Creative Industries
Policy & Evidence Centre
Led by nesta

Digital Culture
Consumer Tracking Study

WAVE 6 OF 6 | JUNE 2020

Intellectual Property Office

AUDIENCE NET

Methodology and Sample

See Wave 1 report for the detailed overall methodology.

Survey length: 5-7 minutes.

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

While we have their historic behaviours tracked, each week 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).

All wave-on-wave comparisons, unless otherwise stated, are between week 5 and week 6.

This is the final report of the 6 week long study, and as such has extended analysis in each section, covering notable changes in week 6, as well as the story of the 6 weeks.

Minimising recollection bias: For questions where respondents need to provide a time or frequency amount, their answers from the previous week are shown to them for reference.

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

Note: as the weeks progress and the base sizes become smaller, the statistical margin of error increases. This is especially noticeable for some categories.

Week	1	2	3	4	5	6
Fieldwork Dates	9th-19th April	20th-26th April	27th Apr-3rd May	4th- 10th May	11th -15th May	16th – 20th May
N=	3,863	2,792	2,369	2,132	1,947	1,074

*Key:

Indicates a significant increase on the previous week
Indicates a significant decrease on the previous week

Overview

Time consuming daily

After some declines in the median amount of time spent consuming content per day, online or offline, two of the categories (music and TV) bounced back somewhat in week 6. For film, video games, books, magazines and audiobooks, there were no changes in week 6. TV continued to have the highest median time across categories (3.3 hours per day).

Levels of downloading, streaming, accessing

Week 6 saw no notable changes compared to week 5 in the proportions downloading, streaming and accessing any of the categories.

Physical purchasing

Physical purchasing, like most other consumption methods, saw a peak in week 2 across all categories. Despite declines in the following weeks, some categories saw a slight increase in week 6 and most remained notably higher than the levels seen at the start of the study (i.e. week 1).

Legal and illegal sources

The use of illegal downloading, accessing or streaming methods has fluctuated, however for most categories, on the whole, it has declined over the course of the study. Illegal streaming levels were notably lower than for illegal downloading. There were marginal changes from week 5 to week 6 for most categories, however for magazines the level of illegal accessing/downloading increased by 10 percentage points and for audiobooks by a significant 16 percentage points.

Other content categories

For other content categories, there were no significant changes when comparing total weekly consumption in week 6 to week 5.

Looking across all the weeks to date for total weekly consumption, 9 out of the 17 categories have shown a general decline to the point where they are significantly below their highest points, which were seen in week 1 or 2. The remaining categories have only seen marginal changes. In some categories the decline is relatively small in relation to their base number of content consumers, but for others with a smaller base, the decline is much more significant.

Wellbeing and lifestyle

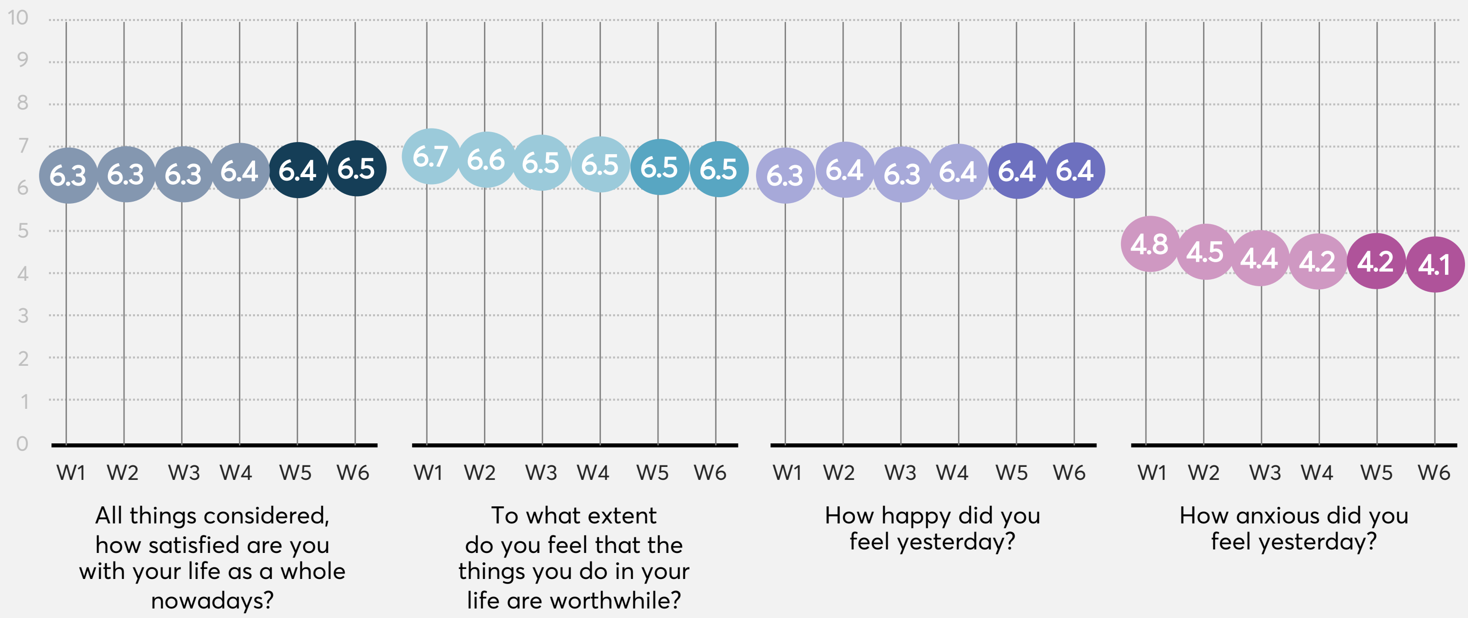
Wellbeing measures saw only marginal changes from week 5 to week 6. However, the level of anxiety ("how anxious did you feel yesterday?") has declined in most weeks - including week 5 to week 6 - and is now significantly lower than the highpoint in week 1. Feelings of life being worthwhile have also significantly shifted downwards from weeks 1 to 6.

The percentage of people who reported having changed their work/lifestyle owing to COVID-19 measures was consistent with the percentage in week 5, except for the proportion self-isolating, which fell significantly by 2 percentage points to 3%. This measure is also the only one to have significantly changed since the start of the study

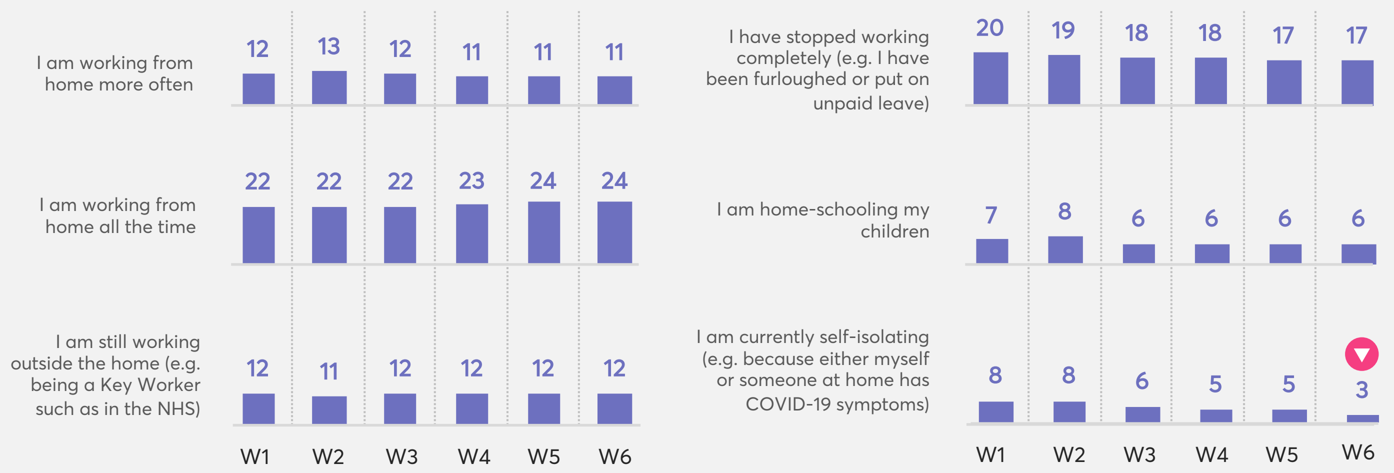
Wellbeing and Lifestyle

- There were only marginal changes in wellbeing measures from week 5 to week 6. However, the level of anxiety ("how anxious did you feel yesterday?") has declined most weeks and is now significantly lower than the highpoint in week 1.
- Changes to work/lifestyle owing to COVID-19 measures were consistent with those reported in week 5, except for the proportion self-isolating which fell significantly by 2 percentage points to 3%. This measure is also the only one to have significantly changed since the start of the study.

Wellbeing | Average (0 - 10)



Changes in work/lifestyle due to COVID-19



CATEGORY 01

Music

Overview

Over the course of the 6 weeks, the amount of time spent listening to music on a daily basis remained fairly stable. While weeks 4 and 5 saw a slight decline, in general, music consumers spent 2.5 hours or more listening to music each day.

Downloading:

- Downloading music was more common in the early weeks, where around a quarter of respondents did so each week. The proportion downloading then saw a steady decline from week 3 onwards.
- The median number of tracks downloaded weekly remained relatively stable from week 2 onwards (between 4 and 6).
- The highest proportion of music downloads, by some way, were via a paid subscription service, using the "save offline" functionality. This accounted for over half of the share of music downloads, and remained fairly consistent from week 1 to week 6. Across the weeks, paying a single fee to download held the second highest share (ranging between 16-21%). All other (individual) sources generally accounted for less than 10% of the share of downloads, however in week 6 downloading from sites such as YouTube reached 16%.
- Compared to other categories, music had the highest proportion of consumers who use illegal sources to download. The proportion using illegal sources fluctuated somewhat across the weeks, peaking in week 1 at 33% and ending in week 6 at 28%. Looking at the proportion using only illegal methods, there was quite a sharp increase over the weeks. From its lowest point in week 1 (9%), this more than doubled in week 4 (22%) and remained level in weeks 5 and 6.

Streaming:

- After a peak in week 2 (60%), which correlated with the Global Citizen "Together at Home" concert, the proportion streaming music remained fairly consistent. Between 45-51% of respondents streamed music each week.
- The median number of weekly hours spent streaming music peaked in week 1 at 5 (43 minutes per day), after which this fell to 3 hours (26 minutes per day) for four weeks in a row, before increasing to 4 (34 minutes per day) in the final wave.
- As with music downloading, subscription services were the dominant source of access. Most weeks, paid subscriptions accounted for just under half of the share of music streaming, while free tiers of subscriptions services added an additional 15-20%. Video sites such as YouTube were the second most dominant individual source, generally seeing a steady rise in use from 21% in week 1 to 27% in week 6. Online radio's share (i.e. listening online live or on catch-up) peaked in the early weeks of the study (9% in week 1) before steadily declining (3% in week 6).
- The use of illegal sources to stream music was practically non-existent across the weeks, ranging from 0-2%.

The proportion purchasing physical music products saw a sharp rise from week 1 to week 2, from 3% to 8%. While there was a slight reduction from then on, the proportion remained above week 1 levels (between 5-6%).

