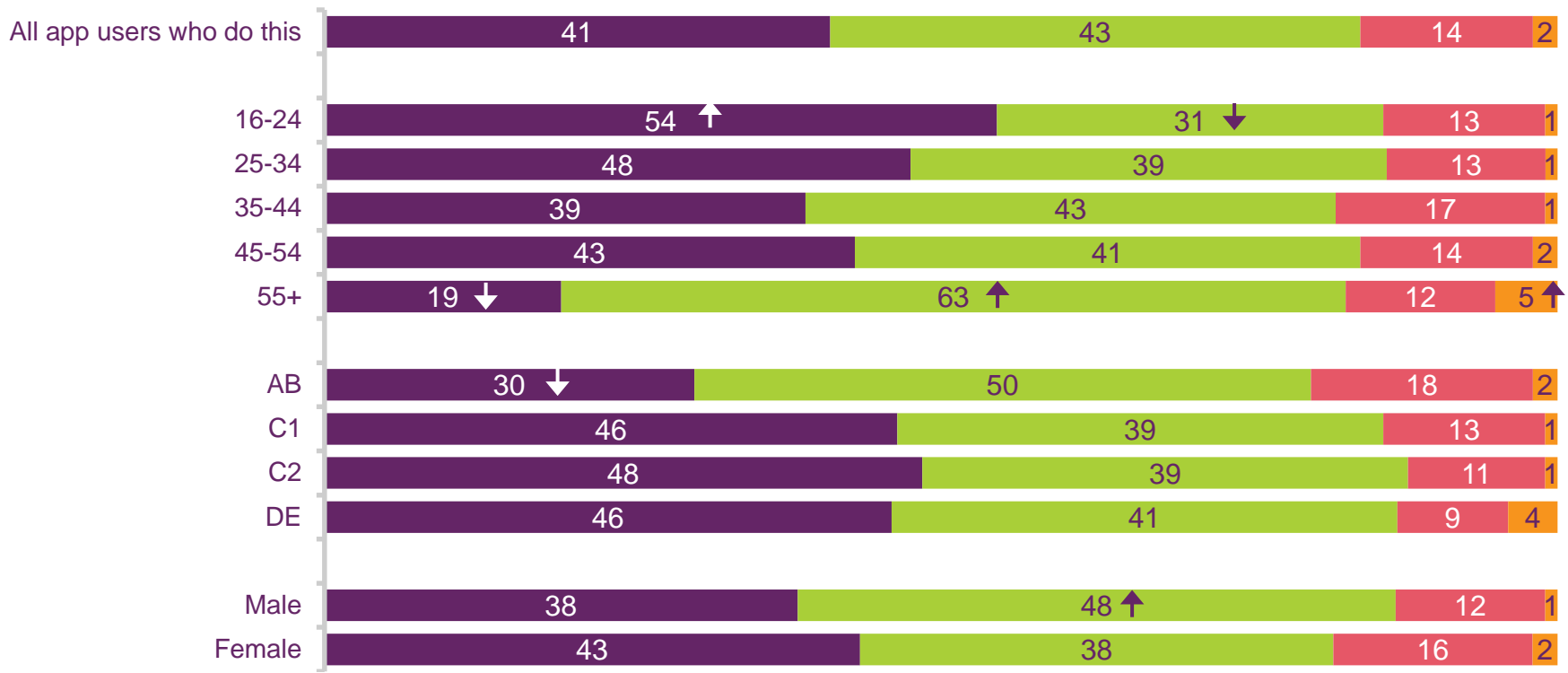


IN22F You said earlier you buy things online. Do you prefer to do this through an app or through a web browser? (Prompted responses, single coded)
 Base: All adults aged 16+ who use apps and go online to buy things (1032 aged 16+, 204 aged 16-24, 217 aged 25-34, 223 aged 35-44, 192 aged 45-54, 196 aged 55+, 283 AB, 365 C1, 185 C2, 199 DE, 486 male, 546 female) - Significance testing shows any difference by age or socio-economic group compared to all app users and between males and females

Figure 87: Using an app versus using a browser for banking and paying bills online

