Creative Industries
Policy & Evidence Centre
Led by nesta

Digital Culture
Consumer Tracking Study

WAVE 7 | AUGUST 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. Wave 7 ran shortly after lockdown restrictions were relaxed on the 4th of July 2020 and is the first of three new waves taking place between July and September. In the charts, a red dotted line is used to demonstrate the break between these two periods.

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 with the weeks of the study that took place during lockdown (i.e. weeks 1-6) and week 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 7 comprised many of the same respondents who took part in weeks 1-6 (n=733). Unlike in previous weeks, however, 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 7. These were previously only included in weeks 1 and 6.

Week	1	2	3	4	5	6	7
Fieldwork Dates	9th – 19th April	20th – 26th April	27th Apr – 3rd May	4th – 10th May	11th – 17th May	18th – 24th May	13th – 19th July
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
N=	3,863	2,792	2,369	2,132	1,947	1,074	1,001

***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 spent consuming content daily, online or offline, in the period just after lockdown restrictions were relaxed on the 4th of July (i.e. 6th-12th of July). When compared to their consumption during the six preceding weeks of the study which took place during lockdown (i.e. 2nd of April-17th of May), the time for most categories was broadly consistent.

TV, at 4 hours per day, continued to have the highest median time of any category, which was followed by music and film (both 2.5 hours a day).

One category which did experience a shift was video games, where the median amount of time spent playing video games reduced from 3 to 2 hours a day for the first time in the study.

Levels of downloading, streaming, accessing

There was a noticeable increase in the proportion downloading content. For music it was at the highest point it had been in the study (31%), while both film (24%) and TV (21%) matched their previous peaks in week 2 and were considerably higher than the preceding three weeks of the study. This could potentially be attributed to an increased need for offline content as people spend more time outside of their homes.

Streaming, in contrast to downloading, varied by category. Both film (41%) and TV (46%) were equal to their lowest points during lockdown, which occurred in week 1, while music (61%) matched its previous peak in week 2.

The proportion downloading/accessing content in video games, at 21%, was 4% higher than its previous peak in week 1. E-books, at 18%, was the same as its previous peak in week 1. Both digital magazines (7%) and audiobooks (7%) were consistent with the lockdown weeks of the study.

Physical purchasing

The first survey since lockdown ended saw higher levels of physical purchasing across a number of categories. This was largest for music which, at 14%, was 6% higher than its previous peak in week 2. Other categories saw more modest growth but were still at the highest point seen in the study - video games increased by 3% to 10%, film by 2% to 15%, TV by 1% to 8%, e-books by 1% to 15% and digital magazines by 1% to 17%.

Legal and illegal sources

The end of lockdown did not appear to have a considerable impact in terms of whether content was being accessed through legal or illegal sources. The proportion using at least one illegal source to download or stream/access content, in most categories, was within the range recorded within the previous six weeks of the study.

Those who had downloaded/accessed digital magazines (28%) and/or downloaded music (26%) continued to have, as in many of the preceding six weeks, the highest proportions of those who had used illegal sources. However, in the case of downloading music this was at the lower end of what it had been over the course of the study (ranging from 27-33%).

Overview

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 small decreases in how frequently they were being engaged with compared to the lockdown weeks of the study. A number of the exceptions to this related to gaming, with "playing online multiplayer video games" (23%), "watching live streams of people playing video games" (15%) and "watching e-sports" (11%) all remaining stable.

There was an increase in the frequency with which respondents were listening to the radio for which the options were only included in the previous wave of the survey (i.e. week 6). This increase was larger for listening offline (weekly listening was up by 5% to 51%) than for listening to radio online (up by 3% to 38%).

Weekly use of video software for "social activities" fell from a high of 54% during the lockdown weeks to 41%. Its use for work meetings was more resilient, dropping by only 3%, from a high of 28% to 25%.

Wellbeing and lifestyle

The relaxing of lockdown restrictions did not correlate with any 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 increased slightly compared with the preceding three weeks, although they remained below the highest levels seen in weeks 1-3 of the study.

As might be expected, there were shifts 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) or were working from home all the time.

