



Digital Day 2014

Report on findings among older people

Research Document

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About this document

This document provides an in-depth study of the findings from the Digital Day 2014 consumer research, focussing on the data from the adults' study, in particular the findings among those participants aged 65 and over.

Key findings from the adults' study were published in August 2014 as part of our Communications Market Report 2014. This report, focussing on older people, is part of a series of more in-depth reports looking at particular groups within the data sets collected in the main study.

The Communications Act 2003 placed a responsibility on Ofcom to promote, and to carry out research in, media literacy. This report on older people's media consumption from the Digital Day 2014 research contributes to Ofcom's work in this area. The study was also undertaken to support Ofcom's regulatory goal to research markets constantly and to remain at the forefront of technological understanding.

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 their daily life.

Therefore, in March-April 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 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. Key findings from the adults' study were published in August 2014 as part of our Communications Market Report 2014. This report, focussing on older people, is part of a series of more in-depth reports looking at particular groups within the data sets collected in the main study¹.

1.1.2 Methodology

A nationally representative sample of 1,644 UK adults aged 16+ participated in the main Digital Day study in March-April 2014, completing seven-day media diaries. Among this sample, 259 adults aged 65+ participated in the research². The dataset analysed in this report focuses on these participants³.

The survey recorded when participants undertook any of the media and communications activities listed in Figure 1.1 and what device they were using, including any concurrent use, over seven days. Figure 1.1 also 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). Participants recorded all their media behaviour in a paper diary, and these data were captured on a daily basis online or by telephone.

¹ Other short reports are available on the Ofcom website here:

<http://stakeholders.ofcom.org.uk/market-data-research/other/cross-media/digital-day/2014/>

² Among the 259 adults aged 65 and over, 52 were aged 75+

³ For further detail on the methodology and findings from the full quantitative adults study, please refer to the [Technical Appendix](#) and the [Overview of findings](#)

Figure 1.1 Media consumption activities

Activity types	Grouped activities	Activities
Watching	TV or films on a TV set	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
	TV or films on another device	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
	Other video (short clips)	Short online video clips
Listening	Radio on radio set	Radio (at the time of broadcast), On-demand/'Listen again' radio programmes or podcasts
	Radio on another device	Radio (at the time of broadcast), On-demand/'Listen again' radio programmes or podcasts
	Other audio	Personal digital music or audio collection , Streamed online music, Personal music collection on CD, Vinyl record or cassette tapes, Music videos (background listening)
Communicating	Voice communications	By phone call, By video calls
	Text communications	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
Playing	Games	Games (on an electronic device)
Read/ browsed/ used	Print media	A newspaper/article (printed or online/digital including apps), A magazine /article (printed or online/digital including apps), A book (printed or eBook)
	Other Internet media	A newspaper/article (printed or online/digital including apps), A magazine /article (printed or online/digital including apps), Other online news (not through a 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.
	Other non-internet media	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

Terminology

The analysis examines a range of media behaviours. The terminology is defined below.

Media consumption

This refers not only to viewing and listening, but to all text and voice communications, and the consumption of print media.

Weekly reach

The proportion of participants who took part in a particular activity, or used a particular device, at any point across the week e.g. 96% of adults aged 65+ watched live TV across the week.

Volume

Average minutes of an activities or use of a device per day

Simultaneous media consumption

Undertaking more than one media activity at the same time e.g. texting while watching television

Solus media consumption

Media consumed while doing no other media activity

Key points

- **Adults aged 65+ consume just over 9 hours' worth of media per day.** Older people spend less time on media and communications each day, and undertake less media multi-tasking than the average adult, but still compress 9 hours 16 minutes of media activity each day into 8 hours 15 minutes.
- **Older people spend half of their total media time on 'watching' activities.** This compares to two-fifths (39%) among all adults. This is taken up almost entirely by live or recorded TV viewed on a TV set.
- **Adults aged 65 and over spend more time listening to the radio than any other age group.** Fifteen per cent of total media time is spent listening to the radio on a radio set among this age group, compared to 10% among all adults. This amounts to one hour and 48 minutes per day, with this activity being most popular in the morning.
- **Almost half of the time older adults spend communicating is via email.** Adults aged 65+ spend more of their communications time emailing (28 minutes per day, or 40 minutes among those who use email) than on phone calls (19 minutes per day). Seven in ten older people read or sent emails in their diary week, similar to the proportion among all adults (77%). However, time spent on text communications decreases with age. For all adults, 16% of media time is spent engaged in this form of activity, compared to 7% for those aged over 65.
- **Many of the 'messaging' activities are less used among older people.** Those aged 65 and above are less inclined to use messaging functions than the general population, with a significantly smaller proportion of communication time assigned to text messaging (7%), instant messaging (1%) and photo and video messaging (less than 1%). Despite this, 11% of their communication time was spent communicating through a social networking site. This equates to 6 minutes per day among all those 65+, but 31 minutes a day among social media users in this age group.
- **Those aged 65 and over spend a greater proportion of their media time reading print media.** This includes books, magazines or newspapers, in a digital or physical format. This activity accounts for 6% of their media consumption, compared to 2% of all adults.
- **A quarter of adults aged 65+ use a tablet.** Among all adults, 38% used a tablet during the week compared to a quarter (24%) of those aged 65+. This device accounted for 2% of all time spent on media and communications by older people, similar to 4% among all adults.

1.1.3 Consumer take-up of media and communications services and devices

Take-up of communications and media devices varies significantly by age

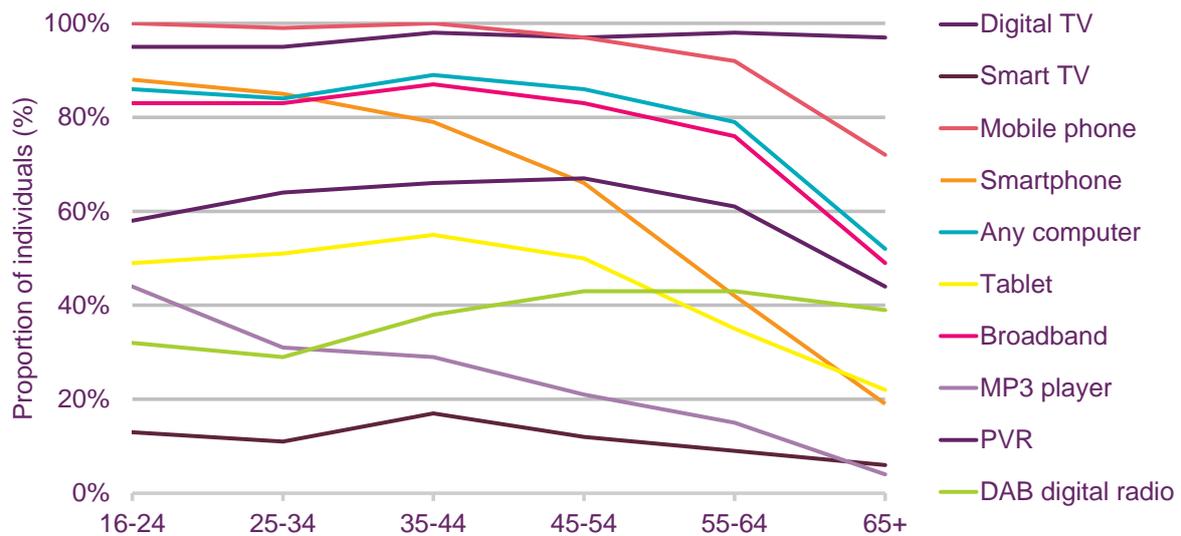
Media and communications devices and services have not been uniformly adopted across all age groups. Younger people have a greater tendency to exhibit 'early adopter' characteristics, which means that they are more likely to have access to a wide range of new communication technologies. Ofcom's Technology Tracker (Quarter 1, 2014⁴) showed 100% of 16-24s reported personally using a mobile phone, and 88% reported having a smartphone – significantly above the UK average of 65%. Ownership of MP3 players was also greatest

⁴ Ofcom's Q1 2014 Technology Tracker data are used in this analysis, as they represent the period just prior to the fieldwork for the *Digital Day* research.

