

Northern Ireland – The Communications Market Report 2016

Chart Pack

Northern Ireland's communications market

Key facts about Northern Ireland

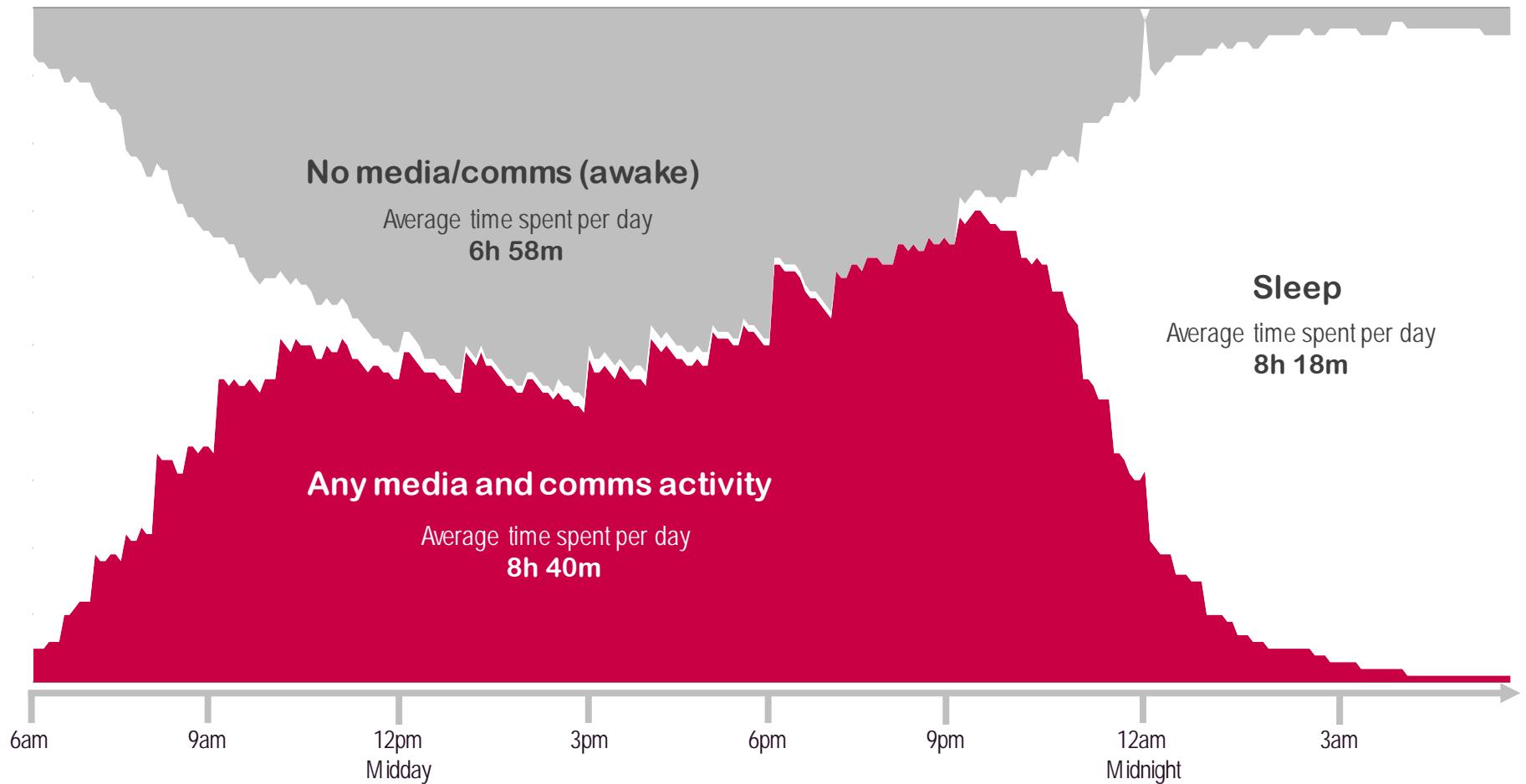
| Figure | Northern Ireland | UK |
|------------------------|--|---|
| Population | 1.852 million (mid-2015 estimate) | 65.11 million (mid-2015 estimate) |
| Age profile | Population aged <16: 20.8% Population aged 65+: 15.8% | Population aged <16: 18.8% Population aged 65+: 17.8% |
| Population density | 134 people per square kilometre | 269 people per square kilometre |
| Language | 11% have some ability in Irish; 8.1% have some ability in Ulster-Scots | n/a |
| Unemployment | 5.8% of economically active population, aged 16 and over | 5.1% of economically active population, aged 16 and over |
| Income and expenditure | Weekly household income: £606 Weekly household expenditure: £484.10 | Weekly household income: £747 Weekly household expenditure: £531.3 |

Source: Office for National Statistics: Population Estimates for UK, England and Wales, Scotland and Northern Ireland, Mid-2015; Office for National Statistics: Regional Labour Market, June 2016; Office for National Statistics: Family Spending 2015 edition; Northern Ireland Statistics and Research Agency, Census 2011 - Key Statistics for Northern Ireland; The Labour Force Survey June 2016.

Digital Day

Figure 1.2

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



Source: Ofcom Digital Day 2016, Data book 6: D14 for main chart data, and Data book 1: B4 for average time spent per day

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

Base: Adults aged 16+ in N Ireland (155)

