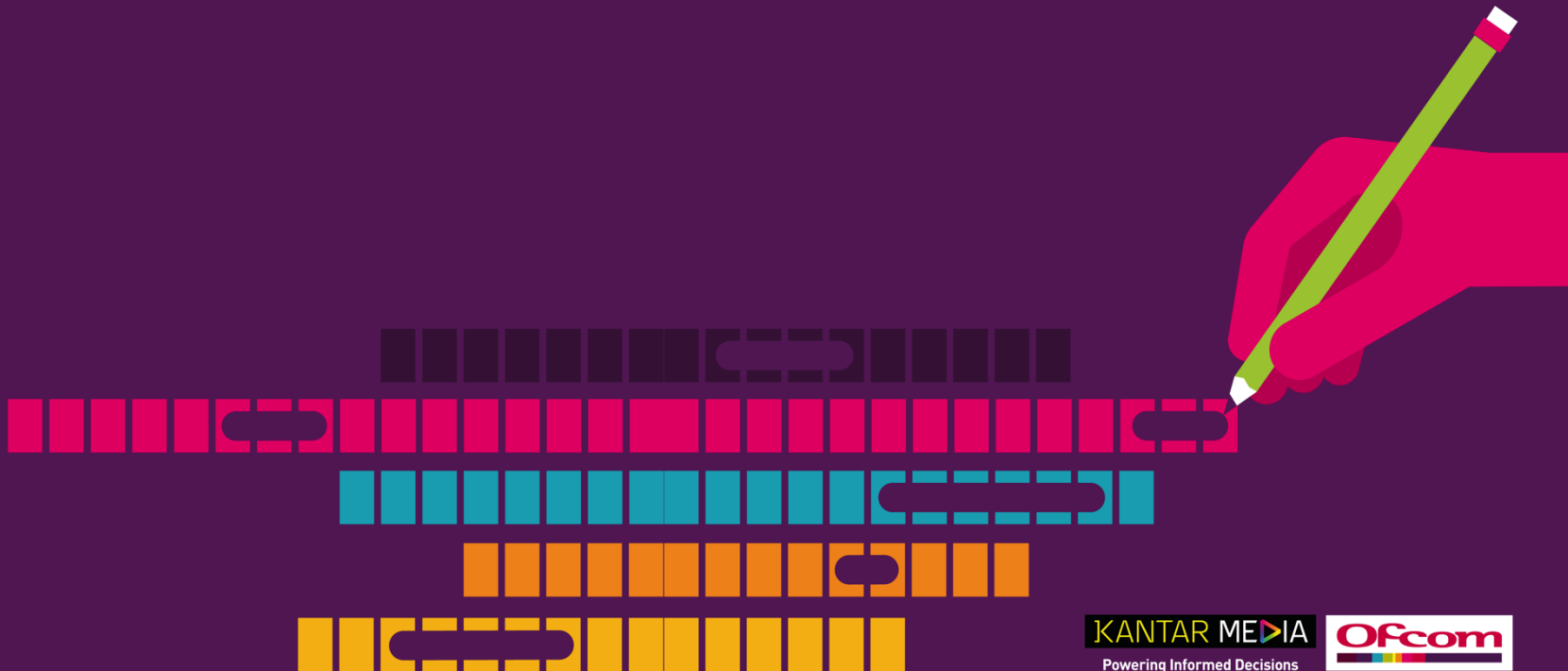


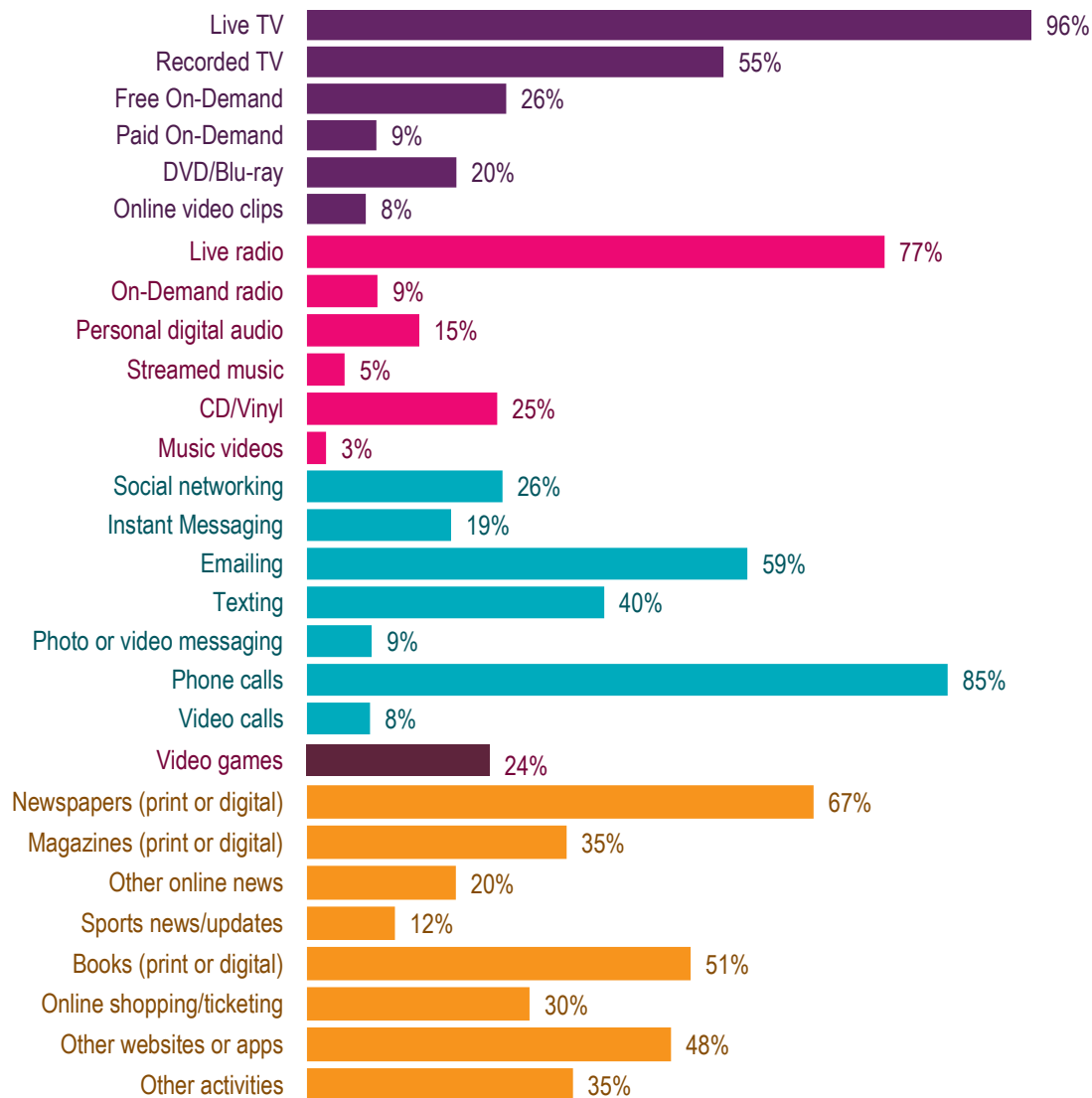
# Digital Day 2016

Media and communications diary

Aged 55+ in the UK



# Reach of activities



## Who?

Multiple filters

## When?

In an average week

## How?

Any device

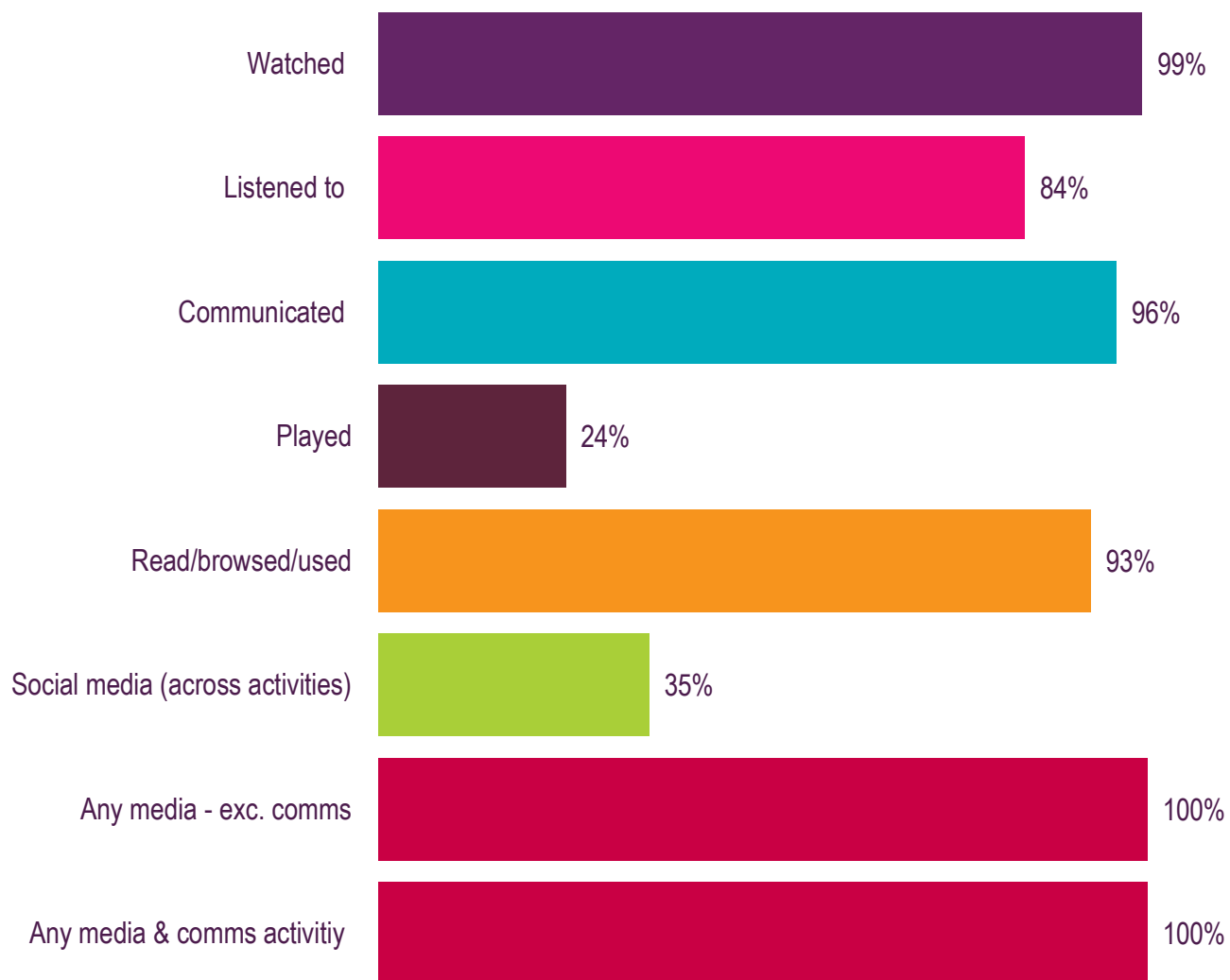
## Where?

