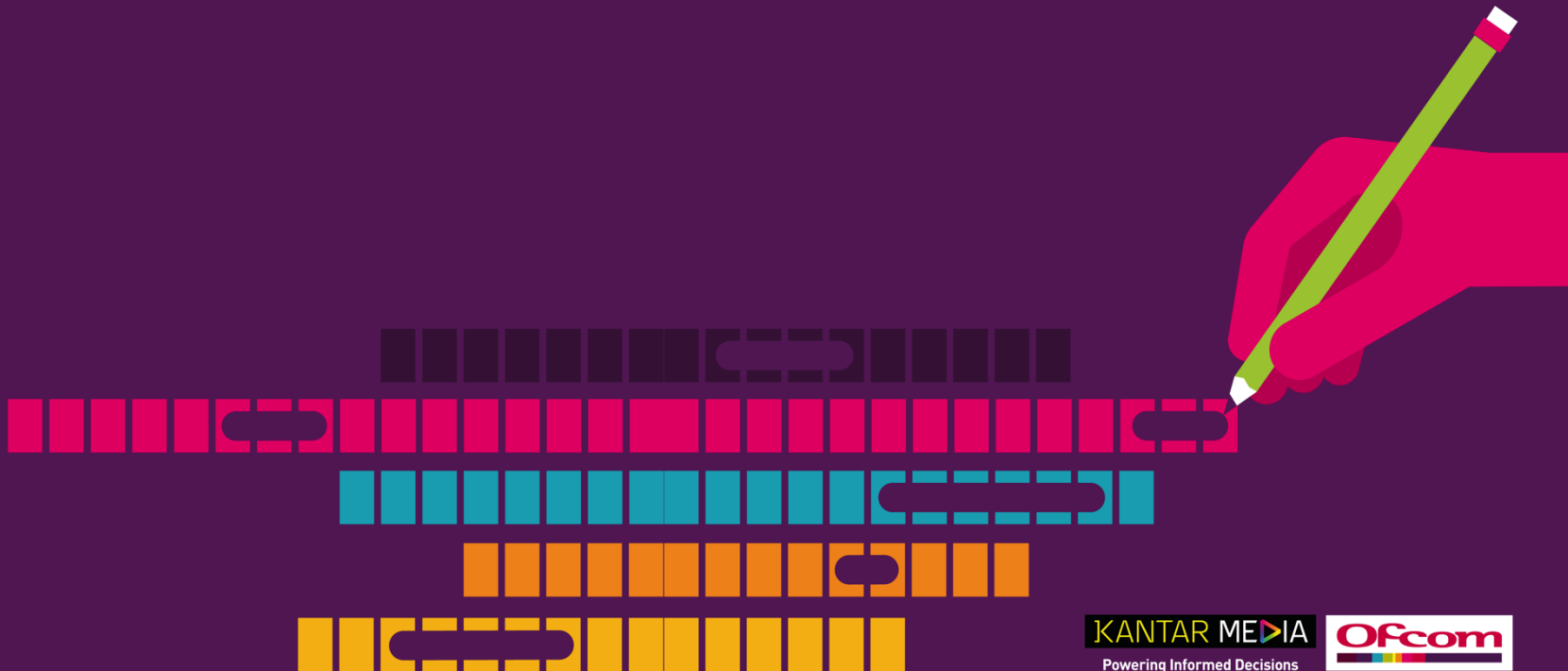


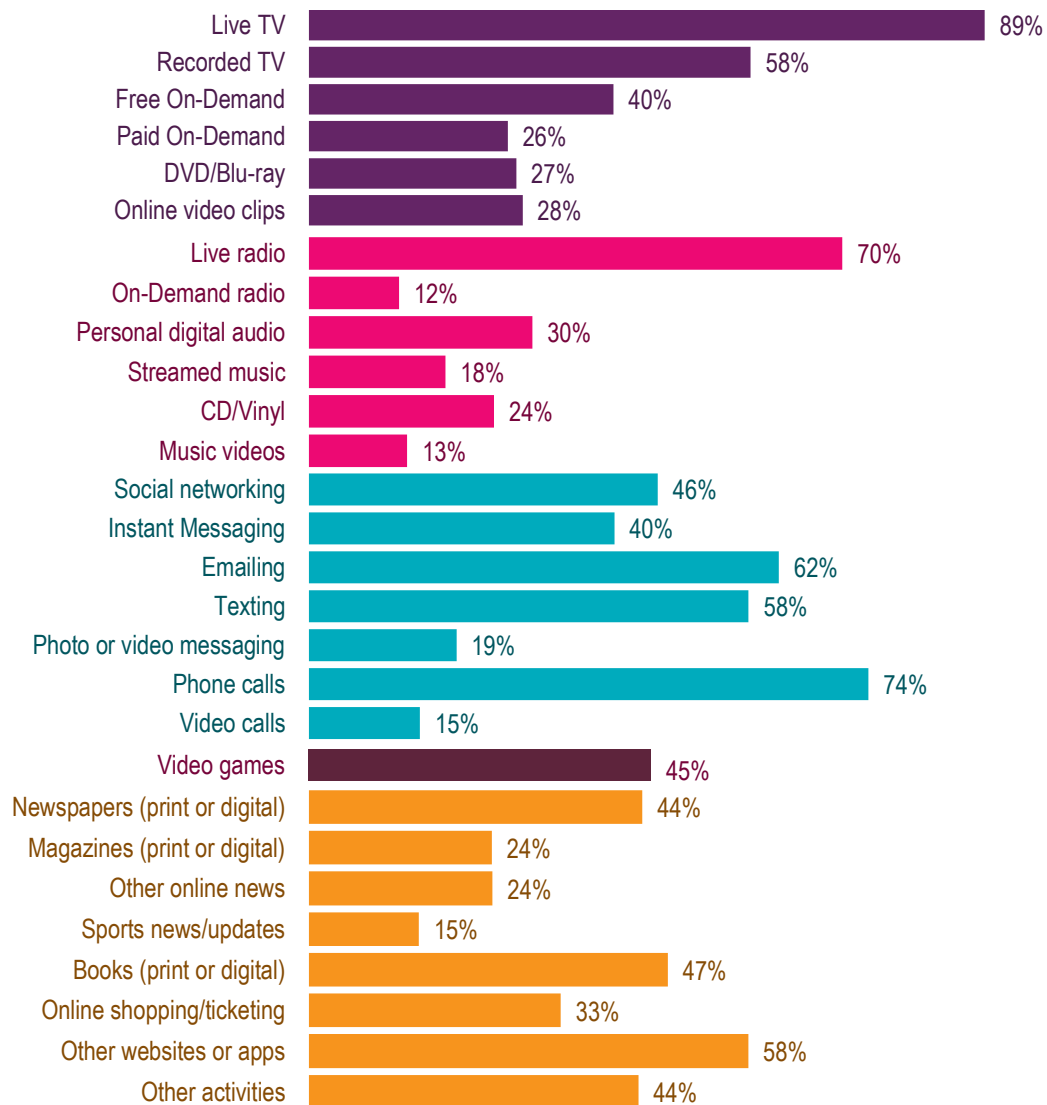
Digital Day 2016

Media and communications diary

Aged 6+ in the UK



Reach of activities



Who?

All aged 6+ in the UK

When?

In an average week

How?

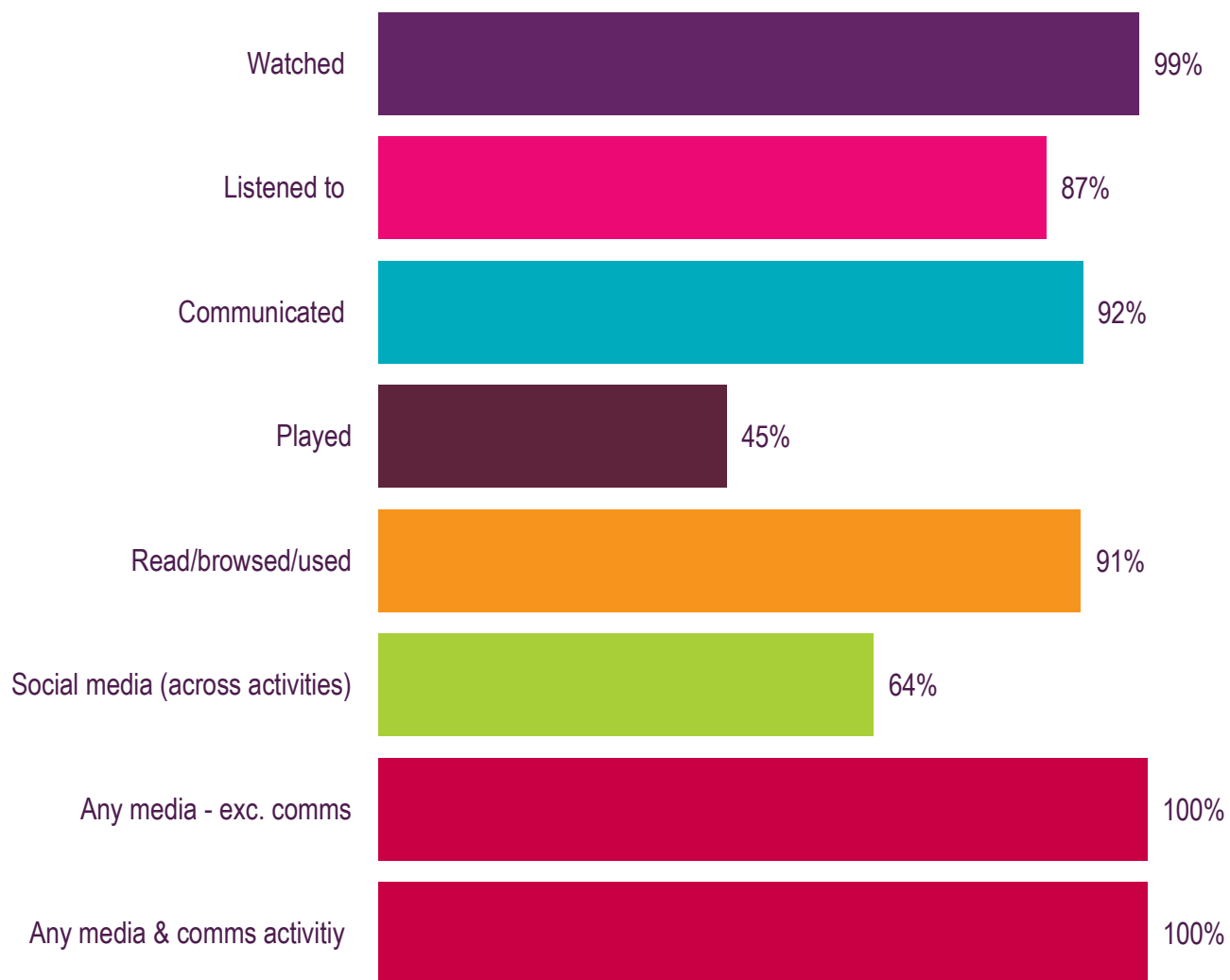
Any device

Where?

Any location

Filters: Age (UK 6+): All aged 6+ in the UK | Period: In an average week | Devices: Any device | Activity: Any activity | Location: Any location

Reach of activity types



Who?

All aged 6+ in the UK

When?

In an average week

How?