Figure 1.3

Average daily media and comms time, by nation



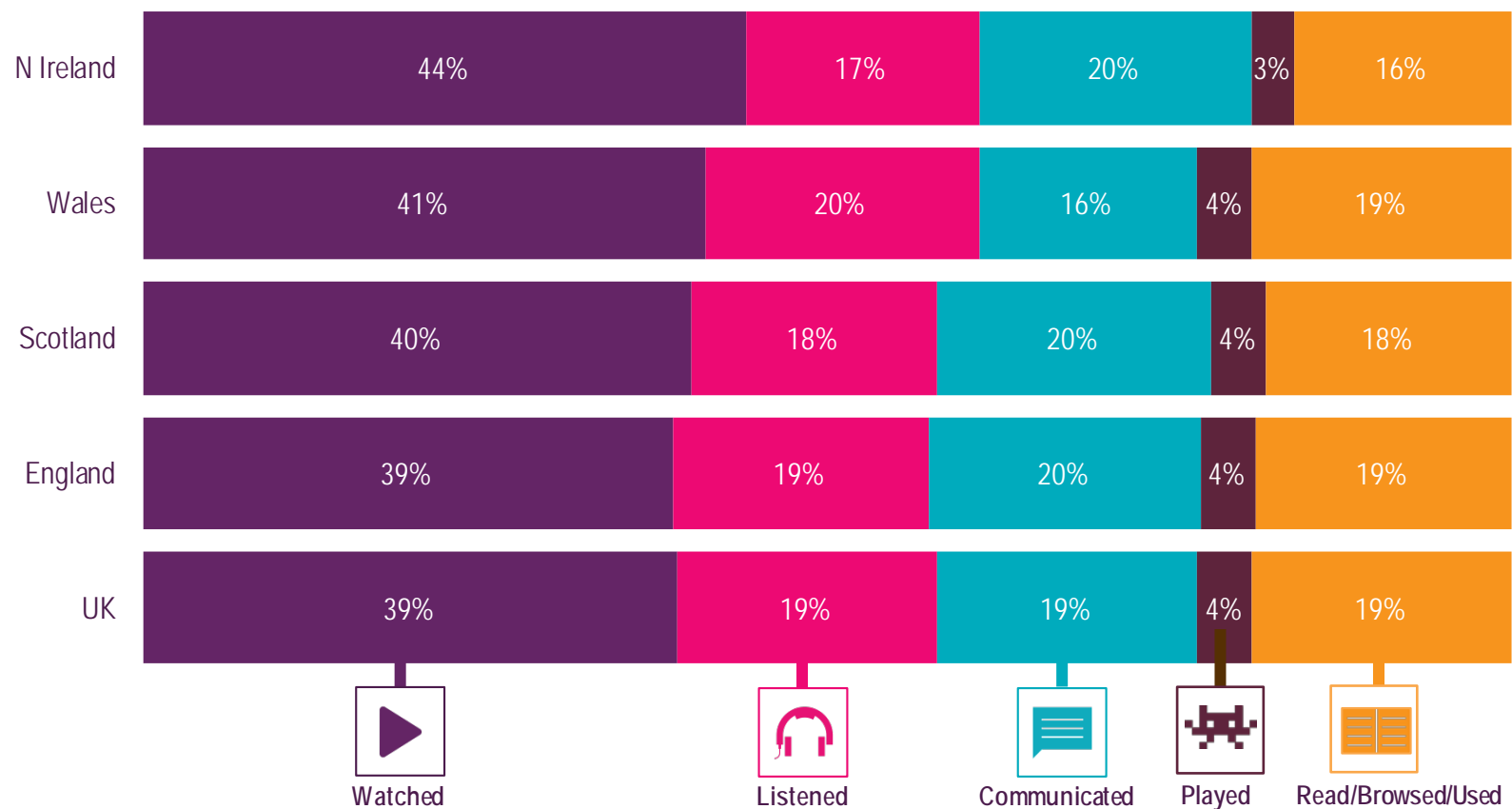
Source: Ofcom Digital Day 2016, Data book 1: B4(2)

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

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

Figure 1.4

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



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

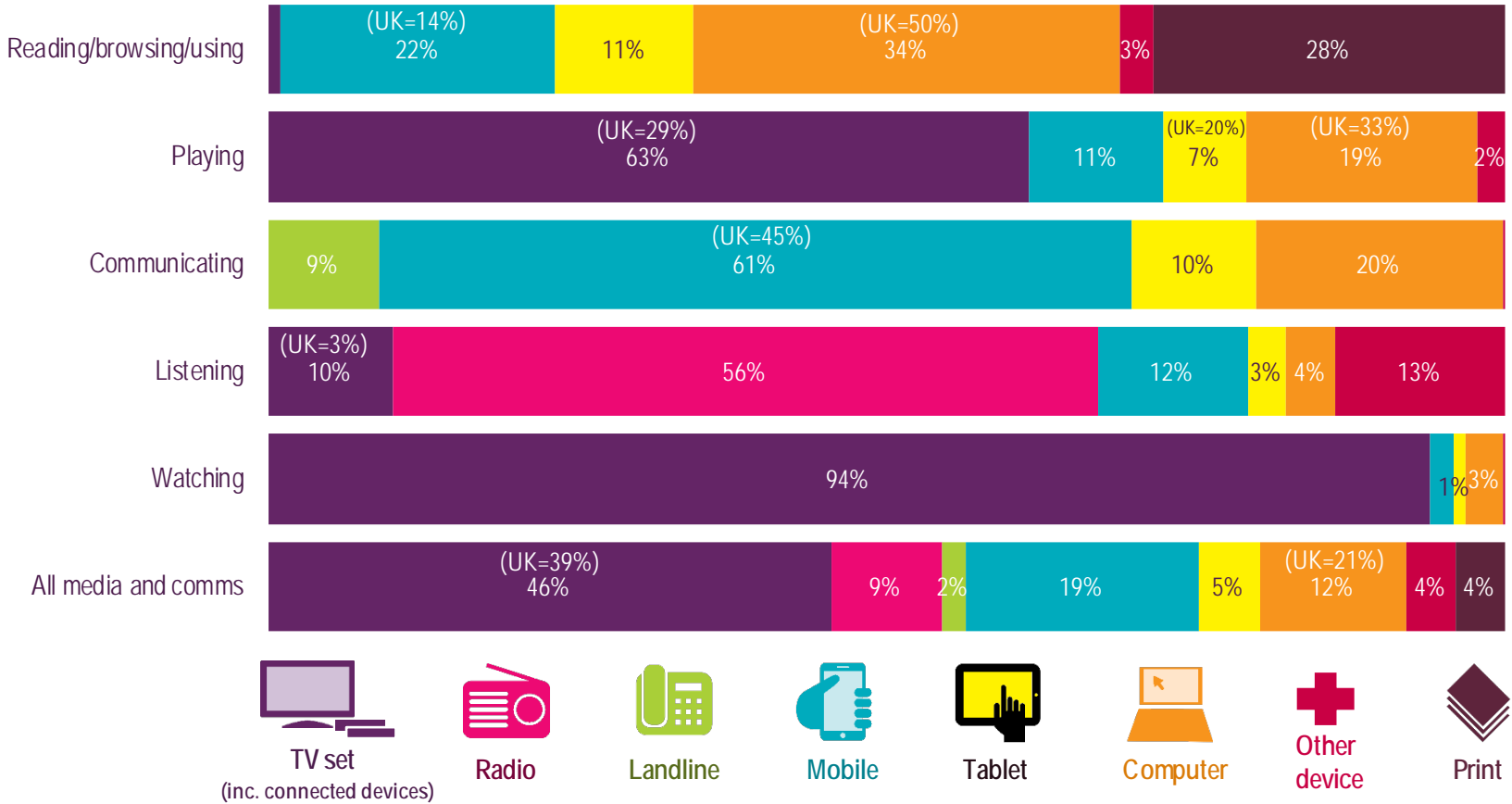
Adult diary: Chart shows the proportion of all media and comms time (B2) attributed to each activity type by nation