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 1.2 Adoption of new technologies by age



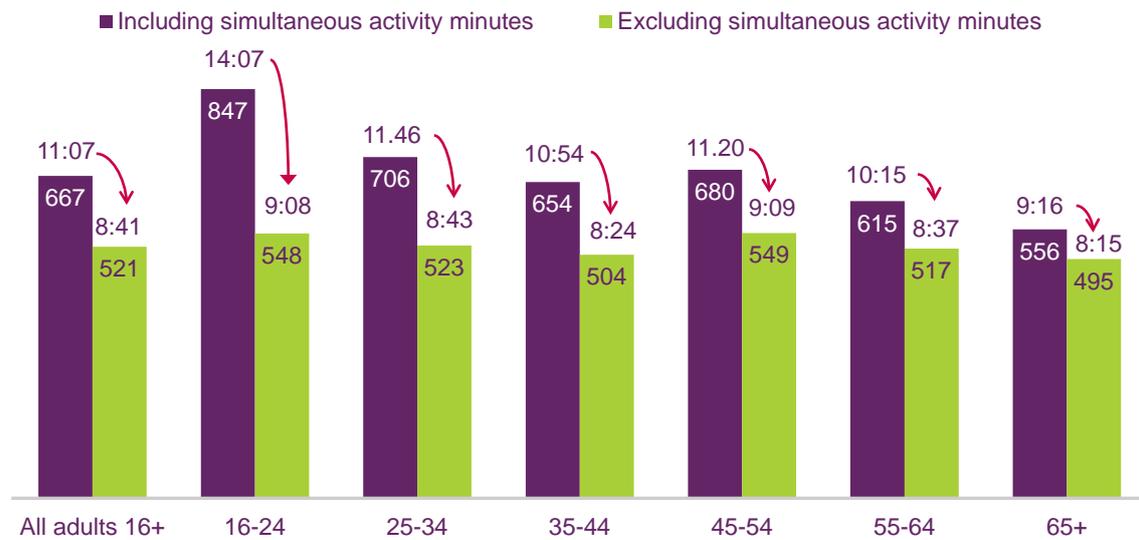
Source: Ofcom Technology Tracker, Q1 2014, 536 16-24s; 567 25-34s; 624 35-44s; 541 45-54s; 644 55-64s; 828 65+

1.1.4 Media and communications activities across the day

Adults aged 65+ consume just over 9 hours' worth of media per day

Figure 1.3 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 1.3 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)

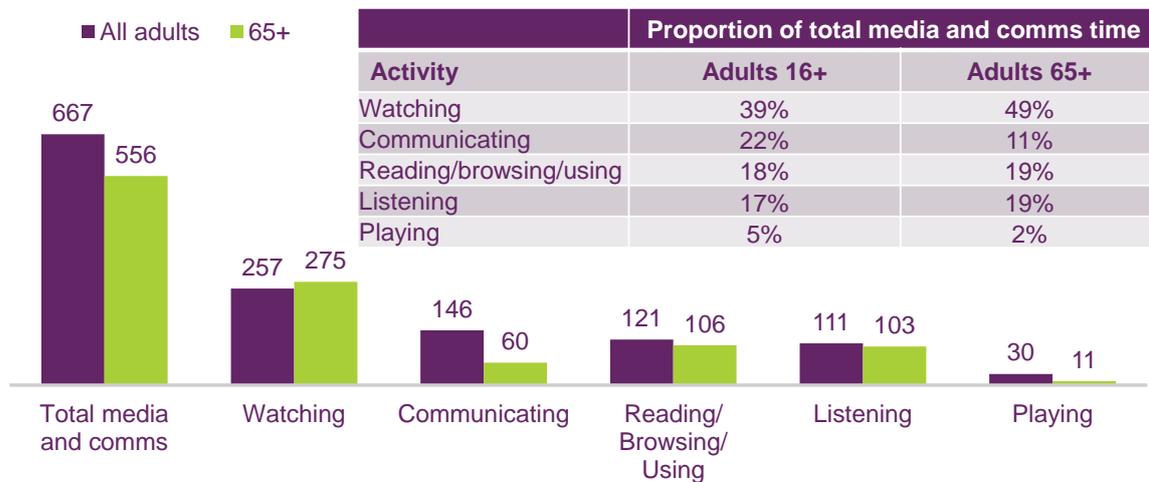
Older people spend half of their total media time on ‘watching’ activities

Figure 1.4 shows how the total time spent on media and communications activities is made up of the overall activity types. Half of the 9 hours 16 minutes that adults aged 65 and over engage in these types of activity each day involves watching audio-visual content, compared to two-fifths (39%) among all adults. This is taken up almost entirely by live or recorded TV viewed on a TV set.

In comparison, older people spend a smaller proportion of their media time on communicating activities such as text messaging, emailing or phone calls (11% vs 22% among all adults). This amounts to one hour a day, compared to almost two and a half hours spent communicating among adults of all ages.

Similar to all adults, ‘reading/ browsing/ using’ activities (such as reading books, newspapers, checking updates on social networks or browsing the internet) account for a fifth (19%) of time spent on media and communications each day among older people, with the same proportion of media time being devoted to listening activities (such as listening to the radio or personal music collections). Finally, playing games (on an electronic device) accounts for just 2% of daily media and communications time, at 11 minutes per person per day, compared to half an hour among the whole adult sample.

Figure 1.4 Average daily total media and communications time spent (minutes), including simultaneous activity



Note: For this analysis the calculations are made by generating mean times spent amongst all adults for each of the individual activities (including zeros). These mean times are then summed together to create total media and comms time, and time per activity type (hence includes all simultaneous activities).

Source: Digital Day 7 day diary

Base: All activity records (108782) for adults 16+ (108782); adults 65+ (13953)

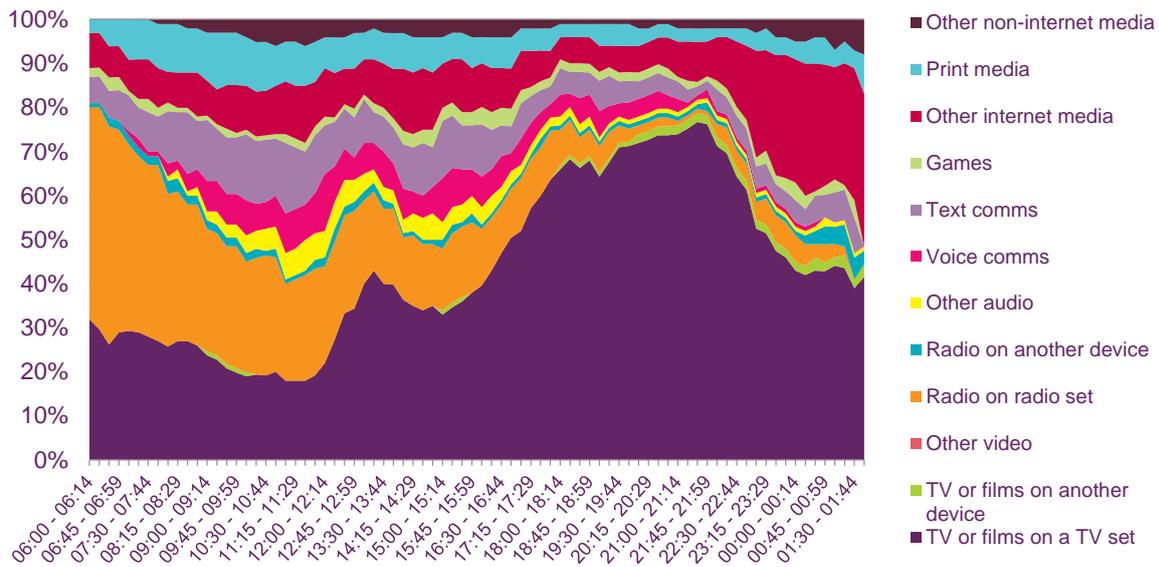
Media time is dominated by TV and radio for older people

Figure 1.5 and Figure 1.6 below show the proportion of media activities participated in across the day for adults aged 65+ and among all adults. Comparing the two media days shows how TV viewed on a TV set dominates media time for those aged 65+, with this taking a 40% share of all media activities in the lunch period around 1pm, rising to a significant evening peak of three quarters of all media consumption between 9 and 10pm. While television makes up a majority of media consumption in the evening period among all adults, it is less dominant, peaking at a 60% share of all media activities between 9.30 and 9.44pm.