Any location

Filters: Age (UK 6+): 55-64, 65+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=613

# Reach of activity types



## Who?

Multiple filters

## When?

In an average week

## How?

Any device

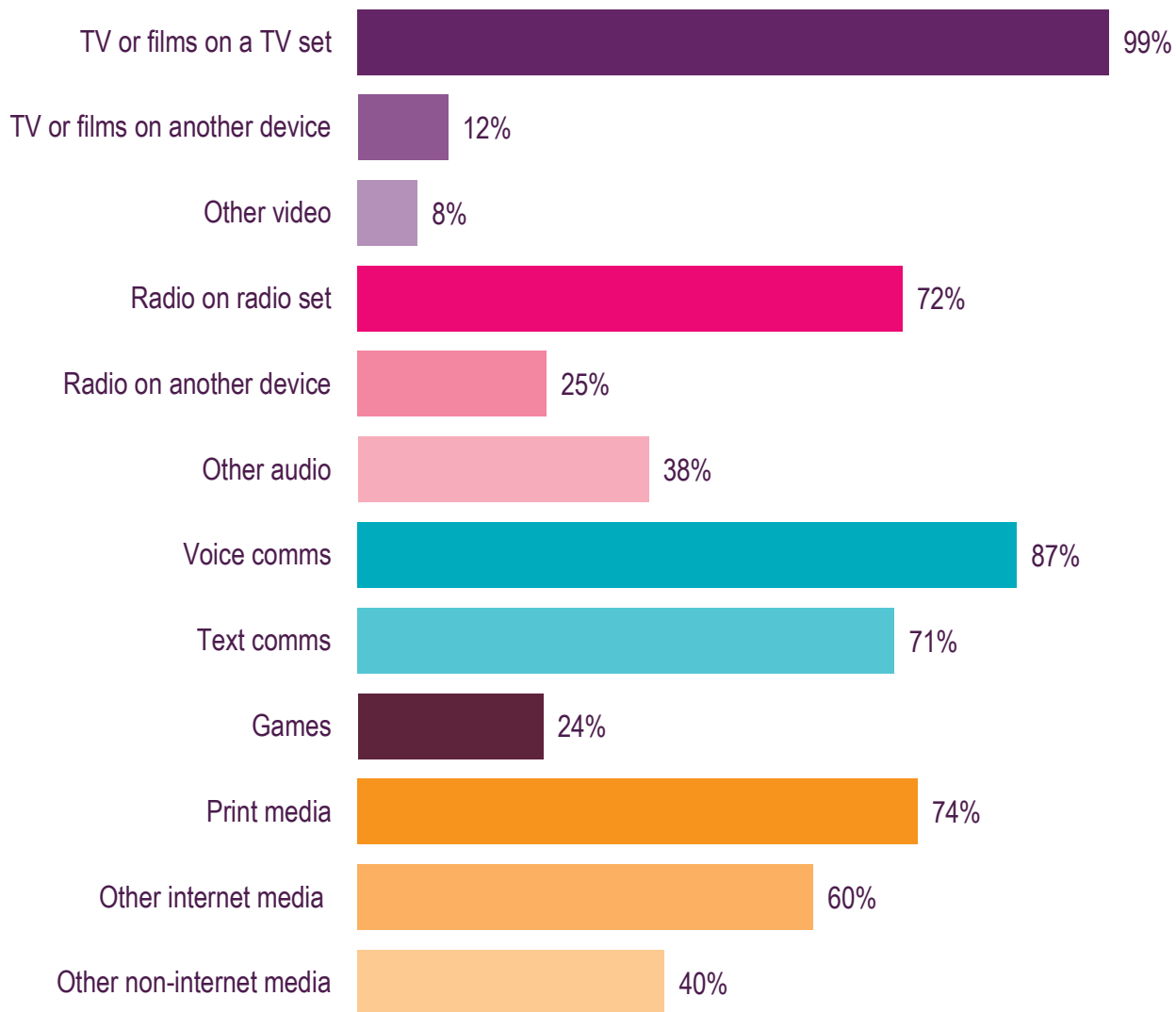
## Where?

Any location

Filters: Age (UK 6+): 55-64, 65+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=613

# Reach of grouped activities



## Who?

Multiple filters

## When?

In an average week

## How?

Any device

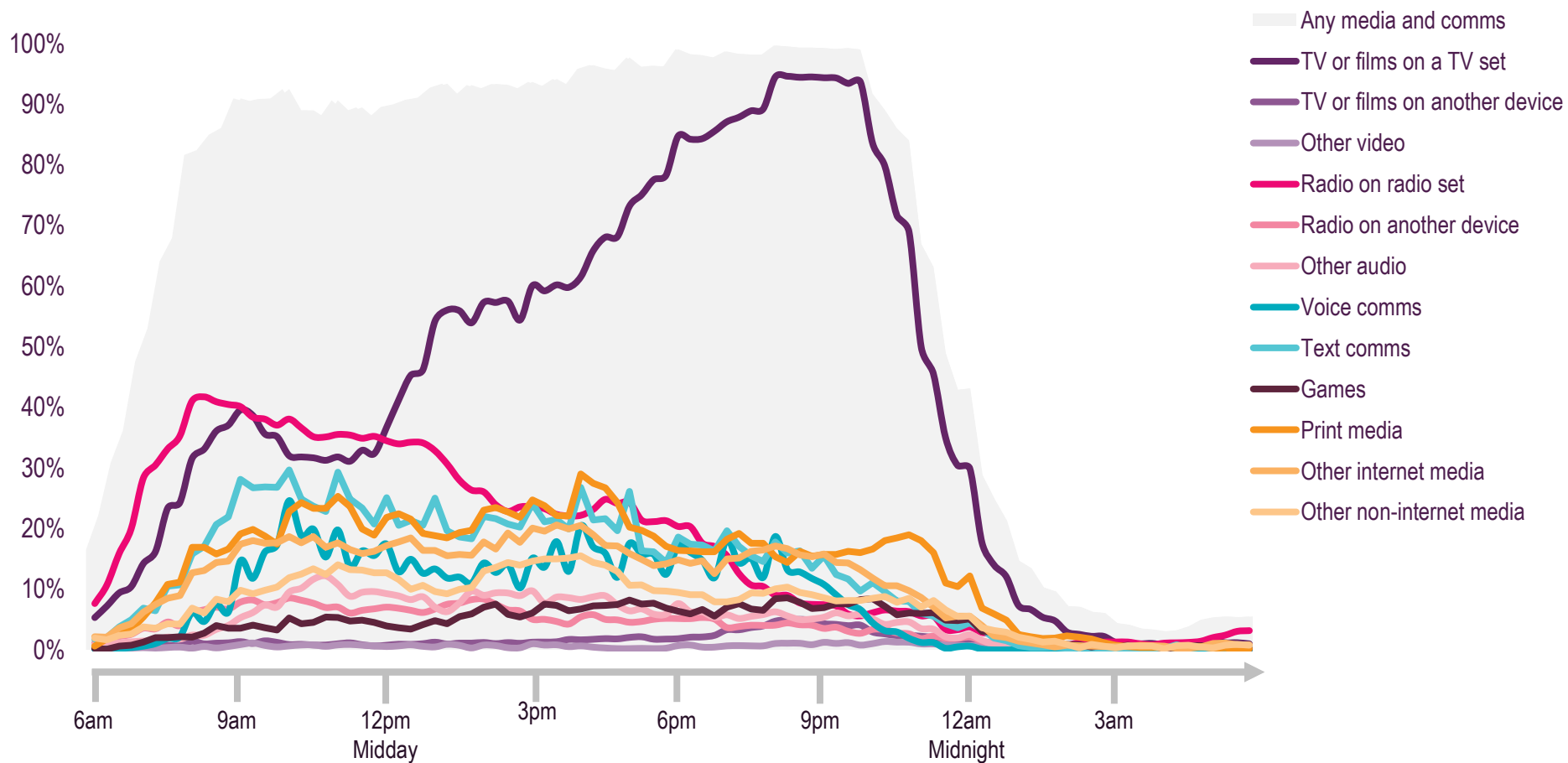
## Where?

Any location

Filters: Age (UK 6+): 55-64, 65+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=613

# Reach of grouped activities, by time of day



## Who?

Multiple filters

## When?

In an average week

## How?

Any device

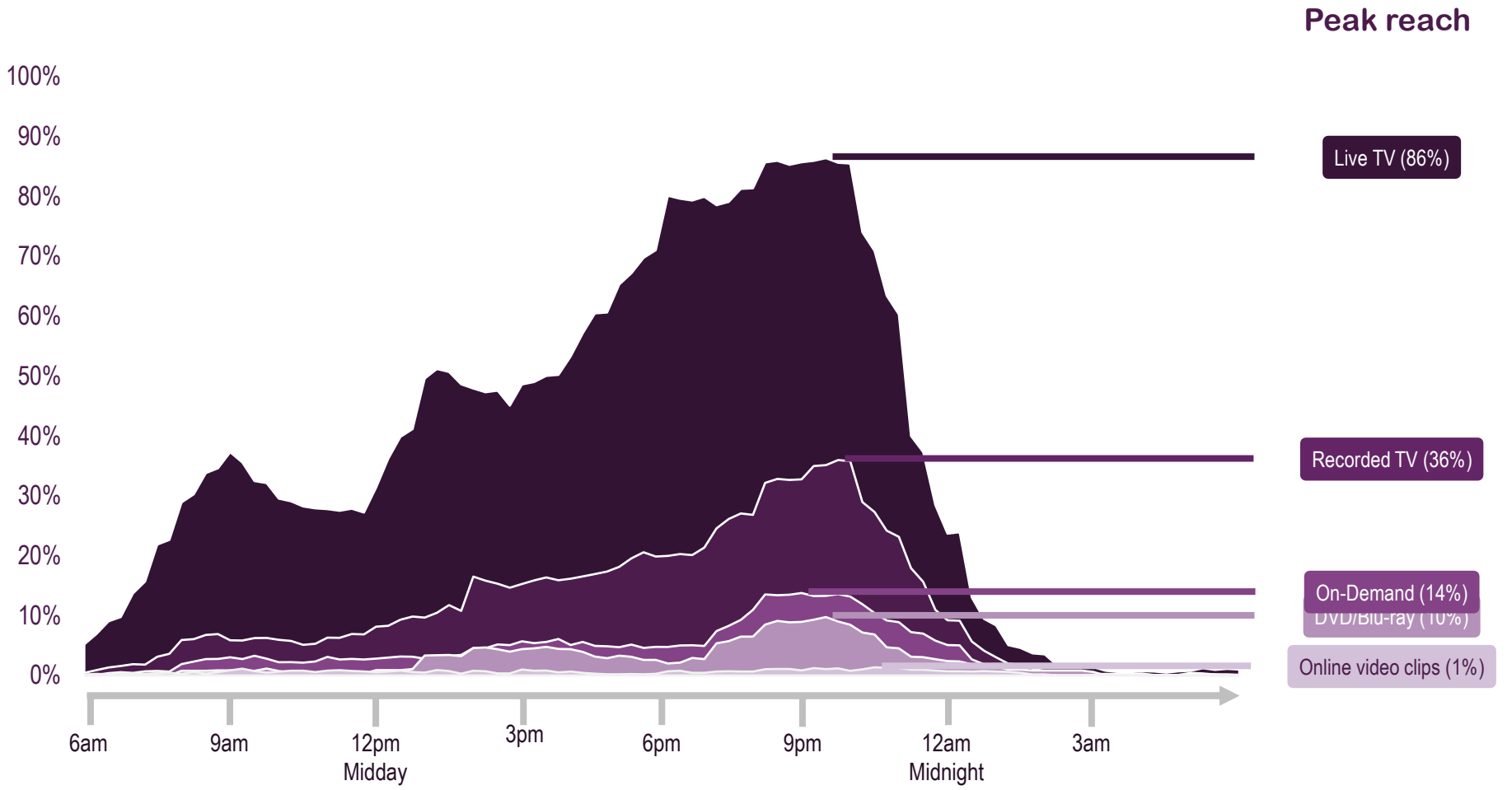
## Where?