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

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

Figure 1.5

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



Source: Ofcom Digital Day 2016 , Data book 3: C30 for main chart data and Data book 1: B1 for average weekly minutes

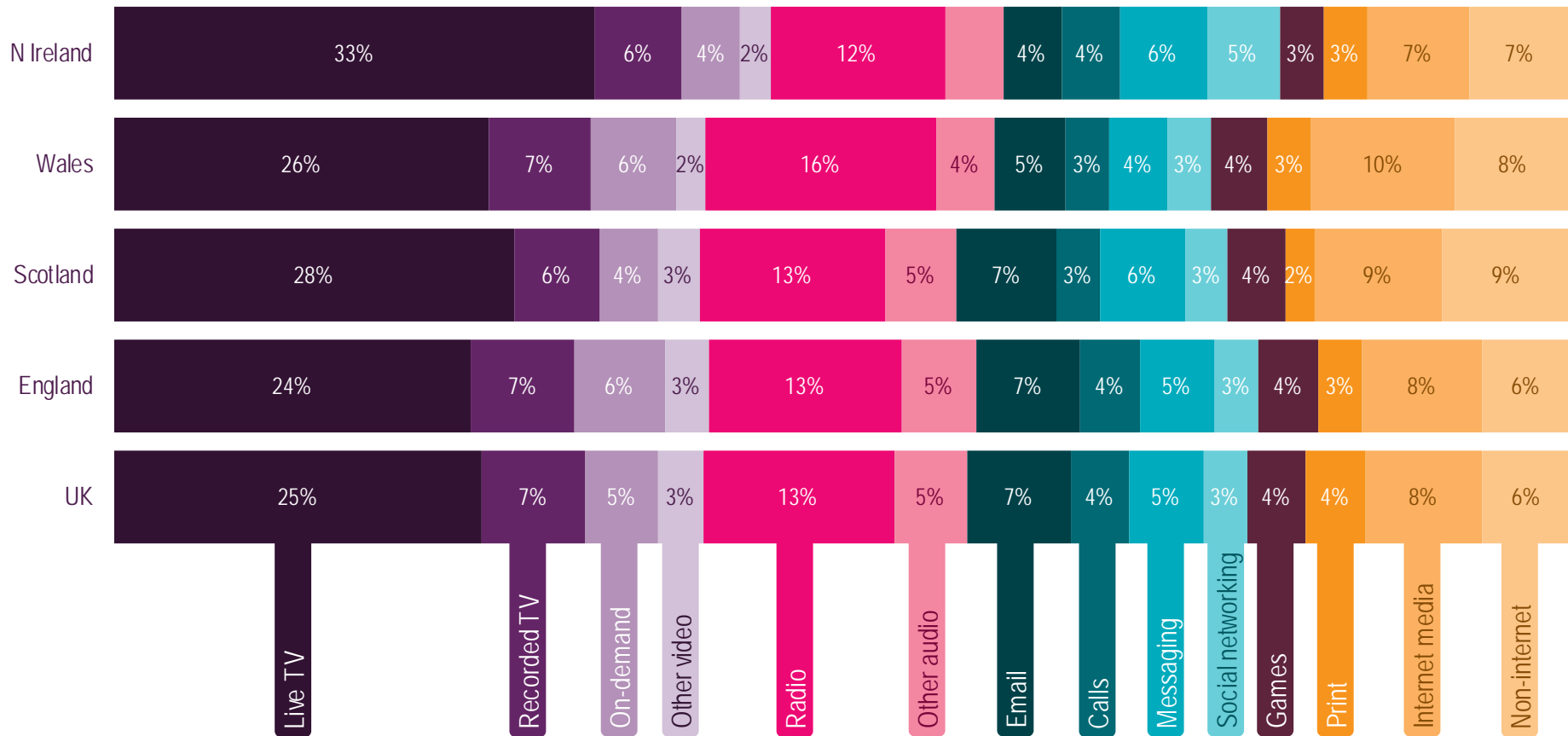
Adult diary: Chart shows the proportion of all time spent on activity types (B2) attributed to each device

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

Base: Adults aged 16+ in N Ireland (155)

