

Adults' Media Use and Attitudes Report 2014

Section 3 – Take up and use

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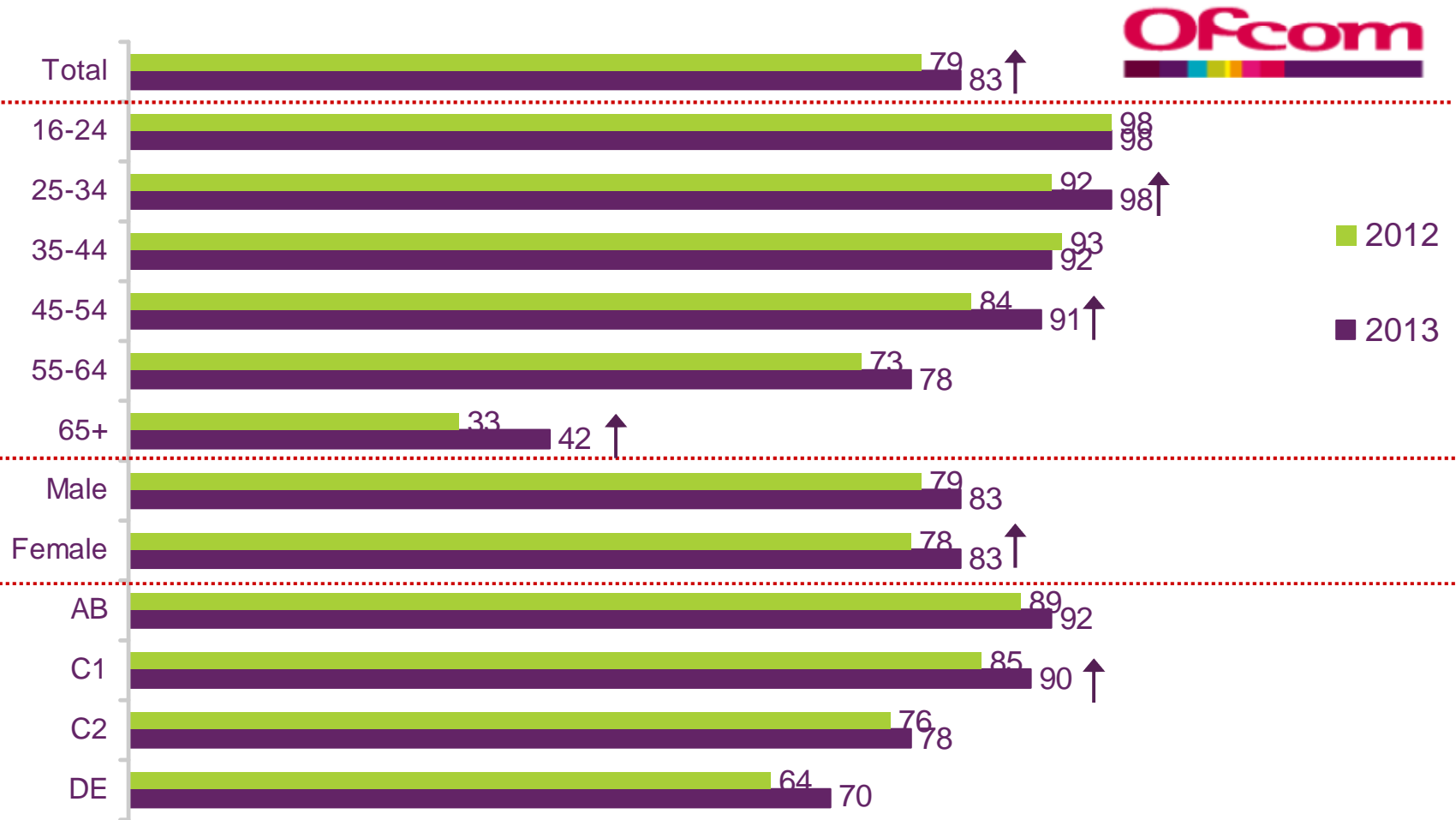
3.1 Key findings

Take-up and use: Key findings

- **There have been some significant changes in 2013 in relation to internet-enabled technology and older age groups**
- **In 2013, 83% of adults go online using any type of device in any location. This increase of four percentage points**
- **There have also been significant increases in the use of mobile technology. In particular, the use of smartphones increased to 62% of all adults in 2013 compared to 54% in 2012.**
- **In 2013, six in ten adults using a mobile phone to go online (59% vs. 53% in 2012)**
- **Three in ten (30%) of adults use a tablet to go online, almost double the number in 2012 (16%).**
- **Four in ten adults (42%) play games (up from 35% in 2012). This is driven by a six pp increase in the use of mobiles for gaming and a five pp increase in the use of tablets for gaming.**
- **Media activities such as watching TV and listening to radio remain stable, although the marked differences by age continue to increase.**

3.2 Internet

Figure 3.2.1: Use of the internet anywhere, by demographic group: 2012 and 2013

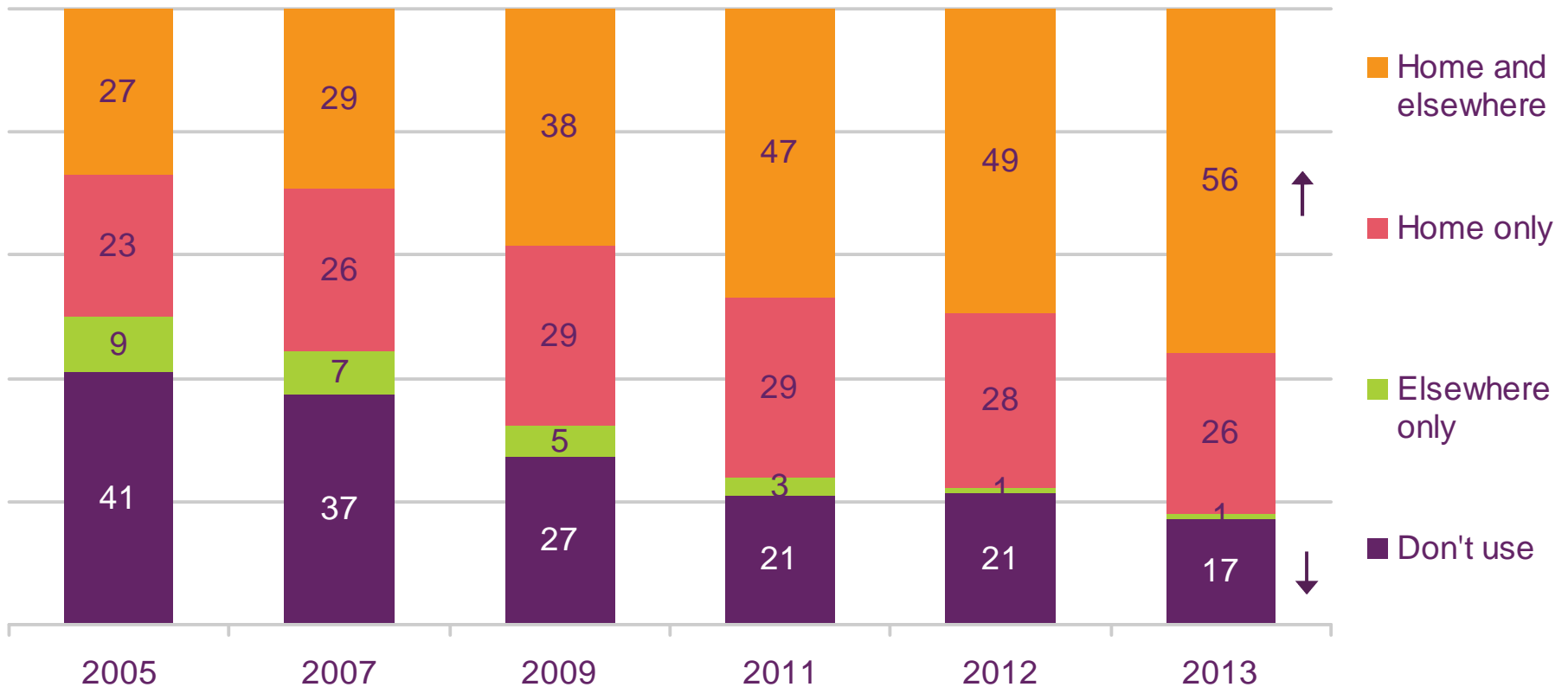


IN1/ IN3 – Do you or does anyone in your household have access to the internet at home through a computer, laptop or notebook? And do you use the internet at home?/ Do you ever access the internet anywhere other than in your home at all? (Prompted responses, single coded)

Base: All adults aged 16+ (1805 aged 16+, in 2012, 1642 aged 16+ in 2013, 234 aged 16-24 in 2012, 224 aged 16-24 in 2013, 236 aged 25-34 in 2012, 260 aged 25-34 in 2013, 300 aged 35-44 in 2012, 270 aged 35-44 in 2013, 234 aged 45-54 in 2012, 226 aged 45-54 in 2013, 262 aged 55-64 in 2012, 262 aged 55-64 in 2013, 539 aged 65+ in 2012, 400 aged 65+ in 2013, 893 male in 2012, 790 male in 2013, 912 female in 2012, 852 female in 2013, 409 AB in 2012, 368 AB in 2013, 536 C1 in 2012, 461 C1 in 2013, 356 C2 in 2012, 331 C2 in 2013, 504 DE in 2012, 482 DE in 2013). Significance testing shows any difference between 2012 and 2013

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

Figure 3.2.2: Where the internet is used, among all adults: 2005-2013



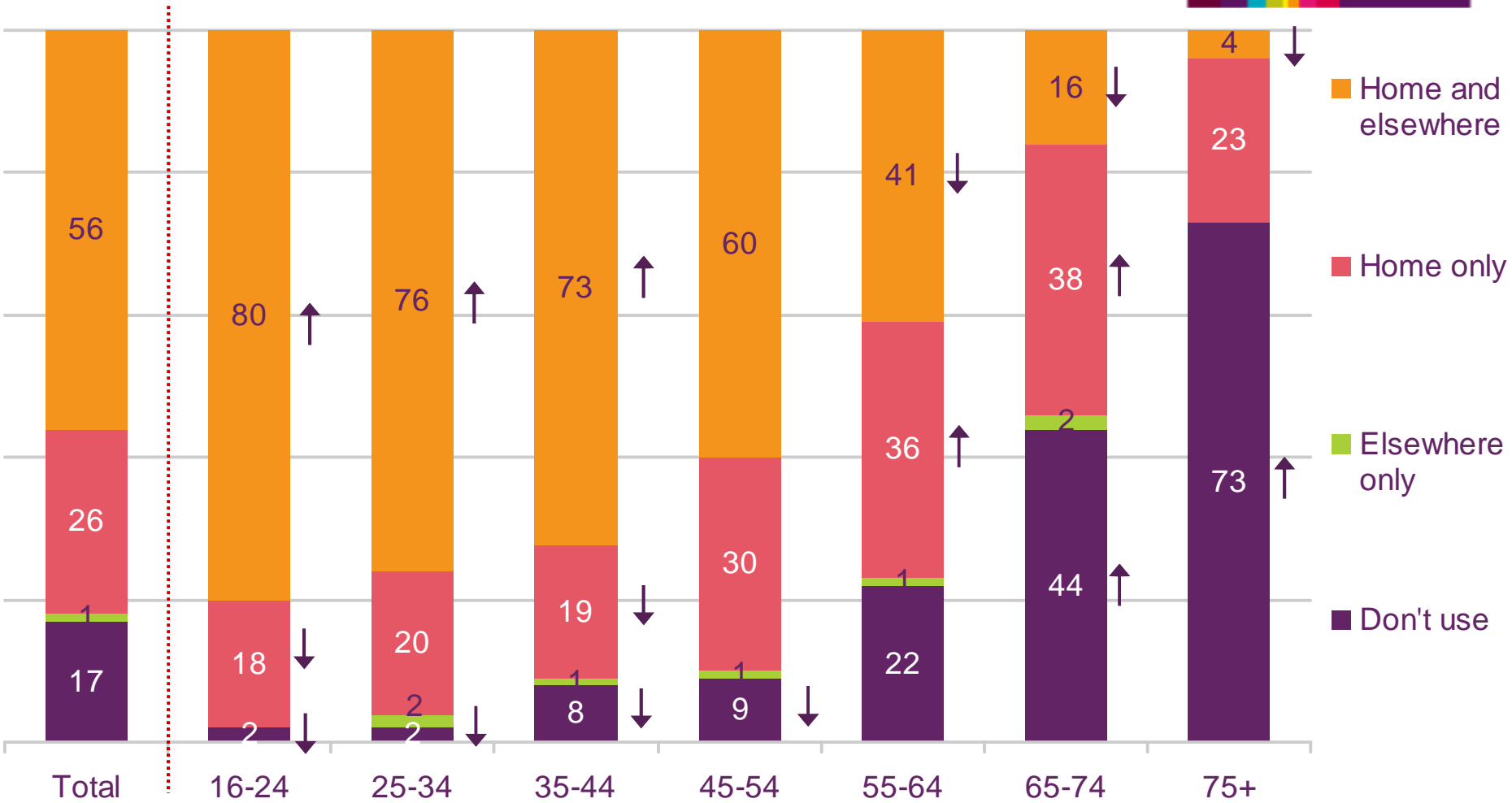
IN1/ IN3 – Do you or does anyone in your household have access to the internet at home through a computer, laptop or notebook? And do you use the internet at home?/ Do you ever access the internet anywhere other than in your home at all? (Prompted responses, single coded)

Base: All adults aged 16+ (3244 aged 16+ in 2005, 2905 aged 16+ in 2007, 1824 aged 16+ in 2009, 1823 aged 16+ in 2011, 1805 aged 16+ in 2012, 1642 aged 16+ in 2013)

aged 16+ in 2013). Significance testing shows any change between 2012 and 2013

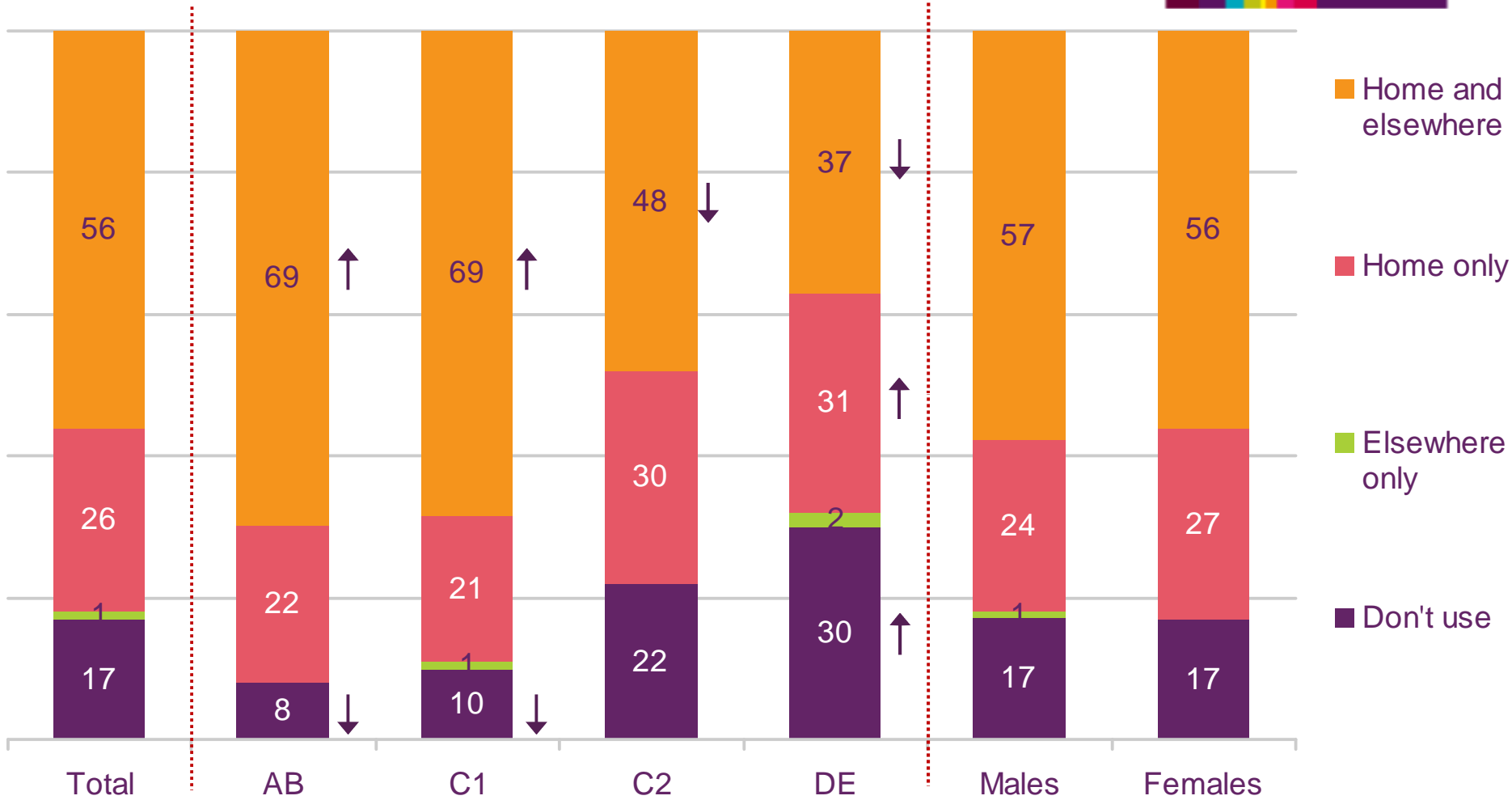
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 3.2.3: Where the internet is used, among all adults, by age: 2013



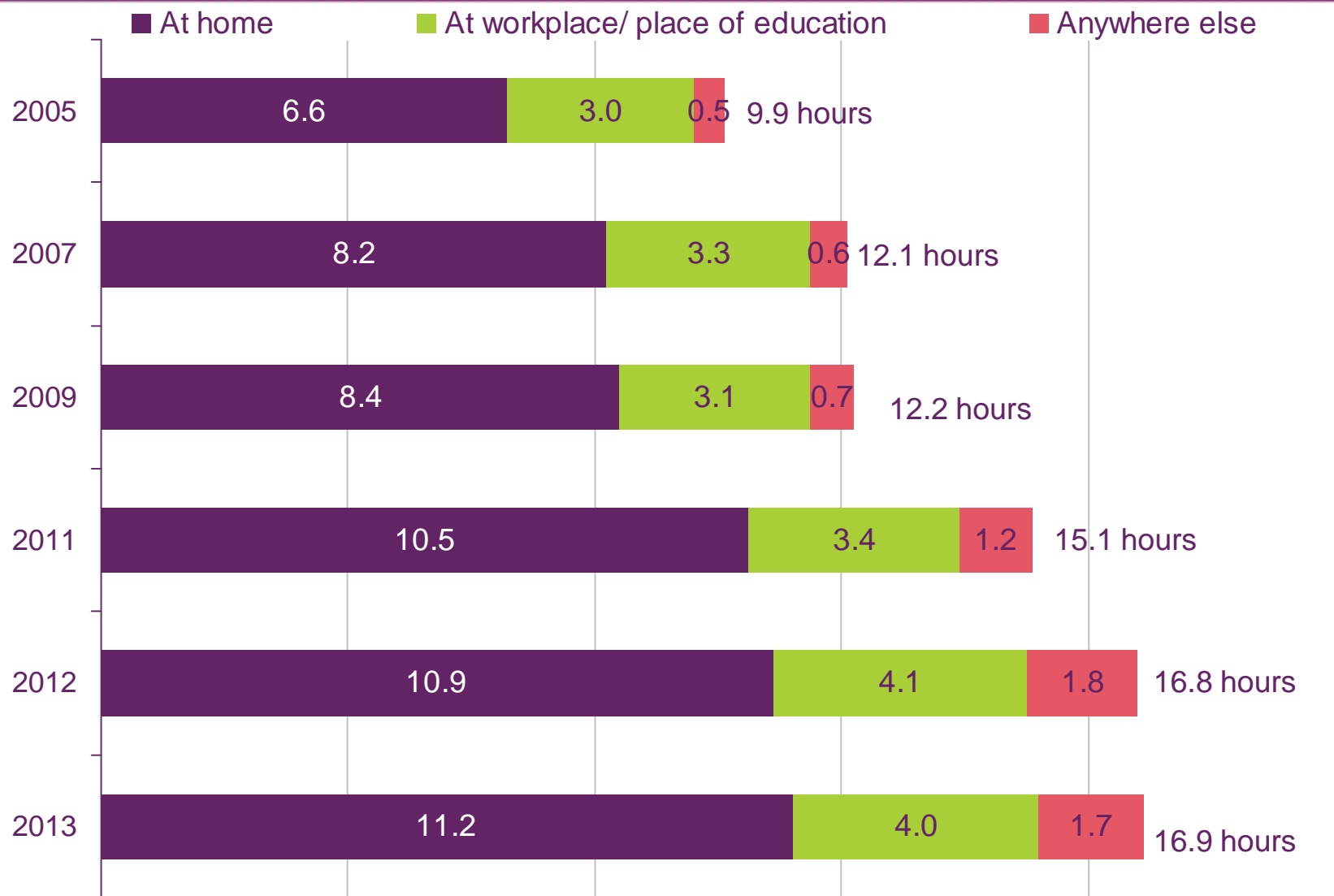
IN1/ IN3 – Do you or does anyone in your household have access to the internet at home through a computer, laptop or notebook? And do you personally use the internet at home?/ Do you ever access the internet anywhere other than in your home at all? (Prompted responses, single coded). Base: All adults aged 16+ (1642 aged 16+, 224 aged 16-24, 260 aged 25-34, 270 aged 35-44, 226 aged 45-54, 262 aged 55-64, 211 aged 65-74, 189 aged 75+). Significance testing shows any difference between any age group and all adults aged 16+. Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 3.2.4: Where the internet is used, among all adults, by socio-economic group and gender: 2013



IN1/ IN3 – Do you or does anyone in your household have access to the internet at home through a computer, laptop or notebook? And do you personally use the internet at home?/ Do you ever access the internet anywhere other than in your home at all? (Prompted responses, single coded). Base: All adults aged 16+ (1642 aged 16+, 368 AB, 461 C1, 331 C2, 482 DE, 790 males, 852 females). Significance testing shows any difference between any socio-economic group and all adults aged 16+, between males and females. Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 3.2.5: Volume of internet use per week, by location: 2005-2013

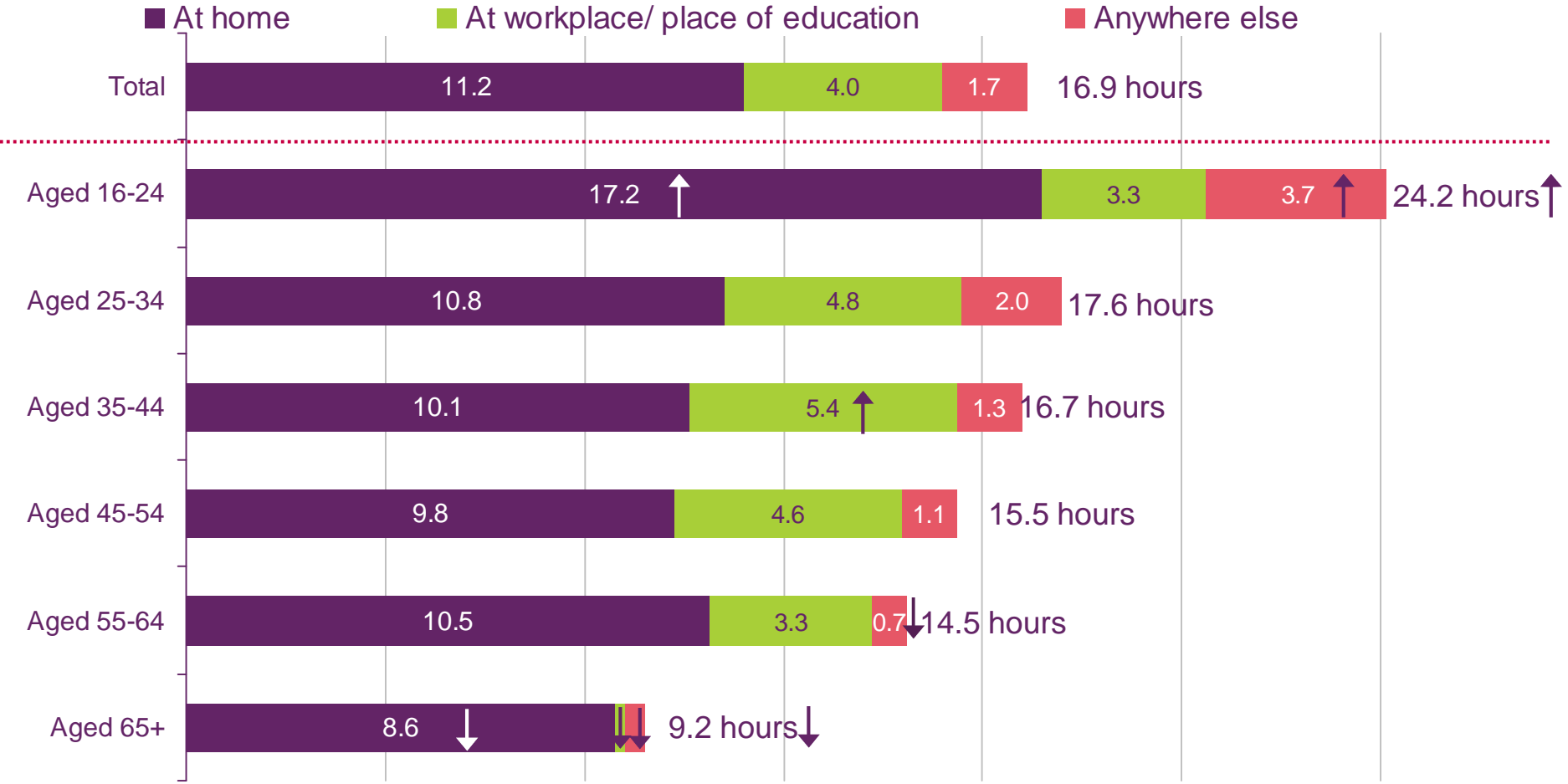


IN6A-C – How many hours in a typical week would you say you use the internet at home/ at your workplace or place of education/ anywhere else? (Unprompted responses, single coded)