Any device

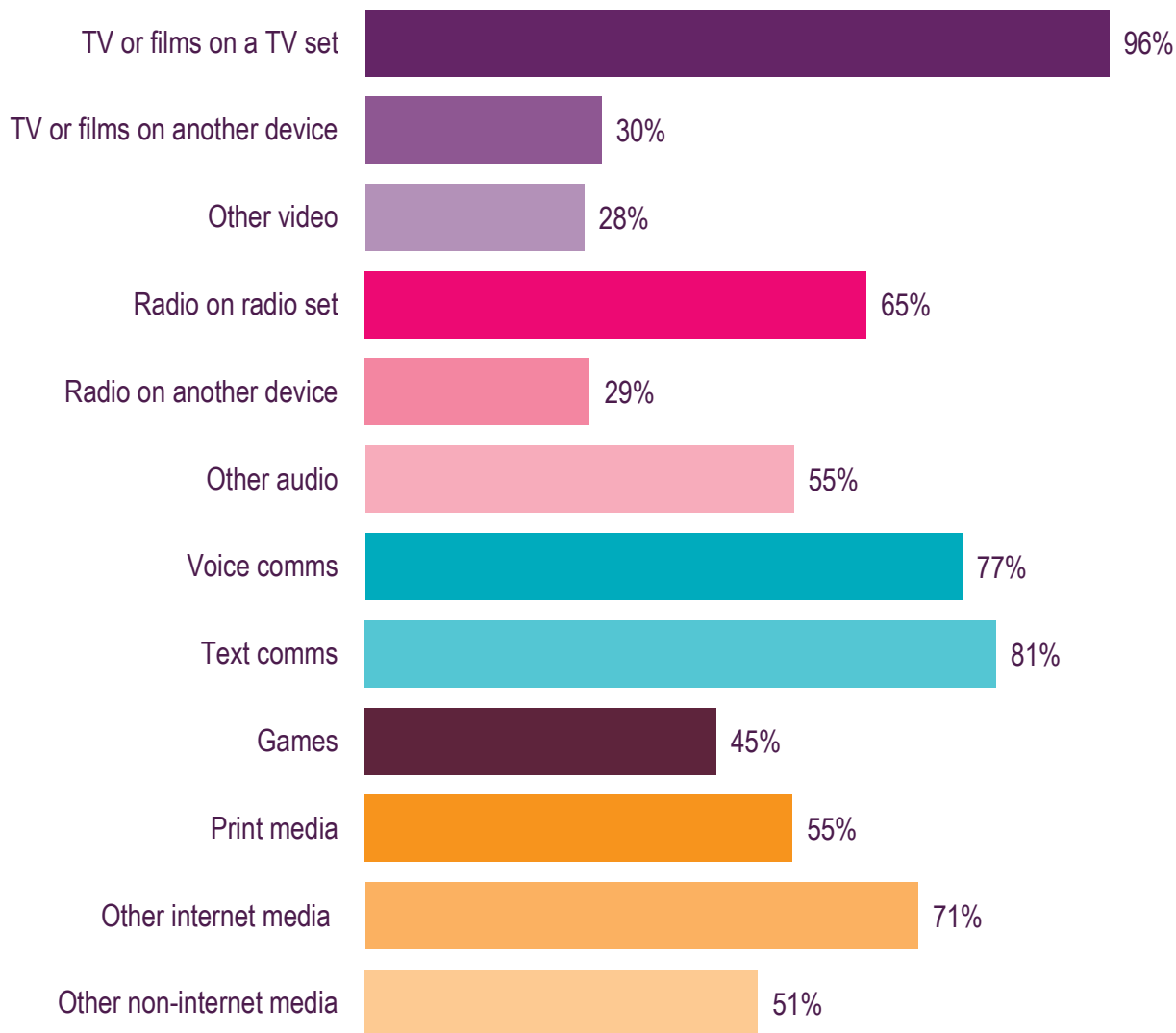
Where?

Any location

Filters: Age (UK 6+): All aged 6+ in the UK | Period: In an average week | Devices: Any device | Activity: Any activity | Location: Any location

Base: n=1988

Reach of grouped activities



Who?

All aged 6+ in the UK

When?

In an average week

How?

Any device

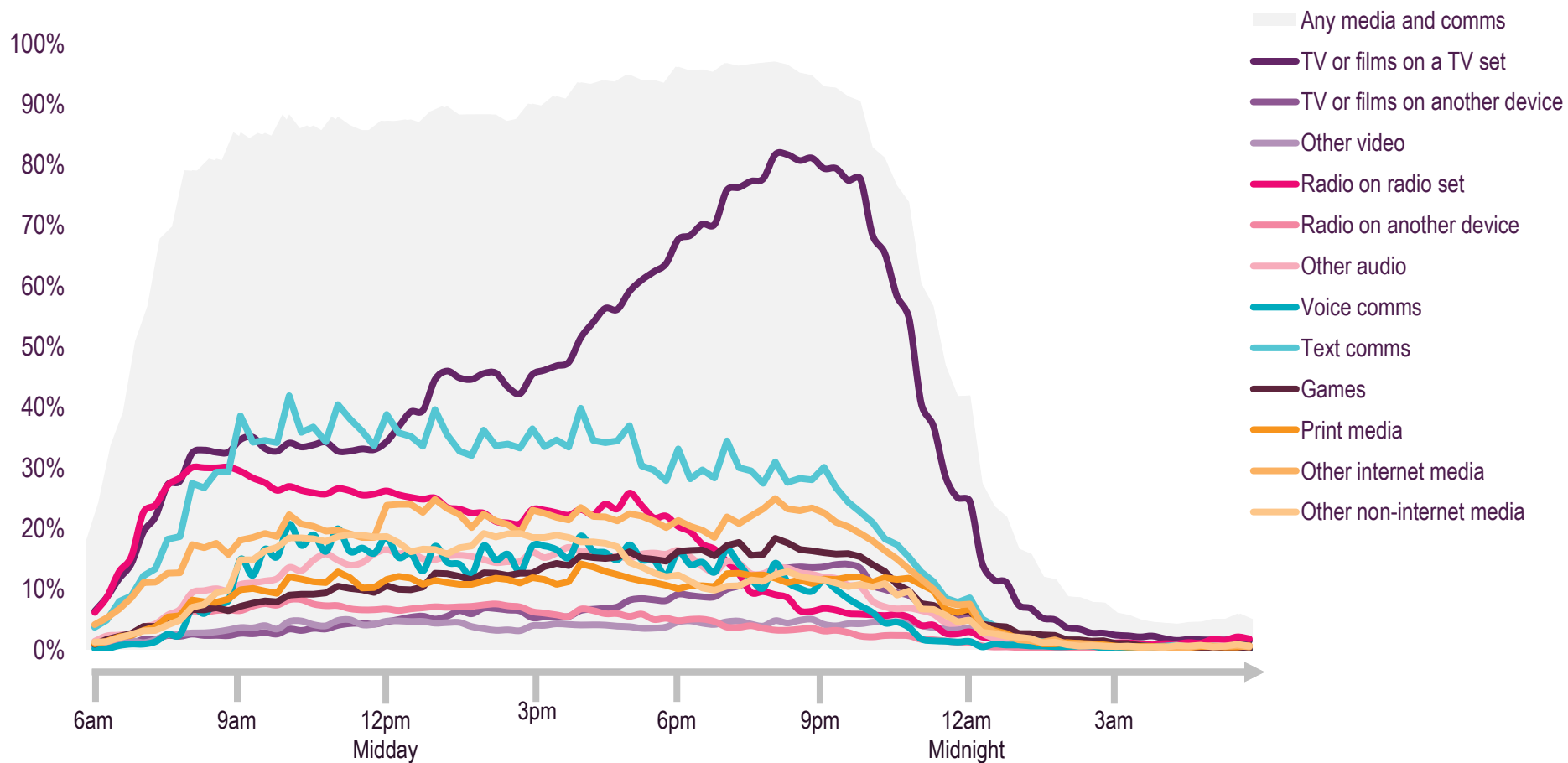
Where?

Any location

Filters: Age (UK 6+): All aged 6+ in the UK | Period: In an average week | Devices: Any device | Activity: Any activity | Location: Any location

Base: n=1988

Reach of grouped activities, by time of day



Who?

All aged 6+ in the UK

When?

In an average week

How?

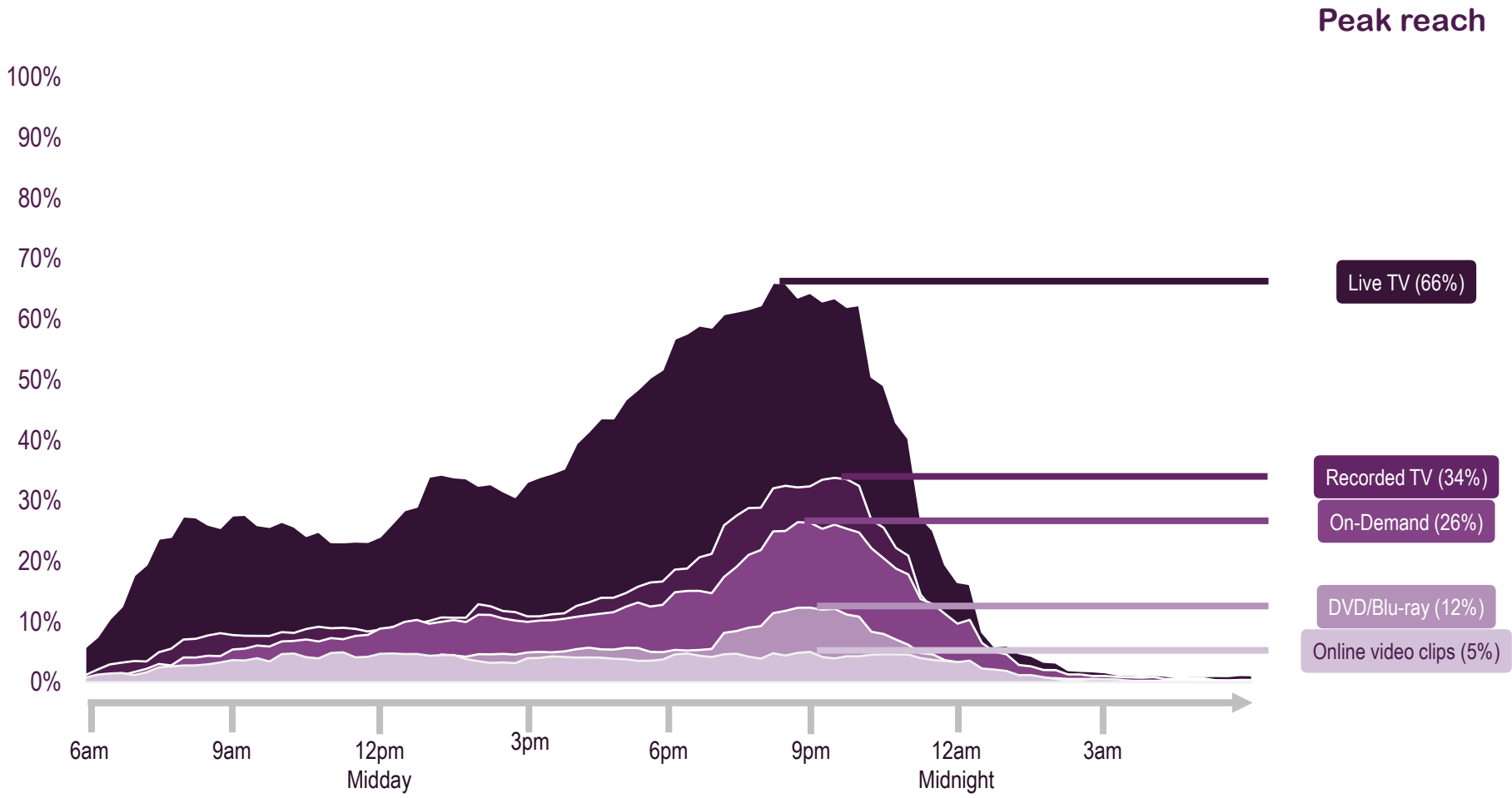
Any device

Where?