Figure 1.6

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



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

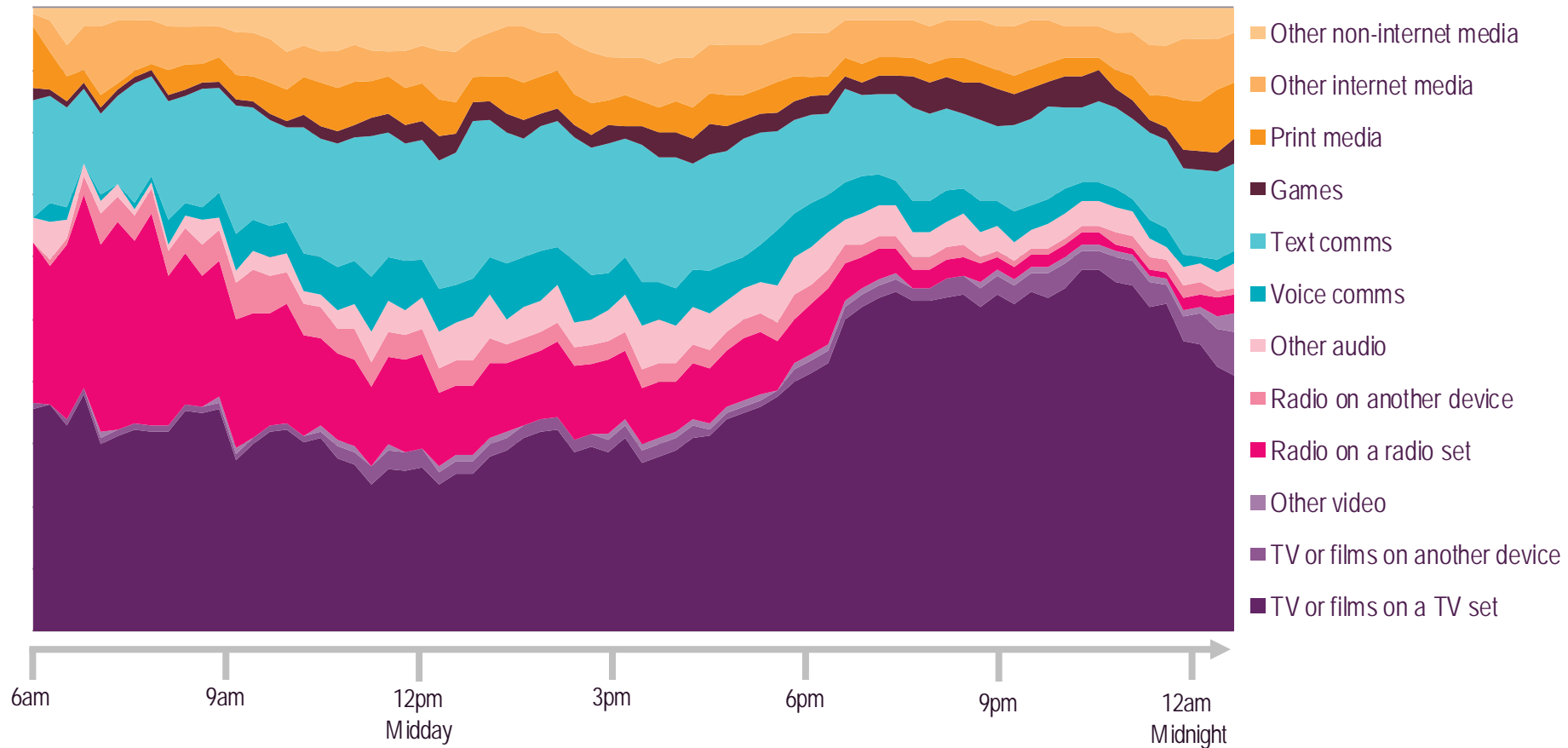
Adult diary: Chart shows the proportion of all media and comms time (B2) attributed to activities by age group.

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

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

Figure 1.7

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



Source: Ofcom Digital Day 2016, Data book 6: B14

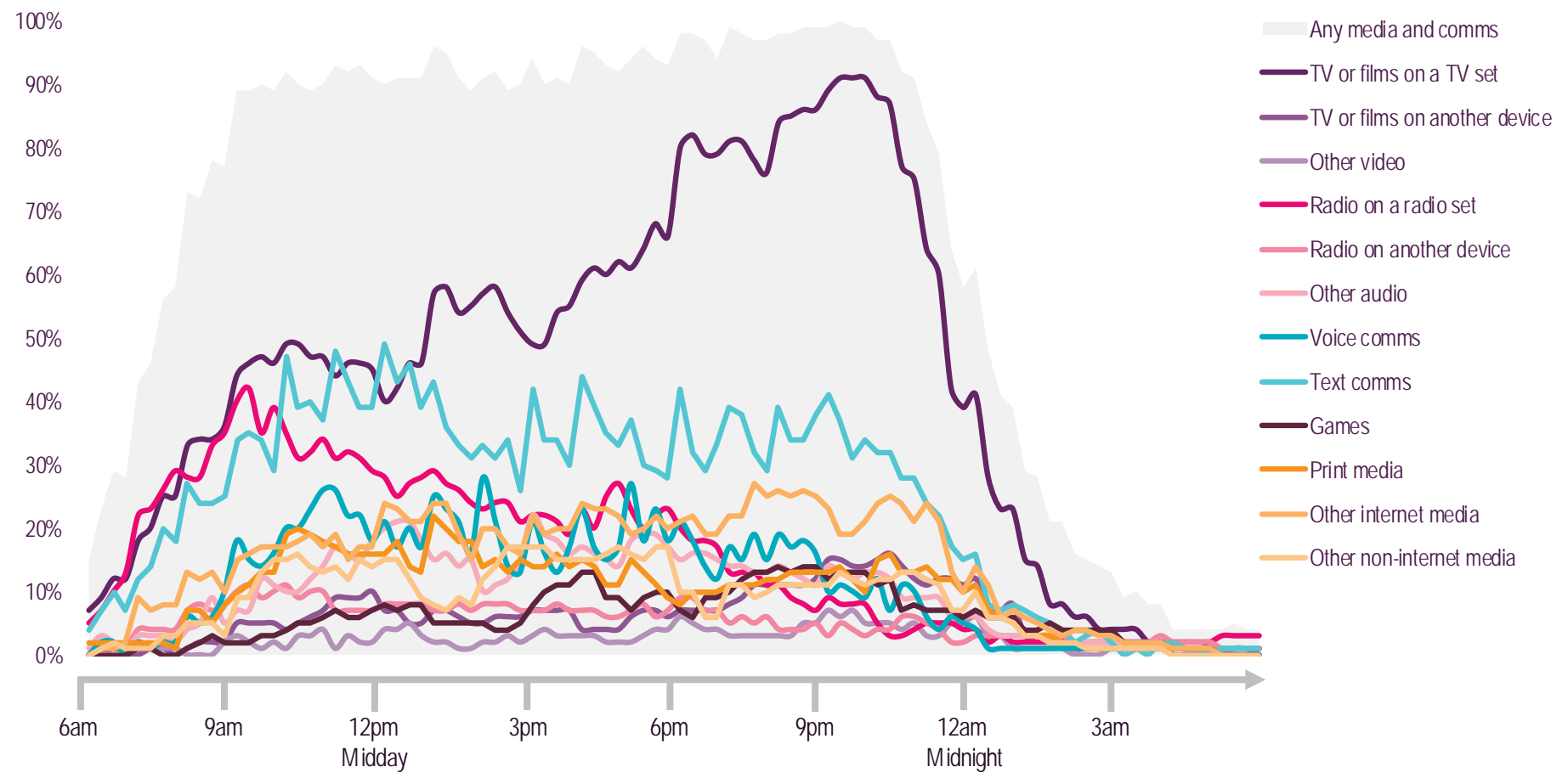
Adult diary: Chart shows the proportion of all media and comms activity attributed to each grouped activity for each time slot across a week.

