Creative Industries
Policy & Evidence Centre
Led by **nesta**

Digital Culture

Consumer Tracking Study

WAVE 8 | SEPTEMBER 2020

Intellectual
Property
Office

AUDIENCE NET

Methodology and Sample

See Wave 1 report for the detailed overall methodology.

Survey length: 5-7 minutes.

Waves 1—6 took place in consecutive weeks in the period after lockdown was introduced in March 2020. Waves 7-8 ran shortly after lockdown restrictions were relaxed on the 4th of July 2020, with another wave due to take place in September. In the charts, a red dotted line is used to indicate the break between waves 1-6 and wave 7.

Respondents were asked to comment on the previous 7-day period.

While we have their historic behaviours tracked, each wave respondents are asked afresh whether they have done any of the key actions/activities. This enables us to capture new consumers (e.g. those who did not stream music in Wave 1 but took it up in later waves).

Comparisons are made throughout the report between the weeks of the study that took place during lockdown (i.e. waves 1-6) and the subsequent week of the study (i.e. wave 7).

Wave-on-wave differences that are significant at a 95% confidence interval are highlighted in the charts (with arrows – red for decrease, green for increase*).

Sizeable differences that are not significant are also highlighted in the analysis as these often provide early indications of shifts.

For most questions, the base sample sizes for each of the five content categories focus on those who either buy physical products, download or stream/access them online. They exclude those who only consume via other means.

Week 8 comprised many of the same respondents who took part in weeks 1-7 (n=629). As in week 7, fresh sample was added to the cohort in order to correct for biases and ensure that the overall sample for each wave is representative of the UK 16+ population.

Note:

- As the weeks progress and the base sizes become smaller, the statistical margin of error increases. This is especially noticeable for some categories.
- Data from questions on how much users spent on paid sources each month have been included in week 8. These were previously only included in weeks 1, 6 and 7.

Week	1	2	3	4	5	6	7	8
Fieldwork Dates	9th – 19th April	20th – 26th April	27th Apr – 3rd May	4th – 10th May	11th – 17th May	18th – 24th May	13th – 19th July	10th – 16th August
Periods covered by survey	2nd – 12th April	13th – 19th April	20th – 26th April	27th April – 3rd May	4th – 10th May	11th – 17th May	6th – 12th July	3rd – 9th August
N=	3,863	2,792	2,369	2,132	1,947	1,074	1,001	1,000

*Key:

▲ Indicates a significant increase on the previous week

▼ Indicates a significant decrease on the previous week

┆ Indicates the start of Wave 7

Overview

Time spent consuming content daily

Respondents were asked about how much time they had spent consuming content daily, online or offline, from the 3rd to the 9th of August. This was approximately a month since lockdown restrictions were relaxed in the UK on the 4th of July. When compared to their consumption during the seven preceding weeks of the study (with waves 1-6 taking place during lockdown between the 2nd of April-17th of May and one immediately after it had ended on the 4th of July), the time for most categories was broadly consistent throughout.

TV, at 4 hours per day, continued to have the highest median time of any category, which was followed by video games (3 hours per day, up 1 hour on the previous wave), film (2.5 hours per day) and music (2 hours per day, down 0.5 hours on the previous wave).

The e-publishing categories all remained at either 2 hours (e-books, audiobooks) or 1 hour (digital magazines) per day.

Levels of downloading, streaming, accessing

The finding that since lockdown restrictions began to ease the proportion downloading content increased was largely sustained in this wave. While categories experienced small declines compared to the previous wave, they remained higher than the lockdown weeks of the study. The proportion who downloaded music fell by 3% to 28% but remained higher than all weeks during lockdown. Film and TV experienced small declines to 22% and 20% respectively but both were close to their peaks in lockdown seen in wave 2.

Streaming, in contrast to downloading, continued to fall for some categories. The proportion of our sample who had streamed films (39%) and TV (40%) was at the lowest point in the study for both categories. Music, however, remained only 3% below its peak of 61% in the previous wave.

After a rise to 21% in Wave 7, the proportion downloading/accessing video games fell to 15%, which is in line with what it was during the lockdown weeks of the study (where it had ranged between 11-17%).

All the e-publishing categories were consistent with the previous wave of the study (e-books at 17%, digital magazines at 8% and audiobooks at 6%). The proportion downloading/accessing e-books remained in line with, but at the upper end of, what it had been during the lockdown weeks of the study. Digital magazines and audiobooks are both in the middle of the range seen during lockdown.

Physical purchasing

The previous wave remains the peak in most categories in terms of purchasing a physical item. In this wave, the proportion who had purchased a physical good was marginally below the previous one in most categories (e.g. music by 1% to 13%, film by 2% to 13%) but remained above most of the lockdown weeks of the study.

Books remained unchanged from the previous wave at 15% while both digital magazines and audiobooks were consistent with the physical purchasing seen during lockdown.

Overview

Legal and illegal sources

A month after lockdown restrictions were relaxed, it appeared that, in some categories, the proportion using at least once illegal source to access content had increased. The use of illegal sources in video games (14%) was just above the previous peak during lockdown. Downloading films (19%) and TV (15%) were both below the peak use of illegal sources seen in lockdown but they did experience increases compared to the previous wave of the study and were above most of the lockdown weeks of the study.

The proportion who had used an illegal source remained highest in digital magazines with 33% having done so, which was also the highest it had been in the study to date. This was followed by 30% who had downloaded music. While this represented a 4% increase compared with the previous wave, it was in line with many of the lockdown weeks of the study.

Other content categories

Consumers of a range of less traditional online content categories were also asked about how frequently they engaged with them. This included activities relating to reading/watching, interacting socially or through work, actively participating, creating or sharing and audio content.

Across most categories there were declines in how frequently they were being engaged with compared with both the previous wave and the lockdown weeks of the study. This was largest for those who “watched videos made by other users”, with the number who did this weekly declining by 7% to 55%.

The number who “use video software for social activities with friends/family” also fell compared to the previous wave. This was considerably lower than the peak seen in week 2 and contrasts with the proportion who “conduct work meetings via video software”, which has remained steady across each wave of the study.

Categories relating to playing or watching people play video games or e-sports continued to be resilient with the proportions doing so daily remaining consistent throughout all weeks of the study (i.e. both in lockdown and since it ended).

Cultural consumption relating to watching filmed performances (e.g. theatre, concerts) or looking at art and paintings online both remained unchanged from the previous week. In both instances they had experienced a small decline from the higher levels that were seen during the earlier lockdown weeks of the study.

Wellbeing and lifestyle

In the month since the last wave of the study, conducted shortly after lockdown ended, there were no major shifts in terms of wellbeing. Compared to the lockdown weeks of the study, satisfaction with life, feeling things are worthwhile and feeling happy were generally within the range of, or slightly above, average scores recorded over the previous six waves. Feelings of anxiety remained at the level seen in the last three lockdown weeks of the study but below that seen in the first few waves.

As might be expected, there continued to be changes in the proportion who said their work/lifestyle had changed as a result of the impact of the COVID-19 pandemic. The proportion of those working outside the home had increased, while there were decreases in those who had stopped working completely (e.g. those had been furloughed).

There was also a shift away from people saying they are working from home “all the time” to doing so “more often”.

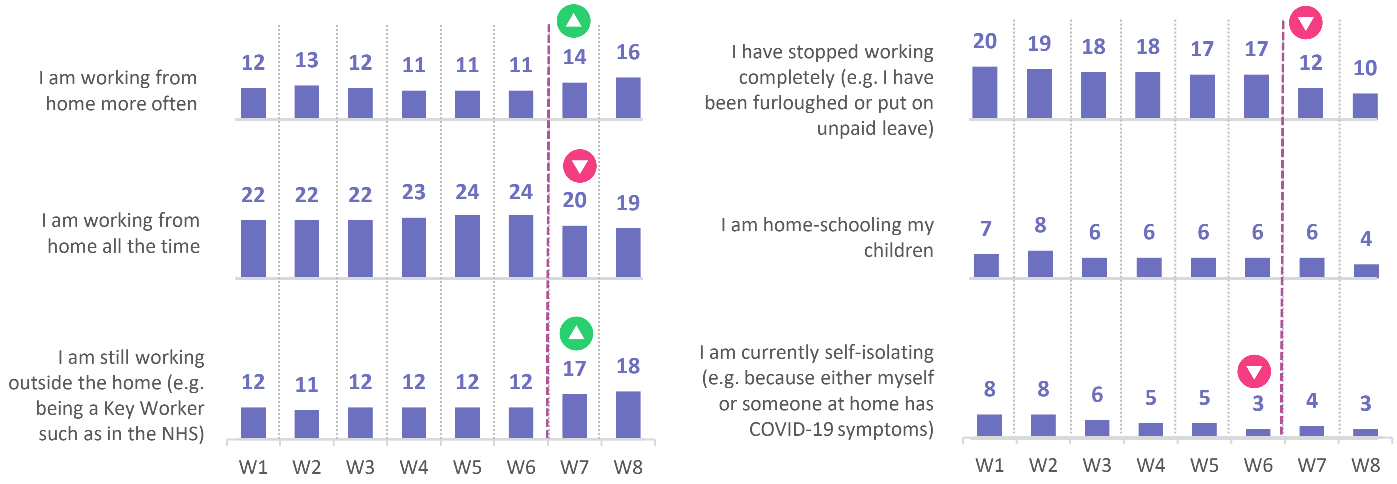
Wellbeing and Lifestyle

- A month after the relaxing of lockdown restrictions there did not appear to have been any major shifts in terms of wellbeing. Compared to the previous wave, all measures were either unchanged or +/- 0.1. Compared to the lockdown weeks of the study, satisfaction with life, feeling worthwhile and happiness were all just above or near their peak from that time. Anxiety was unchanged from the last three lockdown weeks of the study but below that seen in the first three weeks.
- The shifts in work/lifestyle owing to COVID-19 seen in the last wave continued:
  - There was a decrease in people working from home "all the time" but an increase in those who do it "more often".
  - There were also decreases in those who had "stopped working completely (e.g. had been furloughed)" or are "home schooling" their children.
  - Working "outside the home" continued to be significantly higher than during lockdown.

Wellbeing | Average (0 - 10)

	W1	W2	W3	W4	W5	W6	W7	W8
All things considered, how satisfied are you with your life as a whole nowadays?	6.3	6.3	6.3	6.4	6.4	6.5	6.5	6.5
To what extent do you feel that the things you do in your life are worthwhile?	6.7	6.6	6.5	6.5	6.5	6.5	6.6	6.6
How happy did you feel yesterday?	6.3	6.3	6.3	6.4	6.4	6.4	6.5	6.6
How anxious did you feel yesterday?	4.8	4.5	4.4	4.2	4.2	4.1	4.3	4.2

Changes in work/lifestyle due to COVID-19:



Base: Wave 7 Total sample (n= 1,001)

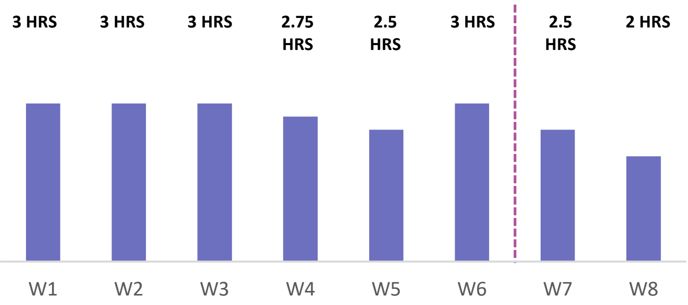
CATEGORY 01

Music

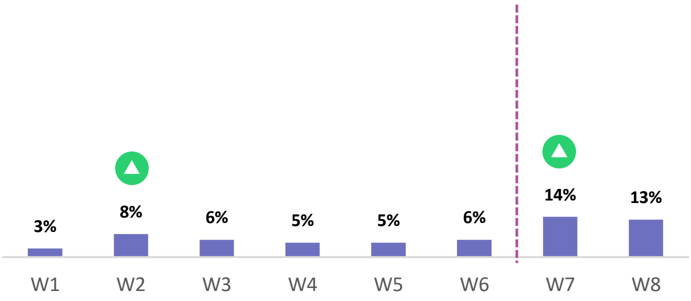
- Median hours spent listening to music (either online or offline) was 2 hours per day in wave 8. This was half an hour less than the previous lowest points in waves 5 and 7.
- The proportion downloading music, at 28%, was slightly (3%) lower than the previous wave although it remained higher than the lockdown weeks of the study.
- At 6, the median number of tracks downloaded in the past week remained broadly in line with the preceding six waves (where it had ranged between 4-6).
- The proportion using partly or wholly illegal downloading sources, at 30%, was consistent with what it had been during the lockdown waves (where it had ranged between 27-33%) but was 4% higher than it had been in the previous wave. The proportion using only illegal sources increased by 3% to 15%. However, this continued to be lower than the last three weeks of lockdown where it had been between 20-22%.
- Looking at share of downloading sources, “Saving offline via a paid subscription service” remained the dominant method of downloading; continuing to account for over half (52%) of all music downloads. ”Paying a single fee to download” and “downloading from sites such as YouTube” remained in second and third place with 19% and 12%, respectively.
- The proportion of respondents who had streamed music, at 58%, was 3% lower than the previous wave but higher than all but week 2 of the lockdown waves of the study (where it was 60%).
- Legal streaming sources, at 99%, remained virtually unchanged since the beginning of the study (98-100%), with the use of illegal sources being negligible.
- A “paid for subscription service” maintained the highest share (44%) of streaming across sources. Those using a “site such as YouTube” and ”a free version/tier of a streaming service” maintained their positions in second and third place with 24% and 18%, respectively. The share of “listening to the radio online”, at 17%, continued to be higher than it had been for the last four weeks of the lockdown waves.
- The increased level of physical purchasing seen since lockdown ended continued and, at 13%, was 5% higher than the highest point during lockdown (week 2).
- The median amount spent on “a paid subscription service” was, at £10, broadly unchanged compared to previous waves.