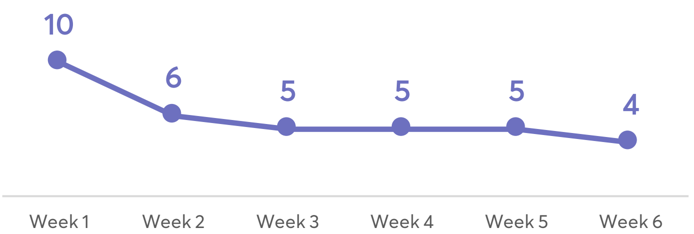
CATEGORY 01

Music

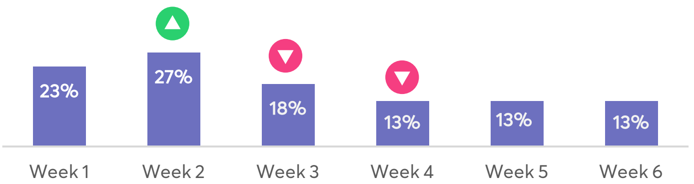
- Median hours spent listening to music returned to 3 hours in week 6.
- In week 6, there was no change in the proportion downloading music (13%), however the median number of downloads fell to 4.
- The proportion using partly or wholly illegal downloading sources dropped by 4 percentage points to 28%. While fewer used a mix of legal and illegal downloading methods in week 6 (7%), three times the number used only illegal methods – almost a reversal of what we saw in week 1.
- Looking at share of downloading sources, "Saving offline via a paid subscription service" remained the dominant method of downloading, recovering some share (3 percentage points) after a notable decline the previous week. There was also an increase in the proportion who downloaded "from sites such as YouTube", from 11% to 16%.
- The proportion of respondents streaming music increased in week 6 to 47%.
- The median number of hours spent streaming per week increased to 4.
- Legal streaming sources remained virtually unchanged since week 1 (98-100%). The use of illegal sources was negligible.
- Share of streaming across sources remained relatively stable, and a "paid for subscription service" maintained the highest share (47%).
- The proportion who had made a physical purchase increased from 5% to 6% in week 6.

DOWNLOADING

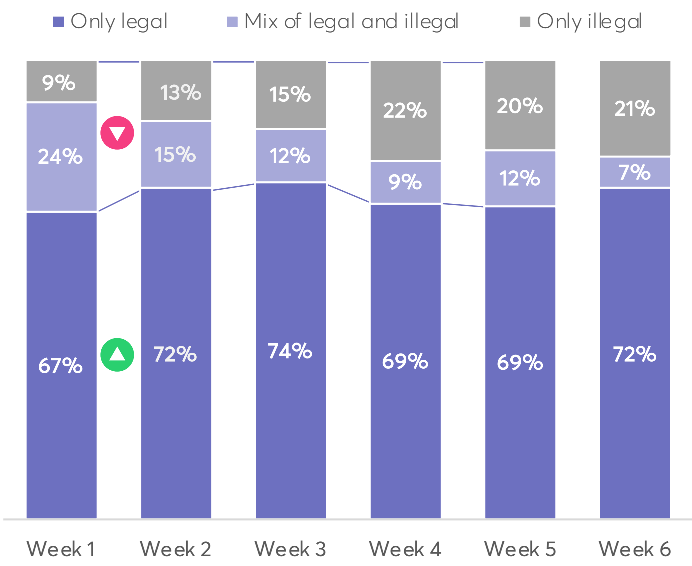
Median number of downloads in past week:



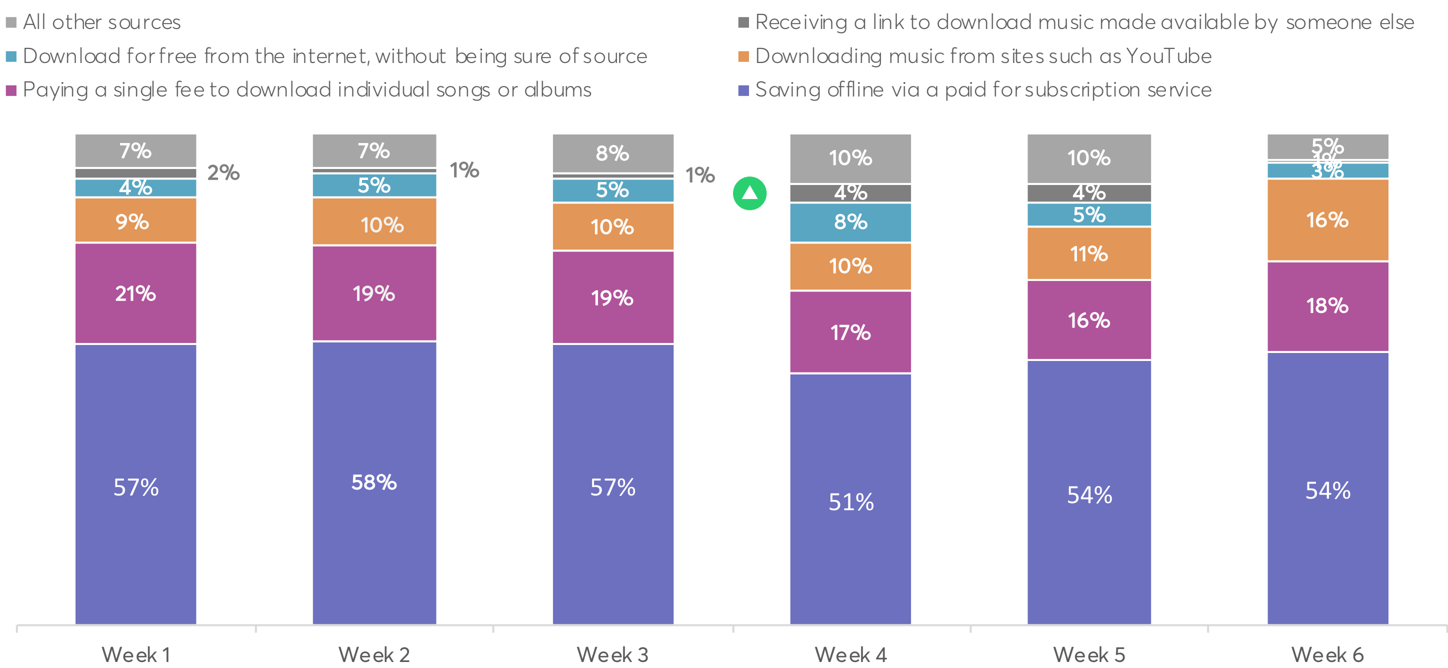
Downloading activity:



Downloading sources:



Share of downloading across sources:



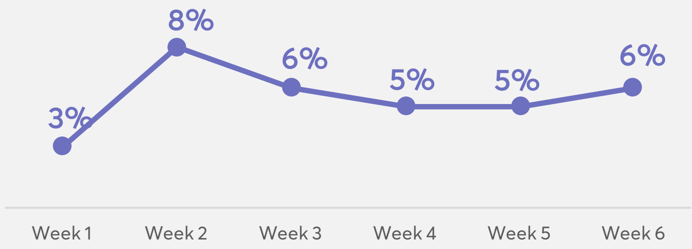
CATEGORY 01

Music

Median time spent listening to music each day*:

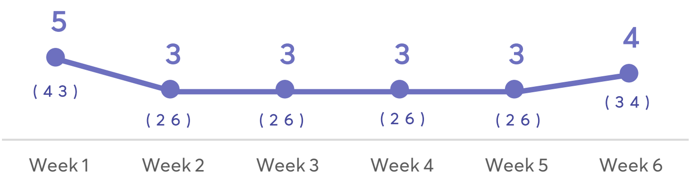
* Any format (online or offline)

Physical purchasing:

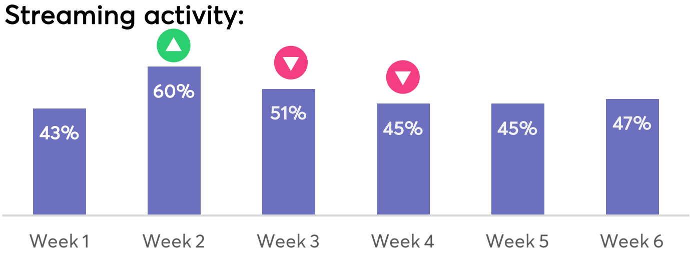


STREAMING

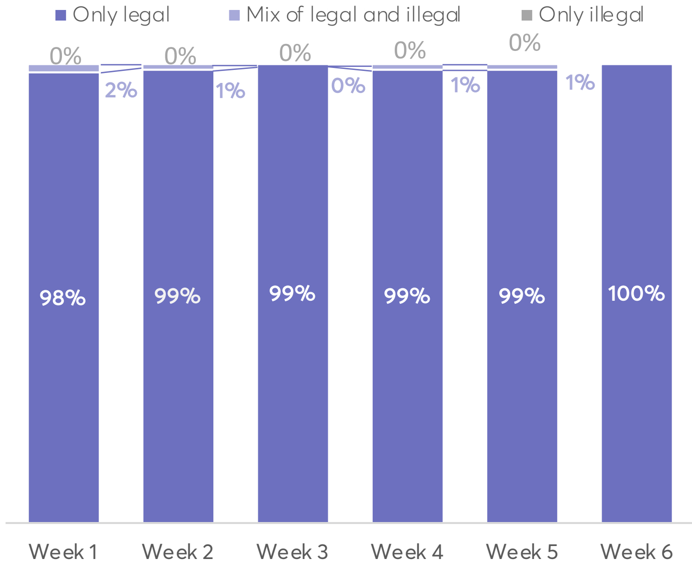
Median hours spent streaming in past week
(or minutes per day):



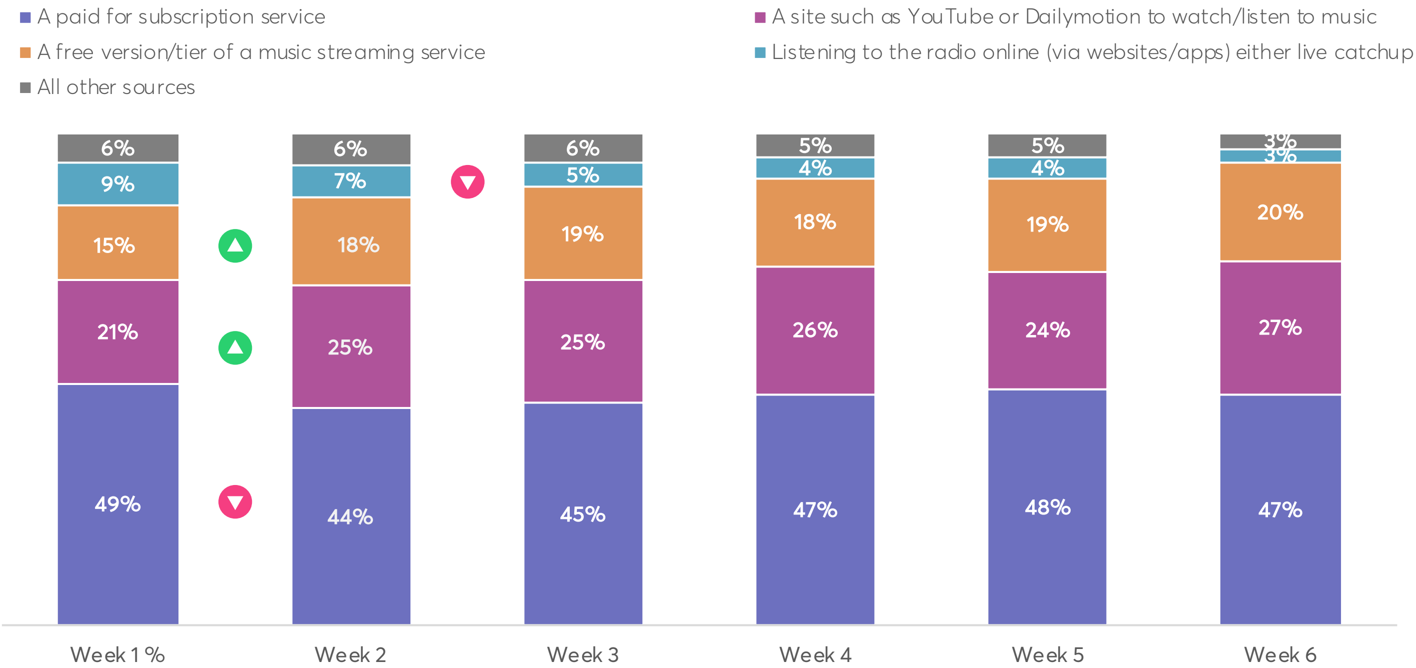
Streaming activity:



Streaming sources:



Share of streaming across sources:



Base: Wave 6 – 'Streaming activity', 'Physical purchasing' (Total sample, n=1,074), 'Median time spent listening to music each day' (Downloaded, streamed, or purchased music in past week, n=533), 'Median hours spent streaming in past week', 'Streaming sources' and 'Share of streaming across sources' (Weekly music streamers, n=514-519)

Film

Overview

Over the course of the 6 weeks, the amount of time spent watching films on a daily basis remained fairly stable. While weeks 5 and 6 saw a slight decline, in general, film consumers spent 2.5 hours or more watching each day.