Note: the base of media and comms activity varies by time, and so relatively low activity during late night time periods should be treated with caution

Base: Adults aged 16+ in N Ireland (155)

Figure 1.8

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



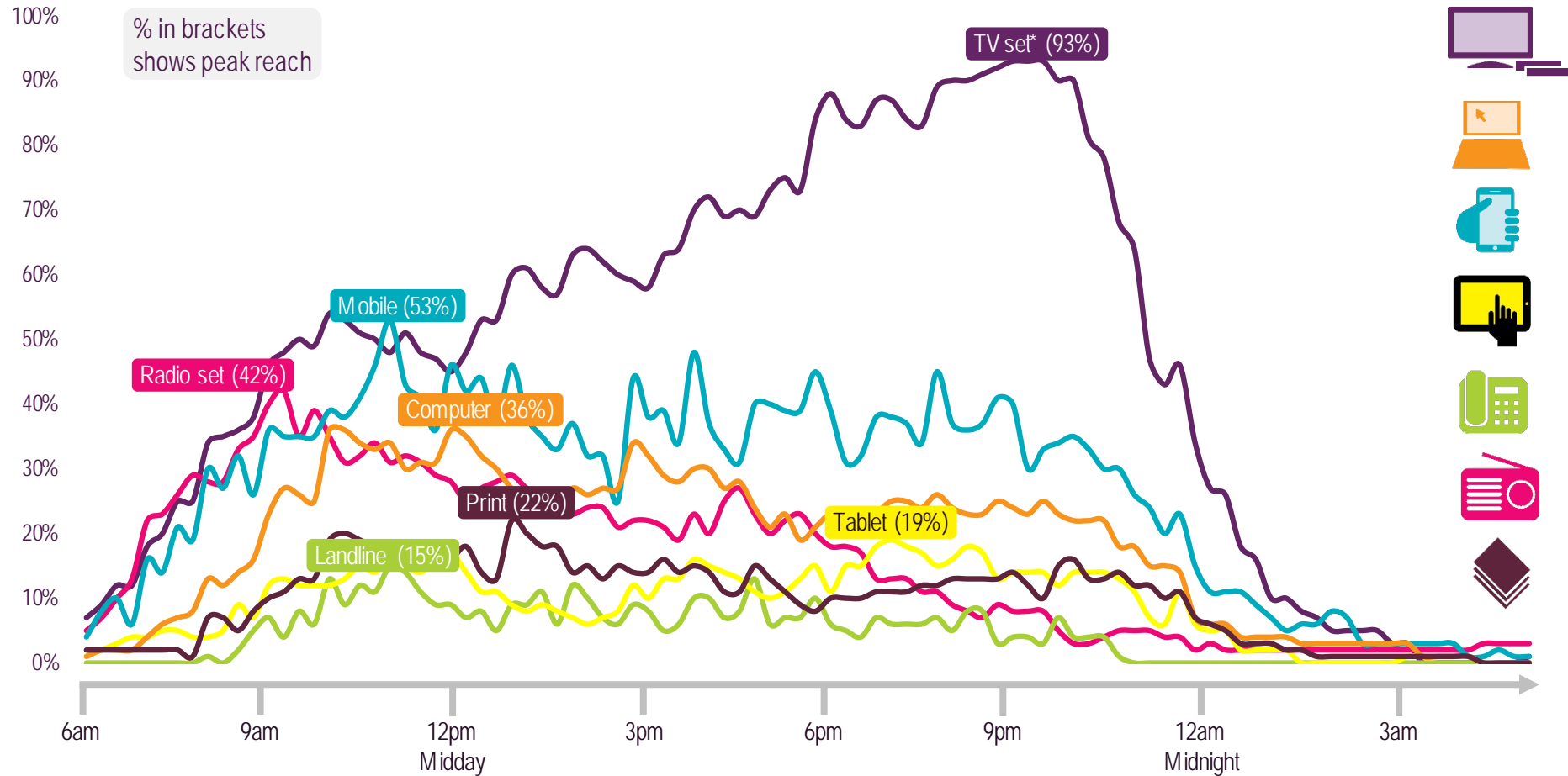
Source: Ofcom Digital Day 2016, Data book 6: A14

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

Base: Adults aged 16+ in N Ireland (155)

Figure 1.9

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



Source: Ofcom Digital Day 2016, Data book 7: A14

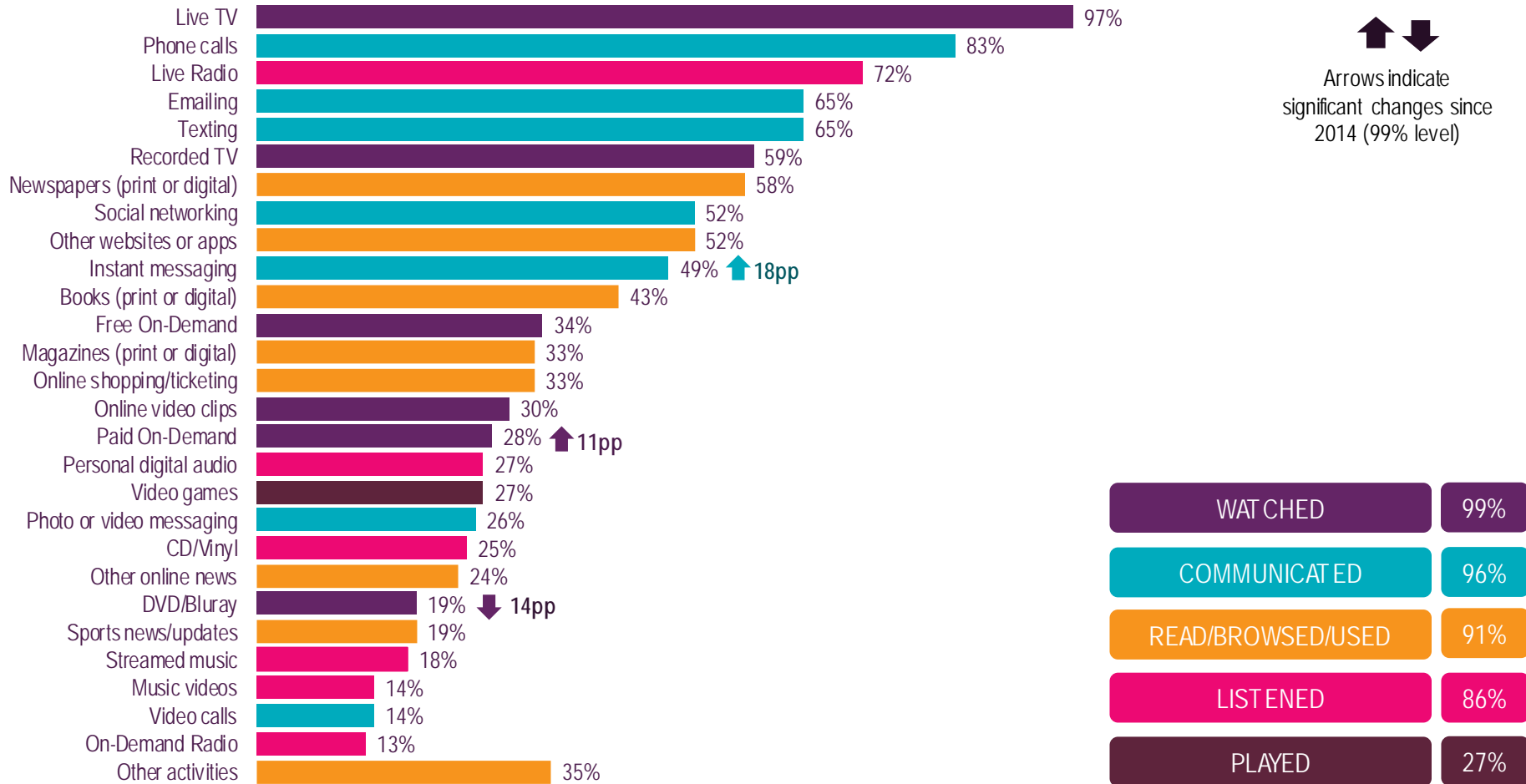
Adult diary: Chart shows the proportion of adults who recorded using each device (E) at each time slot across a week.