CONSUMPTION

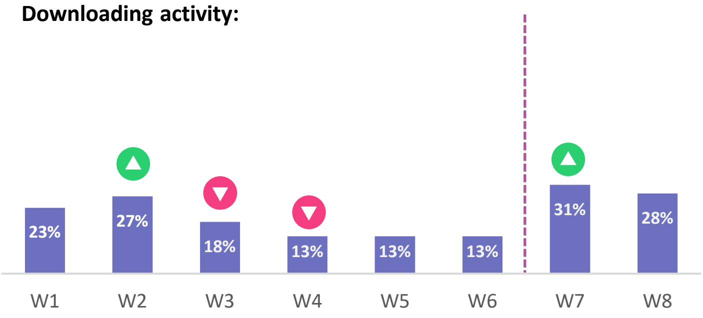
Median time spent listening to music in any format (online or offline) each day:



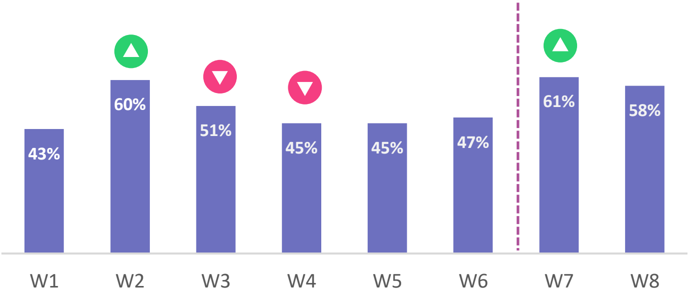
Physical purchasing activity:



Downloading activity:

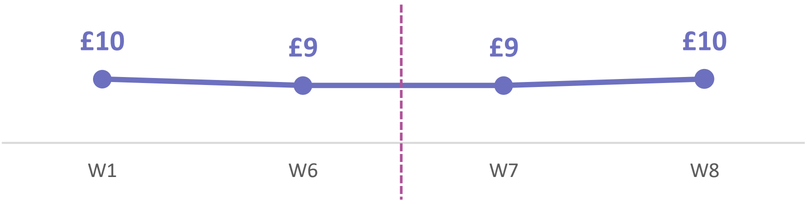


Streaming activity:



Median amount spent each month on:

A paid for subscription service such as Spotify Premium, Amazon Prime Music, or Apple Music



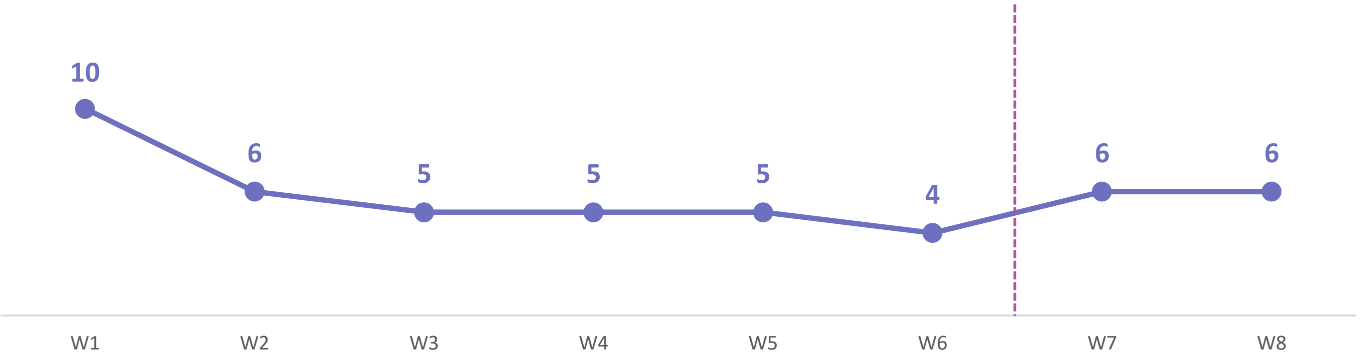
Base: Wave 8 – ‘Median time spent listening to music in any format each day’ (listened to music in past week in any format n=794), ‘Downloading activity’, ‘Streaming activity’, ‘Physical purchasing’ (Total sample, n=1,000), ‘Median amount spent each month’ (users of ‘A paid for subscription service’ n=407)

CATEGORY 01

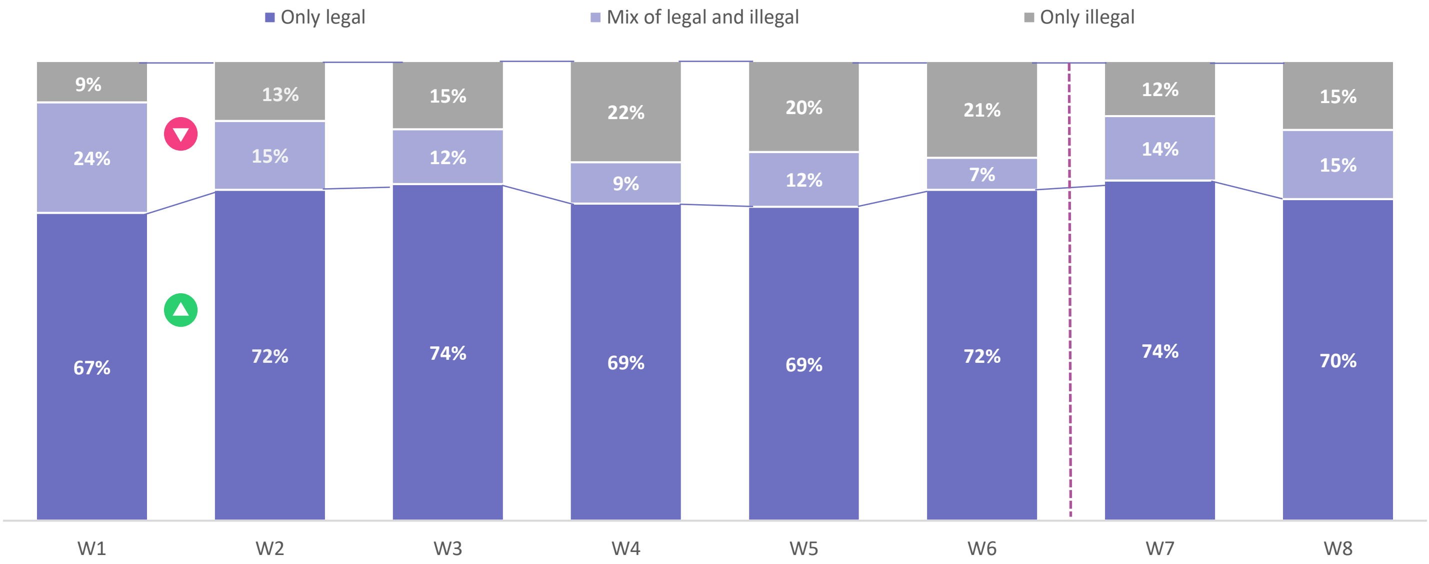
Music

DOWNLOADING

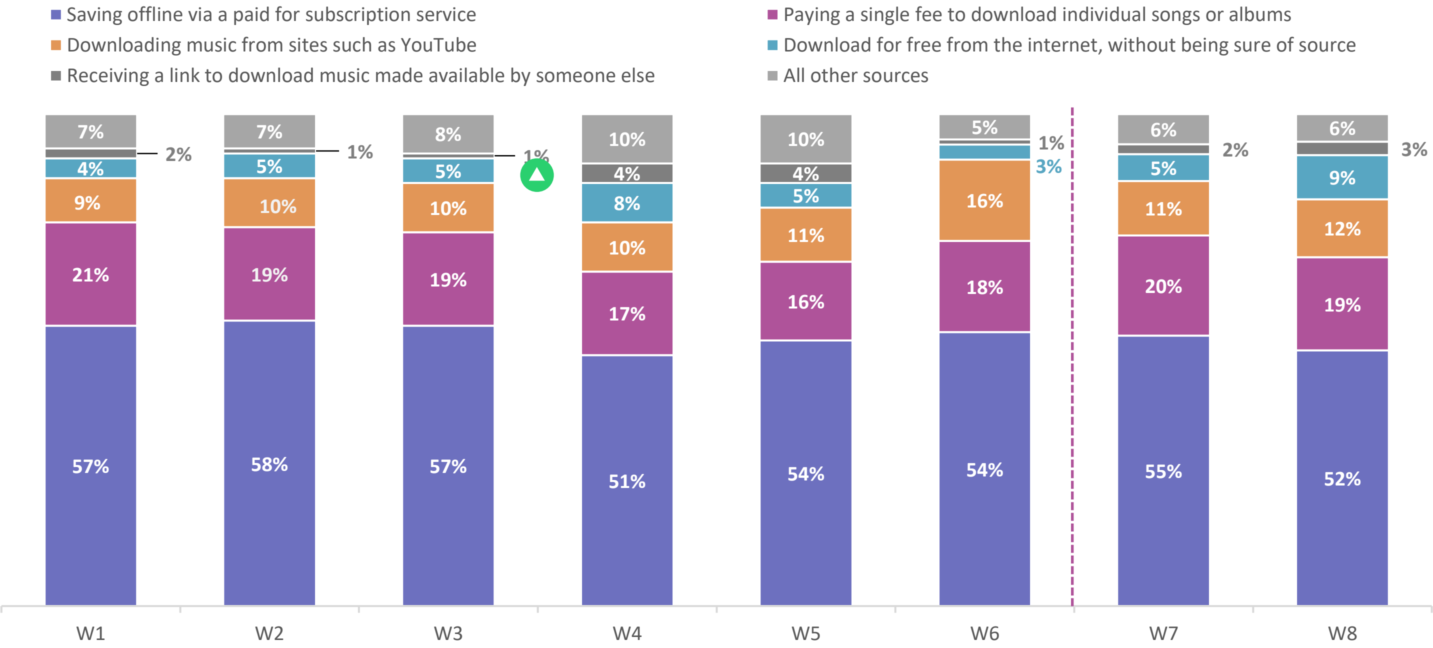
Median number of tracks downloaded in past week:



Downloading sources:



Share of downloading across sources:



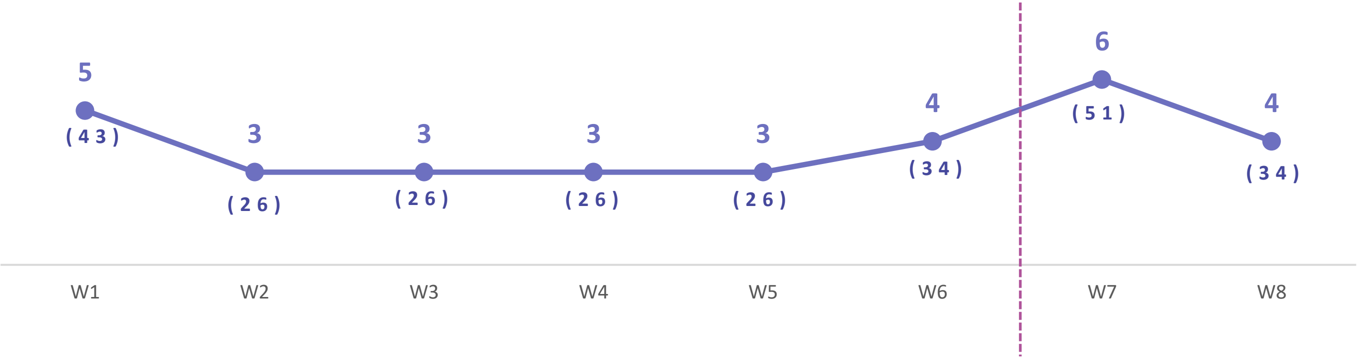
Base: Wave 8 – 'Median number of downloads in past week', 'Downloading sources' and 'Share of downloading across sources' (Weekly music downloaders, n=267-287)

CATEGORY 01

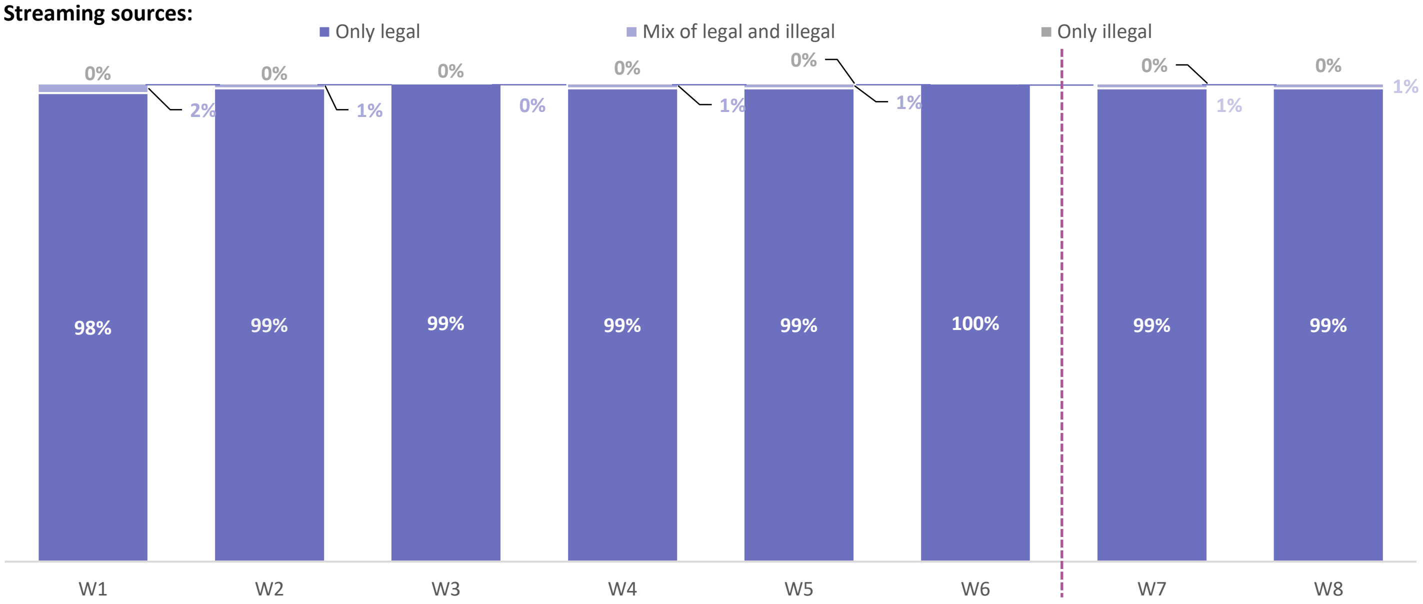
Music

STREAMING

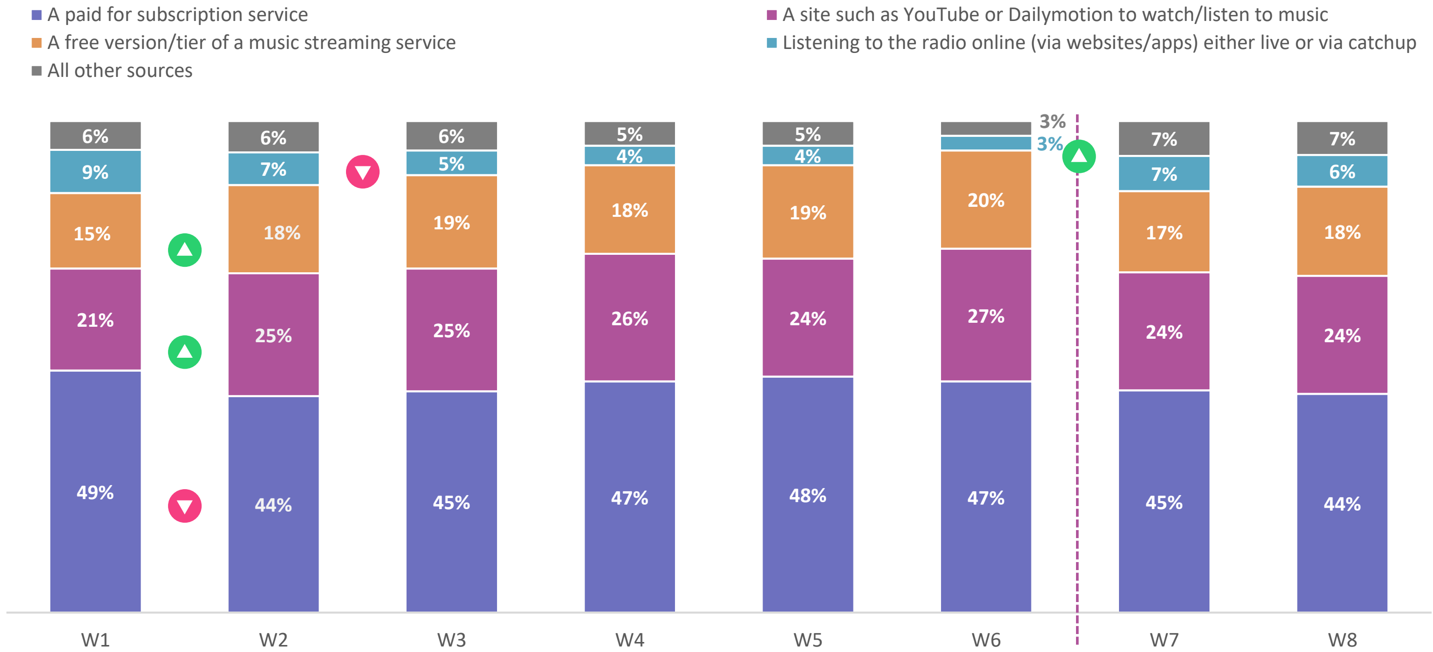
Median hours spent streaming in past week:
(or minutes per day)