Any location

Filters: Age (UK 6+): All aged 6+ in the UK | Period: In an average week | Devices: Any device | Activity: Any activity | Location: Any location

Reach of watching activities, by time of day



Who?
All aged 6+ in the UK

When?
In an average week

How?
Any device

Where?
Any location

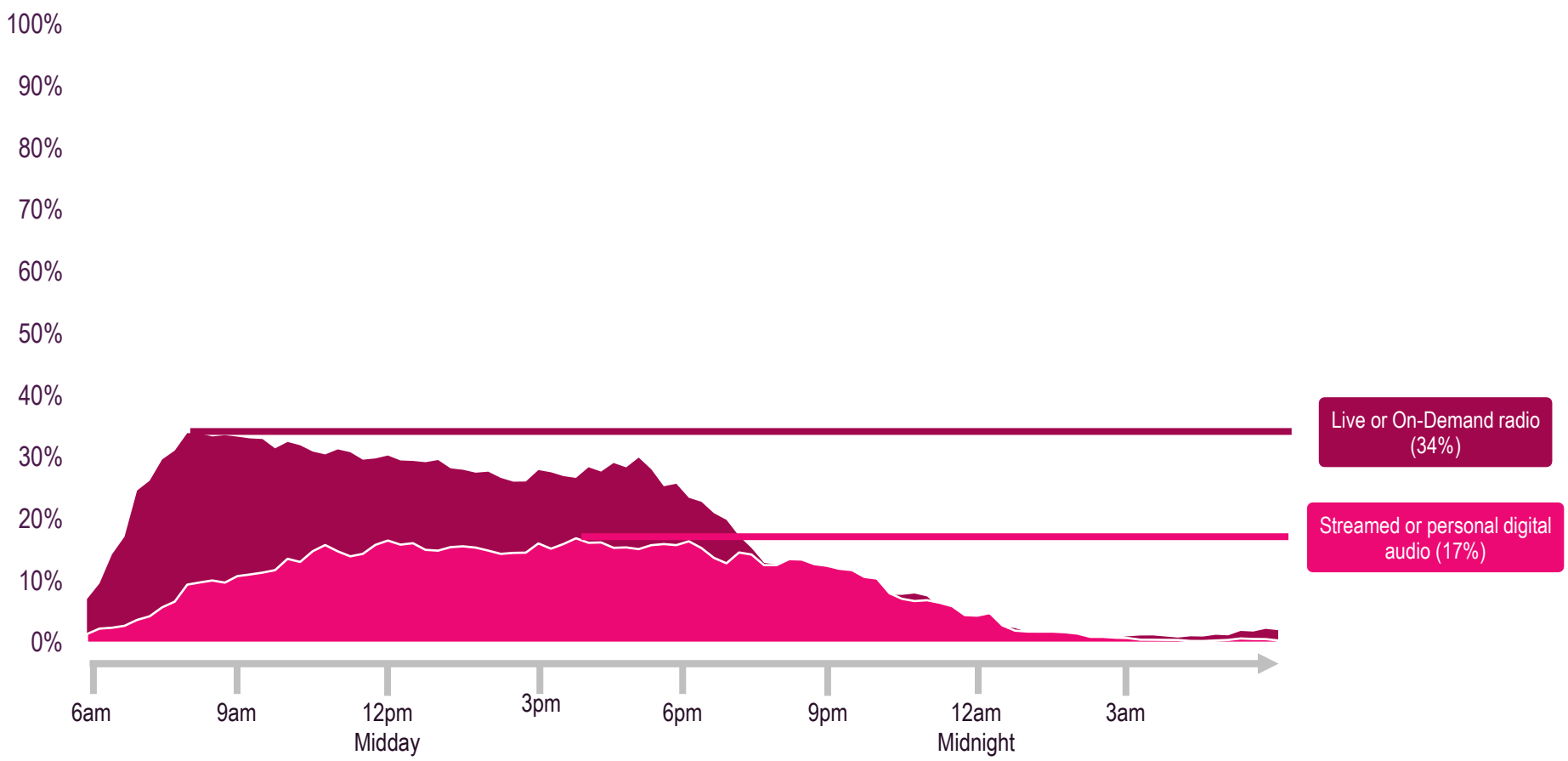
Filters: Age (UK 6+): All aged 6+ in the UK | Period: In an average week | Devices: Any device | Activity: Any activity | Location: Any location

Base: n=1988



Reach of listening activities, by time of day

Peak reach



Who?
All aged 6+ in the UK

When?
In an average week

How?
Any device

Where?
Any location

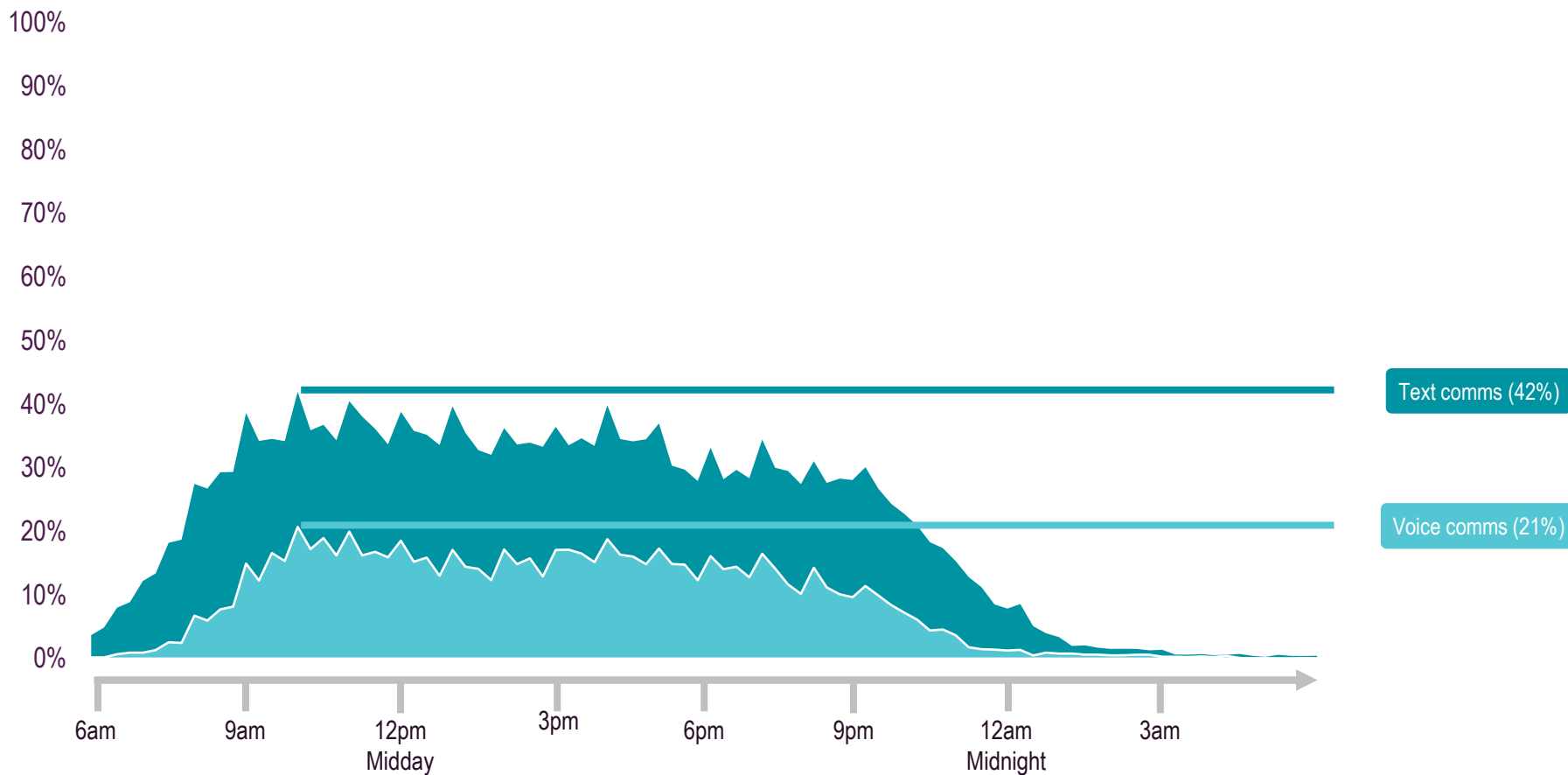
Filters: Age (UK 6+): All aged 6+ in the UK | Period: In an average week | Devices: Any device | Activity: Any activity | Location: Any location

Base: n=1988



Reach of communicating activities, by time of day

Peak reach



Who?

All aged 6+ in the UK

When?

In an average week

How?

Any device

Where?

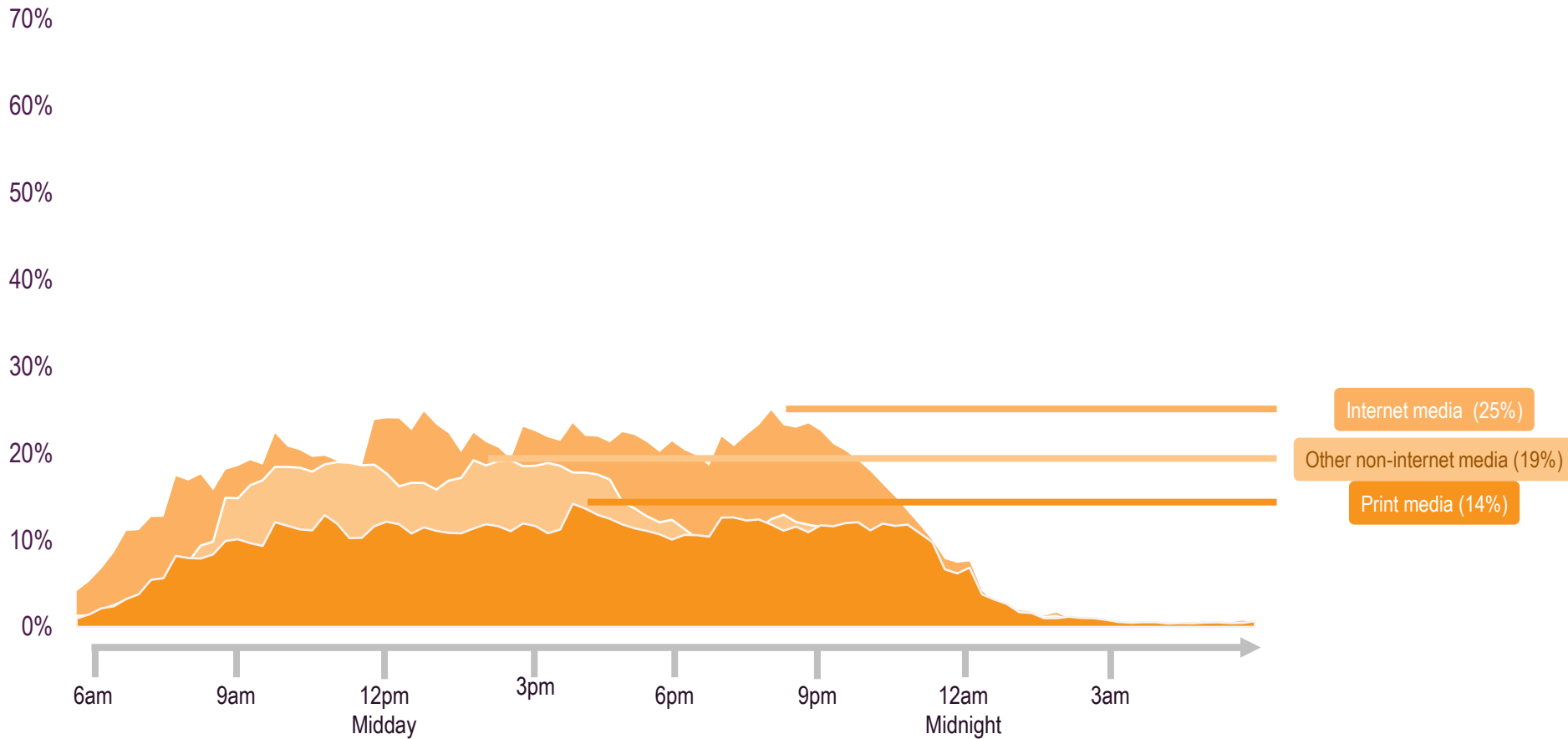
Any location

Filters: Age (UK 6+): All aged 6+ in the UK | Period: In an average week | Devices: Any device | Activity: Any activity | Location: Any location

Base: n=1988

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

Peak reach



Who?
All aged 6+ in the UK

When?
In an average week

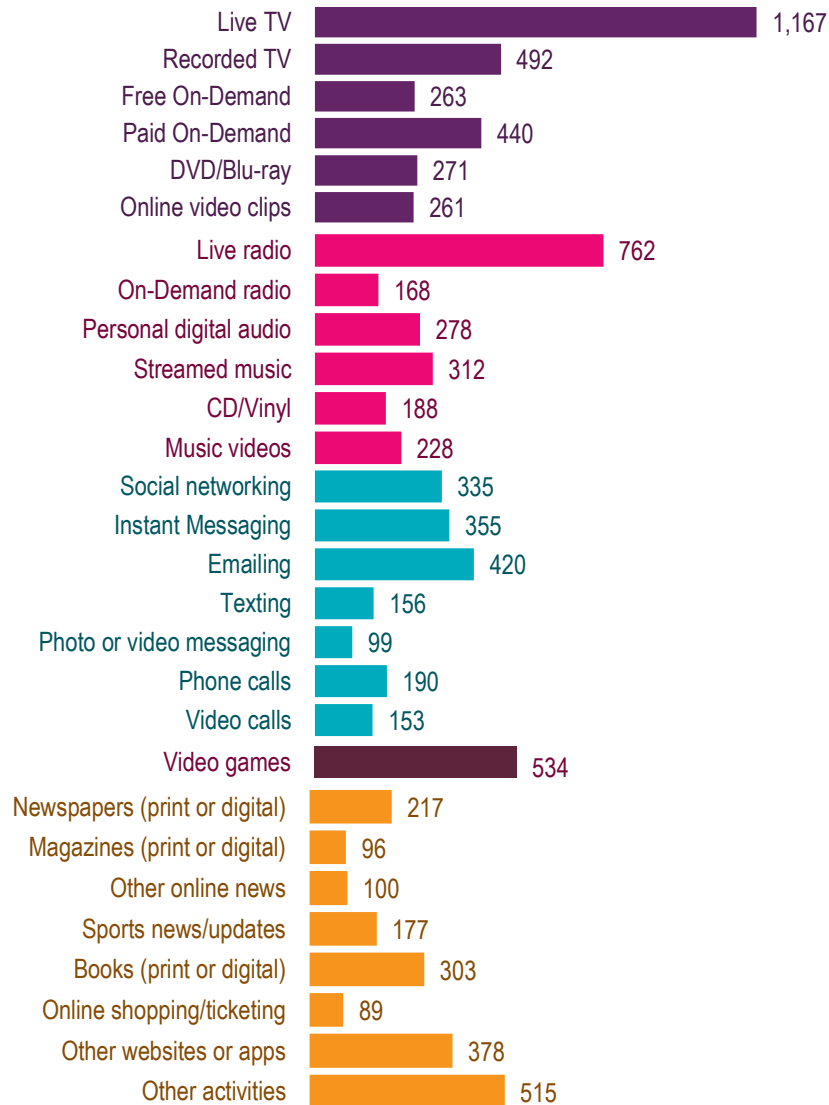
How?
Any device

Where?
Any location

Filters: Age (UK 6+): All aged 6+ in the UK | Period: In an average week | Devices: Any device | Activity: Any activity | Location: Any location

Base: n=1988

Average minutes spent on activities



Who?

