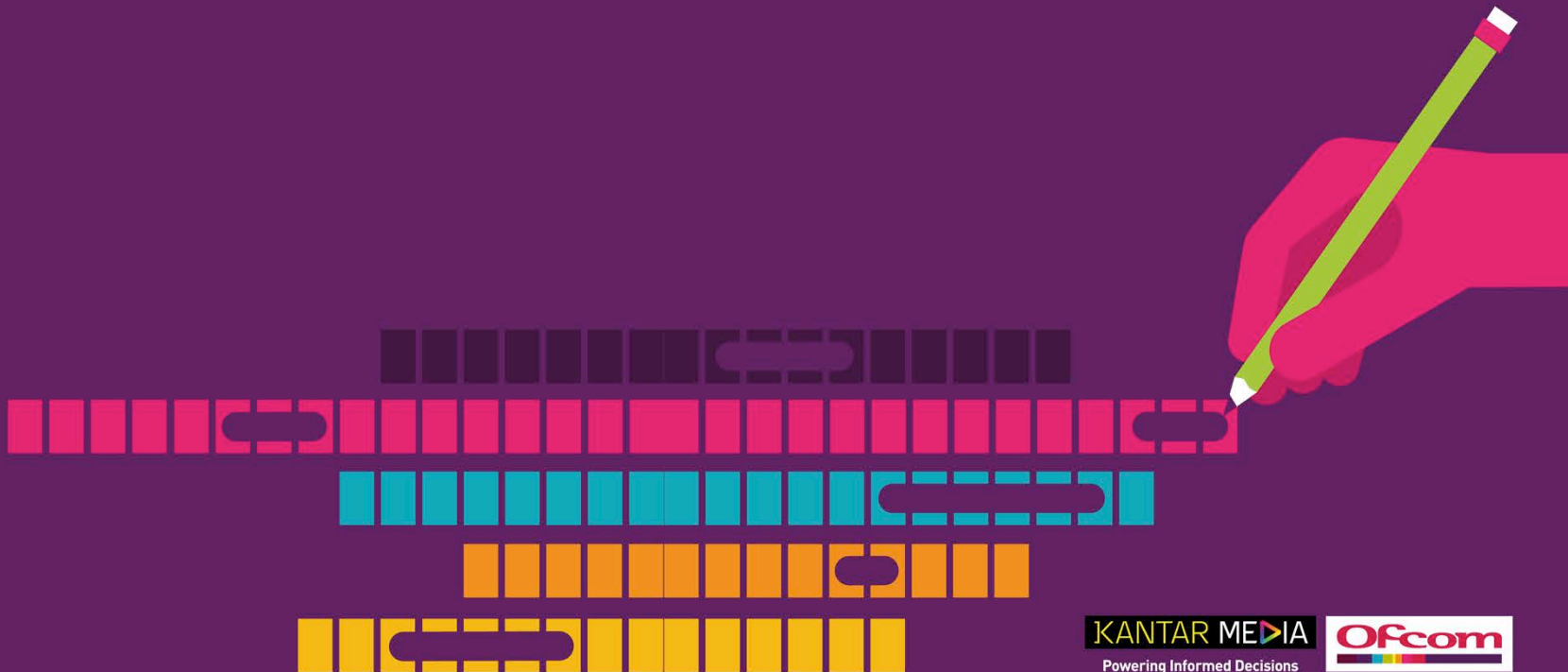
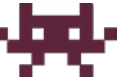


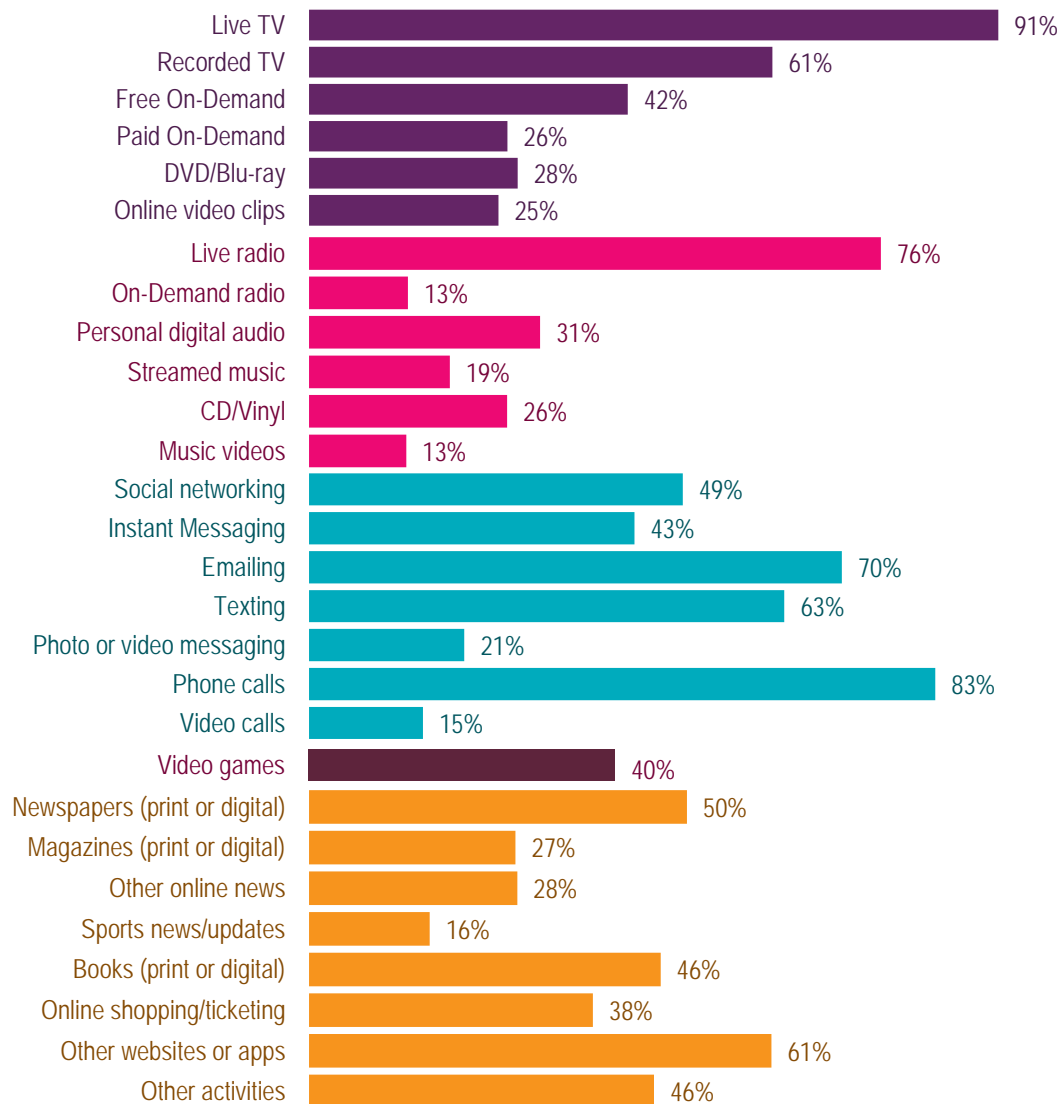
Digital Day 2016

Media and communications diary

Adults aged 16+ in the UK



Reach of activities



Who?

Adults aged 16+

When?

In an average week

How?

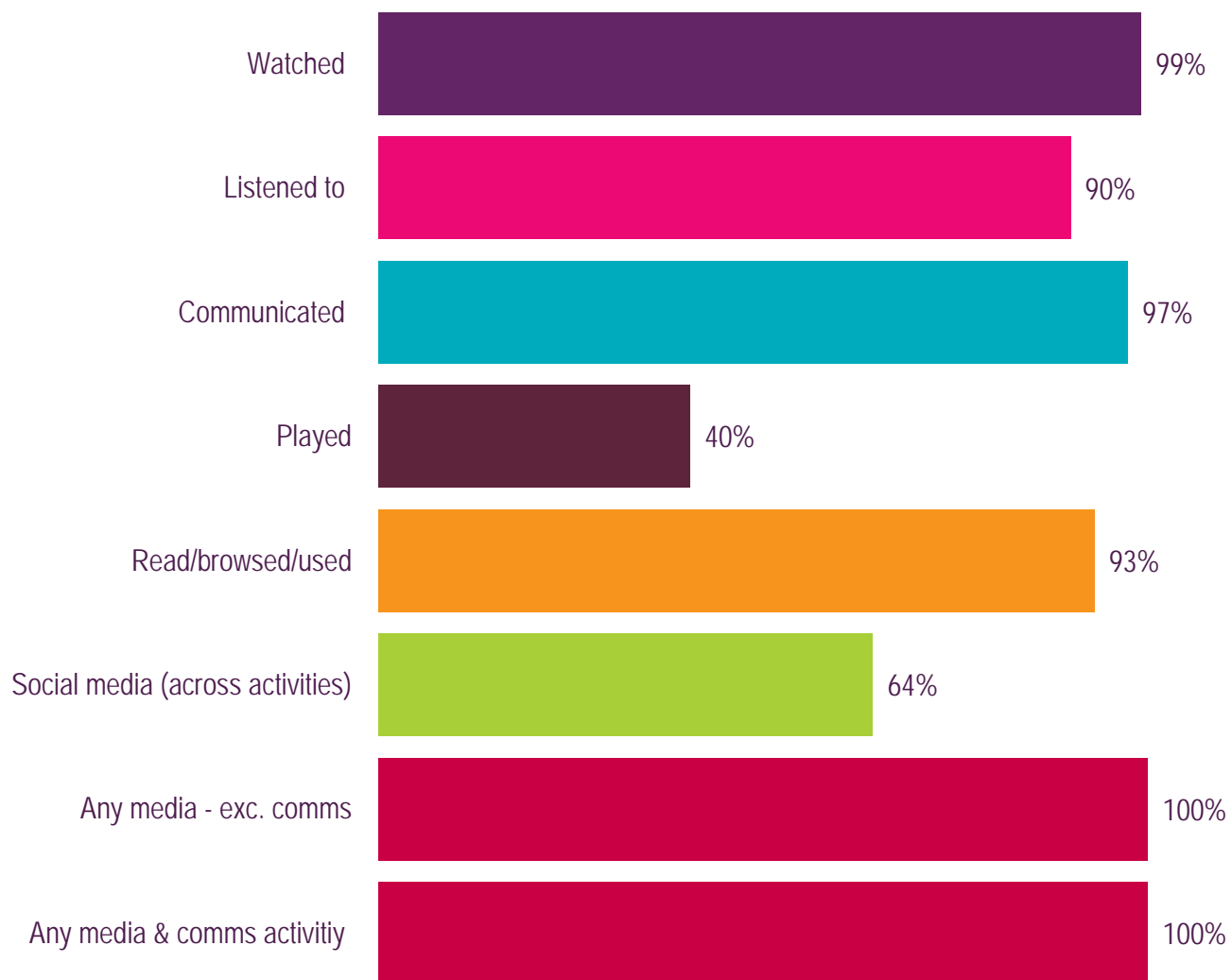
Any device

Where?

Any location

Filters: Age (UK 6+): Adults aged 16+ | Period: In an average week | Devices: Any device | Location: Any location

Reach of activity types



Who?

Adults aged 16+

When?

In an average week

How?