Base: All adults aged 16+ who use the internet at home or elsewhere (1746 in 2005, 1723 in 2007, 1282 in 2009, 1369 in 2011, 1381 in 2012, 1272 in 2013) Significance testing shows any change between 2012 and 2013

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

Figure 3.2.6: Volume of internet use per week, by location and age: 2013

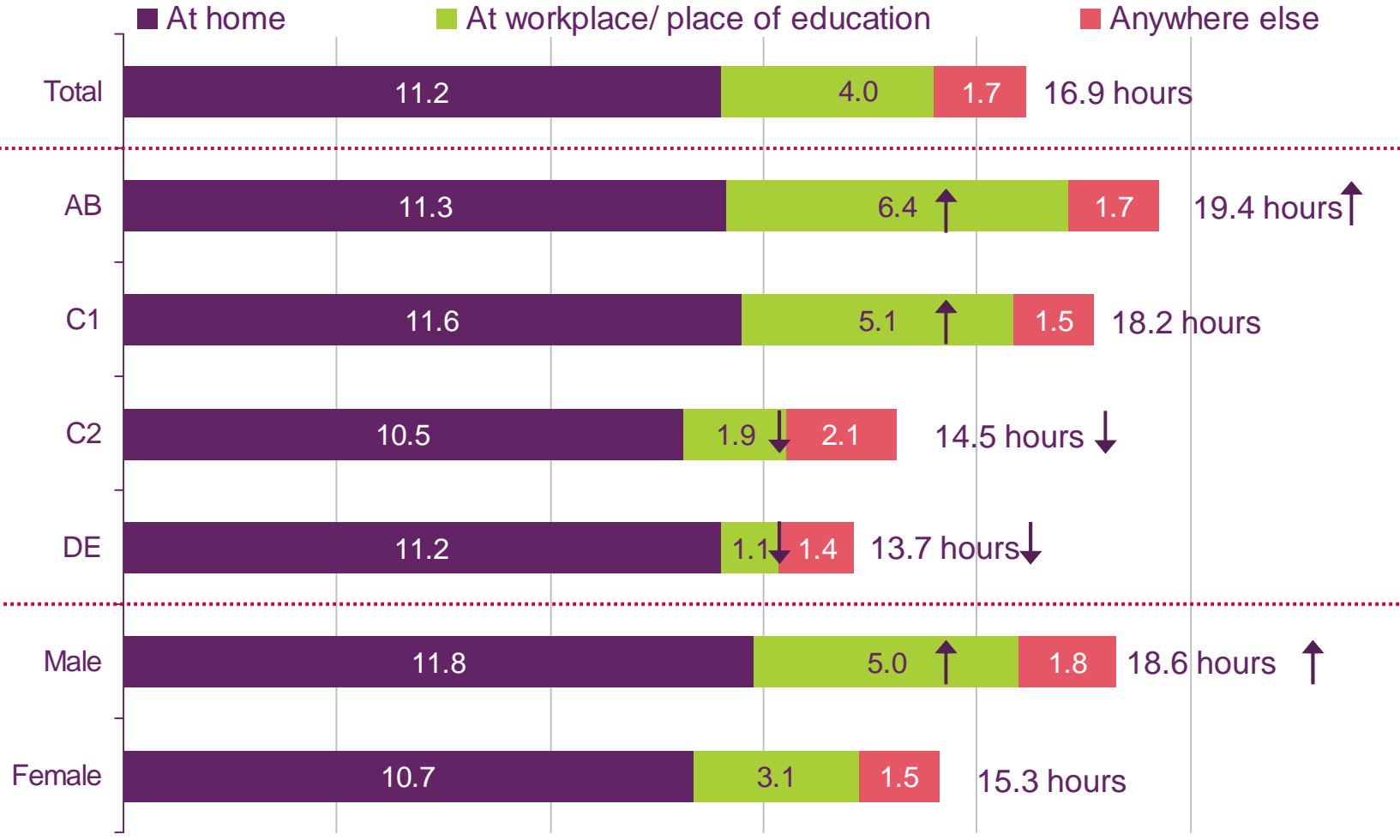


IN6A-C – How many hours in a typical week would you say you use the internet at home/ at your workplace or place of education/ anywhere else? (Unprompted responses, single coded)

Base: All adults who go online at home or elsewhere (1272 aged 16+, 219 aged 16-24, 254 aged 25-34, 243 aged 35-44, 201 aged 45-54, 192 aged 55-64, 163 aged 65+). Significance testing shows any difference between any age group and all adults aged 16+

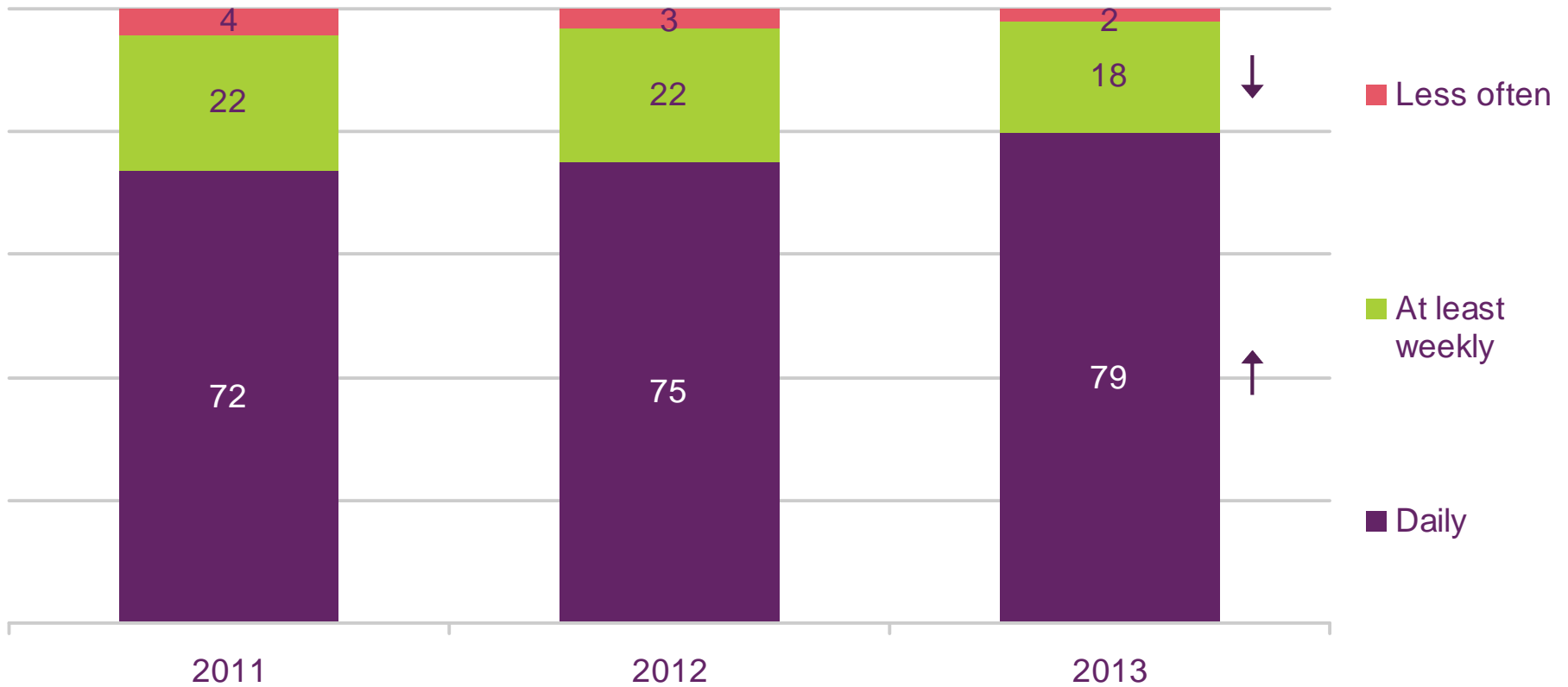
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 3.2.7: Volume of internet use, per week, by location, socio-economic group and gender: 2013



IN6A-C – How many hours in a typical week would you say you use the internet at home/ at your workplace or place of education/ anywhere else? (Unprompted responses, single coded). Base: All adults who go online at home or elsewhere (1272 aged 16+, 325 AB, 407 C1, 242 C2, 298 DE, 613 males, 659 females) - Significance testing shows any difference between any socio-economic group and all adults aged 16+, between males and females. Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 3.2.8: Frequency of going online using any type of device: 2011-2013

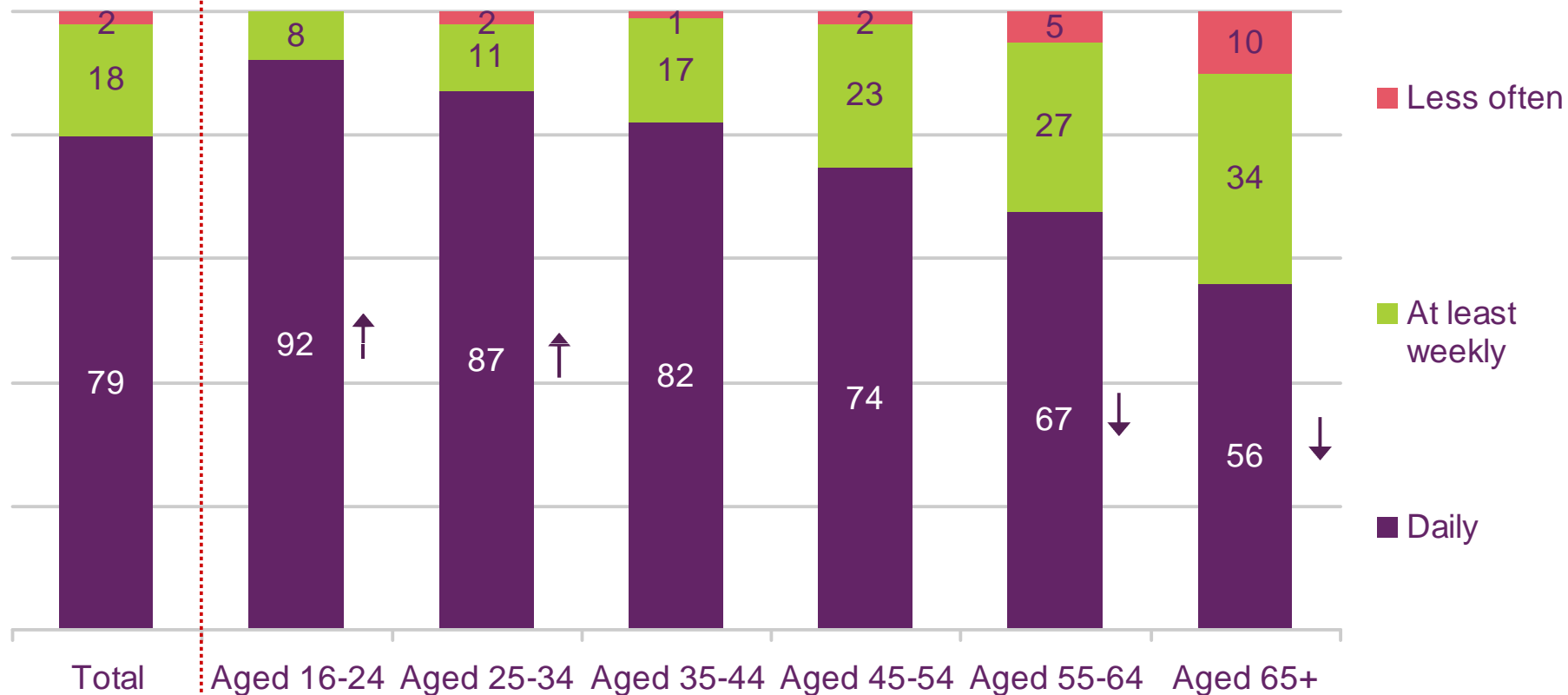


IN5 And how often do you personally go online nowadays, either at home or elsewhere (Prompted responses, single coded)

Base: All adults who go online at home or elsewhere (1369 in 2011, 1381 in 2012, 1272 in 2013). Significance testing shows any change between 2012 and 2013

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

Figure 3.2.9: Frequency of going online using any device, by age: 2013



IN5 And how often do you personally go online nowadays, either at home or elsewhere (Prompted responses, single coded)
 Base: All adults who go online at home or elsewhere (1272 aged 16+, 219 aged 16-24, 254 aged 25-34, 243 aged 35-44, 201 aged 45-54, 192 aged 55-64, 163 aged 65+). Significance testing shows any difference between any age group and all adults aged 16+
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 3.2.10: Frequency of going online using any device, by socio-economic group and gender: 2013

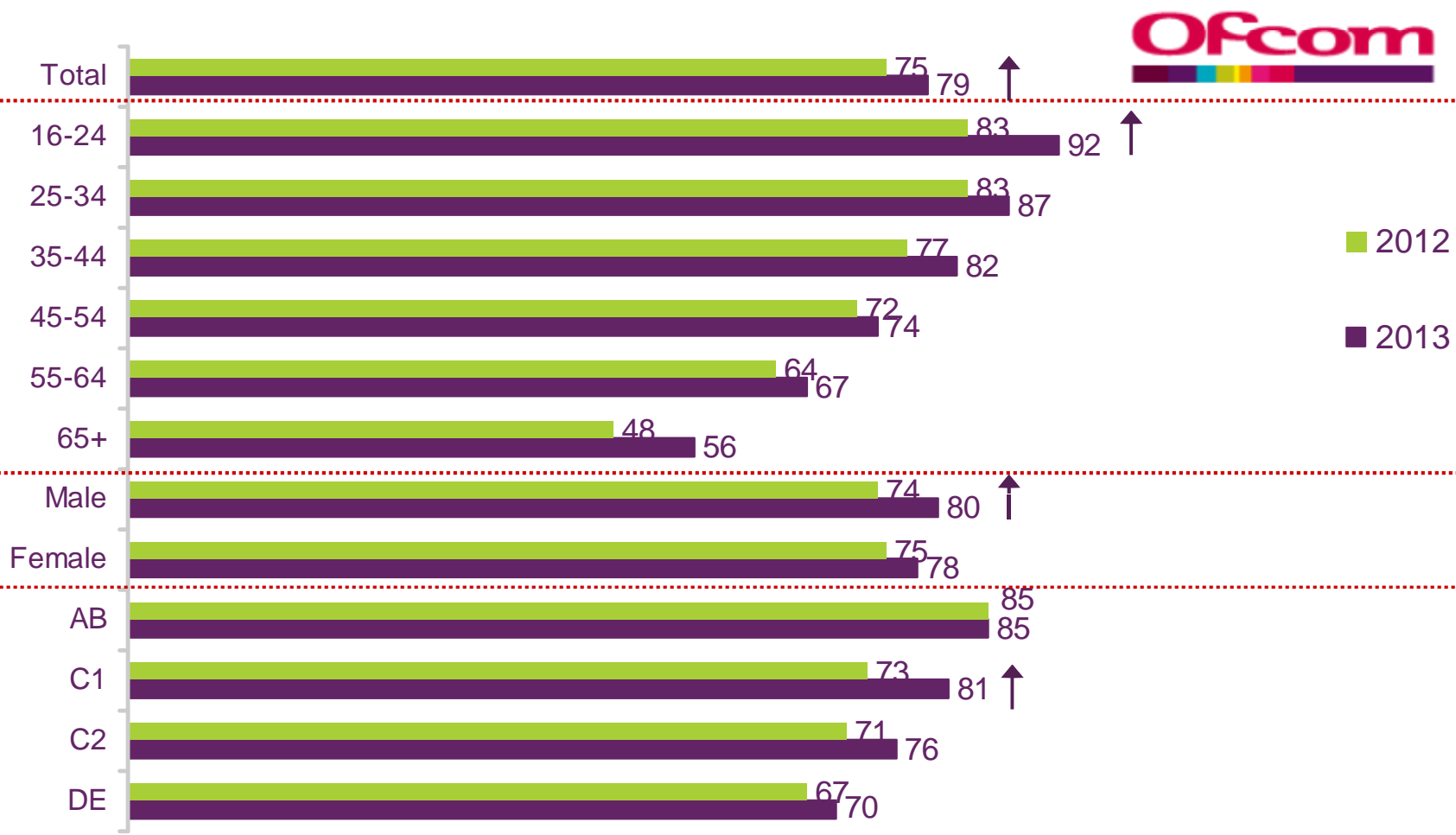


IN5 And how often do you personally go online nowadays, either at home or elsewhere (Prompted responses, single coded)

Base: All adults who go online at home or elsewhere (1272 aged 16+, 325 AB, 407 C1, 242 C2, 298 DE, 613 males, 659 females) - Significance testing shows any difference between any socio-economic group and all adults aged 16+, between males and females

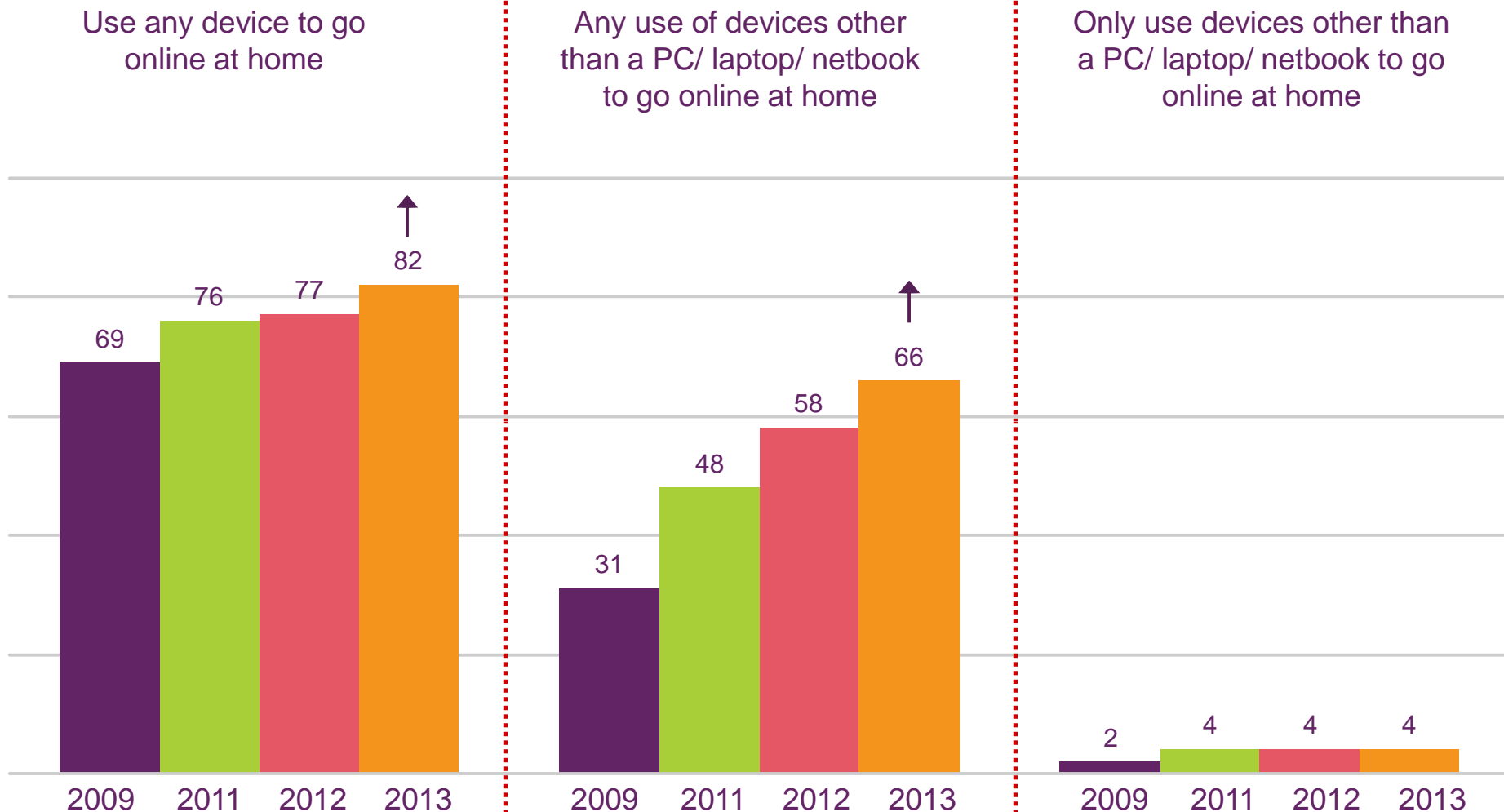
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 3.2.11: Incidence of going online daily, by demography: 2012 and 2013



IN5 And how often do you personally go online nowadays , either at home or elsewhere (Prompted responses, single coded)
 Base: All adults aged 16+ who go online at home or elsewhere (1381 aged 16+, in 2012, 1272 aged 16+ in 2013, 229 aged 16-24 in 2012, 219 aged 16-24 in 2013, 219 aged 25-34 in 2012, 254 aged 25-34 in 2013, 273 aged 35-44 in 2012, 243 aged 35-44 in 2013, 194 aged 45-54 in 2012, 2201 aged 45-54 in 2013, 190 aged 55-64 in 2012, 192 aged 55-64 in 2013, 276 aged 65+ in 2012, 163 aged 65+ in 2013, 691 male in 2012, 613 male in 2013, 690 female in 2012, 659 female in 2013, 362 AB in 2012, 325 AB in 2013, 450 C1 in 2012, 407 C1 in 2013, 260 C2 in 2012, 242 C2 in 2013, 309 DE in 2012, 298 DE in 2013). Significance testing shows any difference between 2012 and 2013
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 3.2.12: Going online at home using any device, by usage category: 2009-2013



IN1/ IN2- Do you or does anyone in your household have access to the internet at home through a computer, laptop or notebook? And do you personally use the internet at home?/ Do you have and use any of the items shown on this card to go online? (Prompted responses, single coded)

Base: All adults aged 16+ (1824 in 2009, 2117 in 2010, 1823 in 2011, 1805 in 2012, 1642 in 2013). Significance testing shows any change between 2012 and 2013