Any location

Filters: Age (UK 6+): 55-64, 65+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=613

# Reach of watching activities, by time of day



**Who?**  
Multiple filters

**When?**  
In an average week

**How?**  
Any device

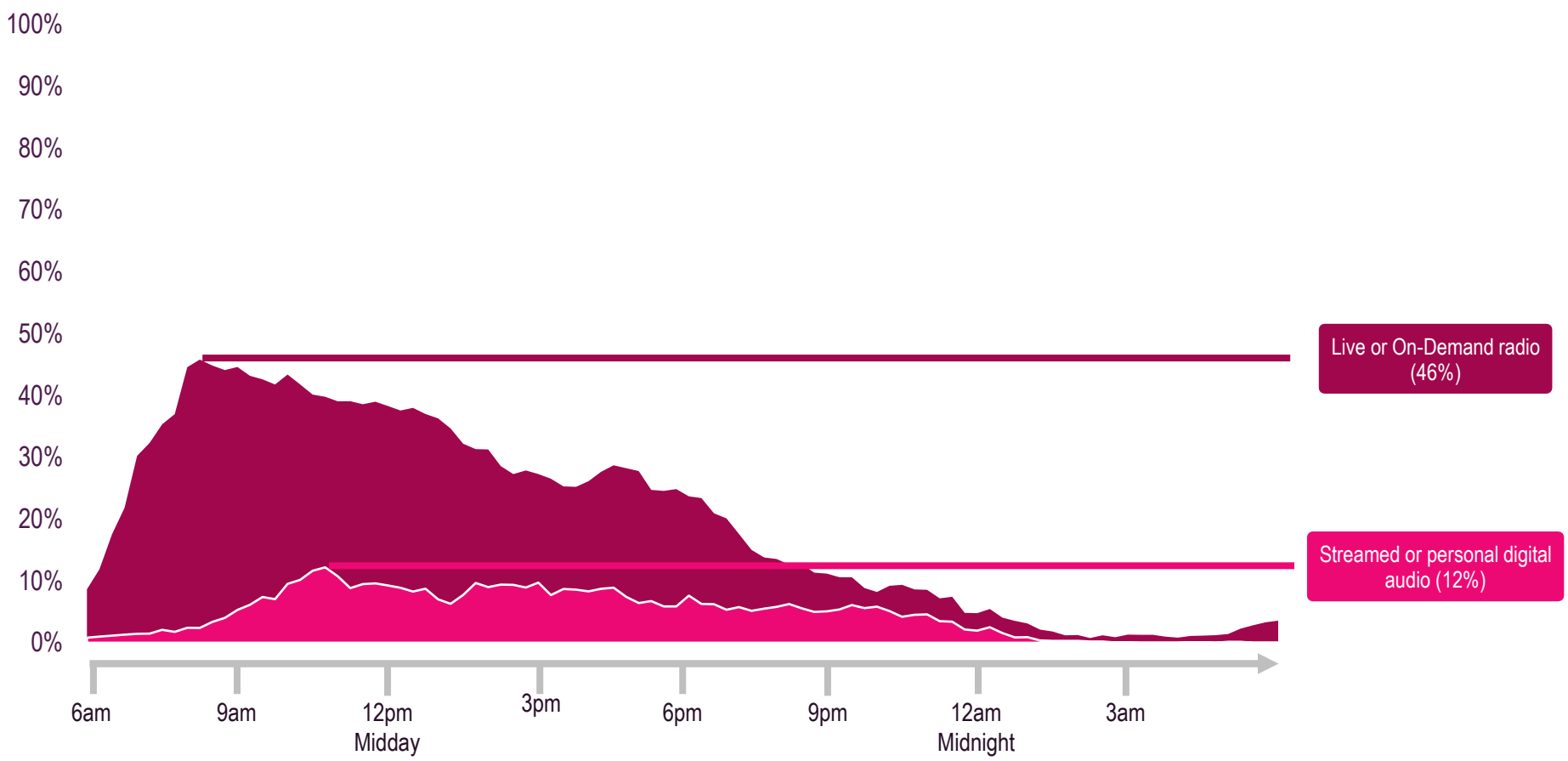
**Where?**  
Any location

Filters: Age (UK 6+): 55-64, 65+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=613

# Reach of listening activities, by time of day

Peak reach



**Who?**  
Multiple filters

**When?**  
In an average week

**How?**  
Any device

**Where?**  
Any location

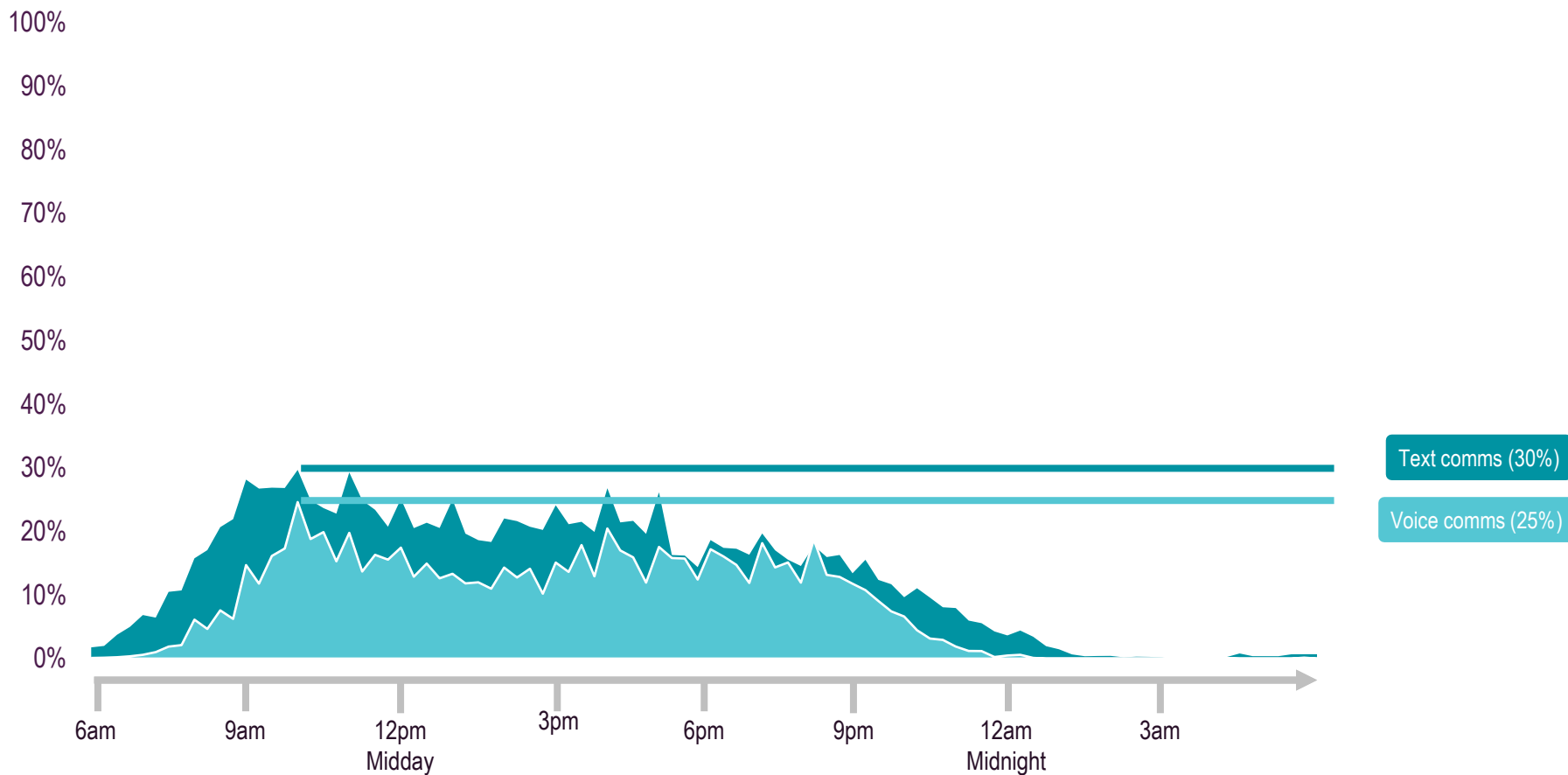
Filters: Age (UK 6+): 55-64, 65+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=613



# Reach of communicating activities, by time of day

Peak reach



**Who?**

Multiple filters

**When?**

In an average week

**How?**

Any device

**Where?**

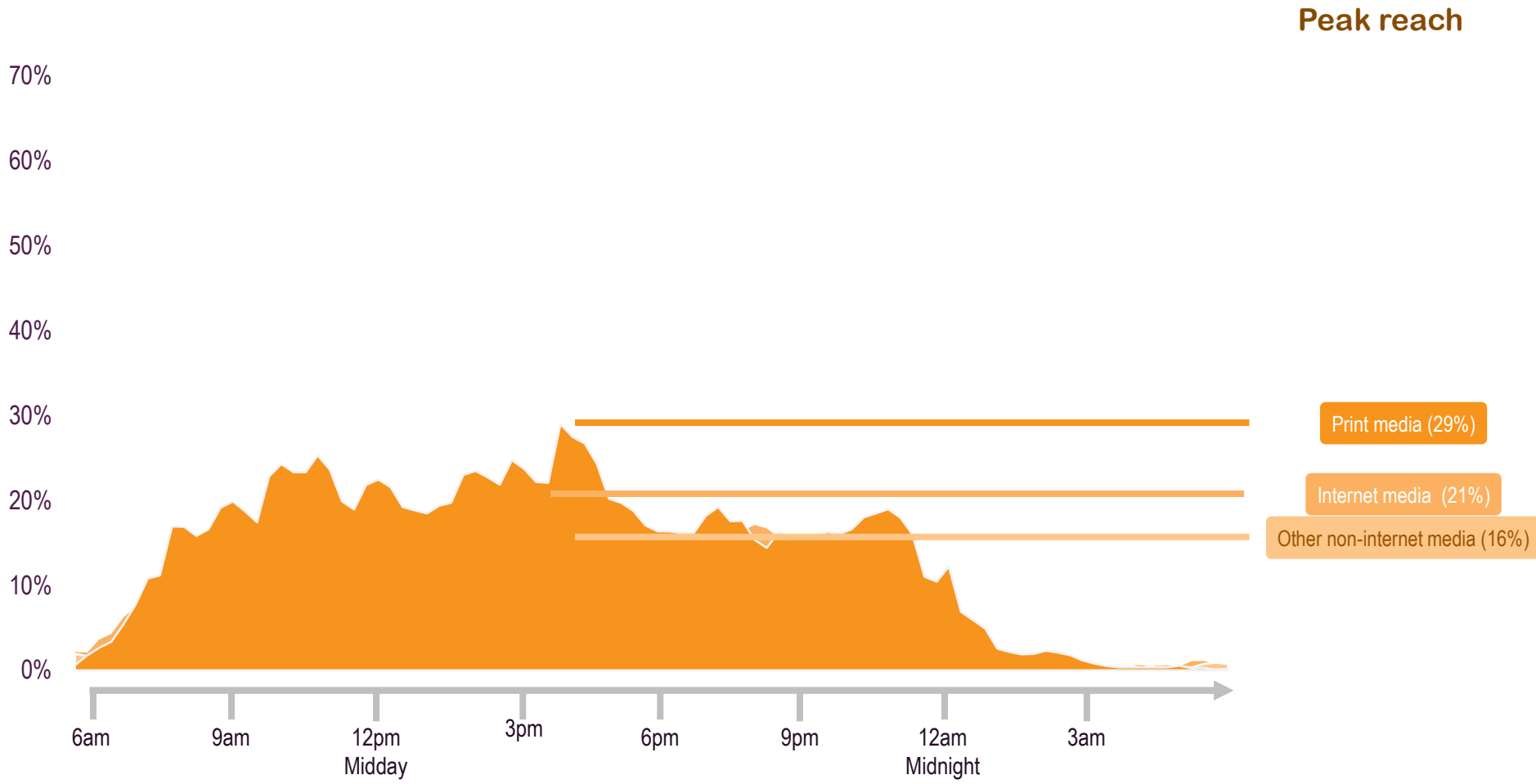
Any location

Filters: Age (UK 6+): 55-64, 65+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=613