Any device

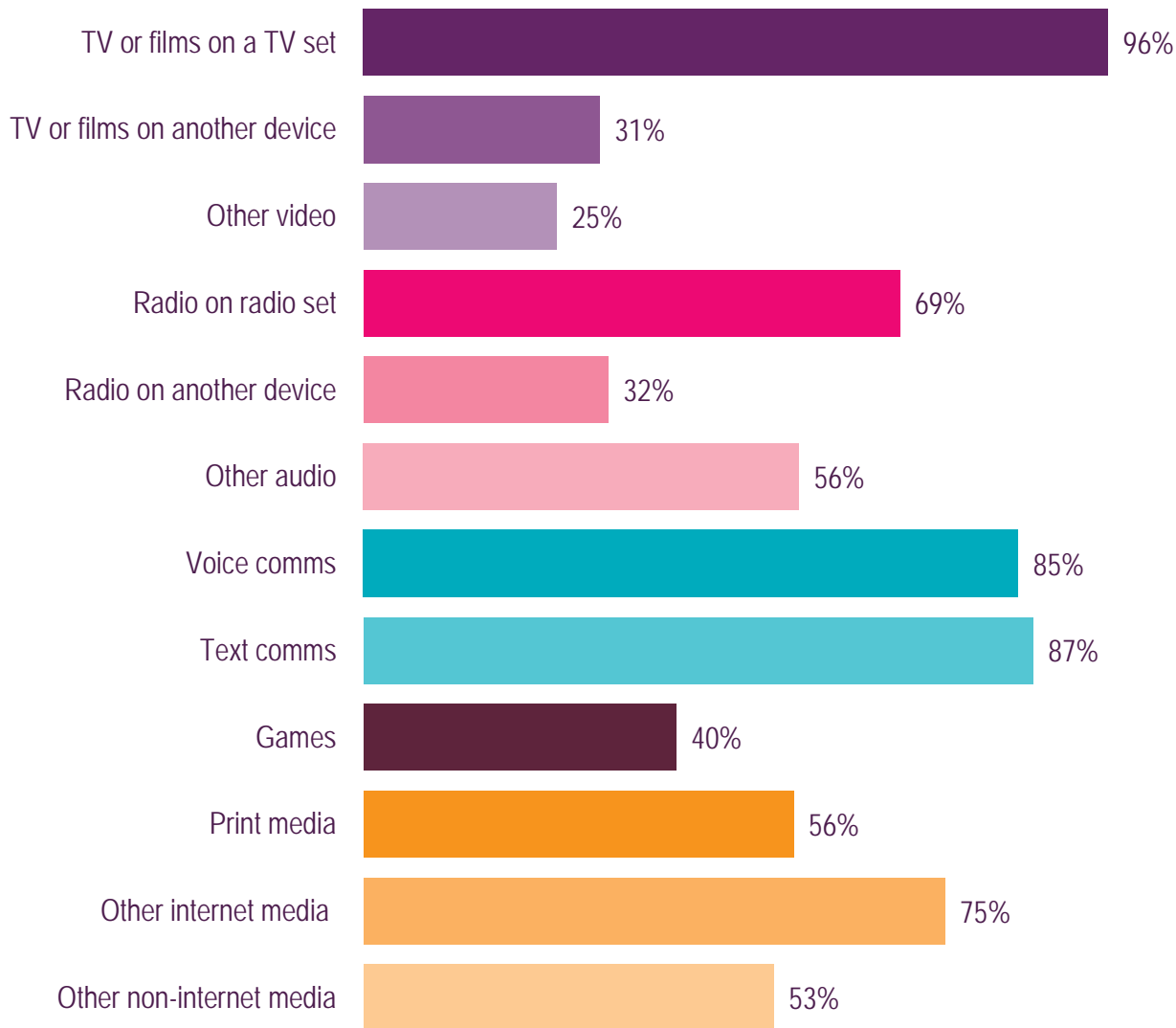
Where?

Any location

Filters: Age (UK 6+): Adults aged 16+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=1512

Reach of grouped activities



Who?

Adults aged 16+

When?

In an average week

How?

Any device

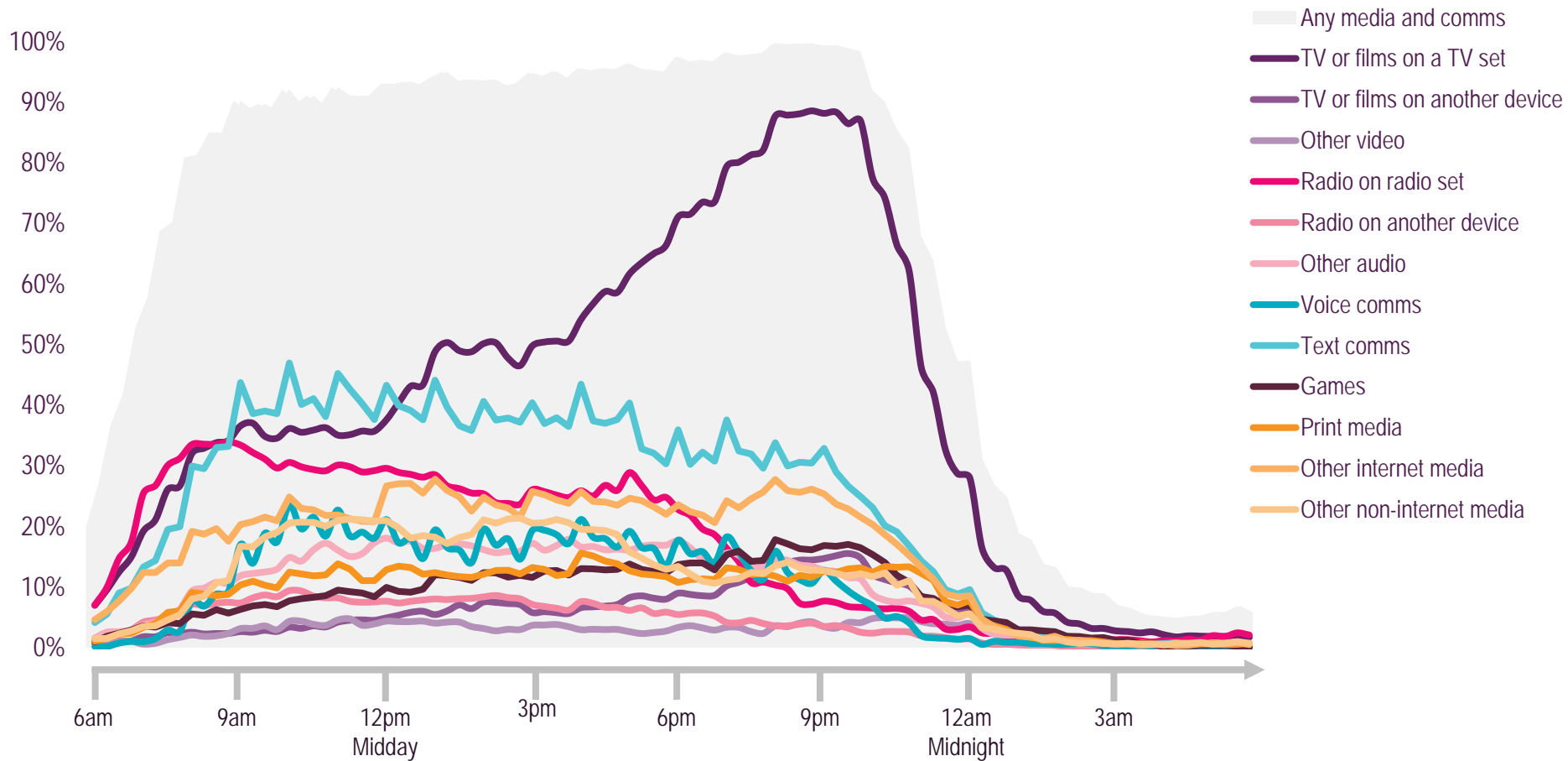
Where?

Any location

Filters: Age (UK 6+): Adults aged 16+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=1512

Reach of grouped activities, by time of day



Who?

Adults aged 16+

When?

In an average week

How?

Any device

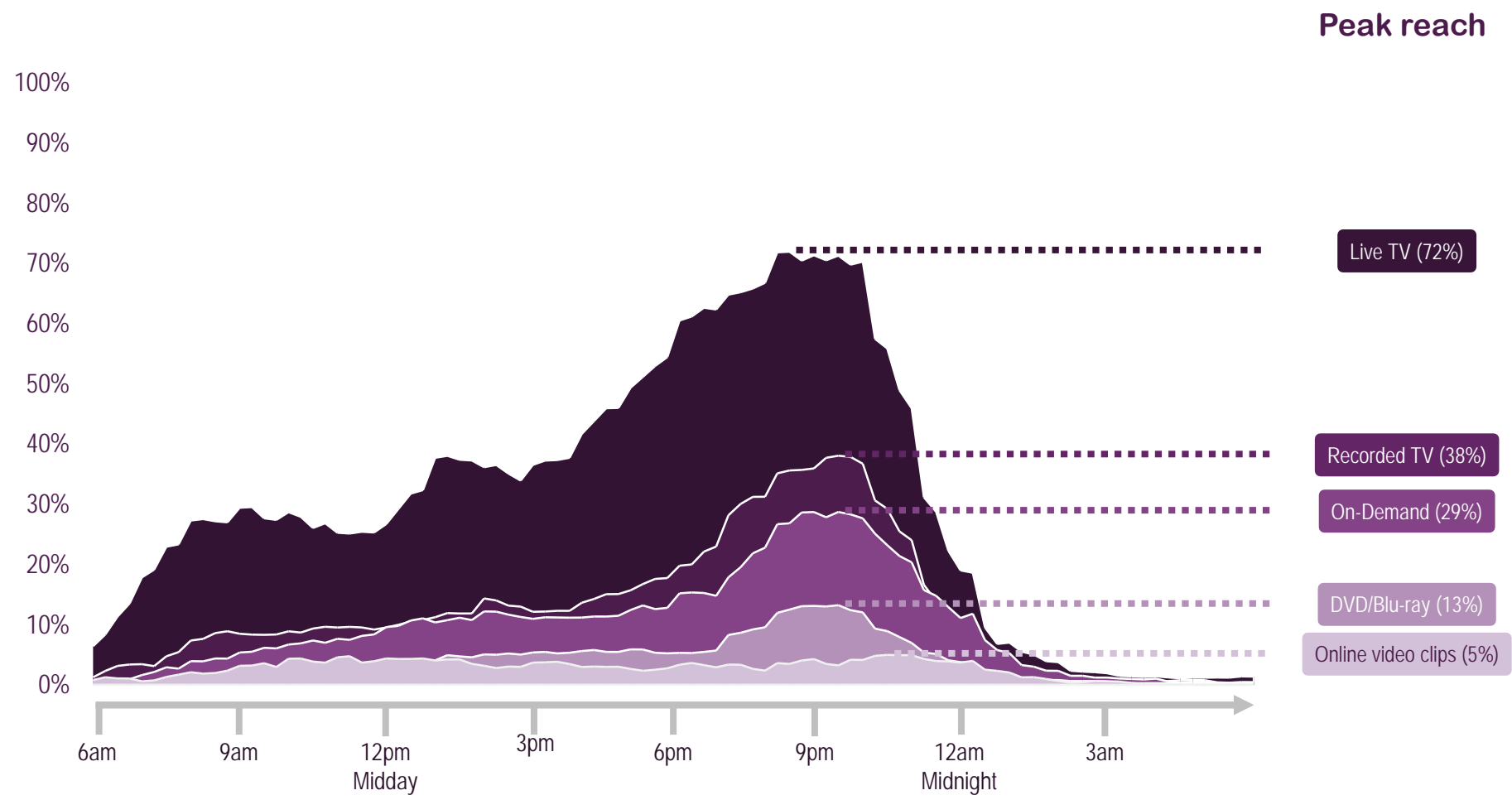
Where?