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

Figure 3.2.13: Key measures of internet access and use: 2013

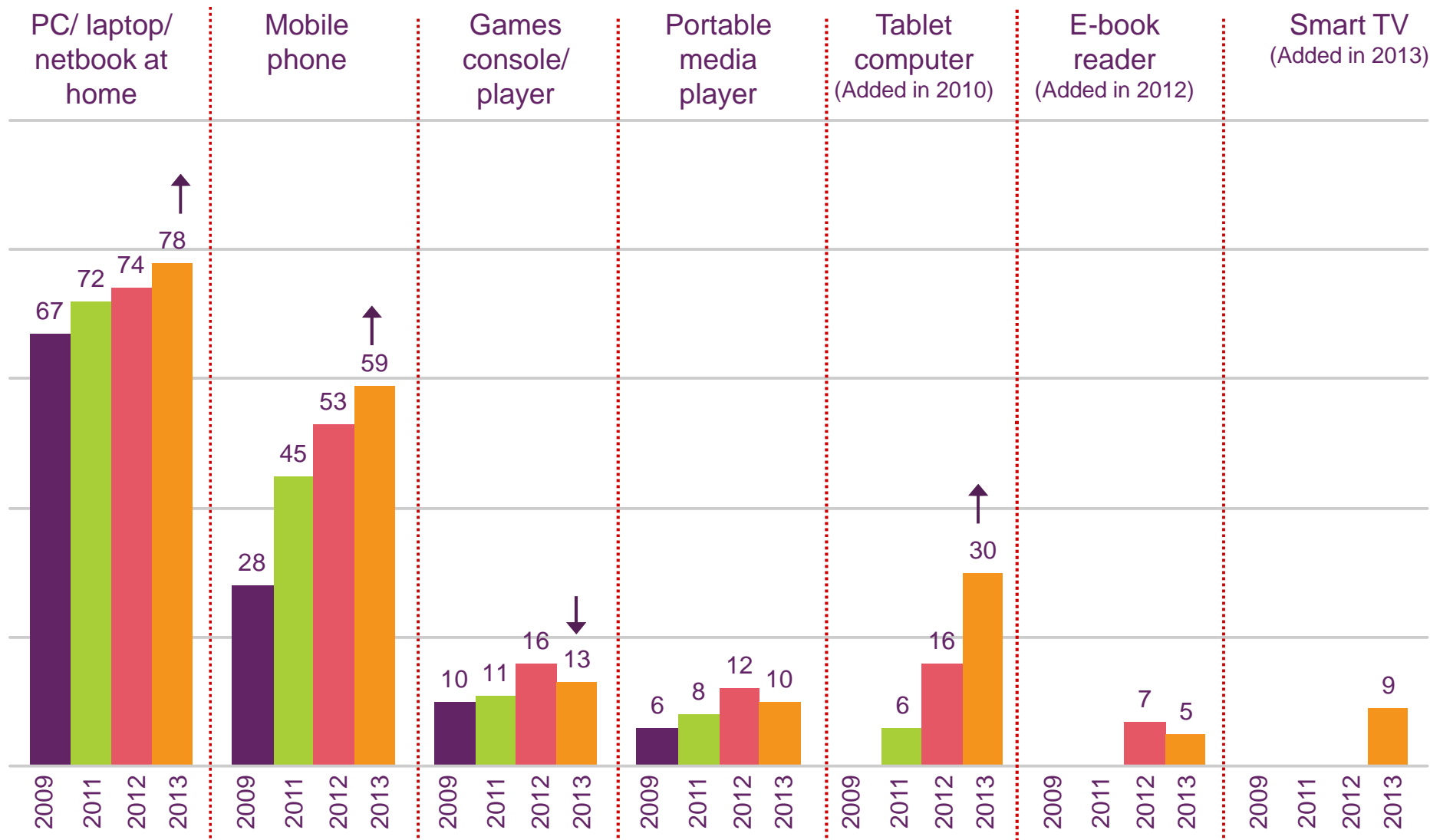
	As a % of all adults
Home internet access through a PC/ laptop/ netbook	82%
Go online at home through a PC/ laptop/ netbook	78%
Go online at home through an alternative device (mobile phone/ games console/ portable media player/ tablet computer/ E-book reader)	66%
Go online at home through a PC/ laptop/ netbook or an alternative device	82%
Go online outside the home	57%
Go online at all (on any device in any location)	83%

IN1/ IN2/ IN3 – Do you or does anyone in your household have access to the internet at home through a computer, laptop or notebook? And do you use the internet at home?/ Do you ever access the internet anywhere other than in your home at all? (Prompted responses, single coded)

Base: All adults aged 16+ (1642)

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

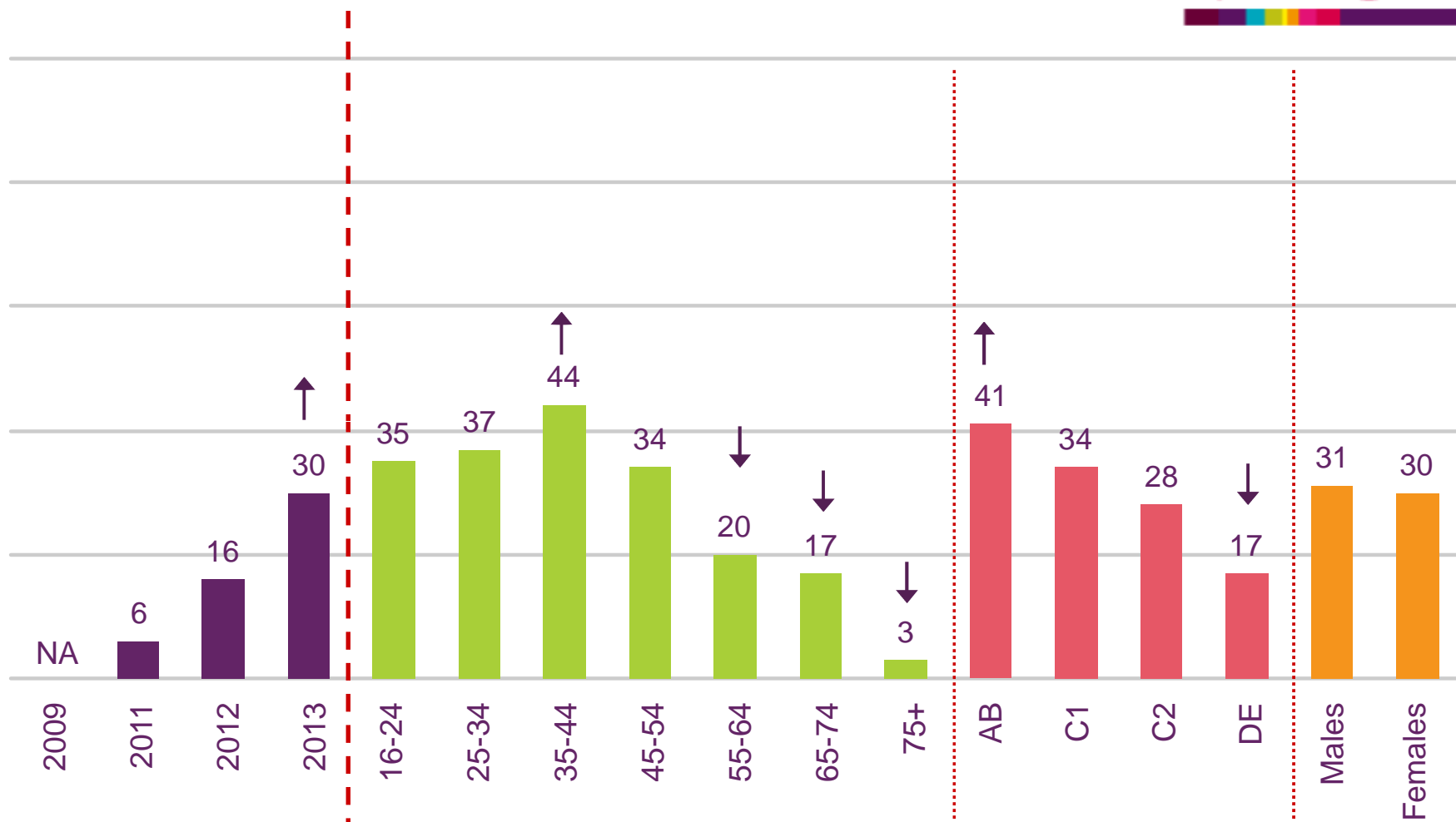
Figure 3.2.14: Devices used to go online at home: 2009-2013



IN1/ IN2- Do you or does anyone in your household have access to the internet at home through a computer, laptop or notebook? And do you personally use the internet at home?/ Do you have and use any of the items shown on this card to go online? (Prompted responses, single coded)
 Base: All adults aged 16+ (1824 in 2009, 1823 in 2011, 1805 in 2012, 1642 in 2013). Significance testing shows any change between 2012 and 2013
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

3.3 Tablets

Figure 3.3.1: Use of a tablet PC to go online: 2011-2013, and by demography in 2013



IN1/ IN2- Do you or does anyone in your household have access to the internet at home through a computer, laptop or notebook? And do you personally use the internet at home?/ Do you have and use any of the items shown on this card to go online? (Prompted responses, single coded)

Base: All adults aged 16+ (2905 in 2009, 1824 in 2011, 1805 in 2012, 1642 in 2013, 224 aged 16-24, 260 aged 25-34, 270 aged 35-44, 226 aged 45-54, 262 aged 55-64, 211 aged 65-74, 189 aged 75+, 368 AB, 461 C1, 331 C2, 482 DE, 790 males, 852 females)

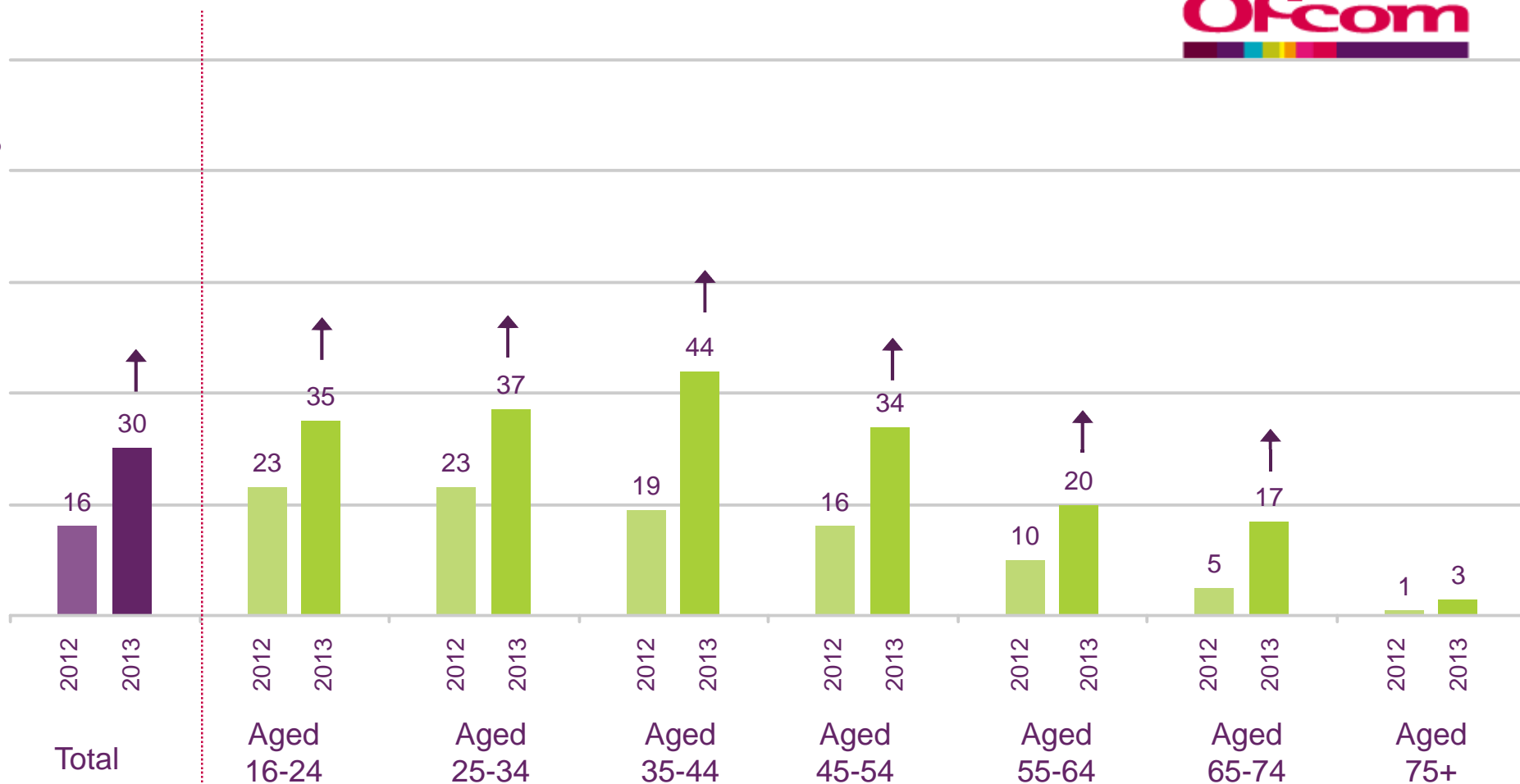
Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females

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

Figure 3.3.2: Use of a tablet PC to go online, by age: 2012-2013



%



IN1/ IN2- Do you or does anyone in your household have access to the internet at home through a computer, laptop or notebook? And do you personally use the internet at home?/ Do you have and use any of the items shown on this card to go online? (Prompted responses, single coded)

Base: All adults aged 16+ (1805 in 2012, 1642 in 2013, 234 aged 16-24 in 2012, 224 aged 16-24 in 2013, 236 aged 25-34 in 2012, 260 aged 25-34 in 2013, 300 aged 35-44 in 2012, 270 aged 35-44 in 2013, 234 aged 45-54 in 2012, 226 aged 45-54 in 2013, 262 aged 55-64 in 2012, 262 aged 55-64 in 2013, 259 aged 65-74 in 2012, 211 aged 65-74 in 2013, 280 aged 75+ in 2012, 189 aged 75+ in 2013)

Significance testing shows any difference between 2012 and 2013

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

Figure 3.3.3: Use of a tablet PC to go online, by SEG and gender: 2012-2013



%



IN1/ IN2- Do you or does anyone in your household have access to the internet at home through a computer, laptop or notebook? And do you personally use the internet at home?/ Do you have and use any of the items shown on this card to go online? (Prompted responses, single coded)

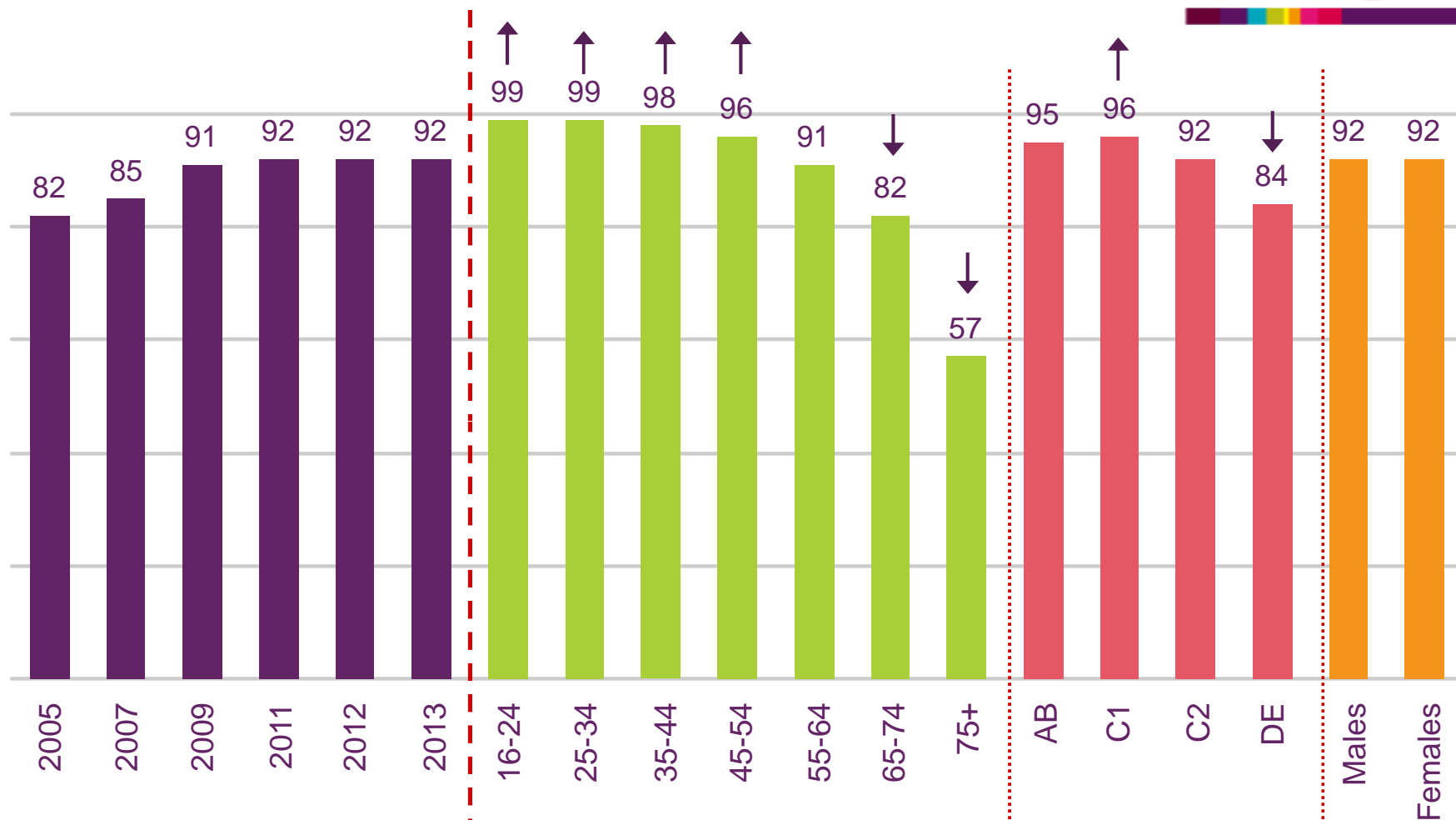
Base: All adults aged 16+ (1805 in 2012, 1642 in 2013, 409 AB in 2012, 368 AB in 2013, 536 C1 in 2012, 461 C1 in 2013, 356 C2 in 2012, 331 C2 in 2013, 504 DE in 2012, 482 DE in 2013, 893 males in 2012, 790 males in 2013, 912 females in 2012, 852 females in 2013)

Significance testing shows any difference between 2012 and 2013

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

3.4 Mobile phones

Figure 3.4.1: Use of a mobile phone: 2005- 2013, and by demography in 2013



M1 – Do you personally use a mobile phone? (Spontaneous responses, single coded)

Base: All adults aged 16+ (3244 in 2005, 2905 in 2007, 1824 in 2009, 1823 in 2011, 1805 in 2012, 1642 in 2013, 224 aged 16-24, 260 aged 25-34, 270 aged 35-44, 226 aged 45-54, 262 aged 55-64, 211 aged 65-74, 189 aged 75+, 368 AB, 461 C1, 331 C2, 482 DE, 790 males, 852 females)

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

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

Figure 3.4.2: Use of a smartphone: 2011- 2013, and by demography in 2013



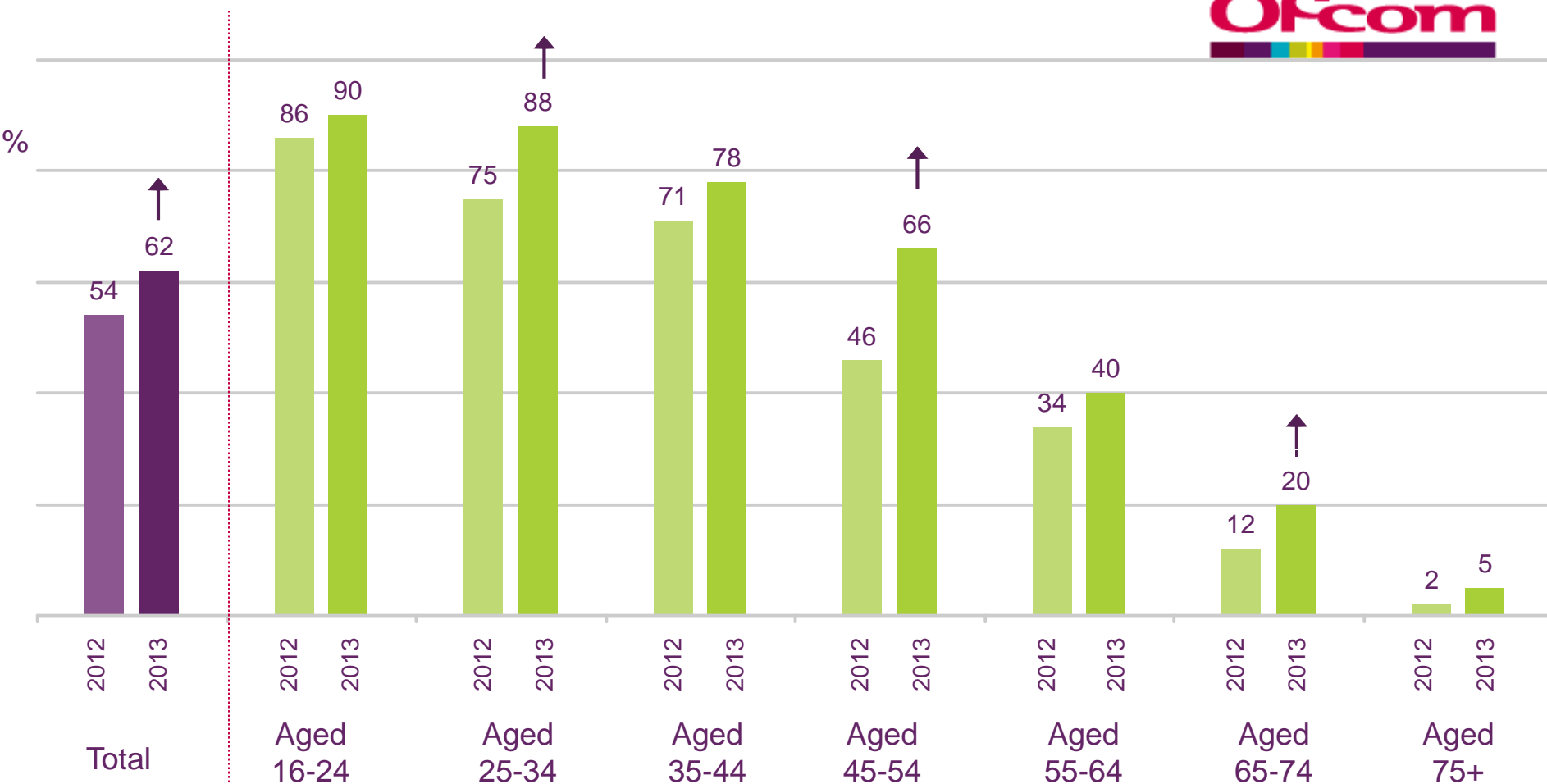
M2 – Do you personally use a smartphone ? (Spontaneous responses, single coded)

Base: All adults aged 16+ (1823 in 2011, 1805 in 2012, 1642 in 2013, 224 aged 16-24, 260 aged 25-34, 270 aged 35-44, 226 aged 45-54, 262 aged 55-64, 211 aged 65-74, 189 aged 75+, 368 AB, 461 C1, 331 C2, 482 DE, 790 males, 852 females)

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

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

Figure 3.4.3: Use of a smartphone, by age: 2012-2013



M2 – Do you personally use a smartphone ? (Spontaneous responses, single coded)

Base: All adults aged 16+ (1805 in 2012, 1642 in 2013, 234 aged 16-24 in 2012, 224 aged 16-24 in 2013, 236 aged 25-34 in 2012, 260 aged 25-34 in 2013, 300 aged 35-44 in 2012, 270 aged 35-44 in 2013, 234 aged 45-54 in 2012, 226 aged 45-54 in 2013, 262 aged 55-64 in 2012, 262 aged 55-64 in 2013, 259 aged 65-74 in 2012, 211 aged 65-74 in 2013, 280 aged 75+ in 2012, 189 aged 75+ in 2013)

Significance testing shows any difference between 2012 and 2013

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

Figure 3.4.4: Use of a smartphone, by SEG and gender: 2012-2013



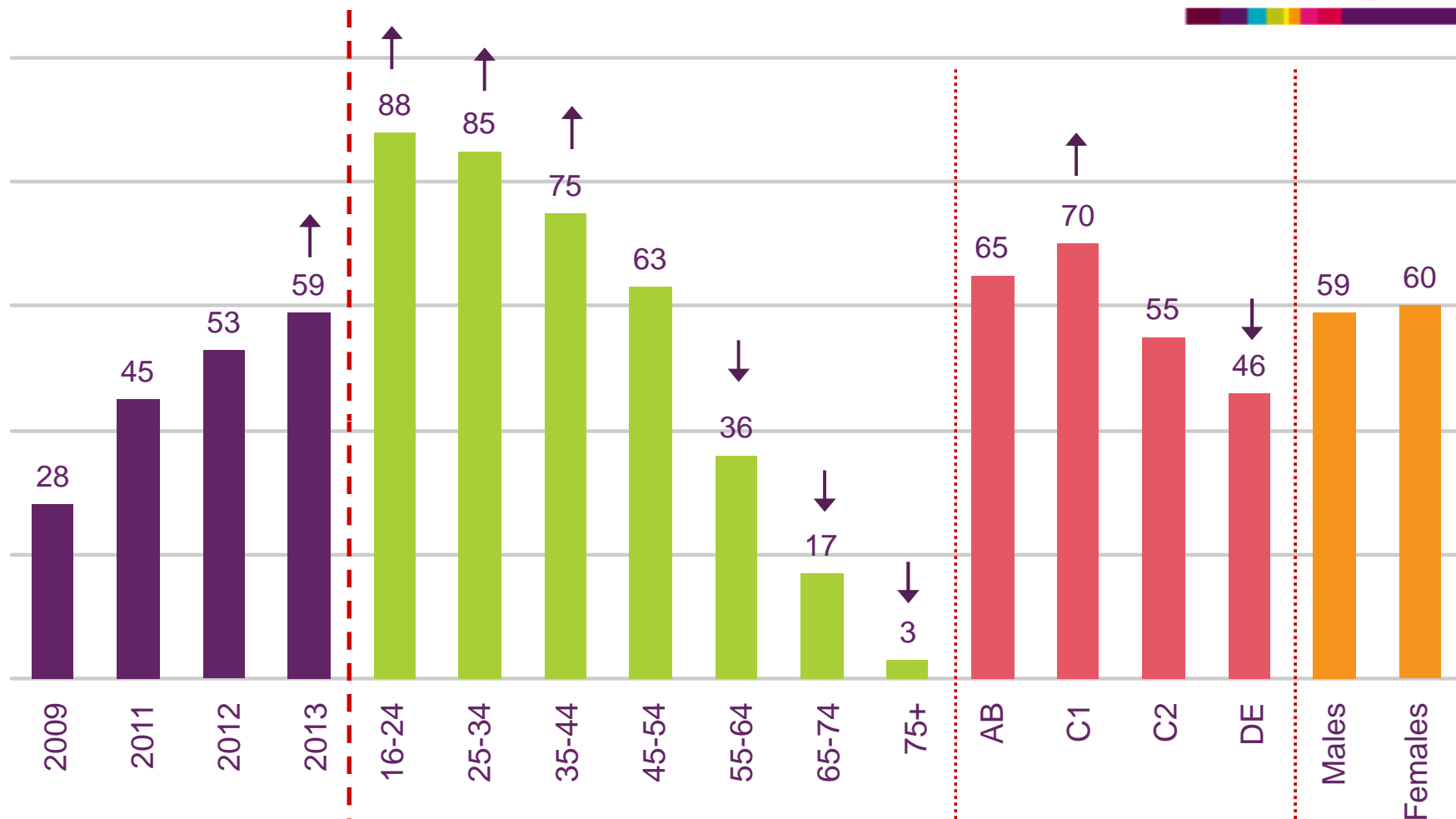
M2 – Do you personally use a smartphone ? (Spontaneous responses, single coded)