Downloading:

- Downloading films was more common in the early weeks, where more than one-fifth of respondents did so each week. The proportion downloading then reduced slightly and remained between 15-16% from week 4 onwards.
- After an initial decline in week 2 (from 3 to 2), the median number of films downloaded weekly remained stable.
- The highest proportion of film downloads, by some way, were via a paid video subscription service, using the "save offline" functionality. Each week, this method accounted for approximately two thirds of the share of all film downloads. Paying a single fee to download held the second highest share (ranging between 13-17%) across the weeks. All other (individual) sources accounted for less than 10% of the share of downloads.
- Use of illegal sources to download films saw a notable decline after week 1, where a quarter (24%) had done so. In week 2 the proportion fell considerably to 16%, after which it declined slightly each week, ending at 12% in week 6.

Streaming:

- After a peak in week 2 (56%), the proportion streaming films remained fairly consistent, ranging between 43-48% each week.
- The median number of weekly hours spent streaming films peaked in week 1 at 6 (61 minutes per day), after which they fell to 4 (34 minutes per day) for four weeks in a row, before increasing to 5 in the final wave.
- Even more so than downloading, paid video subscription services were the dominant source of access. In the initial two weeks these accounted for three-quarters of the share of film streaming, after which they increased to 80% or more. Most weeks, no other individual source accounted for more than a 10% share.
- As with downloading, use of illegal sources to stream films saw a notable decline after week 1, however the proportion was somewhat lower than downloading to start with (14% vs. 24%). After week 1 the proportion using illegal sources to stream films did not reach higher than 10% and achieved its lowest point in weeks 5 and 6 (7% respectively).

The proportion purchasing physical film products saw one of the sharpest increases across the content categories, going from 3% in week 1 to 13% in week 2. While there was a slight reduction from then on, the proportion remained above week 1 levels (between 6-10%).

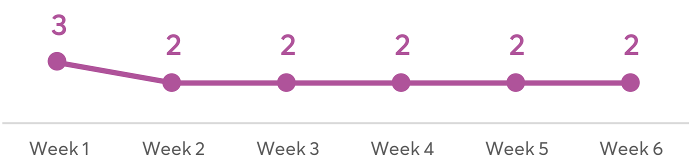
CATEGORY 02

Film

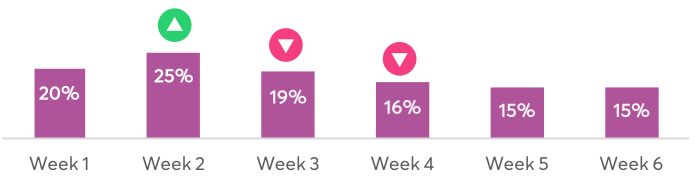
- Median hours spent watching films remained the same as week 5 at 2.5 hours per day.
- The proportion downloading films remained the same at 15%, while the median number of downloads remained at 2 for the 5th consecutive week.
- The proportion using partly or wholly illegal downloading sources fell by 1 percentage point (for the 4th week running) to 12%.
- "Saving offline via a paid for subscription service" remained the dominant method of downloading film, and there was a small decrease in share by 3 percentage points (to 61%).
- After three weekly declines, the proportion streaming films increased marginally by 1 percentage points to 44%.
- Median hours spent streaming films increased to 5 hours per week.
- The proportion using partly or wholly illegal streaming sources remained stable (7%).
- The dominant method of streaming music – a "paid subscription service to an online video streaming service" – increased by 3 percentage points to 84%. Although the week on week increases have been relatively small, there has been a significant increase since the start of the study.
- After three weekly declines in the proportion of those who had made a physical purchase, there was a marginal increase in week 6 (up to 7%).

DOWNLOADING

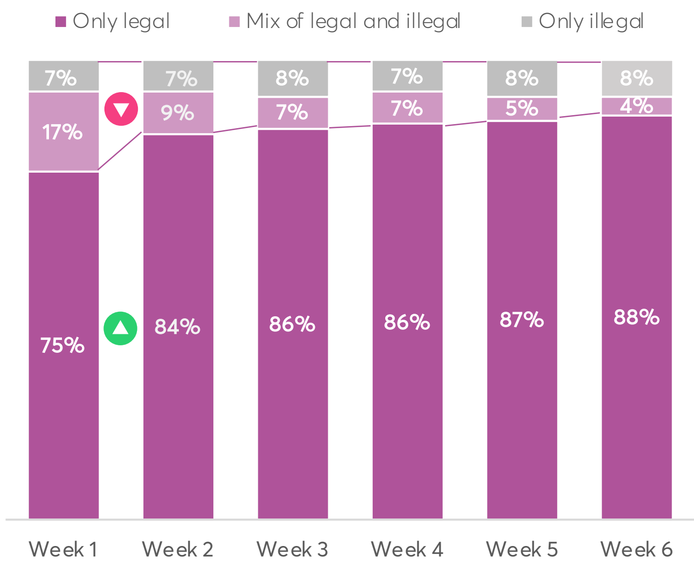
Median number of downloads in past week:



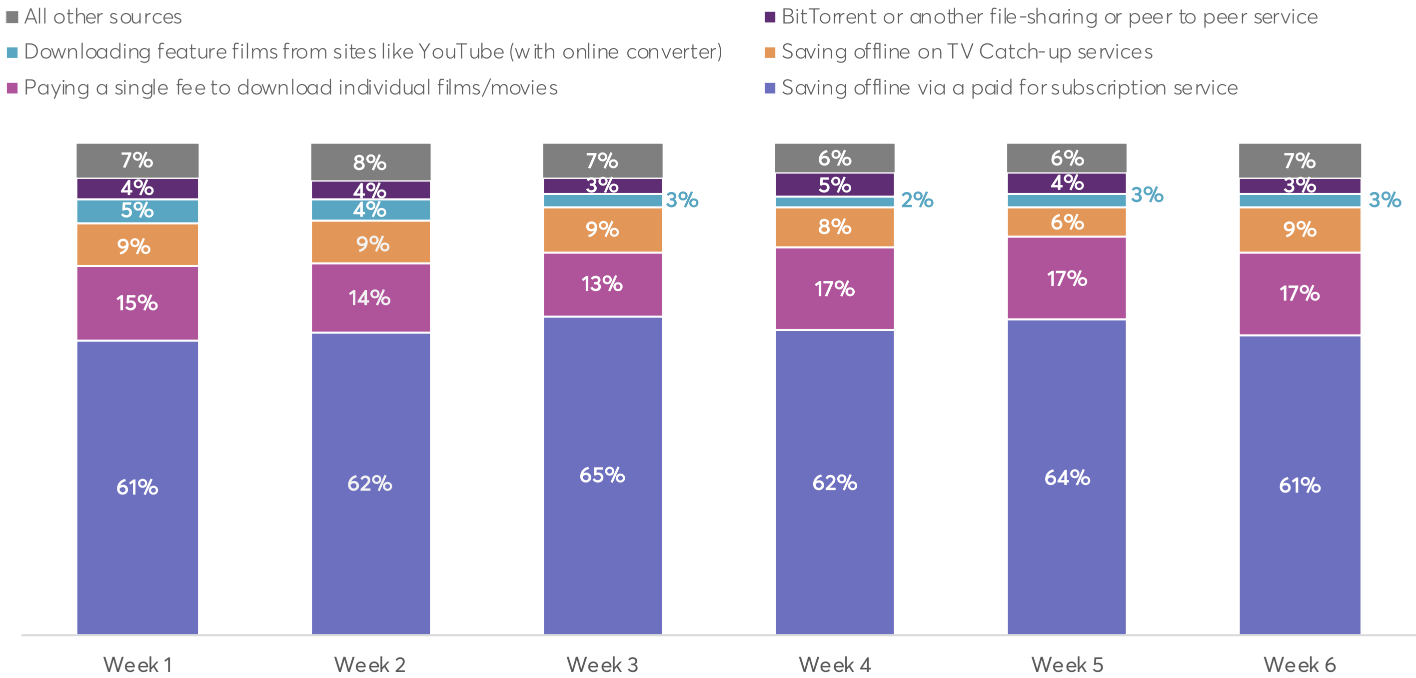
Downloading activity:



Downloading sources:



Share of downloading across sources:



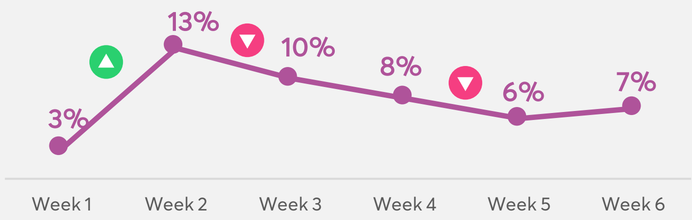
CATEGORY 02

Film

Median time spent watching films each day*:

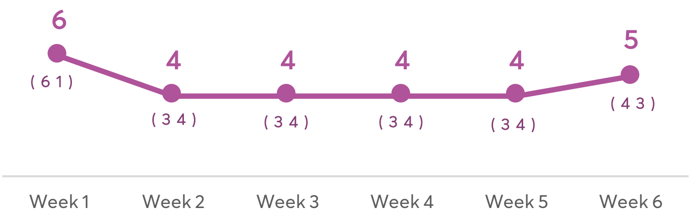
* Any format (online or offline)

Physical purchasing:

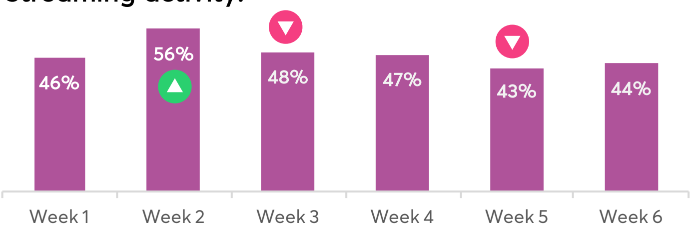


STREAMING

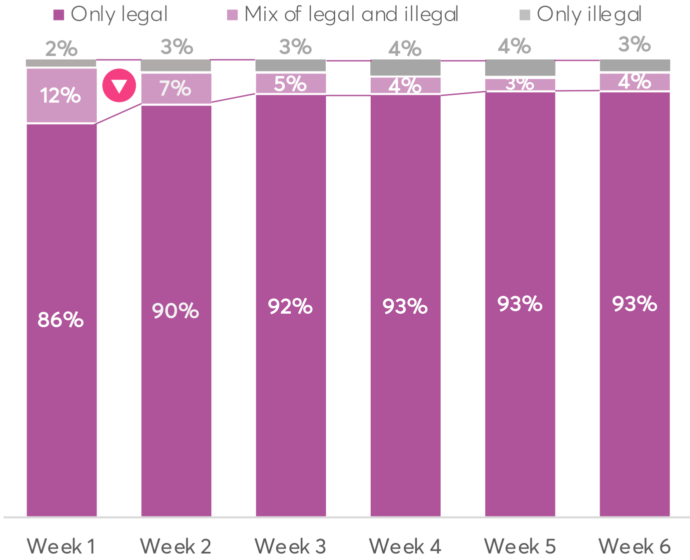
Median hours spent streaming in past week
(or minutes per day):



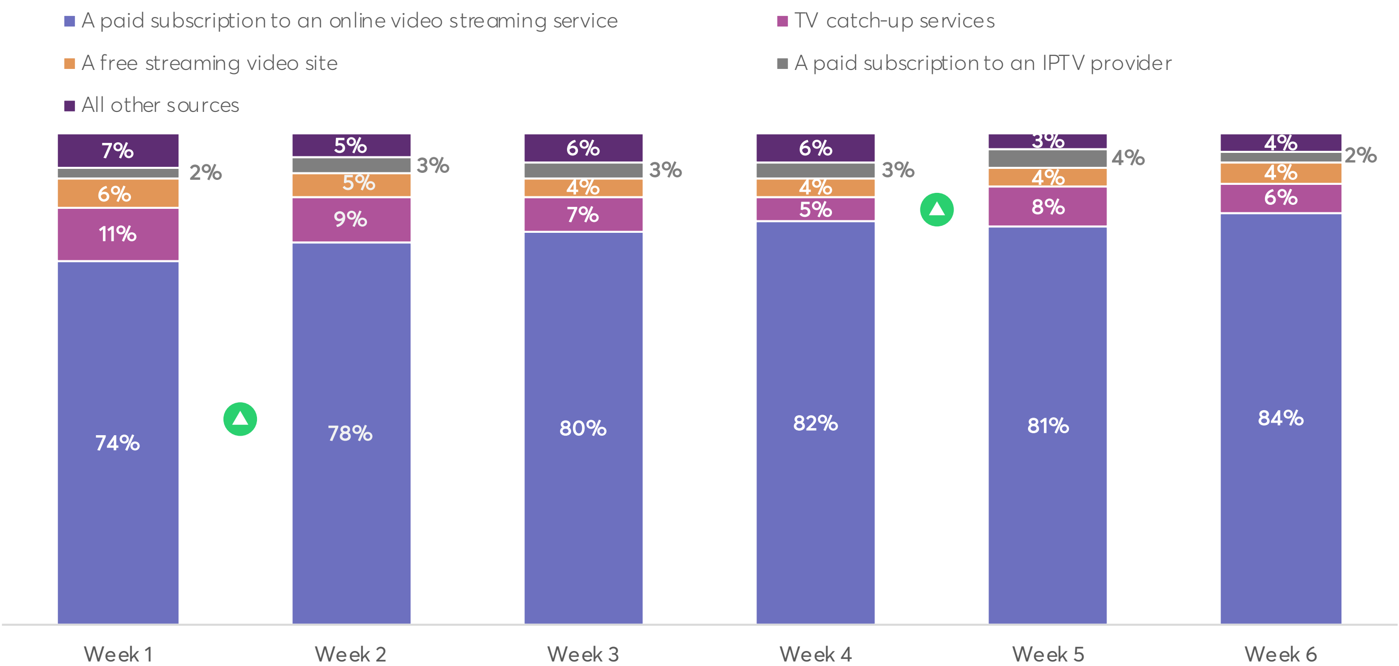
Streaming activity:



Streaming sources:



Share of streaming across sources



Base: Wave 6 – 'Streaming activity', 'Physical purchasing' (Total sample, n=1,074), 'Median time spent watching films each day' (Downloaded, streamed, or purchased films in past week, n=525), 'Median hours spent streaming in past week', 'Streaming sources' and 'Share of streaming across sources' (Weekly film streamers, n=519-489)

TV

Overview

Of all categories covered, TV had the highest amount of daily time spent consuming. This is despite a notable reduction after week 1, when median time went below 4 hours. Each week then saw slight changes (up or down), ending at 3.3 hours in week 6.

Downloading:

- Other than a peak in week 2 (21%), the proportion downloading TV shows remained fairly consistent across the weeks (between 14-17%).
- The median number of TV shows downloaded each week also saw an up and down trend. After an initial decline in week 1 (from 5 to 4), the amount fluctuated between 3 or 4 each week.
- The highest proportion of TV downloads, by some way, were via a paid subscription service, using the "save offline" functionality. Each week, this method accounted for over half of the share of all TV downloads (between 54-57%). Saving offline on catch-up services held the second highest share, making up over one-fifth each week and peaking at 29% in week 6.
- Use of illegal sources to download TV shows saw a similar trend to films, in that this declined fairly considerably over time, although its peak was notably lower than film (18% vs. 24%). In week 6 (the lowest point) 11% had used an illegal source to download TV shows.

Streaming:

- The proportion streaming TV shows was lowest in week 1 (42%) and peaked in week 2 (53%). It then went on to decrease slightly but remained above week 1, with around half of respondents streaming TV shows each week (between 45-48%).
- The median number of weekly hours spent streaming TV shows peaked in week 1 at 8 (69 minutes per day), and then went on to fall considerably to 5 (43 minutes per day) and remained fairly consistent across the weeks.
- Even more so than TV downloading, paid video subscription services were the dominant source of access. Also, as with film, their share increased notably and steadily across the weeks, from 66% in week 1 to 74% in week 6. Similarly to downloading, TV catch-up services held the second highest share. These made up around one-fifth each week, although they did decline after a peak in week 1 (21%).
- Use of illegal sources to stream TV shows was slightly lower than downloading, reaching a peak of 11% compared to 18%. Although this peak was also slightly lower than that for film streaming (14%), the trend was similar in that the illegal proportion dropped quite considerably over the weeks, reaching its lowest point in week 6 (5%).

The proportion purchasing physical TV products saw a sharp rise from week 1 to week 2, from 2% to 7%. While there was then a steady reduction over the weeks, the lowest proportion (4% in weeks 5 and 6) remained above week 1.

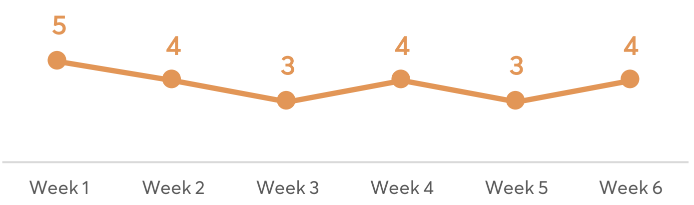
CATEGORY 03

TV

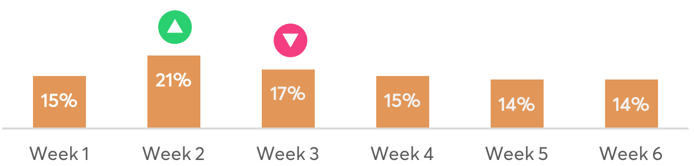
- After a dip last week, median hours spent watching TV recovered slightly – up to 3.3 hours per day.
- The proportion downloading TV shows remained stable at 14%, while the median number of downloads went back up to 4.
- The proportion using partly or wholly illegal downloading sources remained stable at 11% – however, while there was an increase in those using only illegal methods from 5-9%, there was a bigger decrease in those using a mix of legal and illegal methods from 7-2%.
- For share of downloading across sources, "saving offline on a paid for subscription service" remained the dominant method of downloading, at 54%. "TV catch-up services", despite declines in weeks 2 and 3, has gone up to 29% - 4 percentage points ahead of week 1.
- The proportion of respondents streaming TV recovered by 3 percentage points after a dip for two weeks. However, the median number of hours spent streaming per week dropped back down to 5.
- The proportion using partly or wholly illegal streaming sources declined fairly steadily over the weeks and reached its lowest level yet (5%).
- A "paid subscription to an online video streaming service " is the dominant method for TV streaming and remained at its peak of 74% for a second week running. "TV catch-up services", bucked its downward trend to week 5 by gaining 1 percentage point (up to 16%) in week 6.
- The proportion of those who had made a physical purchase remained static in week 6 (4%).

DOWNLOADING

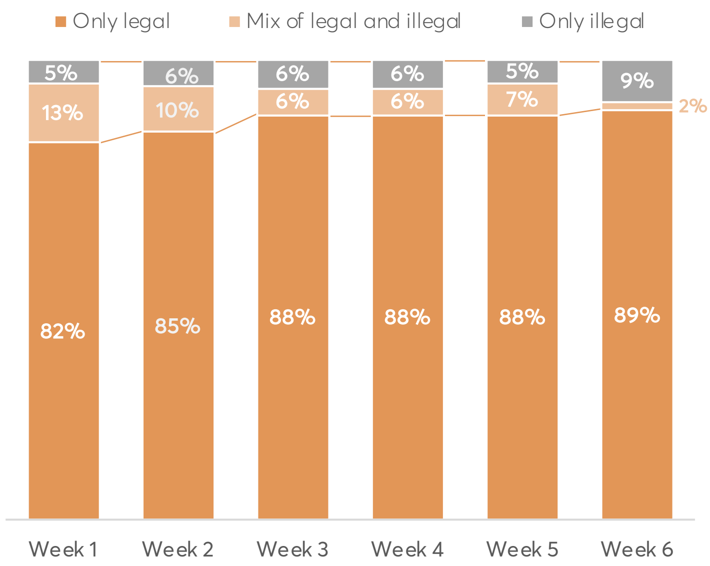
Median number of downloads in past week:



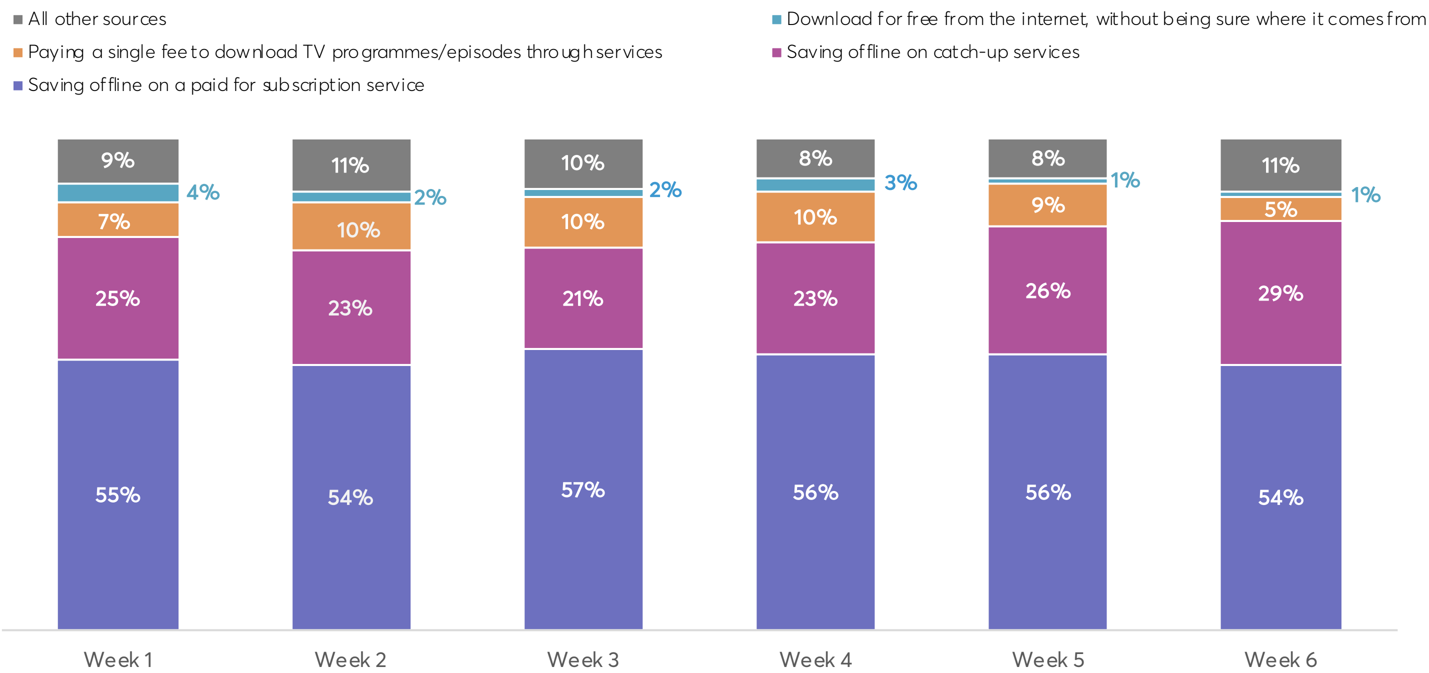
Downloading activity:



Downloading sources:



Share of downloading across sources



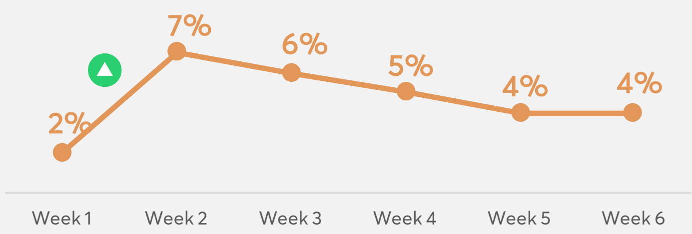
CATEGORY 03

TV

Median time spent watching TV each day*:

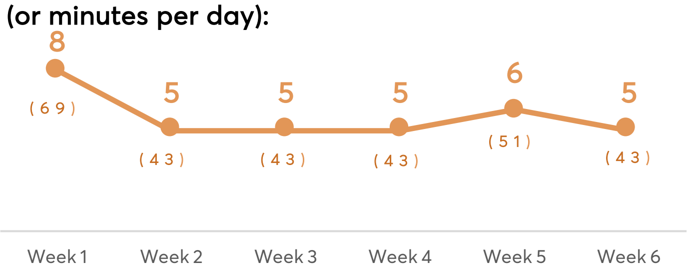
* Any format (online or offline)

Physical purchasing:

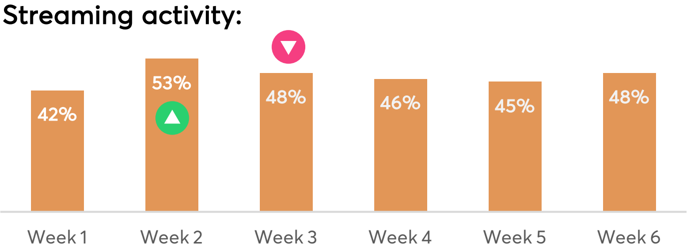


STREAMING

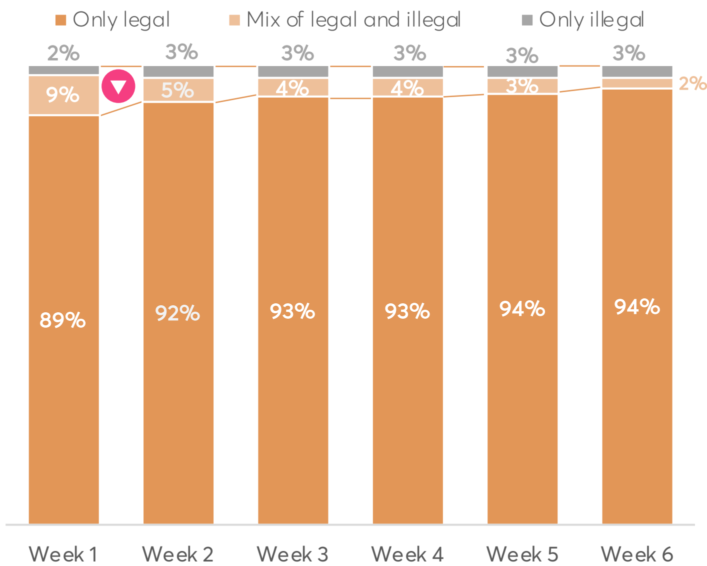
Median hours spent streaming in past week (or minutes per day):



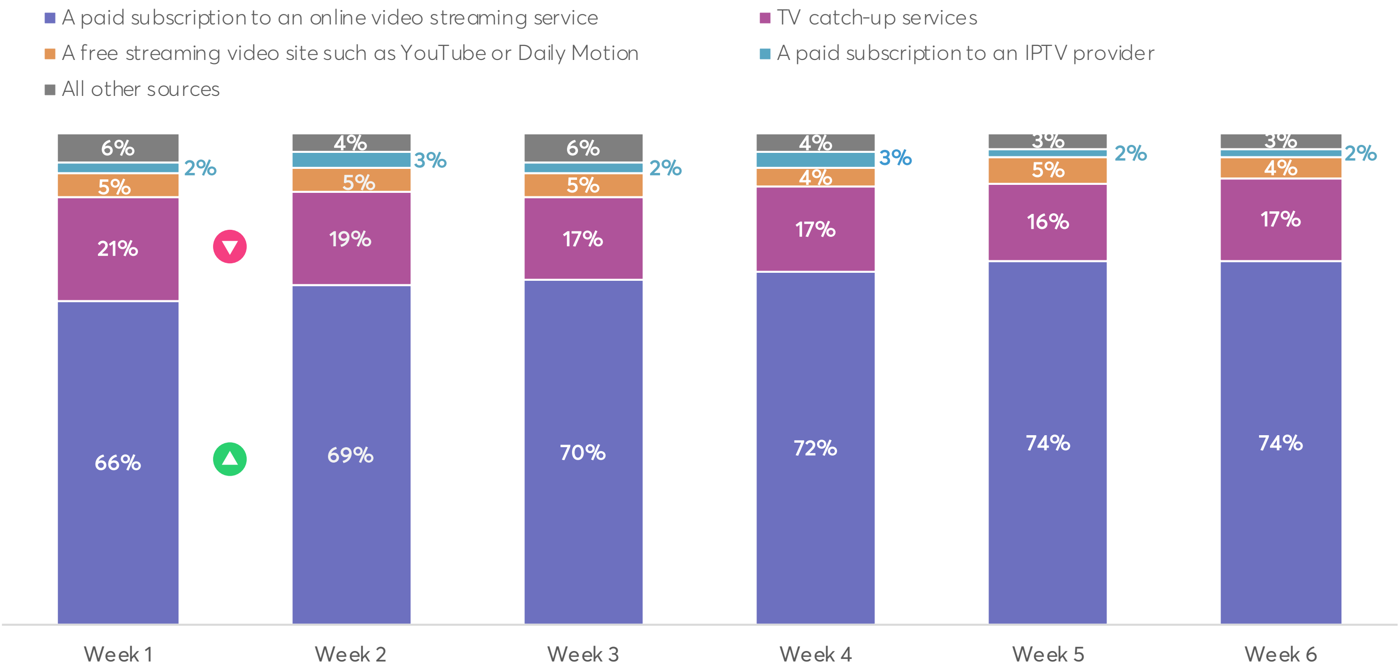
Streaming activity:



Streaming sources:



Share of streaming across sources



Base: Wave 6 – 'Streaming activity', 'Physical purchasing' (Total sample, n=1,074), 'Median time spent watching TV each day' (Downloaded, streamed, or purchased TV programmes/episodes in past week, n=558), 'Median hours spent streaming in past week', 'Streaming sources' and 'Share of streaming across sources' (Weekly TV streamers, n=528-531)

CATEGORY 04

Video Games

Overview

Video game players were the most consistent in terms of time spent each day, with the median time remaining at 3 hours for all weeks. Each week, only TV watchers surpassed them in terms of time spent, with other categories either tied or lower.

Downloading/Accessing:

- In terms of the proportion playing video games each week, this was one of the smallest relative to the other categories (in particular music, film and TV). The proportion peaked in weeks 1 and 2 (between 16-17%), before steadily decreasing for the next three (between 11-13%). In week 6 there was a slight increase (to 13%).
- The median number of video games downloaded/accessed also remained consistent, at 2 per week.
- Looking at the share of sources used to download/access video games, in week 1 paying a single fee and using (legal) free sources were evenly matched (40% respectively). However, after this point, (legal) free sources began to dominate, increasing to around 50% while paying a single fee lowered to around a quarter.
- The proportion using illegal sources to download/access video games was relatively small. This peaked in weeks 1 and 3 (12% respectively), but remained below 10% all other weeks.

The proportion purchasing physical video games saw a sharp rise from week 1 to week 2, from 3% to 7%. While there was a reduction from then on, the proportion remained slightly above week 1 levels (between 4-6%).

CATEGORY 04

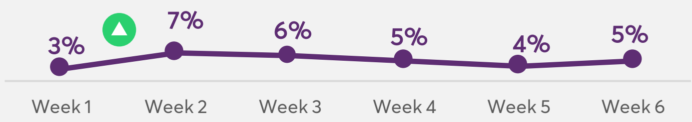
Video Games

Median time spent playing video games each day*:

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
3 HRS	3 HRS	3 HRS	3 HRS	3 HRS	3 HRS

* Any format (online or offline)

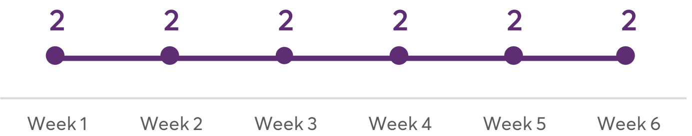
Physical purchasing:



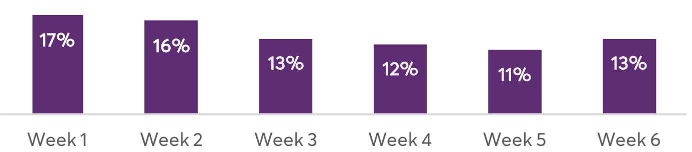
- Median hours spent playing video games remained at 3 hours per day.
- The proportion of respondents downloading/accessing video games saw an upturn in week 6 (to 13%). The median number of games downloaded/accessed remained at 2 per week.
- The proportion using partly or wholly illegal downloading/accessing sources saw no notable change in week 6 compared to week 5.
- "Downloading video games for free" remained the dominant method of downloading/accessing video games – at 50%. "Paying a single fee to download individual video games" recovered some of the share lost the previous week – increasing to 26%.
- The proportion of respondents purchasing physical copies remained stable in week 6 – up just 1 percentage point to 5%.