All aged 6+ in the UK

When?

In an average week

How?

Any device

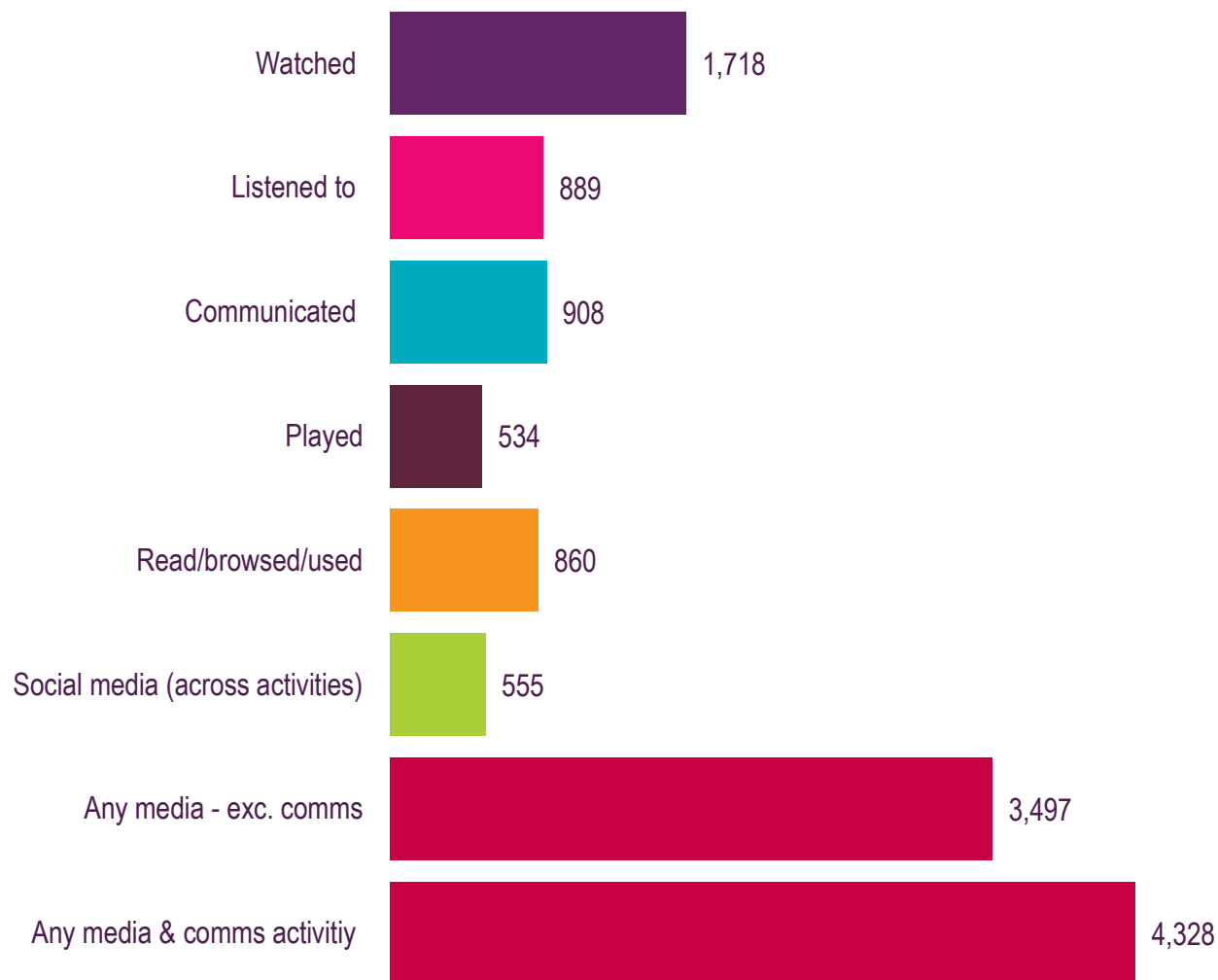
Where?

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+): All aged 6+ in the UK | Period: In an average week | Devices: Any device | Activity: Any activity | Location: Any location

Average minutes spent on activity types



Who?

All aged 6+ in the UK

When?

In an average week

How?

Any device

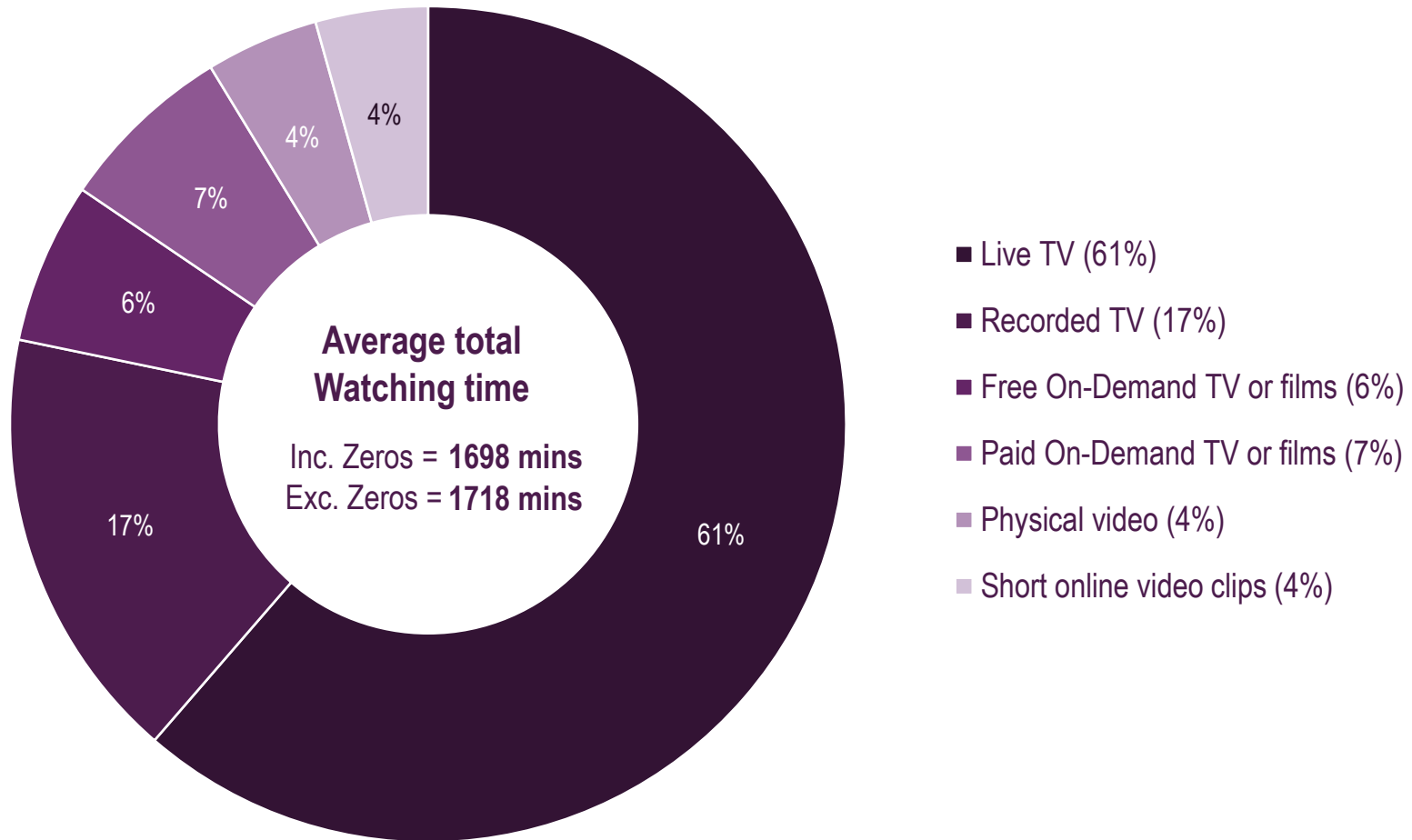
Where?

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+): All aged 6+ in the UK | Period: In an average week | Devices: Any device | Activity: Any activity | 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?

All aged 6+ in the UK

When?

In an average week

How?

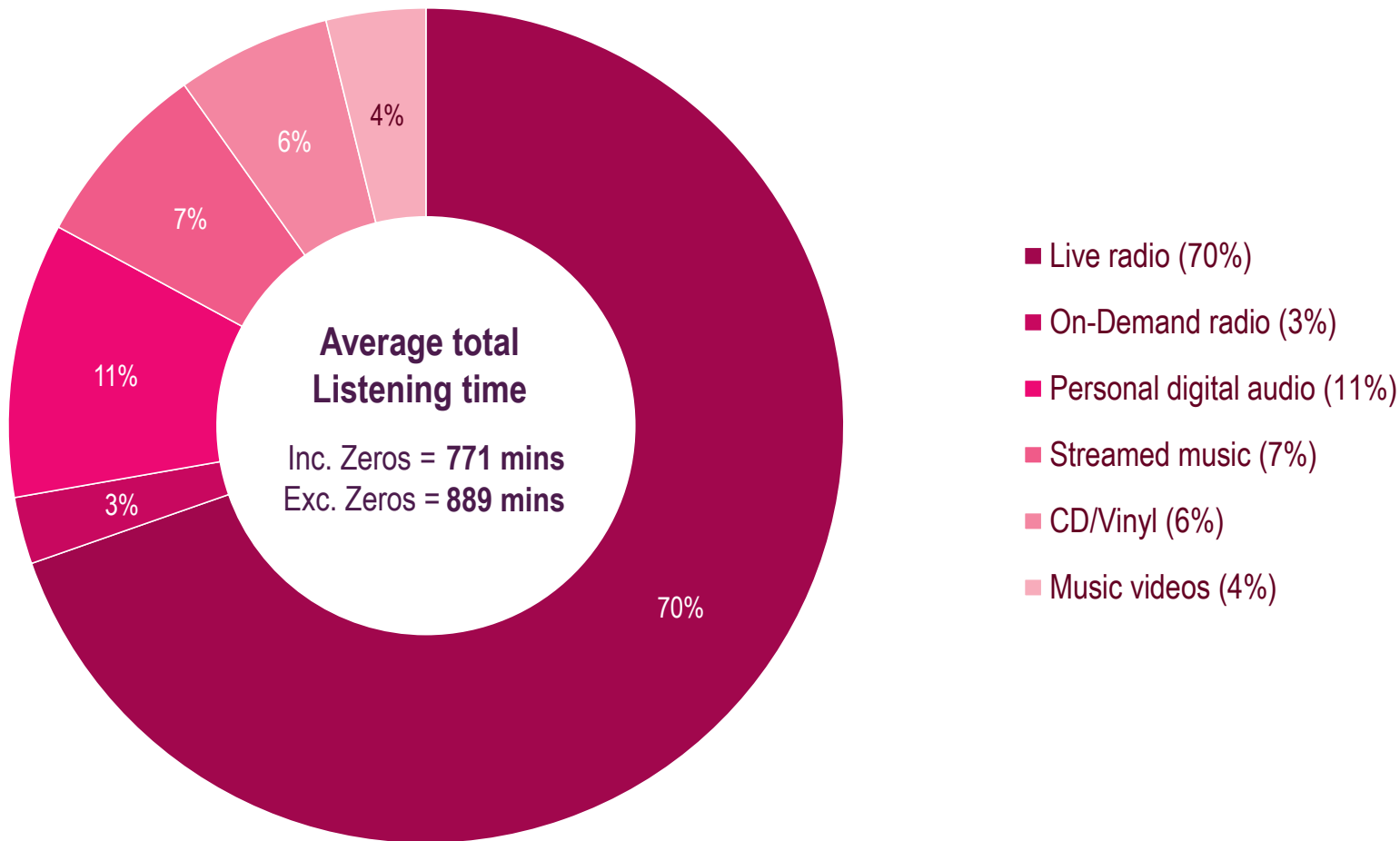
Any device

Where?