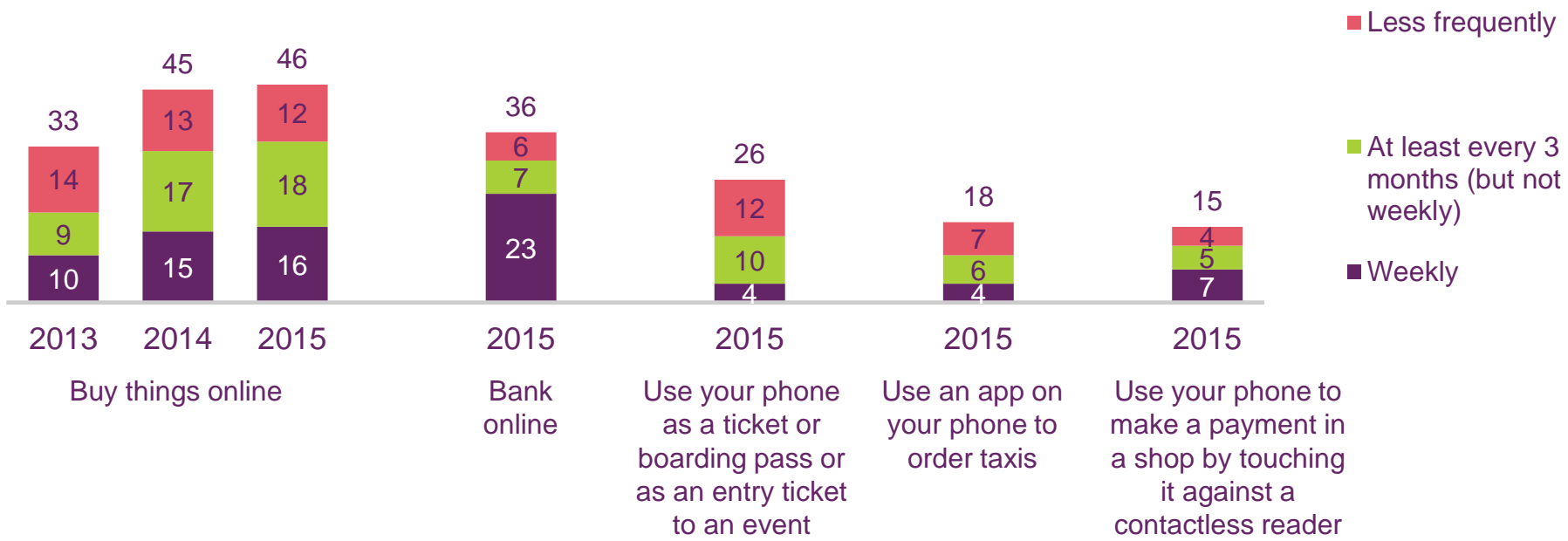


■ Prefer to use an app
 ■ Prefer to use a browser
 ■ No preference
 ■ Don't know



IN22G You said earlier you bank and pay bills online. Do you prefer to do this through an app or through a web browser? (Prompted responses, single coded)
 Base: All adults aged 16+ who use apps and go online to bank and pay bills online (847 aged 16+, 141 aged 16-24, 190 aged 25-34, 193 aged 35-44, 167 aged 45-54, 156 aged 55+, 248 AB, 305 C1, 143 C2, 151 DE, 399 male, 448 female) - Significance testing shows any difference by age or socio-economic group compared to all app users and between males and females

Figure 88: Use of a mobile phone for transactional activities: 2013, 2014 and 2015



M3/ M4 – 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 (1465 in 2013, 1670 in 2014, 1520 in 2015) - Significance testing shows any change between 2014 and 2015

Figure 89: Use of a mobile phone at least weekly for transactional activities, by age



All mobile users		16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1520	235	240	264	250	228	169	134
Bank online	23%	30%↑	41%↑	29%↑	25%	4%↓	5%↓	2%↓
Buy things online	16%	25%↑	26%↑	20%	14%	3%↓	3%↓	0%↓
Use your phone to make a payment in a shop by touching it against a contactless reader	7%	9%	11%	8%	10%	3%↓	2%↓	0%↓
Use an app on your phone to order taxis (e.g. Uber, Kabbee or Lyft)	4%	9%↑	5%	5%	7%	1%↓	1%↓	0%↓
Use your phone as a ticket or boarding pass or as an entry ticket to an event either by touching it against a reader or by scanning a code using the phone	4%	5%	7%↑	4%	7%	1%↓	1%↓	0%↓

M3/ M4 – 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 difference by age compared to all mobile users

