

Digital Day 2016

About the research



What is Digital Day?

A quantitative diary study examining the media consumption and communications behaviour of both adults (16+) and children (6-15) across a typical week, on a minute-by-minute basis, covering:

What?	28 media and comms activities + nets/groups
How?	14 device types + nets/groups
Who?	Age, gender, nation and other demographics/classifications
Where?	Home, Work/study, Travelling, other
When?	Across a week, day of week, time of day

Fieldwork was conducted by Kantar - 26th January to 22nd March 2016

Stage 1: Recruitment survey

c15 min telephone recruitment survey using Kantar face-to-face Omnibus re-contacts.
Covered demographics, task description and devices in household.



Stage 2: Seven day diary (3 days for under 16s*)

Paper diary aide booklet sent to all respondents to fill out and help with completion.
Mix of online self-completion and telephone administered completion options, using a consistent online interface.



Stage 3: Follow-up-survey

Additional c20 min questionnaire served during final day of diary
(to link back to diary respondents and activity records)

Completed diaries (respondents)

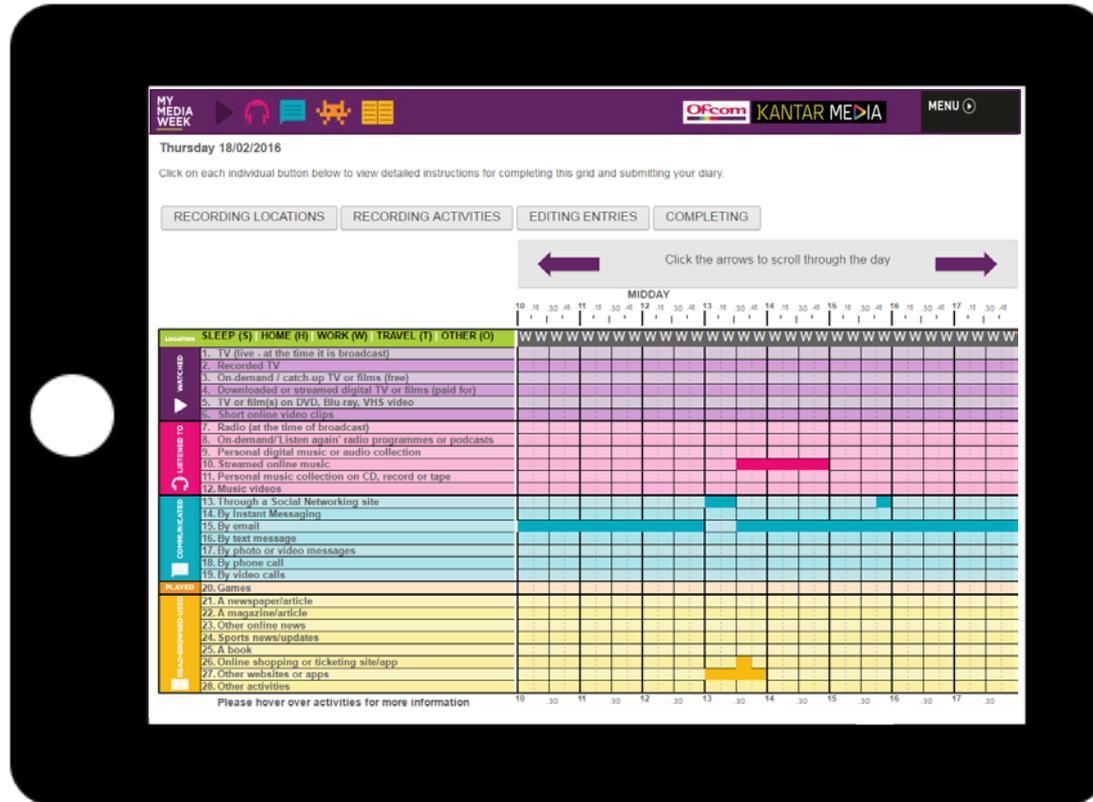
1512 adults aged 16+ in the UK
238 Primary school 6-11 year olds
238 Secondary school 11-15 year olds

Days and activities (records)

10,584 adults diary days
106,889 adults diary activity records
6,708,238 adults diary activity minutes

Online diary interface

All media and communications activities recorded on the paper diary were transferred manually on a daily basis through a secure website. In most cases this was done by the respondent themselves, but there was also an option for a daily telephone interview (where the interviewer used the same interface to input data).



CONSISTENCY WITH PAPER DIARY AIDE FOR EASE OF TRANSFERRING

Definition of analysis terms



Reach

is the proportion (%) of people who did an activity or used a device at any point over a given period (e.g. weekly reach, which is the default analysis period).

Peak refers to the 15 min time slot where the reach of an activity or device was highest across a given period.



Time spent

Average minutes spent is generally calculated among those who did an activity, or used a device, at least once during their diary week (i.e. excludes zeros). However, in some cases an additional ‘including zeros’ figure is also shown to represent all people in a particular demographic, regardless of whether they did an activity at all.

When analysing all media and communications, activity types and grouped activities the averages include multi-tasking activity (where a person did more than one activity within the category at the same time, which in reality counts twice towards the total time spent).

Proportion of time spent is calculated by dividing the sum of minutes spent on an individual activity, by the sum of minutes for all individual activities, and then multiplying by 100 to generate the percentage.

Proportionate activity across the day gives the breakdown of activities at each 15 minute time slot of the day, across a given period (an average week by default).