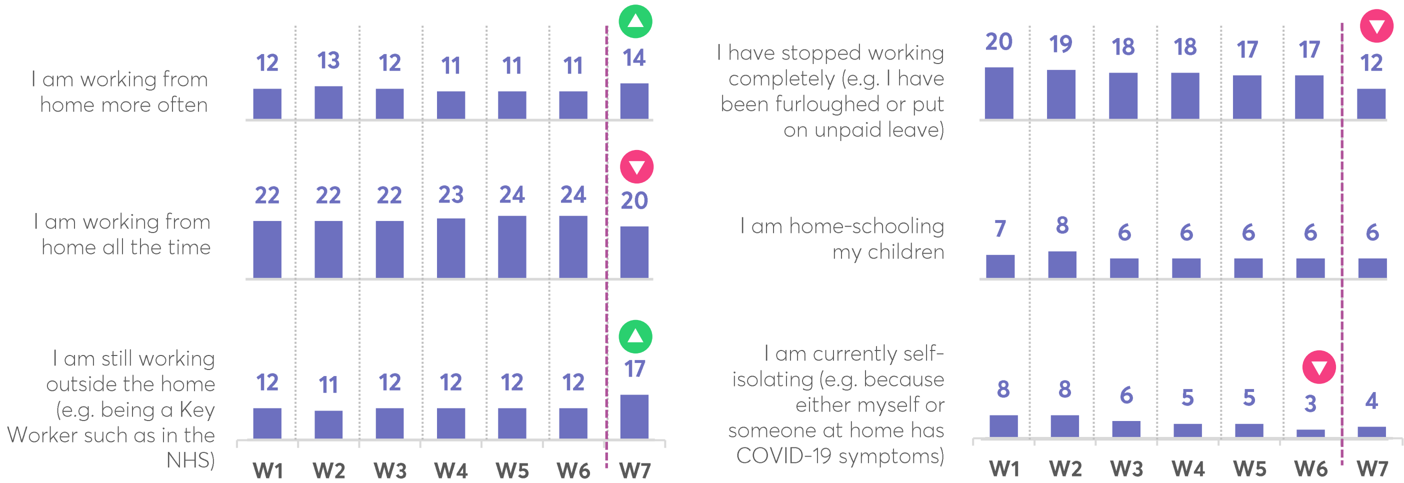
Wellbeing and Lifestyle

- The relaxing of lockdown restrictions did not correlate with any major shifts in terms of the wellbeing measures asked about. There was a rise in anxiety levels to 4.3, compared to between 4.1-4.2 during the last three weeks of lockdown. Other measures related to satisfaction with life, feeling worthwhile and happiness all either experienced small increases or stayed at the higher range of where they had been during the lockdown weeks of the study.
- There were some key shifts in work/lifestyle owing to COVID-19 compared with the lockdown weeks of the study:
    - There was a decrease in people "working from home all the time" or who had "stopped working completely (e.g. had been furloughed)".
    - There was a large increase in those "working outside the home" while those "working from home more often" was just above its previous peak during week 2.

Wellbeing | Average (0 - 10)

	W1	W2	W3	W4	W5	W6	W7
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
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
How happy did you feel yesterday?	6.3	6.3	6.3	6.4	6.4	6.4	6.5
How anxious did you feel yesterday?	4.8	4.5	4.4	4.2	4.2	4.1	4.3

Changes in work/lifestyle due to COVID-19:



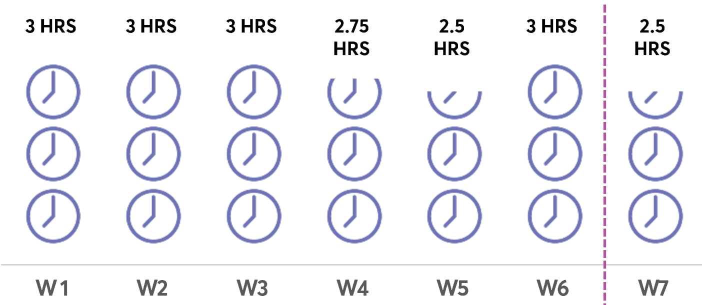
CATEGORY 01

Music

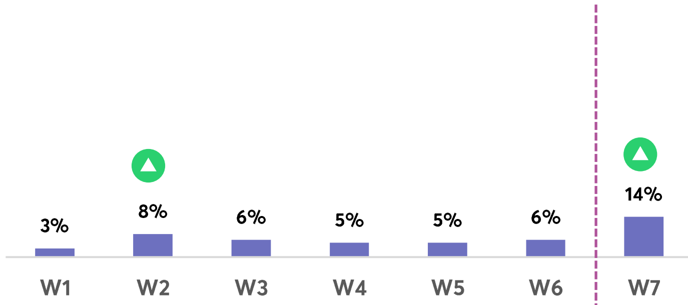
- Median hours spent listening to music (either online or offline) was 2.5 hours per day in week 7. This was broadly in-line with the lockdown weeks of the study (ranging between 2.5-3 hours).
- There was a large increase in the proportion who had downloaded music which, at 31%, was higher than it had been in any of the lockdown waves of the study.
- At 6, the median number of tracks downloaded in the past week remained broadly in-line with the preceding five weeks (where it ranged between 4-6).
- The proportion using partly or wholly illegal downloading sources, at 26%, was at the lower end of what it had been during the lockdown waves, where it had ranged between 27-33%. Importantly, the increase in the proportion using wholly illegal sources, a trend present in the last three lockdown weeks of the study, came to an end. This proportion was 9 percentage points lower than in week 6, falling to 12%. However, this reflected the levels present in the first three weeks of the study (where it ranged between 9-15%).
- Looking at share of downloading sources, "Saving offline via a paid subscription service" remained the dominant method of downloading, with it continuing to account for over half (55%) of all music downloads. "Paying a single fee to download" and "downloading from sites such as YouTube" remained in second and third place with 20% and 11%, respectively.
- The proportion of respondents who had streamed music, at 61%, matched the highest point of the lockdown weeks of the study (week 2 - where it had been 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 (45%) 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 17%, respectively. The share of "listening to the radio online" increased to 7% which was higher than it had been for the last four weeks of the lockdown waves.
- While there was an increase in physical purchasing during the lockdown weeks, in Wave 7 it reached its highest point (by some way). The proportion who had bought a physical music product was 14%, just under double its previous high point.
- The median amount spent on "a paid subscription service" remained at £9 and broadly unchanged compared to the previous two waves.

CONSUMPTION

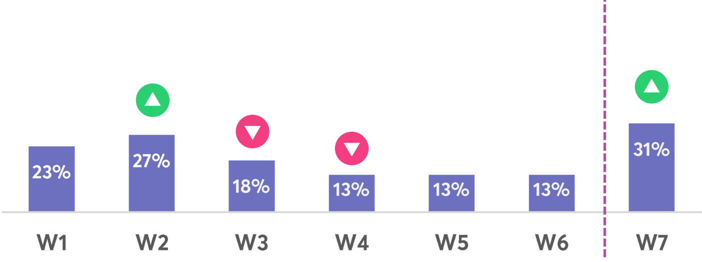
Median time spent listening to music in any format (online or offline) each day:



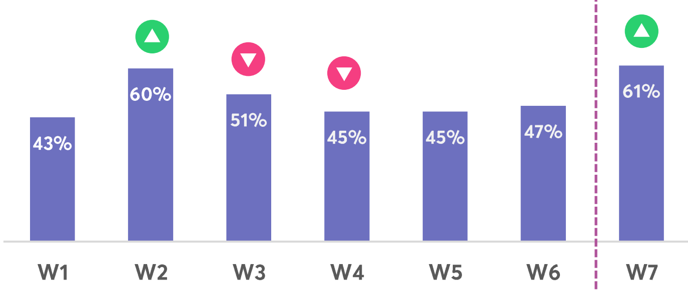
Physical purchasing activity:



Downloading activity:

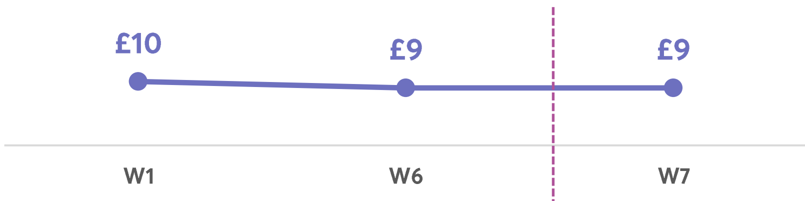


Streaming activity:



Median amount spent each month on:

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



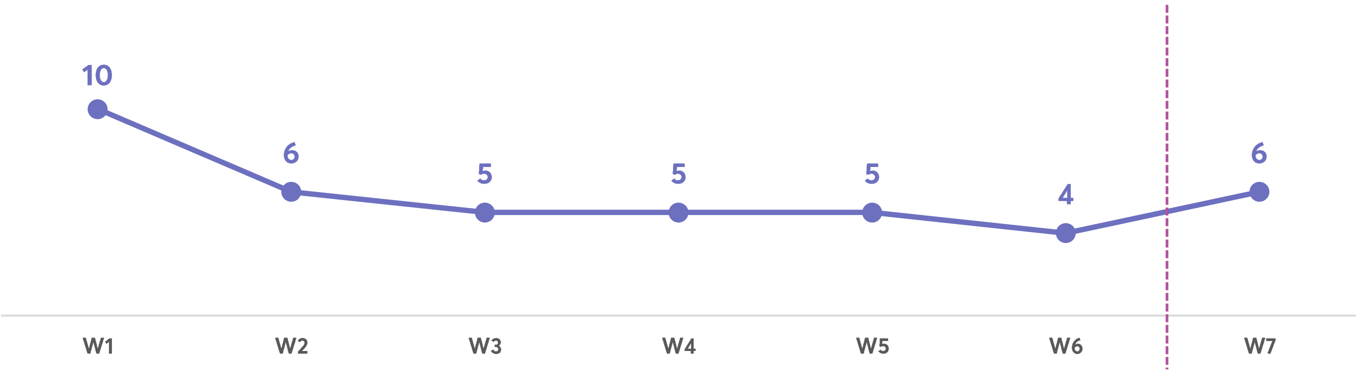
Base: Wave 7 – 'Median time spent listening to music in any format each day' (listened to music in past week in any format n=810), 'Downloading activity', 'Streaming activity', 'Physical purchasing' (Total sample, n=1,001), 'Median amount spent each month' (users of 'A paid for subscription service' n=407)