Furthermore, for those aged 65+, radio has a clear role as a medium to wake up to; radio listening on a radio set comprises over 40% of all activities between 6 and 8am, and goes on to account for just over a quarter of all media consumption until 11am.

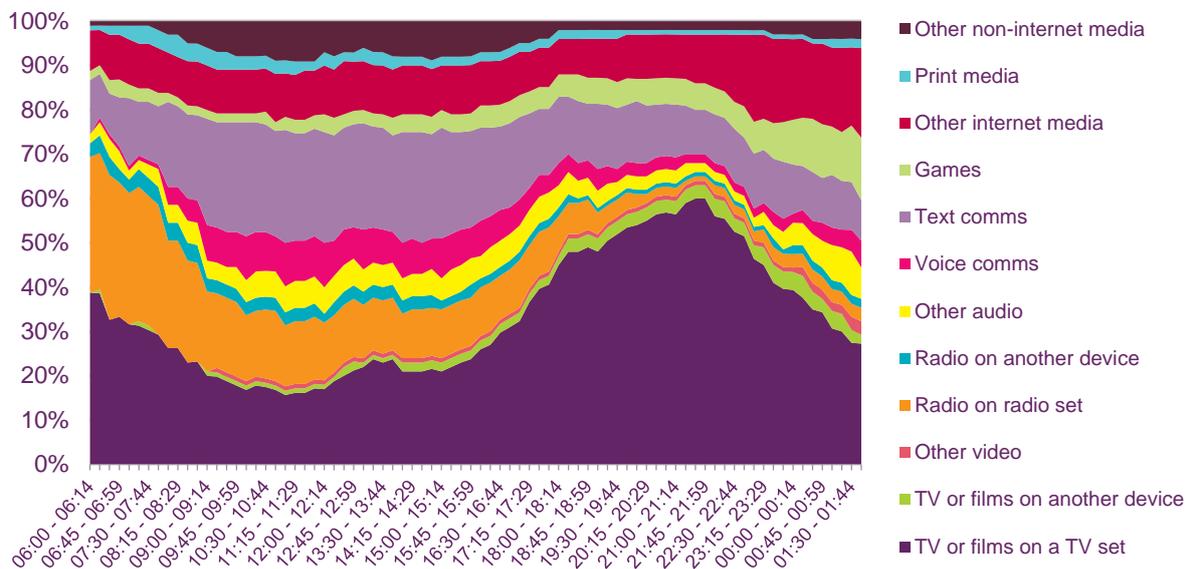
Compared to all adults, those aged 65+ spend a smaller proportion of the media time on text comms, with this peaking at 16% of media time between 11am-11.14am. For all adults, this activity takes up a quarter of all media time between 9am-3.30pm, with this difference likely attributed to the low proportion of those aged 65 and over in the study who are working (9%).

Figure 1.5 Proportion of media and communications activities across the day, adults 65+



Source: Digital Day 7 day diary
 Base: All activity records for adults aged 65+ (13953) - data aggregated to 15 min slots
 Note: The base of media activities changes every 15 min slot, so is much lower during sleeping hours

Figure 1.6 Proportion of media and communications activities across the day, all adults 16+



Source: Digital Day 7 day diary
 Base: All activity records for adults aged 16+ (108782) - data aggregated to 15 min slots
 Note: The base of media activities changes every 15 min slot, so is much lower during sleeping hours

Email is much more popular than texting among the older generation

In terms of weekly reach, the top four media activities ranked the same amongst all adults, and those aged 65 and over. Almost all participants aged 65+ (94%) watch live television each week. This was the media and communications activity with the highest weekly reach,

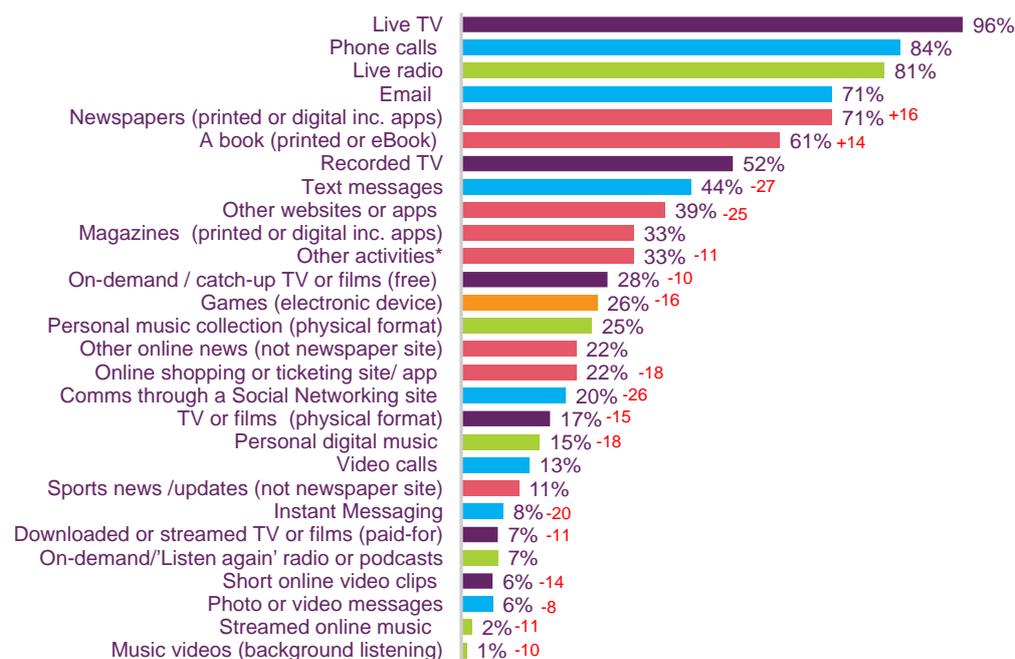
and was also the activity which participants spent the most time on each day (see Figure 1.8).

The next most participated in media or communications activity, in terms of reach, is making or receiving phone calls; 84% of older adults recorded this activity during the course of the week (within this, 79% made a call via a landline, 14% using a smartphone and 19% via a standard mobile).

Listening to the radio is the third most participated-in weekly activity, with eight in ten of the 65+ age group (81%) indicating they do this. This activity was followed by email, with seven in ten older people reading or sending emails in their diary week, similar to the proportion among all adults (77%).

There are however some key differences between adults in general and the over 65 group. Newspapers and books (printed or digital) were more used among those aged 65+, with weekly reach of 71% and 61% respectively, while many of the ‘messaging’ comms activities were less used. In particular, sending text messages (44% reach among 65+ vs. 71% among all adults), and communicating through a social networking site (20% among those 65 and over compared to 46% among all adults).

Figure 1.7 Weekly reach of media and communications activities across the day, adults 65+



Source: Digital Day 7 day diary

Base: All adults aged 65+ (259)

*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'.

Figures in red indicate significant differences (in percentage points) from reach among all adults at the 99% confidence level.

On average, older people spend almost four hours each day watching live television, more than double the time spent on any other media activity