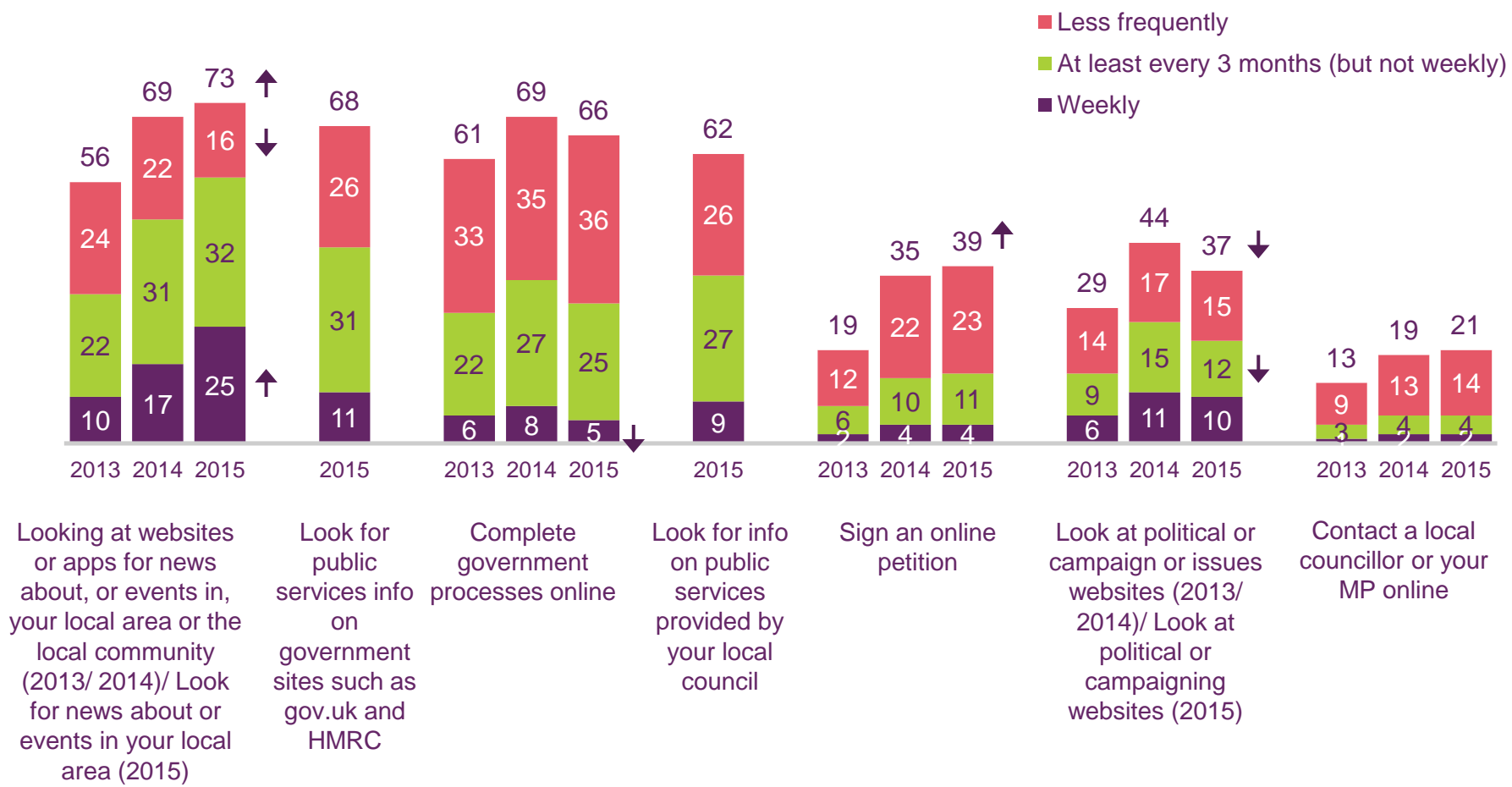
Figure 90: Use of a mobile phone at least weekly for transactional activities, by socio-economic group and gender



	All mobile users		AB	C1	C2	DE	Male	Female
	Base	1520	338	474	323	385	731	789
Bank online		23%	24%	29%↑	21%	18%↓	22%	24%
Buy things online		16%	19%	18%	13%	12%	15%	17%
Use your phone to make a payment in a shop by touching it against a contactless reader		7%	12%↑	7%	3%↓	5%	9%↑	5%
Use an app on your phone to order taxis (e.g. Uber, Kabbee or Lyft)		4%	5%	4%	2%	5%	5%	4%
Use your phone as a ticket or boarding pass or as an entry ticket to an event either by touching it against a reader or by scanning a code using the phone		4%	6%	4%	1%	3%	5%↑	3%

M3/ M4 – 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 difference by socio-economic group compared to all mobile users and between males and females.