Base: All adults aged 16+ (1805 in 2012, 1642 in 2013, 409 AB in 2012, 368 AB in 2013, 536 C1 in 2012, 461 C1 in 2013, 356 C2 in 2012, 331 C2 in 2013, 504 DE in 2012, 482 DE in 2013, 893 males in 2012, 790 males in 2013, 912 females in 2012, 852 females in 2013)

Significance testing shows any difference between 2012 and 2013

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

Figure 3.4.5: Use of a mobile phone to go online: 2009-2013, and by demography in 2013



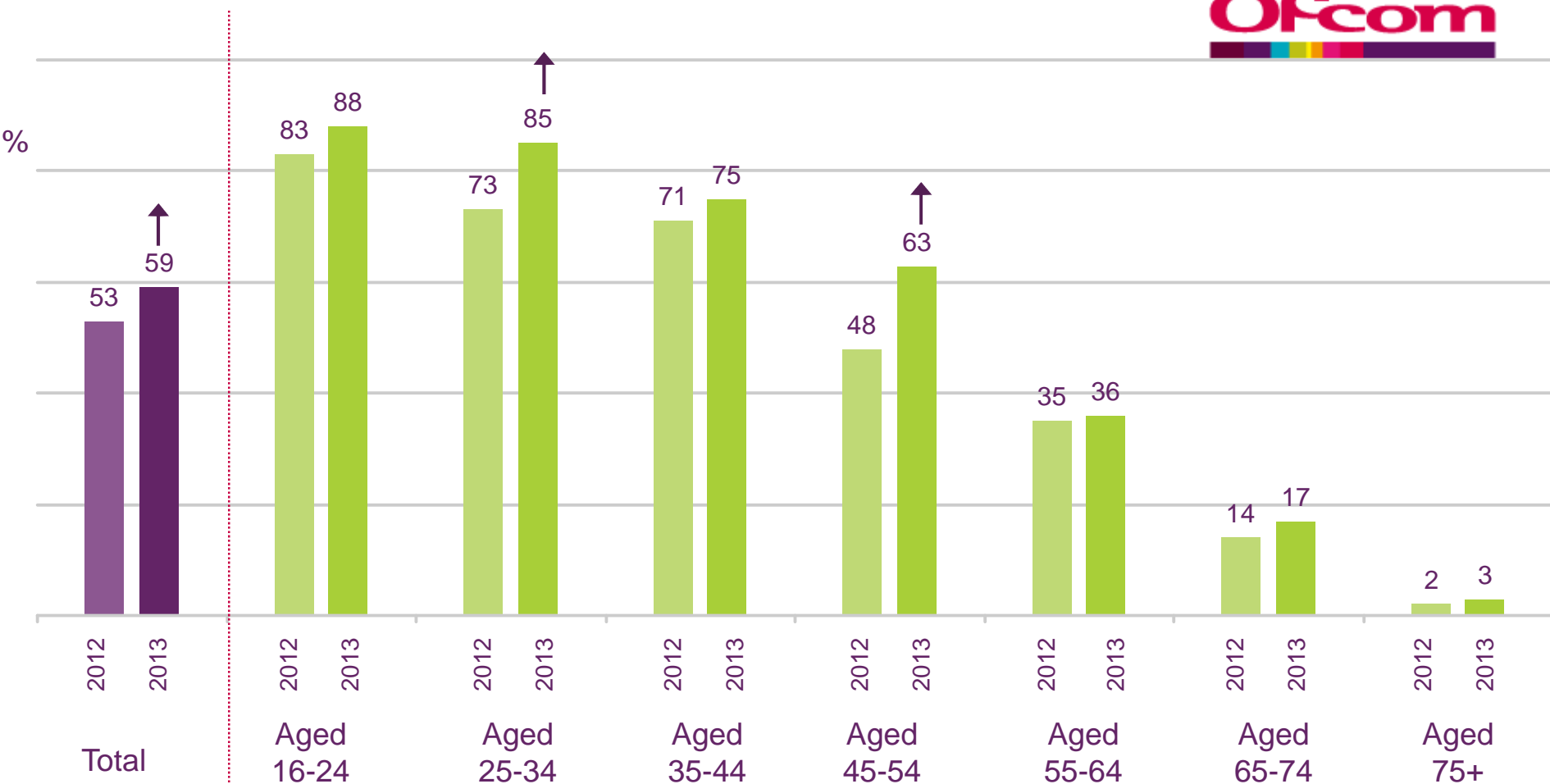
IN1/ IN2- Do you or does anyone in your household have access to the internet at home through a computer, laptop or notebook? And do you personally use the internet at home?/ Do you have and use any of the items shown on this card to go online? (Prompted responses, single coded)

Base: All adults aged 16+ (2905 in 2009, 1824 in 2011, 1805 in 2012, 1642 in 2013, 224 aged 16-24, 260 aged 25-34, 270 aged 35-44, 226 aged 45-54, 262 aged 55-64, 211 aged 65-74, 189 aged 75+, 368 AB, 461 C1, 331 C2, 482 DE, 790 males, 852 females)

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

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

Figure 3.4.6: Use of a mobile phone to go online, by age: 2012-2013



IN1/ IN2- Do you or does anyone in your household have access to the internet at home through a computer, laptop or notebook? And do you personally use the internet at home?/ Do you have and use any of the items shown on this card to go online? (Prompted responses, single coded)

Base: All adults aged 16+ (1805 in 2012, 1642 in 2013, 234 aged 16-24 in 2012, 224 aged 16-24 in 2013, 236 aged 25-34 in 2012, 260 aged 25-34 in 2013, 300 aged 35-44 in 2012, 270 aged 35-44 in 2013, 234 aged 45-54 in 2012, 226 aged 45-54 in 2013, 262 aged 55-64 in 2012, 262 aged 55-64 in 2013, 259 aged 65-74 in 2012, 211 aged 65-74 in 2013, 280 aged 75+ in 2012, 189 aged 75+ in 2013)

Significance testing shows any difference between 2012 and 2013.

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

Figure 3.4.7: Use of a mobile phone to go online, by SEG and gender: 2012-2013



IN1/ IN2- Do you or does anyone in your household have access to the internet at home through a computer, laptop or notebook? And do you personally use the internet at home?/ Do you have and use any of the items shown on this card to go online? (Prompted responses, single coded)

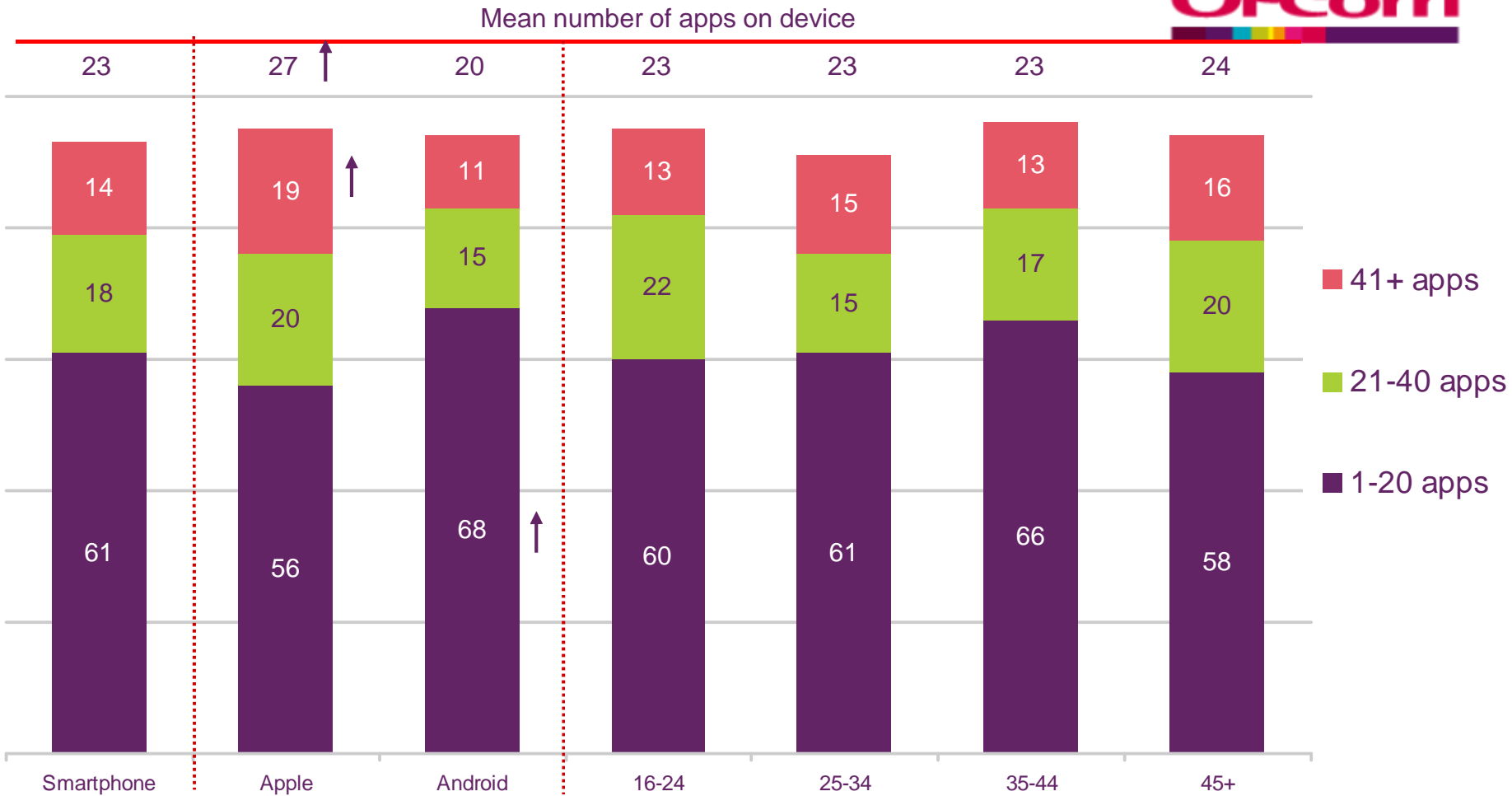
Base: All adults aged 16+ (1805 in 2012, 1642 in 2013, 409 AB in 2012, 368 AB in 2013, 536 C1 in 2012, 461 C1 in 2013, 356 C2 in 2012, 331 C2 in 2013, 504 DE in 2012, 482 DE in 2013, 893 males in 2012, 790 males in 2013, 912 females in 2012, 852 females in 2013)

Significance testing shows any difference between 2012 and 2013

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

3.5 Apps

Figure 3.5.1: Mean number of apps used among adult internet users whose main device for using apps is a smartphone, by operating system used and age: 2013



Q31. How many apps do you have on your smartphone at the moment? Please include any that came already loaded plus any you have added, whether you use them or not. (prompted responses, single coded) - NB mean score is calculated from those able to give a spontaneous response while the range of scores shown is from those that gave either a spontaneous or prompted response.

Base: Adult internet users aged 16+ whose main device for using Apps is a smartphone (586 smartphone, 293 with Apple iOS, 224 with Android, 153 aged 16-24, 147 aged 25-34, 141 aged 35-44, 145 aged 45+) – significance testing shows any difference between Apple and Android and, by age compared to all adults.

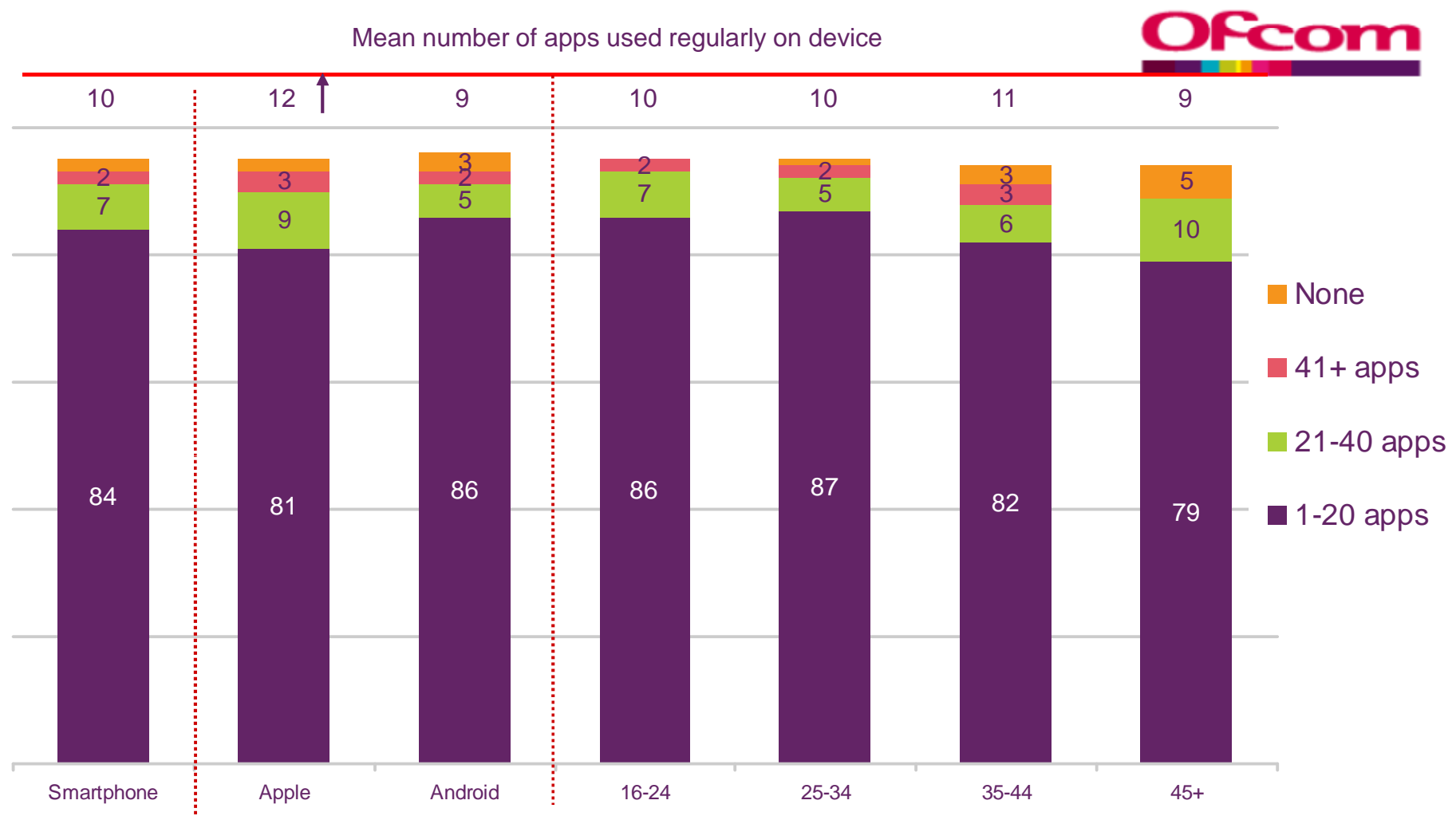
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 3.5.2: Mean number of apps used among adult internet users whose main device for using apps is a smartphone, by socio-economic group and gender: 2013



Q31. How many apps do you have on your smartphone at the moment? Please include any that came already loaded plus any you have added, whether you use them or not. (prompted responses, single coded) - NB mean score is calculated from those able to give a spontaneous response while the range of scores shown is from those that gave either a spontaneous or prompted response
 Base: Adult internet users aged 16+ whose main device for using Apps is a smartphone (586 smartphone, 157 AB, 193 C1, 113 C2, 123 DE, 286 males, 300 females – significance testing shows any difference by socio-economic group compared to all adults and between males and females
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

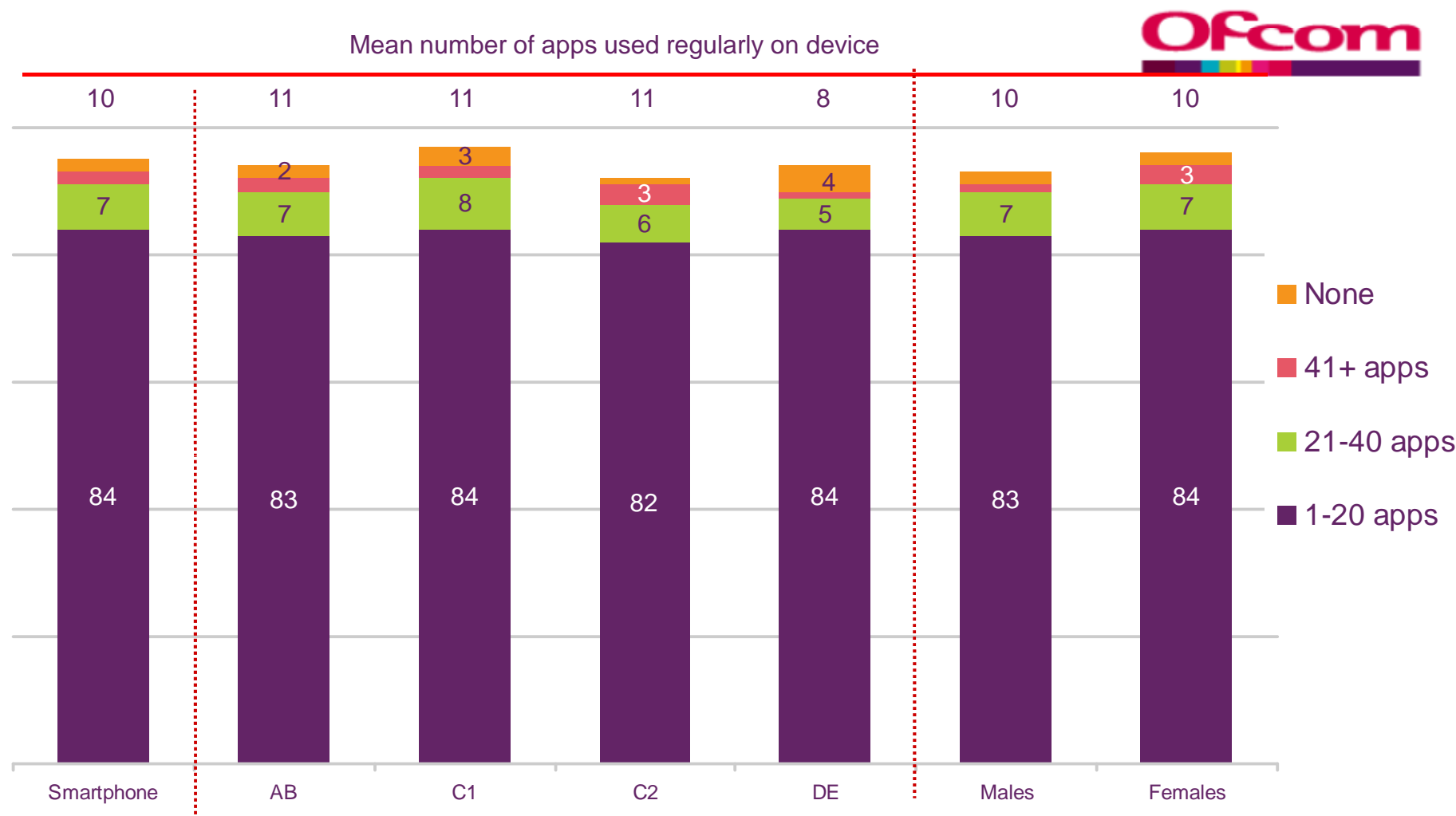
Figure 3.5.3: Mean number of apps used regularly among adult internet users whose main device for using apps is a smartphone, by operating system used and by age: 2013



Q32. And how many apps would you say you use regularly on your smartphone ? (Prompted responses single coded) NB mean score is calculated from those able to give a spontaneous response while the range of scores shown is from those that gave either a spontaneous or prompted response
 Base: Adult internet users aged 16+ whose main device for using apps is a smartphone (586 smartphone, 293 with Apple iOS, 224 with Android, 153 aged 16-24, 147 aged 25-34, 141 aged 35-44, 145 aged 45+) – significance testing shows any difference between Apple and Android and, by age compared to all adults.