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

Base: Adults aged 16+ in N Ireland (155)

Figure 1.10

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



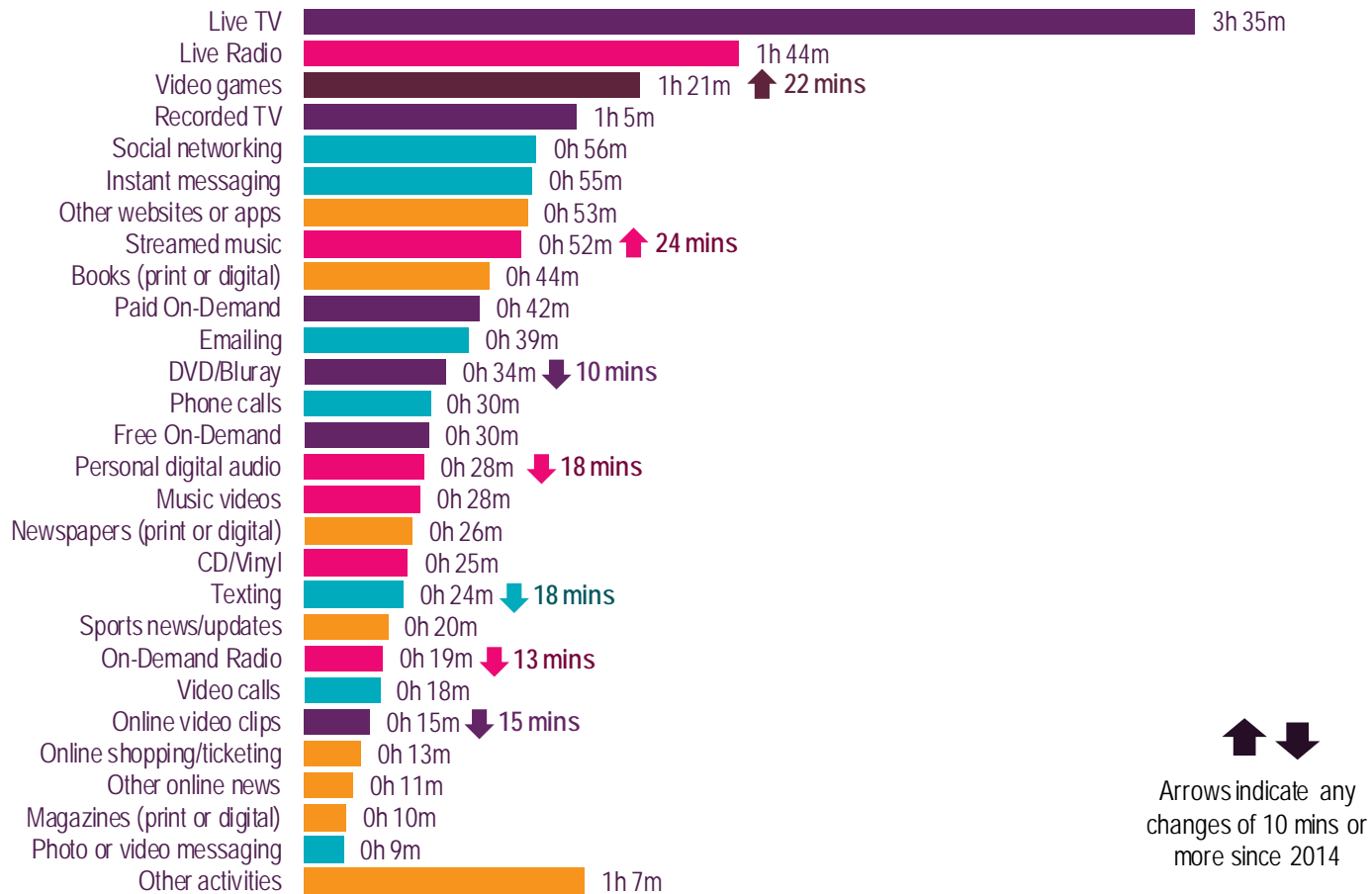
Source: Ofcom Digital Day 2016, Data book 1: A1

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

Base: Adults aged 16+ in N Ireland (155)

Figure 1.11

Average time spent on activities per day – N Ireland Among those who did activity at all over a week