Figure 91: Using public or civic services online, by activity type: 2013, 2014 and 2015



IN15/ IN16 -When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following? (Prompted responses, single coded)
 Base: All adults aged 16+ who go online (1272 in 2013, 1609 in 2014, 1458 in 2015) - Significance testing shows any change between 2014 and 2015

Figure 92: Use of public or civic services online, by age



All internet users		16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1458	239	249	269	253	208	126	114
Look for news about or events in your local area	73%	74%	78%	82%↑	77%	60%↓	57%↓	54%↓
Look for public services information on government sites such as gov.uk and HMRC	68%	54%↓	77%↑	79%↑	76%↑	61%	55%↓	37%↓
Complete government processes online such as register for tax credits, renew driving licence, car tax or passport, complete tax return	66%	49%↓	71%	79%↑	74%↑	60%	52%↓	45%↓
Look for information on public services provided by your local council	62%	44%↓	65%	73%↑	72%↑	58%	51%↓	50%↓
Sign an online petition	39%	39%	48%↑	37%	43%	37%	22%↓	19%↓
Look at political or campaigning websites	37%	37%	39%	45%↑	42%	27%↓	21%↓	18%↓
Contact a local councillor or your MP online	21%	12%↓	19%	22%	21%	26%	25%	12%↓

IN15/ IN16 -When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following? (Prompted responses, single coded)

Significance testing shows any difference by age compared to all internet users

Figure 93: Use of public or civic services online, by socio-economic group and gender