Any location

Filters: Age (UK 6+): Adults aged 16+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=1512

Reach of watching activities, by time of day



Who?
Adults aged 16+

When?
In an average week

How?
Any device

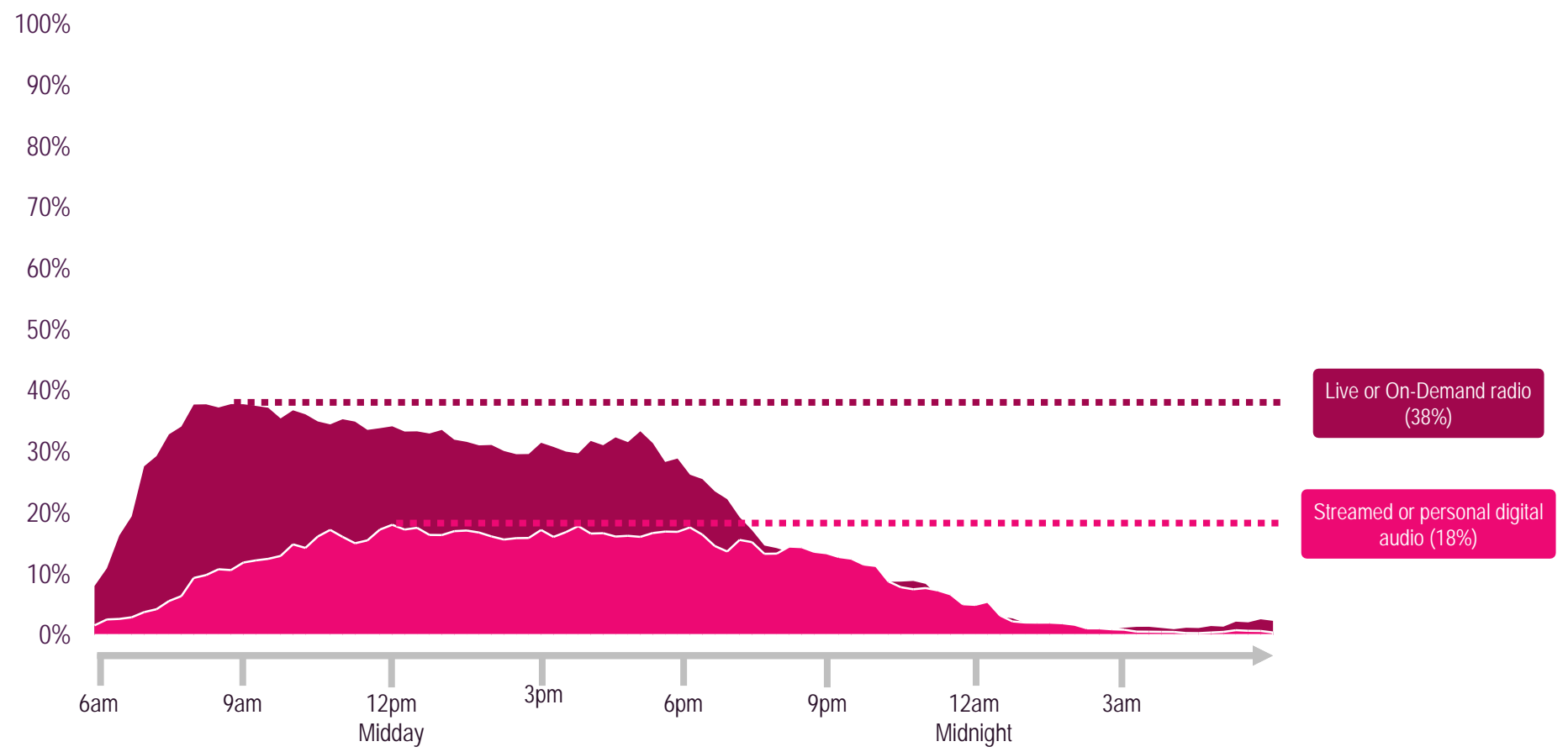
Where?
Any location

Filters: Age (UK 6+): Adults aged 16+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=1512

Reach of listening activities, by time of day

Peak reach



Who?
Adults aged 16+

When?
In an average week

How?
Any device

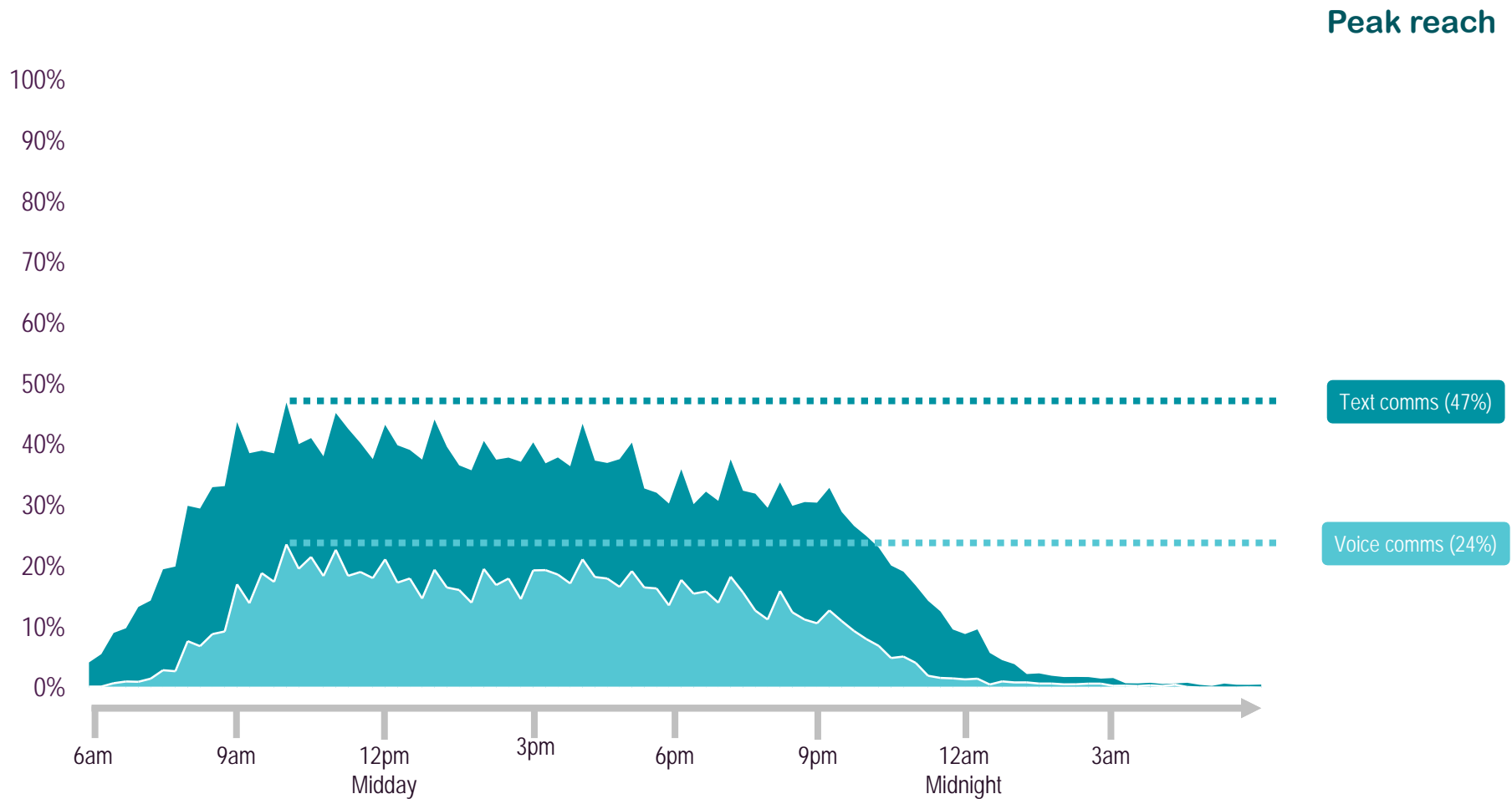
Where?
Any location

Filters: Age (UK 6+): Adults aged 16+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=1512



Reach of communicating activities, by time of day



Who?

Adults aged 16+

When?

In an average week

How?

Any device

Where?

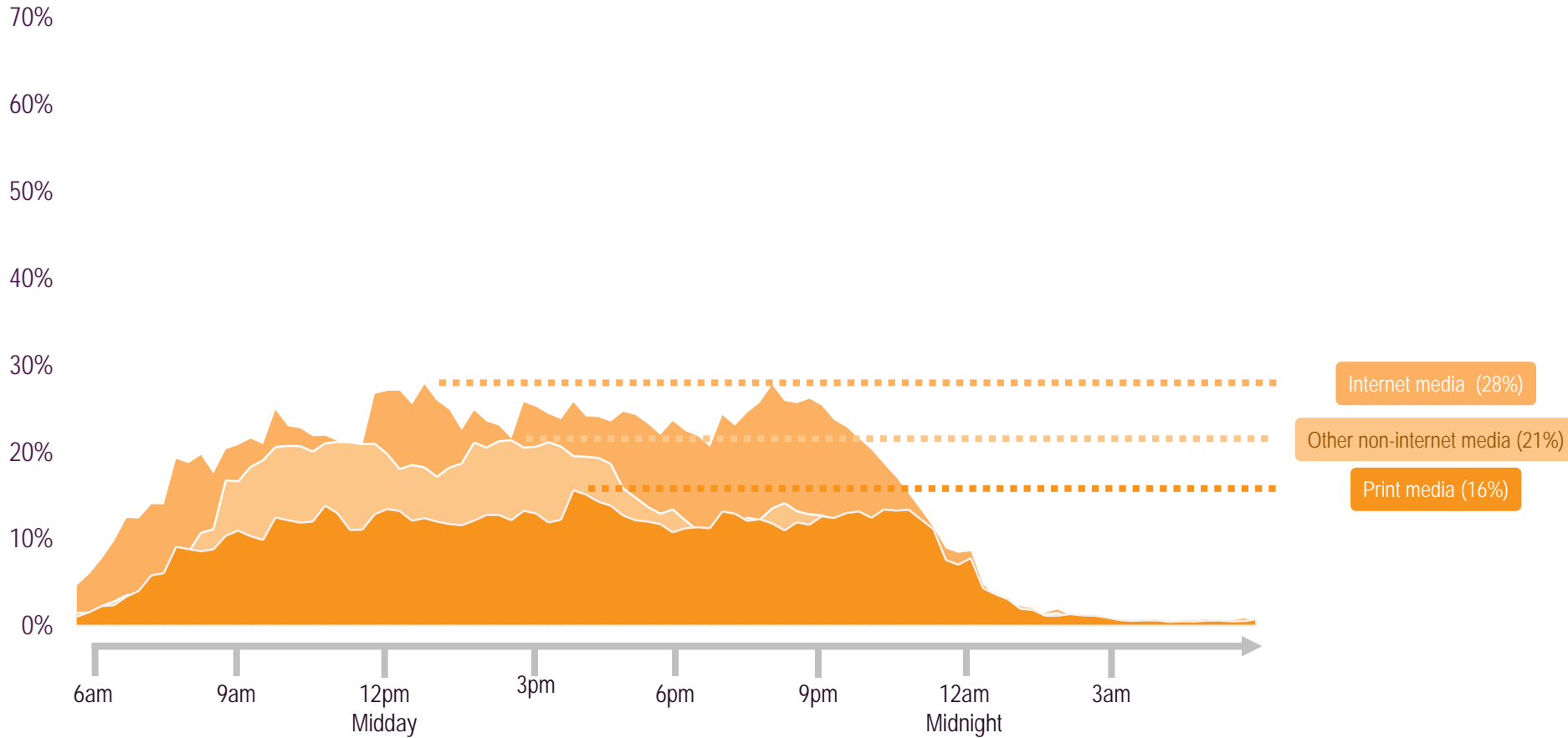
Any location

Filters: Age (UK 6+): Adults aged 16+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=1512

Reach of reading/browsing/using activities, by time of day

Peak reach



Who?
Adults aged 16+

When?
In an average week

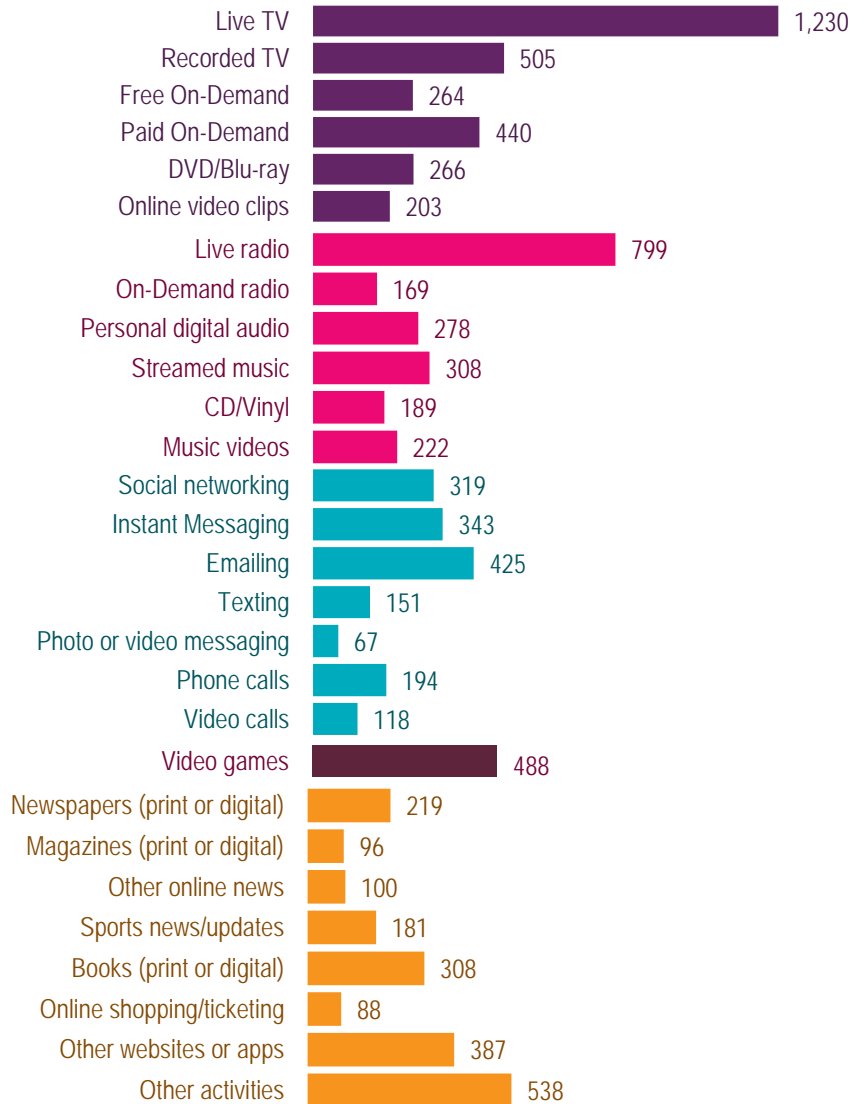
How?
Any device

Where?
Any location

Filters: Age (UK 6+): Adults aged 16+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=1512

Average minutes spent on activities



Who?