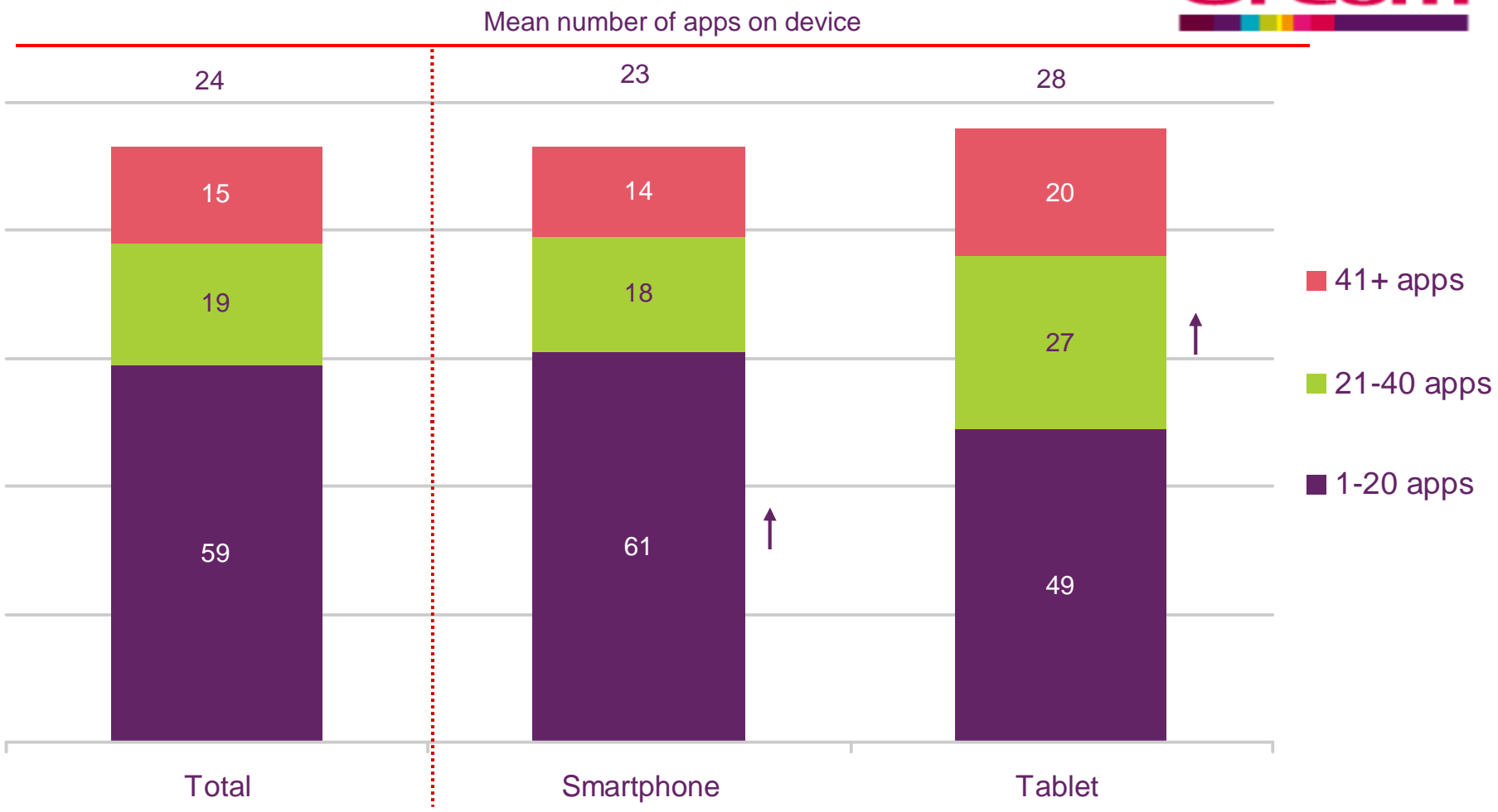
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 3.5.4: Mean number of apps used regularly among adult internet users whose main device for using apps is a smartphone, by socio-economic group and gender: 2013



Q32. And how many apps would you say you use regularly on your smartphone ? (Prompted responses single coded) NB mean score is calculated from those able to give a spontaneous response while the range of scores shown is from those that gave either a spontaneous or prompted response
 Base: Adult internet users aged 16+ whose main device for using apps is a smartphone (586 smartphone, 157 AB, 193 C1, 113 C2, 123 DE, 286 males, 300 females – significance testing shows any difference by socio-economic group compared to all adults and between males and females
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 3.5.5: Mean number of apps among internet users with a main device for using apps, by device: 2013

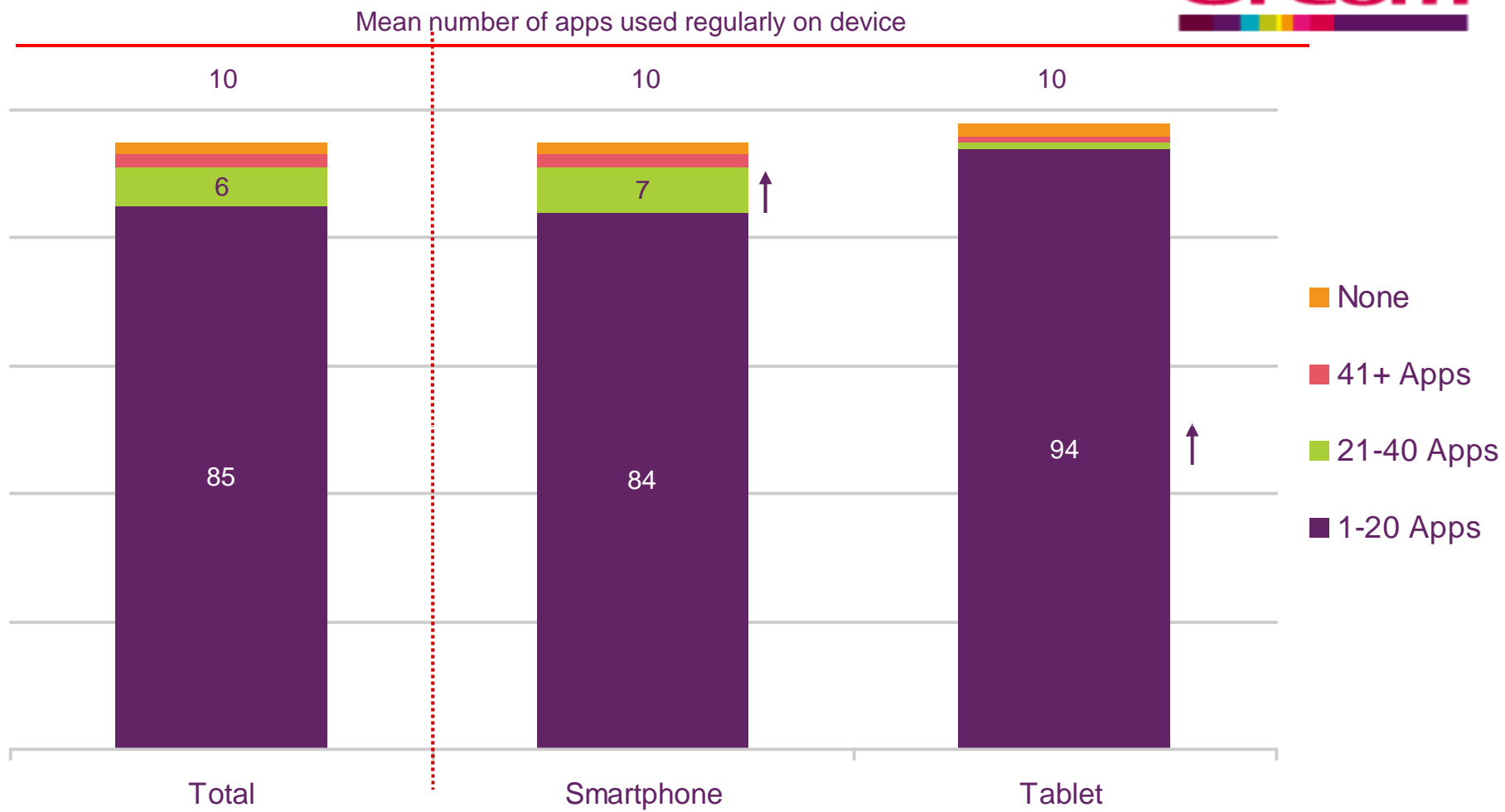


Q31. How many apps do you have on your (MAIN DEVICE FOR USING APPS) at the moment? Please include any that came already loaded plus any you have added, whether you use them or not. (prompted responses, single coded) - NB mean score is calculated from those able to give a spontaneous response while the range of scores shown is from those that gave either a spontaneous or prompted response

Base: Adult internet users aged 16+ with a main device for using apps (724 total, 586 smartphone, 125 tablet)– significance testing shows any difference between devices

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

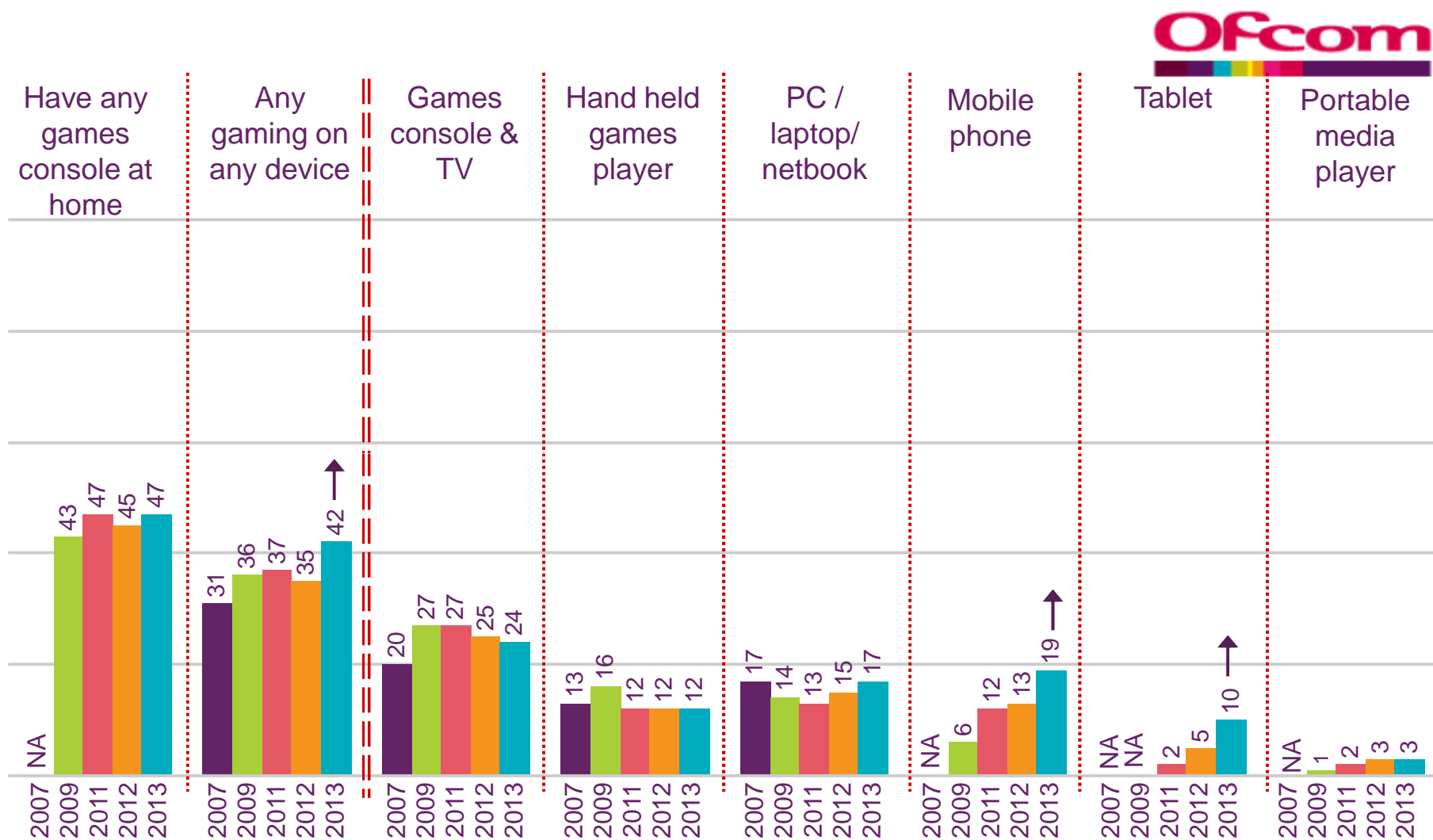
Figure 3.5.6: Mean number of apps used regularly among adult internet users with a main device for using apps, by device: 2013



Q32. And how many apps would you say you use regularly on your (MAIN DEVICE FOR USING APPS) NB mean score is calculated from those able to give a spontaneous response while the range of scores shown is from those that gave either a spontaneous or prompted response
 Base: Adult internet users aged 16+ with a main device for using apps (724 total, 586 smartphone, 125 tablet) – significance testing shows any difference between devices
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

3.6 Gaming

Figure 3.6.1: Ways of playing games at home or elsewhere: 2007, 2009, 2011, 2012 and 2013

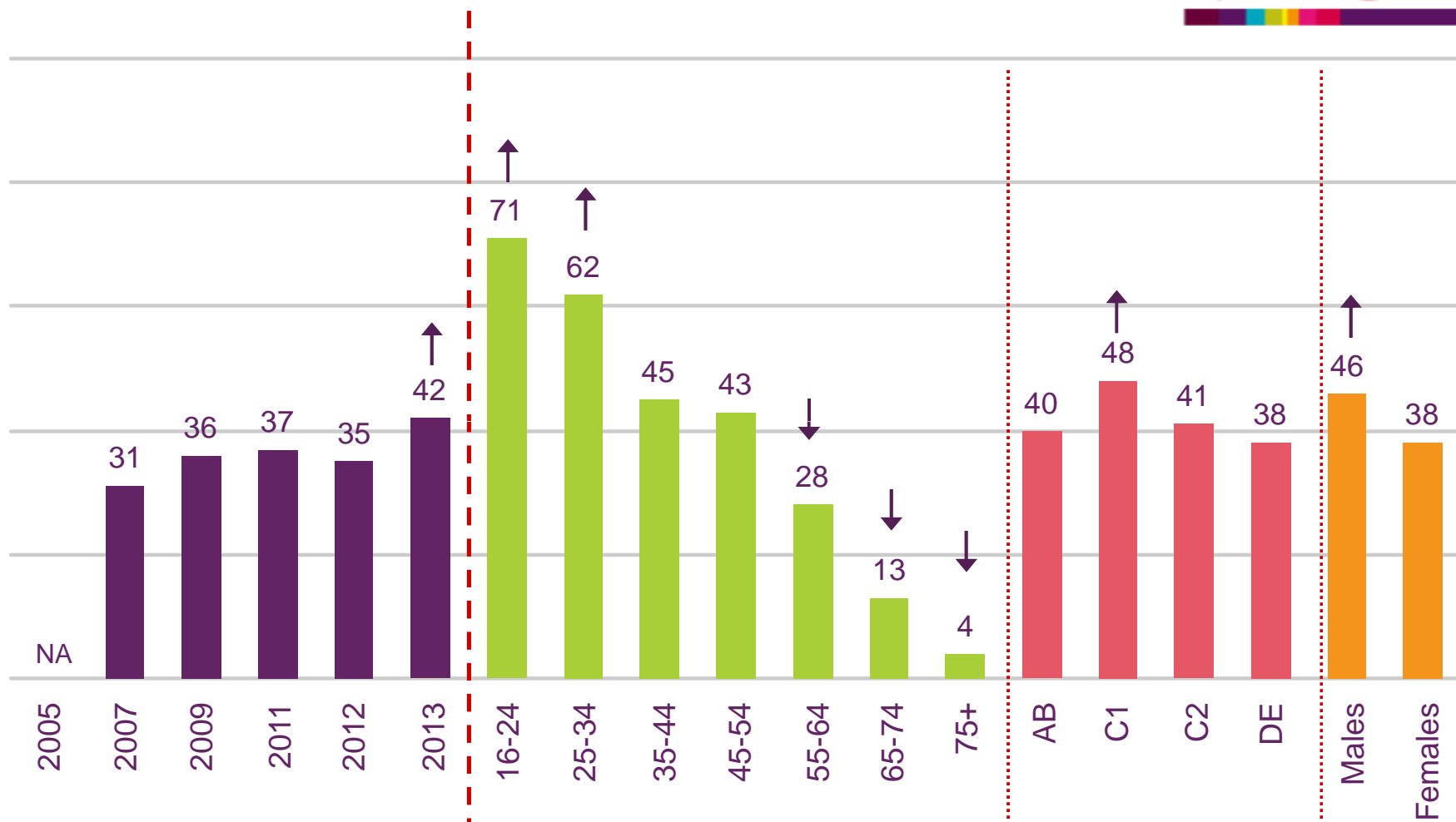


G1/ G2 – Does your household have.../ Do you ever play games at home or elsewhere in any of these ways? (Prompted responses, multi-coded) – showing responses for >2% of all adults.

Base: All adults aged 16+ (2905 in 2007, 1824 in 2009, 2117 in 2010, 1823 in 2011, 1805 in 2012, 1642 in 2013). Significance testing shows any change between 2012 and 2013

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

Figure 3.6.2: Gaming on any device: 2007-2013, and by demography in 2013



G2- Do you ever play games at home or elsewhere in any of these ways? (Prompted responses, multi-coded)

Base: All adults aged 16+ (2905 in 2007, 1824 in 2009, 1823 in 2011, 1805 in 2012, 1642 in 2013, 224 aged 16-24, 260 aged 25-34, 270 aged 35-44, 226 aged 45-54, 262 aged 55-64, 211 aged 65-74, 189 aged 75+, 368 AB, 461 C1, 331 C2, 482 DE, 790 males, 852 females)

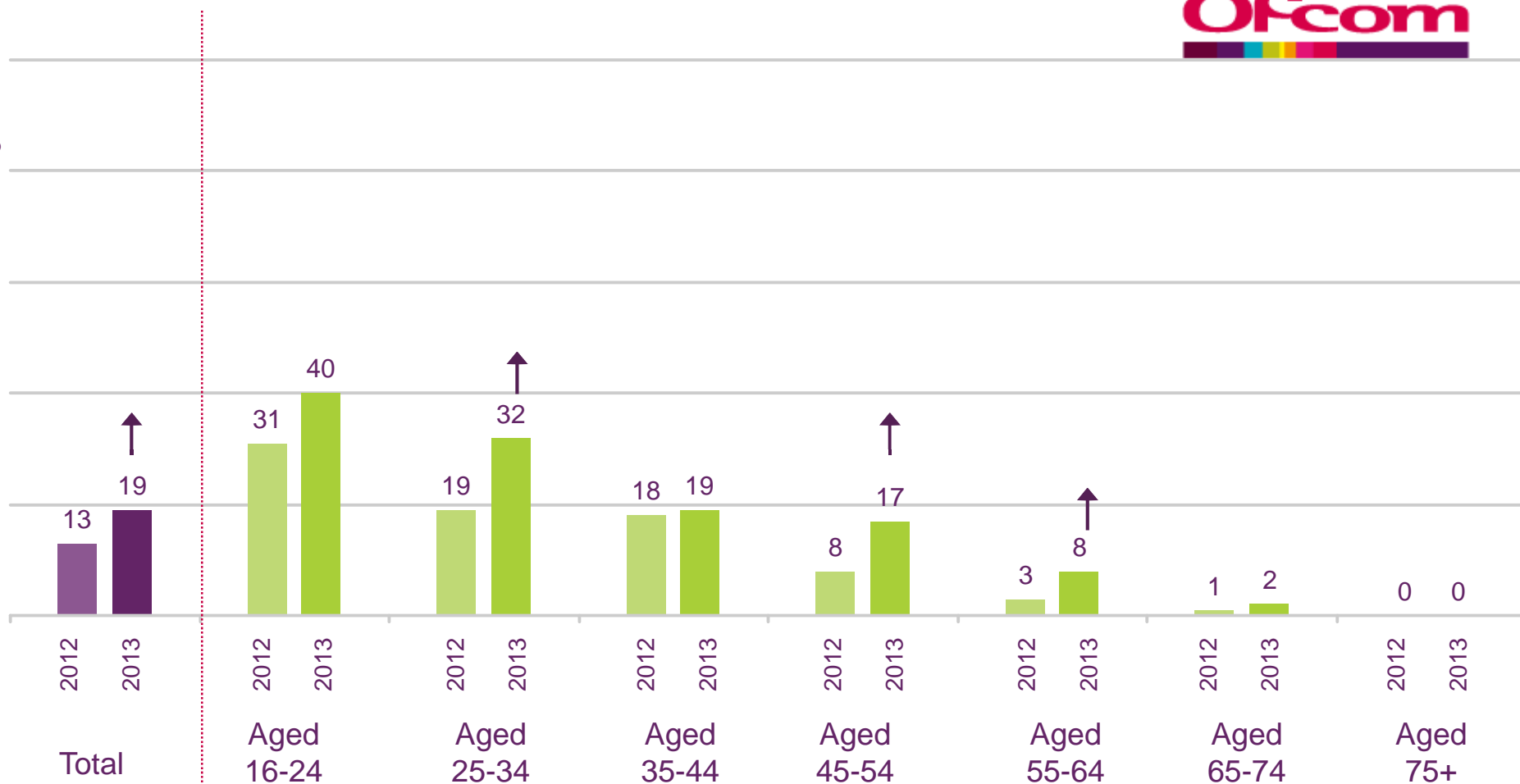
Significance testing shows any change between 2012 and 2013 ,any difference between any age group or socio –economic group and all adults and between males and females

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

Figure 3.6.3: Gaming on a mobile phone, by age: 2012-2013



%



G2- Do you ever play games at home or elsewhere in any of these ways? (Prompted responses, multi-coded)

Base: All adults aged 16+ (1805 in 2012, 1642 in 2013, 234 aged 16-24 in 2012, 224 aged 16-24 in 2013, 236 aged 25-34 in 2012, 260 aged 25-34 in 2013, 300 aged 35-44 in 2012, 270 aged 35-44 in 2013, 234 aged 45-54 in 2012, 226 aged 45-54 in 2013, 262 aged 55-64 in 2012, 262 aged 55-64 in 2013, 259 aged 65-74 in 2012, 211 aged 65-74 in 2013, 280 aged 75+ in 2012, 189 aged 75+ in 2013)

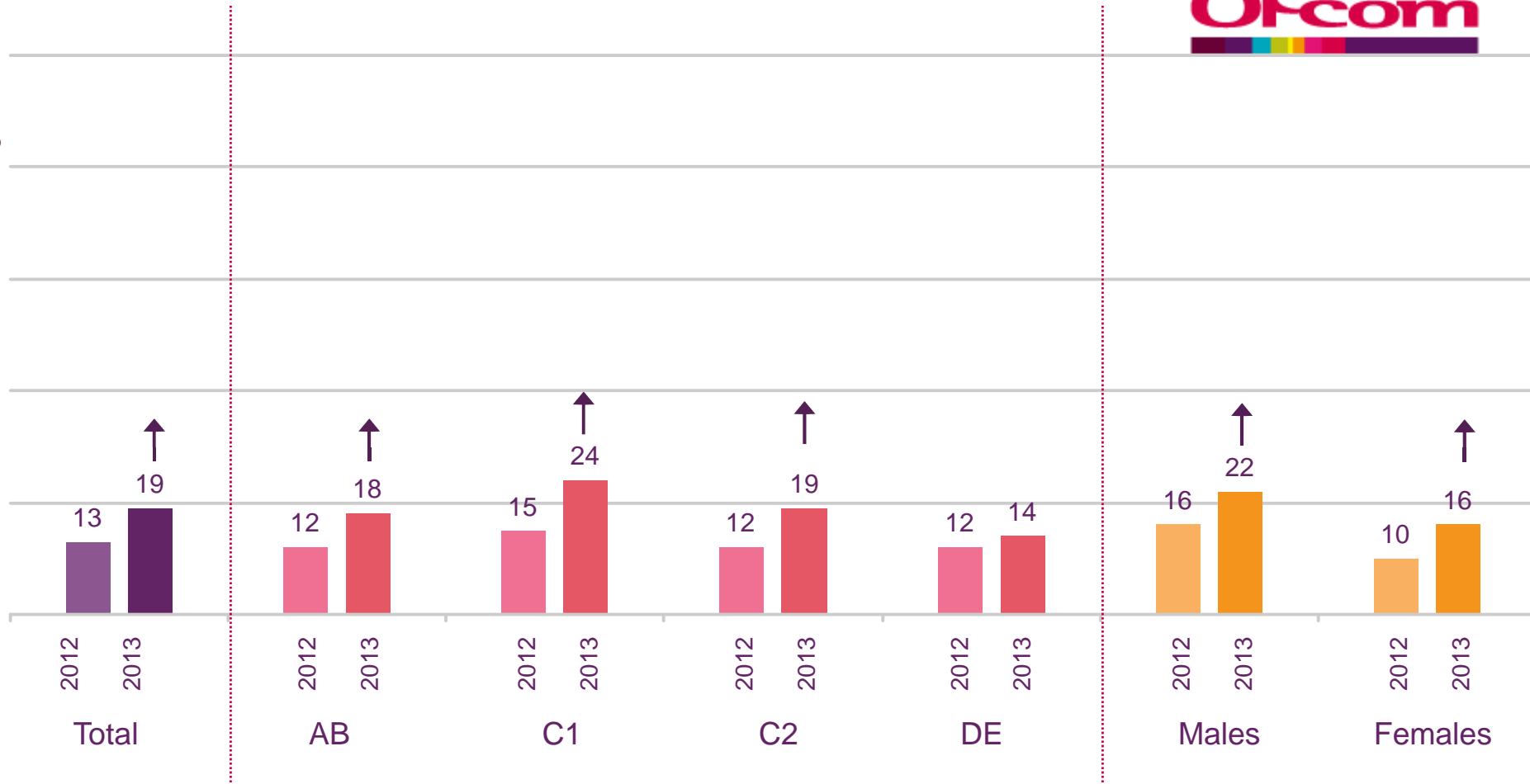
Significance testing shows any difference between 2012 and 2013

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

Figure 3.6.4: Gaming on a mobile phone, by SEG and gender: 2012-2013



%



G2- Do you ever play games at home or elsewhere in any of these ways? (Prompted responses, multi-coded)