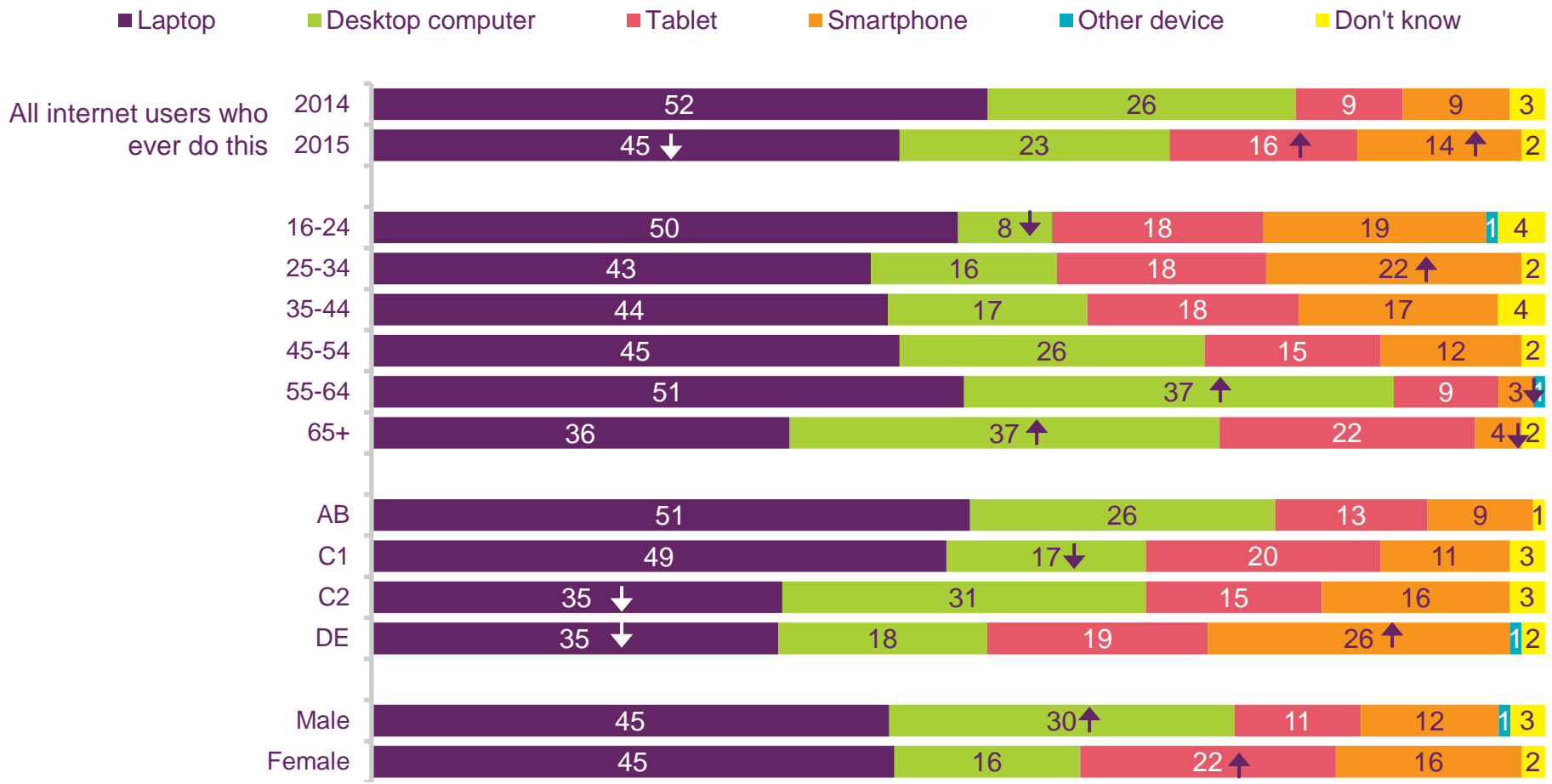


All internet users		AB	C1	C2	DE	Male	Female
Base	1458	367	471	289	331	712	746
Look for news about or events in your local area	73%	78%	77%	72%	61%↓	73%	72%
Look for public services information on government sites such as gov.uk and HMRC	68%	80%↑	73%	64%	51%↓	68%	68%
Complete government processes online such as register for tax credits, renew driving licence, car tax or passport, complete tax return	66%	79%↑	73%	60%	45%↓	67%	65%
Look for information on public services provided by your local council	62%	72%↑	66%	56%	50%↓	62%	63%
Sign an online petition	39%	48%↑	46%	31%↓	25%↓	36%	42%↑
Look at political or campaigning websites	37%	47%↑	42%	28%↓	24%↓	40%↑	34%
Contact a local councillor or your MP online	21%	33%↑	18%	14%↓	14%↓	21%	20%

IN15/ IN16 -When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following? (Prompted responses, single coded)

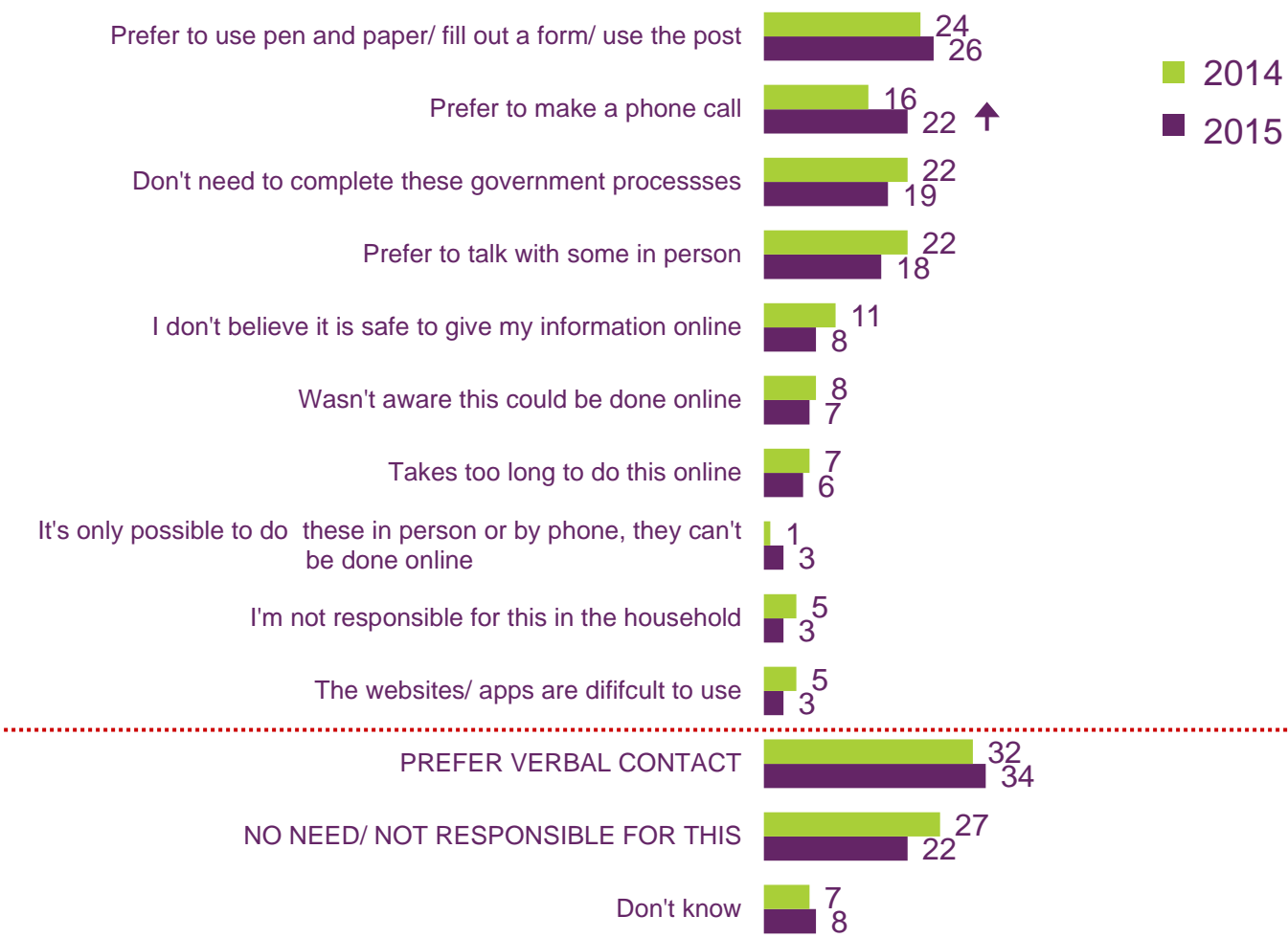
Significance testing shows any difference by socio-economic group compared to all internet users and between males and females.