DOWNLOADING/ACCESSING

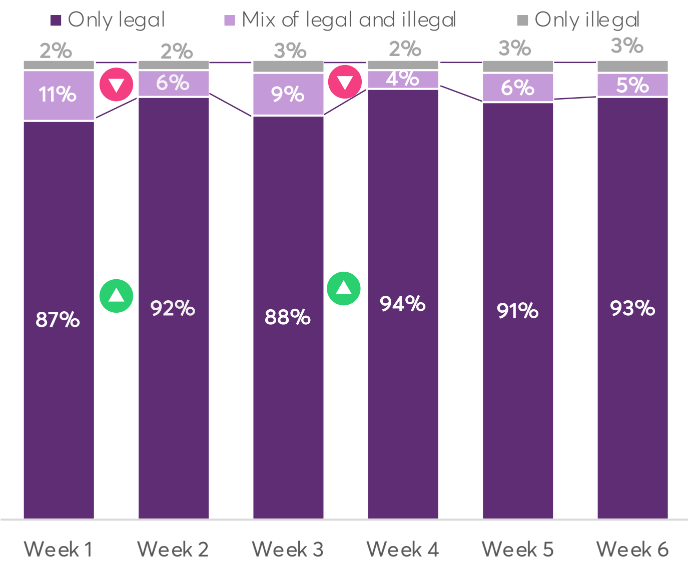
Median number downloaded/accessed in past week:



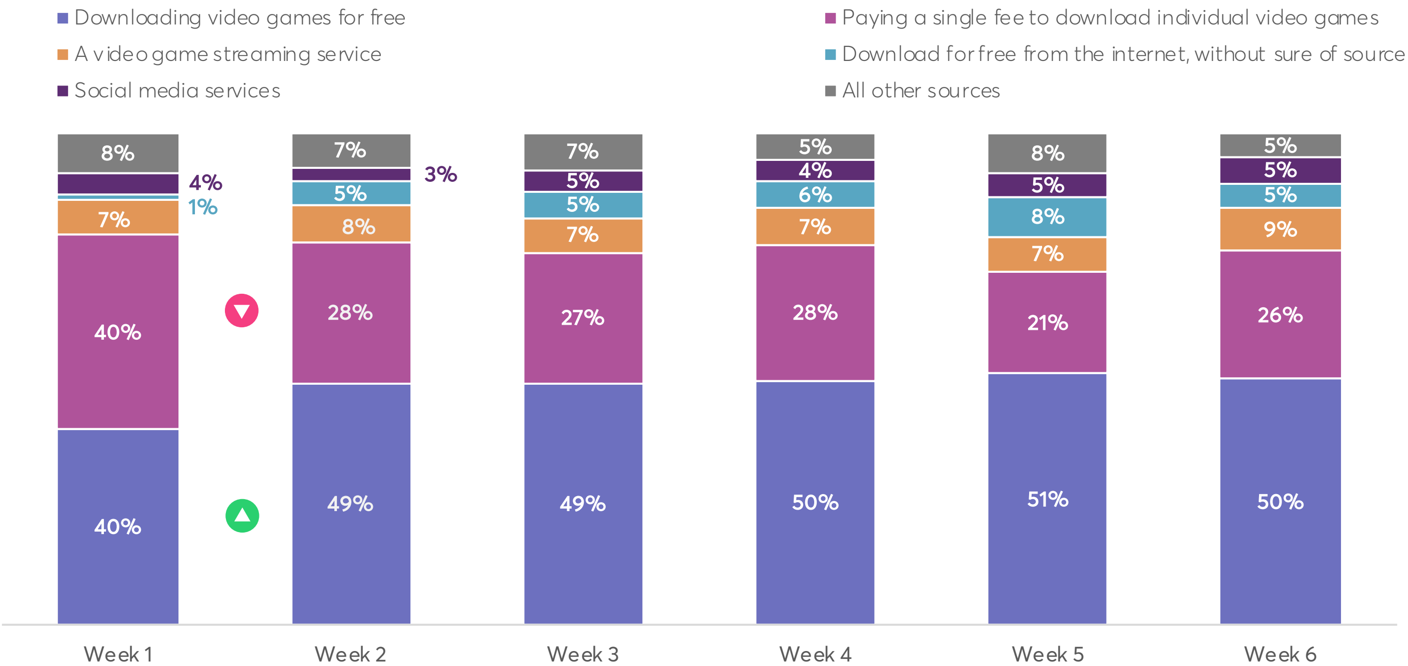
Downloading/accessing activity:



Downloading/accessing sources:



Share of downloading/accessing across sources



Base: Wave 6 – 'Downloading/accessing activity', 'Physical purchasing' (Total sample, n=1,074), 'Median time spent playing games each day' (Downloaded, streamed, or purchased video games in past week (n=161), 'Median hours spent downloading/accessing in past week', 'Streaming sources' and 'Share of downloading/accessing across sources' (Download/access video games weekly, n=135-145)

CATEGORY 05

E-publishing

Overview

Among this category, at 2 hours, books had the highest and most consistent engagement in terms of median time spent each day. Audiobooks started slightly behind in week 1, but then also reached 2 hours for each of the remaining weeks. Magazines saw a slight decline as the weeks progressed, going from 1 hour per day to 40 minutes in weeks 5 and 6.

E-Books:

- Of all e-publishing categories, despite a consistent and considerable decrease over the weeks, e-books had the highest proportion downloading/accessing them. This peaked in week 1 at 18%, before falling for a few weeks and levelling out in weeks 4-6 (between 11-12%).
- The highest share of downloading/accessing e-books was by paying a single fee, accounting for around half each week. A subscription service was the next most common, with its share ranging between 16-20% each week. No other individual source made-up more than 10% of the share each week, although accessing online content from a library did peak at 13% in week 5.
- Use of illegal sources to download/access e-books fluctuated somewhat across the weeks (with no obvious pattern), ranging between 10% and 18%.
- The proportion purchasing physical books saw one of the sharpest and most consistent increases across the weeks, from 2% in week 1 to 14% in week 2. While this did then decline, it remained considerably higher than week 1, never going below 9%.

Audiobooks:

- The proportion downloading/accessing audiobooks peaked in week 1 at 7%, before reducing slightly each week and ending at 4% in week 6.
- While a paid subscription service consistently held the highest share (around a third or more) of sources used to download/access audiobooks, some weeks it was almost matched by paying a single fee.
- No other individual source made-up more than 10% of the share each week, although accessing content made available for free by publishers did peak at 13% in week 6.
- The proportion using illegal sources to download/access audiobooks fluctuated considerably across the weeks, ranging between 12-29%. The pattern was generally an increase followed by a week or so of decline, before another increase. The proportion reached its peak in week 6 (29%).
- The proportion purchasing physical audiobooks remained constantly low across the weeks (between 0-4%).

Digital magazines:

- The proportion downloading/accessing digital magazines remained fairly consistent in terms of the overall range (between 6-9%), but did fluctuate a little each week (up or down).
- In terms of share of sources paying for a subscription service and accessing free content from publishers, these were fairly evenly matched. Combined, these accounted for between 56-68% of the share each week. Paying a single fee also made up a considerable proportion each week (between 15-19%), while a website that provides free access to magazines that would otherwise require payment also saw its share rise above 10% some weeks.
- Of all content categories, the proportion purchasing physical magazines saw the sharpest and most sustained increase. Between week 1 and week 2, it went from 1% to 16%, and then remained above 13%.

CATEGORY 05

E-publishing

- Median hours spent reading/listening remained at 2 hours per day for books and audiobooks respectively and 40 minutes for magazines.
- Physical purchasing remained broadly in line with the previous week (within 1 percentage point) for books (10%), magazines (13%) and audiobooks (3%).

E-BOOKS

- Week 6 saw a slight upturn in the proportion who had downloaded or accessed e-books - up 1 percentage point on week 5 to 12% - bucking the downward trend.
- The proportion using partly or wholly illegal downloading/accessing sources increased by 3 percentage points to 13% in week 6.
- There were no noteworthy changes in the share of downloading/accessing e-books across sources.

DIGITAL MAGAZINES

- 7% had downloaded or accessed a digital magazine in week 6 (up 1 percentage point), and as with e-books, this bucks a downward trend.
- The proportion using partly or wholly illegal sources for downloading or accessing digital magazines, partially reversed the decline in the previous week by increasing back up to 23%.
- Looking at share of downloading/accessing **digital magazines** across sources, using a paid "subscription to a service or publisher…" reduced significantly to 31%. Using a "free website which hosts or links to digital magazines I would otherwise expect to pay for" recovered to almost week 4 level after a sharp decline in the previous week.

AUDIOBOOKS

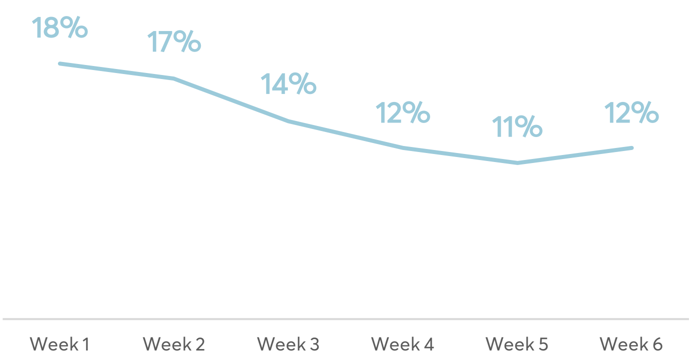
- The proportion downloading or accessing audiobooks has seen a small, but steady, decline across the weeks and reached its lowest point (4%) in week 6.
- The proportion using partly or wholly illegal downloading or accessing sources more than doubled from week 5 to week 6 (up to 27%).
- Looking at share of downloading/accessing audiobooks across sources, paying for "a subscription to a service that allows you listen to audiobooks online" declined to 35% - cancelling out the previous week's sharp increase. The number "ripping audio books from sites such as YouTube" increased significantly up to 11%.