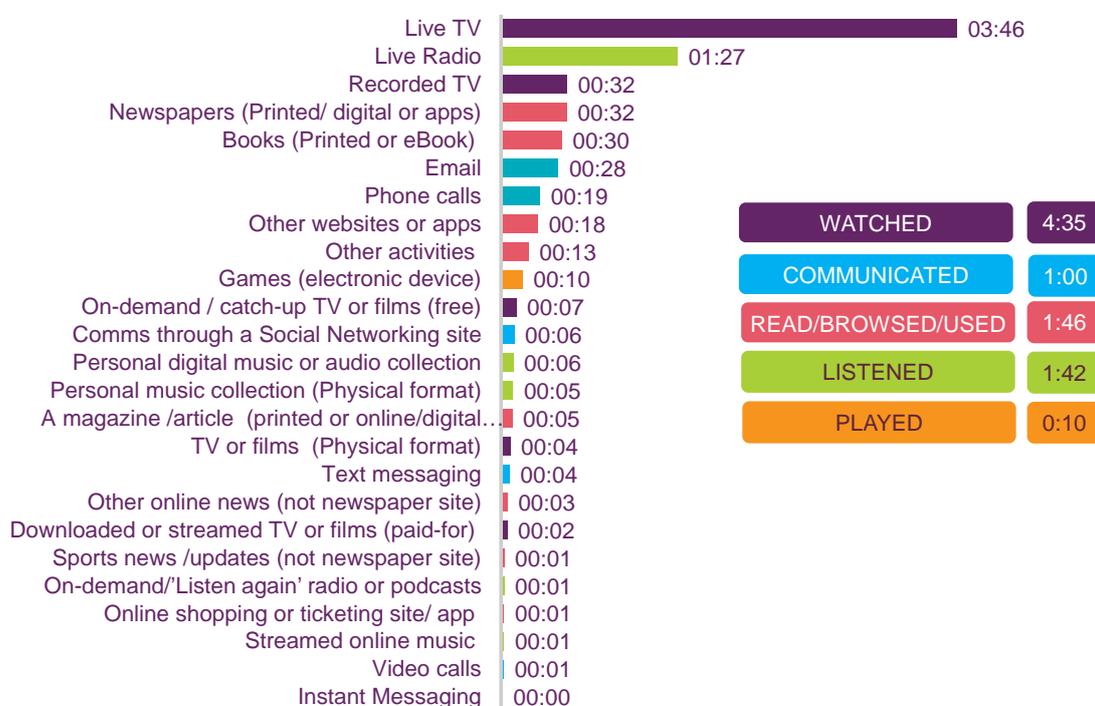
Watching live television is the individual media activity that accounts for the most time spent, across all adults aged 65+, with 3 hours 46 minutes spent doing this each day, on average

(Figure 1.8). This is significantly higher than the average among all adults (2 hours and 58 minutes per day) and more than double that of time spent on the next activity, listening to live radio, which the average older adult spends 1 hour 27 minutes doing each day. Among radio listeners, however, this increases to 1 hour 48 minutes, while among those who watched any live TV throughout the week, average consumption was 3 hours 57 minutes per day⁵.

On average, older adults spend approximately half an hour each day reading newspapers (printed or online/ digital), reading books, watching recorded TV (e.g. on a PVR) and emailing. They are more likely to read printed books/ newspapers than young adults; 79% of their time spent reading books is attributed to a printed version, and 89% of their time spent reading newspapers is attributed to a hard copy⁶.

Ten minutes a day are spent on average playing games on electronic devices including games consoles, smartphones and tablets. However, among those who engage in this type of activity, this increases to 40 minutes per day.

Figure 1.8 Average time spent on each activity per day, among all adults 65+



Source: Digital Day 7 day diary

Base: All adults aged 65+ (259)

*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'.

⁵ Television industry data from BARB shows weekly reach of TV at levels comparable with this study, but TV consumption at 341 minutes per day for adults aged 65+ in TV homes. However, BARB figures include live and time-shifted/ recorded TV consumed within 7 days of broadcast, whereas the Digital Day figures of 237 minutes relates only to live TV viewing for those aged 65+

⁶ See Figure 1.41 of the Overview of Findings report for more information:

http://stakeholders.ofcom.org.uk/binaries/research/cross-media/2014/Digital_Day_2014_Overview_of_Findings.pdf

Text based communication is much less used among the older generation

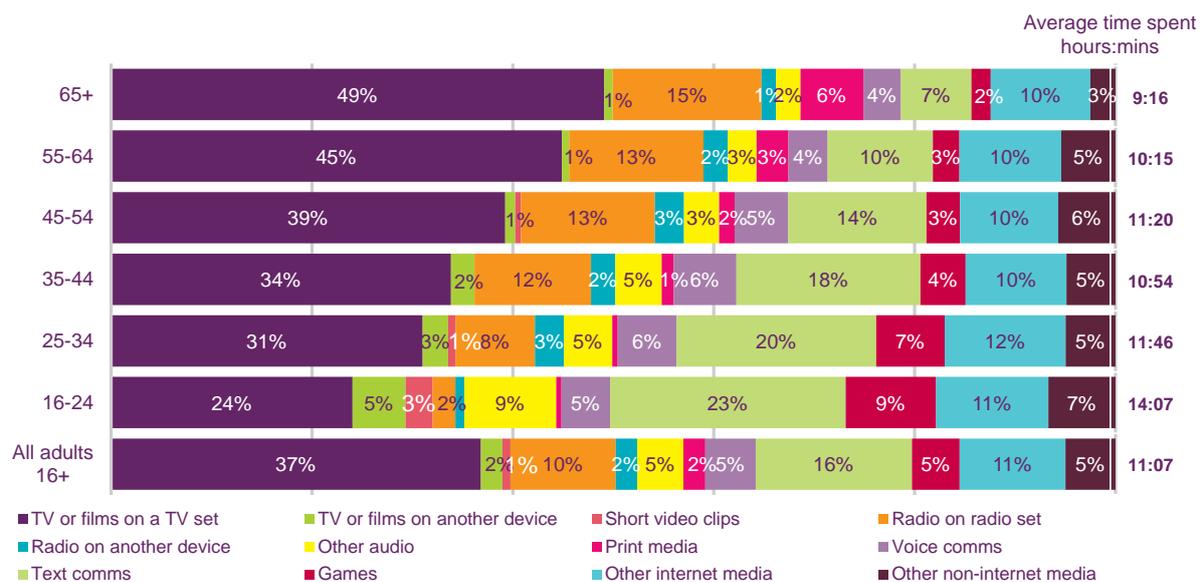
Figure 1.9 shows that the proportion of time spent watching TV or listening to radio increases with age, but time spent on text communications decreases. Among all adults, 37% of total time spent on media and communications activities is attributed to watching programmes on a television set. However, 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 media time is spent on this activity 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+.

Those aged 65 and over also spend a greater proportion of their media time reading print media (books, magazines or newspapers, in a digital or physical format), with this accounting for 6% of their media consumption, compared to 2% of all adults.

Figure 1.9 Proportion of media and communications time, by age



Source: Digital Day 7 day diary

Base: All adults 16+ (1644), All activity records (1644) (108782), 16-24 (6910), 25-34 (16035), 35-44 (25304), 45-54 (26662), 55-64 (19918), 65+ (13953)

Phone calls are by far the most important media and communications activity for the older generation

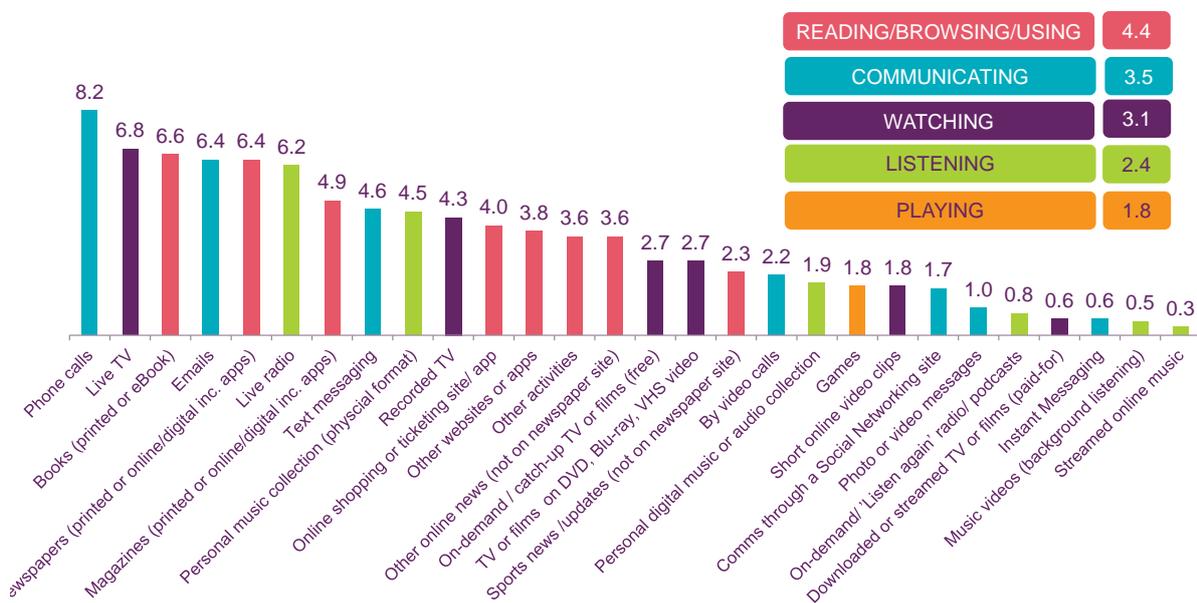
When asked to consider the importance of each of the listed activities on a scale of 1 to 10 (with 10 being 'very important'), phone calls, on either a mobile or landline phone were ranked as the most important media activity by those aged 65 and above, with an average score of 8.2 (marginally higher than the score among all adults of 7.9). This is despite voice

communications accounting for a low proportion of total time spent consuming media (4%) among this age group.