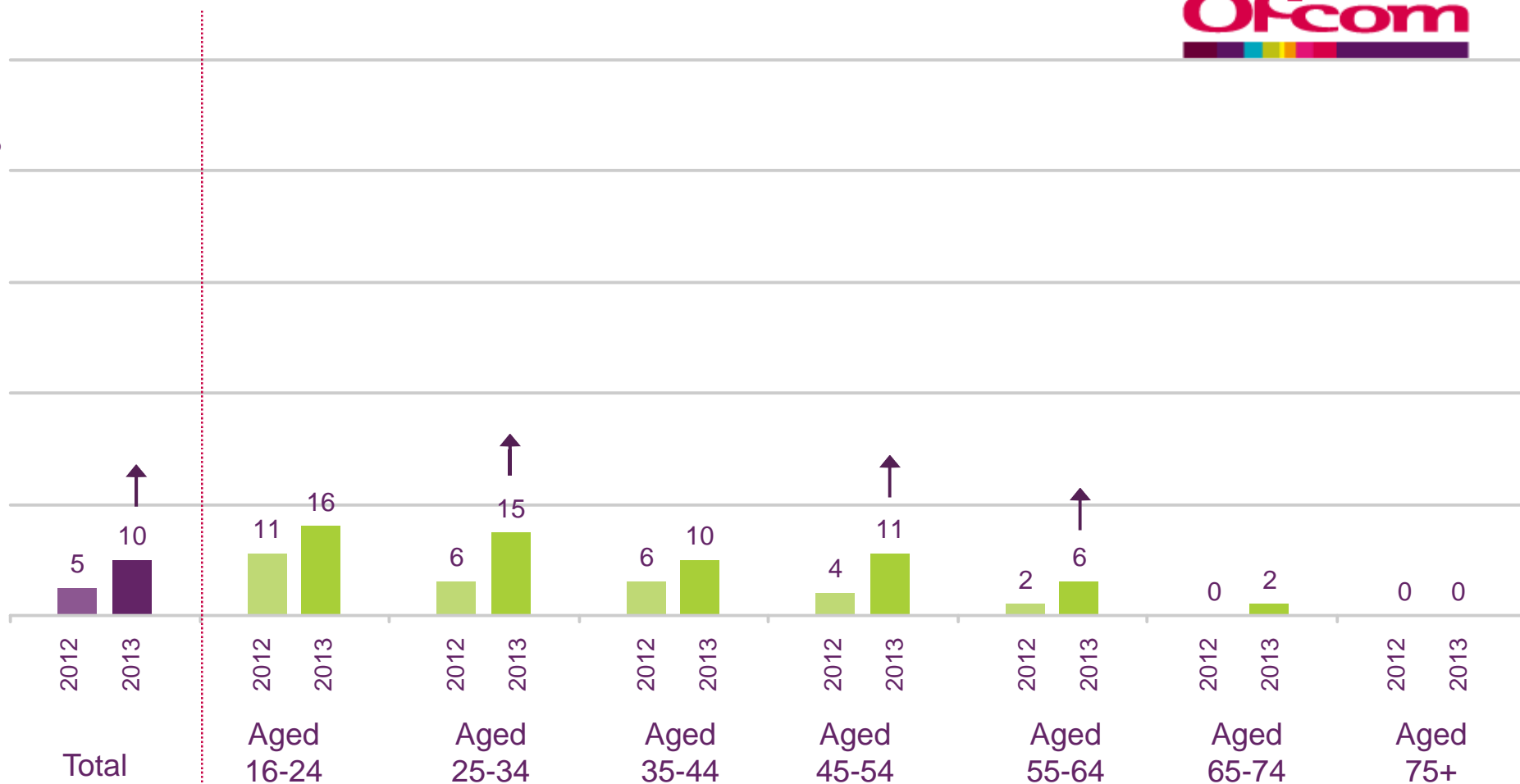
Base: All adults aged 16+ (1805 in 2012, 1642 in 2013, 409 AB in 2012, 368 AB in 2013, 536 C1 in 2012, 461 C1 in 2013, 356 C2 in 2012, 331 C2 in 2013, 504 DE in 2012, 482 DE in 2013, 893 males in 2012, 790 males in 2013, 912 females in 2012, 852 females in 2013)

Significance testing shows any difference between 2012 and 2013

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

Figure 3.6.5: Gaming on a tablet, by age: 2012-2013

%



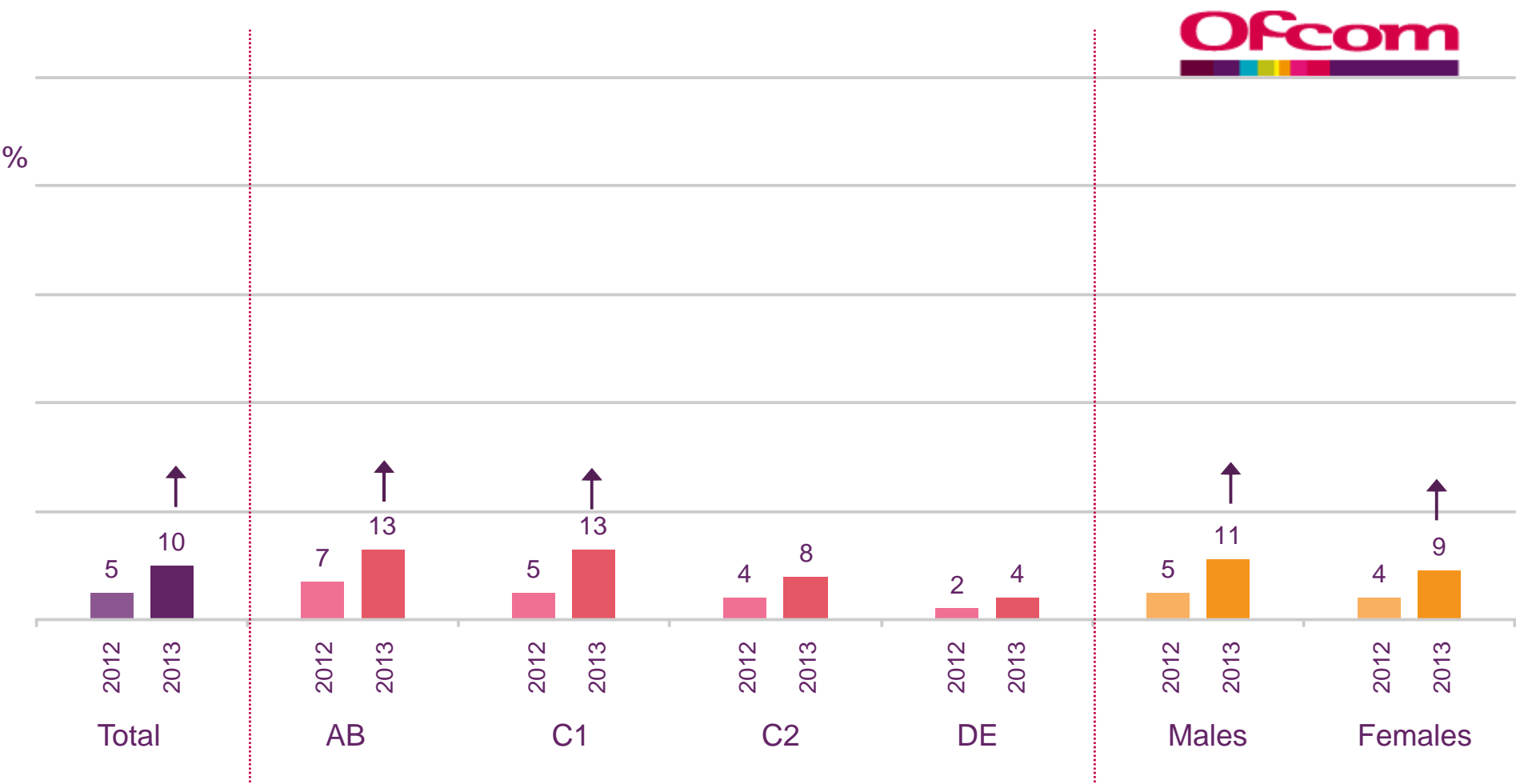
G2- Do you ever play games at home or elsewhere in any of these ways? (Prompted responses, multi-coded)

Base: All adults aged 16+ (1805 in 2012, 1642 in 2013, 234 aged 16-24 in 2012, 224 aged 16-24 in 2013, 236 aged 25-34 in 2012, 260 aged 25-34 in 2013, 300 aged 35-44 in 2012, 270 aged 35-44 in 2013, 234 aged 45-54 in 2012, 226 aged 45-54 in 2013, 262 aged 55-64 in 2012, 262 aged 55-64 in 2013, 259 aged 65-74 in 2012, 211 aged 65-74 in 2013, 280 aged 75+ in 2012, 189 aged 75+ in 2013)

Significance testing shows any difference between 2012 and 2013

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

Figure 3.6.6: Gaming on a tablet, by SEG and gender: 2012-2013



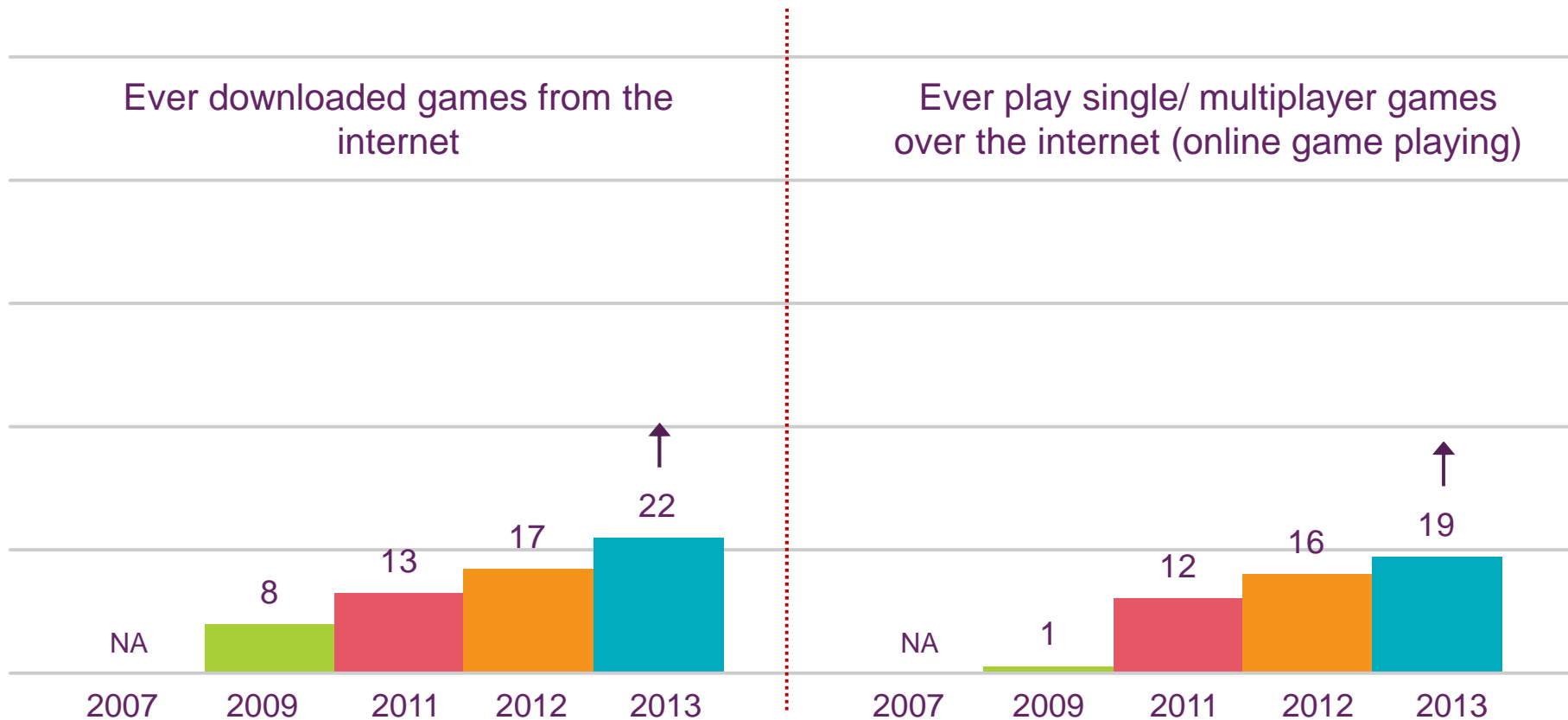
G2- Do you ever play games at home or elsewhere in any of these ways? (Prompted responses, multi-coded)

Base: All adults aged 16+ (1805 in 2012, 1642 in 2013, 409 AB in 2012, 368 AB in 2013, 536 C1 in 2012, 461 C1 in 2013, 356 C2 in 2012, 331 C2 in 2013, 504 DE in 2012, 482 DE in 2013, 893 males in 2012, 790 males in 2013, 912 females in 2012, 852 females in 2013)

Significance testing shows any difference between 2012 and 2013

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

Figure 3.6.7: Online gaming: 2009, 2011, 2012 and 2013

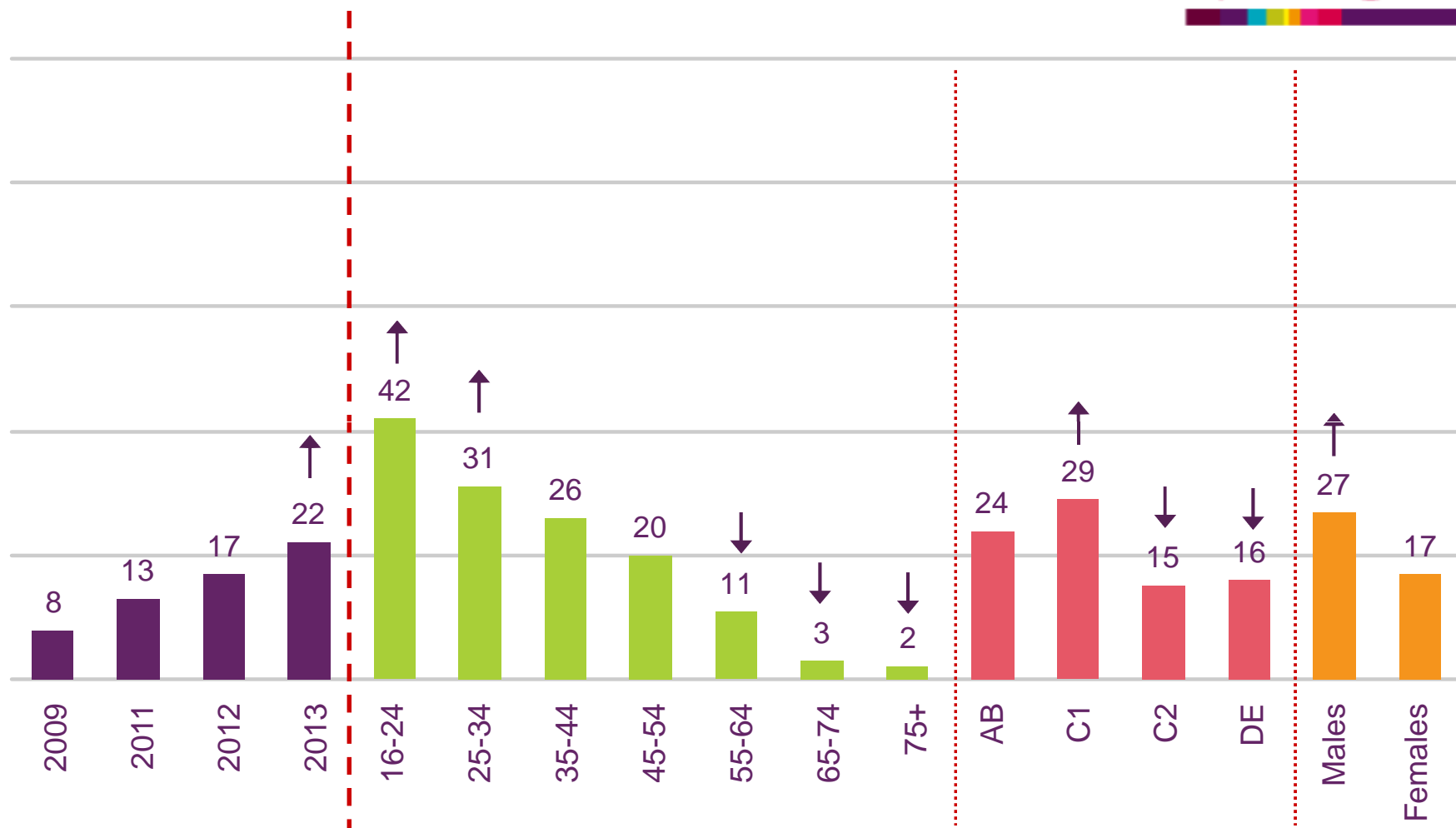


G3 /G4 – Have you ever downloaded games from the internet to play on any of the devices you use for games playing?/ Do you ever play single or multiplayer games over the internet on any of these devices, which is often referred to as online games playing?

Base: All adults aged 16+ (2905 in 2007, 1824 in 2009, 1823 in 2011, 1805 in 2012, 1642 in 2013). Significance testing shows any change between 2012 and 2013

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

Figure 3.6.8: Experience of downloading games from the internet: 2009-2013, and by demography in 2013

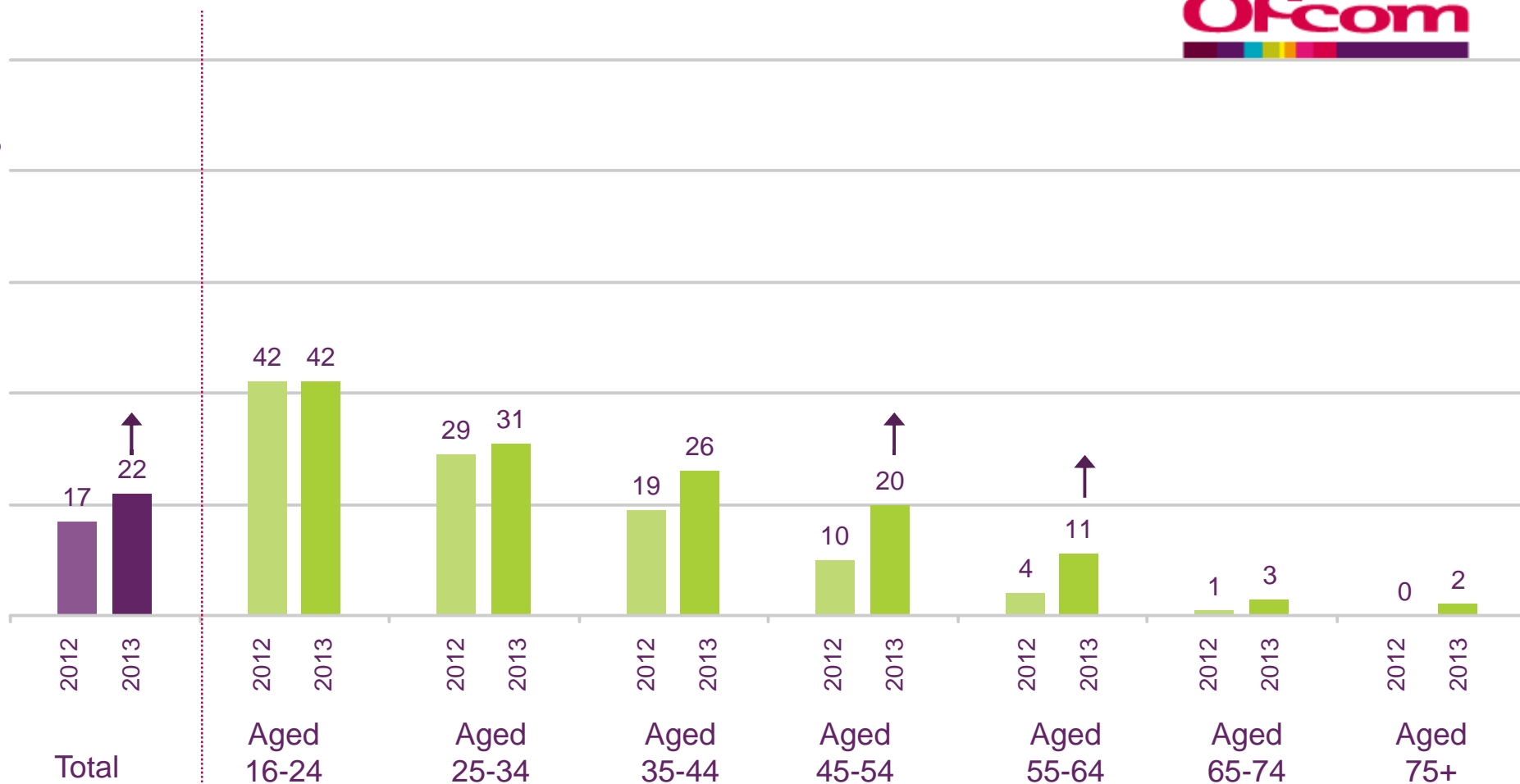


G3 – Have you ever downloaded games from the internet to play on any of the devices you use for games playing (spontaneous responses single coded)
 Base: All adults aged 16+ (2905 in 2009, 1824 in 2011, 1805 in 2012, 1642 in 2013, 224 aged 16-24, 260 aged 25-34, 270 aged 35-44, 226 aged 45-54, 262 aged 55-64, 211 aged 65-74, 189 aged 75+, 368 AB, 461 C1, 331 C2, 482 DE, 790 males, 852 females)
 Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 3.6.9: Experience of downloading games from the internet, by age: 2012-2013

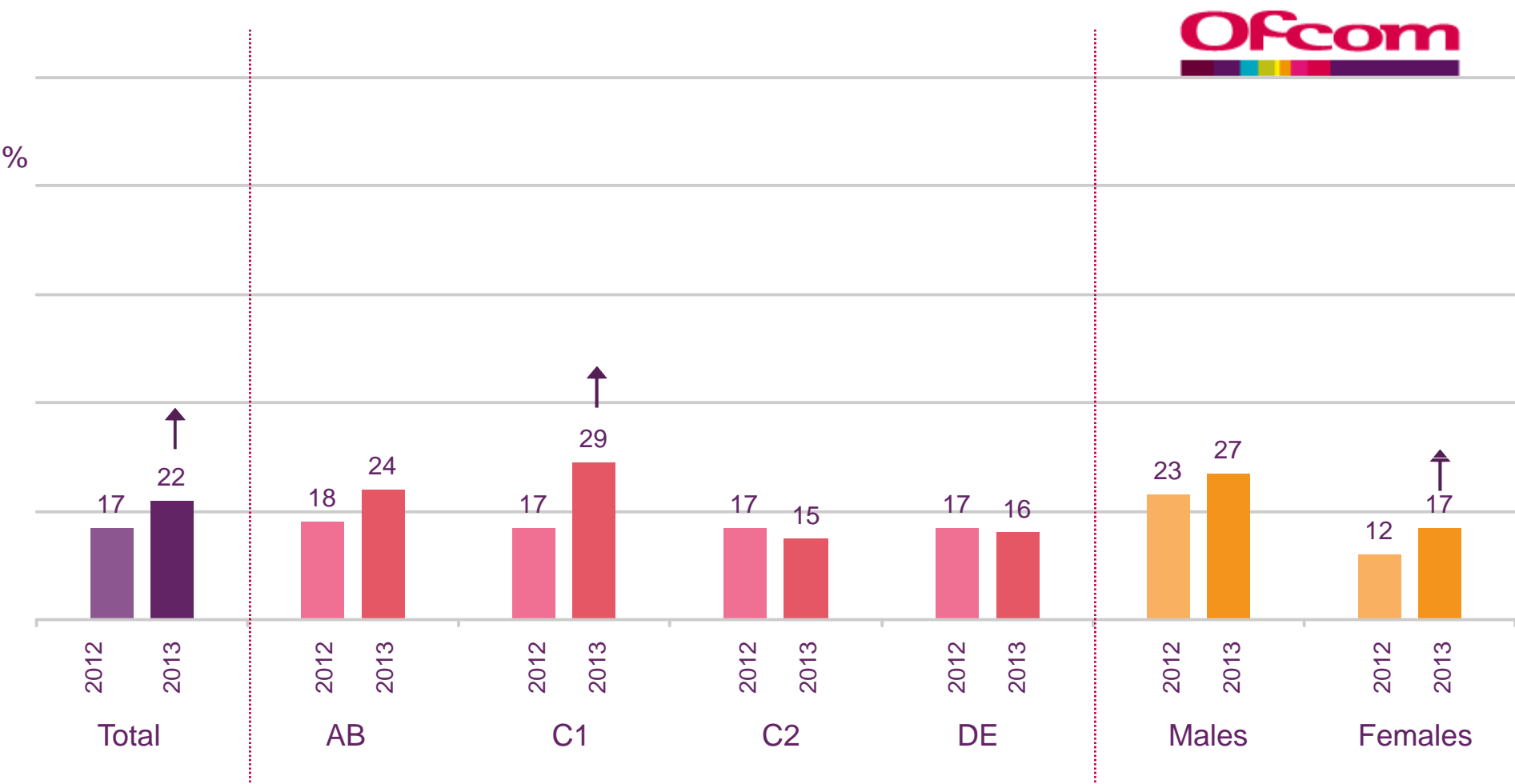


%



G3 – Have you ever downloaded games from the internet to play on any of the devices you use for games playing (spontaneous responses single coded)
 Base: All adults aged 16+ (1805 in 2012, 1642 in 2013, 234 aged 16-24 in 2012, 224 aged 16-24 in 2013, 236 aged 25-34 in 2012, 260 aged 25-34 in 2013, 300 aged 35-44 in 2012, 270 aged 35-44 in 2013, 234 aged 45-54 in 2012, 226 aged 45-54 in 2013, 262 aged 55-64 in 2012, 262 aged 55-64 in 2013, 259 aged 65-74 in 2012, 211 aged 65-74 in 2013, 280 aged 75+ in 2012, 189 aged 75+ in 2013). Significance testing shows any difference between 2012 and 2013. Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 3.6.10: Experience of downloading games from the internet, by SEG and gender: 2012-2013