Adults aged 16+

When?

In an average week

How?

Any device

Where?

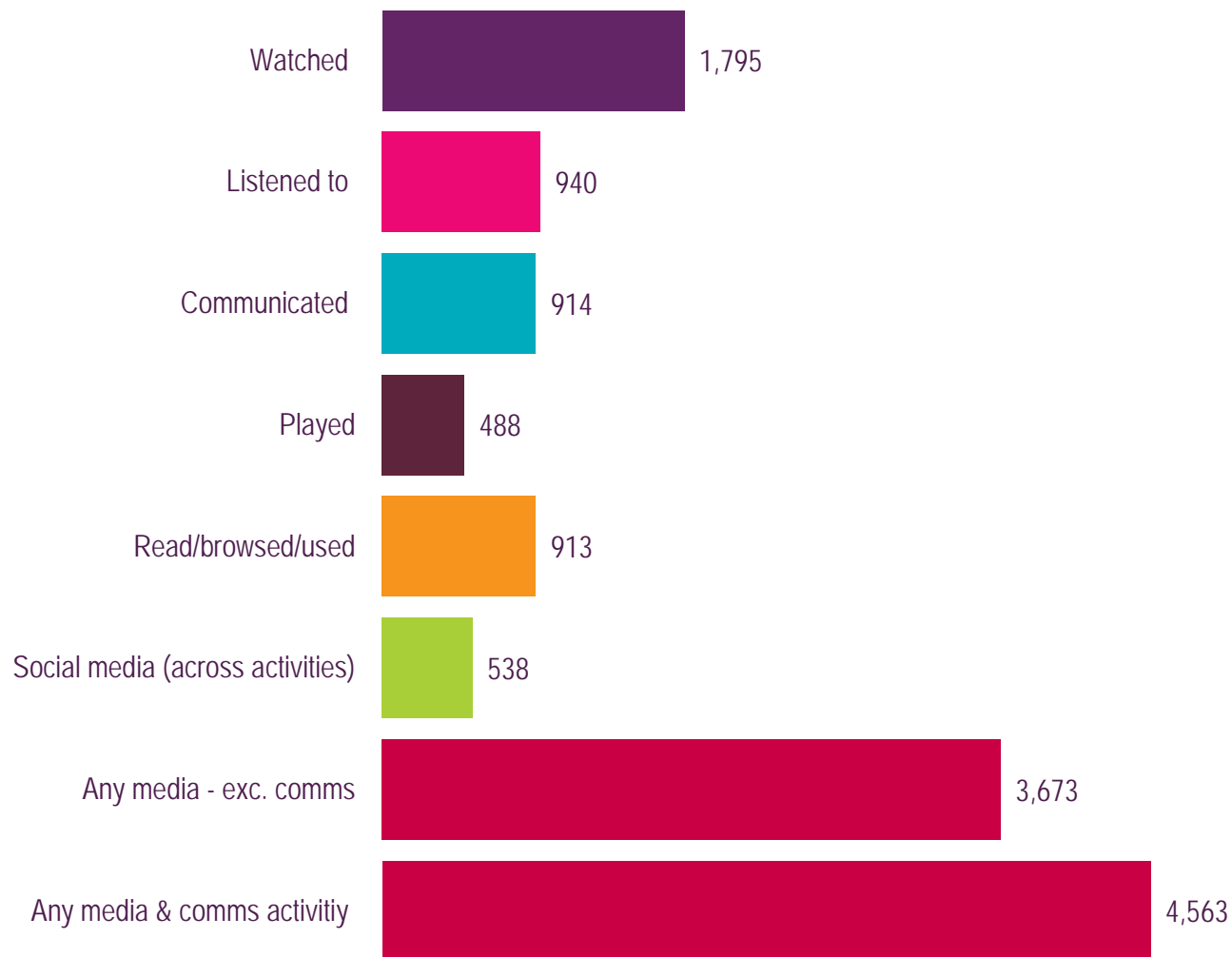
Any location

Averages (minutes) are among those who did at least one activity during their diary week i.e. excludes zeros

Filters: Age (UK 6+): Adults aged 16+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=1512

Average minutes spent on activity types



Who?

Adults aged 16+

When?

In an average week

How?

Any device

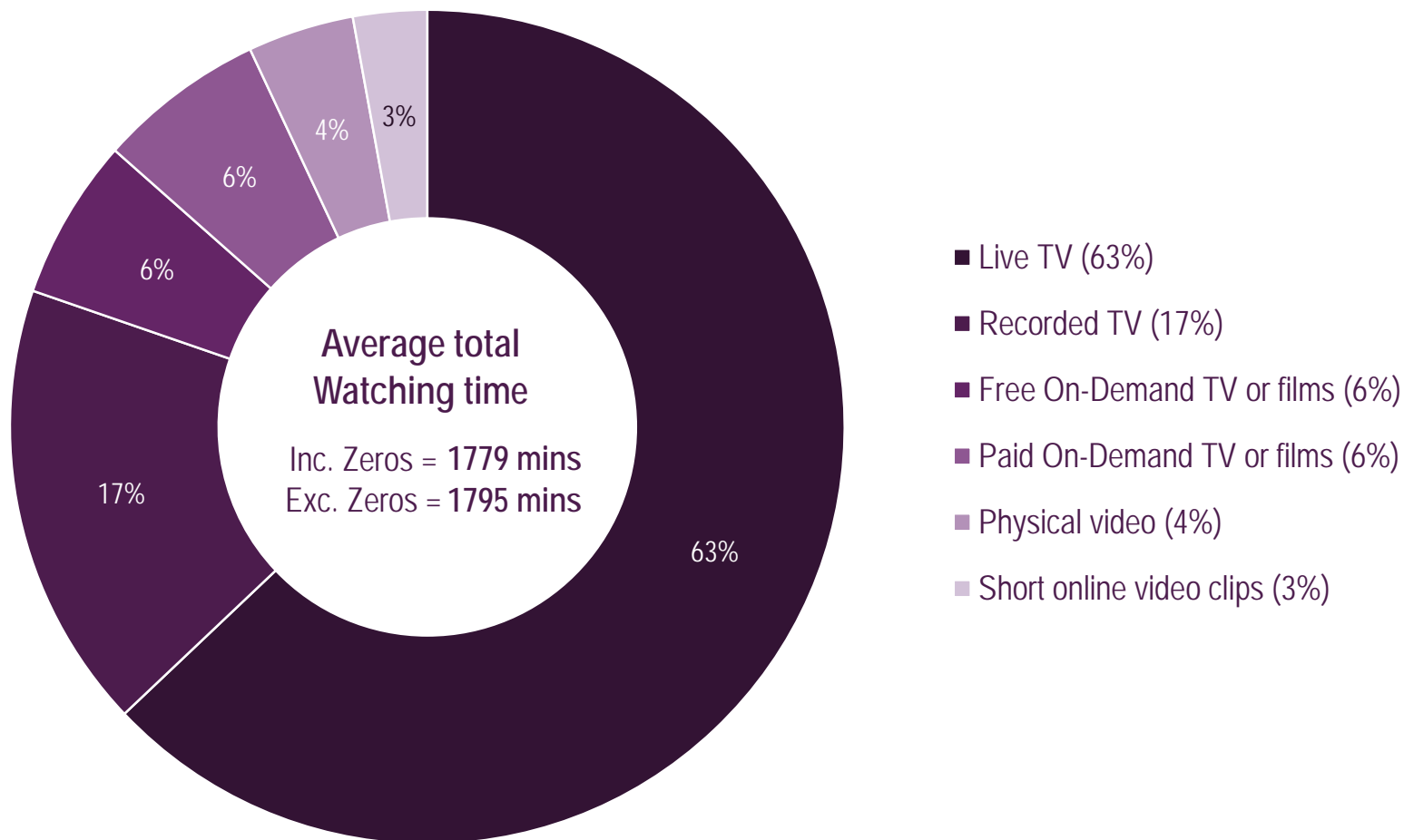
Where?

Any location

Averages (minutes) are among those who did at least one activity type during their diary week i.e. excludes zeros, and they include multi-tasking activity i.e. doing more than one activity within each category at the same time

Filters: Age (UK 6+): Adults aged 16+ | Period: In an average week | Devices: Any device | Location: Any location

Proportion of time spent watching



Average time including zeros is among all in subgroup. Average time excluding zeros is among all who did at least one watching activity

Who?

Adults aged 16+

When?

In an average week

How?

Any device

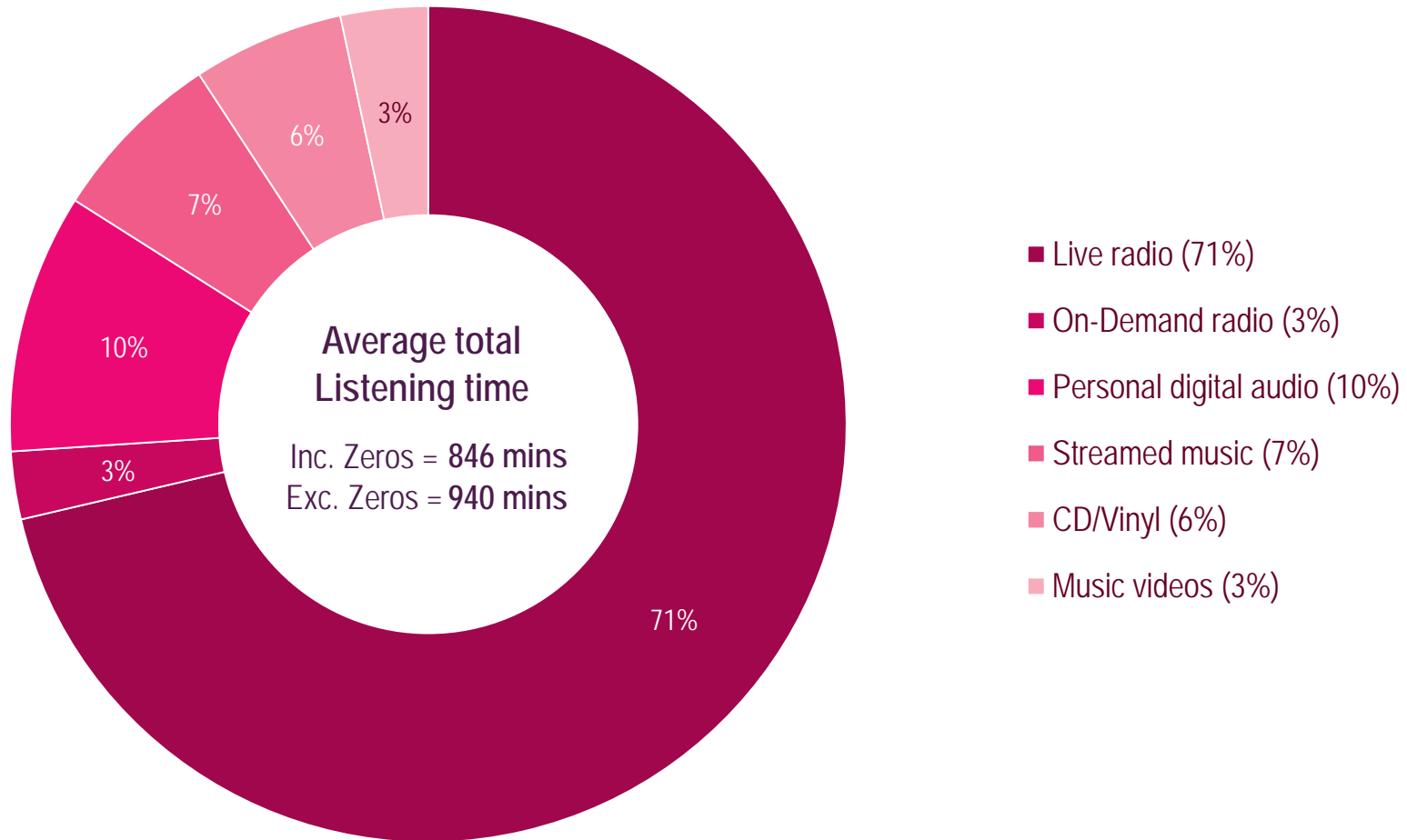
Where?