In line with the high proportion of media consumption assigned to live TV, this activity had the second highest importance rating (6.8 among adults aged 65 and over, compared to 6.3 among all adults 16+), and this was rated significantly more important than any of the other watching activities listed (such as recorded TV or on-demand services). Books and newspapers were also important to those 65 and over, with both being in the top 5 activities, along with emailing.

In general, playing games, and listening activities (with the exception of live radio) were the least important activities to this age group.

Figure 1.10 Mean importance of each activity (1= not important, 10= very important), adults 65+



Source: Digital Day 7 day diary
Base: All adults aged 65+ (259)

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?

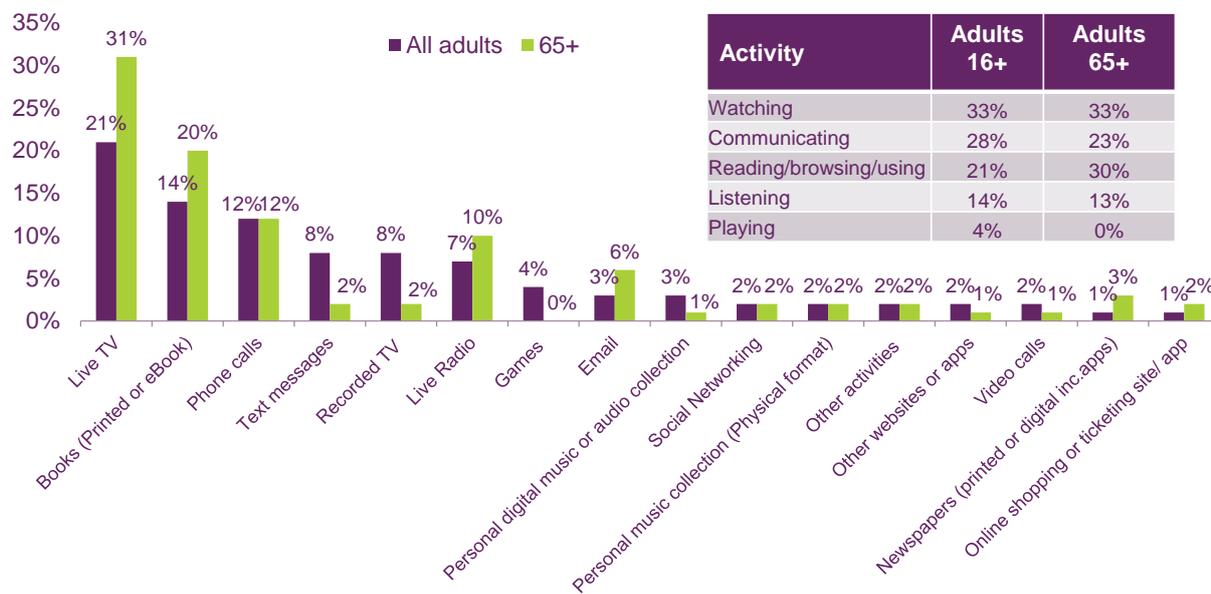
Note: Question only asked among those who do each activity – mean scores rebased on everyone, with those who don't do the activity allocated a zero. 'Other activities' defined as 'other activities such as creating office documents/ spreadsheets, creating or editing videos/ music/ audio, etc. or other apps or software/ programs'.

Half of those aged 65+ would most miss live TV or reading books

Participants were asked to consider the range of activities they engage with each week, and then decide which they would miss the most. The top three mentioned activities were the same across all adults and those aged 65+; live TV, books and phone calls. However, the proportions of the older age group saying they would most miss live TV and books were significantly greater; almost a third of adults aged 65+ (31%) said they would most miss live television compared to a fifth of all adults. Similarly, 20% of those aged 65+ said they would most miss books (printed or e-books), higher than the 14% of adults citing this.

In contrast, older adults were less likely to say they would most miss text messages or recorded TV compared to all adults (2% vs. 8% for each of these activities).

Figure 1.11 Activity participants would miss the most, adults 65+



Source: Digital Day 7 day diary

Base: All adults aged 16+ (1644) and those aged 65+ (259)

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

Note: only activities with 2% or above shown. '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'.

1.1.5 Watching activities

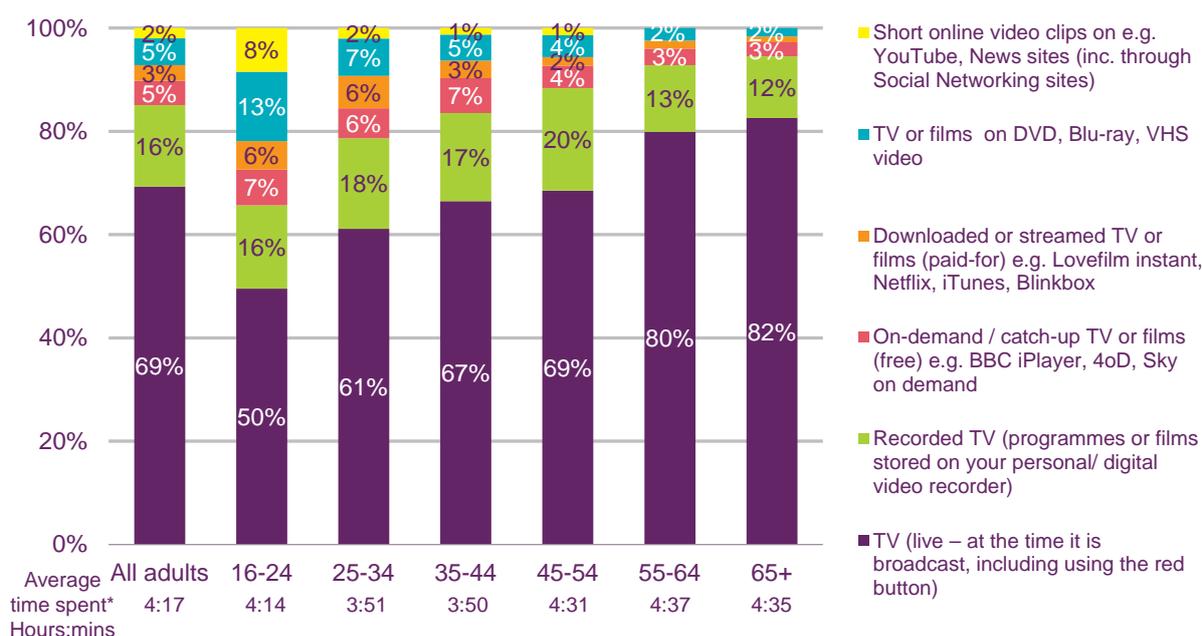
TV viewing accounts for over 90% of the time older people spend watching audio-visual content

Taking all watching activities into account, almost all of the time adults aged 65 and over engage in these activities is attributed to television (94%). A significant majority (82%) is spent watching live TV – greater than the average among all adults (69%) – with a further 12% of viewing time spent watching recorded TV content.

A further 3% of older people's viewing time is spent watching free on demand or catch-up services – similar to 5% across all adults, but less than 1% of time is attributed to viewing short online video clips on sites such as YouTube. Figure 1.7 shows that 6% of adults aged 65+ engaged in this activity over the diary week.

In general, across the participant sample, as age increased, so did the proportion of viewing time attributed to live TV, while the proportion of watching time spent consuming online content (short online video clips, on-demand content, downloaded / streamed content) decreased.