CATEGORY 01

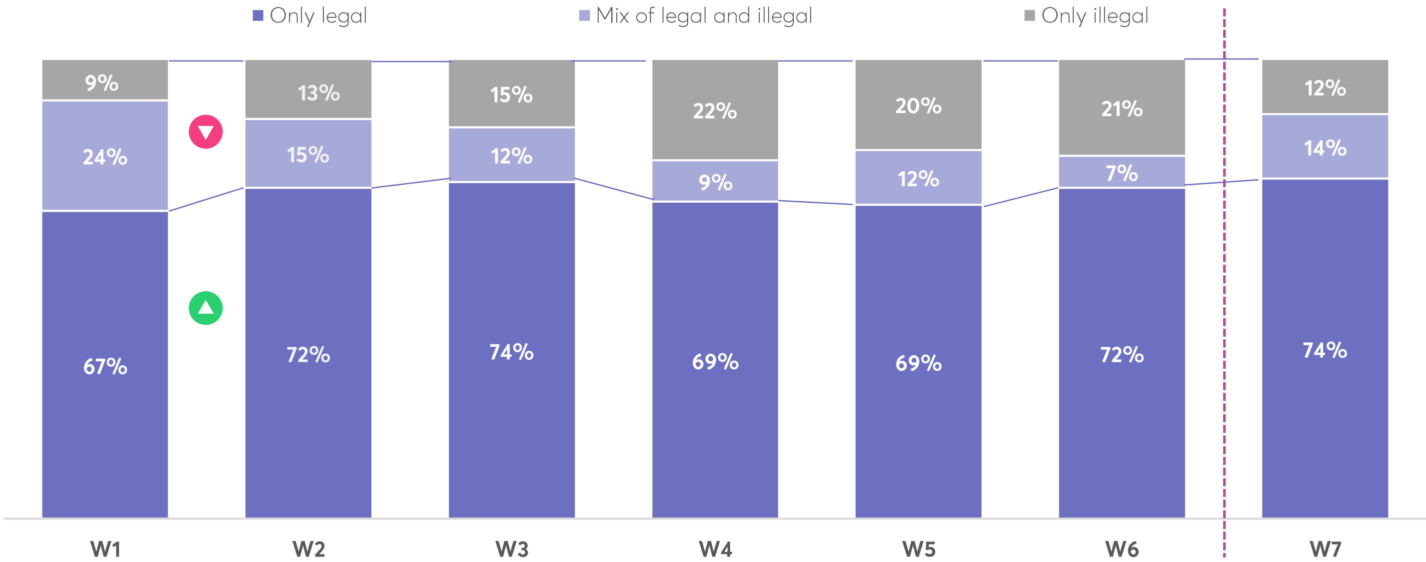
Music

DOWNLOADING

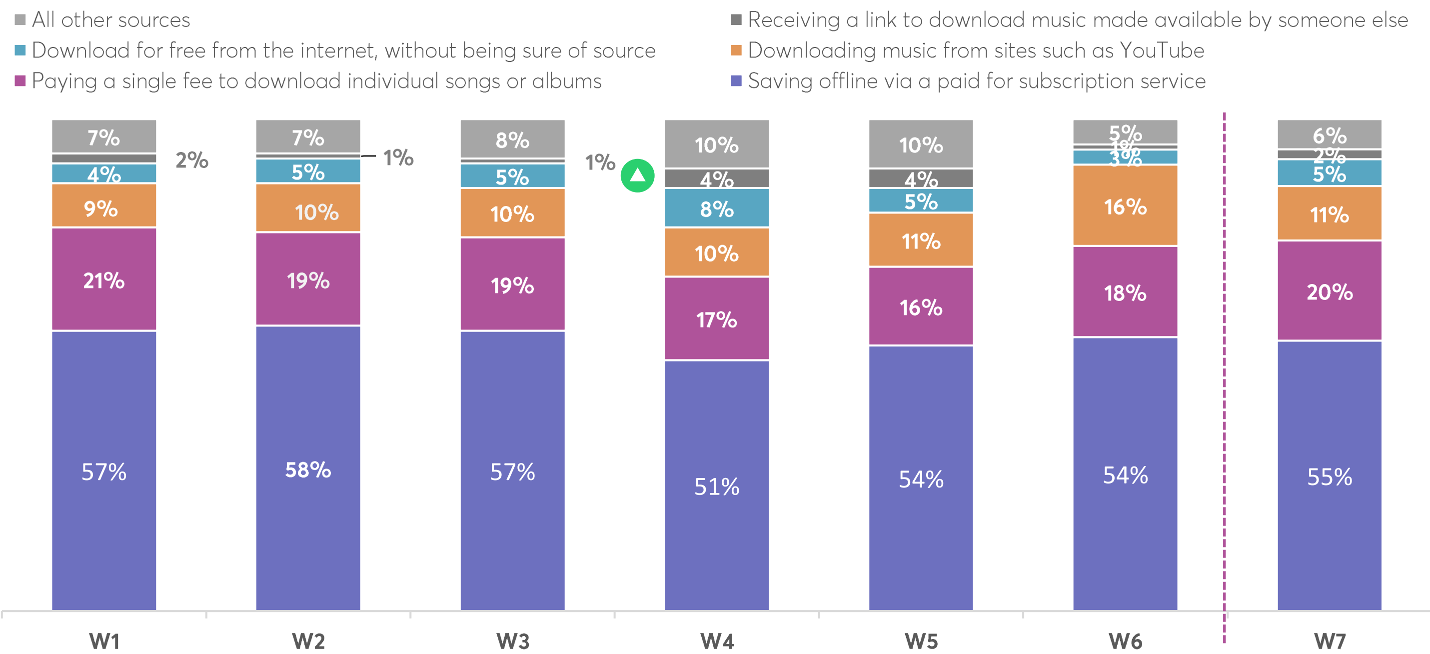
Median number of tracks downloaded in past week:



Downloading sources:



Share of downloading across sources:

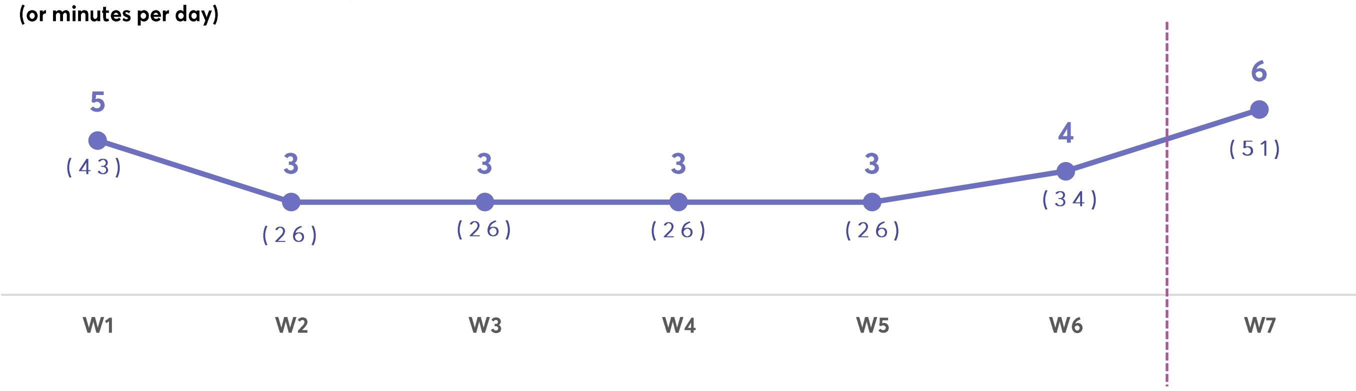


CATEGORY 01

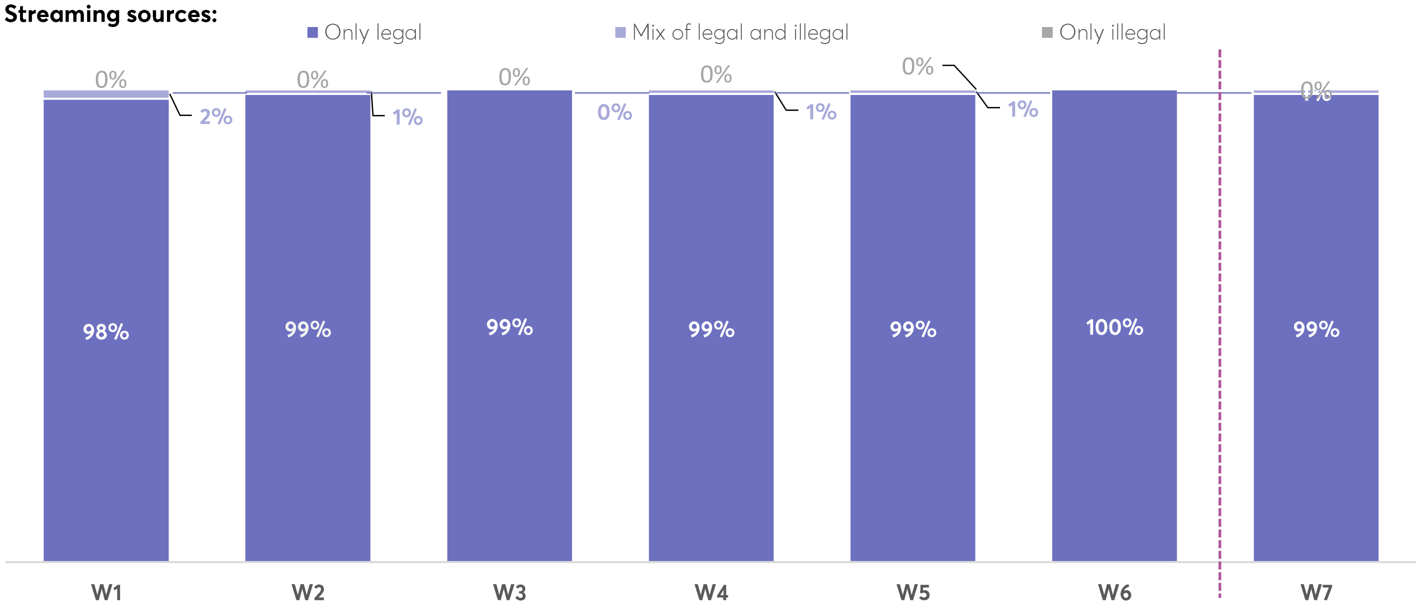
Music

STREAMING

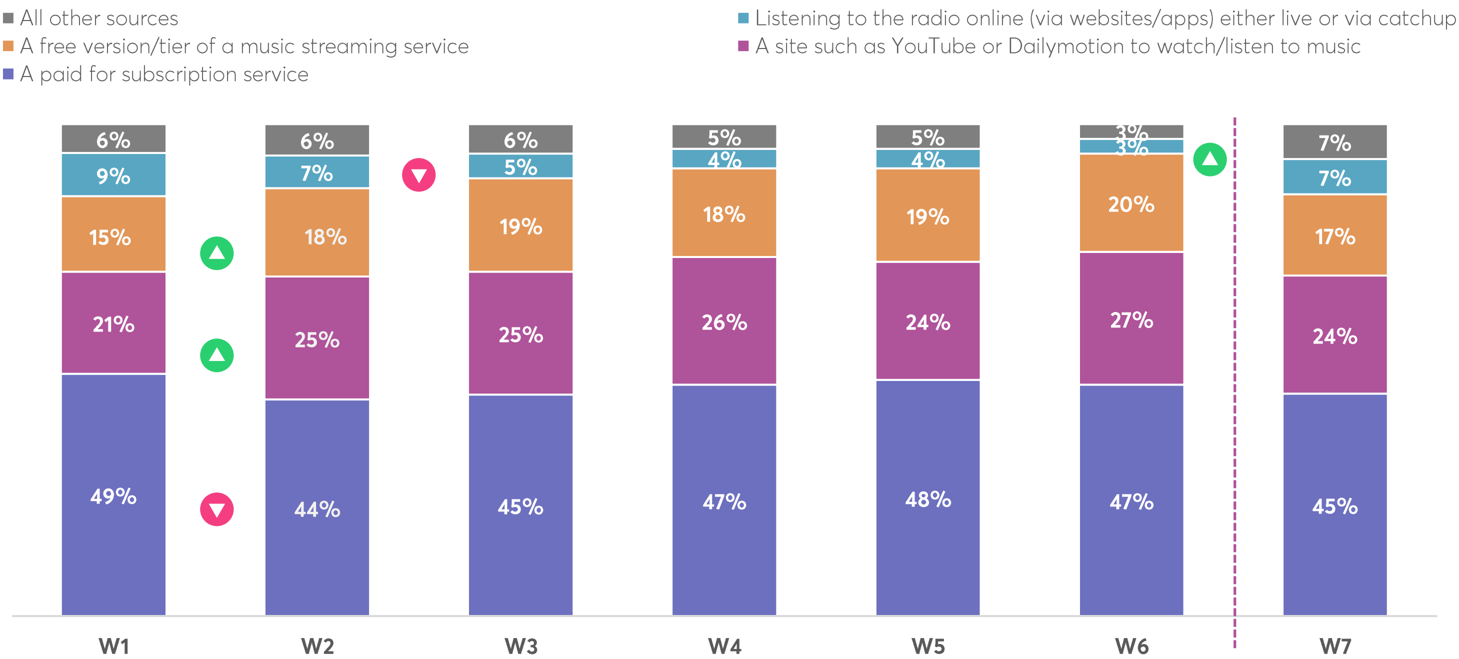
Median hours spent streaming in past week:
(or minutes per day)



Streaming sources:



Share of streaming across sources:



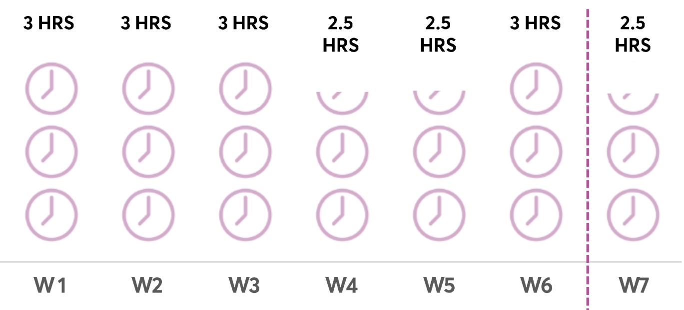
CATEGORY 02

Film

- Median hours spent watching films (either online or offline) was 2.5 hours per day in week 7. This was broadly in-line with the lockdown weeks of the study (where it ranged from 2.5-3 hours).
- The proportion downloading films was, at 24%, higher than it had been in all but one week during lockdown.
- The median number of downloads in the past week remained at 2 for the sixth consecutive wave.
- The proportion using partly or wholly illegal downloading sources was, at 16%, in-line with, but at the higher end of, what it had been during the past five weeks (where it ranged between 12-16%).
- "Saving offline via a paid for subscription service" remained the dominant method, accounting for 63% of all film downloads. "Paying a single fee to download" and "saving offline on catch-up services" also remained in second and third places with 15% and 9% shares of downloads, respectively.
- The proportion streaming films, at 46%, remained consistent with what it had been during the previous four lockdown weeks of the study (where it ranged between 43-48%).
- Median hours spent streaming films in the past week was 4 hours. This is in step with 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 9%, in line with the past five weeks of the study (where it 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 81% of all time spent streaming.
- The proportion making physical purchases rose considerably after experiencing a steady decline during the final lockdown weeks. Furthermore, at 15%, it was 2% higher than it had been during its lockdown peak.
- The median amount spent on "a paid subscription service" each month remained stable over the weeks at £9.