Any location

Filters: Age (UK 6+): Adults aged 16+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=1503

Proportion of time spent listening



Average time including zeros is among all in subgroup. Average time excluding zeros is among all who did at least one listening activity

Who?

Adults aged 16+

When?

In an average week

How?

Any device

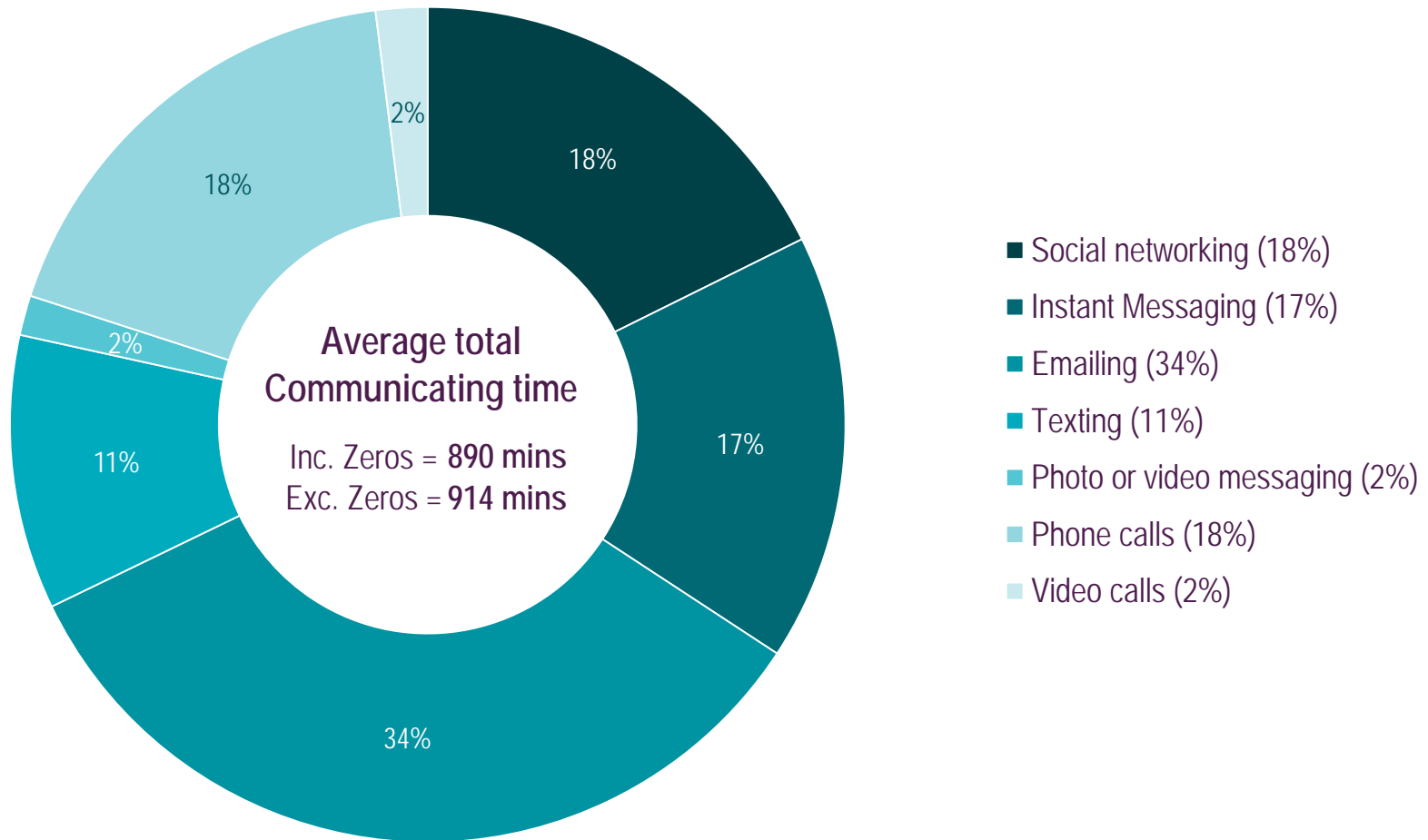
Where?

Any location

Filters: Age (UK 6+): Adults aged 16+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=1353

Proportion of time spent communicating



Average time including zeros is among all in subgroup. Average time excluding zeros is among all who did at least one communication activity

Who?

Adults aged 16+

When?

In an average week

How?

Any device

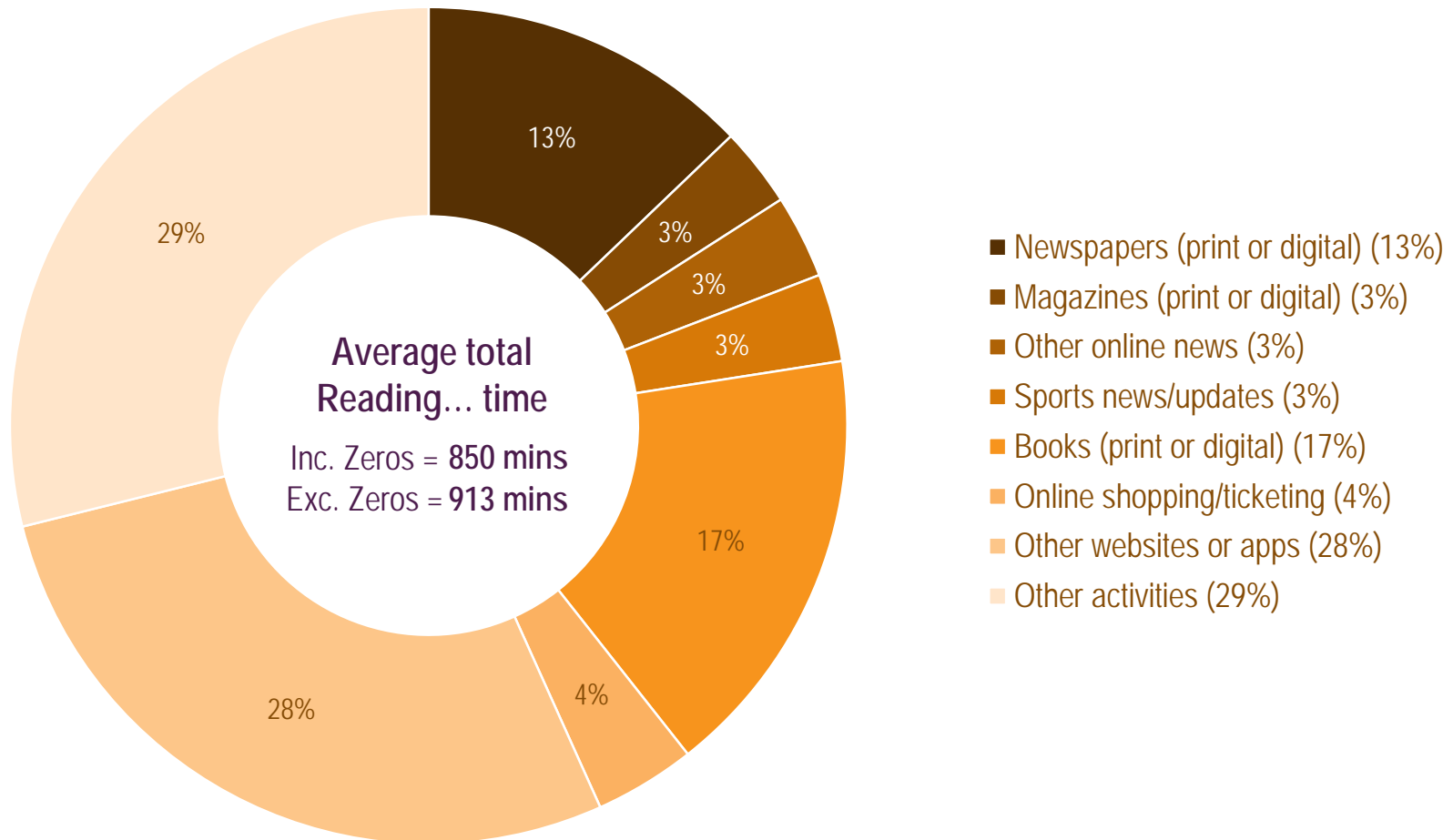
Where?

Any location

Filters: Age (UK 6+): Adults aged 16+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=1477

Proportion of time spent reading/browsing/using



Average time including zeros is among all in subgroup. Average time excluding zeros is among all who did at least one reading/browsing/using activity

Who?

Adults aged 16+

When?

In an average week

How?

Any device

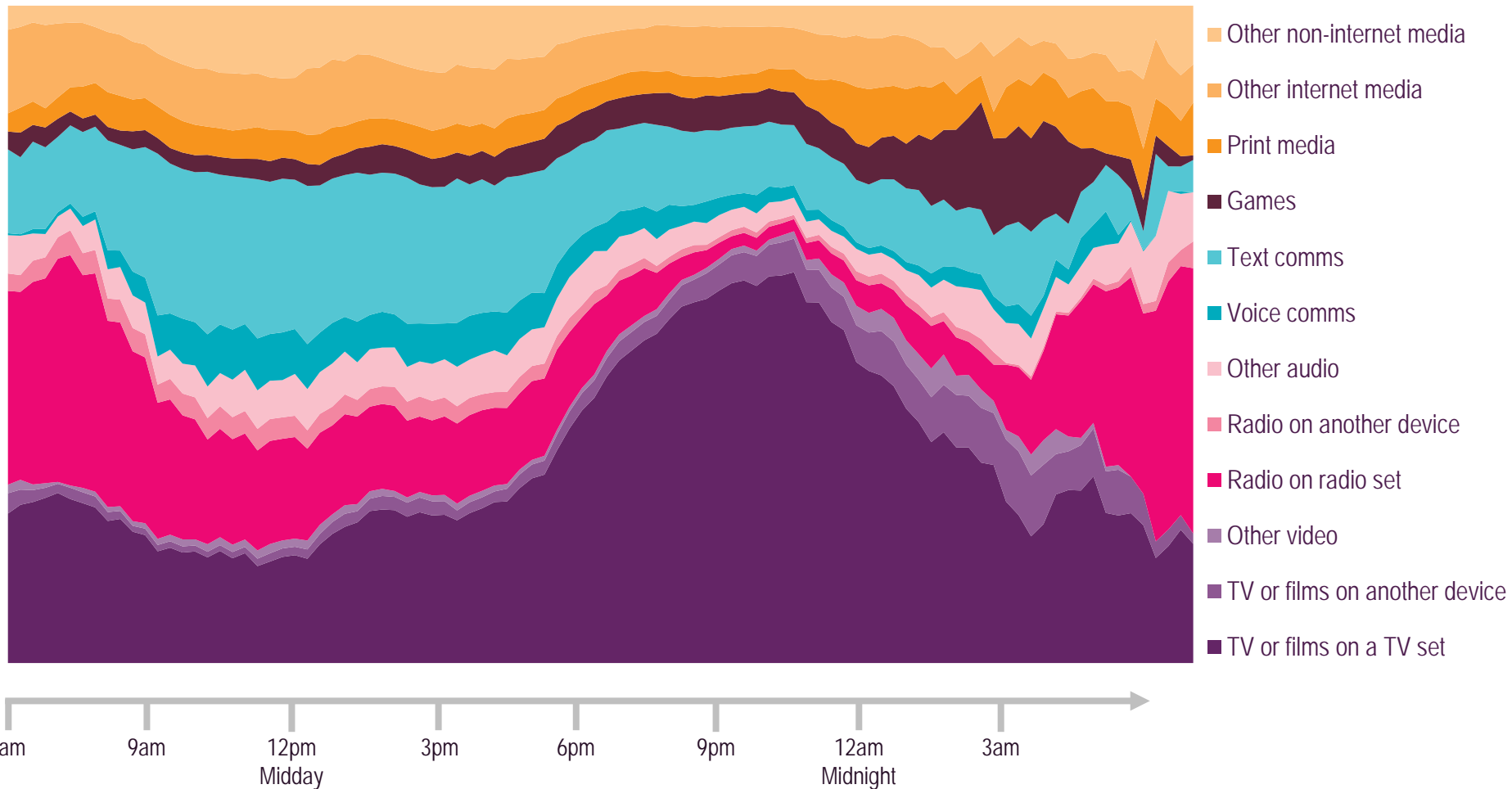
Where?