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

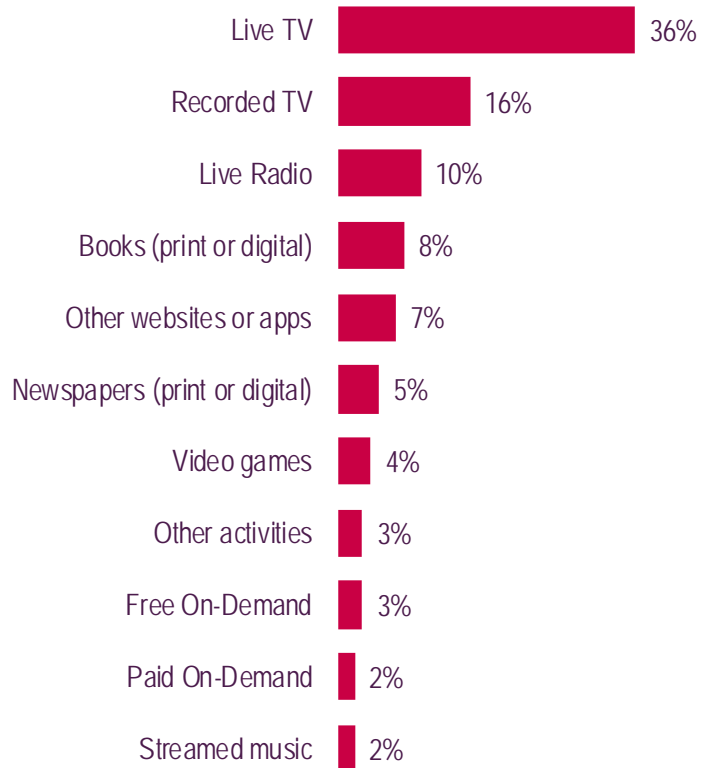
Adult diary: Chart shows the mean number of minutes recorded per day for each activity (D) among those who did each one at any point across their diary week i.e. excludes zeros.

Base: Adults aged 16+ in N Ireland (155)

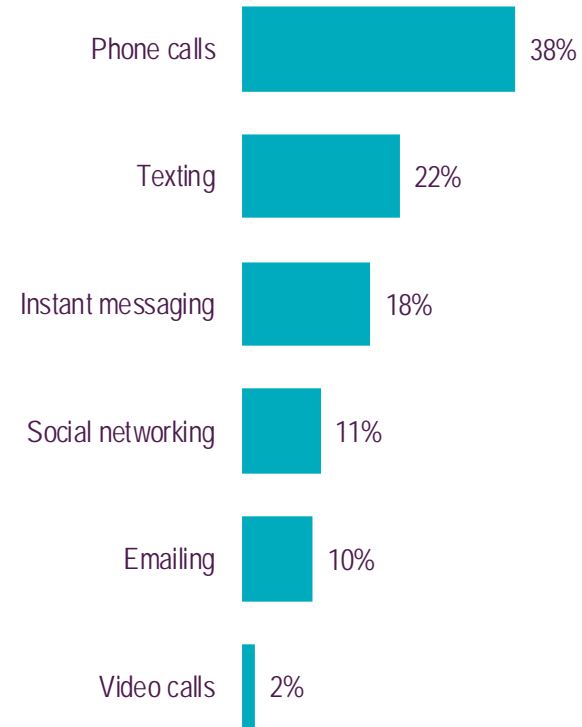
Figure 1.12

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

Media activities



Communication



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

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

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

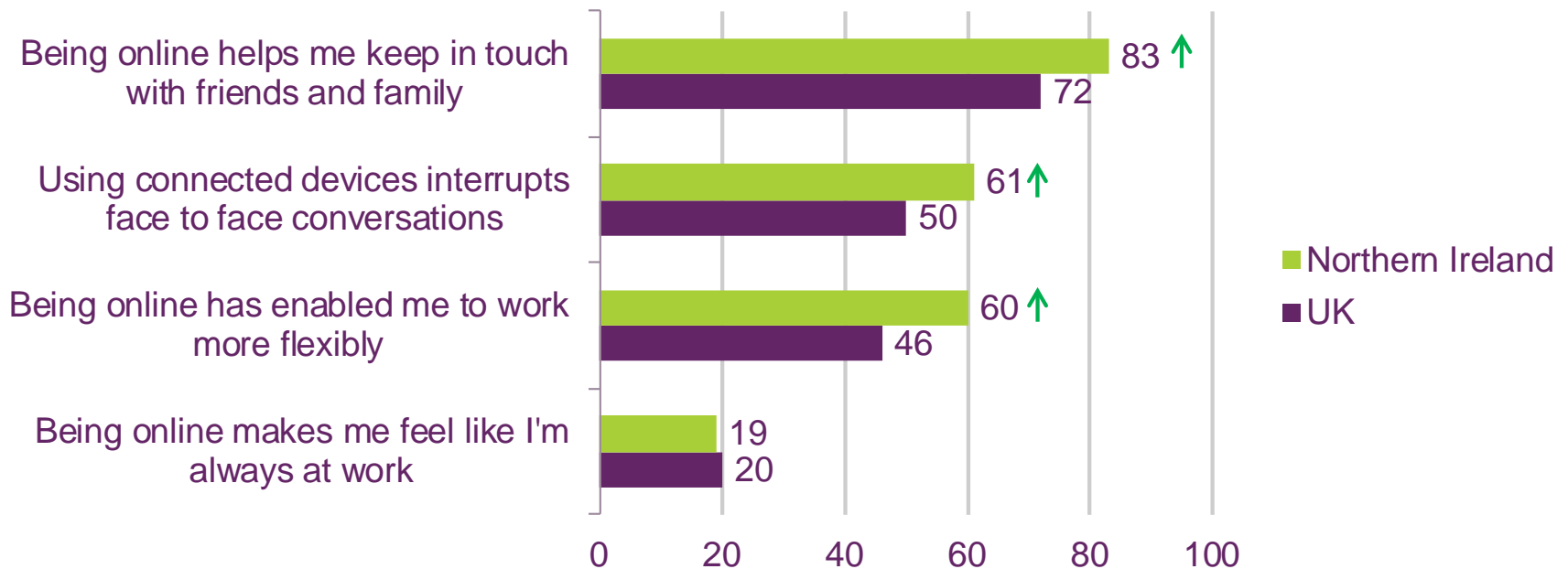
Base: Adults aged 16+ in N Ireland (155)

Coping in a connected society

Figure 1.13

The influence of being online and connected devices on communication

Proportion of internet users agreeing (%)