Streaming sources:



Share of streaming across sources:



Base: Wave 8 – 'Median hours spent streaming in past week', 'Streaming sources' and 'Share of streaming across sources' (Weekly music streamers, n=571-584)

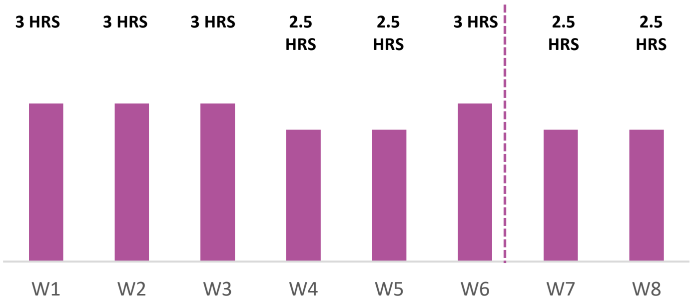
CATEGORY 02

Film

- Median hours spent watching films (either online or offline) was 2.5 hours per day in week 8. This was unchanged from wave 7 and broadly in line with the lockdown weeks of the study (where it ranged from 2.5-3 hours).
- The proportion downloading films, at 22%, was 2% lower than the previous wave but was still higher than all but one of the lockdown weeks of the study.
- The median number of downloads in the past week remained at 2 for the seventh consecutive wave.
- The proportion using partly or wholly illegal downloading sources, at 19%, was 3% higher than the previous wave. It was also above all but the first week of the study, when it was 24%.
- "Saving offline via a paid for subscription service" remained the dominant method, accounting for 62% of all film downloads. For the first time, "paying a single fee to download" and "saving offline on catch-up services" had similar shares at 10% and 11% respectively – in previous weeks, the former has been ahead by at least 5%.
- The proportion streaming films, at 39%, was 4% down on the previous wave and the lowest point it had been in the study so far.
- Median hours spent streaming films in the past week was 4 hours. This was in line with both the previous wave and the lockdown weeks of the study, where it had ranged between 4-6 hours.
- The proportion using partly or wholly illegal downloading sources was, at 10%, in line with the past six waves of the study (where it had ranged between 7-10%).
- A "paid subscription service to an online video streaming service" maintained its position as the dominant source of access, by some way. It accounted for 79% of all time spent streaming.
- The proportion making physical purchases, at 13%, was 2% lower than the previous wave but still higher than all but wave 2 of the lockdown weeks of the study.
- The median amount spent on "a paid subscription service" each month remained stable at £9.

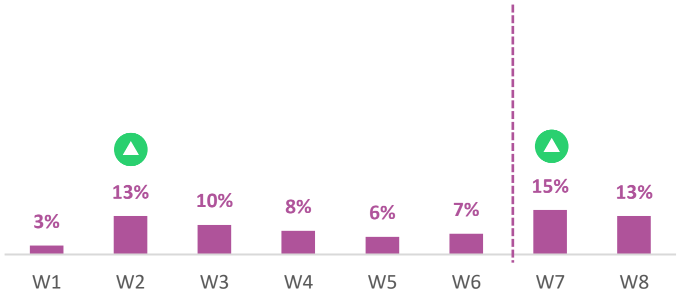
CONSUMPTION

Median time spent watching films each day*:

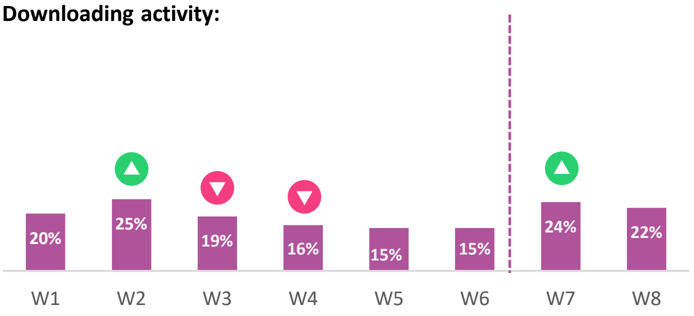


* Any format (online or offline

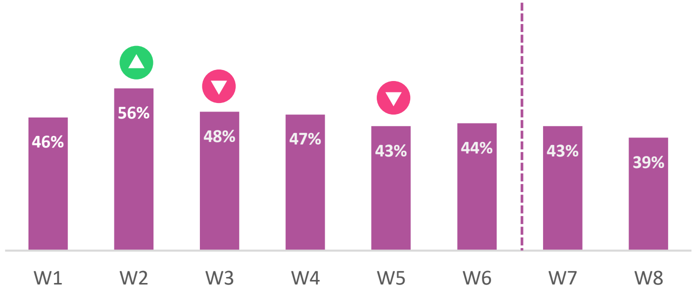
Physical purchasing activity:



Downloading activity:

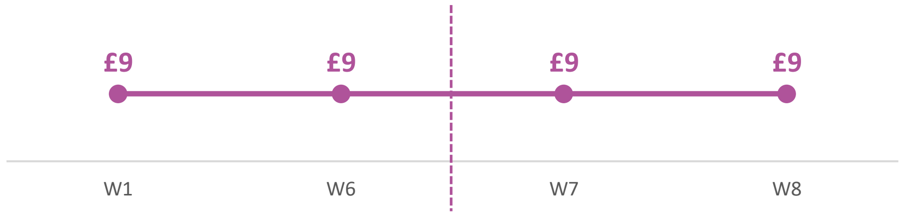


Streaming activity:



Median amount spent each month on:

A paid for subscription service such as Netflix, Amazon Prime Video, NowTV etc.



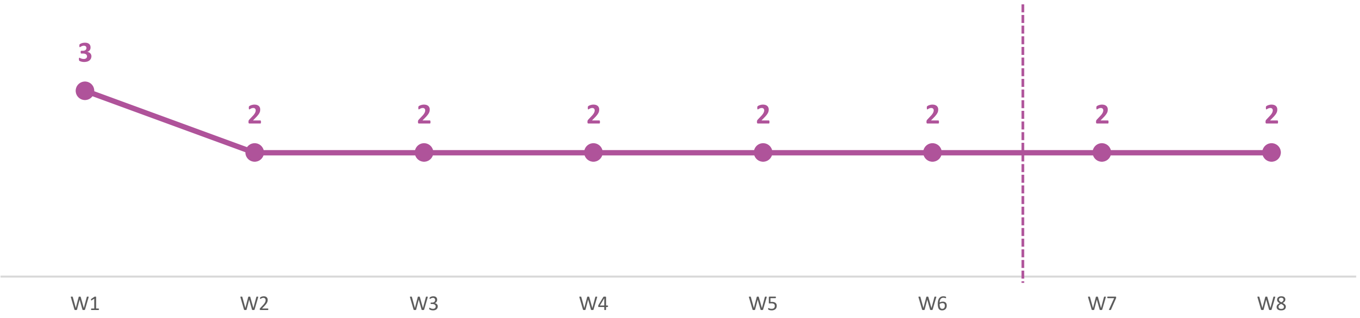
Base: Wave 8 – 'Median time watching films each day' (watched films in past week in any format n=684), 'Downloading activity', 'Streaming activity', 'Physical purchasing' (Total sample, n=1,000), 'Median amount spent each month' (users of 'A paid for subscription service' n=460)

CATEGORY 02

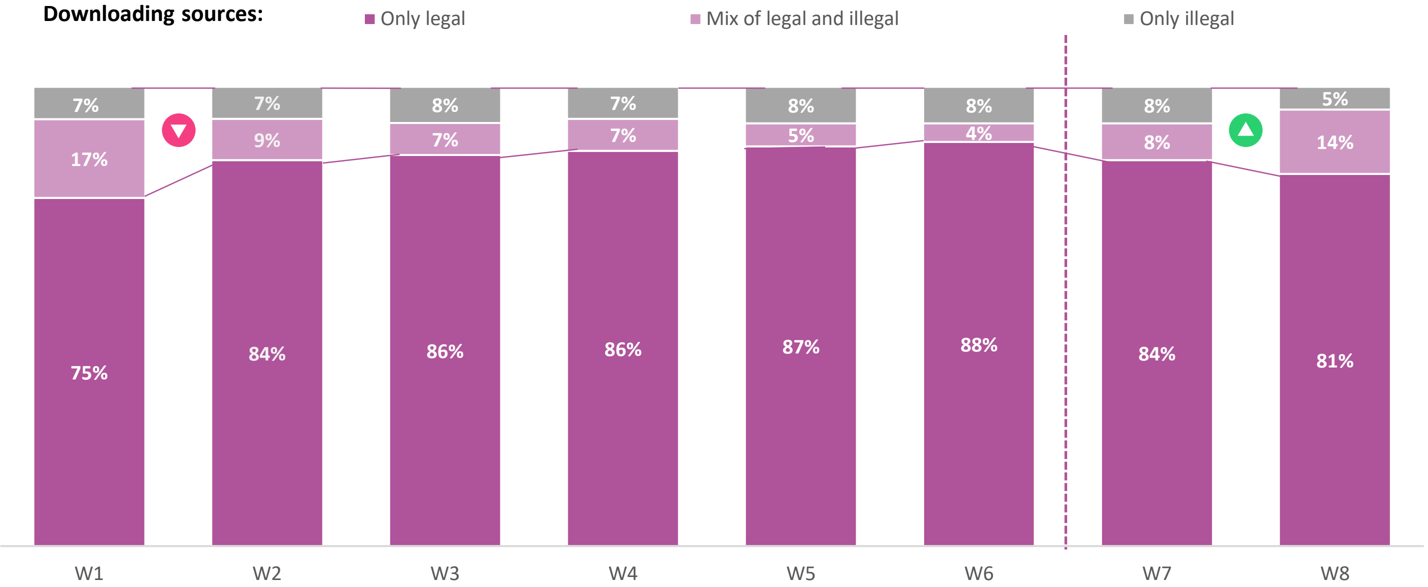
Film

DOWNLOADING

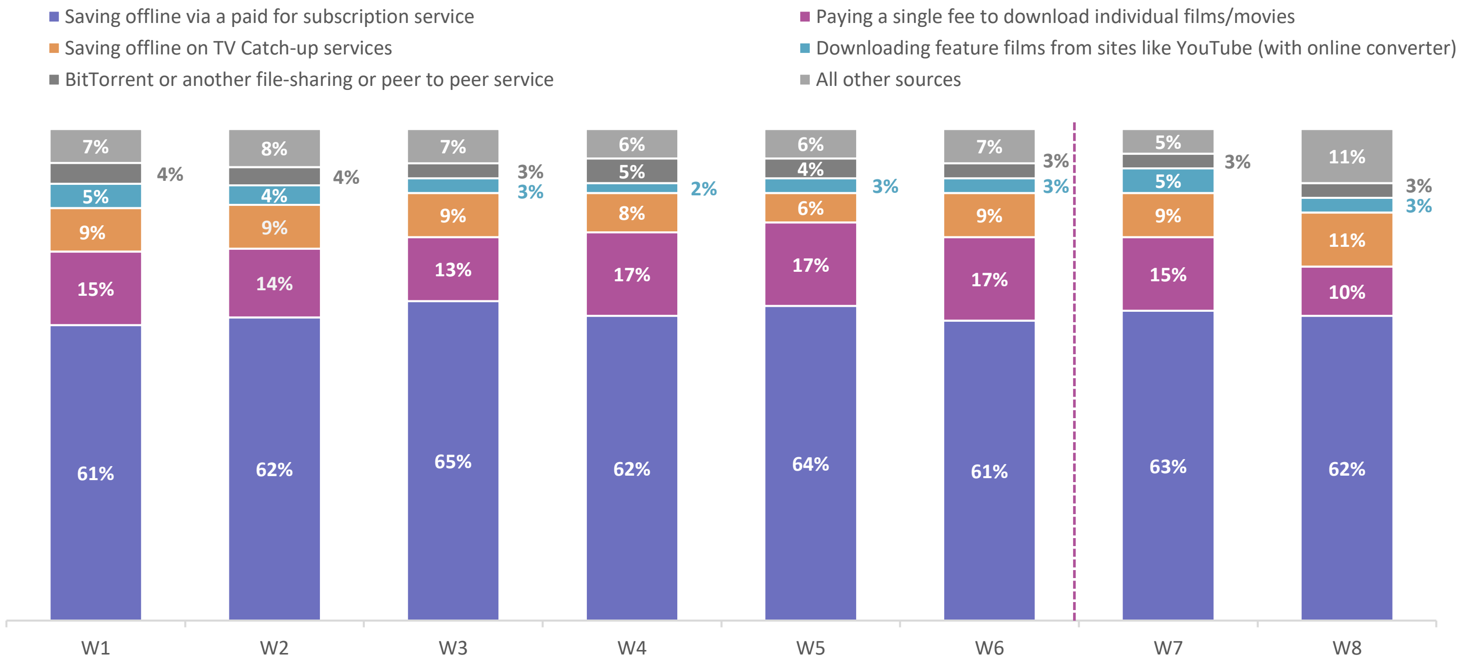
Median number of downloads in past week:



Downloading sources:



Share of downloading across sources:



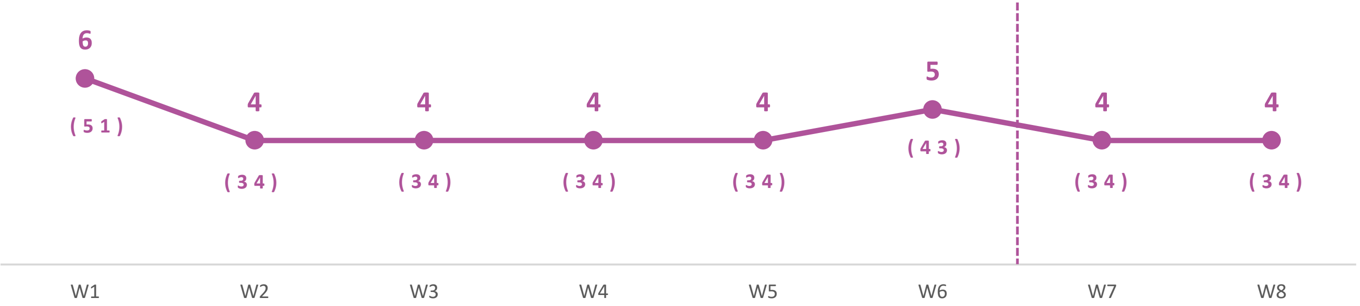
Base: Wave 8 – 'Median number of downloads in past week', 'Downloading sources' and 'Share of downloading across sources' (Weekly film downloaders, n=208-221)