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



**Who?**  
Multiple filters

**When?**  
In an average week

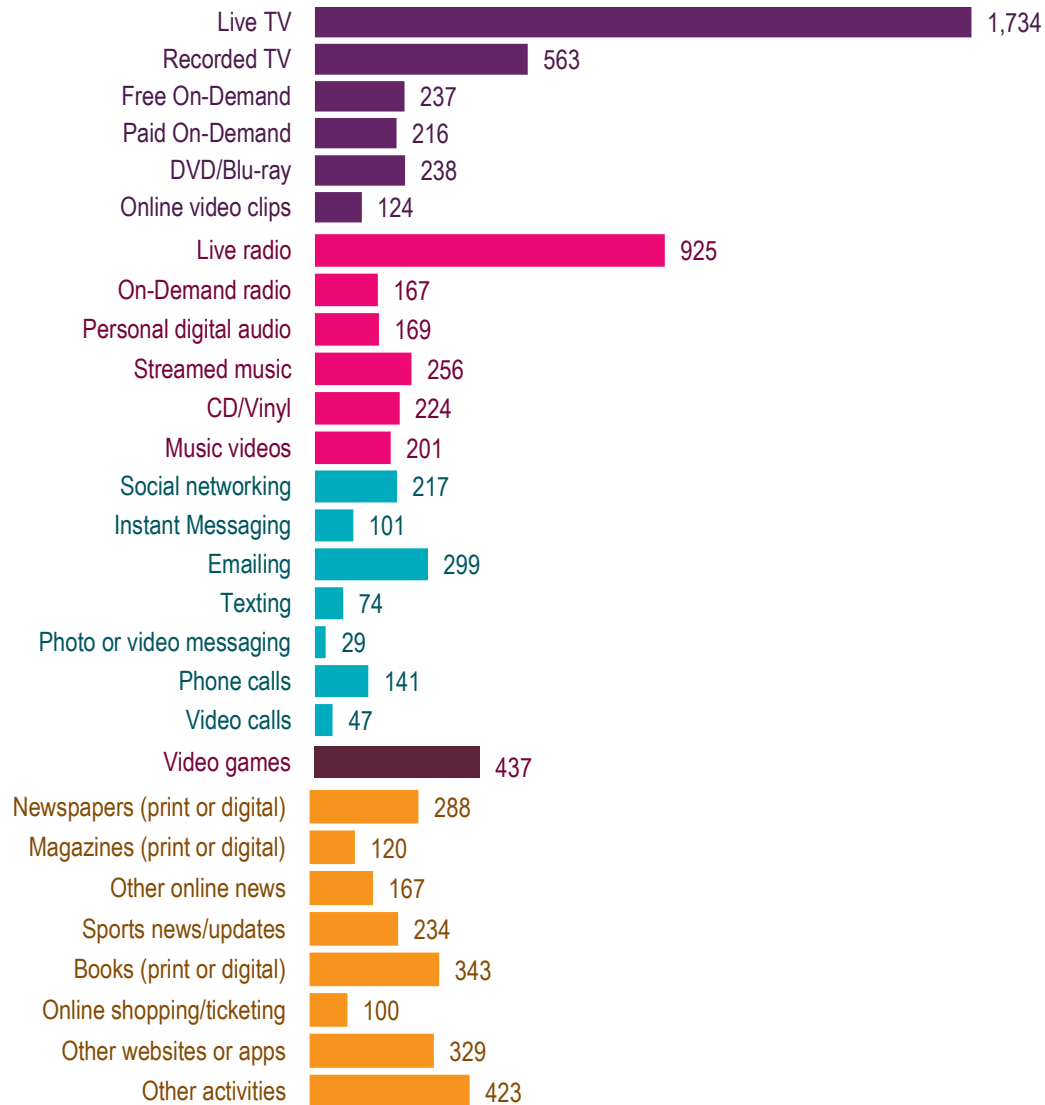
**How?**  
Any device

**Where?**  
Any location

Filters: Age (UK 6+): 55-64, 65+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=613

# Average minutes spent on activities



## Who?

Multiple filters

## When?

In an average week

## How?

Any device

## Where?

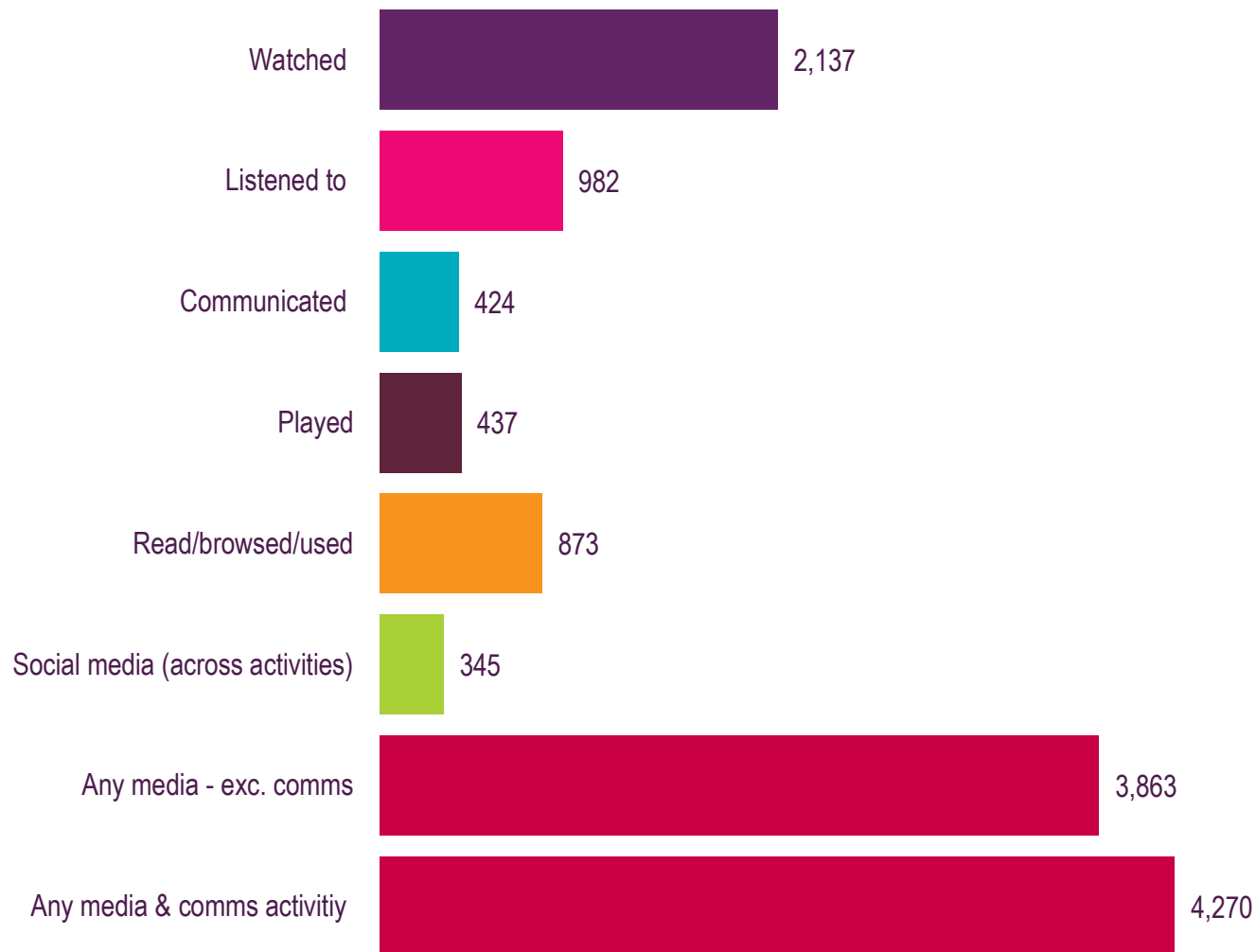
Any location

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

Filters: Age (UK 6+): 55-64, 65+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=613

# Average minutes spent on activity types



## Who?

Multiple filters

## When?

In an average week

## How?

Any device

## Where?

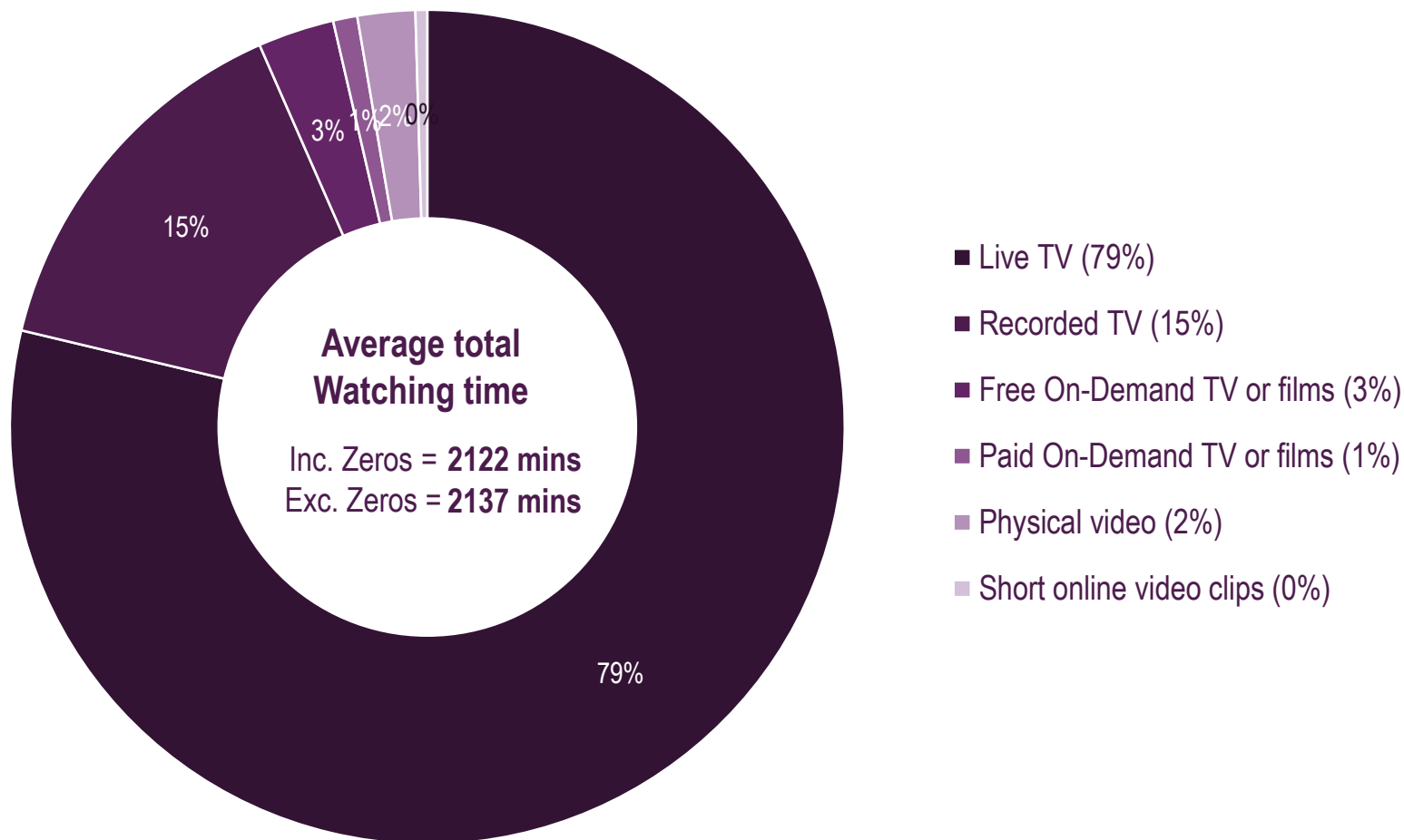
Any location

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+): 55-64, 65+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=613

# 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?

Multiple filters

## When?

In an average week

## How?

Any device

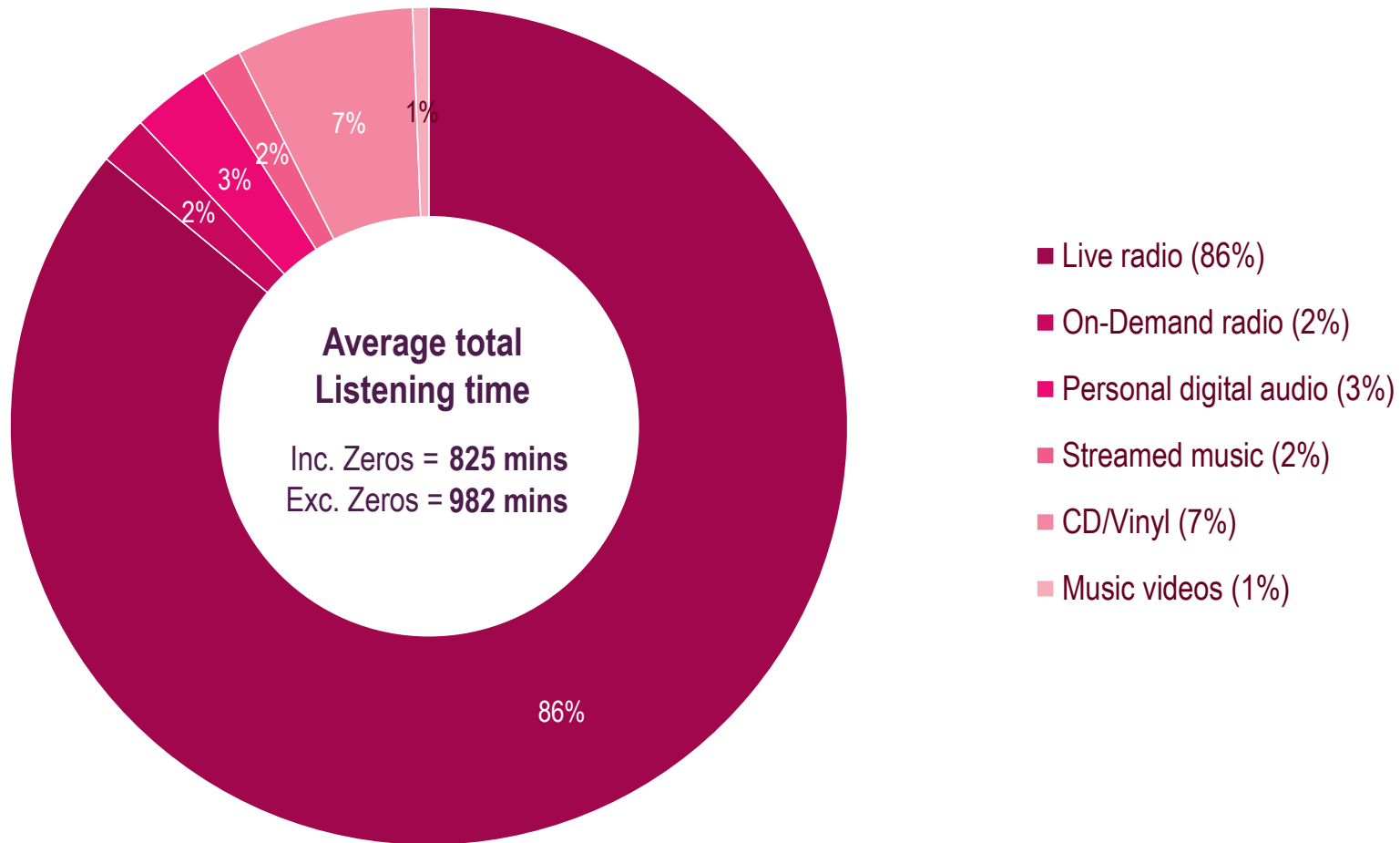
## Where?