Figure 1.12 Proportion of watching activities, by age group



Source: Digital Day 7 day diary

Base: All watching activity records for adults 16+ (25272), 16-24 (1583), 25-34 (3390), 35-44 (5362), 45-54 (6012), 55-64 (4905), 65+ (4020)

*Average time spent is the total average daily time spent watching media, including simultaneous activity

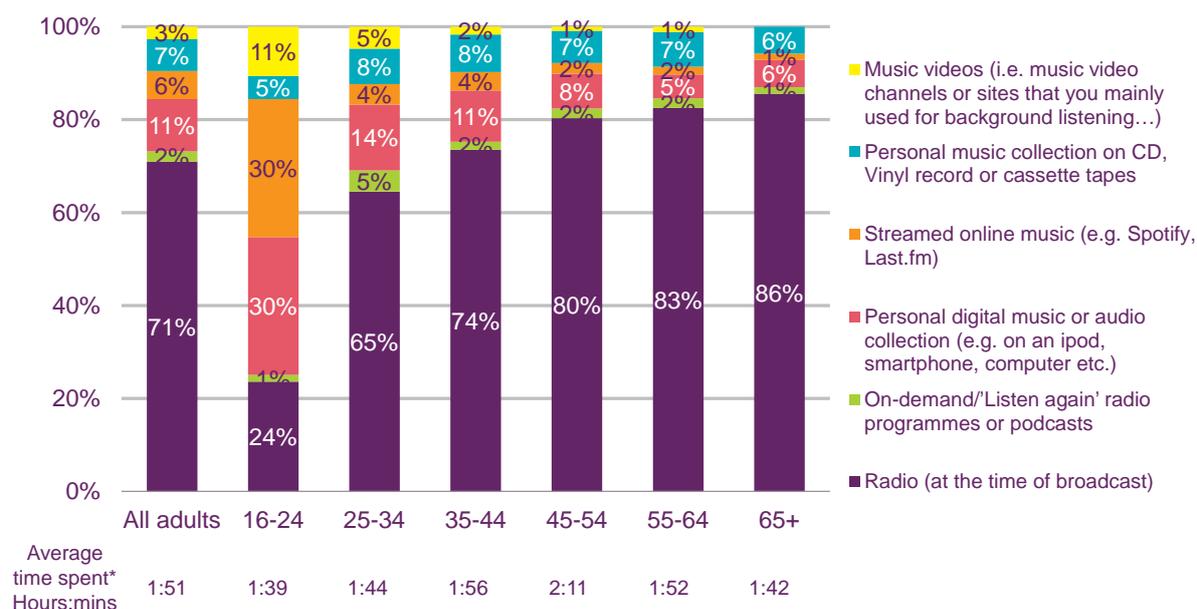
1.1.6 Listening activities

Live radio accounts for almost nine in ten minutes spent on listening activities

Taking into account all time spent on listening (audio-based) activities, listening to live radio makes up 86% among those aged 65+ (known as 'share of ear'). The proportion attributed to live radio increases with age; for 16-24 year olds, this 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, but then the proportion of time spent listening to live radio increases significantly among those aged 25+.

For those aged 65 and over, the remainder of their listening time is largely made up of listening to a personal music collection in physical format (CDs, tapes or vinyl), or in a digital format (on an MP3 player, smartphone or computer) – both these account for 6% of listening time.

Figure 1.13 Proportion of listening activities, by age group



Source: Digital Day 7 day diary

Base: All listening activity records for adults 16+ (17290), 16-24 (999), 25-34 (2342), 35-44 (4113), 45-54 (4334), 55-64 (3284), 65+ (2218)

*Average time spent is the total average daily time spent listening to media, including simultaneous activity

1.1.7 Communicating activities

Almost half of the time older people spend communicating is via email

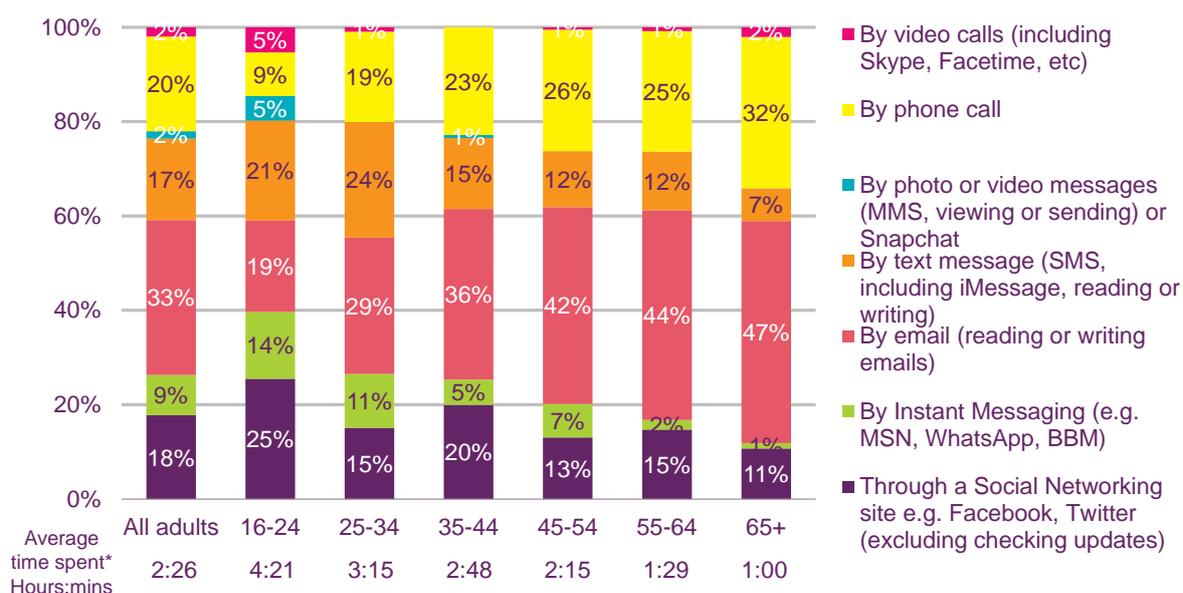
Adults spend on average 2 hours 26 minutes per day engaged in the whole range of communication categories included in the diary. Of these, a third of the time (33%) is attributed to email, with the majority of this attributed to those in desk-based jobs. However, this increases to almost half (47%) of 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%). Furthermore, just over one in ten minutes spent communicating is via a social networking site⁷, equating to 6 minutes per day among all those 65+, but 31 minutes a day among social media users in this age group.

However, this age group are less inclined to use messaging than the general population, with a significantly smaller proportion of communication time assigned to text messaging (7%), instant messaging (1%) and photo and video messaging (less than 1%).

⁷ 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 30 of the [Overview of findings](#) document.

Figure 1.14 Proportion of communicating 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 through any device, including simultaneous activity

1.1.8 Use of media and communications devices

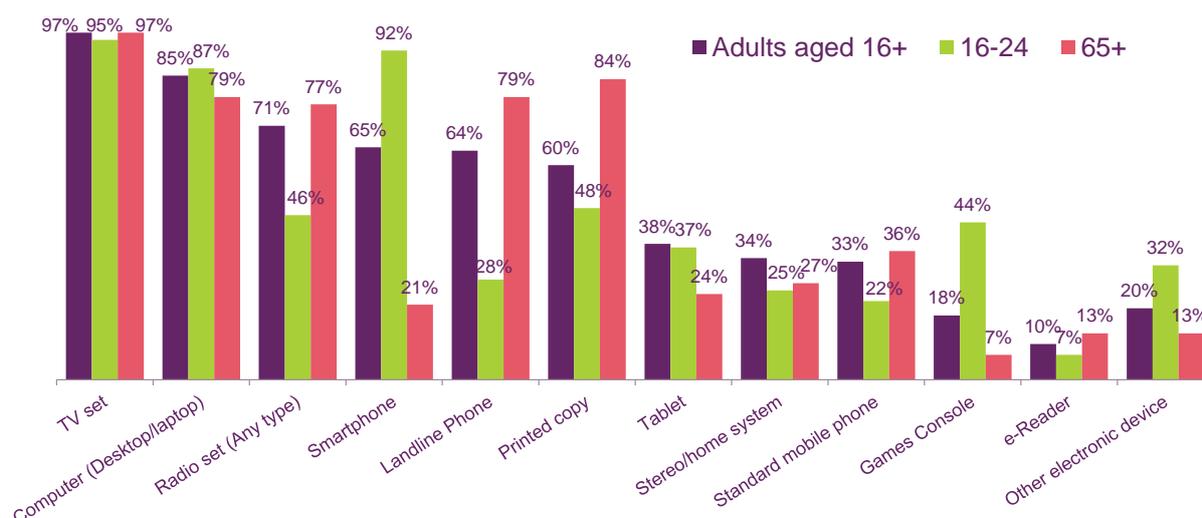
A quarter of adults 65+ use a tablet

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%). 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%) – with this being the second most used device or method used to consume media among this age group.