CATEGORY 02

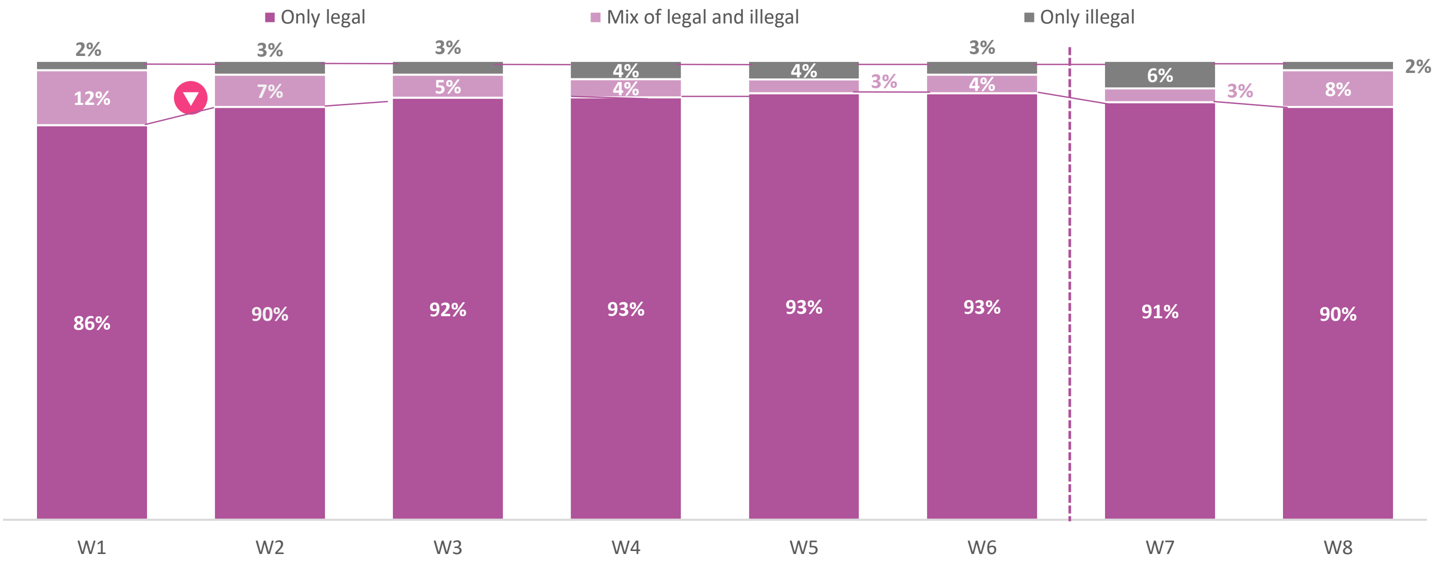
Film

STREAMING

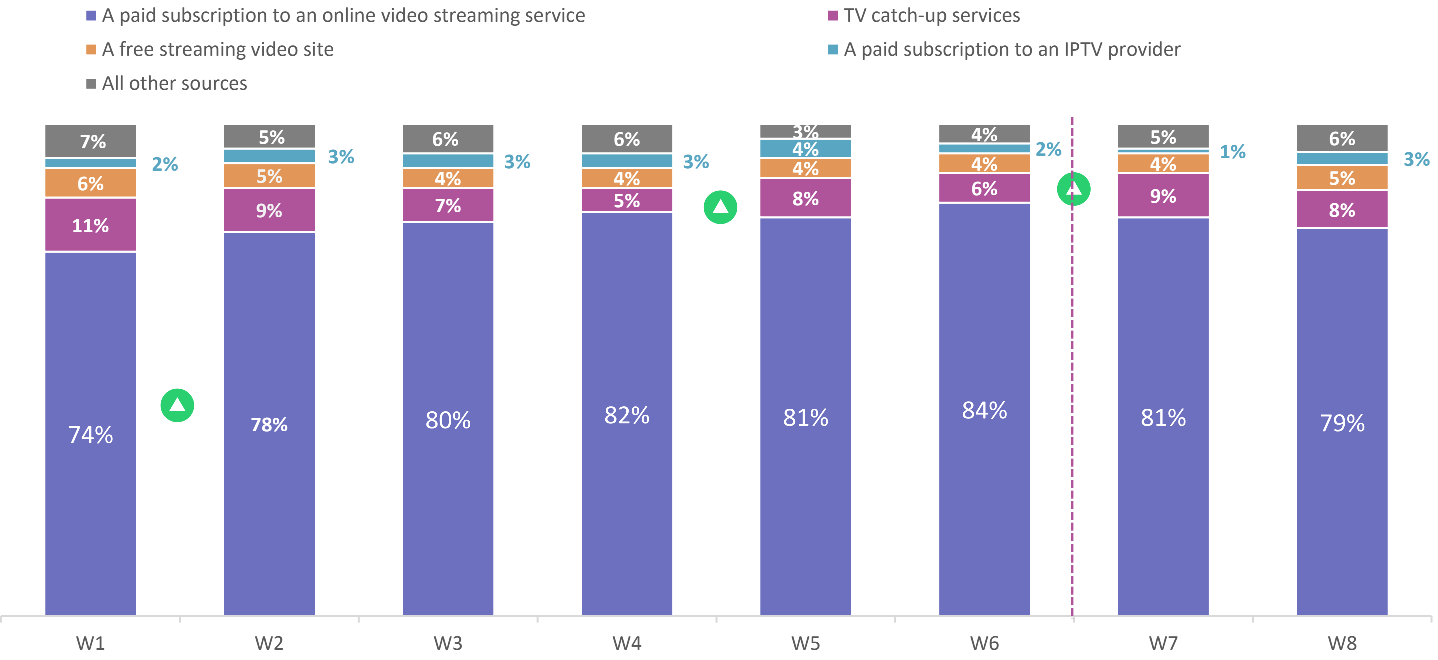
Median hours spent streaming in past week:
(or minutes per day)



Streaming sources:



Share of streaming across sources:



Base: Wave 8 – 'Median hours spent streaming in past week', 'Streaming sources' and 'Share of streaming across sources' (Weekly film streamers, n=509)

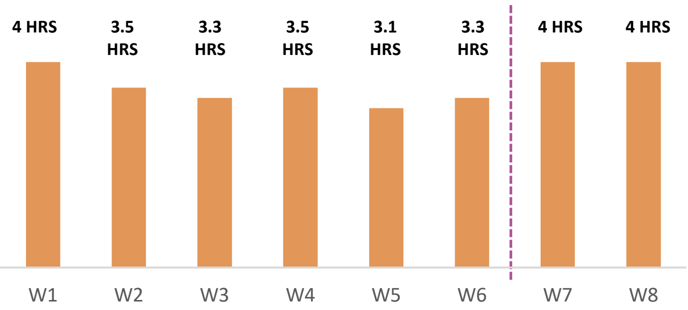
CATEGORY 03

TV

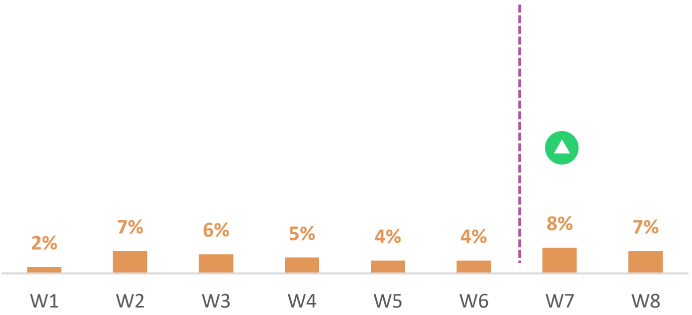
- Median hours spent watching TV (either online or offline) was 4 hours per day in week 8. This was at the upper end of what it had been during previous waves of the study (where it ranged from 3.1-4 hours).
- The proportion downloading TV shows was, at 20%, broadly unchanged from the previous wave (21%) and higher than all but one of the lockdown waves (week 2 - where it was 21%).
- The median number of downloads, at 4, was consistent with previous waves, where it had ranged between 3-5.
- The proportion using partly or wholly illegal downloading sources was 15%, which was a 3% increase on the previous wave. This took it closer to the highest points in the study which were in waves 1 (18%) and 2 (16%).
- For share of downloading across sources, "Saving offline on a paid for subscription service" remained the dominant method at 54%, which was a 4% increase compared to the previous week. "Saving offline on catch-up services" was still in second place with 21% but had experienced a 9% decrease compared to the previous wave.
- The proportion of respondents streaming TV, at 40%, was slightly lower than it had been during the entire course of the study (but only by 2% for wave 1 and 1% for wave 7).
- The proportion using partly or wholly illegal streaming sources was, at 8%, consistent with the previous five waves of the survey, where it had ranged between 5-8%.
- A "paid subscription to an online video streaming service" continued to have the largest share of time spent streaming. At 69%, this was unchanged from the previous wave and again at the lower end of the 66-74% range it had seen during the lockdown weeks of the study. "TV catch-up services" remained in second place with an 18% share, which was 2% lower than the previous week but higher than all but the first two lockdown weeks of the study (where it had been between 19-21%).
- The proportion of those who had made a physical purchase continued to be at the upper end of previous weeks of the study. At 7% it maintained the levels seen in the last wave and those seen in the previous peak in wave 2.
- The median amount spent on "a paid subscription service" returned to £9, having been £10 in week 7.

CONSUMPTION

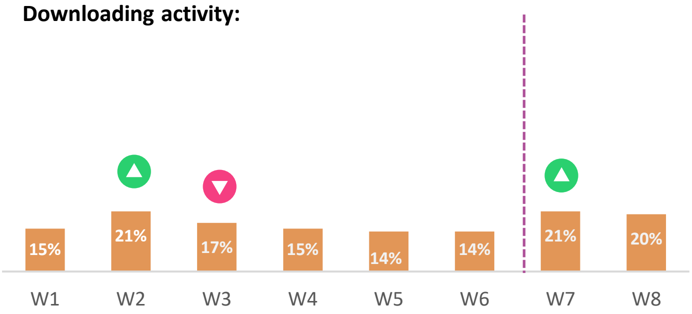
Median time spent watching TV in any format (i.e. online or offline) each day:



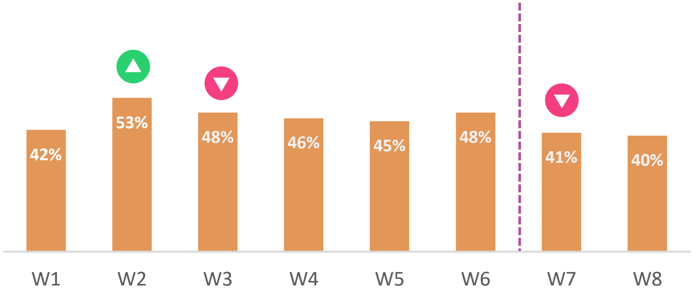
Physical purchasing activity:



Downloading activity:

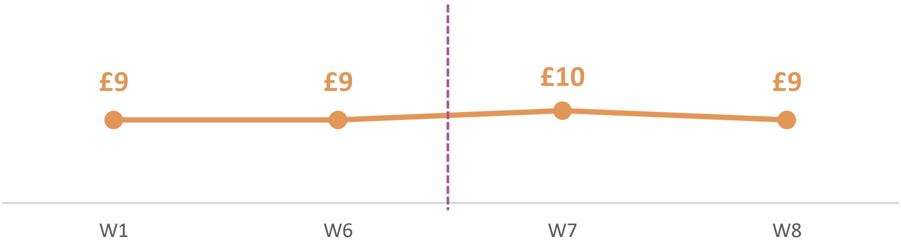


Streaming activity:



Median amount spent each month on:

A paid for subscription service such as Netflix, Amazon Prime Video, NowTV etc.



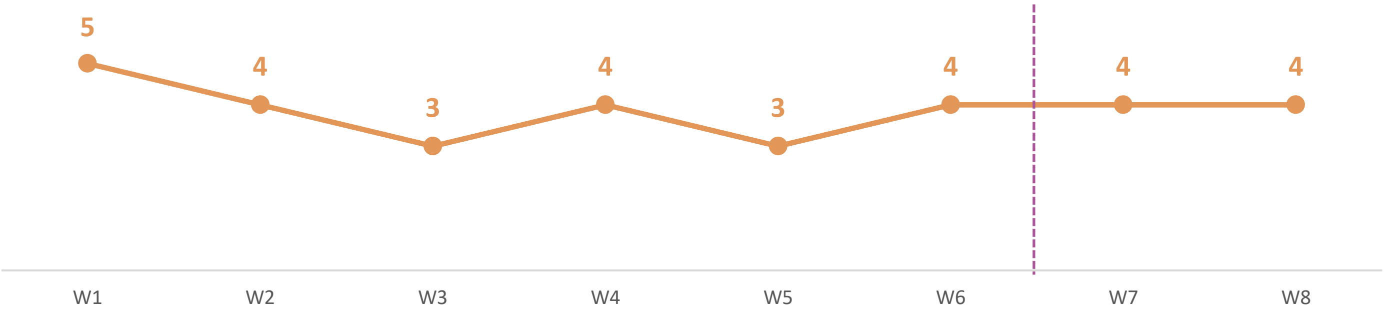
Base: Wave 8 – 'Median time watching TV each day' (watched TV in past week in any format n=584), 'Downloading activity', 'Streaming activity', 'Physical purchasing' (Total sample, n=1,000), 'Median amount spent each month' (users of 'A paid for subscription service' n=471)