Any location

Filters: Age (UK 6+): Adults aged 16+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=1437

Proportionate activity by time of day: Grouped activities



Who?

Adults aged 16+

When?

In an average week

How?

Any device

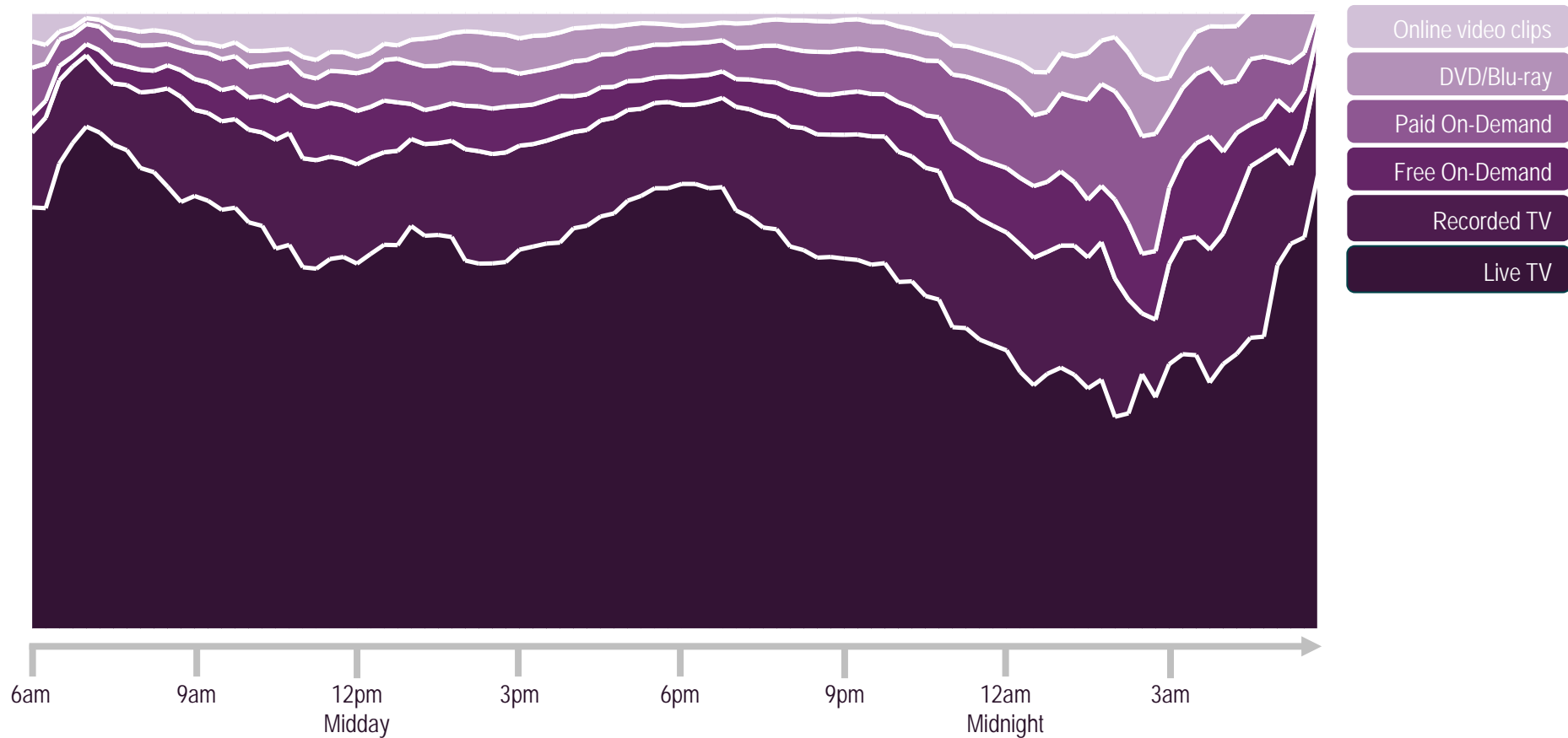
Where?

Any location

Filters: Age (UK 6+): Adults aged 16+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=1512

Proportion of all watching, by time of day (all watching activities)



Who?

Adults aged 16+

When?

In an average week

How?

Any device

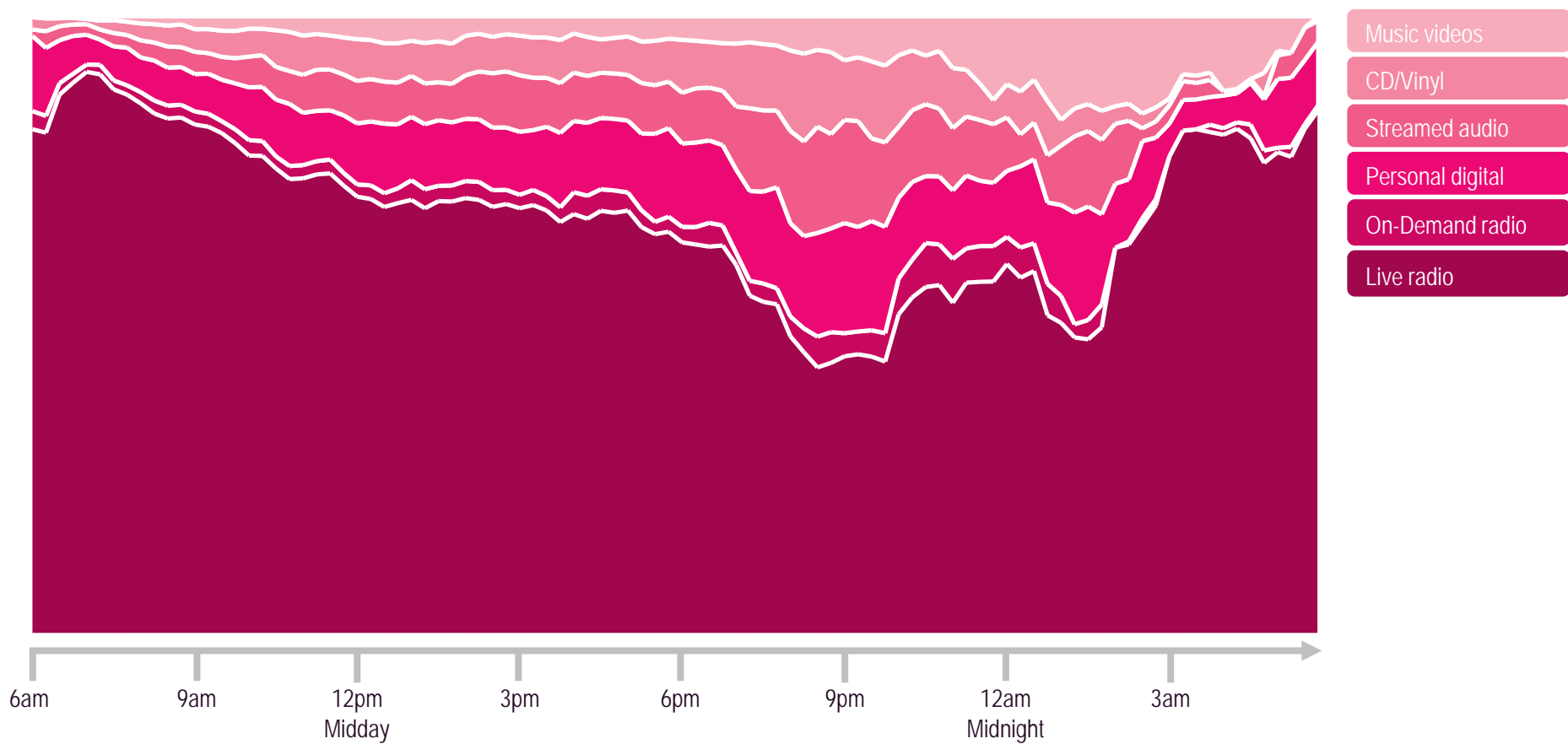
Where?

Any location

Filters: Age (UK 6+): Adults aged 16+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=1503

Proportion of all listening, by time of day (all listening activities)



Who?

Adults aged 16+

When?

In an average week

How?

Any device

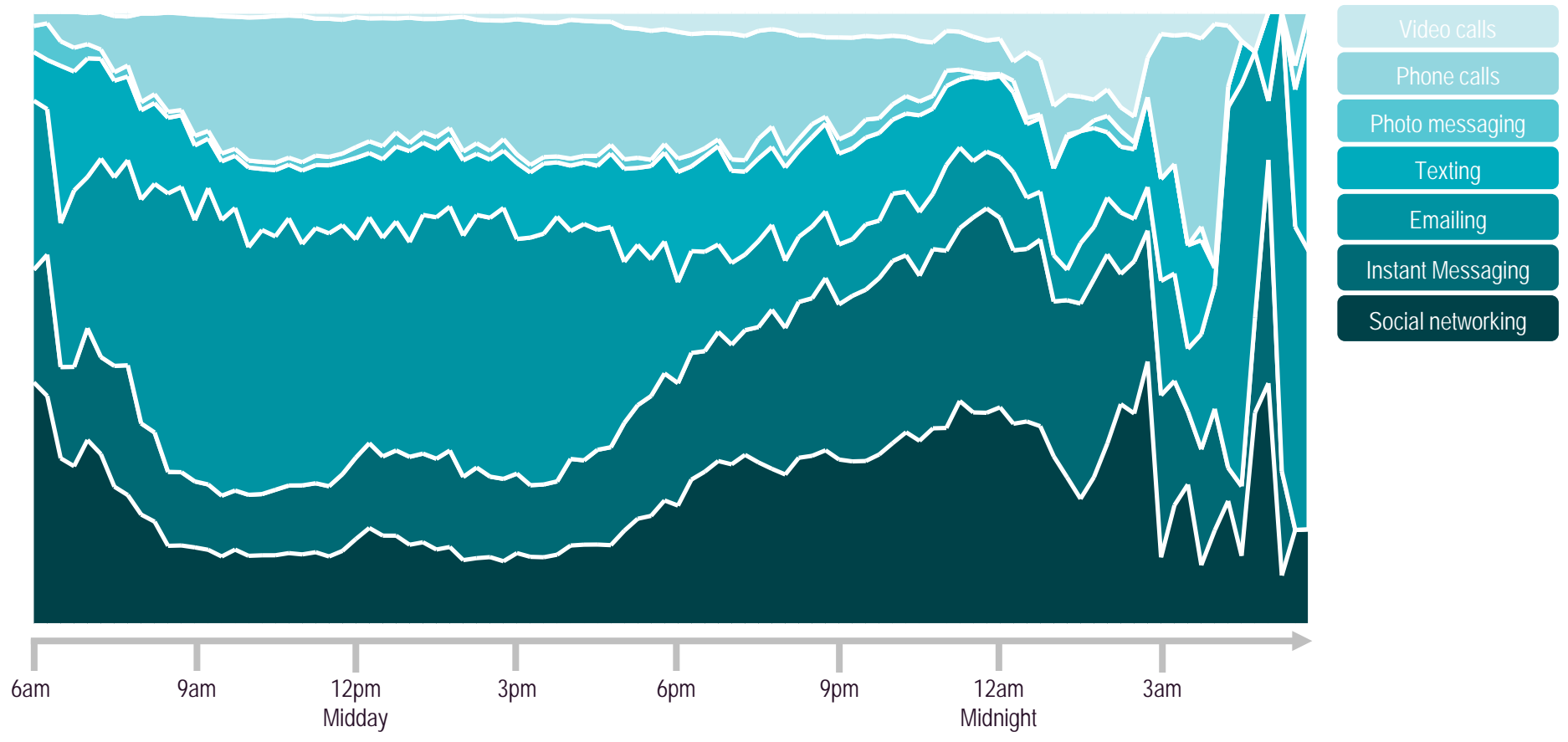
Where?