Figure 94: Device mostly used for completing government processes, by demographic group



IN20E. 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 adults aged 16+ who go online and who complete government processes online (1022 in 2014, 902 in 2015, 108 aged 16-24, 177 aged 25-34, 202 aged 35-44, 176 aged 45-54, 124 aged 55-64, 115 aged 65+, 283 AB, 318 C1, 160 C2, 141 DE, 447 male, 455 female) - Significance testing shows any change between 2014 and 2015, any difference by age or socio-economic group compared to all and between males and females

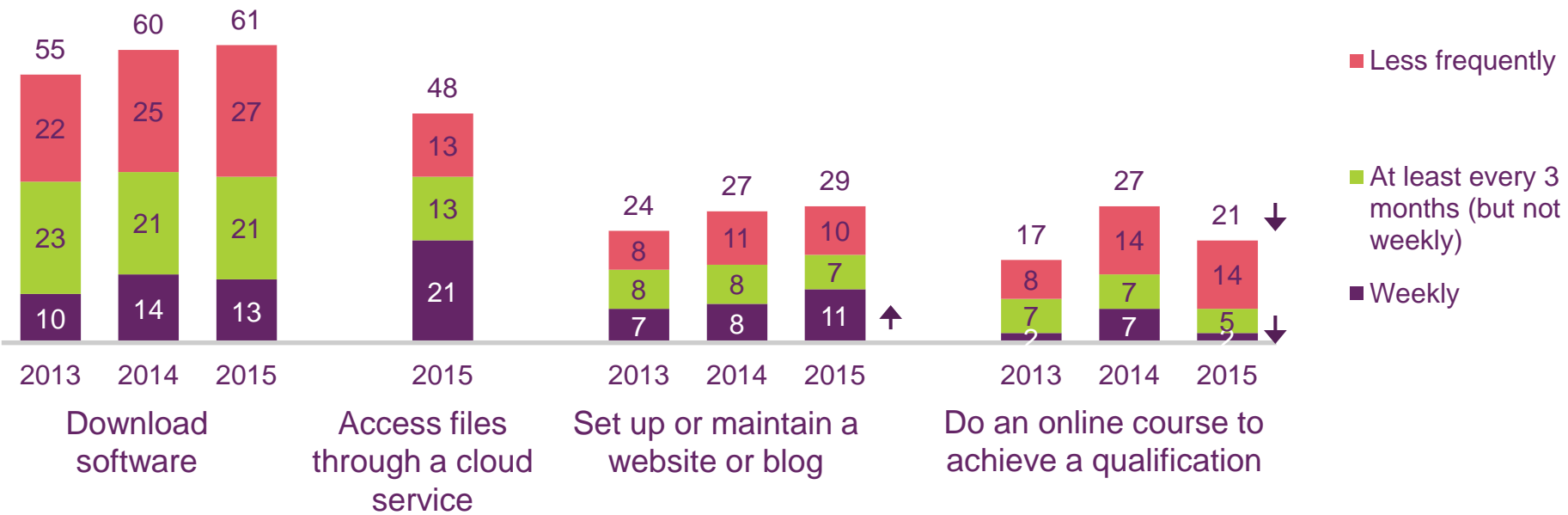
Figure 95: Reasons for not completing government processes online



IN17. 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 (587 in 2014, 556 in 2015) - Significance testing shows any change between 2014 and 2015

Figure 96: Undertaking other activities online, by activity type: 2013, 2014 and 2015



IN15/ IN16 -When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following? (Prompted responses, single coded)
 Base: All adults aged 16+ who go online (1272 in 2013, 1609 in 2014, 1458 in 2015) - Significance testing shows any change between 2014 and 2015

Figure 97: Other online activities, weekly incidence by demographic group

All internet users		16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1458	239	249	269	253	208	126	114
Access files through a cloud service such as iCloud, Dropbox, Google Drive or OneDrive	21%	34%↑	30%↑	20%	27%	8% ↓	4% ↓	3% ↓
Download software	13%	21%↑	19%↑	13%	16%	4% ↓	1% ↓	2% ↓
Set up or maintain a website or blog	11%	13%	17%↑	12%	13%	5% ↓	3% ↓	1% ↓
Do an online course to achieve a qualification	2%	3%	3%	3%	2%	0% ↓	0% ↓	1%