CATEGORY 03

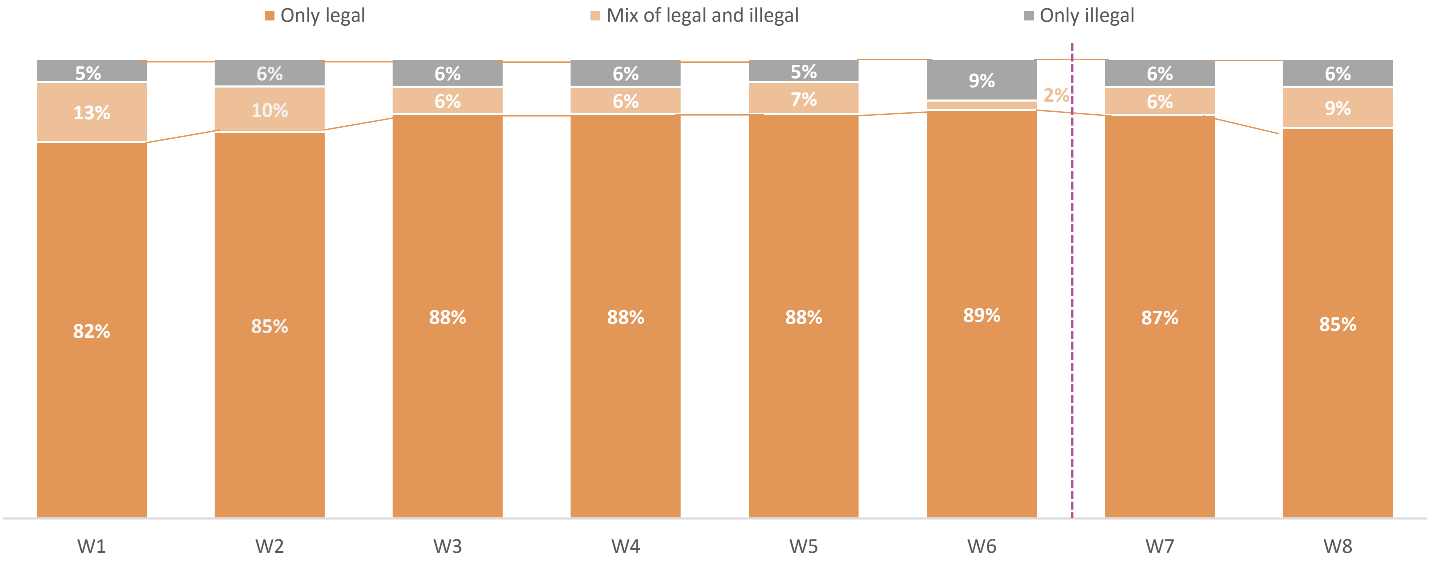
TV

DOWNLOADING

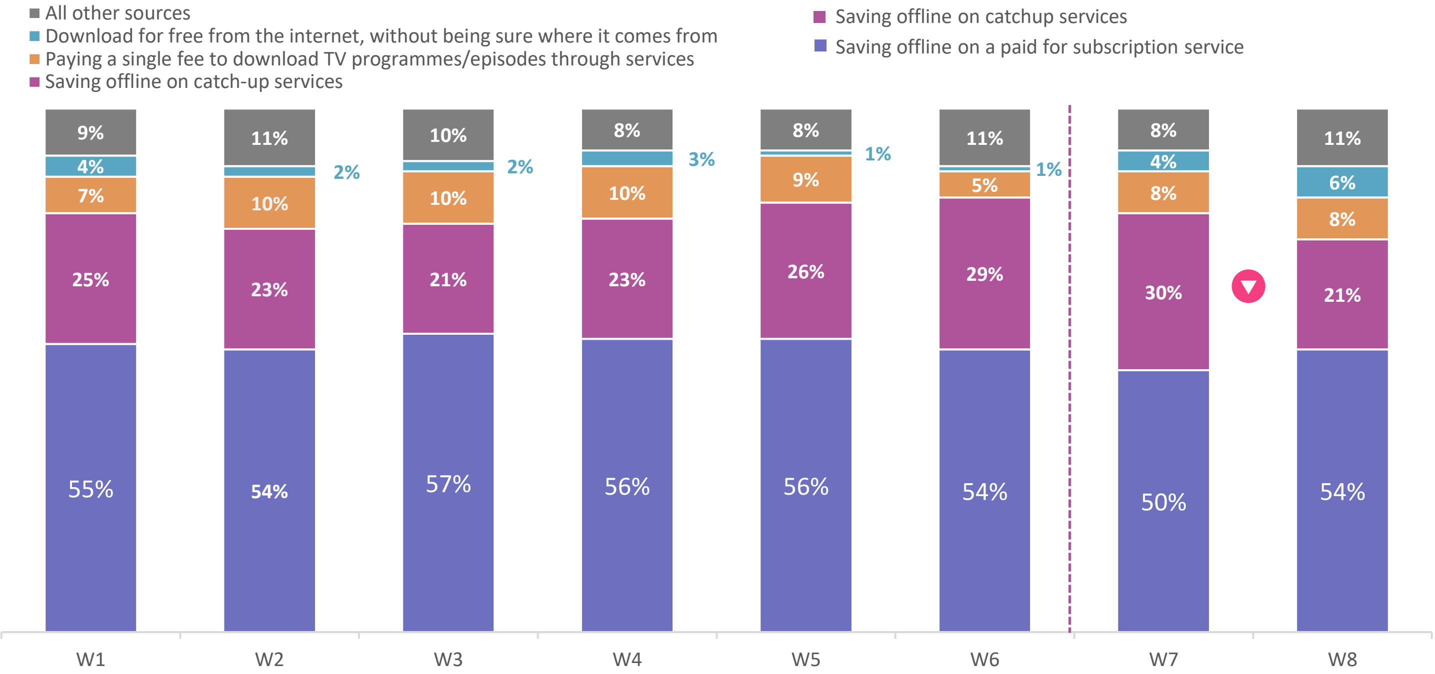
Median number of downloads in past week:



Downloading sources:



Share of downloading across sources:



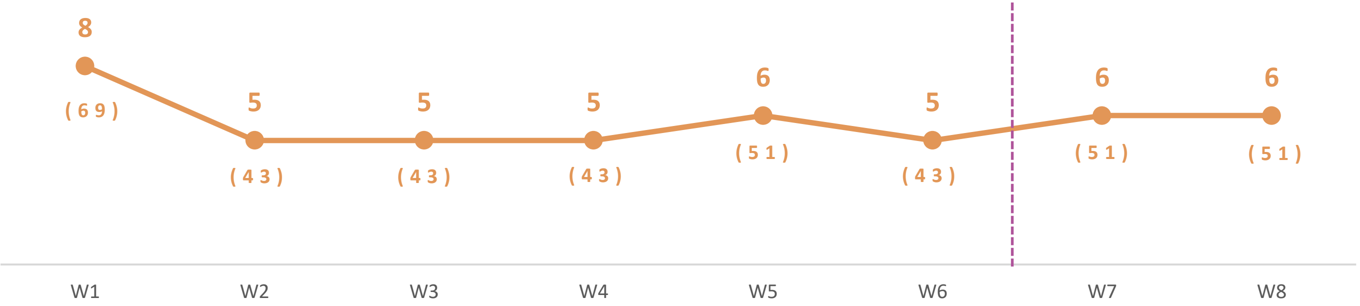
Base: Wave 8 – 'Median number of downloads in past week', 'Downloading sources' and 'Share of downloading across sources' (Weekly TV downloaders, n=199-186)

CATEGORY 03

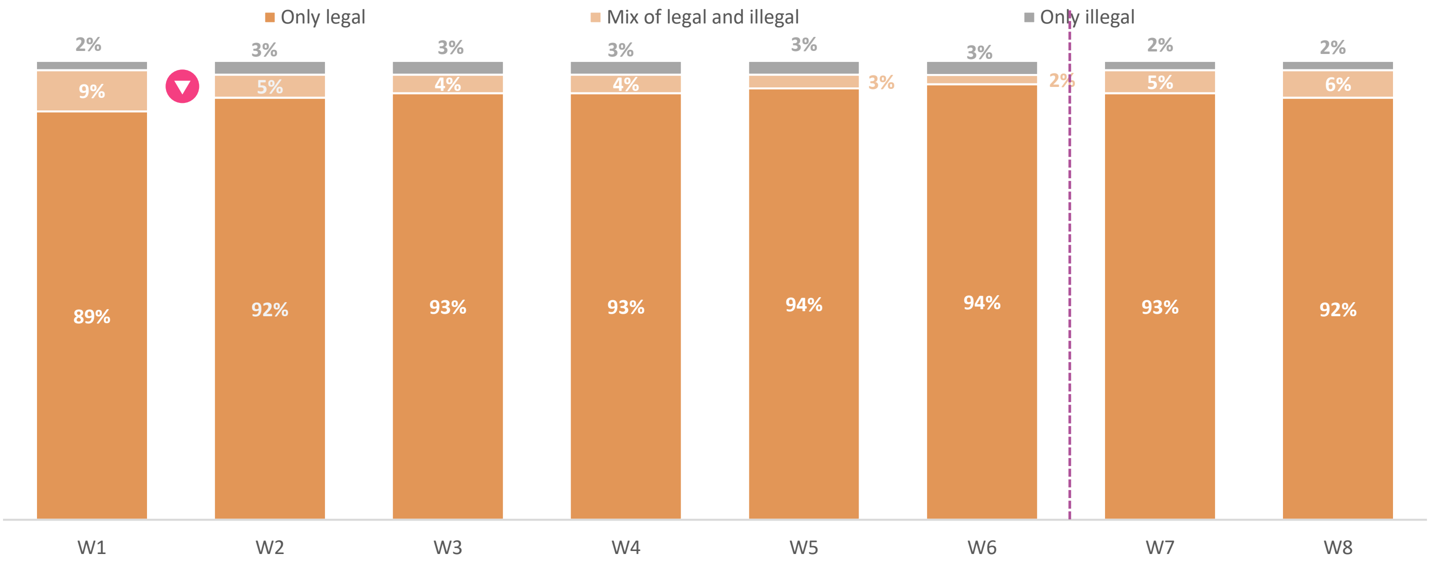
TV

STREAMING

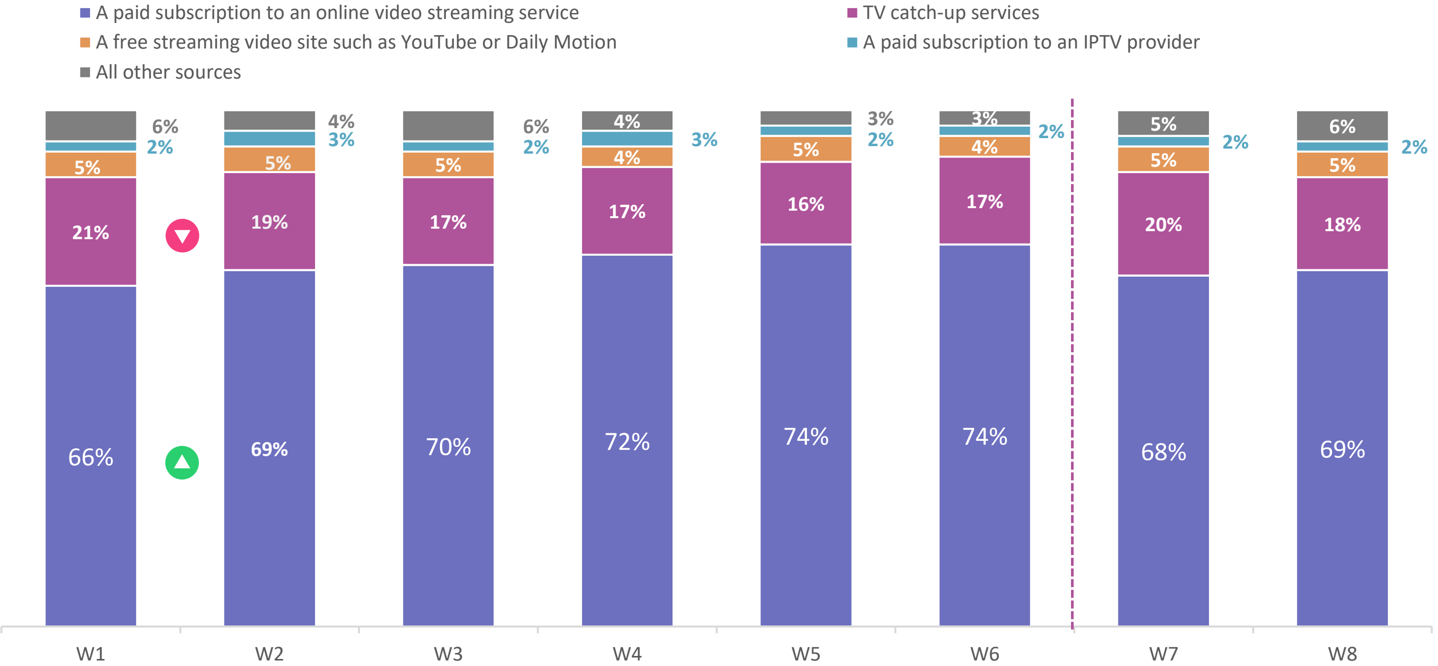
Median hours spent streaming in past week:
(or minutes per day)



Streaming sources:



Share of streaming across sources:



Base: Wave 8 – 'Median number of hours spent streaming, 'Streaming sources' and 'Share of streaming across sources' (Weekly TV streamers, n=533-546)

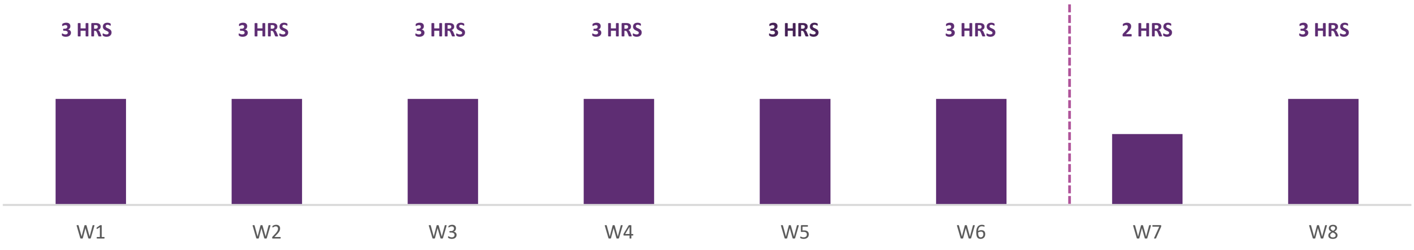
CATEGORY 04

Video Games

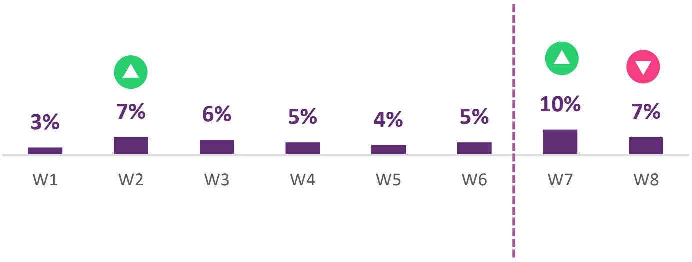
- Median hours spent playing video games returned to 3 hours per day after having dropped to 2 in the previous wave for the first time in the study.
- The proportion of respondents downloading/accessing video games, at 15%, was 7% lower than the previous wave but was in line with the lockdown weeks of the study where it had been between 11-17%.
- The median number of games downloaded/accessed in the past week returned to 2, having been at 1 in the previous week.
- The proportion using partly or wholly illegal downloading/accessing sources, at 14%, was double what it had been in the previous wave. It was also 1% higher than the previous peak in wave 1.
- "Downloading video games for free" remained the most used method of downloading/accessing at 44% and was unchanged from the previous wave. "Paying a single fee to download individual video games" remained in second place with 27% which, while a 9% fall compared to last week, was in line with the last five waves of the lockdown weeks of the study where it had been between 21-28%.
- The proportion of respondents purchasing physical copies, at 7%, was 3% lower than the previous wave although it matched the previous peak during the lockdown weeks of the study (wave 2).
- The median amount spent on "paying a single fee to download individual video games", at £15, was in the middle of what it had been in the previous wave (where it had been between £10 and £20).

DOWNLOADING/ACCESSING

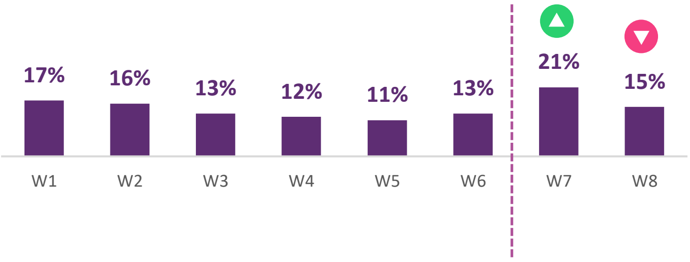
Median time spent playing video games each day:



Physical purchasing activity:

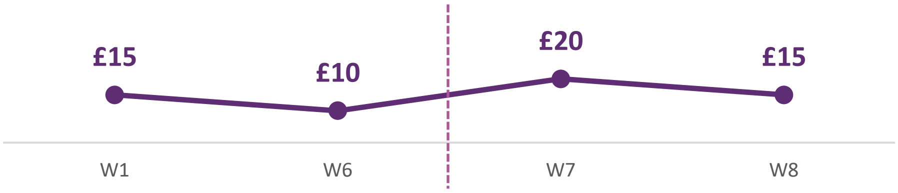


Downloading/accessing activity:



Median amount spent each month on:

Paying a single fee to download individual video games through services such as the Apple App Store, Google Play, PlayStation or Xbox Store, Steam, Origin etc.