Any location

Filters: Age (UK 6+): 55-64, 65+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=610

# 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?

Multiple filters

## When?

In an average week

## How?

Any device

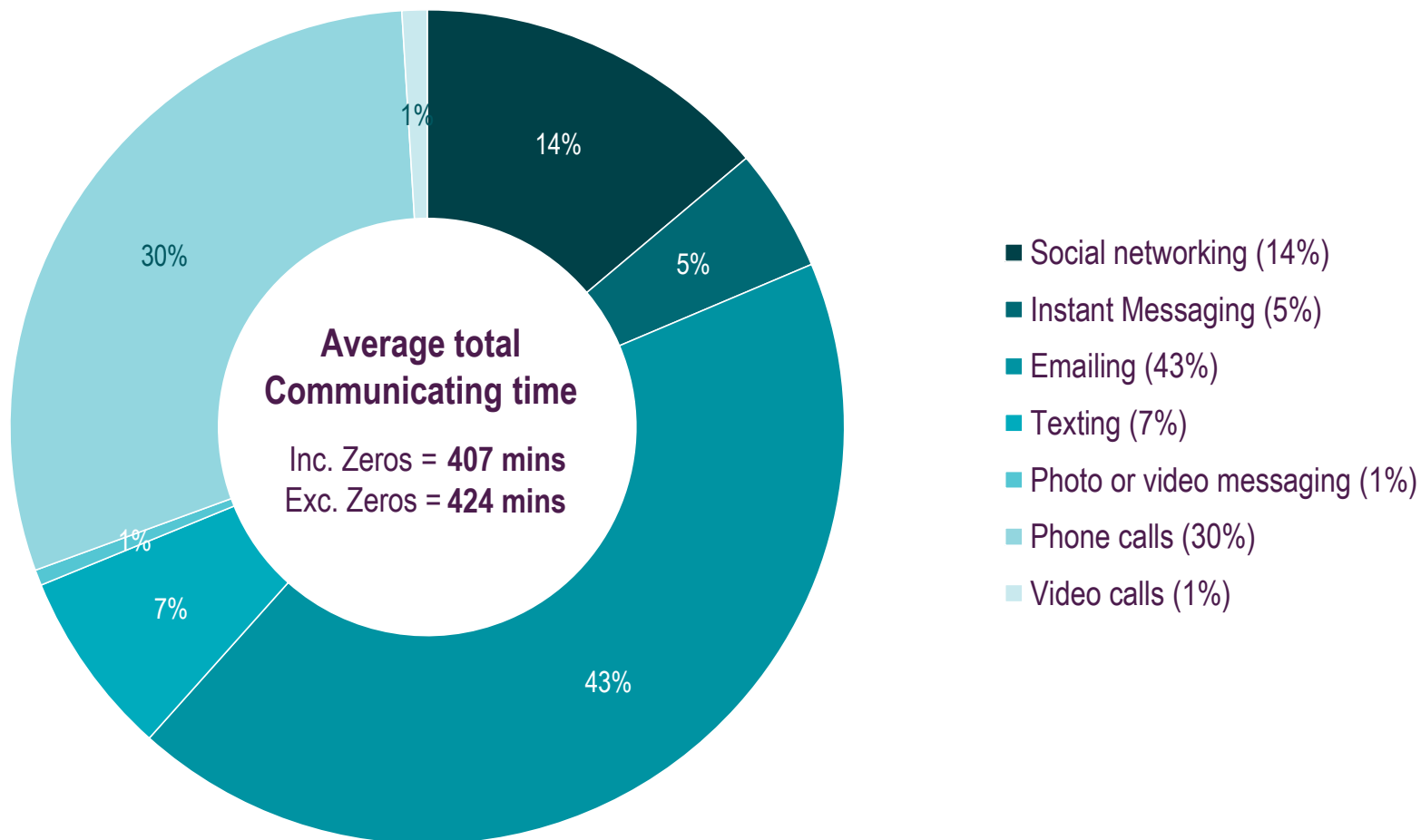
## Where?

Any location

Filters: Age (UK 6+): 55-64, 65+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=521

# 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?

Multiple filters

## When?

In an average week

## How?

Any device

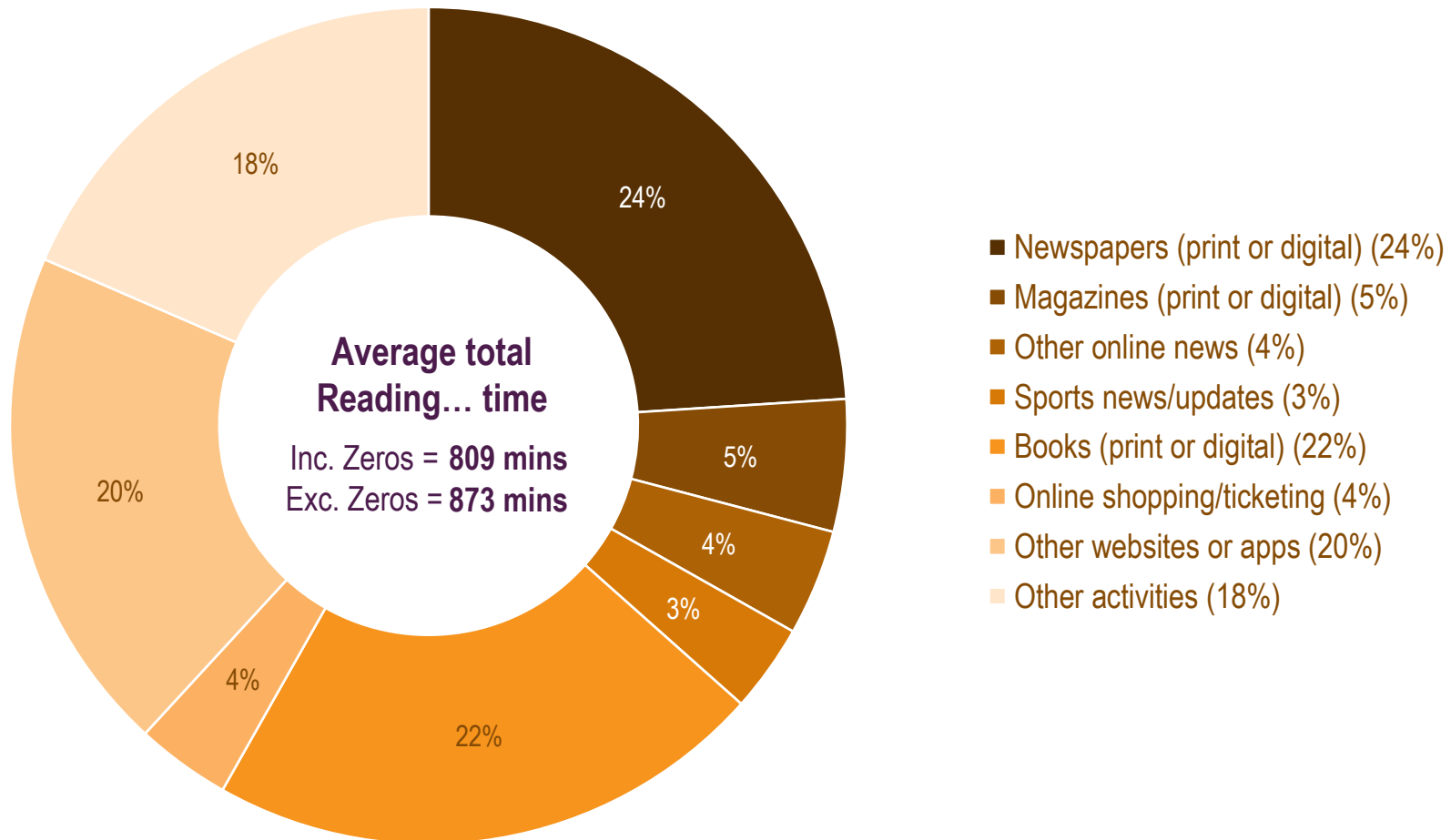
## Where?

Any location

Filters: Age (UK 6+): 55-64, 65+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=586

# 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?

Multiple filters

## When?

In an average week

## How?

Any device

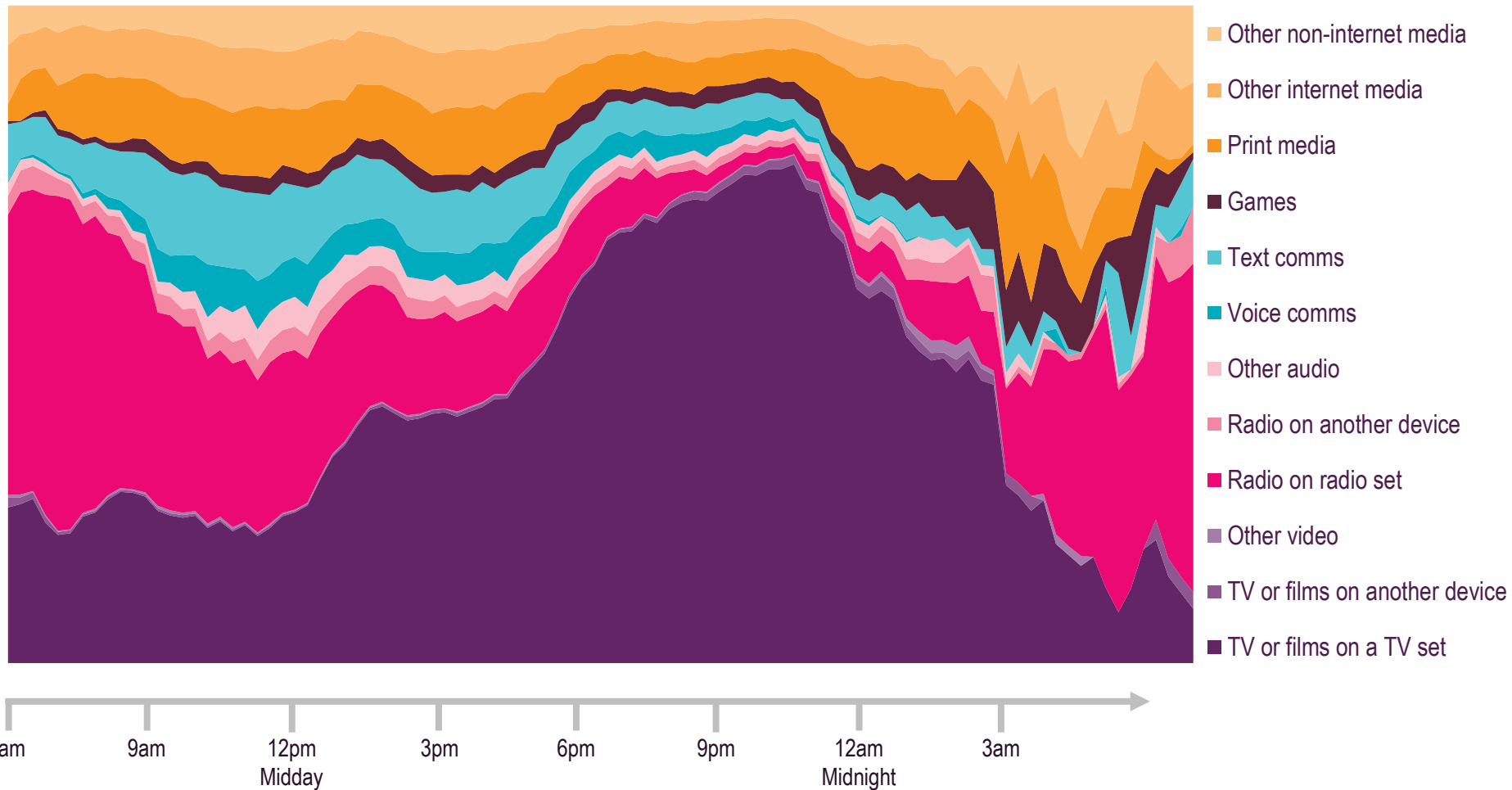
## Where?