Any location

Filters: Age (UK 6+): Adults aged 16+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=1353

Proportion of all communicating, by time of day



Who?
Adults aged 16+

When?
In an average week

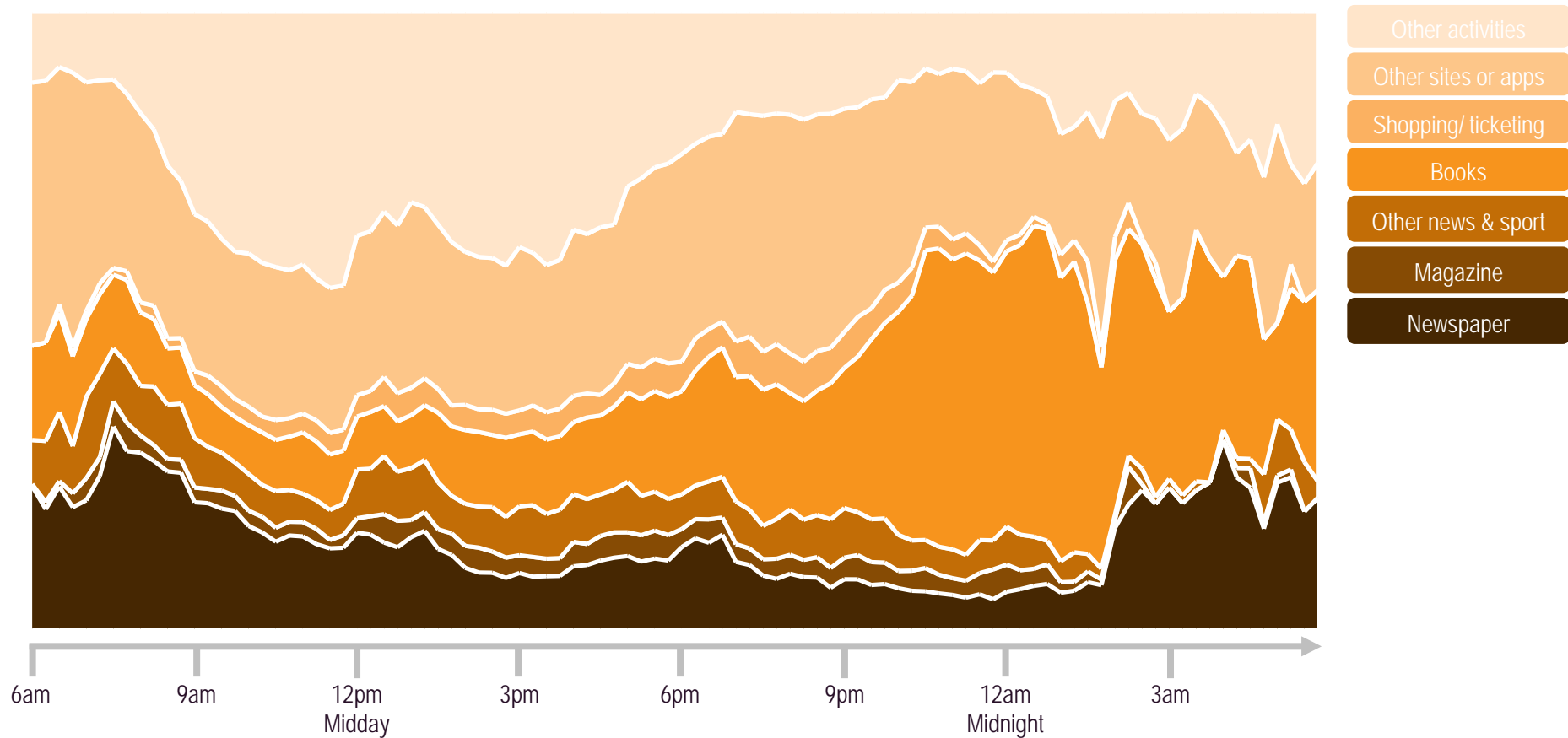
How?
Any device

Where?
Any location

Filters: Age (UK 6+): Adults aged 16+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=1477

Proportion of all reading/browsing/using, by time of day



Who?

Adults aged 16+

When?

In an average week

How?

Any device

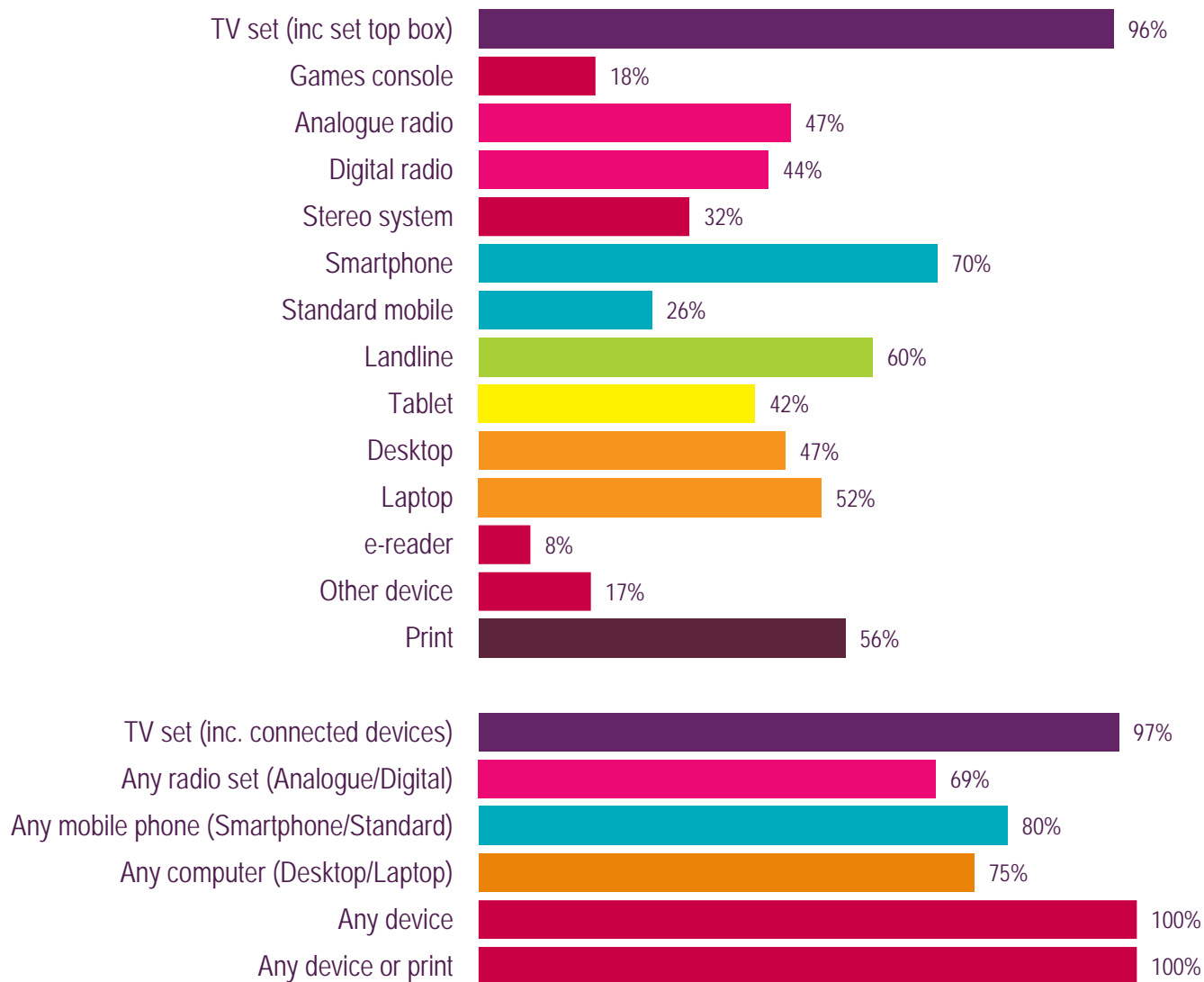
Where?

Any location

Filters: Age (UK 6+): Adults aged 16+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=1437

Reach of devices



Who?

Adults aged 16+

When?

In an average week

How?

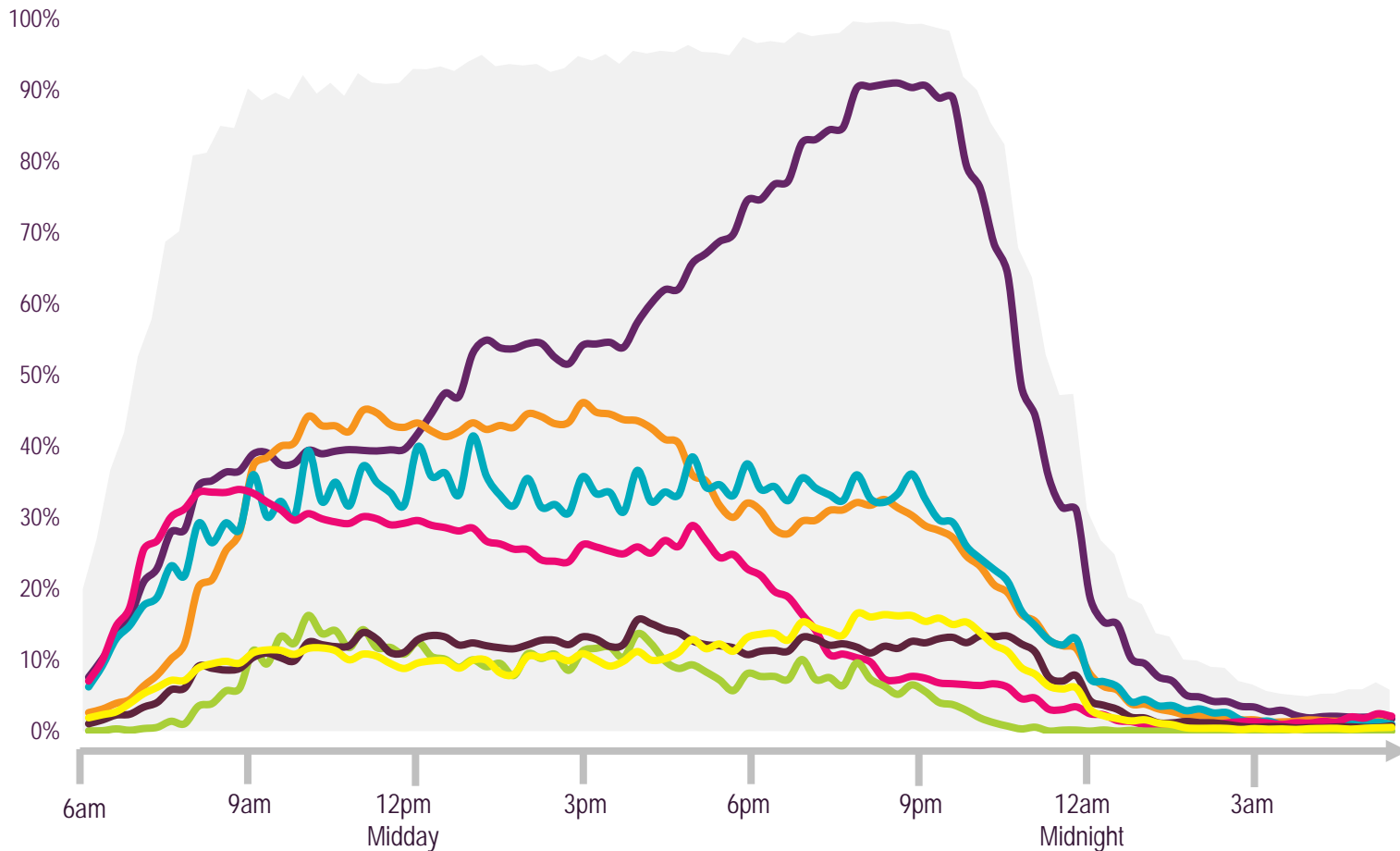
Any device

Where?

Any location

Filters: Age (UK 6+): Adults aged 16+ | Period: In an average week | Devices: Any device | Location: Any location

Reach of devices, by time of day



- TV
 (inc. connected devices)
- Radio
 (Analogue or Digital)
- Landline
- Mobile
 (Smartphone or standard)
- Tablet
- Computer
 (Desktop or laptop)
- Print

Grey area of chart shows reach of any device or print

Who?