Any location

Filters: Age (UK 6+): All aged 6+ in the UK | Period: In an average week | Devices: Any device | Activity: Any activity | Location: Any location

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?

All aged 6+ in the UK

When?

In an average week

How?

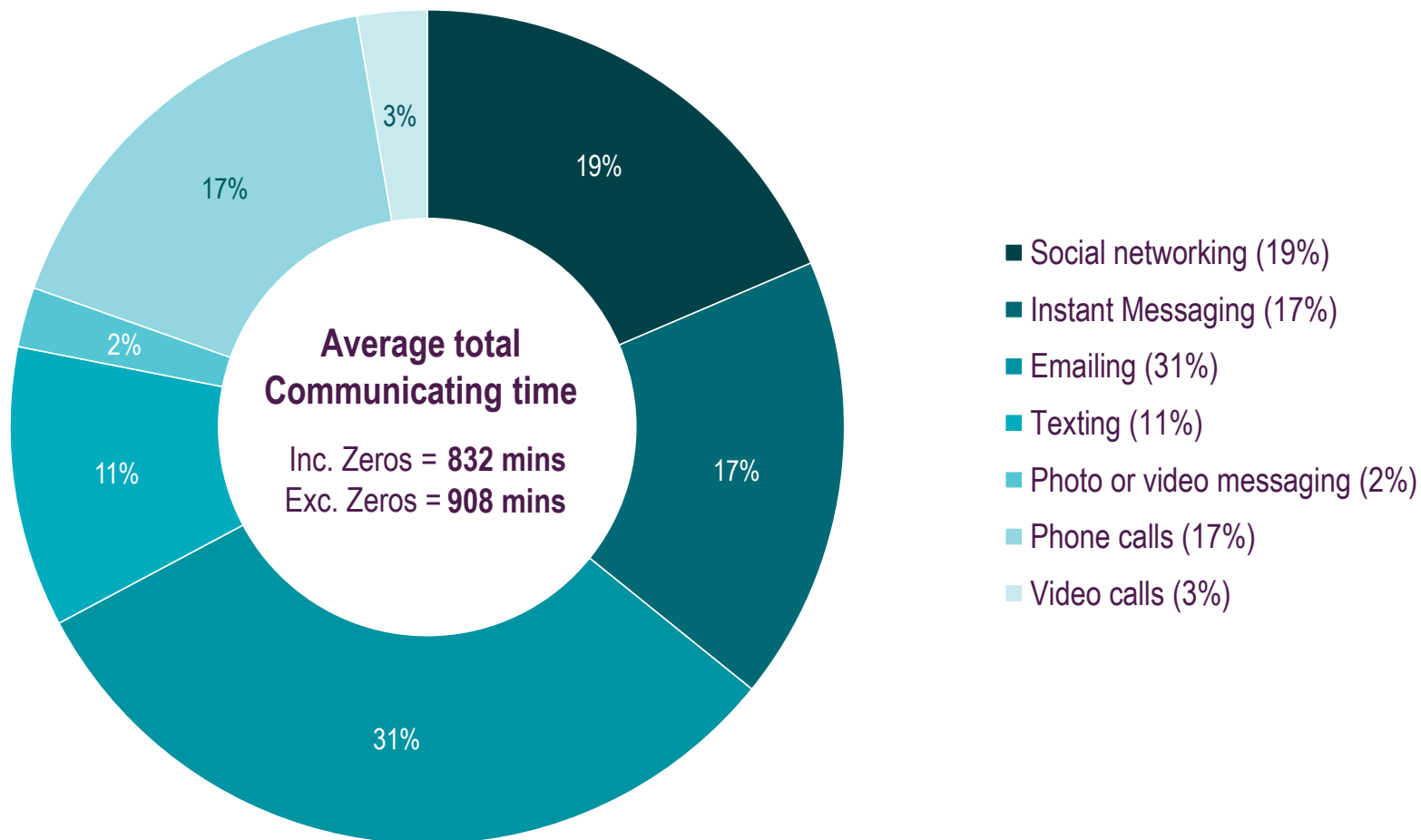
Any device

Where?

Any location

Filters: Age (UK 6+): All aged 6+ in the UK | Period: In an average week | Devices: Any device | Activity: Any activity | Location: Any location

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?

All aged 6+ in the UK

When?

In an average week

How?

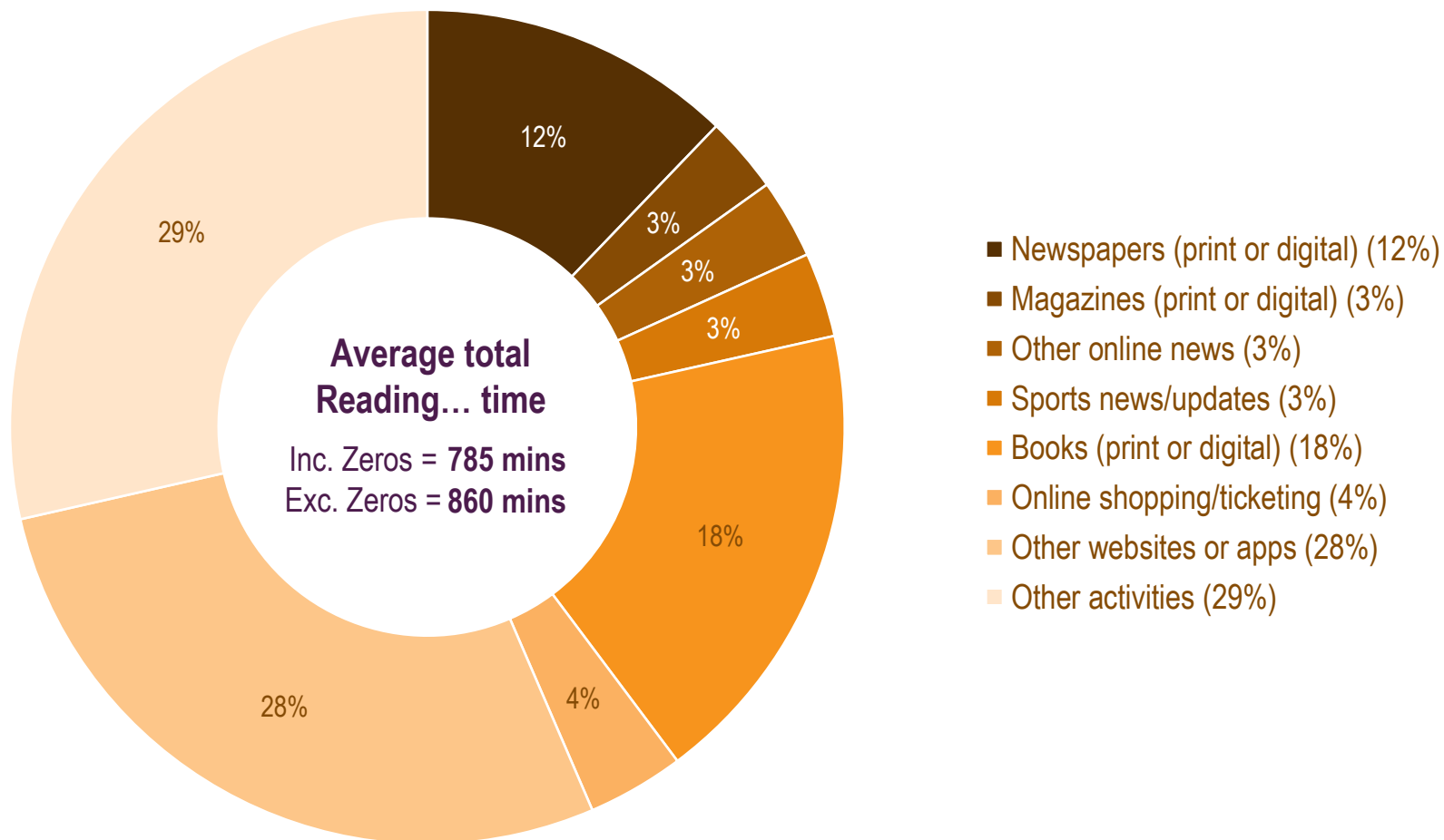
Any device

Where?

Any location

Filters: Age (UK 6+): All aged 6+ in the UK | Period: In an average week | Devices: Any device | Activity: Any activity | Location: Any location

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?

All aged 6+ in the UK

When?

In an average week

How?

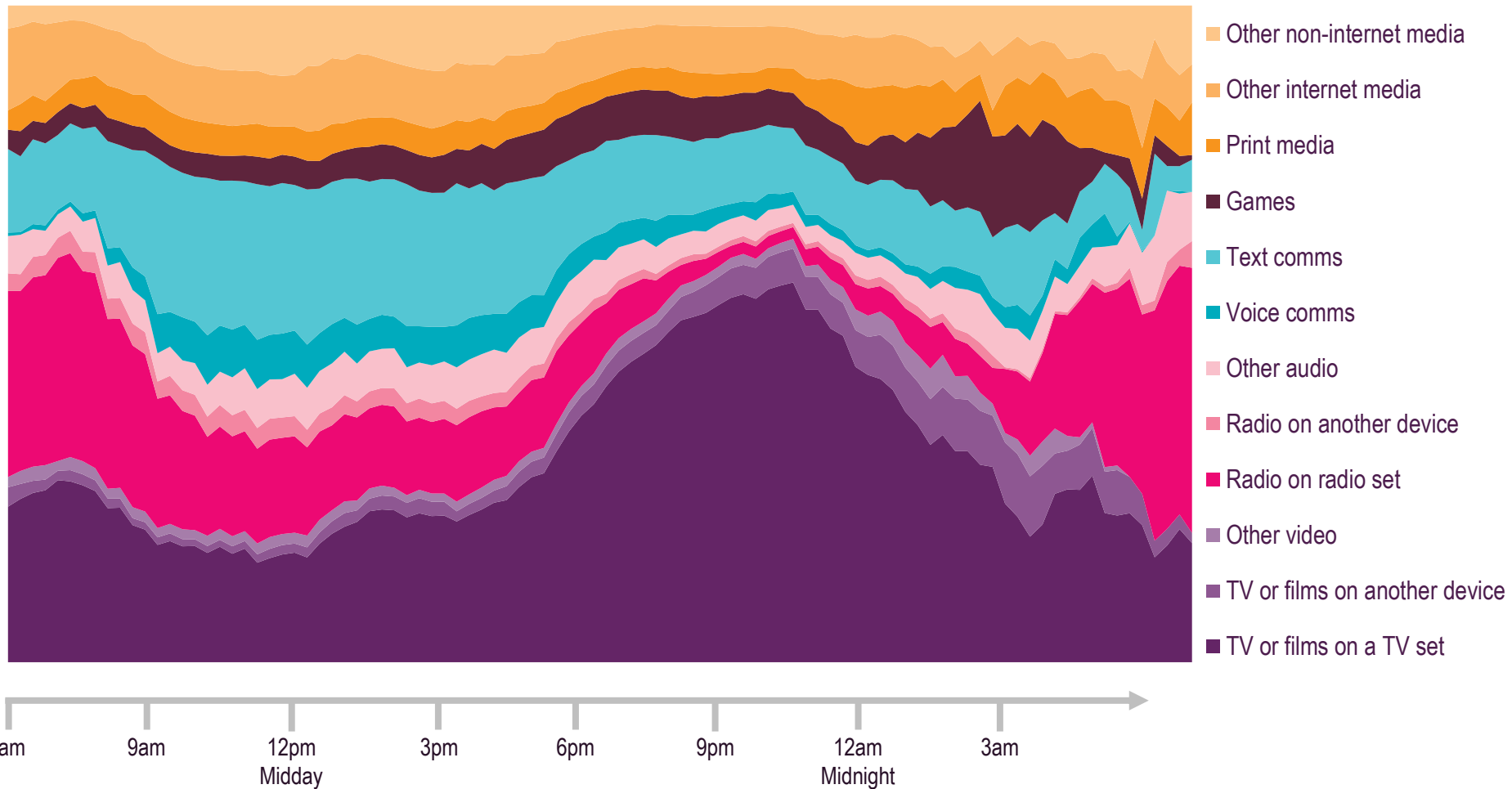
Any device

Where?