Figure 1.15 Weekly reach of devices, by age 16-24 and 65+



Source: Digital Day 7 day diary

Base: All adults aged 16+ (1644), 16-24 (101), 65+ (259)

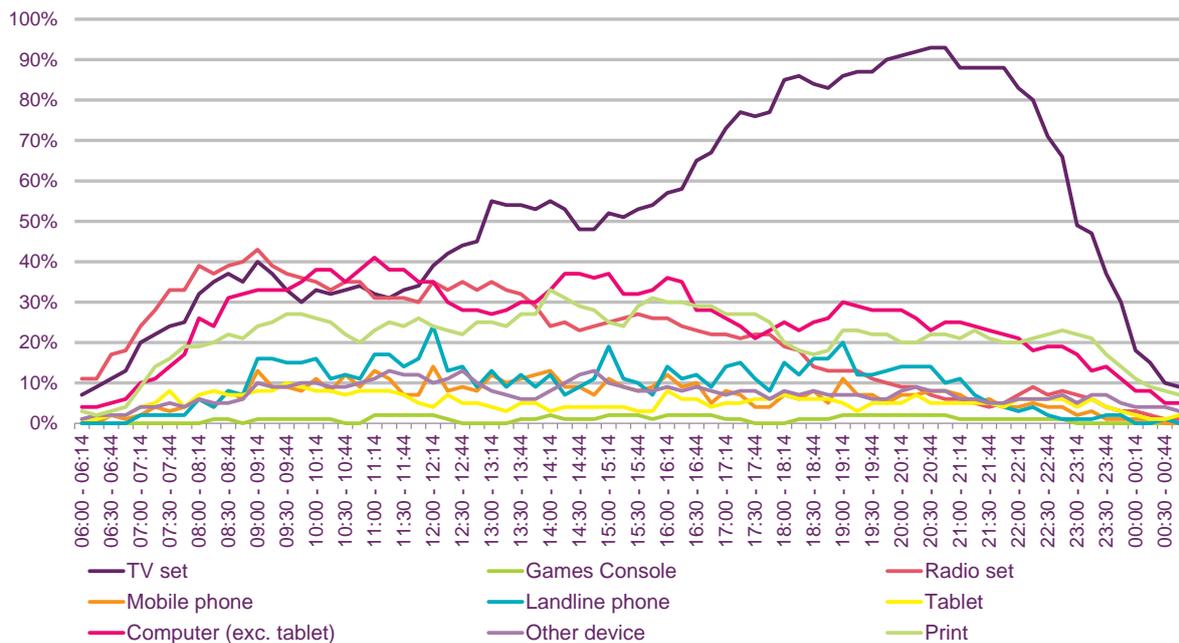
On an average day over nine in ten older respondents used their TV set between 8pm-8.30pm

Figure 1.16 shows the use of different devices for media and communications throughout the day among adults 65+. In the morning, the radio set is the most popular device, with approximately four in ten using this between 8am and 9.29am. From this peak, use of a radio set gradually declines throughout the day. From midday, the television set is the most-used device, peaking between 8.30pm and 8.59pm, when 93% use it.

Use of both print media (books, newspapers and magazines in physical format) and computers (desktop PCs or laptops) maintain a steady reach throughout the day; between 20% and 30% of adults use the former across the day, while the latter is used by approximately 30% to 40% throughout the day from 8.30am to 4.30pm, falling to a quarter in the evening period.

In contrast to the pattern shown among all adults, reach of landline phones is greater than that of mobiles, fluctuating between 10% and 20% from 9am-9.14pm.

Figure 1.16 Weekly reach of devices across the day, adults 65+



Source: Digital Day 7 day diary
 Base: All adults 65+ (259) - data aggregated to 15 min slots
 Data only shown where base of activity records exceeds 50

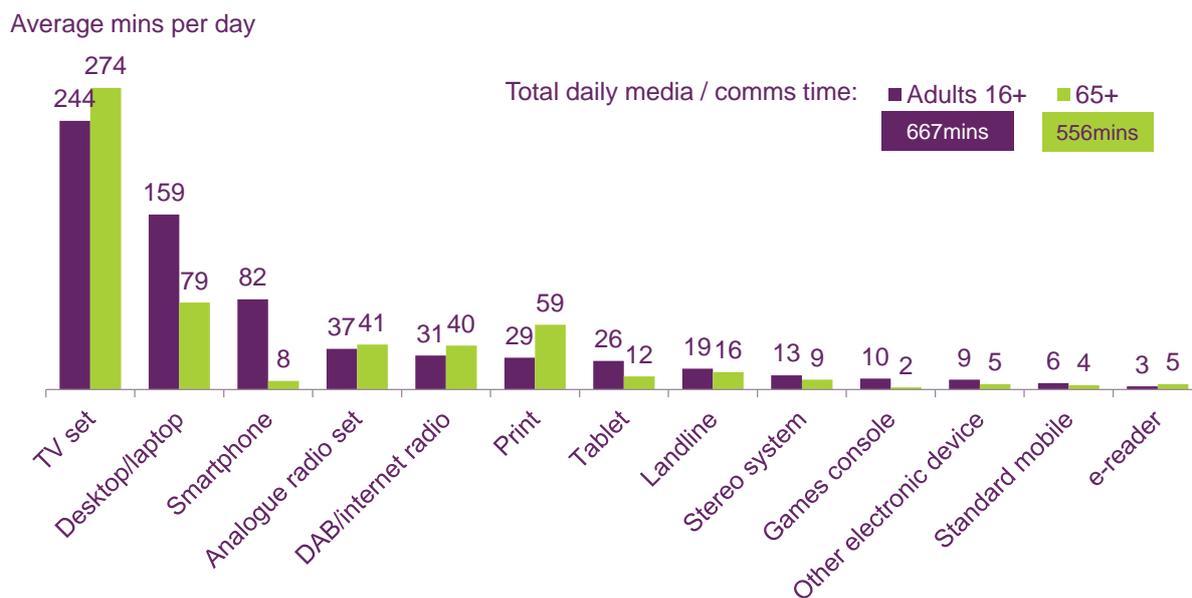
Older people spend over four and a half hours watching a TV set per day

Figure 1.17 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%) involve using a TV set (4 hours 4 minutes). This is because more time is spent by adults watching live TV than any other activity.

However, for people aged 65+, time spent on a TV set rises to half of all time spent on media and communications devices each day (4 hours 34 minutes out of 9 hours 16 minutes). Their next most-used device each day is a desktop or laptop, accounting for 1 hour 19 minutes per day, significantly less than the 2 hours 39 minutes among all adults – likely due in part to the smaller proportion of this age group in desk-based work. This is followed by time spent reading print media (an hour a day among those aged 65+); double the amount of time spent on average among all adults.

The device that shows the largest proportional difference, in terms of daily use, between all adults and those aged 65+ is the smartphone: older adults spend on average 8 minutes on this device each day, compared to 1 hour 22 minutes among all adults.