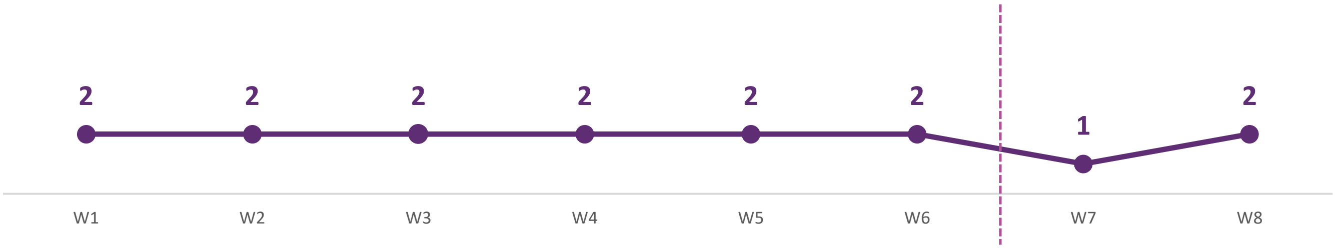


Base: Wave 8 – 'Median hours spent downloading/accessing in past week' (played games in past week in any format n=426), 'Downloading/accessing activity', 'Physical purchasing' (Total sample, n=1,000), 'Median amount spent each month' (have 'Paid a single fee to download individual video games' n=58)

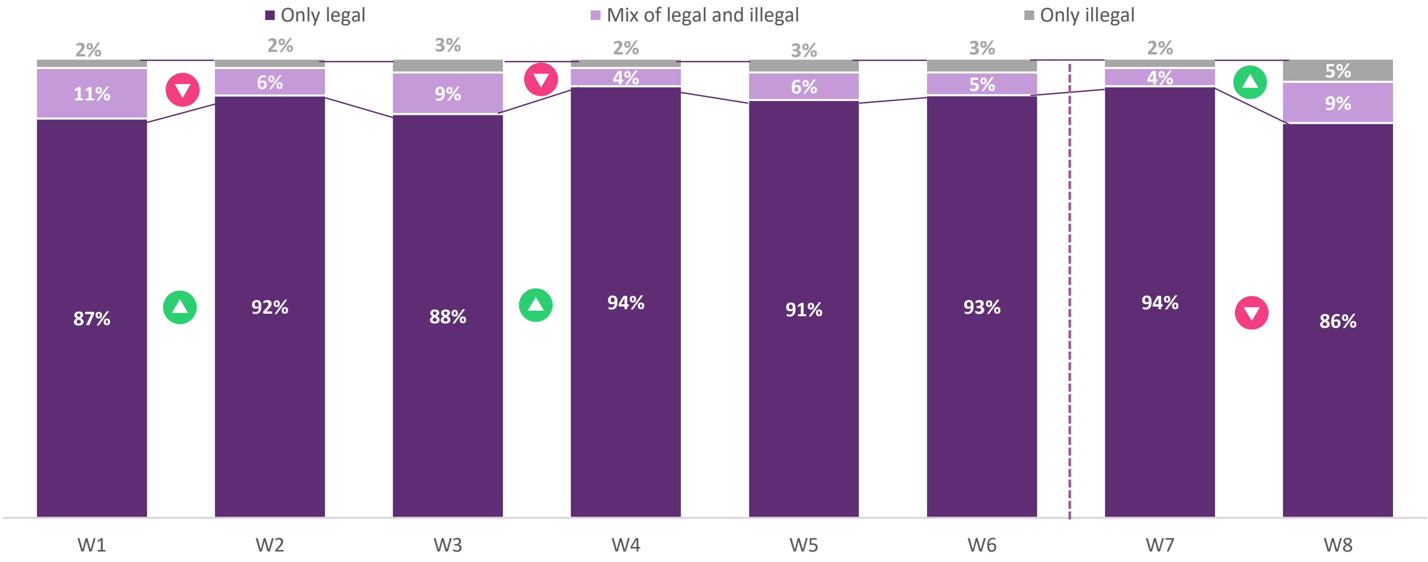
CATEGORY 04

Video Games

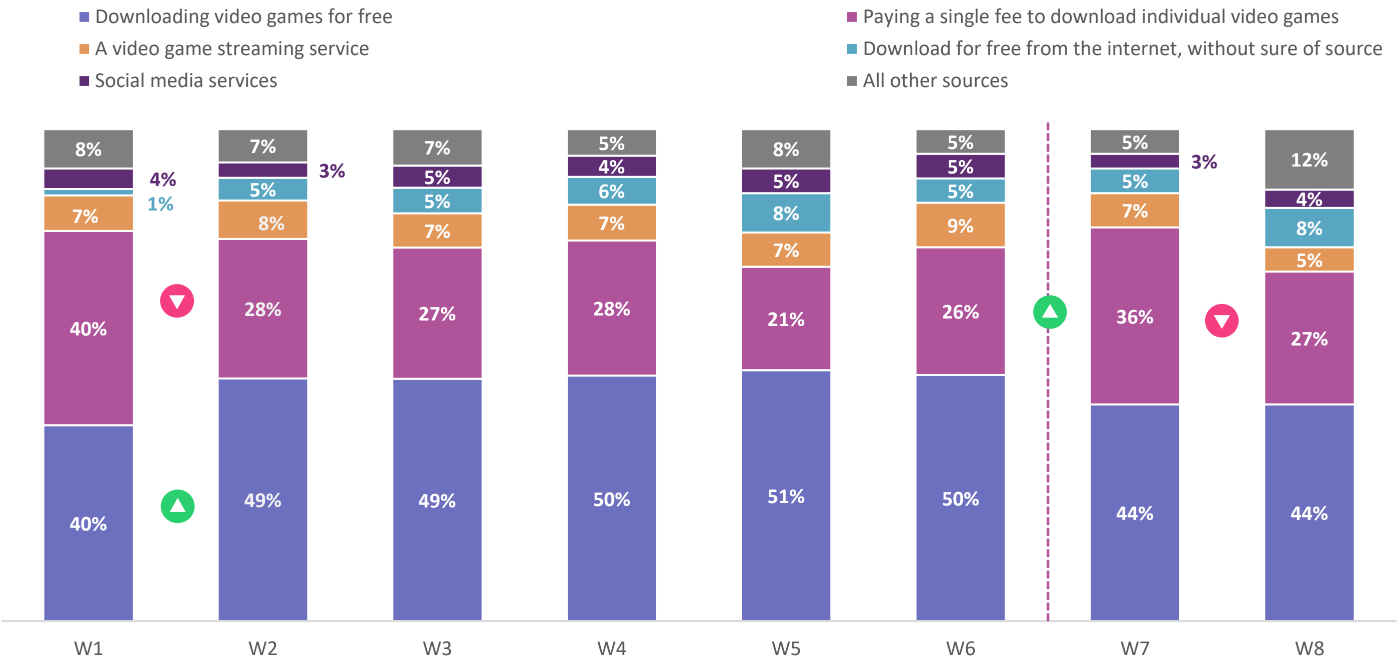
Median number downloaded/accessed in past week:



Downloading/accessing sources:



Share of downloading/accessing across sources:



Base: Wave 8 – 'Median number downloaded/accessed in past week', Streaming sources' and 'Share of downloading/accessing across sources' (Download/access video games weekly, n=138-153)

CATEGORY 05

E-publishing

- Median hours spent reading/listening remained at 2 hours per day for books and audiobooks respectively which was the same as almost all previous waves of the study.
- Time spent reading magazines each day was 1 hour. This was consistent with the previous waves of the study where it had ranged between 40 minutes-1 hour.

E-BOOKS

- The proportion of respondents downloading/accessing e-books, at 17%, was broadly unchanged from the previous wave and was higher than it had been in the last four waves of the study which took place during lockdown (where it had ranged between 11-14%).
- The number of e-books downloaded/accessed increased by 1 to 2 compared to the previous wave, which is what it had been in all previous waves of the study before that.
- The proportion using partly or wholly illegal downloading/accessing sources, at 13%, was in line with the previous wave of the study and those during lockdown, where it had been between 10-18%.
- “Paying a single fee to access e-books” remained the most popular source of downloading/accessing e-books at 52% and was followed, by some way, by those who “pay for a subscription service” at 15%.

DIGITAL MAGAZINES

- The proportion of respondents downloading/accessing digital magazines, at 8%, was in line with the previous waves of the study, where it had ranged between 6-9%.
- The number of digital magazines downloaded/accessed, at 2, was unchanged since all but one of the previous waves of the study (wave 5 where it had been 1).
- The proportion using partly or wholly illegal sources for downloading or accessing digital magazines, at 33%, was 5% higher than the previous highest point which was seen in wave 7.
- “Accessing content made available for free by publishers” and “paying for a subscription service” continued to be the top two ways in which content is accessed, with 26% and 25% shares, respectively. They were followed by “paying a single fee to download or read individual issues”, at 15%.

AUDIOBOOKS

- The proportion of respondents downloading/accessing audiobooks, at 6%, was in line with the previous waves of the study where it had ranged between 4-7%.
- The number of audiobooks downloaded remained at 1, which is unchanged from all previous waves of the study.
- The proportion using partly or wholly illegal downloading/accessing sources, at 24%, was 5% higher the previous wave and at the upper end of what it had been during the lockdown waves of the study where it had been between 12-27%.
- “Paying for a subscription service” and “paying a single fee” remained the top two sources of accessing/downloading audiobooks, each with a 29% share of titles downloaded/accessed. The share of titles accessed from a “library”, at 13%, was 6% lower than the previous wave but was still at least 5% higher than the lockdown weeks of the study.

Base: Wave 8 – ‘Median time spent reading/listening each day’ (E-books n=453, Digital magazines n=216, Audiobooks n=86), ‘Downloading/accessing activity’, ‘Physical purchasing’ (Total sample, n=1,000)

CATEGORY 05

E-publishing

CONSUMPTION

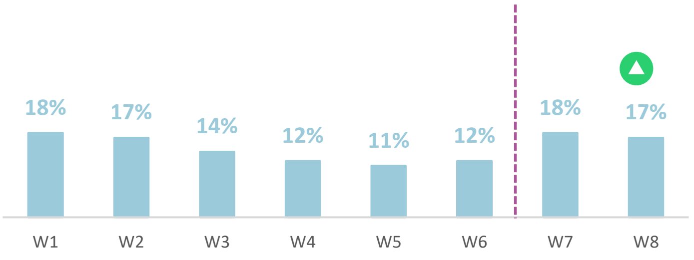
Median time spent reading/listening in any format (i.e. online or offline) each day:

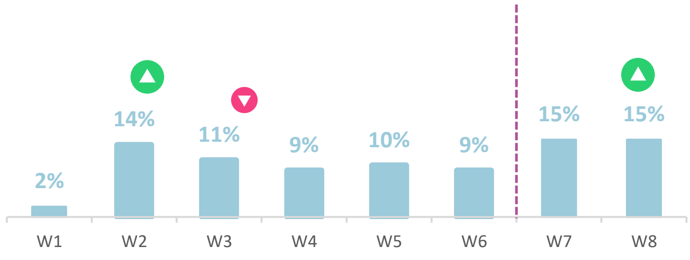
	W1	W2	W3	W4	W5	W6	W7	W8
Books	2 HRS	2 HRS	2 HRS	2 HRS	2 HRS	2 HRS	2 HRS	2 HRS
Magazines	1 HR	1 HR	1 HR	1 HR	40 MINS	40 MINS	1 HR	1 HR
Audiobooks	1 HRS	2 HRS	2 HRS	2 HRS	2 HRS	2 HRS	2 HRS	2 HRS

Downloading/accessing activity:

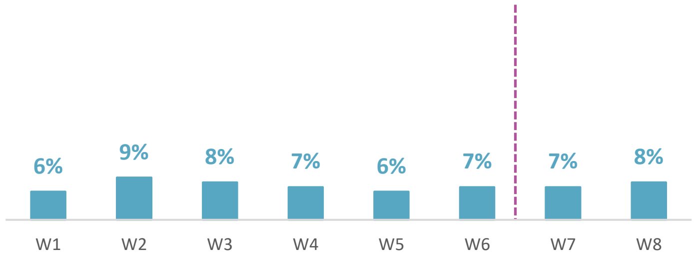
Physical purchasing activity:

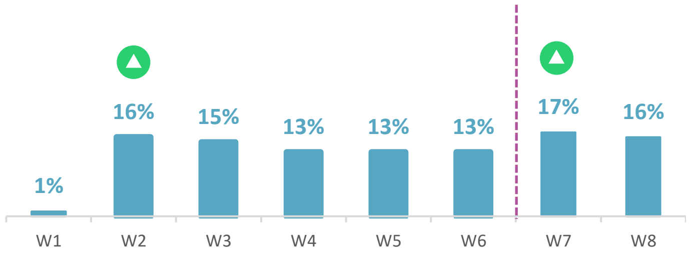
E-BOOKS



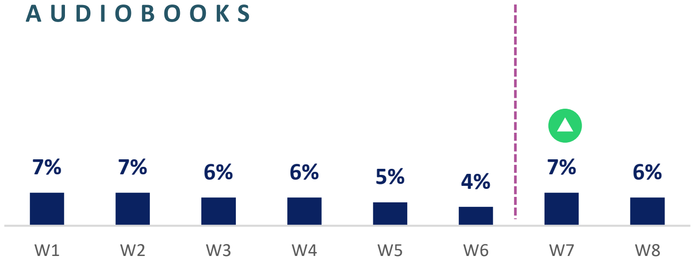


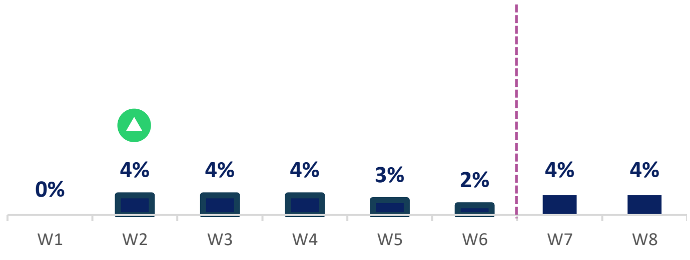
DIGITAL MAGAZINES





AUDIOBOOKS





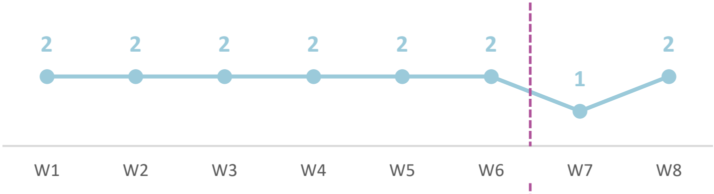
Base: Wave 8 – ‘Median time spent reading/listening each day’ (E-books n=168, Digital magazines n=77, Audiobooks n=61), ‘Downloading/accessing activity’, ‘Physical purchasing’ (Total sample, n=1,000)

CATEGORY 05

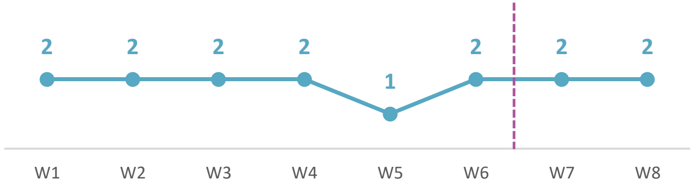
E-publishing

Number of publications downloaded/accessed:

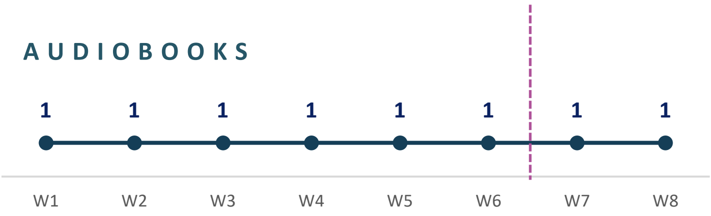
E-BOOKS



DIGITAL MAGAZINES



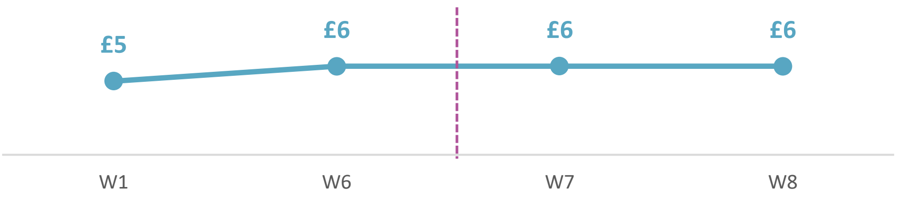
AUDIOBOOKS



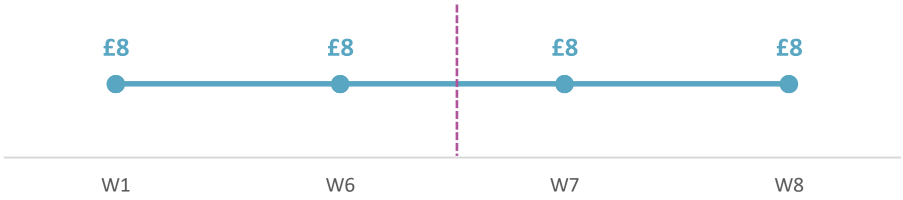
Median amount spent each month:

E-BOOKS

Paying a single fee to download individual e-books through services such as the Amazon Kindle Store, Kobo, Apple Books or Ebooks.com etc.