Any location

Filters: Age (UK 6+): All aged 6+ in the UK | Period: In an average week | Devices: Any device | Activity: Any activity | Location: Any location

Proportionate activity by time of day: Grouped activities



Who?

All aged 6+ in the UK

When?

In an average week

How?

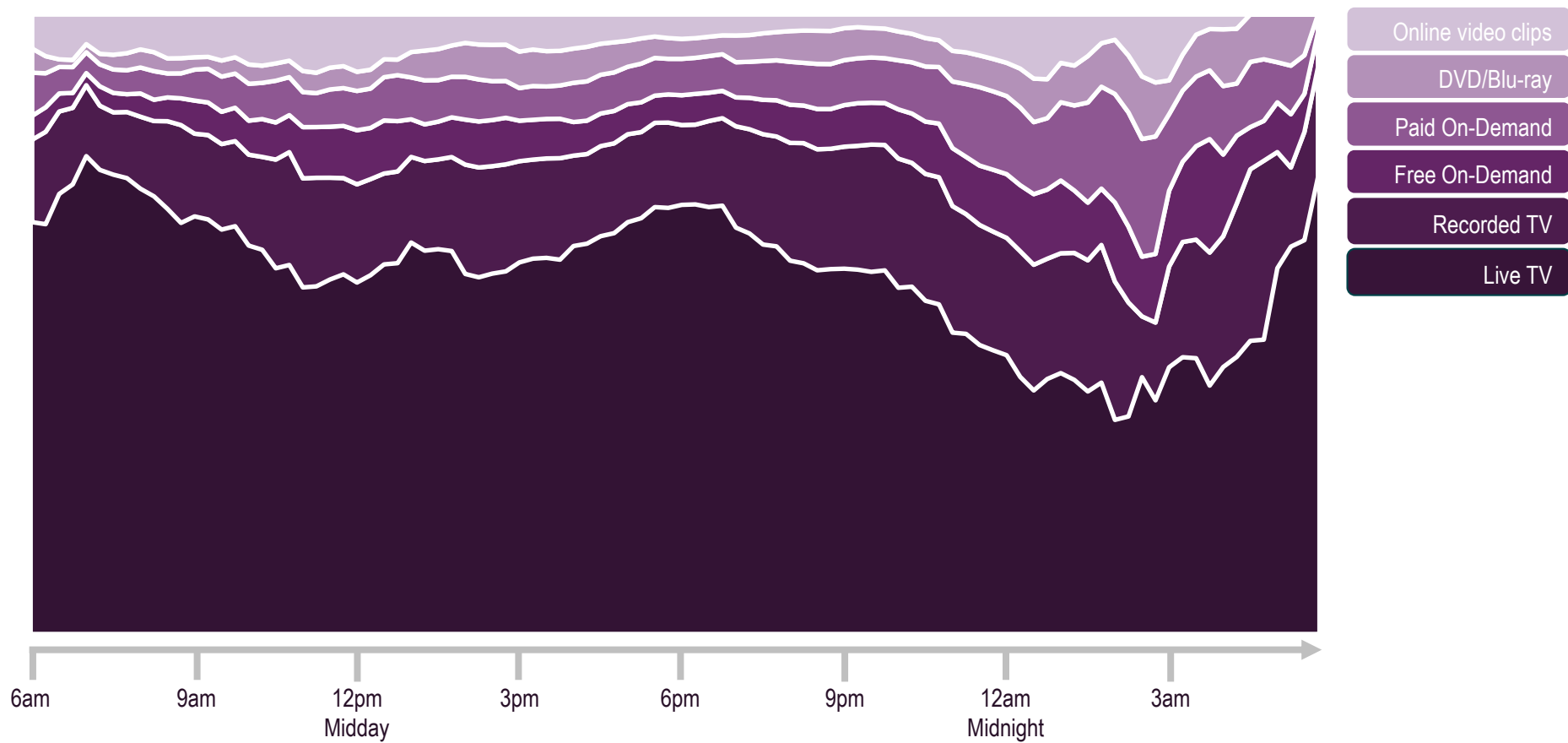
Any device

Where?

Any location

Filters: Age (UK 6+): All aged 6+ in the UK | Period: In an average week | Devices: Any device | Activity: Any activity | Location: Any location

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



Who?

All aged 6+ in the UK

When?

In an average week

How?

Any device

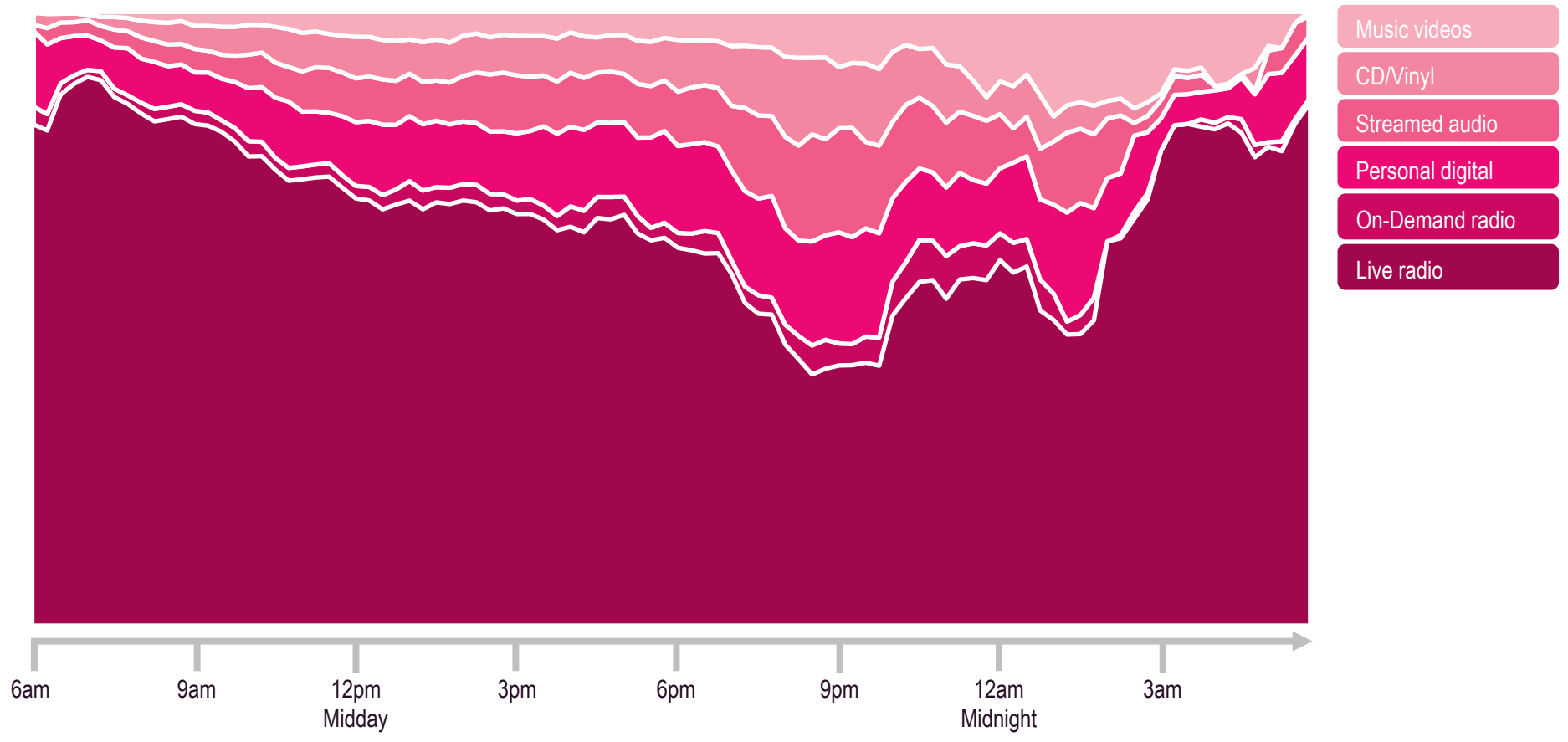
Where?

Any location

Filters: Age (UK 6+): All aged 6+ in the UK | Period: In an average week | Devices: Any device | Activity: Any activity | Location: Any location

Base: n=1963

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



Who?
All aged 6+ in the UK

When?
In an average week

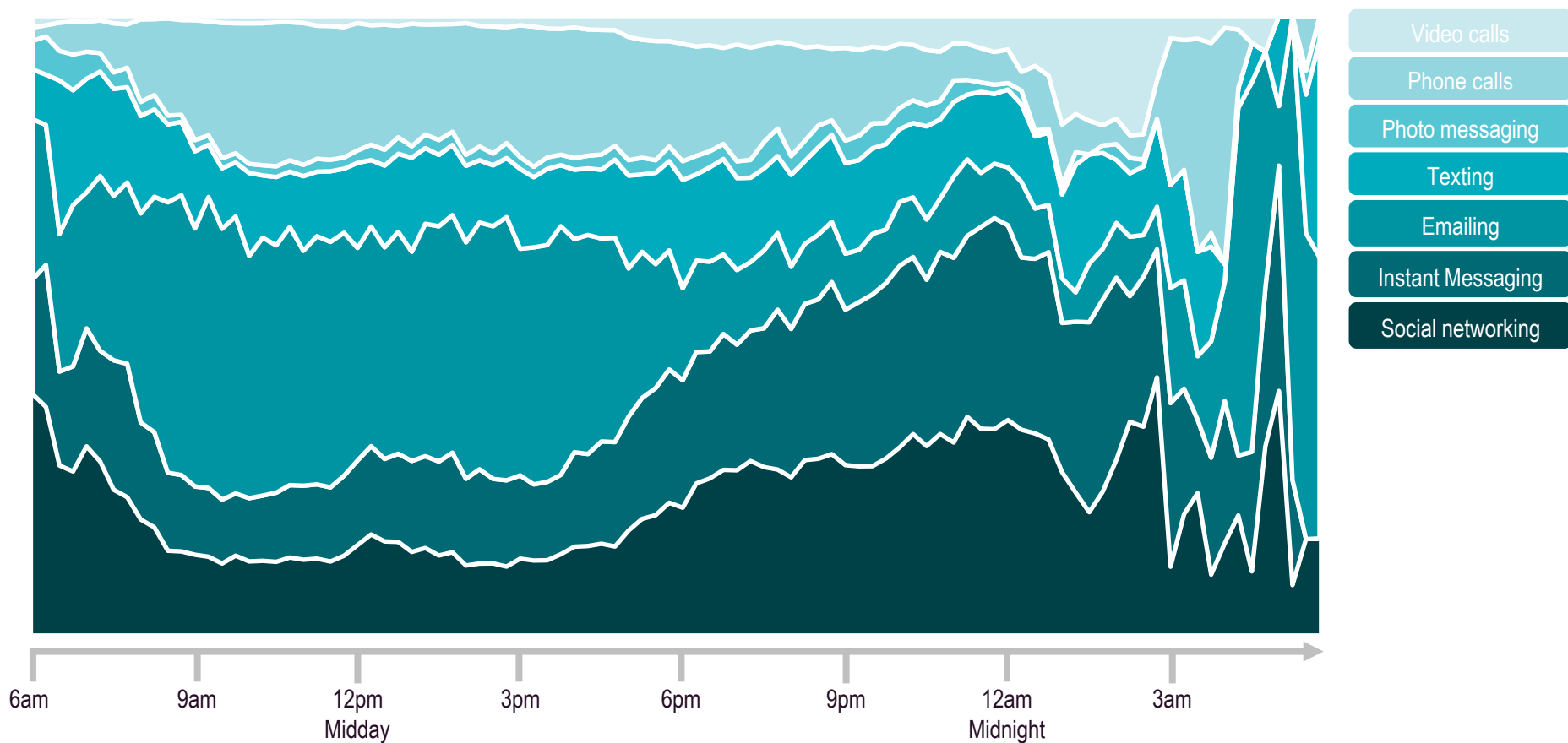
How?
Any device

Where?
Any location

Filters: Age (UK 6+): All aged 6+ in the UK | Period: In an average week | Devices: Any device | Activity: Any activity | Location: Any location

Base: n=1684

Proportion of all communicating, by time of day



Who?

All aged 6+ in the UK

When?

In an average week

How?