Figure 1.17 Average daily total device time (minutes) for media and communications, including simultaneous activity



Source: Digital Day 7 day diary

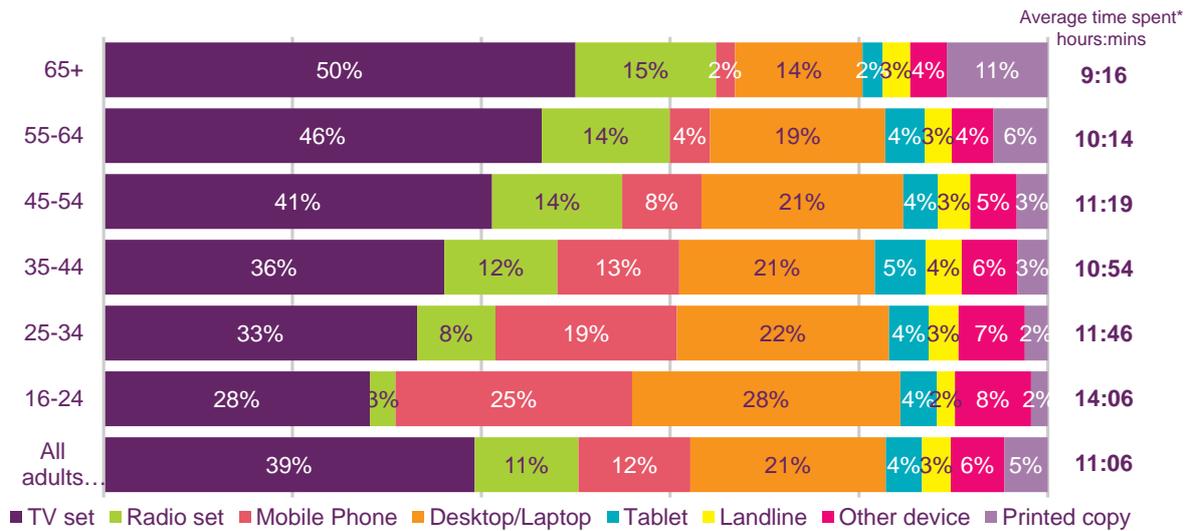
Base: All activity records for adults aged 16+ (108782); 65+ (13953)

Note: For this analysis the calculations are made by generating mean times spent amongst 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).

Half of time spent consuming media is spent watching the TV set among those aged 65+

Figure 1.18 shows the proportion of time spent on media devices matches the pattern of most used activities, with TV and radio set usage increasing with age. Half of media time is spent on a TV set among those 65+ (compared to 39% among all adults), with a further 15% spent using the radio. Older adults spend a smaller proportion of media and communications time using a desktop or laptop computer (14% vs. 21% of all adults), likely due to the smaller proportion of this age group who are working. However, they spend double the proportion of media time reading printed books, magazines and newspapers (11% vs. 5% of all adults).

Figure 1.18 Proportion of all media and communications through each device, by age



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)

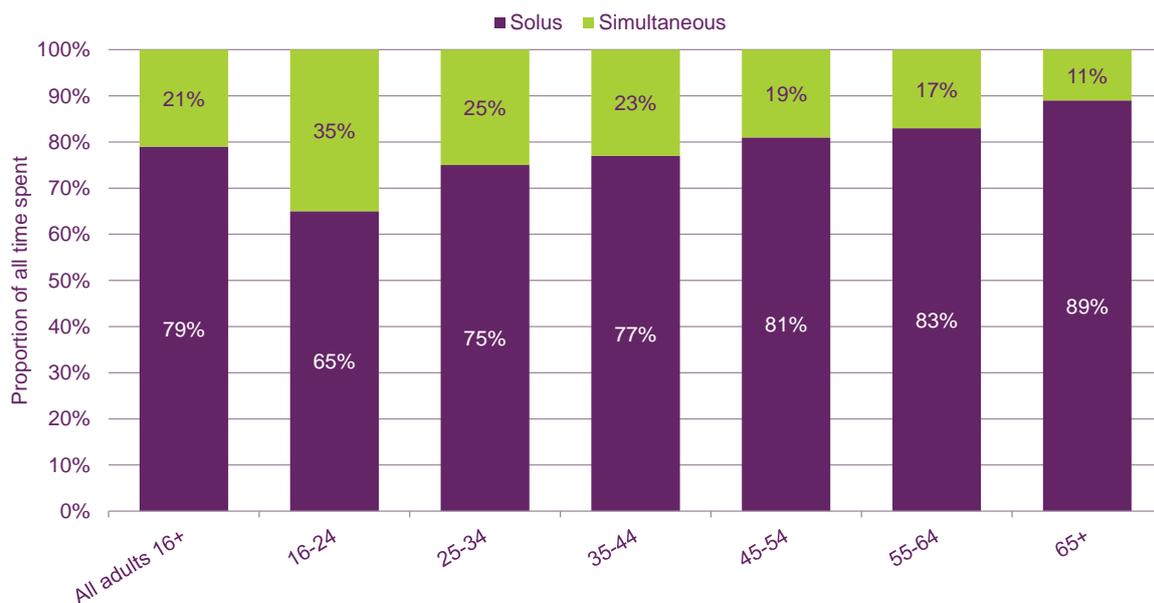
*Average time spent is the total average daily time spent listening to media, including simultaneous activity **Other device includes e-Reader, Games Console, Stereo system, and any other device

1.1.9 The role of multi-tasking

Just over one in ten media minutes are spent multi-tasking among the older generation

Figure 1.19 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 1.19 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)

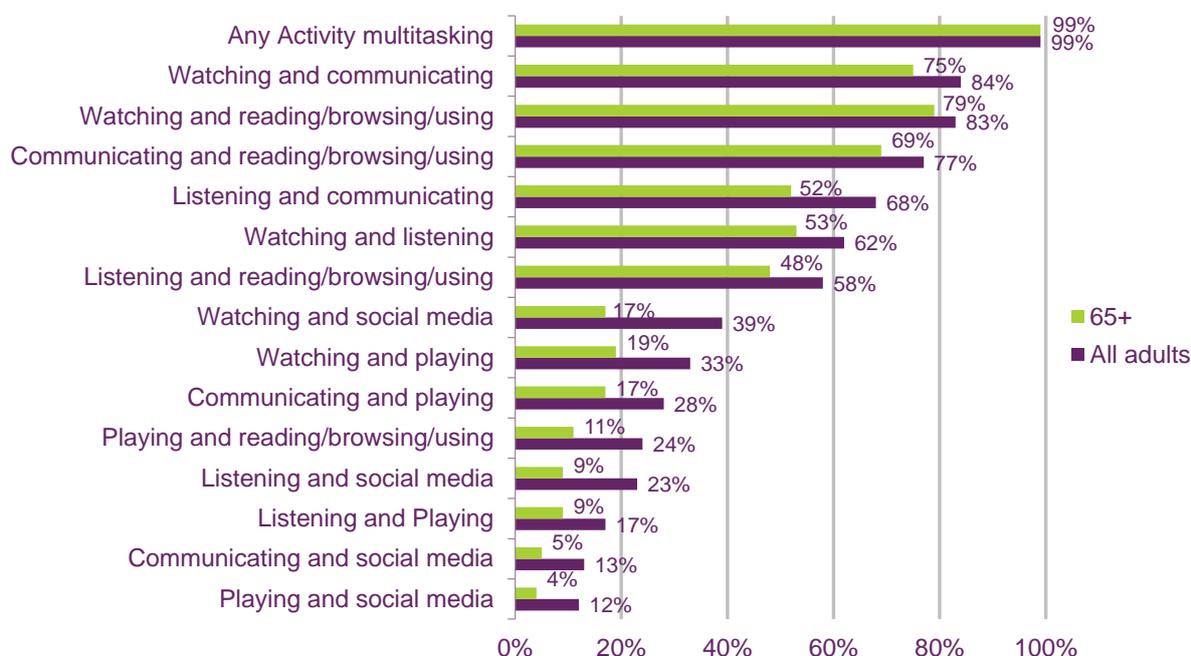
Activity share of all simultaneous media and communications minutes

'Watching' and 'reading/ browsing/ using' activities most commonly combined by the older generation

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 – with the same true of adults aged 65+. This simultaneous activity amounted to an average time of one hour five minutes per day among older adults.

Looking in more detail into what activity groups older people most often combined, 'watching' and 'reading/ browsing/ using' activities were commonly undertaken at the same time; eight in ten participants aged 65+ (79%) recorded doing this over the week. Within these two categories, live TV and browsing websites or apps were the most popular multi-tasking combination, with 21% reach throughout the week. Similarly, communicating activities were undertaken in conjunction with 'watching' activities by 75% of adults 65+ throughout the week, with 54% of respondents recording that they combined watching live TV and making/ receiving voice calls.

Figure 1.20 Activity multi-tasking combinations (weekly reach)



Source: Digital Day 7 day diary
 Base: All adults aged 16+ (1644), 65+ (259)