

The following activities were recorded by participants:

Abbreviated codes used for analysis

Watched	1. TV (live - at the time it is broadcast)	Live TV
	2. Recorded TV (programmes/films stored on your personal/ digital video recorder using e.g. TiVo, Sky+ or Freeview+)	Recorded TV
	3. On-demand / catch-up TV or films (free) e.g. BBC iPlayer, All 4, Sky or Virgin on demand	Free On-demand TV Or Films
	4. Downloaded or streamed TV or films (paid-for) e.g. Amazon Instant Video, Netflix, iTunes, Blinkbox, Sky Store, Disney Life	Paid On-demand TV Or Films
	5. TV or films on DVD, Blu-ray, VHS video	Physical Video
	6. Short online video clips on e.g. YouTube, news sites (including through Social Networking sites)	Short Online Video Clips
Listened to	7. Radio (at the time of broadcast)	Live Radio
	8. On-demand/'Listen again' radio programmes or podcasts	On-Demand Radio Or Podcasts
	9. Personal digital music or audio collection (e.g. on an ipod, smartphone, computer etc.)	Personal digital audio
	10. Streamed online music (e.g. Spotify, Apple Music, Amazon Music and Google Play)	Streamed music
	11. Personal music collection on CD, Vinyl record or cassette tapes	Physical Audio
	12. Music videos (i.e. music video channels or sites that you mainly used for background listening such as through YouTube or on MTV)	Music Videos (background)
Communicated	13. Through a Social Networking site e.g. Facebook, Twitter (excluding checking updates)	Social Media Comms
	14. By Instant Messaging (e.g. Facebook Messenger, WhatsApp, BBM)	Instant Messaging (IMS)
	15. By email (reading or writing emails)	Email
	16. By text message (SMS, including iMessage, reading or writing)	Text (SMS)
	17. By photo or video messages (MMS, viewing or sending) or Snapchat	Photo Or Video Messaging (MMS)
	18. By phone call	Phone Call
	19. By video calls (including Skype, Facetime, etc)	Video Call
Played	20. Games (on an electronic device e.g. phone, games console)	Video games
Read-Browsed-Used	21. A newspaper/article (printed or online/digital including apps)	Newspapers (print or Digital)
	22. A magazine /article (printed or online/digital including apps)	Magazines (print or Digital)
	23. Other online news (not through an newspaper site e.g. BBC News, Sky News)	Other Online News
	24. Sports news /updates (not through a newspaper site)	Sports News/updates
	25. A book (printed or eBook)	Books (print or Digital)
	26. Online shopping or ticketing site/ app	Online Shopping/ticketing
	27. Other websites or apps - including checking updates on social networks (e.g. Facebook, Twitter), online banking etc	Other Websites or Apps
	28. Other activities such as creating office documents/spreadsheets, creating or editing videos/music/audio, etc or other apps or software/programs	Other Activities

5 Activity Types

28 individual media & comms activities

For analysis purposes we also created 12 activity codes, some of which incorporate devices – termed ‘**Grouped Activities**’.

Types	Grouped activities	Activities	Device used for activity
Watching	TV or films on a TV set	Live TV, Recorded TV, Free On-Demand, Paid On-Demand, DVD/ Bluray	TV set
	TV or films on another device	Live TV, Recorded TV, Free On-Demand, Paid On-Demand, DVD/ Bluray	Any capable device except for TV set
	Other video (short clips)	Short online video clips	Any capable device
Listening	Radio on a radio set	Live Radio, On-Demand Radio	Radio set
	Radio on another device	Live Radio, On-Demand Radio	Any capable device except for radio set types
	Other audio	Personal digital music, Streamed music, CD/ Vinyl, Music videos	Any capable device
Communicating	Voice communications	By phone call, By video calls	Any capable device
	Text communications	Social Networking, Instant Messaging, emailing, Texting, Photo or video messaging	Any capable device
Playing	Games	Video Games	Any capable device
Read/ browsed/ used	Print media	Newspapers (print or digital), Magazines (print or digital), Books (print or digital)	Print
	Other Internet media	Newspapers (print or digital), Magazines (print or digital), Other online news, Sports news /updates, Online shopping/ticketing, Other websites or apps	Any capable device (excluding print)
	Other non-internet media	Books (printed or eBook), Other activities	Any capable device (excluding print for Books)

Within the **Activity Types** of Watching, Listening and Communicating, further combinations were created

Types	Netted codes	Activities
Watching	Net: Live or recorded TV	Live TV or Recorded TV
	Net: On-demand	Free On-Demand or Paid On-Demand TV or Films
	Net: Live, recorded or on-demand	Live TV, Recorded TV, Free On-Demand TV or Films or Paid On-Demand TV or Films
	Net: Long form (exc. clips)	Live TV, Recorded TV, Free On-Demand TV or Films, Paid On-Demand TV or Films or DVD/ Bluray
	Net: Live, recorded or free on-demand	Live TV, Recorded TV or Free On-Demand TV or Films
Listening	Net: Live or on-demand radio	Live Radio or On-Demand Radio
	Net: Personal or streamed audio	Personal digital music, Streamed music, CD/ Vinyl or Music videos
Communicating	Voice communications	By phone call or By video calls
	Text communications	Social Networking, Instant Messaging, emailing, Texting or Photo or video messaging

For the purposes of analysing **Social Media** activity, it has been defined from combining the activity conducted with the service the respondent said they used, as follows:

Activity	Service used
Communication through a Social Networking site e.g. Facebook, Twitter (<u>excluding checking updates</u>),	Any
Watching short online video clips on e.g. YouTube, News sites	Facebook
Listening to streamed online music	Twitter
Listening to music videos (background)	YouTube
Playing games	Other social media site (Instagram, Pinterest, LinkedIn, etc)
Other online news	
Sports news /updates	
Other websites or apps	
Other activities	