Any location

Filters: Age (UK 6+): 55-64, 65+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=583

# Proportionate activity by time of day: Grouped activities



## Who?

Multiple filters

## When?

In an average week

## How?

Any device

## Where?

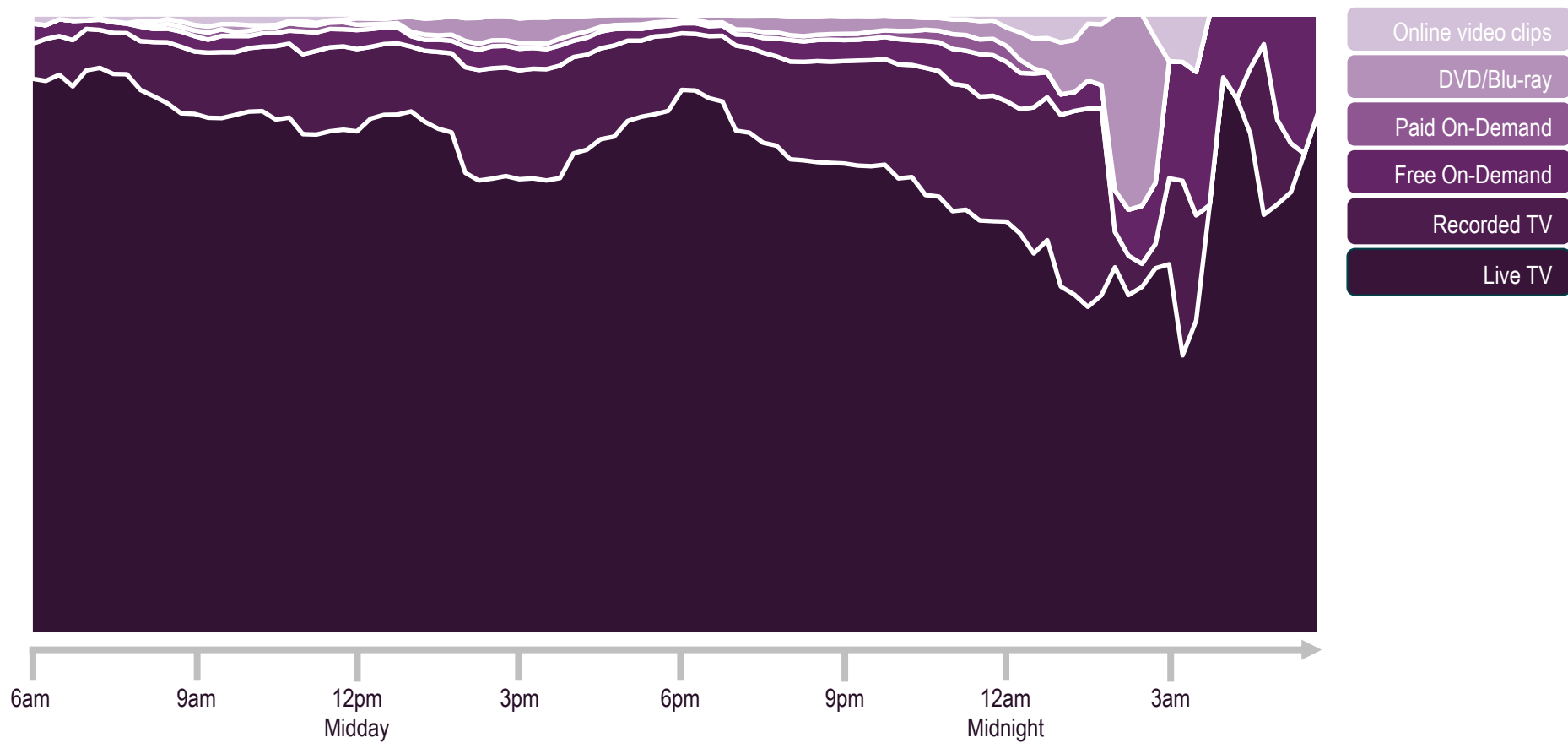
Any location

Filters: Age (UK 6+): 55-64, 65+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=613



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



## Who?

Multiple filters

## When?

In an average week

## How?

Any device

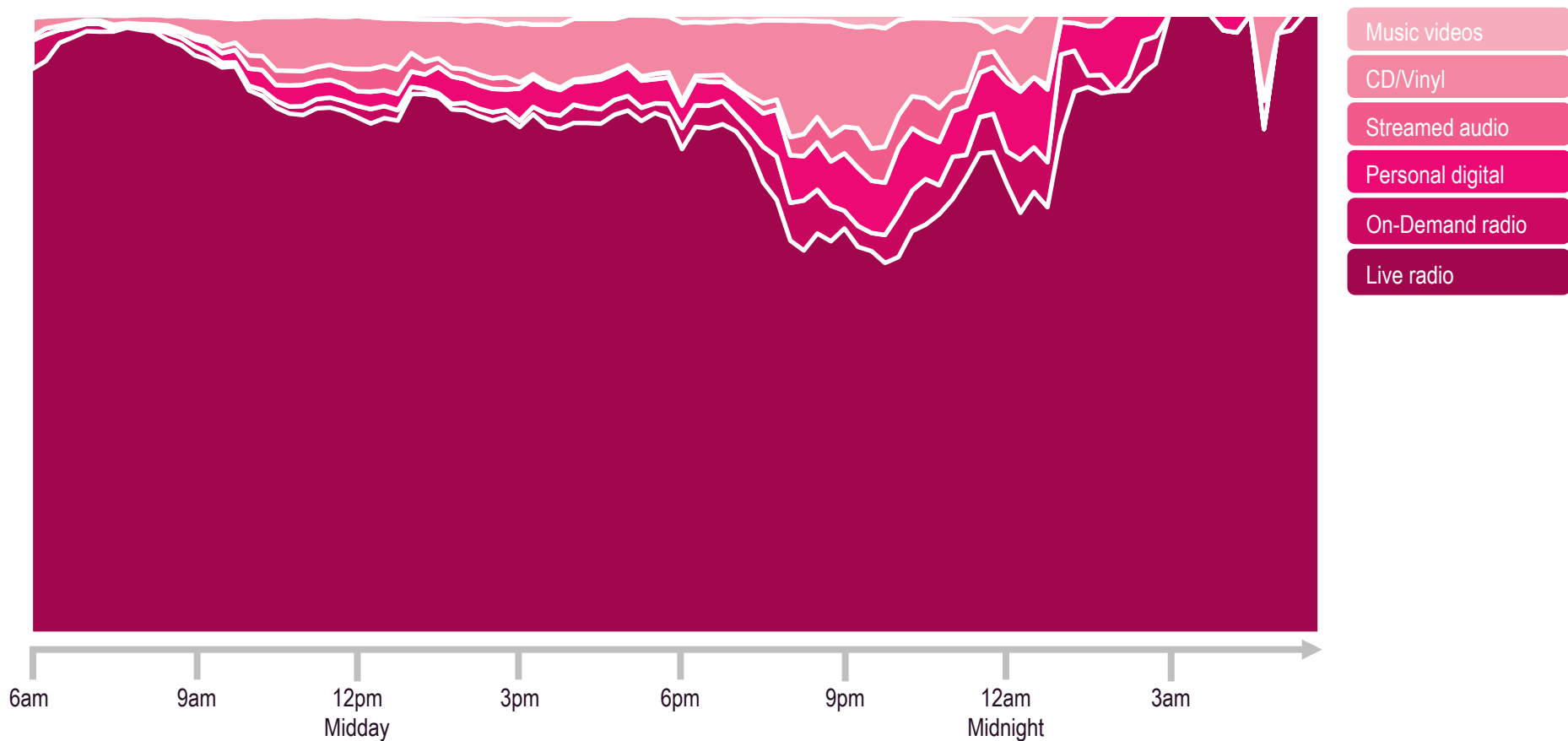
## Where?

Any location

Filters: Age (UK 6+): 55-64, 65+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=610

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



## Who?

Multiple filters

## When?

In an average week

## How?

Any device

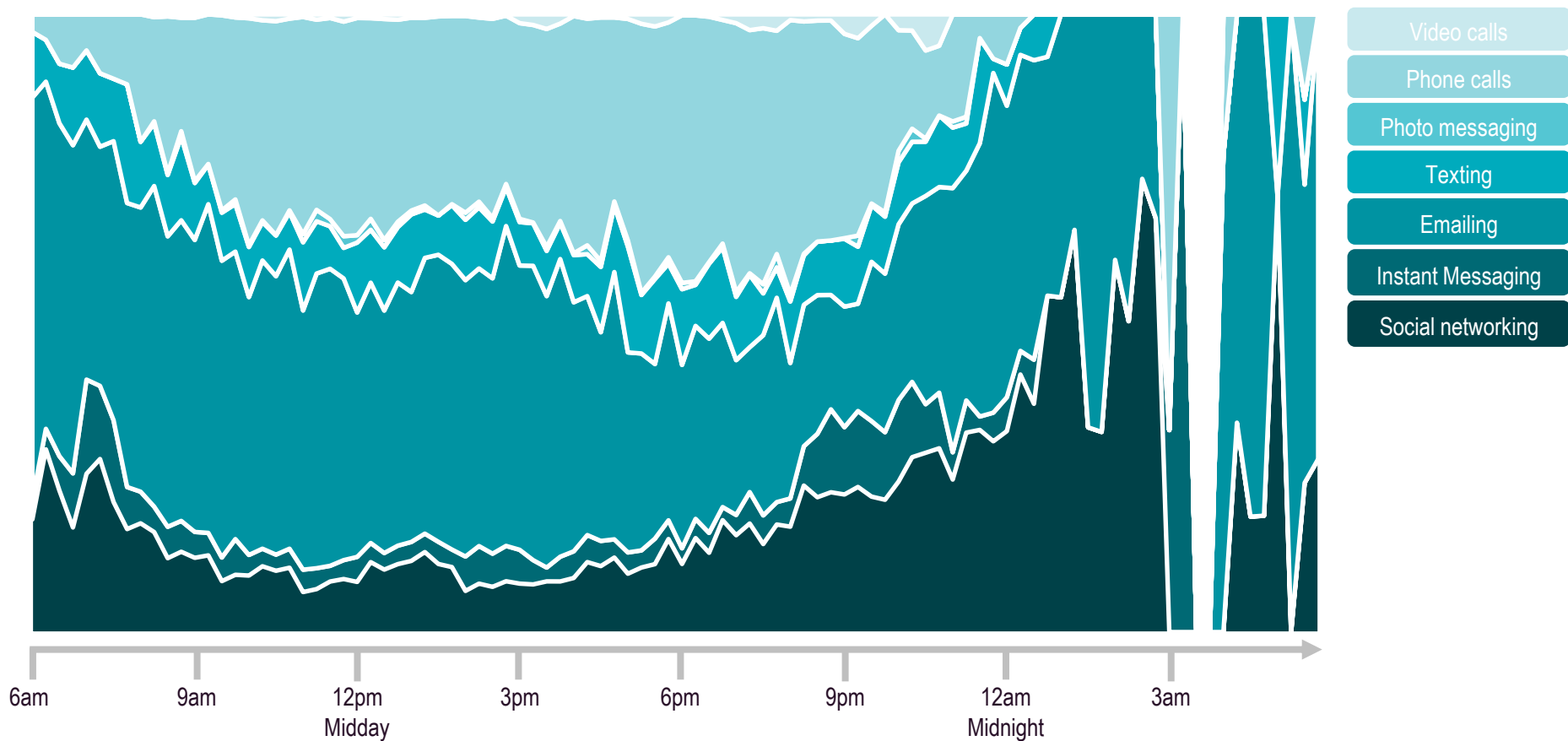
## Where?