Adults aged 16+

When?

In an average week

What?

Any activity

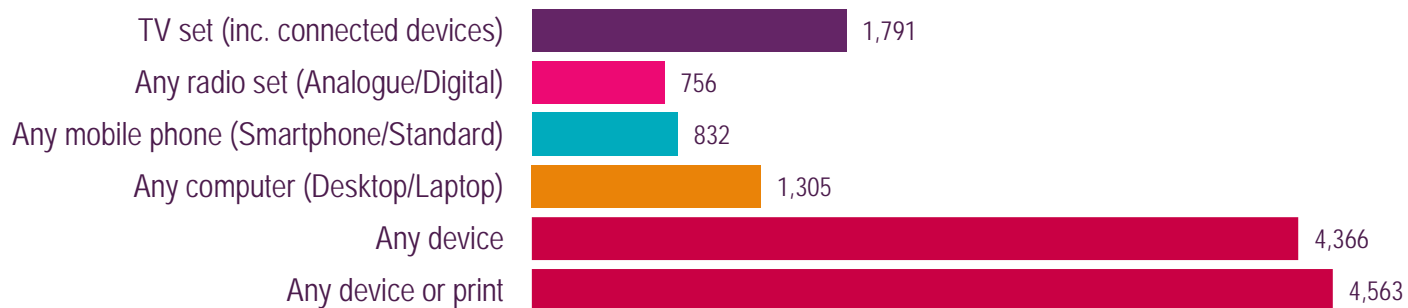
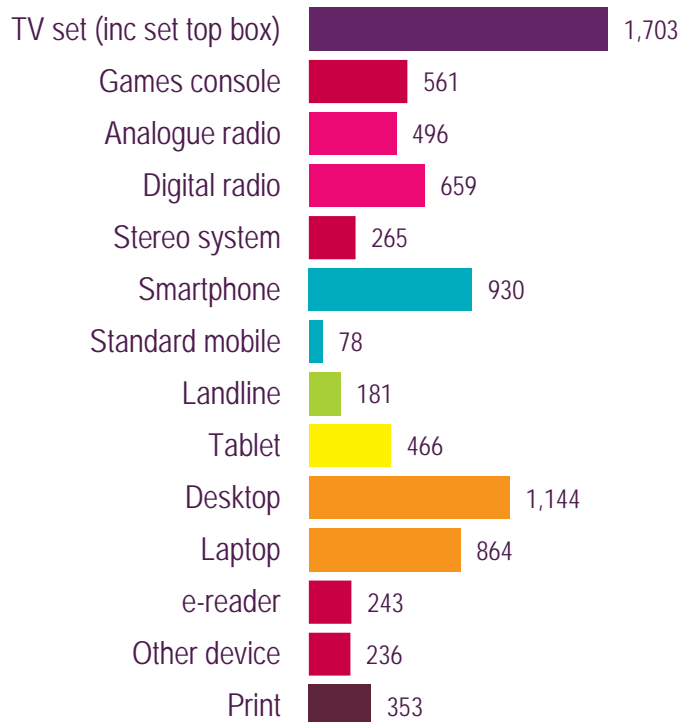
Where?

Any location

Filters: Age (UK 6+): Adults aged 16+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=1512

Average minutes spent on devices



Averages (minutes) are among those who used device at least once during their diary week i.e. excludes zeros

Filters: Age (UK 6+): Adults aged 16+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=1512

Who?

Adults aged 16+

When?

In an average week

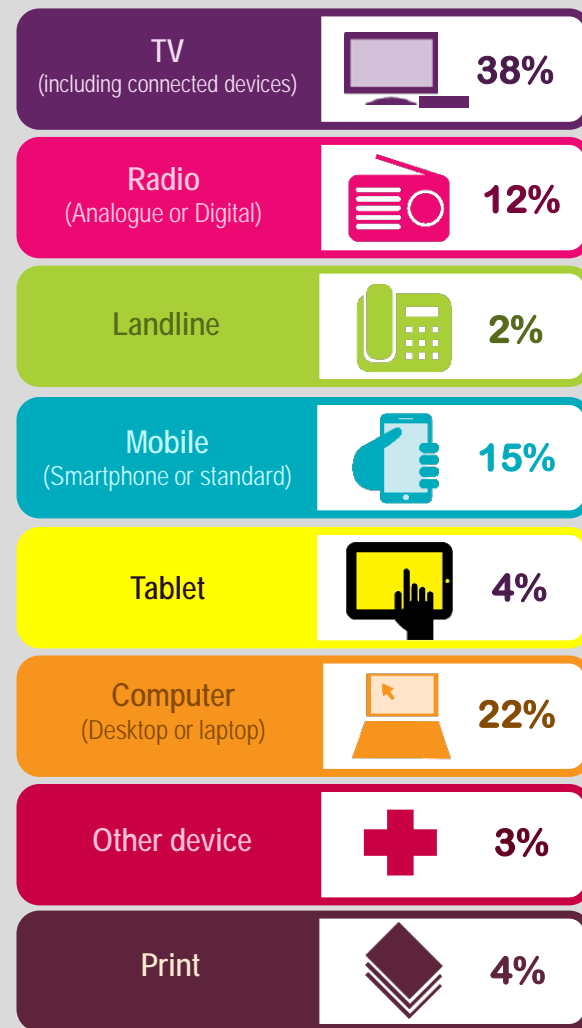
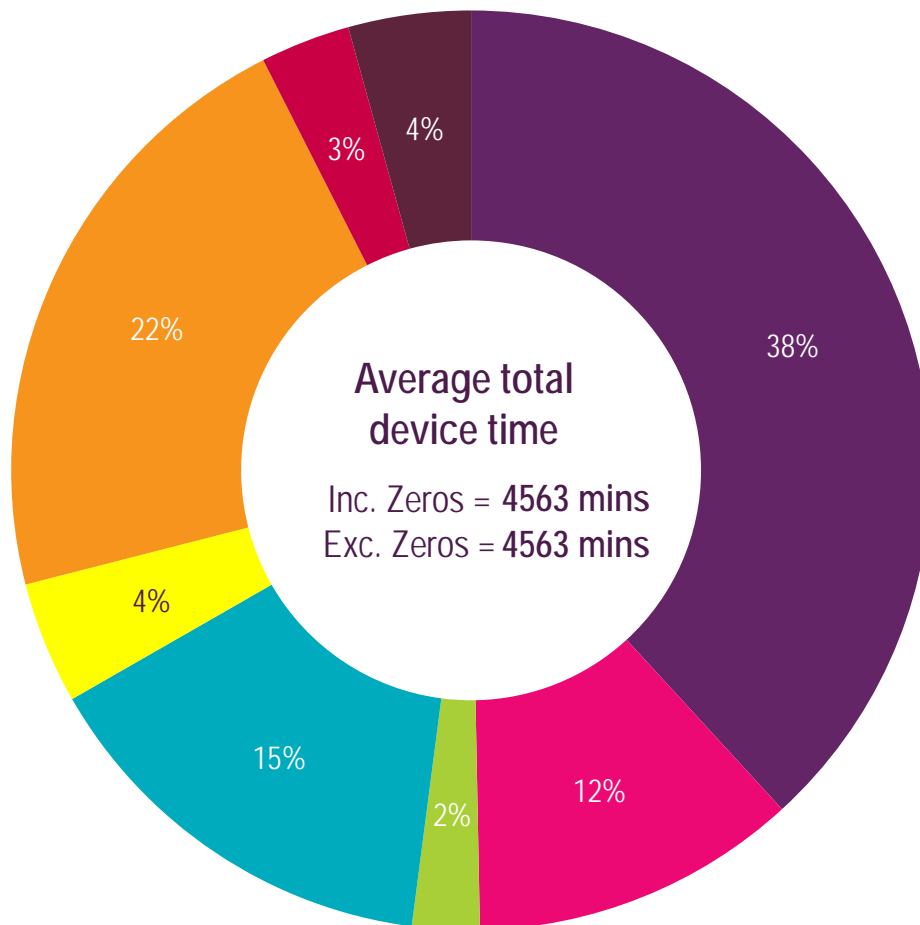
What?

Any activity

Where?

Any location

Proportion of time spent on devices



Average time including zeros is among all in subgroup.
Average time excluding zeros is among all who used any device at least once.

Who?

Adults aged 16+

When?

In an average week

What?

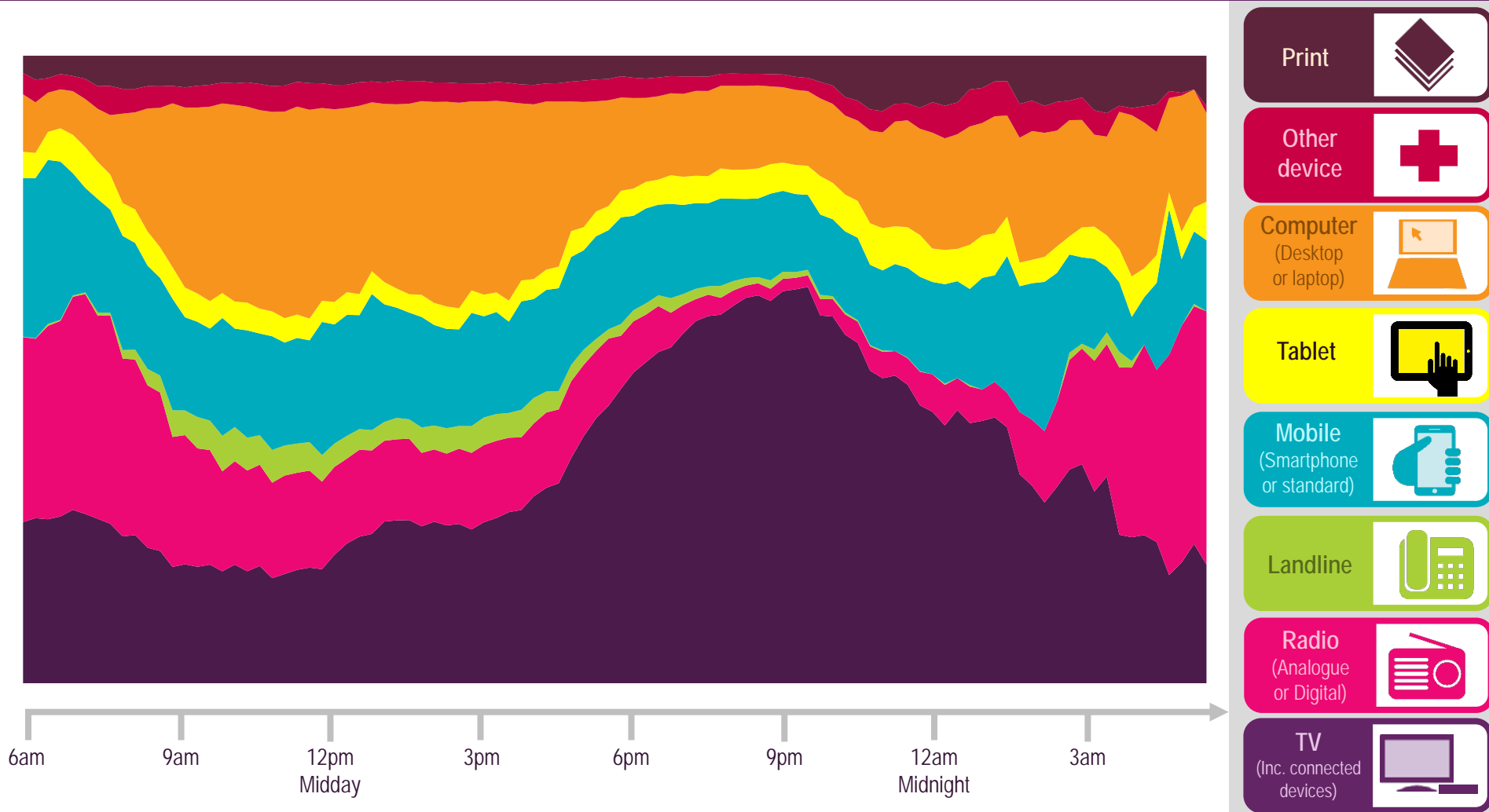
Any activity

Where?

Any location

Filters: Age (UK 6+): Adults aged 16+ | Period: In an average week | Devices: Any device | Location: Any location

Proportionate device use, by time of day



Who?

Adults aged 16+

When?

In an average week

What?

Any activity

Where?

Any location

Filters: Age (UK 6+): Adults aged 16+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=1512