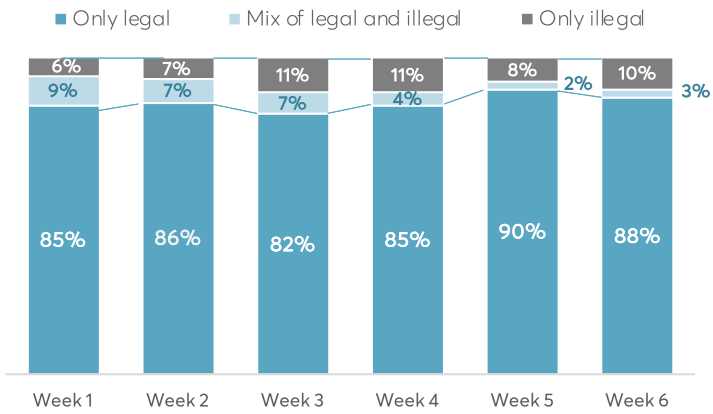
DOWNLOADING/ACCESSING

Downloading/accessing activity:

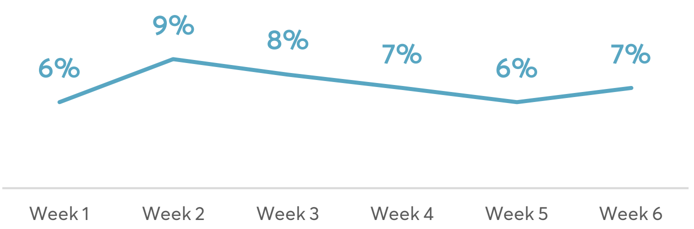
Downloading/accessing sources:

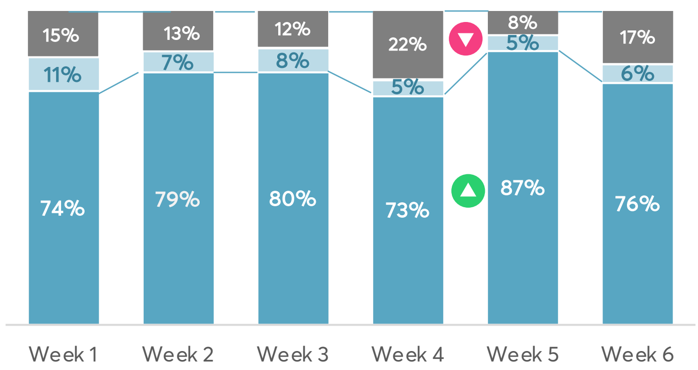
E-BOOKS



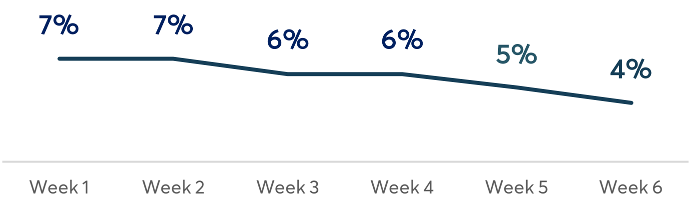


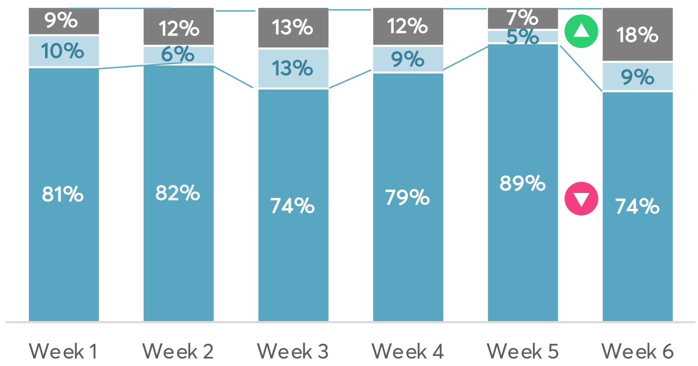
DIGITAL MAGAZINES





AUDIOBOOKS





Base: Wave 6 – 'Downloading/accessing activity', (Total sample, n=1,074), 'Downloading/accessing sources' (Weekly E-book consumers n=117, Weekly Digital magazine consumers n=64, Weekly Audiobook consumers n=45)

CATEGORY 05

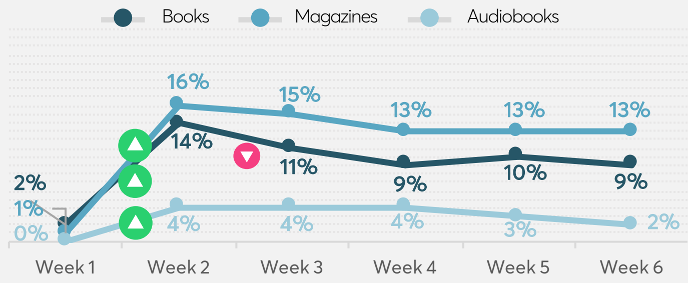
E-publishing

Median time spent reading/listening each day*:

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Books	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
Audiobooks	1 HRS	2 HRS	2 HRS	2 HRS	2 HRS	2 HRS

* Any format (online or offline)

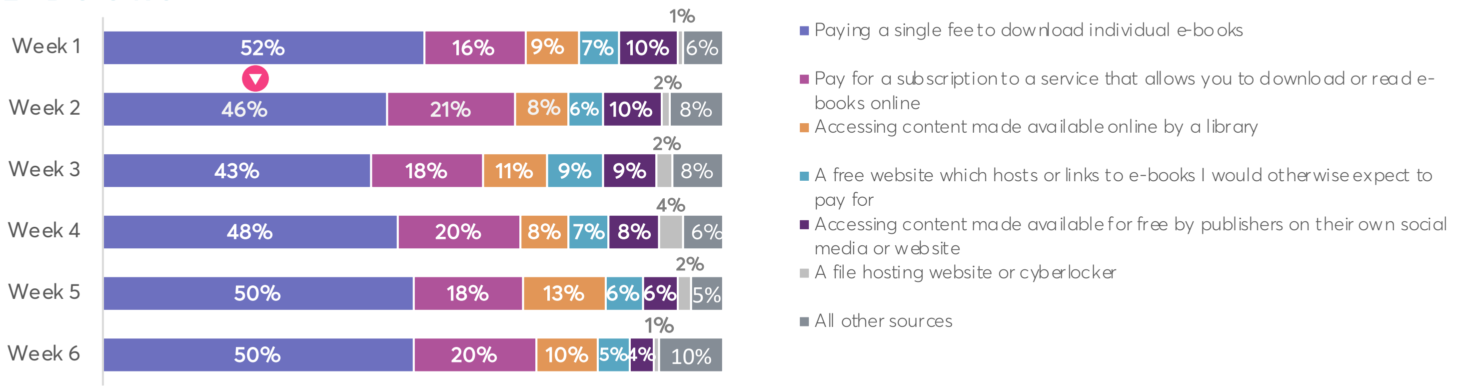
Physical purchasing:



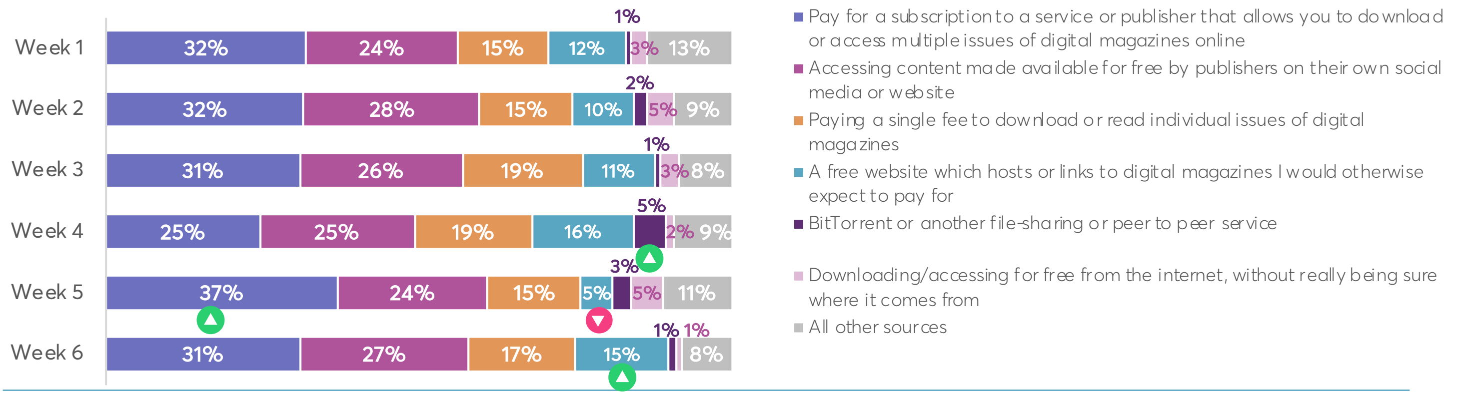
DOWNLOADING/ACCESSING

Share of downloading/accessing across sources

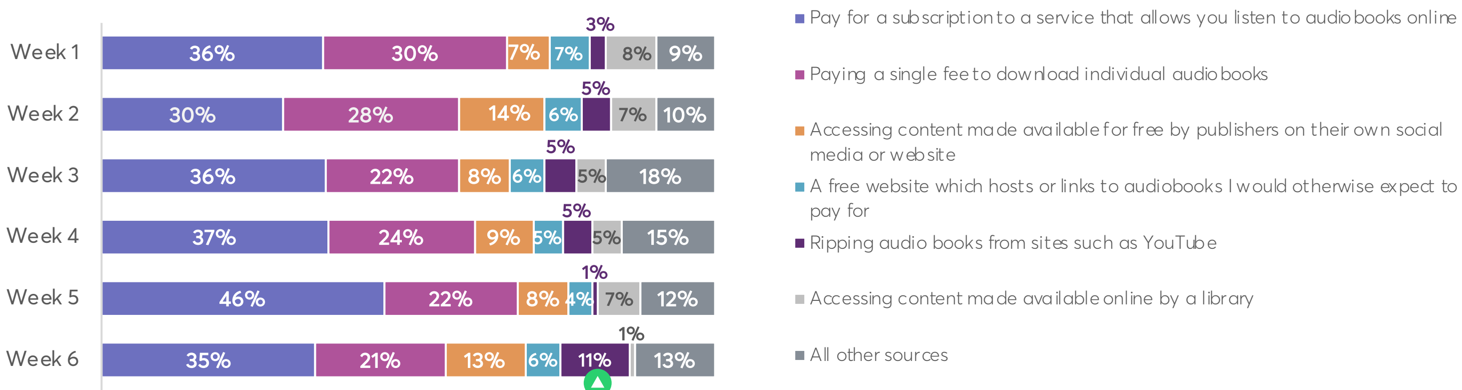
E-BOOKS



DIGITAL MAGAZINES



AUDIOBOOKS



Base: Wave 6 – 'Physical purchasing' (Total sample, n=1,074), 'Median time spent reading/listening each day' (Downloaded/accessed or purchased in past week – E-books n=192, Digital magazines n=170, Audiobooks n=54), 'Share of downloading/accessing across sources' (Weekly E-books consumers n=123, Weekly Digital magazine consumers n=70, Weekly Audiobooks consumers n=49)

Other content consumption

Looking at total weekly consumption in **week 6, compared with week 5** for the other content categories, most saw marginal changes of 1 percentage point, or no change at all. However, "use of video software for social activities" declined by 2 percentage points (4th weekly decline) and "look at, comment on, or 'like' social media posts from other users", declined by 3 percentage points.

Looking across **all the weeks to date for total weekly consumption**, 9 out of the 17 categories have shown a general decline to the point where they are significantly below their highest points, which were seen in weeks 1 or 2. The remaining categories have only seen marginal changes. In some categories the decline is relatively small in relation to their base number of content consumers, but for others with a smaller base, the decline is much more significant.