Any location

Filters: Age (UK 6+): 55-64, 65+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=521

# Proportion of all communicating, by time of day



## Who?

Multiple filters

## When?

In an average week

## How?

Any device

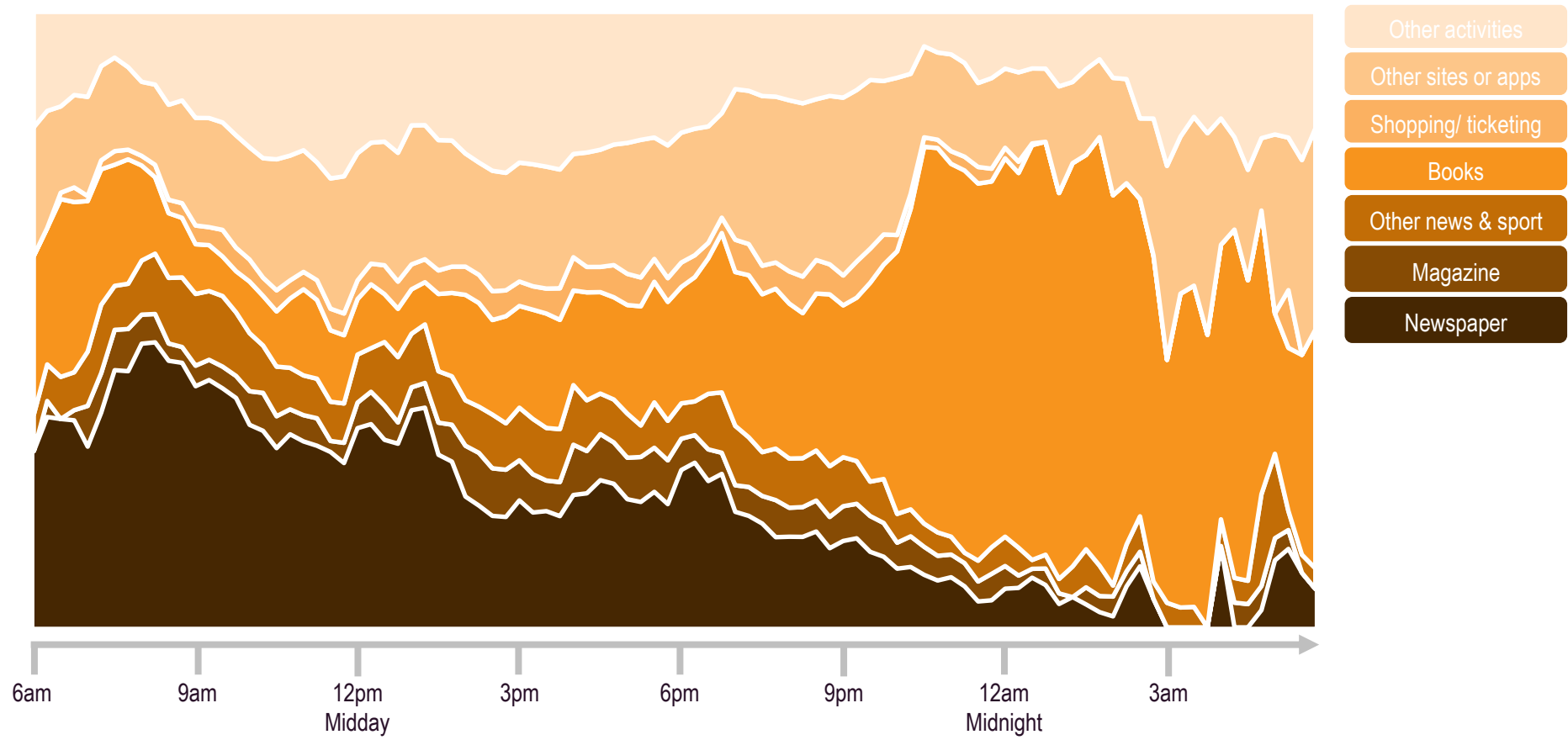
## Where?

Any location

Filters: Age (UK 6+): 55-64, 65+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=586

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



**Who?**  
Multiple filters

**When?**  
In an average week

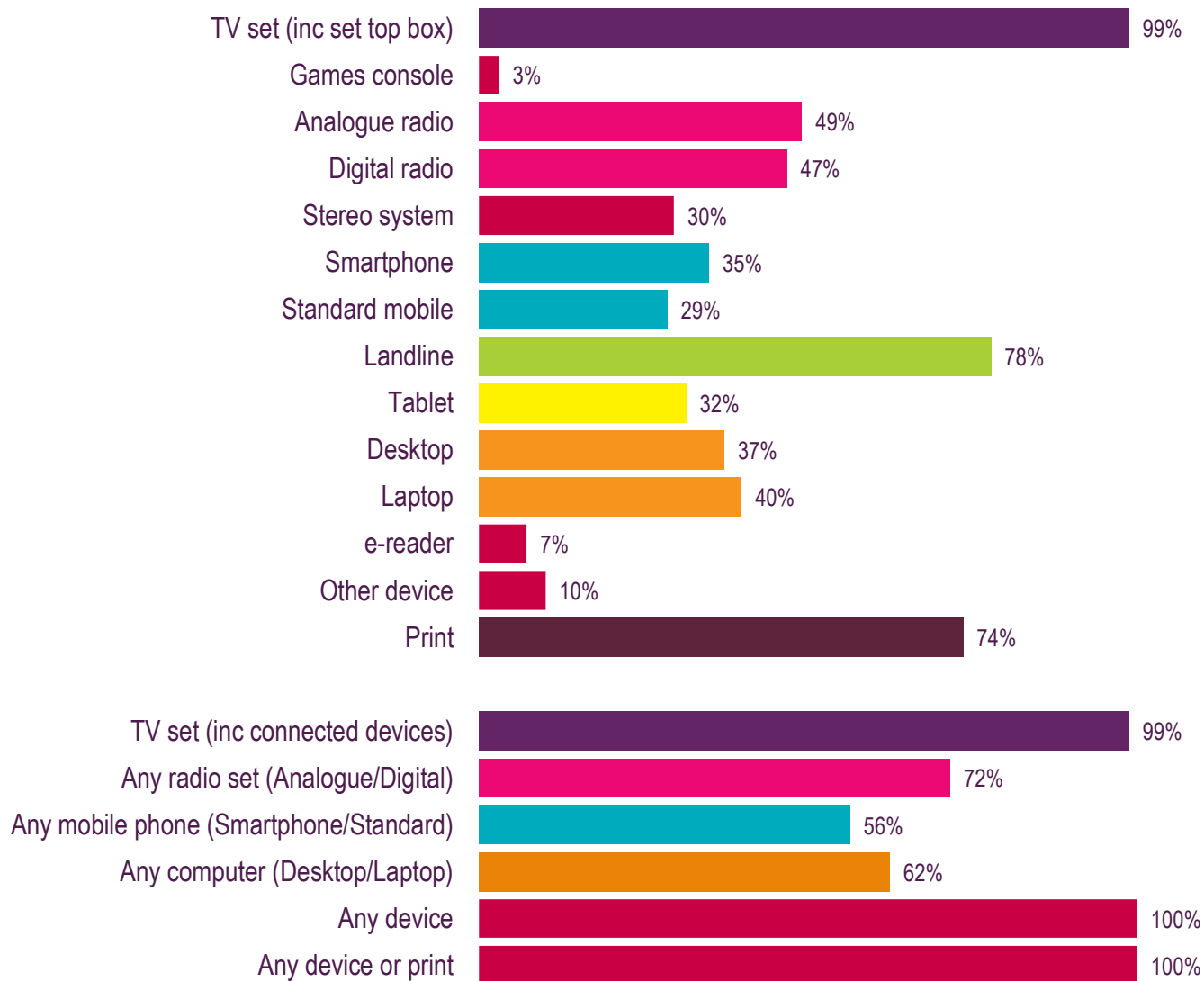
**How?**  
Any device

**Where?**  
Any location

Filters: Age (UK 6+): 55-64, 65+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=583

# Reach of devices



## Who?

Multiple filters

## When?

In an average week

## How?

Any device

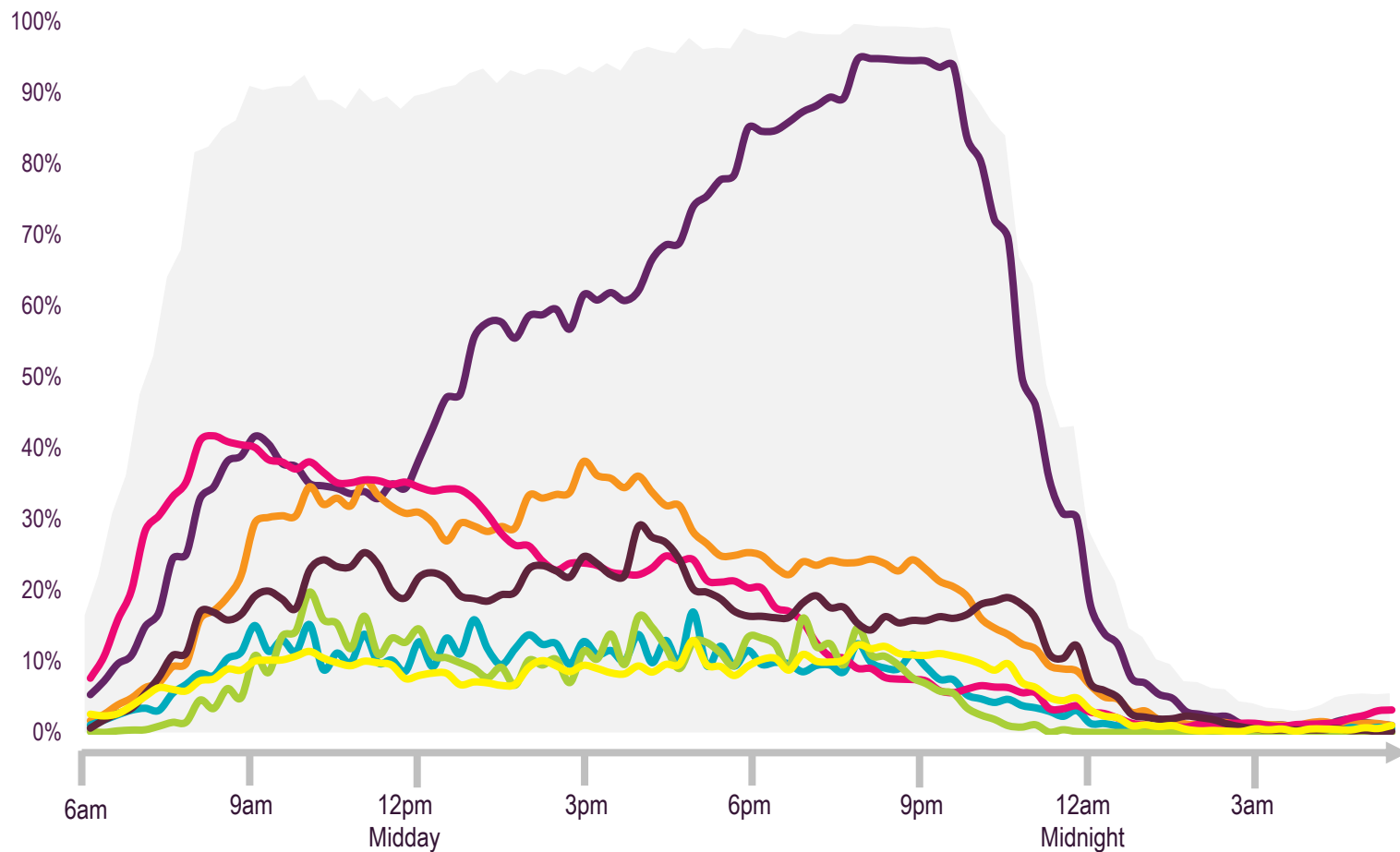
## Where?