Source: Ofcom research, 2016

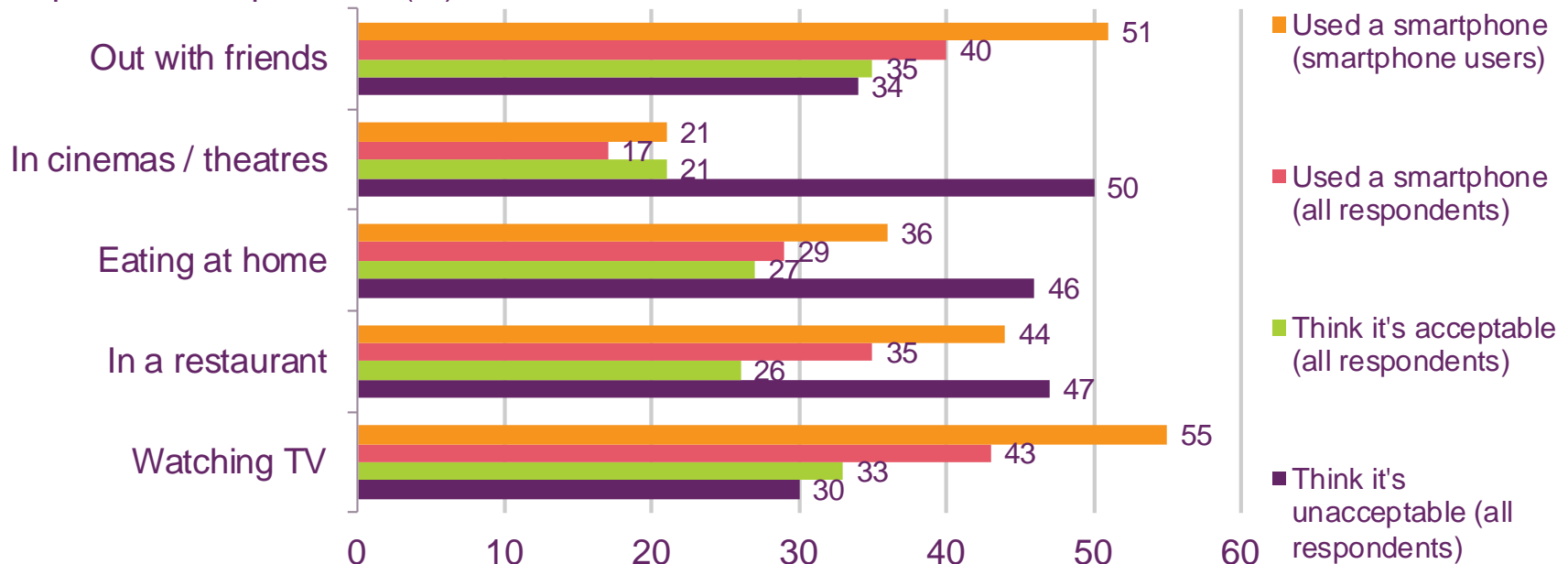
Q: How much do you agree or disagree with the following statements?

Base: All going online at least once a month (UK: 1,861; NI: 86)

Figure 1.14

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

Proportion of respondents (%)



Source: Ofcom research, 2016

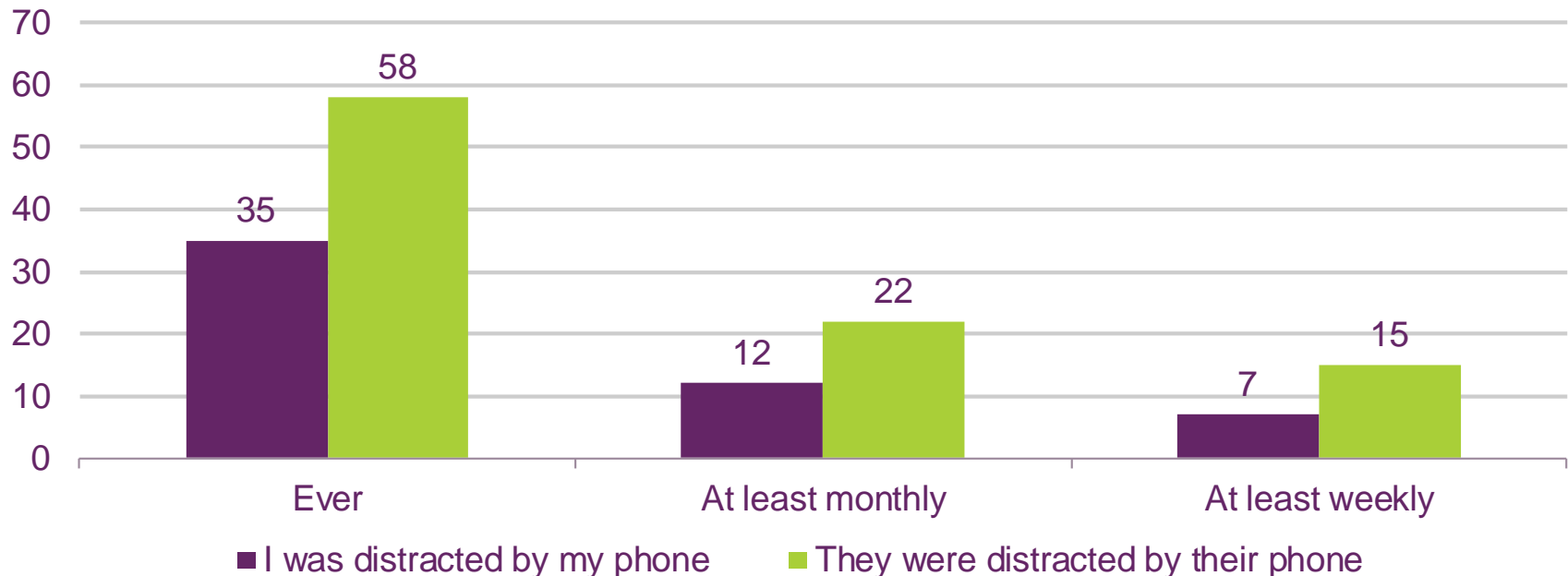
Base: All (NI: 102), smartphone users (NI: 75)

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

Figure 1.15

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

Proportion of respondents (%)



Source: Ofcom research, 2016

Q: How often, if ever, do people bump into you while walking on the street because they are too busy looking at their phone? Base: All (NI: 102) How often, if ever, do you bump into people or anything else while walking on the street because you are too busy looking at your phone? (All NI phone users: 88)