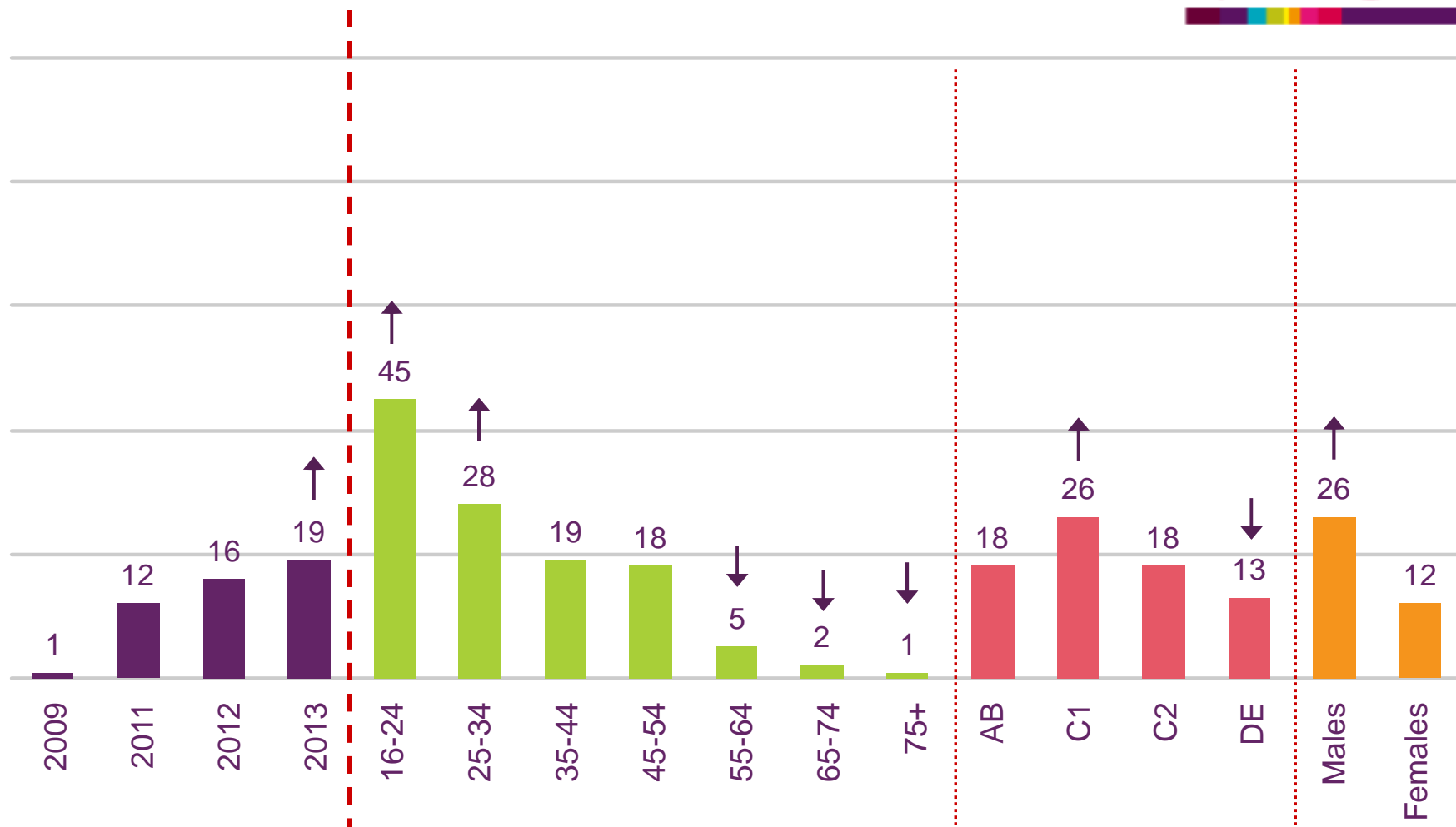


G3 – Have you ever downloaded games from the internet to play on any of the devices you use for games playing (spontaneous responses single coded)
 Base: All adults aged 16+ (1805 in 2012, 1642 in 2013, 234 aged 16-24 in 2012, 224 aged 16-24 in 2013, 236 aged 25-34 in 2012, 260 aged 25-34 in 2013, 300 aged 35-44 in 2012, 270 aged 35-44 in 2013, 234 aged 45-54 in 2012, 226 aged 45-54 in 2013, 262 aged 55-64 in 2012, 262 aged 55-64 in 2013, 259 aged 65-74 in 2012, 211 aged 65-74 in 2013, 280 aged 75+ in 2012, 189 aged 75+ in 2013)

Significance testing shows any difference between 2012 and 2013

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

Figure 3.6.11: Experience of online game playing: 2009-2013, and by demography in 2013

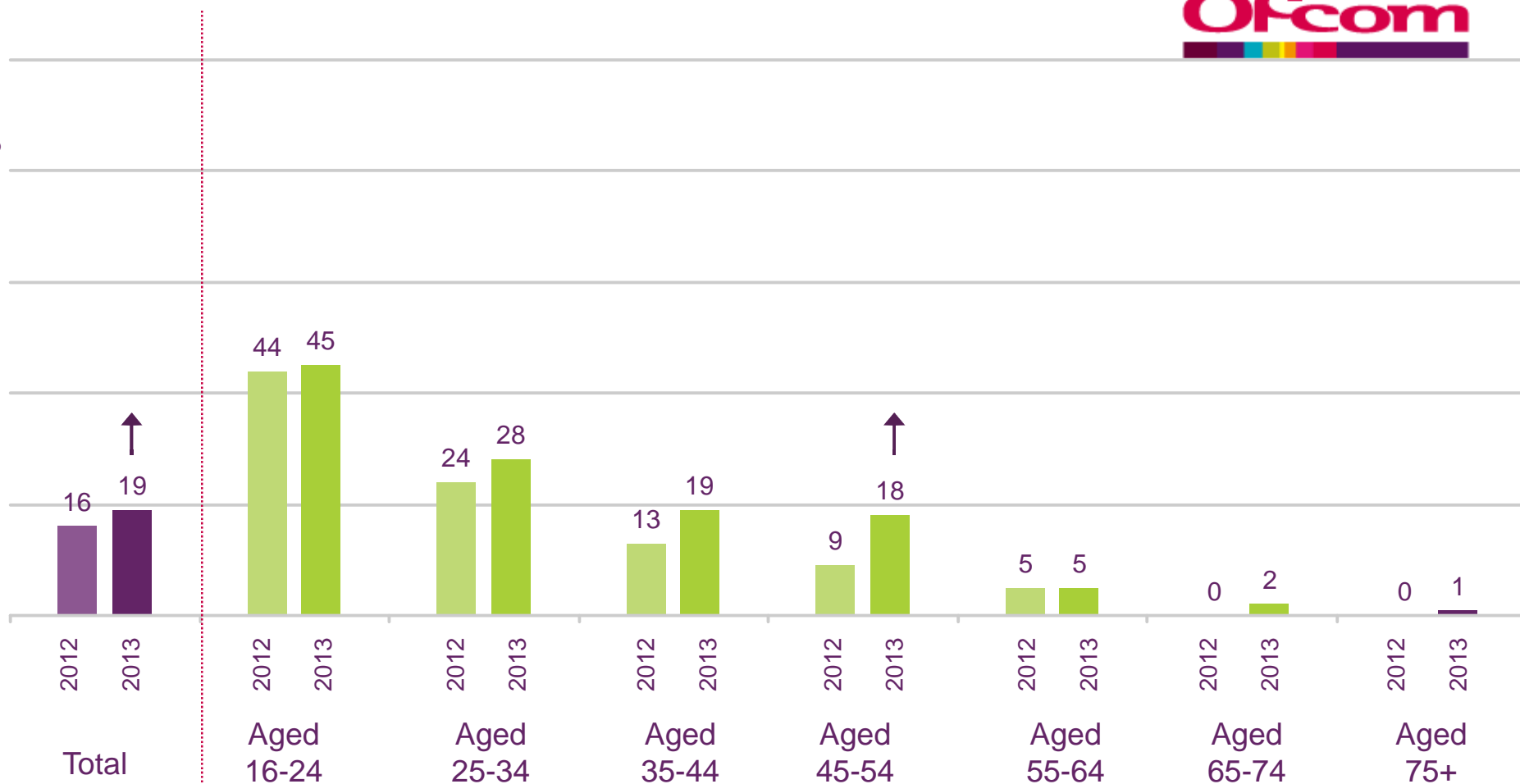


G4 –Do you ever play single or multiplayer games over the internet on any of these devices, which is often referred to as online games playing? (spontaneous responses single coded). Base: All adults aged 16+ (2905 in 2009, 1824 in 2011, 1805 in 2012, 1642 in 2013, 224 aged 16-24, 260 aged 25-34, 270 aged 35-44, 226 aged 45-54, 262 aged 55-64, 211 aged 65-74, 189 aged 75+, 368 AB, 461 C1, 331 C2, 482 DE, 790 males, 852 females) Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013

Figure 3.6.12: Experience of online game playing, by age:2012-2013



%



G4 –Do you ever play single or multiplayer games over the internet on any of these devices, which is often referred to as online games playing?
(spontaneous responses single coded)

Base: All adults aged 16+ (1805 in 2012, 1642 in 2013, 234 aged 16-24 in 2012, 224 aged 16-24 in 2013, 236 aged 25-34 in 2012, 260 aged 25-34 in 2013, 300 aged 35-44 in 2012, 270 aged 35-44 in 2013, 234 aged 45-54 in 2012, 226 aged 45-54 in 2013, 262 aged 55-64 in 2012, 262 aged 55-64 in 2013, 259 aged 65-74 in 2012, 211 aged 65-74 in 2013, 280 aged 75+ in 2012, 189 aged 75+ in 2013)

Significance testing shows any difference between 2012 and 2013

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

Figure 3.6.13: Experience of online game playing, by SEG and gender: 2012-2013



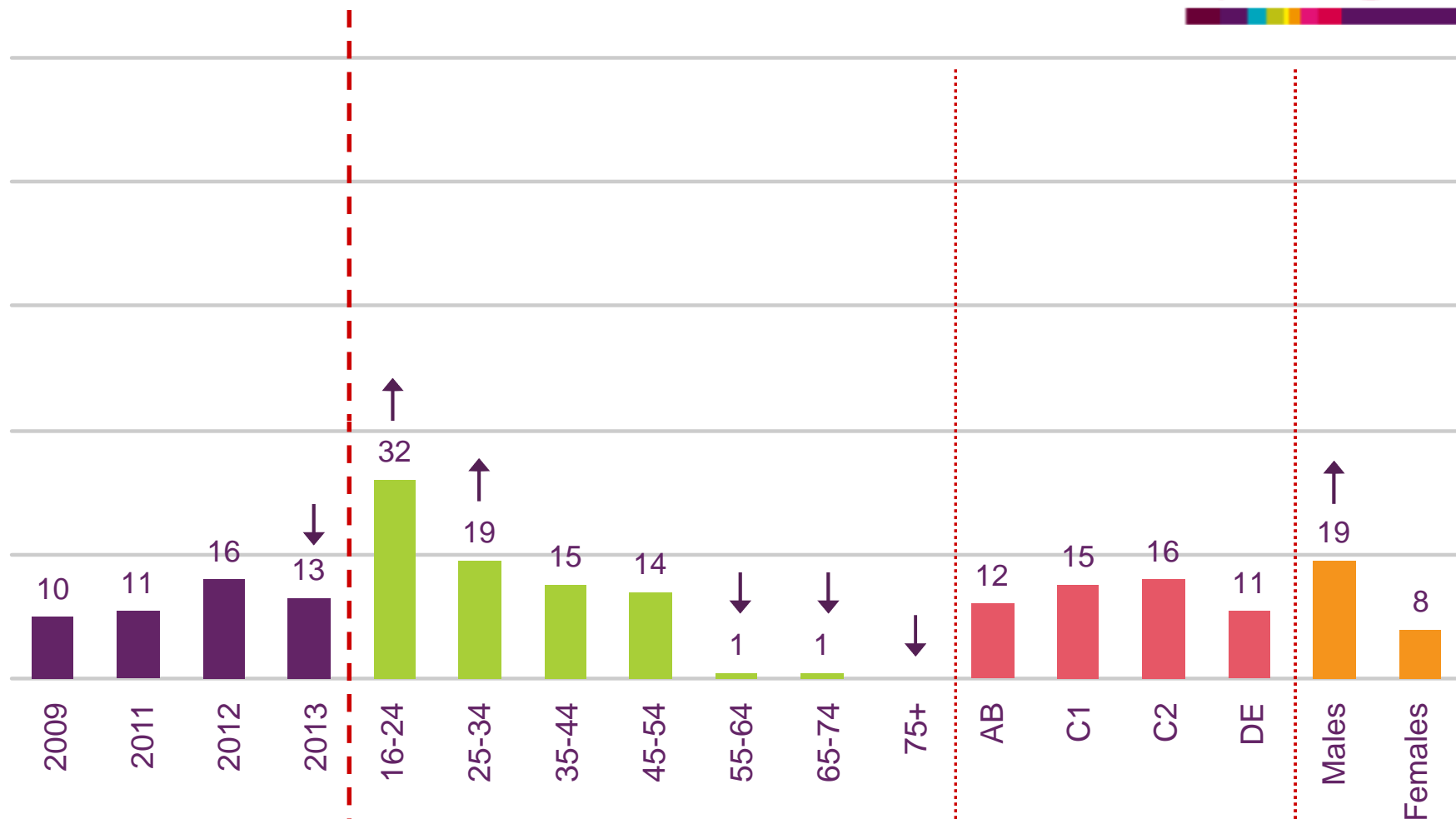
G4 –Do you ever play single or multiplayer games over the internet on any of these devices, which is often referred to as online games playing? (spontaneous responses single coded)

Base: All adults aged 16+ (1805 in 2012, 1642 in 2013, 409 AB in 2012, 368 AB in 2013, 536 C1 in 2012, 461 C1 in 2013, 356 C2 in 2012, 331 C2 in 2013, 504 DE in 2012, 482 DE in 2013, 893 males in 2012, 790 males in 2013, 912 females in 2012, 852 females in 2013)

Significance testing shows any difference between 2012 and 2013

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

Figure 3.6.14: Use of a games console/ player to go online: 2009-2013, and by demography in 2013



IN1/ IN2- Do you or does anyone in your household have access to the internet at home through a computer, laptop or notebook? And do you personally use the internet at home?/ Do you have and use any of the items shown on this card to go online? (Prompted responses, single coded)

Base: All adults aged 16+ (2905 in 2009, 1824 in 2011, 1805 in 2012, 1642 in 2013, 224 aged 16-24, 260 aged 25-34, 270 aged 35-44, 226 aged 45-54, 262 aged 55-64, 211 aged 65-74, 189 aged 75+, 368 AB, 461 C1, 331 C2, 482 DE, 790 males, 852 females)

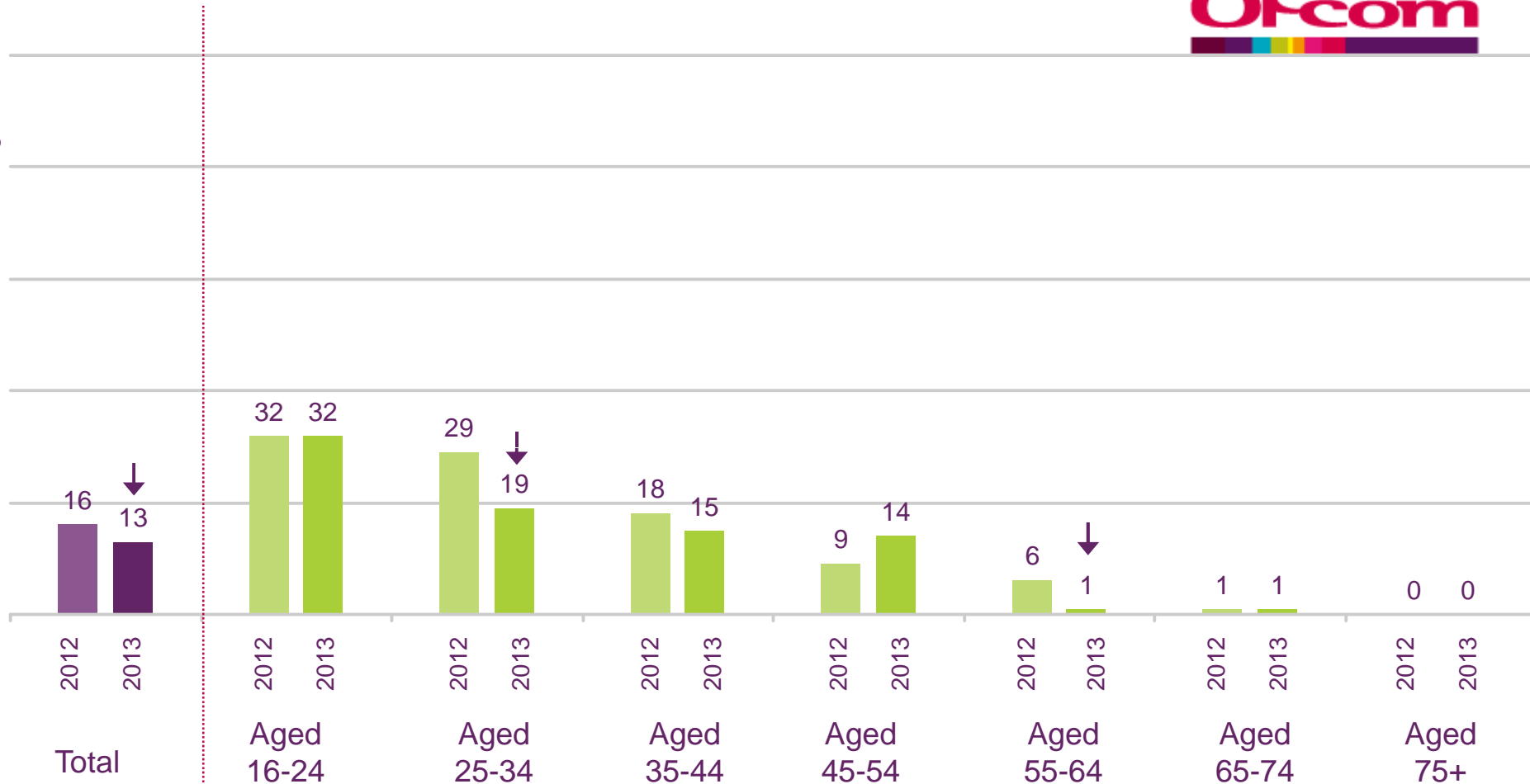
Significance testing shows any difference between any age group or socio-economic group and all adults and between males and females

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

Figure 3.6.15: Use of a games console/ player to go online, by age: 2012-2013



%



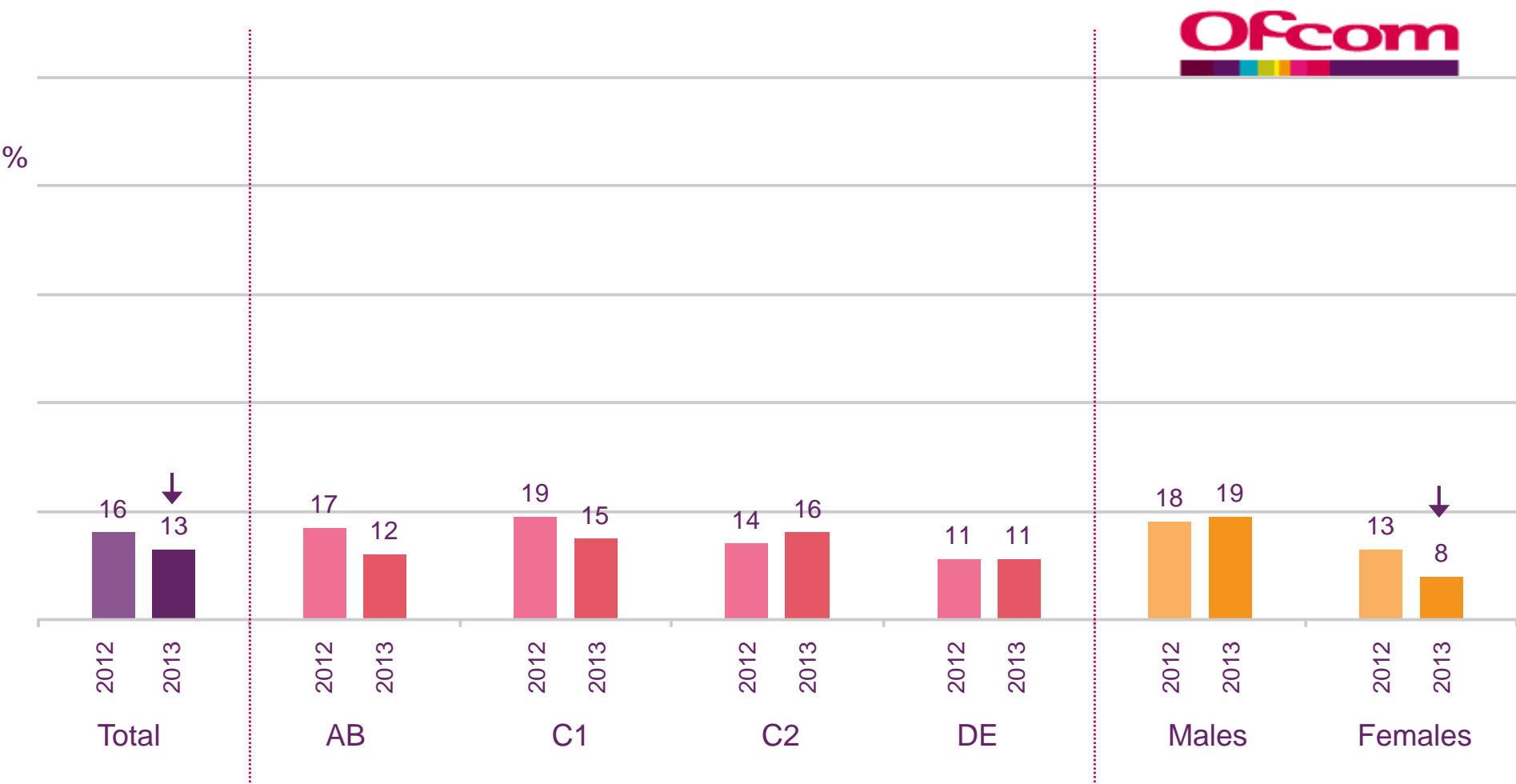
IN1/ IN2- Do you or does anyone in your household have access to the internet at home through a computer, laptop or notebook? And do you personally use the internet at home?/ Do you have and use any of the items shown on this card to go online? (Prompted responses, single coded)

Base: All adults aged 16+ (1805 in 2012, 1642 in 2013, 234 aged 16-24 in 2012, 224 aged 16-24 in 2013, 236 aged 25-34 in 2012, 260 aged 25-34 in 2013, 300 aged 35-44 in 2012, 270 aged 35-44 in 2013, 234 aged 45-54 in 2012, 226 aged 45-54 in 2013, 262 aged 55-64 in 2012, 262 aged 55-64 in 2013, 259 aged 65-74 in 2012, 211 aged 65-74 in 2013, 280 aged 75+ in 2012, 189 aged 75+ in 2013)

Significance testing shows any difference between 2012 and 2013

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

Figure 3.6.16: Use of a games console/ player to go online, by SEG and gender: 2012-2013



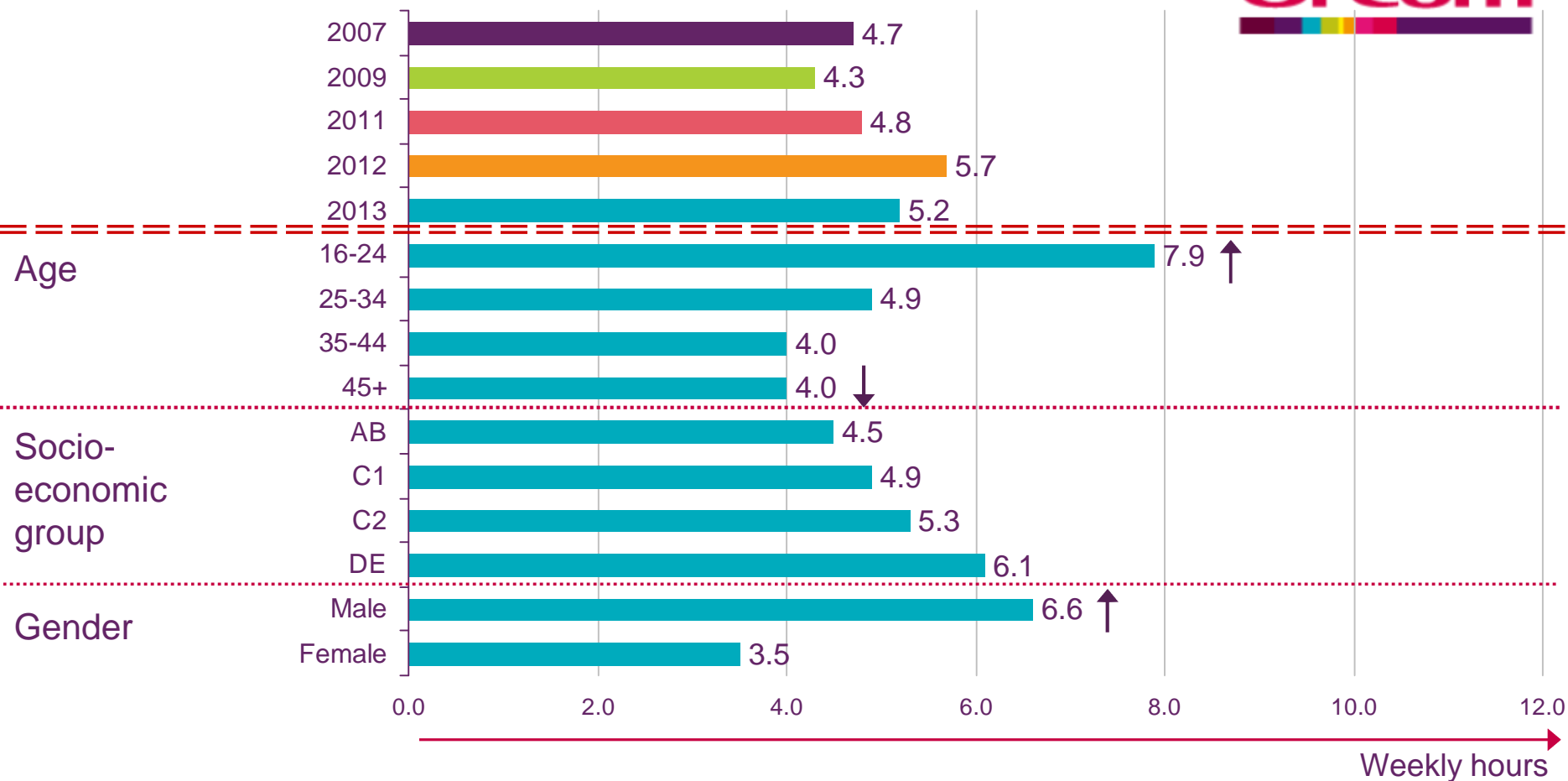
IN1/ IN2- Do you or does anyone in your household have access to the internet at home through a computer, laptop or notebook? And do you personally use the internet at home?/ Do you have and use any of the items shown on this card to go online? (Prompted responses, single coded)