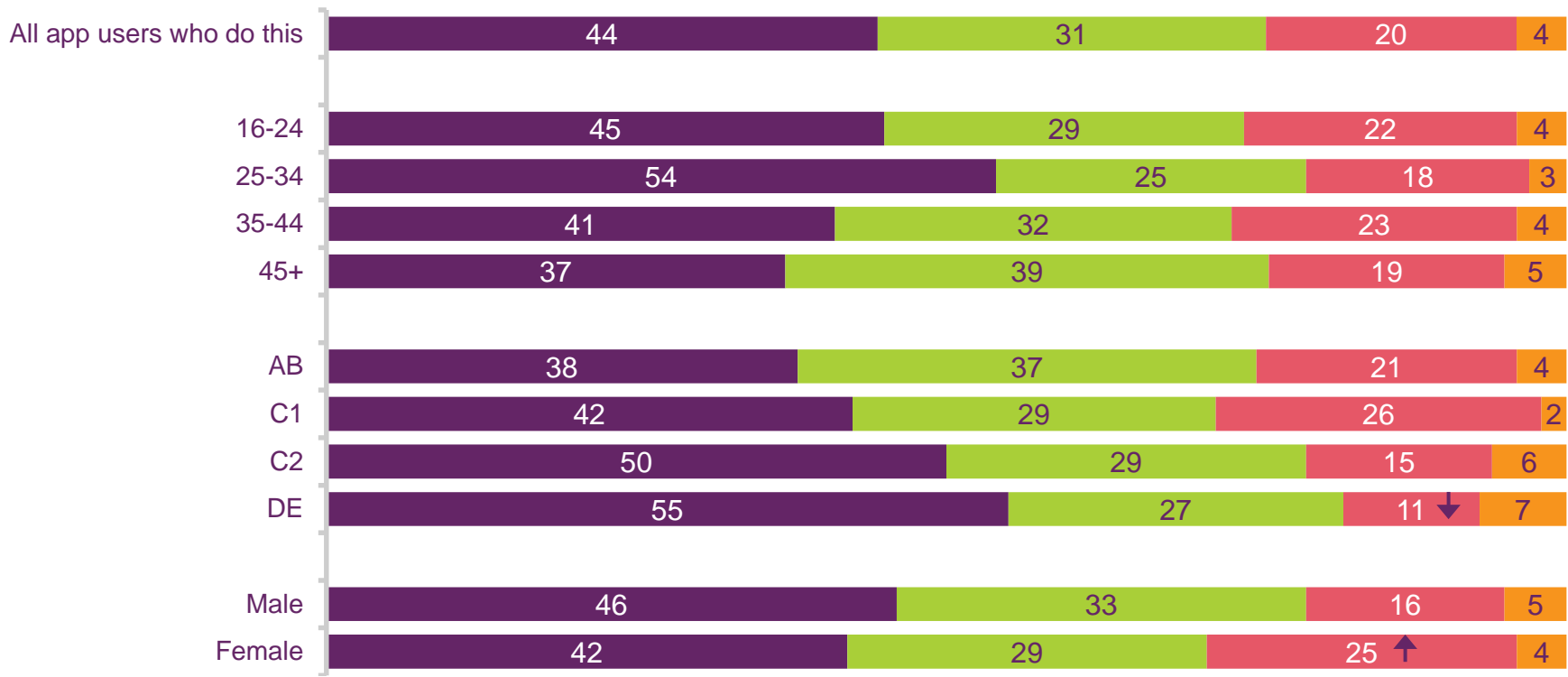
All internet users		AB	C1	C2	DE	Male	Female
Base	1458	367	471	289	331	712	746
Access files through a cloud service such as iCloud, Dropbox, Google Drive or OneDrive	21%	25%	24%	18%	16%	25%↑	18%
Download software	13%	17%	13%	9%	12%	18%↑	9%
Set up or maintain a website or blog	11%	14%	12%	5%↓	11%	12%	10%
Do an online course to achieve a qualification	2%	2%	3%	1%	2%	1%	3%

IN15/ IN16 - When using any of the devices you said you use to go online at home or elsewhere, how often, if at all, do you do any of the following? (Prompted responses, single coded) . Significance testing shows any difference by age or socio-economic group compared to all internet users and between males and females.