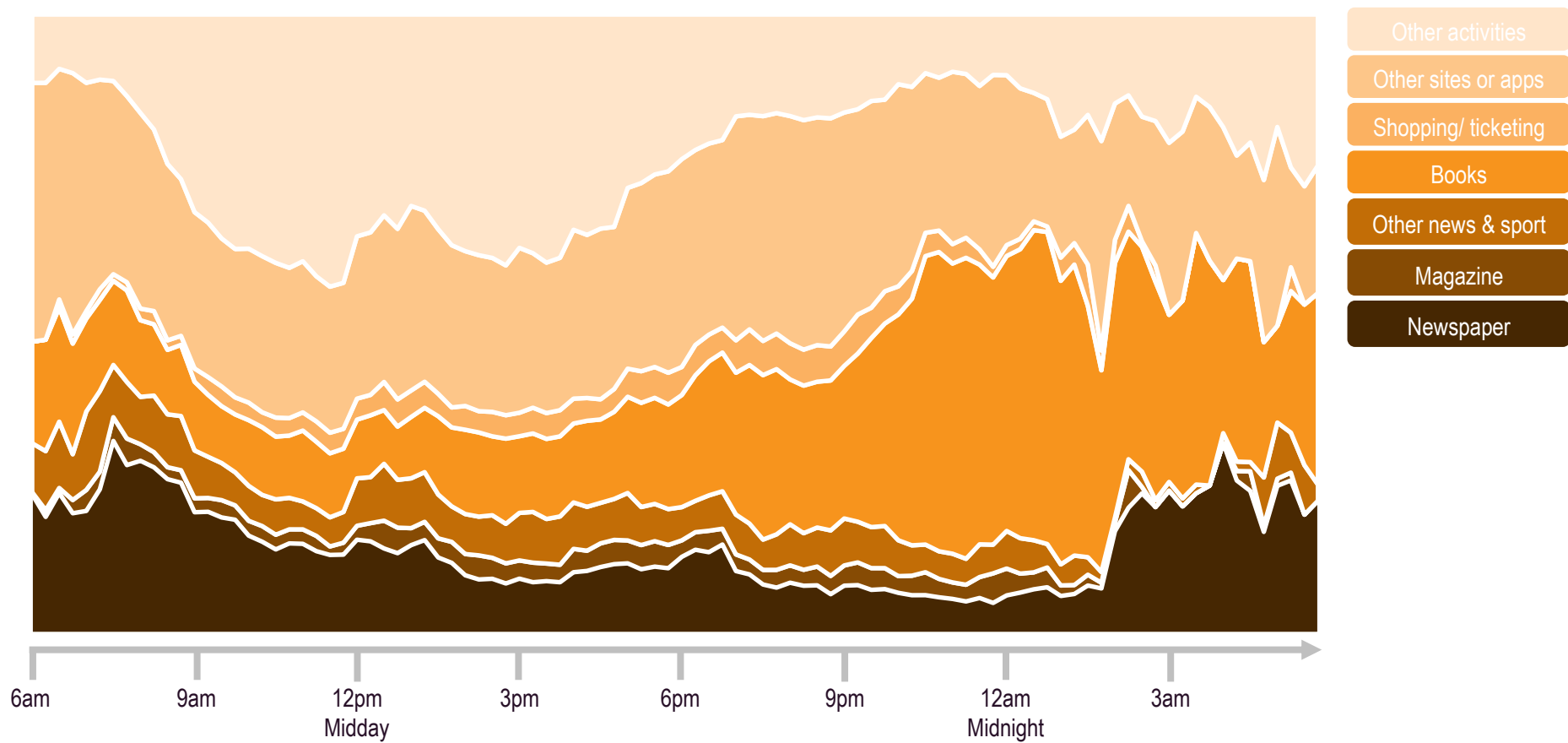
Any device

Where?

Any location

Filters: Age (UK 6+): All aged 6+ in the UK | Period: In an average week | Devices: Any device | Activity: Any activity | Location: Any location

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



Who?

All aged 6+ in the UK

When?

In an average week

How?

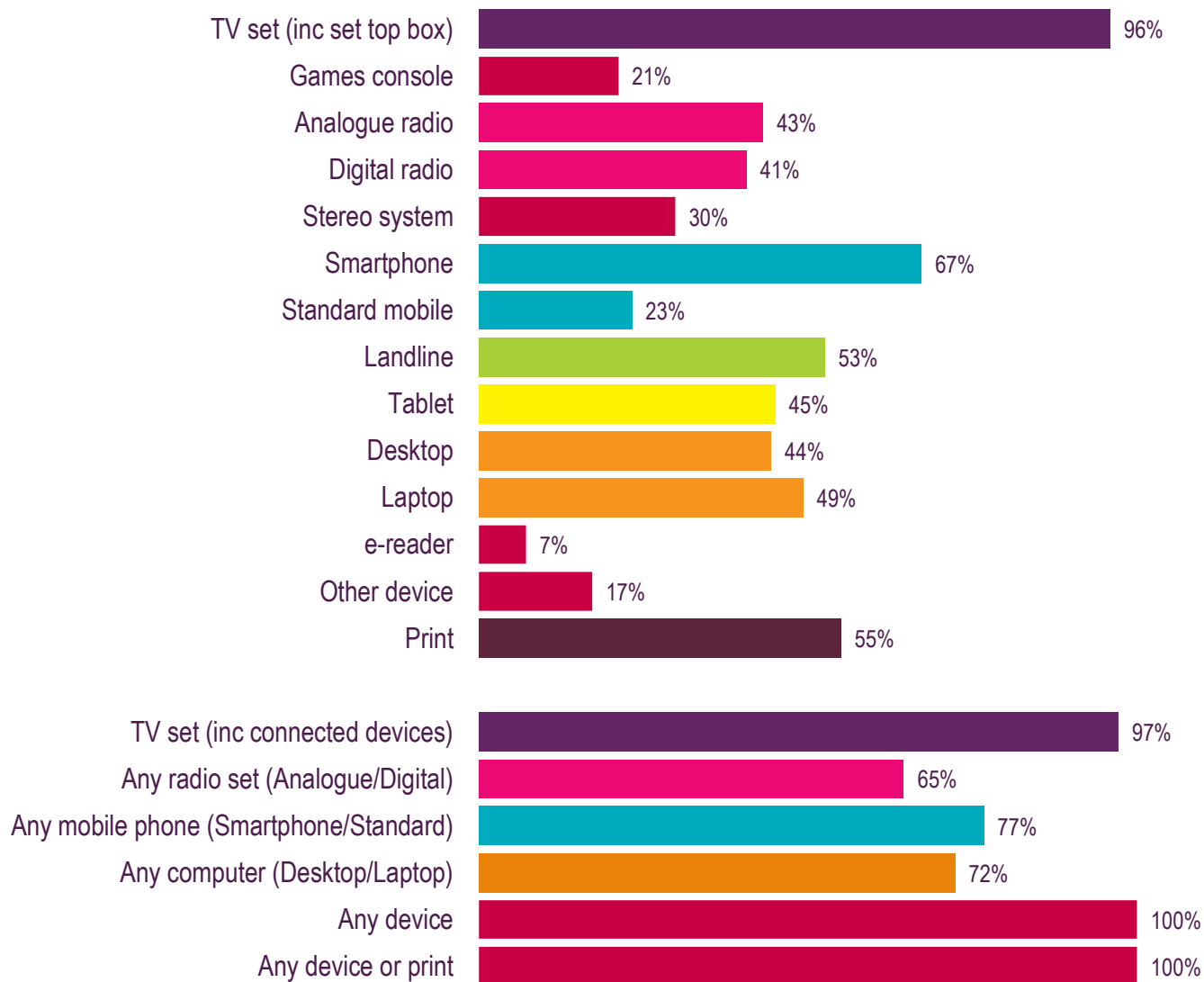
Any device

Where?

Any location

Filters: Age (UK 6+): All aged 6+ in the UK | Period: In an average week | Devices: Any device | Activity: Any activity | Location: Any location

Reach of devices



Who?

All aged 6+ in the UK

When?

In an average week

How?

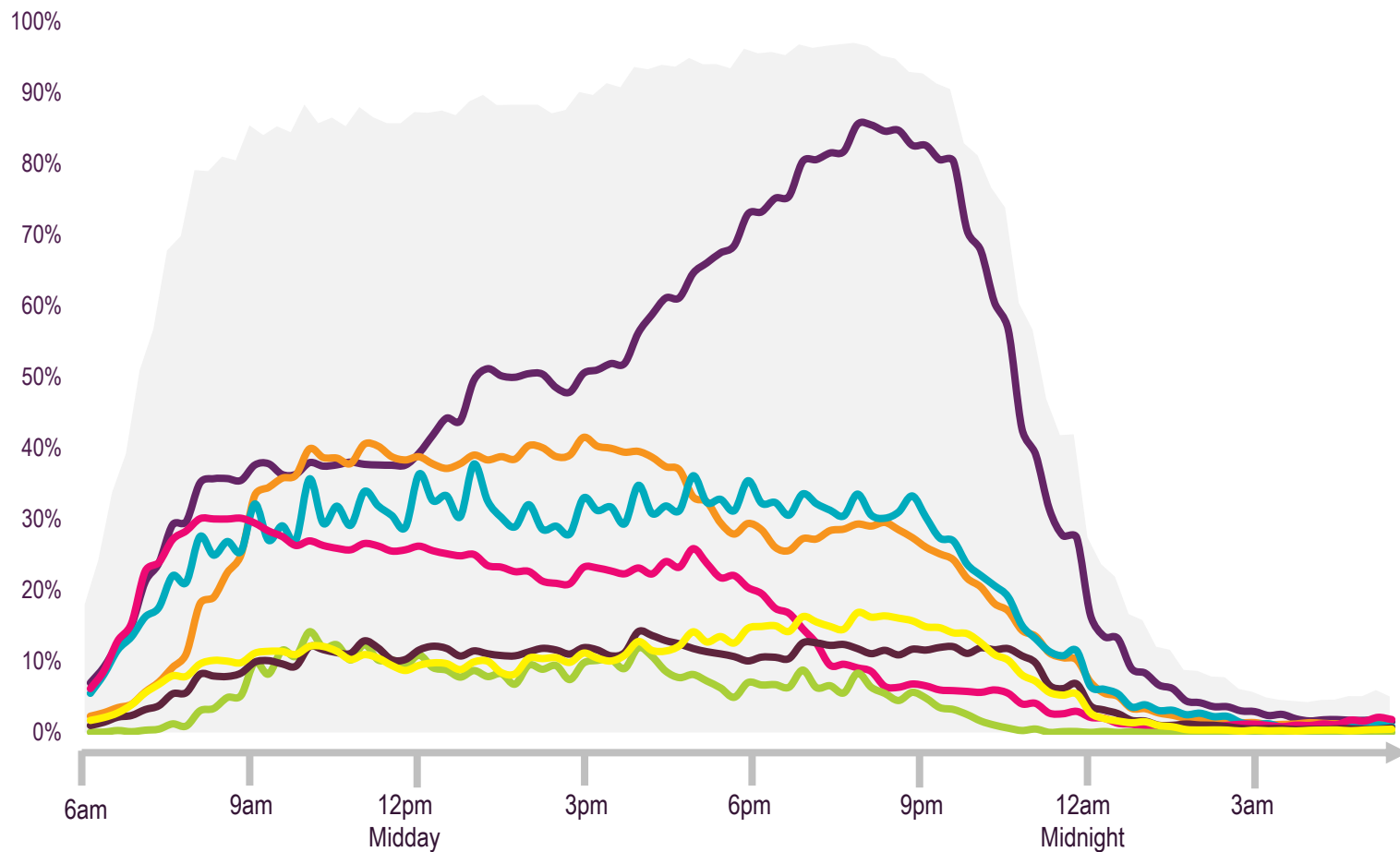
Any device

Where?

Any location

Filters: Age (UK 6+): All aged 6+ in the UK | Period: In an average week | Devices: Any device | Activity: Any activity | 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?

All aged 6+ in the UK

When?

In an average week

What?