Any location

Filters: Age (UK 6+): 55-64, 65+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=613

# 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?

Multiple filters

## When?

In an average week

## What?

Any activity

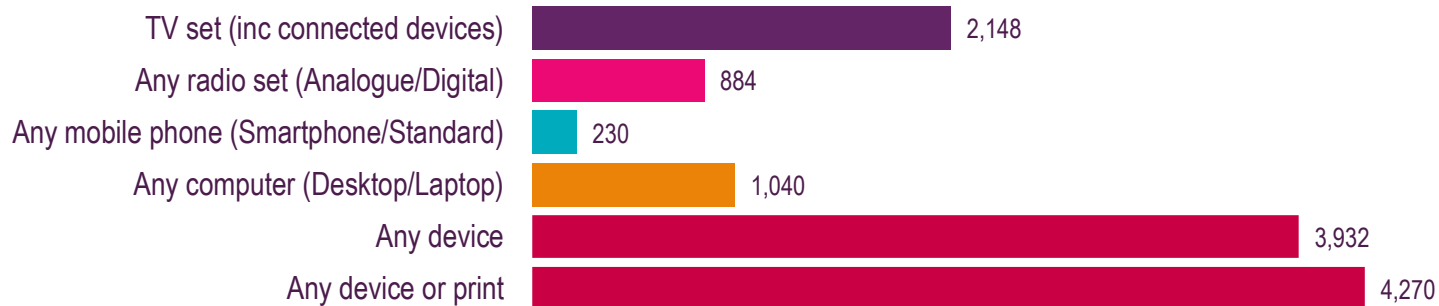
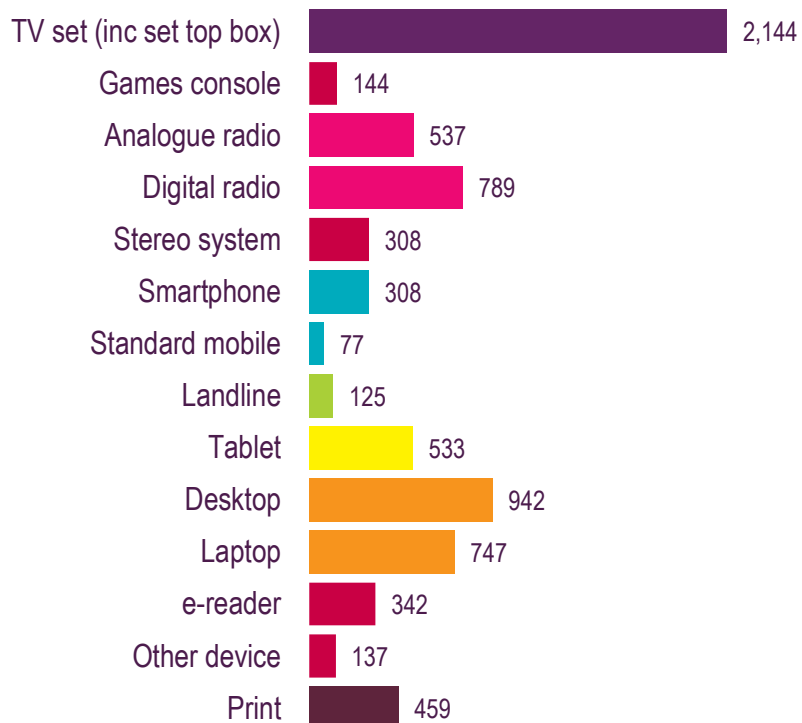
## Where?

Any location

Filters: Age (UK 6+): 55-64, 65+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=613

# Average minutes spent on devices



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

## Who?

Multiple filters

## When?

In an average week

## What?

Any activity

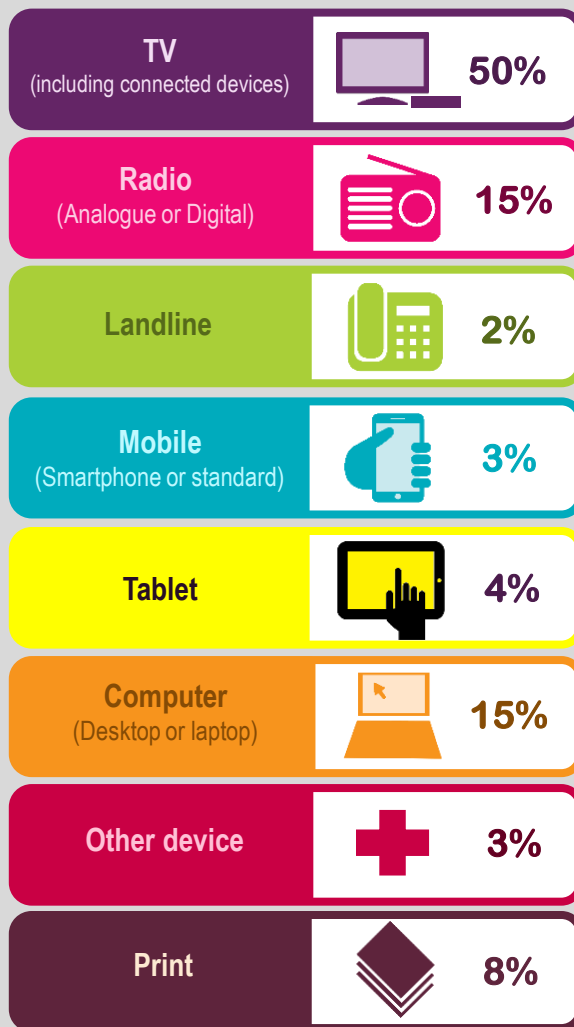
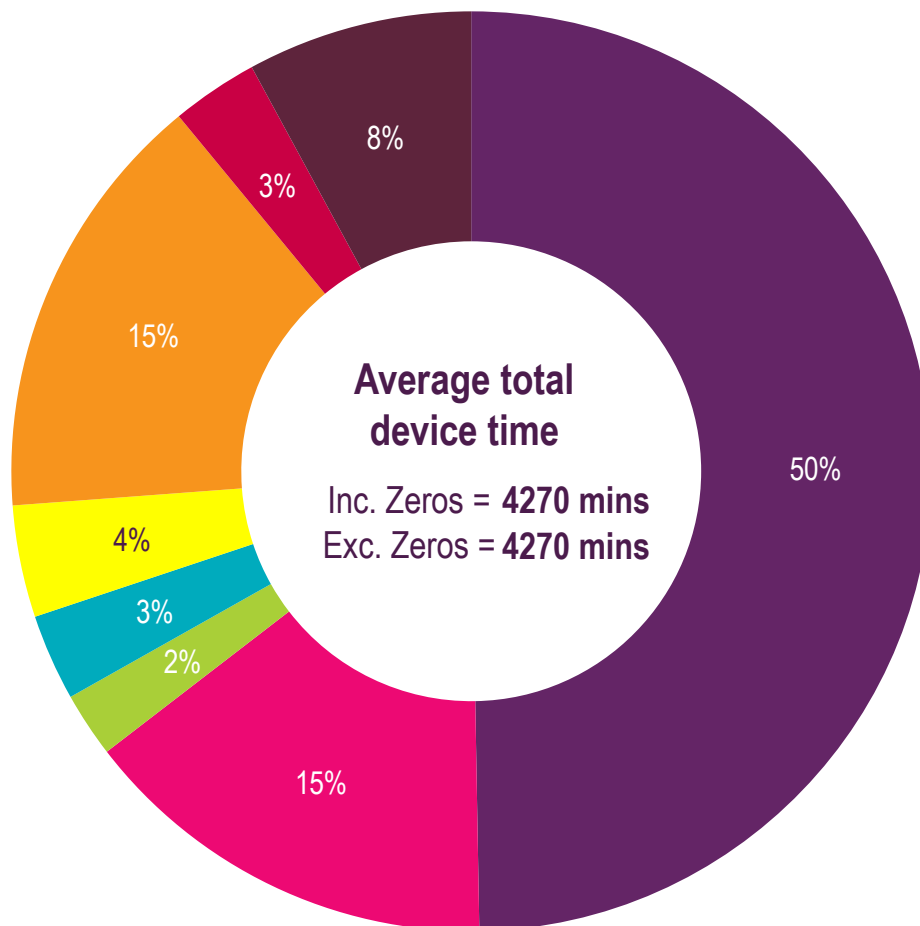
## Where?

Any location

Filters: Age (UK 6+): 55-64, 65+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=613

# 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?

Multiple filters

## When?

In an average week

## What?

Any activity

## Where?

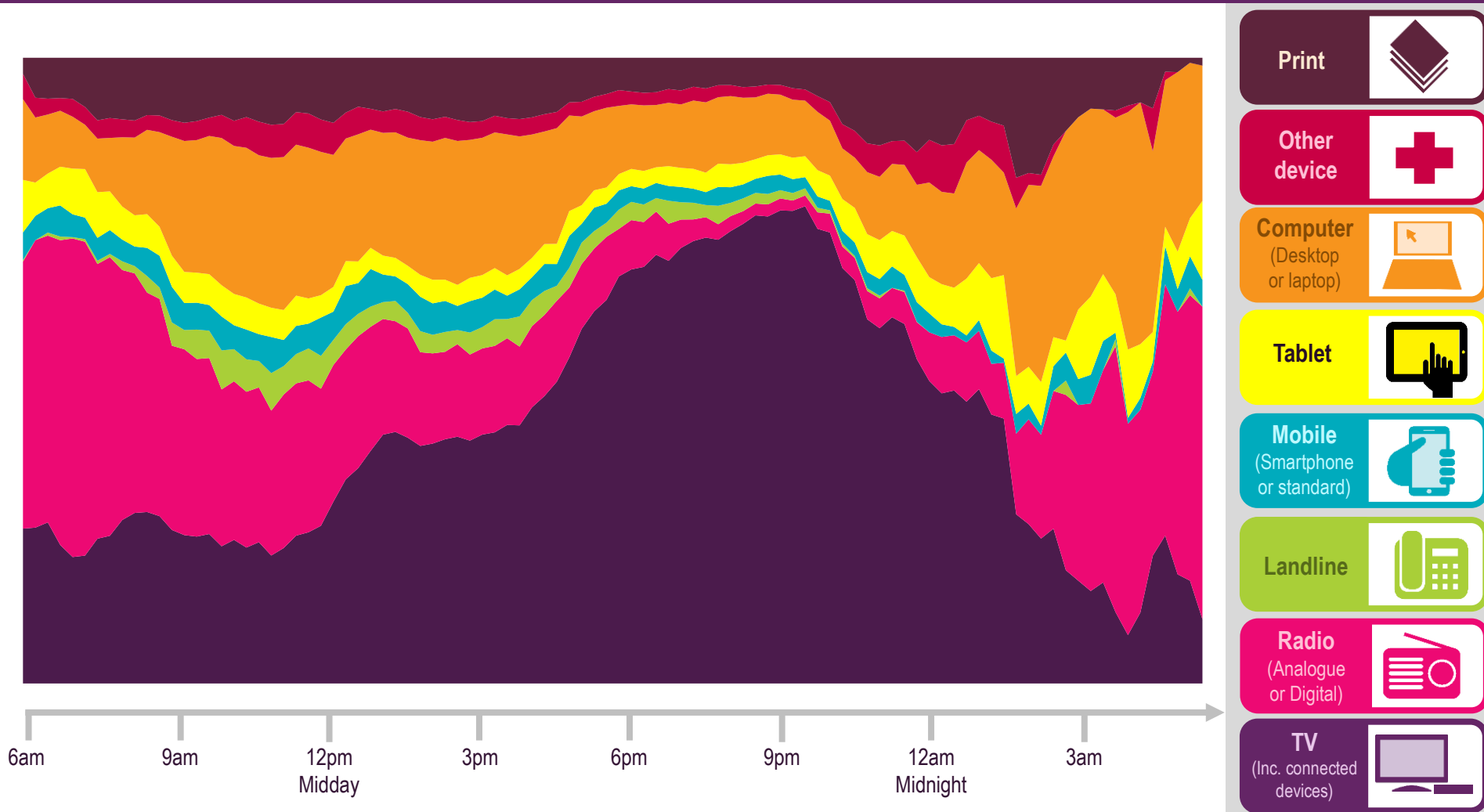
Any location

Filters: Age (UK 6+): 55-64, 65+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=613



# Proportionate device use, by time of day



## Who?

Multiple filters

## When?

In an average week

## What?

Any activity

## Where?

Any location

Filters: Age (UK 6+): 55-64, 65+ | Period: In an average week | Devices: Any device | Location: Any location

Base: n=613