Most resilient categories* (showed only marginal changes across the weeks):

"Watch or read news content online or on TV" (90-92%)
"Conduct work meetings via video software" (26-28%)
"Create and post your own videos/written/audio content online" (24-26%)

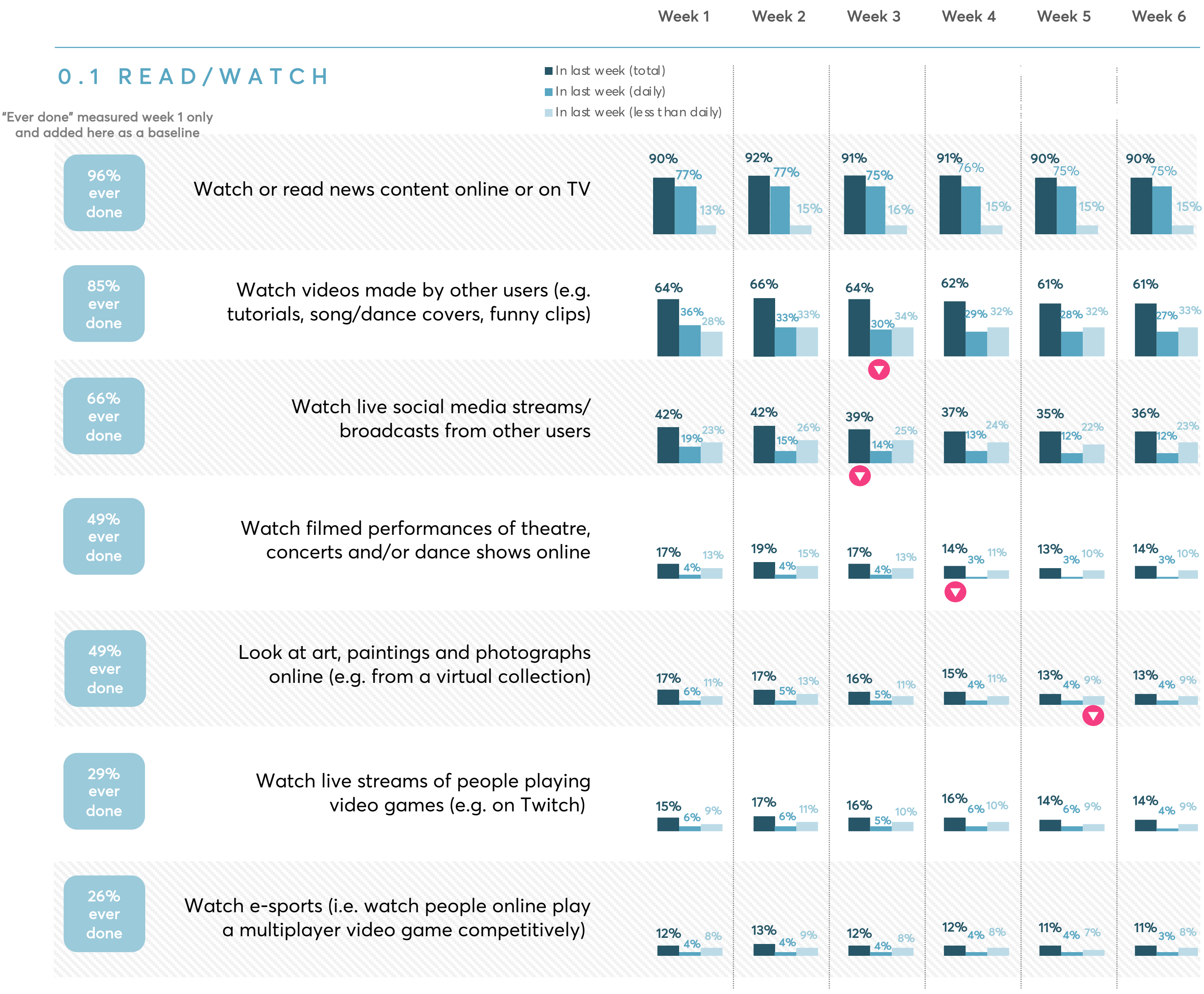
Categories* which lost the greatest share of total weekly content consumers across the course of the study (in relation to base size):

"Look at art, paintings and photographs online " (lost a quarter of consumers)
"Play online multiplayer video games" (lost just over a fifth of consumers)
"Online learning such as watch free to access videos" (lost just under a fifth of consumers)

Categories* with the highest weekly consumption across all 6 weeks:

"Watch or read news content online or on TV" (90-92%)
"Look at, comment on, or 'like' social media posts from other users" (66-73%)
"Watch videos made by other users" (61-64%)

*Top 3



Base: Wave 6 Total sample (n= 1,074)

Other content consumption

0.2 INTERACT WORK/SOCIAL

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

Ever done	Activity	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
82% ever done	Look at, comment on, or 'like' social media posts from other users	71% / 51% / 20%	73% / 49% / 24%	70% / 47% / 24%	70% / 44% / 25%	69% / 45% / 24%	66% / 44% / 22%
68% ever done	Use video software for social activities with friends/family	51% / 19% / 33%	54% / 17% / 36%	53% / 16% / 38%	52% / 14% / 37%	51% / 14% / 37%	49% / 15% / 35%
57% ever done	Look at, comment on, or 'like' social media content posted by celebrities	39% / 23% / 16%	40% / 21% / 19%	36% / 20% / 16%	38% / 20% / 18%	36% / 20% / 16%	37% / 19% / 18%
38% ever done	Conduct work meetings via video software	26% / 10% / 15%	27% / 10% / 16%	28% / 11% / 17%	27% / 11% / 17%	28% / 10% / 18%	27% / 11% / 16%

0.3 ACTIVELY PARTICIPATE

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

Ever done	Activity	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
61% ever done	Online learning such as watch free to access videos (e.g. YouTube Tutorials) or enrolling on courses	32% / 12% / 19%	30% / 12% / 18%	30% / 12% / 18%	29% / 10% / 19%	27% / 10% / 17%	26% / 9% / 17%
37% ever done	Play online multiplayer video games (e.g. Minecraft, Fortnite) on any device inc. smartphones	24% / 12% / 12%	23% / 11% / 13%	21% / 10% / 10%	20% / 10% / 10%	20% / 9% / 10%	19% / 9% / 10%
36% ever done	Take part in online fitness classes (e.g. on Instagram Live, YouTube Live or Zoom)	22% / 8% / 13%	22% / 8% / 13%	21% / 7% / 13%	20% / 7% / 13%	19% / 6% / 13%	18% / 7% / 12%

0.4 CREATE/SHARE

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

Ever done	Activity	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
63% ever done	Sharing images or videos online that are not created by you	36% / 14% / 21%	38% / 12% / 26%	36% / 12% / 24%	35% / 11% / 24%	34% / 11% / 23%	33% / 10% / 23%
50% ever done	Create and post your own videos/written/audio content online (e.g. on Instagram, YouTube, TikTok)	24% / 8% / 16%	26% / 7% / 19%	24% / 7% / 17%	26% / 8% / 18%	24% / 6% / 19%	24% / 7% / 17%
29% ever done	Make content you own (e.g. music, films/shows, books) publicly available by uploading files or links online	12% / 4% / 7%	12% / 4% / 8%	12% / 5% / 7%	12% / 4% / 8%	11% / 4% / 7%	10% / 4% / 7%

Base: Wave 6 Total sample (n= 1,074)

Addendum: Audio content consumption

In the final **week 6 survey** (in field between 16th – 20th May 2020) additional audio options were added to the other content categories due to interest from stakeholders (offline radio, online radio and podcasts).

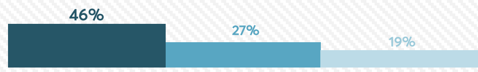
Looking at the total weekly consumption, offline radio was most popular with 46% having listened in the last week. This was followed by online radio (35%) and podcasts (24%).

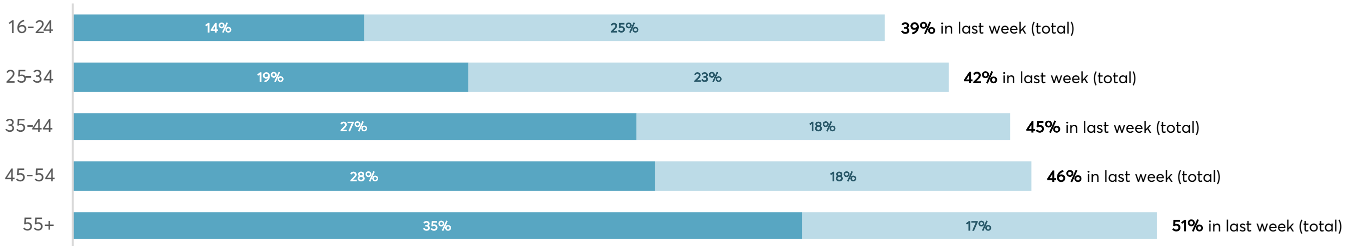
Looking at the results by age there are some interesting differences.

- In the past week, those aged 16-24 were just as likely to have listened to a podcast (40%) as they were to listen to the radio offline (39%) or online (37%).
- Those aged 25-34 were the most likely of any age group to listen to the radio online (48% in last week) and podcasts (42%). For both categories, the proportion who had accessed them in the last week was progressively lower among each subsequent age group, with 26% of the 55+ having listened to the radio online and 12% to a podcast.
- Offline radio reversed this trend. Half of the 55+ age group had listened in the last week and it was lower among each younger age group.

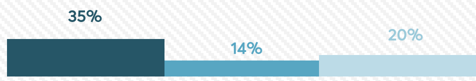
■ In last week (total) ■ In last week (daily) ■ In last week (less than daily)

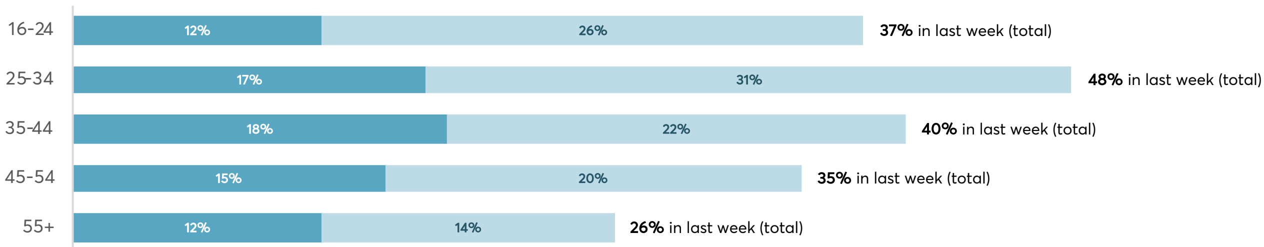
Listen to the radio offline (e.g. DAB, radio receiver, through TV)



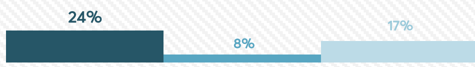


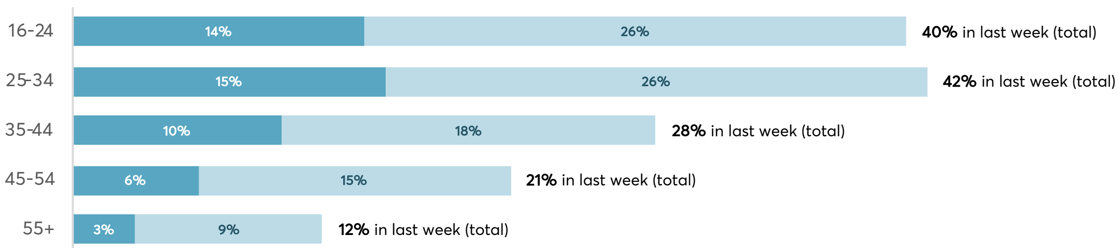
Listen to the radio online (e.g. BBC Sounds)





Listen to podcasts (e.g. Serial, The Joe Rogan Experience)





Base: Wave 6 Total sample (n= 1,074)

Digital Culture - Consumer Tracking Study

WAVE 6 OF 6 | MAY 2020

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