Base: All adults aged 16+ (1805 in 2012, 1642 in 2013, 409 AB in 2012, 368 AB in 2013, 536 C1 in 2012, 461 C1 in 2013, 356 C2 in 2012, 331 C2 in 2013, 504 DE in 2012, 482 DE in 2013, 893 males in 2012, 790 males in 2013, 912 females in 2012, 852 females in 2013)

Significance testing shows any difference between 2012 and 2013

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

Figure 3.6.17: Volume of game playing per week: 2007-2013, and by demography in 2013



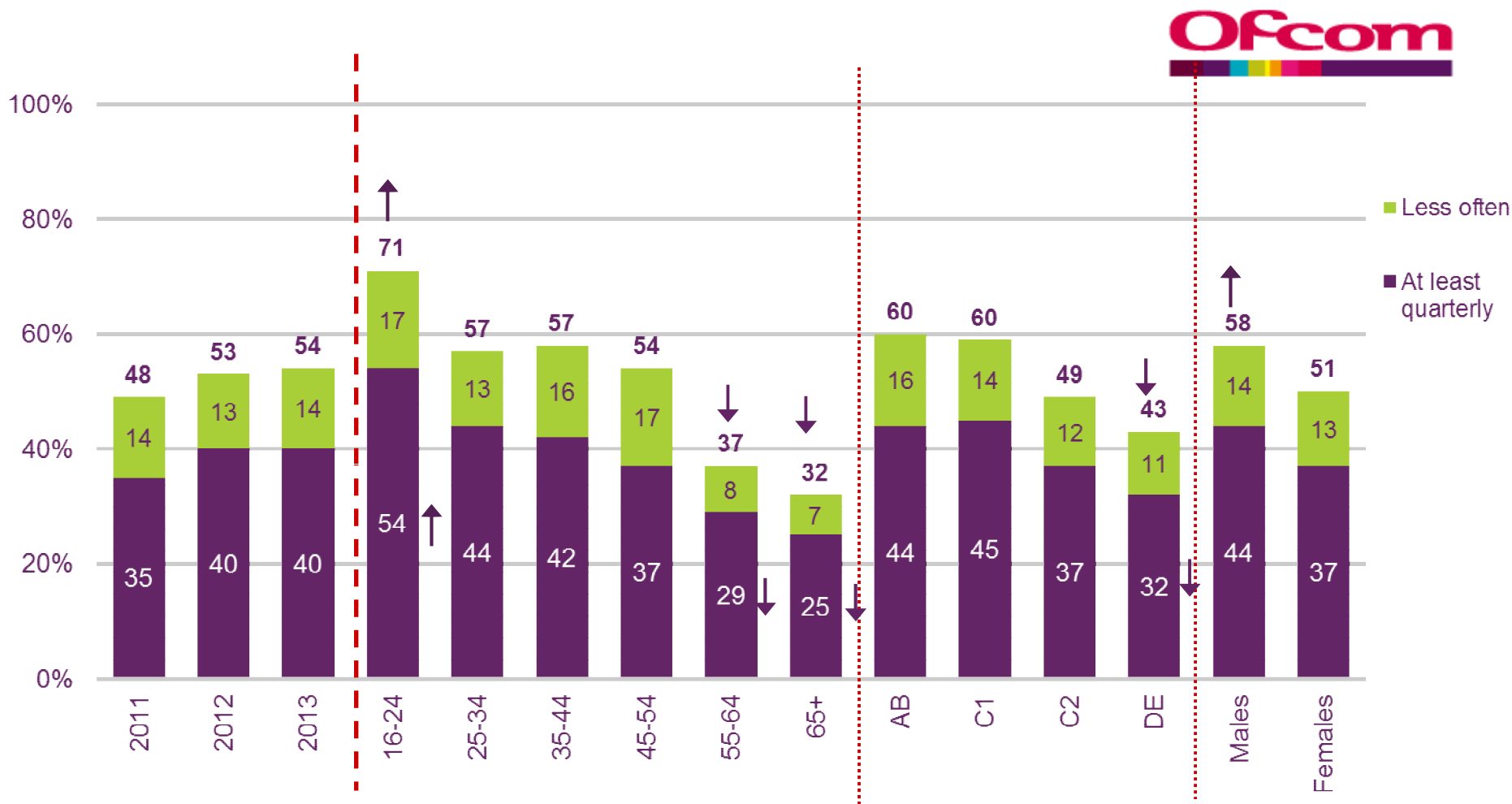
G6- Please think about the hours that you spend game playing in a typical week – so both weekdays and at the weekend... How many hours in a typical week would you say you play games? (Unprompted responses, single coded)

Base: All adults aged 16+ who play games at home or elsewhere (843 in 2007, 616 in 2009, 570 in 2011, 551 in 2012, 604 in 2013) Significance testing shows any change between 2012 and 2013, any difference between any age group and all adults aged 16+, between males and females, between any socio-economic group and all adults aged 16+

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

3.7 TV

Figure 3.7.1: Frequency of watching online or downloading TV programmes or films (such as BBC iPlayer, 4OD, ITV Player etc.): 2011-2013, and by demography in 2013

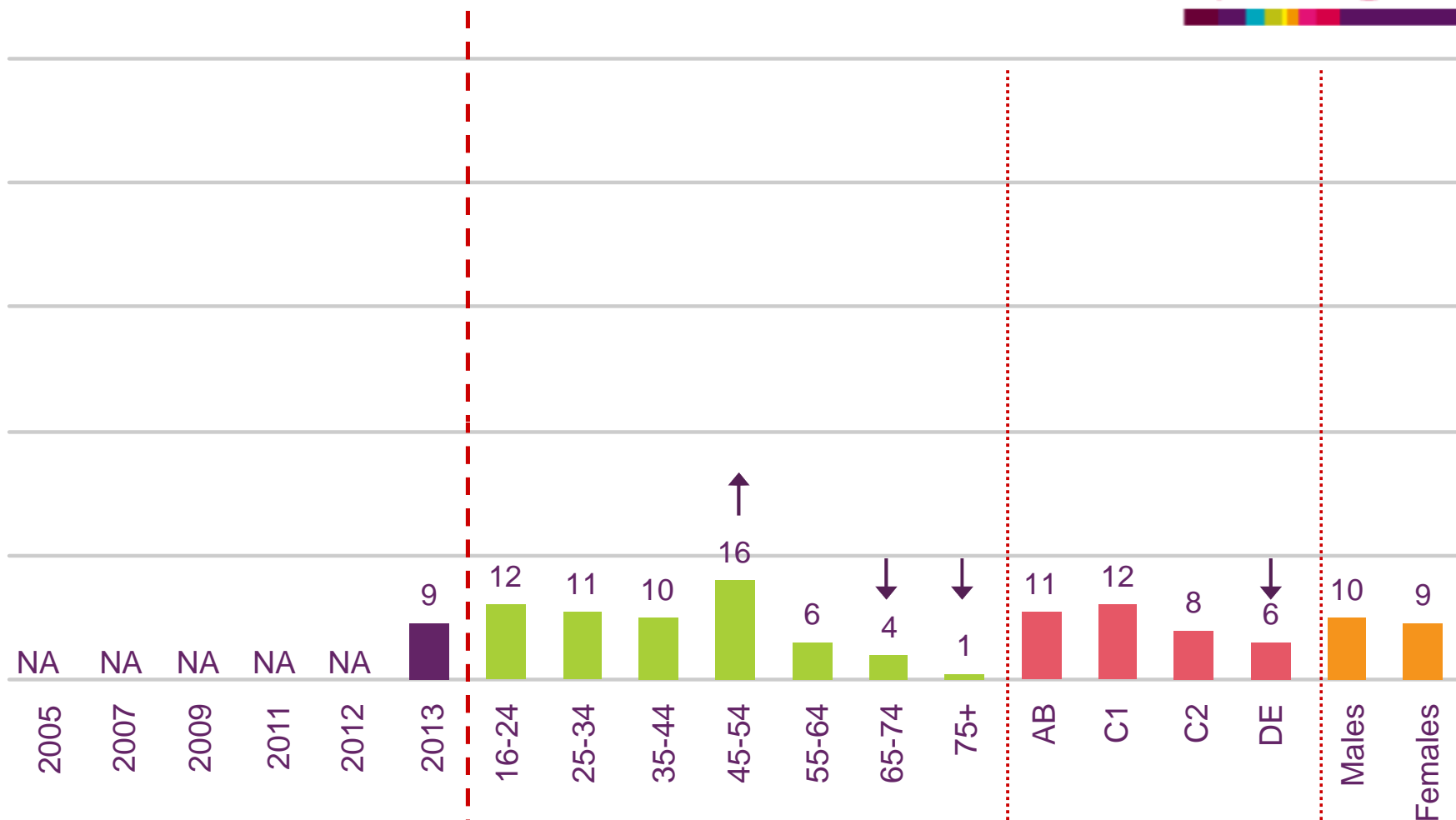


IN17N – Please think about going online on any type of computer, on a mobile phone, on a games player or on a media player. From this list please tell me the types of things you currently do online and how often you do each? (Prompted responses, single coded)

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

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

Figure 3.7.2: Use of a smart TV to go online



IN1/ IN2- Do you or does anyone in your household have access to the internet at home through a computer, laptop or notebook? And do you personally use the internet at home?/ Do you have and use any of the items shown on this card to go online? (Prompted responses, single coded)

Base: All adults aged 16+ (1642 in 2013, 224 aged 16-24, 260 aged 25-34, 270 aged 35-44, 226 aged 45-54, 262 aged 55-64, 211 aged 65-74, 189 aged 75+, 368 AB, 461 C1, 331 C2, 482 DE, 790 males, 852 females)

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

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

3.8 Radio

Figure 3.8.1: Where radio is listened to: 2012- 2013, and by age in 2013



R2/ R3- Do you ever listen to the radio at home in any way/ Do you ever listen to radio elsewhere in any way? For example in the car, at work at a friend's house, whilst travelling.

Base: All adults aged 16+ (1805 in 2012, 1642 in 2013, 224 aged 16-24, 260 aged 25-34, 270 aged 35-44, 226 aged 45-54, 262 aged 55-64, 211 aged 65-74, 189 aged 75) Significance testing shows any change between 2012 and 2013 ,any difference between any age group and all adults

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

Figure 3.8.2: Where radio is listened to by UK adults, by SEG and gender: 2013



R2/ R3- Do you ever listen to the radio at home in any way/ Do you ever listen to radio elsewhere in any way? For example in the car, at work at a friend's house, whilst travelling.

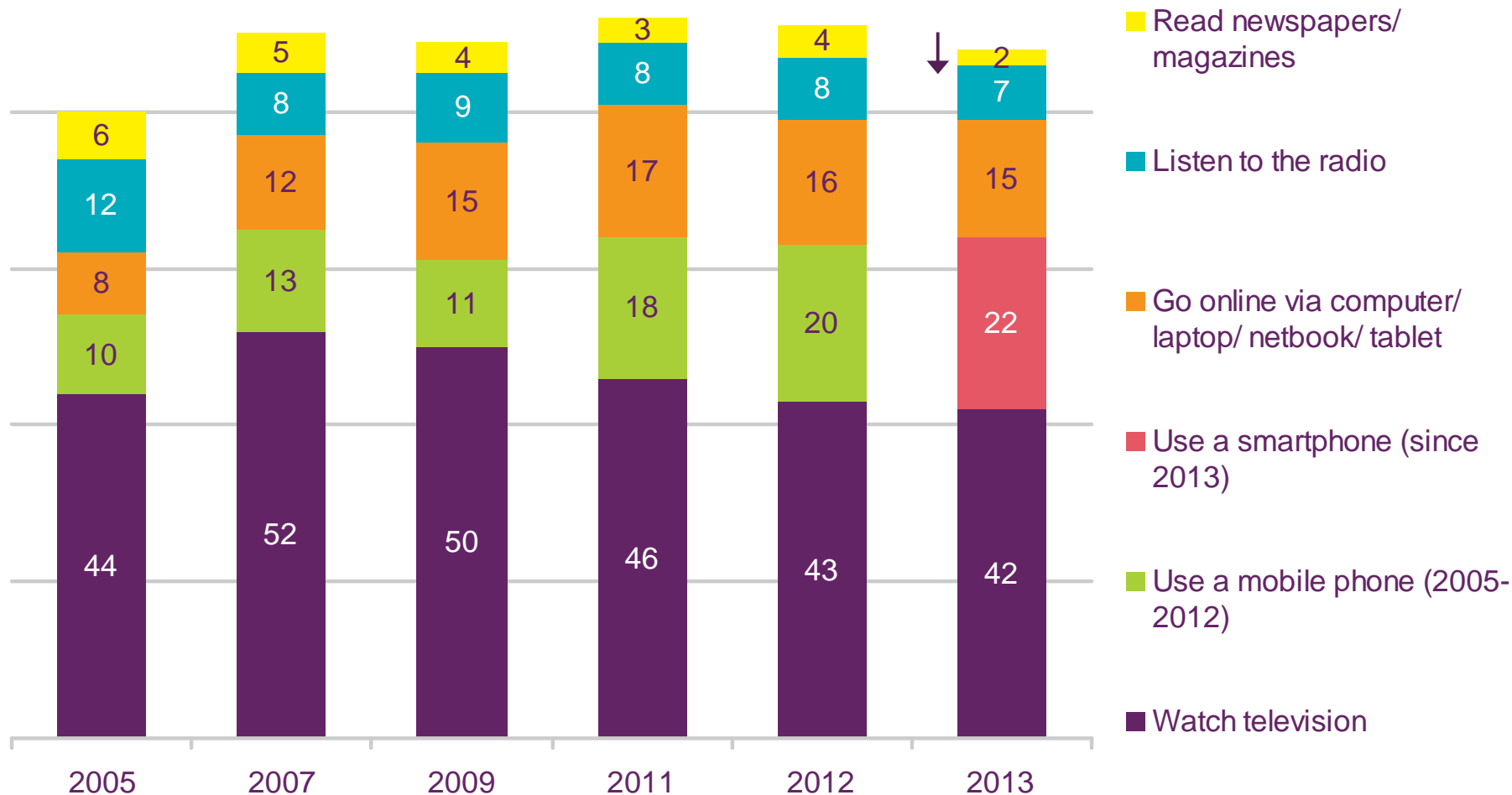
Base: All adults aged 16+ (1642 in 2013, 368 AB, 461 C1, 331 C2, 482 DE, 790 males, 852 females)

Significance testing shows any difference between any socio-economic group and all adults and between males and females

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

3.9 Most-missed media

Figure 3.9.1: Most-missed media - top five mentions among all adults: 2005-2013

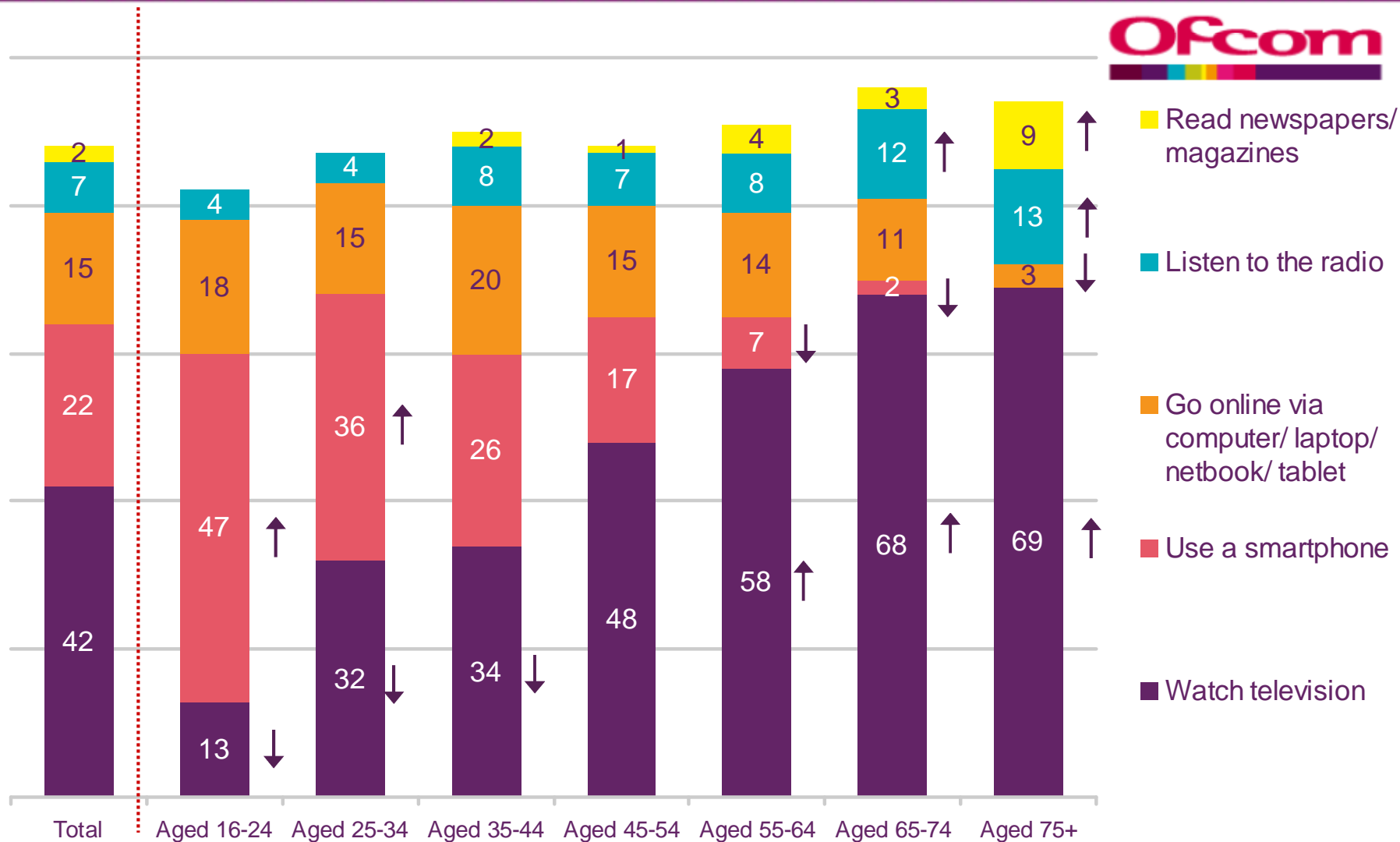


A2 – Which one of these would you miss doing the most? (Prompted responses, single coded) – NB Showing the five most popular responses in 2013 at an overall level. Base: All adults aged 16+ (3244 in 2005, 2905 in 2007, 1824 in 2009, 1823 in 2011, 1805 in 2012, 1642 in 2013).

Significance testing shows any change between 2012 and 2013 – where it is possible to make a comparison

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

Figure 3.9.2: Most-missed media - top five mentions among all adults, by age: 2013

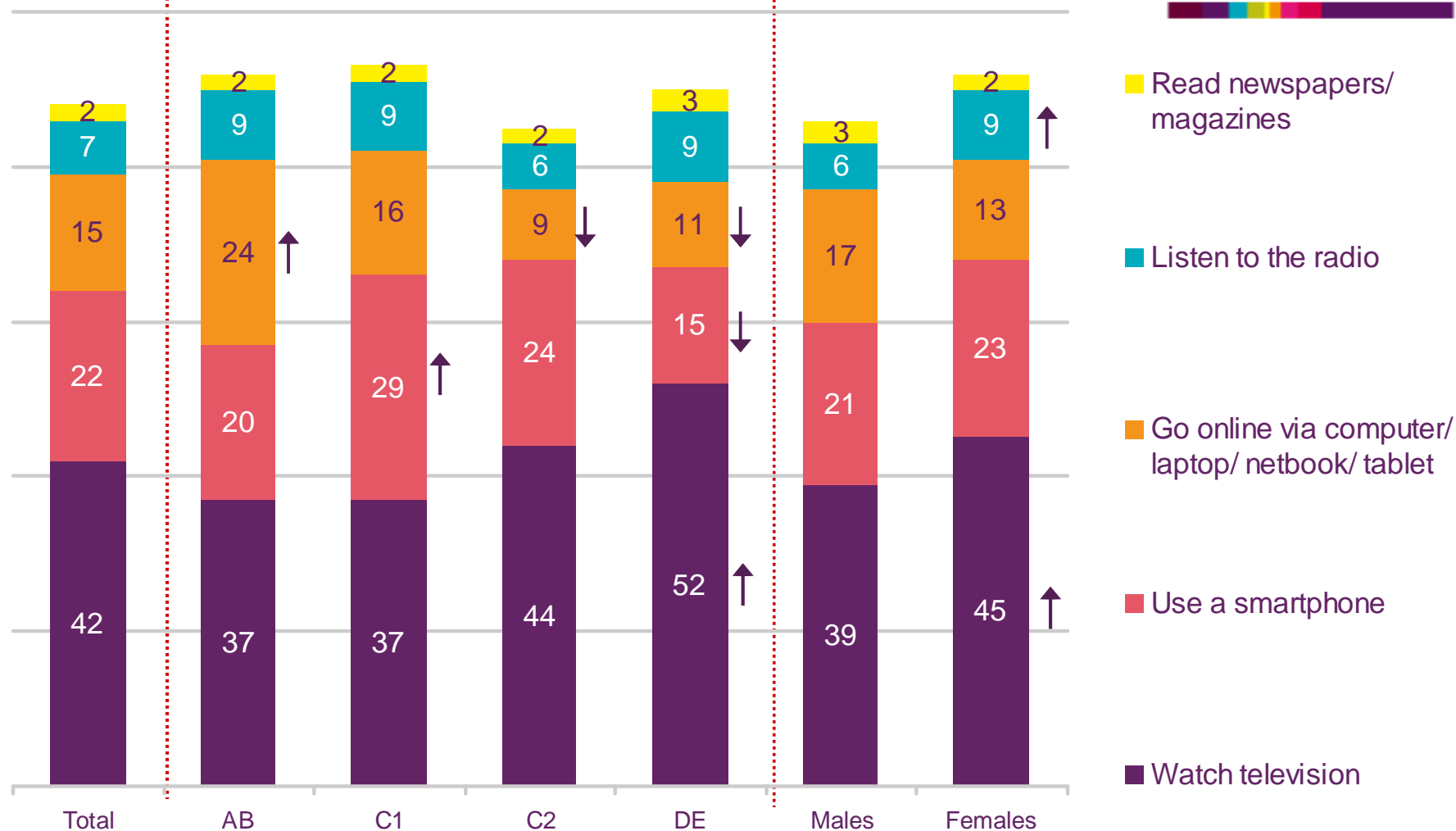


A2 – Which one of these would you miss doing the most? (Prompted responses, single coded) – NB Showing the five most popular responses in 2013 at an overall level

Base: All adults aged 16+ (1642 aged 16+, 224 aged 16-24, 260 aged 25-34, 270 aged 35-44, 226 aged 45-54, 262 aged 55-64, 211 aged 65-74, 189 aged 75+). Significance testing shows any difference between any age group and all adults aged 16+

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

Figure 3.9.3: Most-missed media - top five mentions among all adults, by socio-economic group and gender: 2013



A2 – Which one of these would you miss doing the most? (Prompted responses, single coded) – NB Showing the five most popular responses in 2013 at an overall level. Base: All adults aged 16+ (1642 aged 16+, 368 AB, 461 C1, 331 C2, 482 DE, 790 males, 852 females). Significance testing shows any difference between any socio-economic group and all adults aged 16+, between males and females
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2013