Figure 98: Using an app versus using a browser to access files through a cloud service

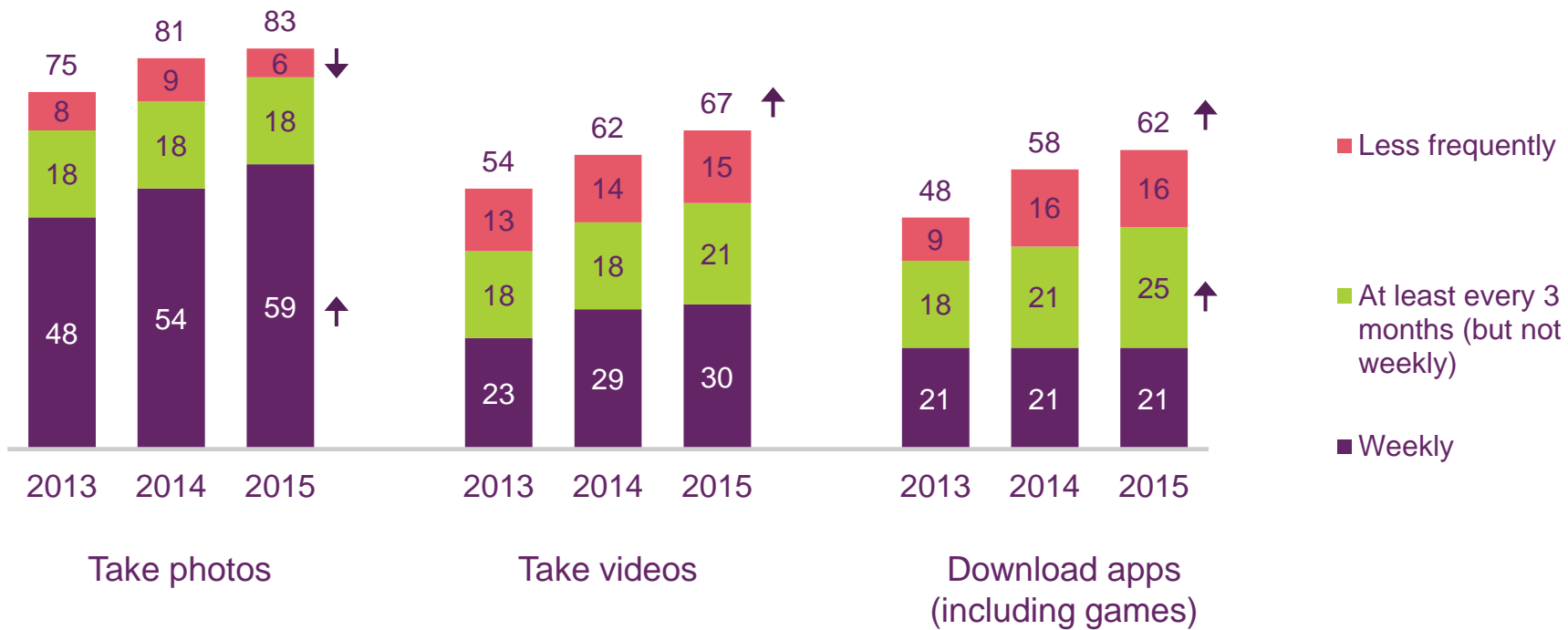


■ Prefer to use an app
 ■ Prefer to use a browser
 ■ No preference
 ■ Don't know



IN22H You said earlier you access files through a cloud service. Do you prefer to do this through an app or through a web or file browser? (Prompted responses, single coded)
 Base: All adults aged 16+ who use apps and go online to use cloud services (638 aged 16+, 159 aged 16-24, 155 aged 25-34, 138 aged 35-44, 186 aged 45+, 194 AB, 226 C1, 105 C2, 113 DE, 331 male, 307 female) - Significance testing shows any difference by age or socio-economic group compared to all app users and between males and females

Figure 99: Use of a mobile phone for taking photos and videos and downloading apps: 2013, 2014 and 2015



M3/ M4 – 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 (1465 in 2013, 1670 in 2014, 1520 in 2015) - Significance testing shows any change between 2014 and 2015

Figure 100: Weekly use of a mobile phone for photos and videos and downloading apps, by demographic group



All mobile users		16-24	25-34	35-44	45-54	55-64	65-74	75+
Base	1520	235	240	264	250	228	169	134
Take photos	59%	83% ↑	82% ↑	72% ↑	61%	33% ↓	14% ↓	6% ↓
Take videos	30%	55% ↑	53% ↑	34%	23%	8% ↓	3% ↓	0% ↓
Download apps (including games)	21%	44% ↑	33% ↑	21%	20%	5% ↓	0% ↓	0% ↓

All mobile users		AB	C1	C2	DE	Male	Female
Base	1520	338	474	323	385	731	789
Take photos	59%	64%	66% ↑	49% ↓	54%	53%	64% ↑
Take videos	30%	28%	37% ↑	24% ↓	30%	29%	32%
Download apps (including games)	21%	23%	24%	14% ↓	21%	26% ↑	17%

M3/ M4 – 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 difference by age or socio-economic group compared to all mobile users and between males and females.