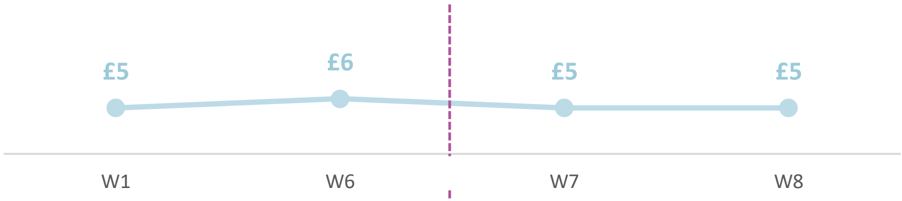


Pay for a subscription to a service that allows you download or read e-books online (e.g. Kindle Unlimited, Scribd etc.)

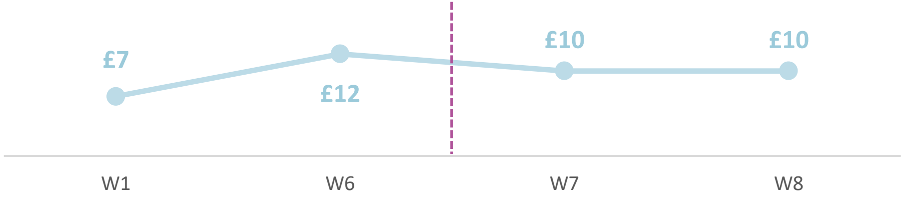


DIGITAL MAGAZINES

Paying a single fee to download or read individual issues of digital magazines through services such as the Mags Direct, Newsstand.co.uk or Zinio

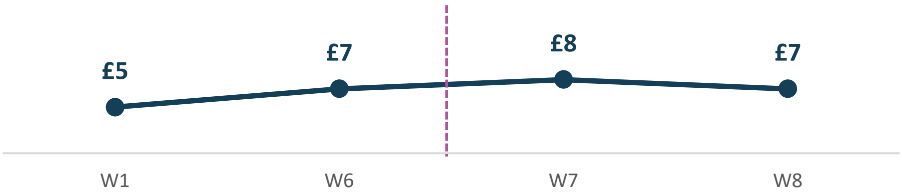


Pay for a subscription to a service or publisher that allows you to download or access multiple issues of digital magazines

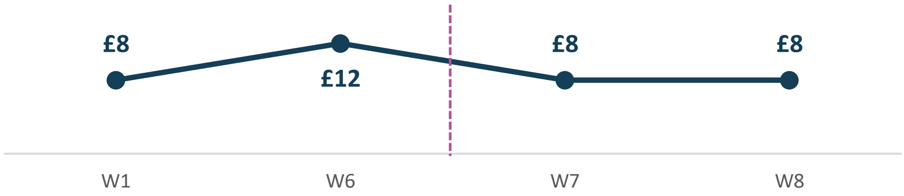


AUDIOBOOKS

Paying a single fee to download audiobooks through services such as the Audible, Apple etc.



Pay for a subscription to a service that allows you listen to Audiobooks online (subscription to Audible, Scribd etc.)



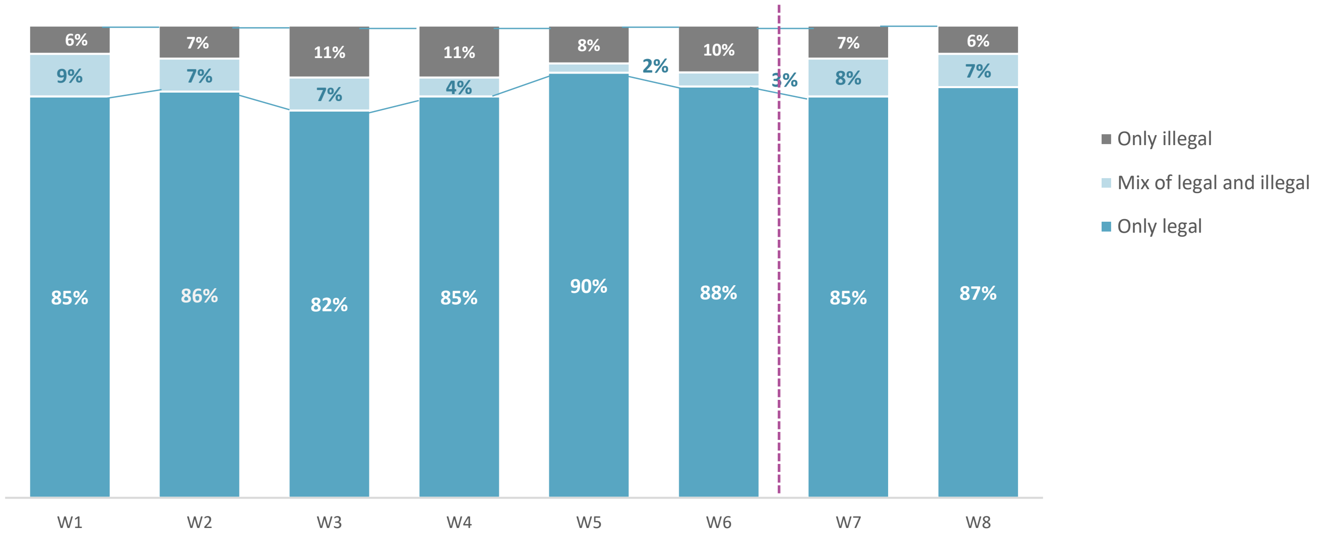
Base: Wave 8 – 'Number of publications downloaded/accessed' (Weekly E-book consumers n=168, Weekly Digital magazine consumers n=77, Weekly Audiobook consumers n=61), Median amount spent each month (Weekly users of sources of paid e-book n=35-101, Digital magazines n=16-26, Audiobooks n=22-23)

CATEGORY 05

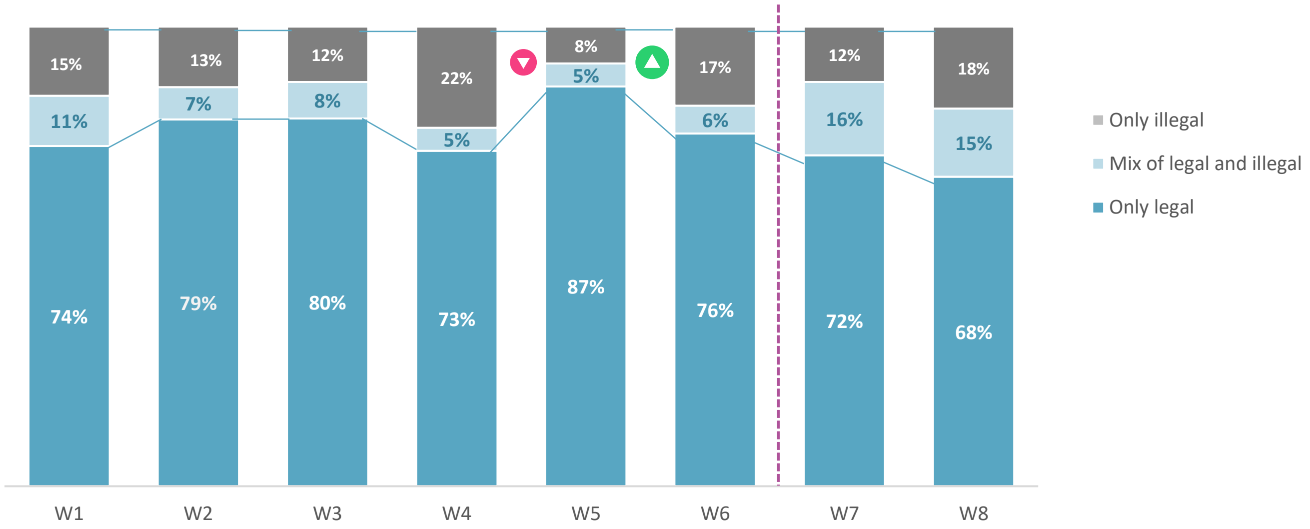
E-publishing

Legality of sources:

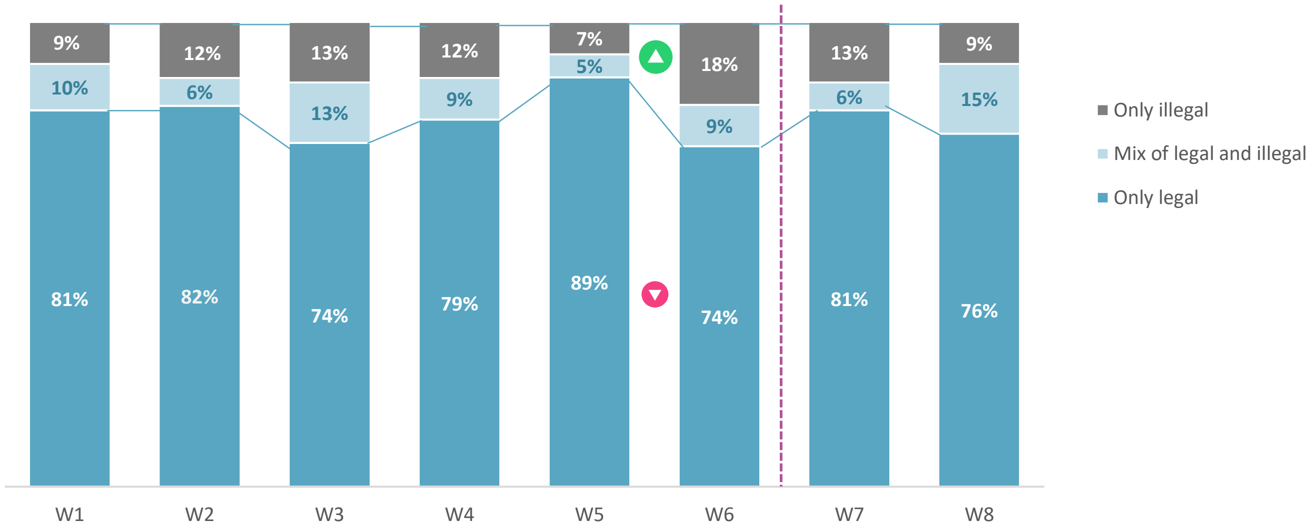
E-BOOKS



DIGITAL MAGAZINES



AUDIOBOOKS



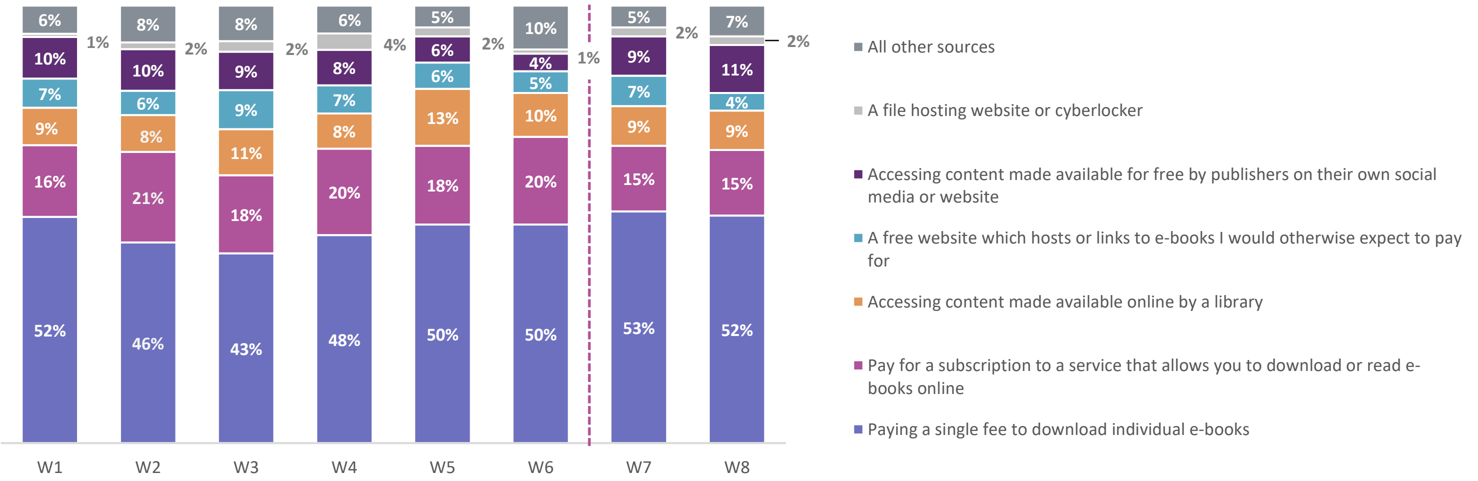
Base: Wave 8 – ‘Legality of sources’ (Weekly E-books consumers n=162, Weekly Digital magazine consumers n=67, Weekly Audiobooks consumers n=61)

CATEGORY 05

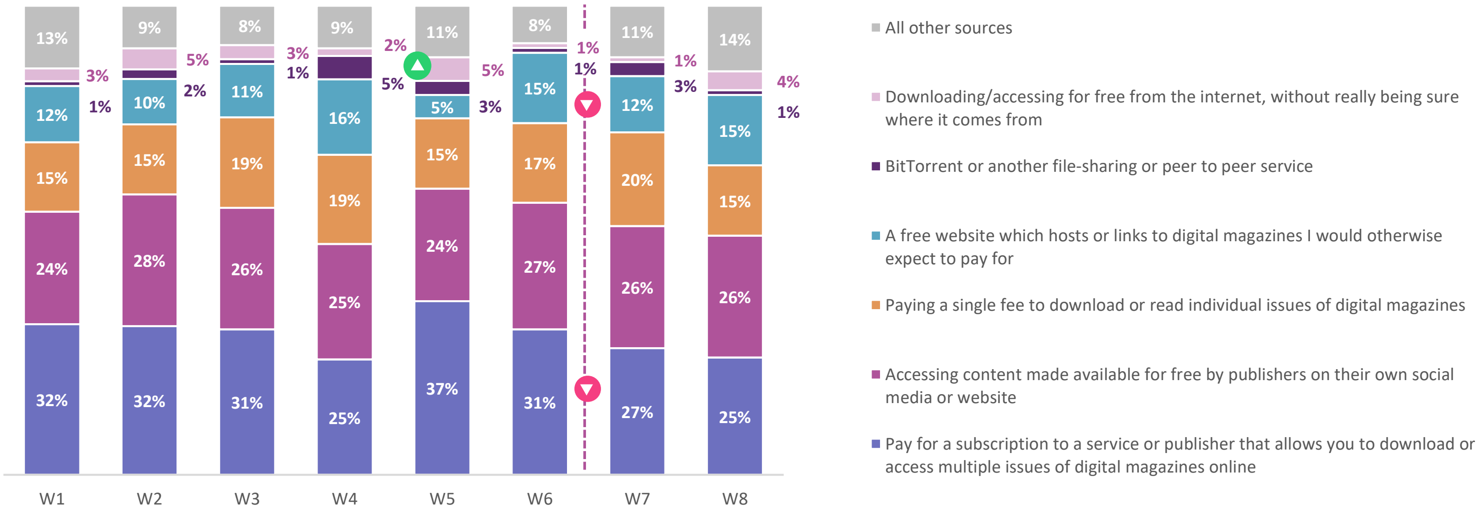
E-publishing

Share of downloading/accessing across sources:

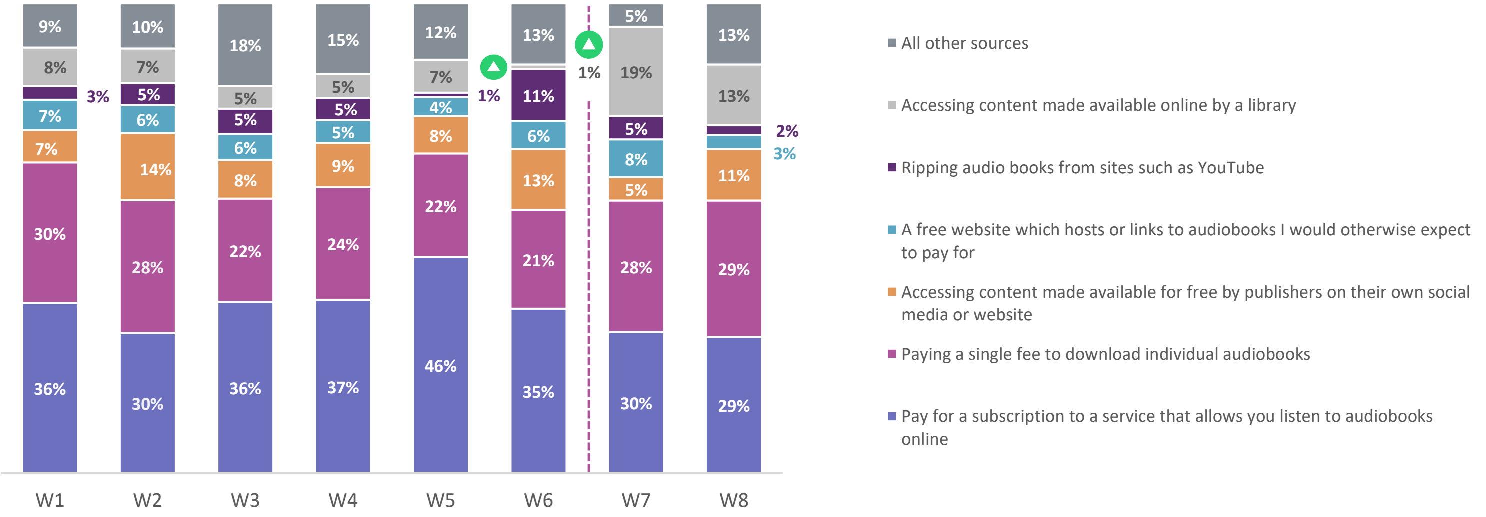
E-BOOKS



DIGITAL MAGAZINES



AUDIOBOOKS



Base: Wave 8 – 'Share of downloading/accessing across sources' (Weekly E-books consumers n=168, Weekly Digital magazine consumers n=77, Weekly Audiobooks consumers n=62)

Other content consumption

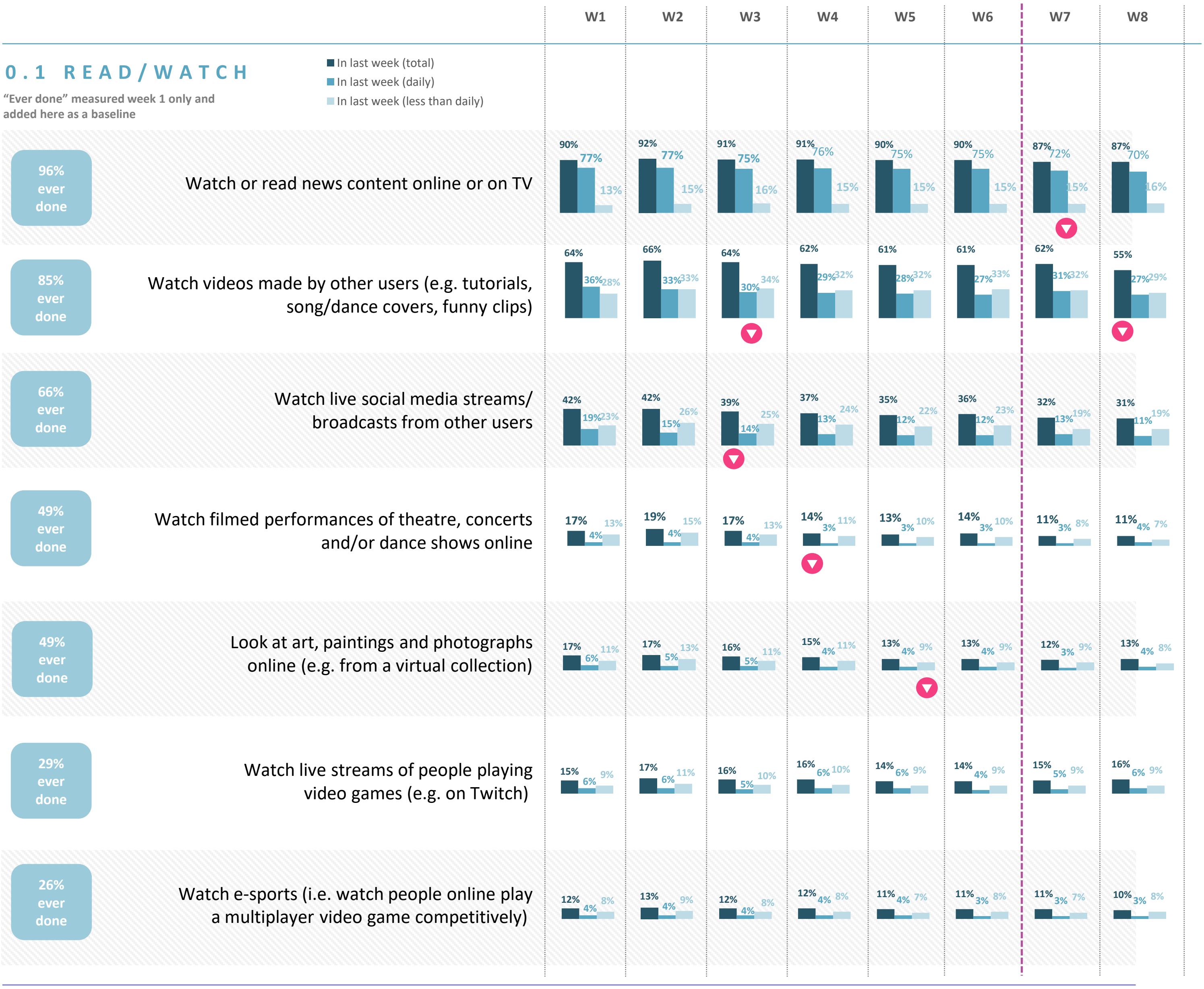
Most categories experienced declines in terms of the frequency with which they were accessed compared to wave 7 and to the lockdown waves of the study.

While most of these declines were small, a few were larger. This was steepest for “watching videos made by other users” with the number who did this weekly declining by 7% to 62%. The proportion who had “shared images or videos online that are not created by you” daily also declined with a fall of 4% to 26%.

The number who “use video software for social activities with friends/family” at least once a week also fell by 4% to 37%, compared to the previous wave. This is 17% lower than the peak in wave 2 and is in stark contrast to the more resilient proportion who “conduct work meetings via video software” with the proportion doing this daily remaining between 25-28% across each wave of the study.

Categories relating to playing or watching people play video games or e-sports continued to be resilient with the proportion doing so daily remaining consistent throughout all weeks of the study (i.e. both in lockdown and since it ended).

Cultural consumption relating to watching filmed performances (e.g. theatre, concerts) or looking at art and paintings online both remained unchanged from the previous week. In both instances they they were below the higher levels that were seen during the earlier lockdown weeks of the study (watching filmed performances was 8% below the peak in week 2 while looking at art and paintings online was 4% below the peak in weeks 1-2).



Base: Wave 8 Total sample (n= 1,000)

Other content consumption

0.2 INTERACT WORK/SOCIAL

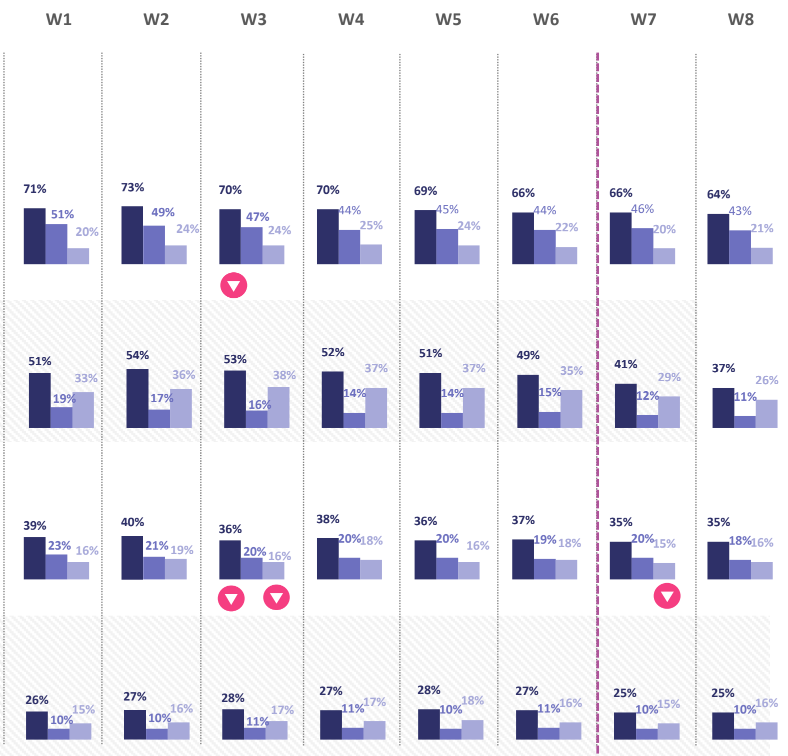
■ In last week (total)
■ In last week (daily)
■ In last week (less than daily)

82% ever done Look at, comment on, or ‘like’ social media posts from other users

68% ever done Use video software for social activities with friends/family

57% ever done Look at, comment on, or ‘like’ social media content posted by celebrities

38% ever done Conduct work meetings via video software



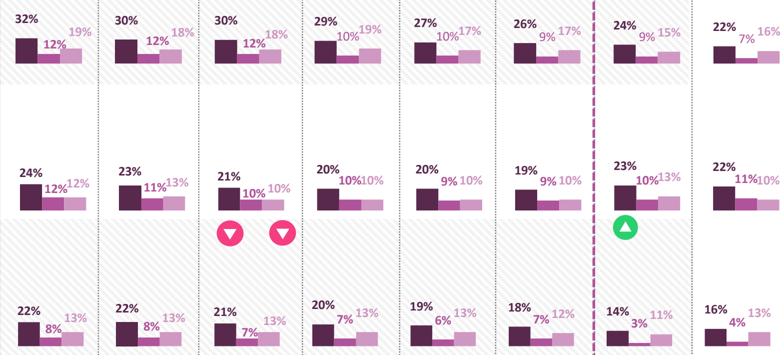
0.3 ACTIVELY PARTICIPATE

■ In last week (total)
■ In last week (daily)
■ In last week (less than daily)

61% ever done Online learning such as watch free to access videos (e.g. YouTube Tutorials) or enrolling on courses

37% ever done Play online multiplayer video games (e.g. Minecraft, Fortnite) on any device inc. smartphones

36% ever done Take part in online fitness classes (e.g. on Instagram Live, YouTube Live or Zoom)



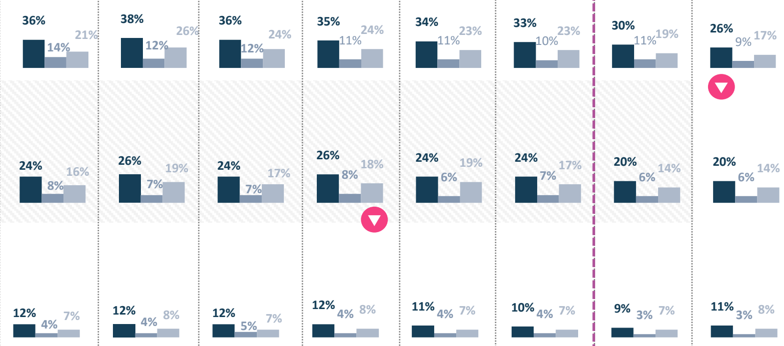
0.4 CREATE/SHARE

■ In last week (total)
■ In last week (daily)
■ In last week (less than daily)

63% ever done Sharing images or videos online that are not created by you

50% ever done Create and post your own videos/written /audio content online (e.g. on Instagram, YouTube, TikTok)

29% ever done Make content you own (e.g. music, films/shows, books) publicly available by uploading files or links online



Base: Wave 8 Total sample (n= 1,000)

Other content consumption

0.5 LISTEN

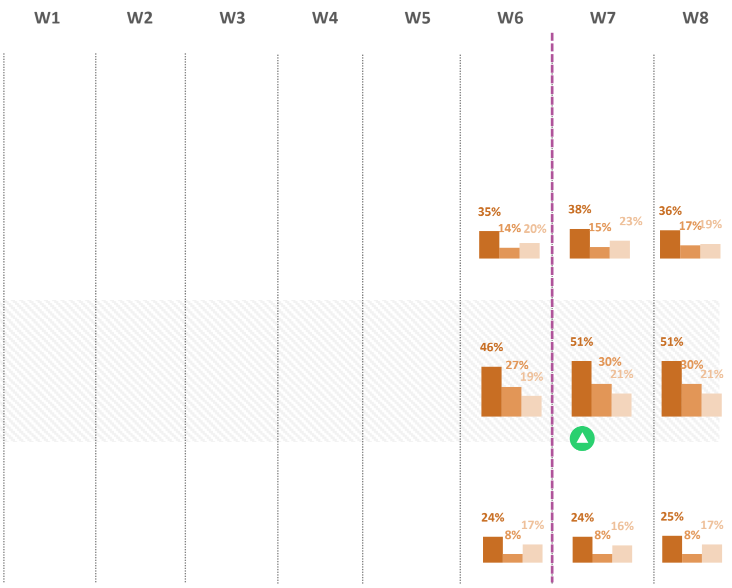
“Ever done” measured week 7 and added here as a baseline

- ■ In last week (total)
- ■ In last week (daily)
- ■ In last week (less than daily)

58% ever done Listen to the radio online (e.g. BBC Sounds)

70% ever done Listen to the radio offline (e.g. DAB, radio receiver, through TV)

48% ever done Listen to podcasts (e.g. Serial, The Joe Rogan Experience)



Digital Culture -
Consumer Tracking Study

WAVE 7 | AUGUST 2020

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