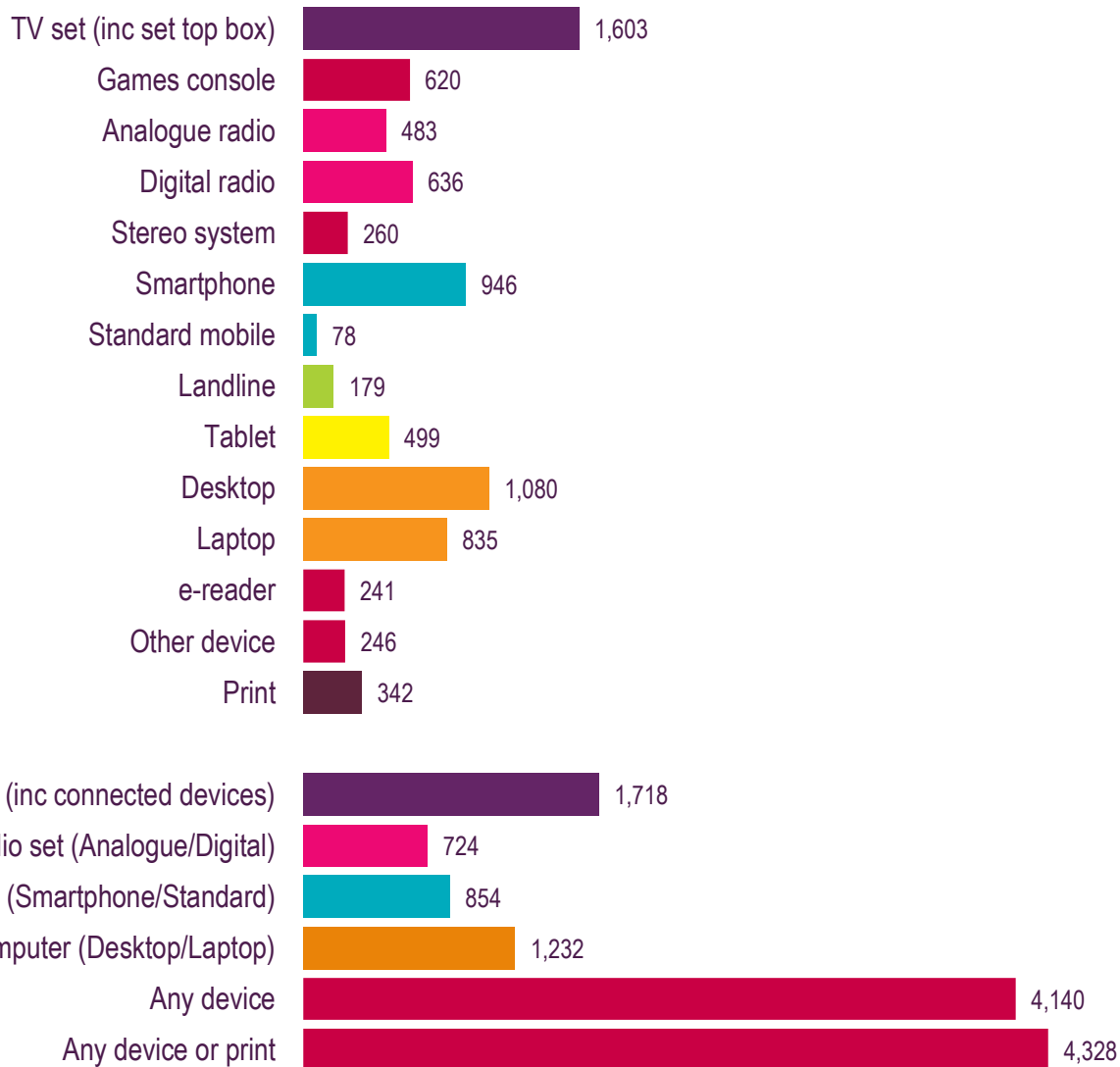
Any activity

Where?

Any location

Filters: Age (UK 6+): All aged 6+ in the UK | Period: In an average week | Devices: Any device | Activity: Any activity | Location: Any location

Average minutes spent on devices



Who?

All aged 6+ in the UK

When?

In an average week

What?

Any activity

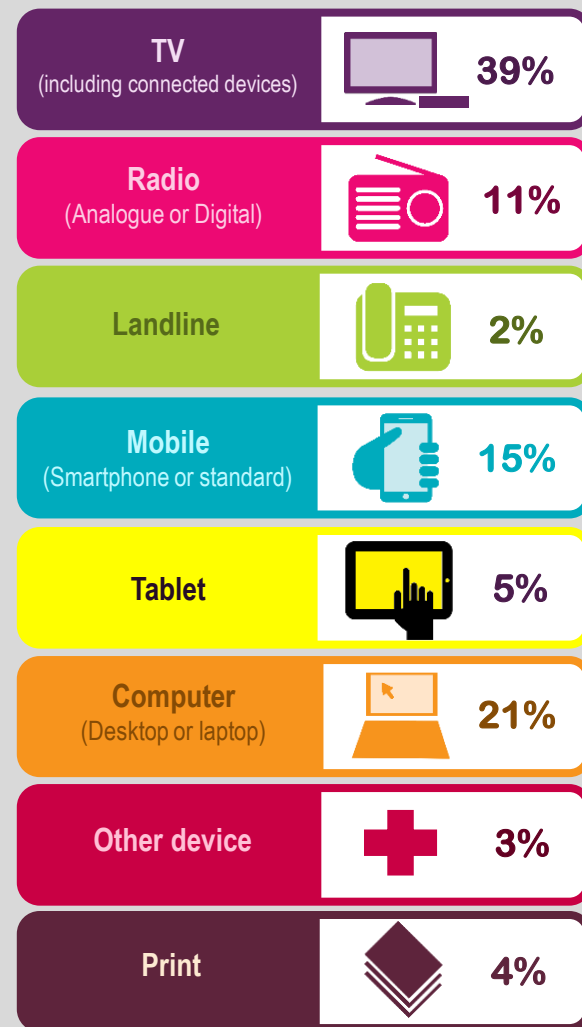
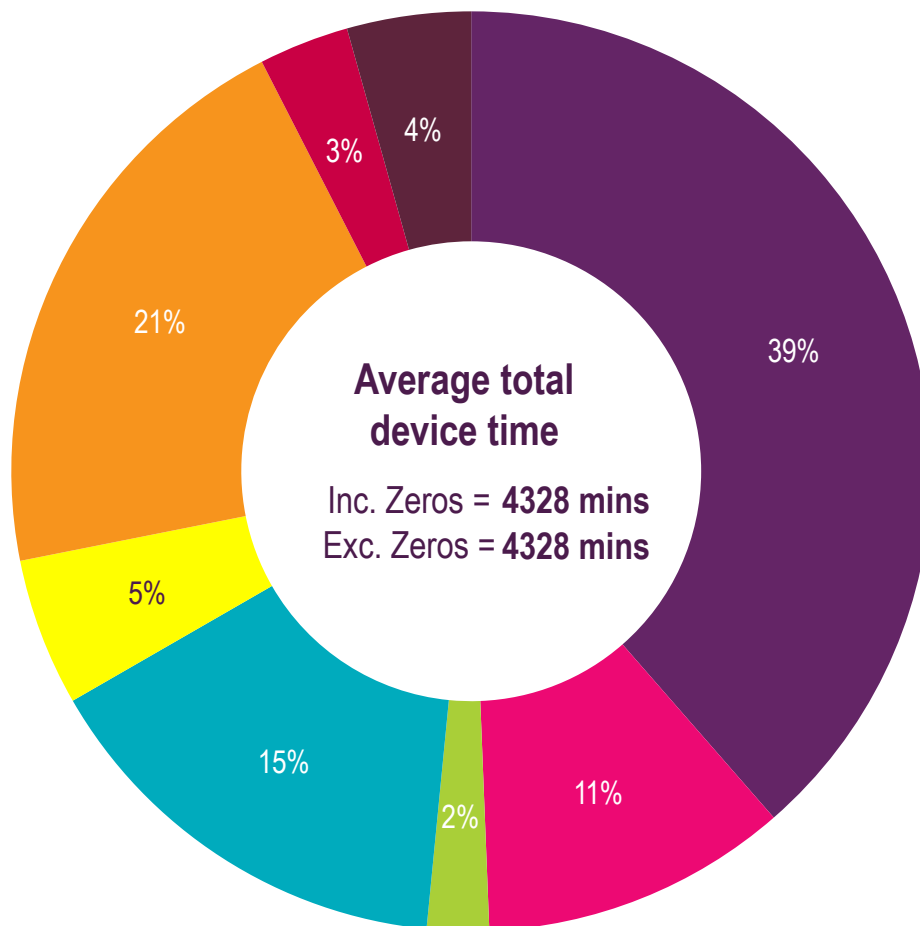
Where?

Any location

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

Filters: Age (UK 6+): All aged 6+ in the UK | Period: In an average week | Devices: Any device | Activity: Any activity | Location: 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?

All aged 6+ in the UK

When?

In an average week

What?

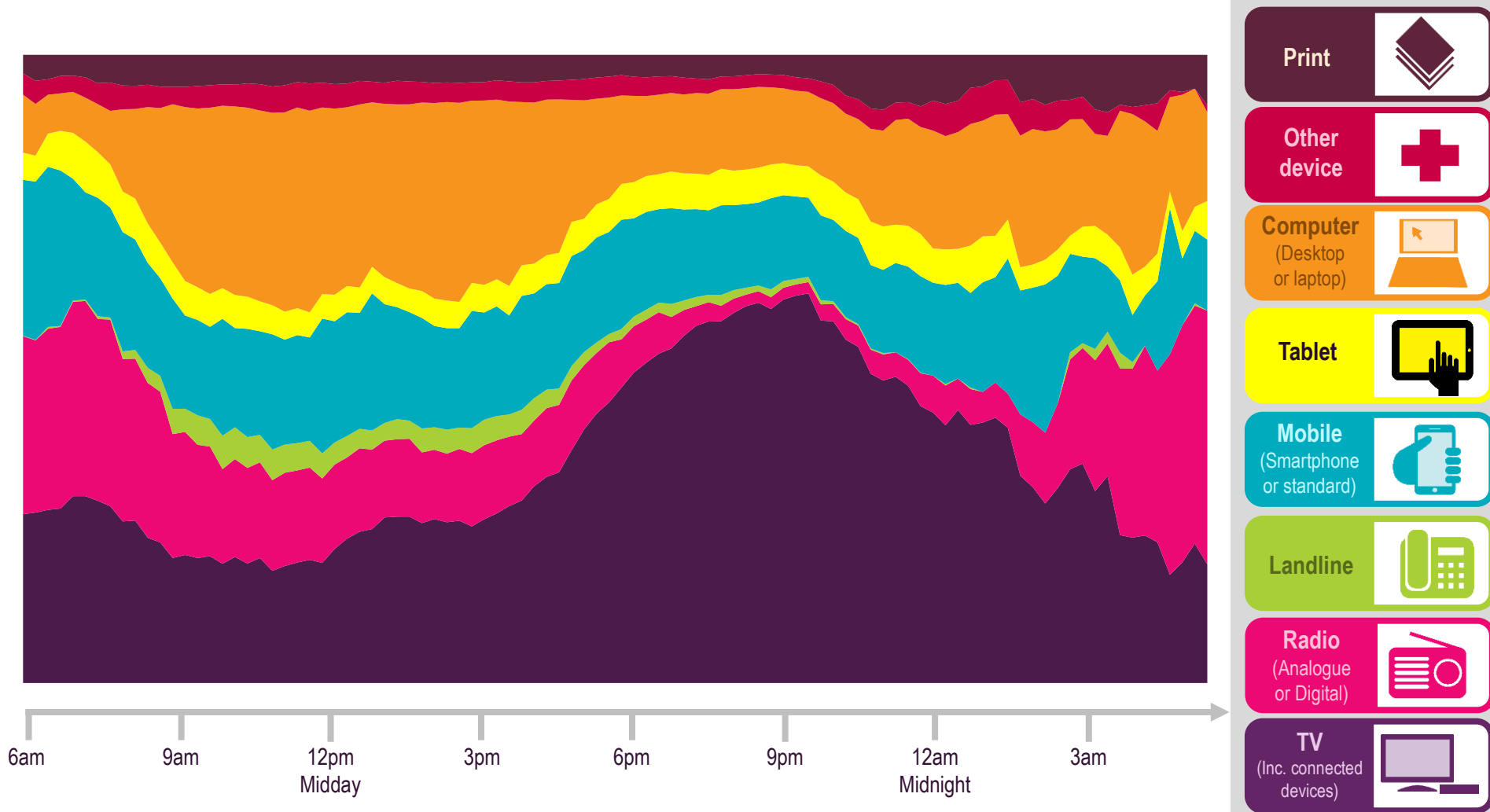
Any activity

Where?

Any location

Filters: Age (UK 6+): All aged 6+ in the UK | Period: In an average week | Devices: Any device | Activity: Any activity | Location: Any location

Proportionate device use, by time of day



Who?

All aged 6+ in the UK

When?

In an average week

What?

Any activity

Where?

Any location

Filters: Age (UK 6+): All aged 6+ in the UK | Period: In an average week | Devices: Any device | Activity: Any activity | Location: Any location

Base: n=1988