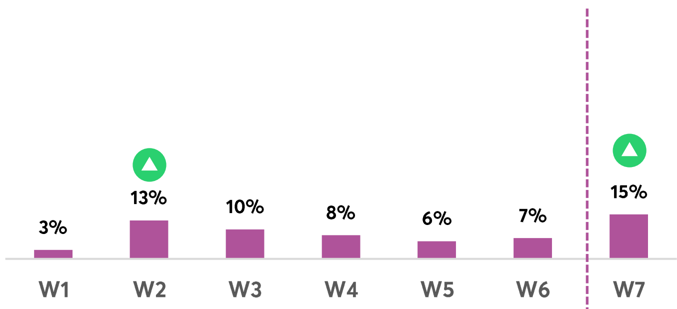
CONSUMPTION

Median time spent watching films each day*:

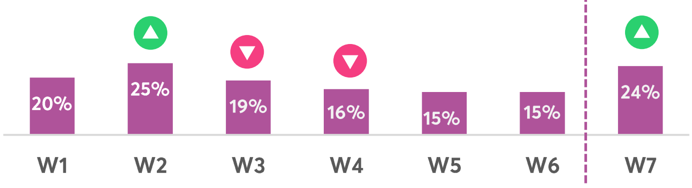


* Any format (online or offline

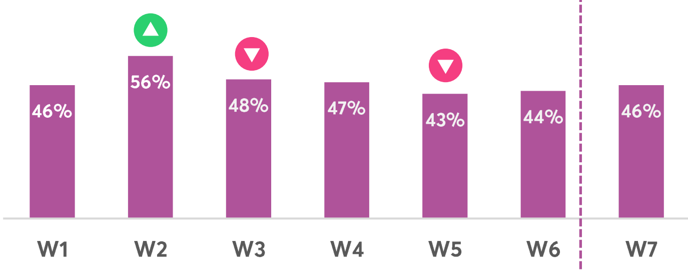
Physical purchasing activity:



Downloading activity:

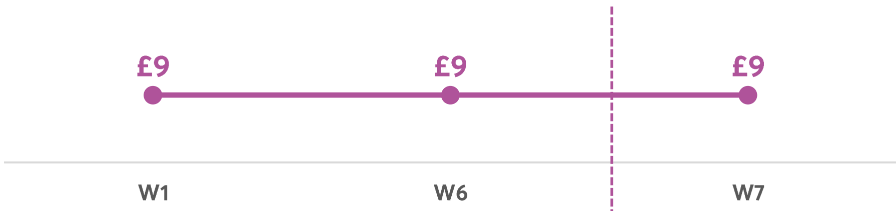


Streaming activity:



Median amount spent each month on:

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

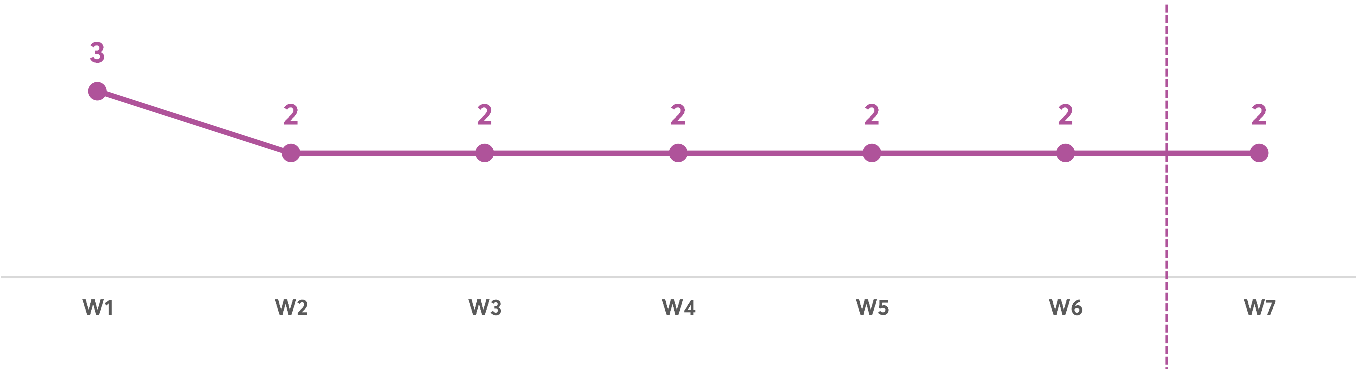


CATEGORY 02

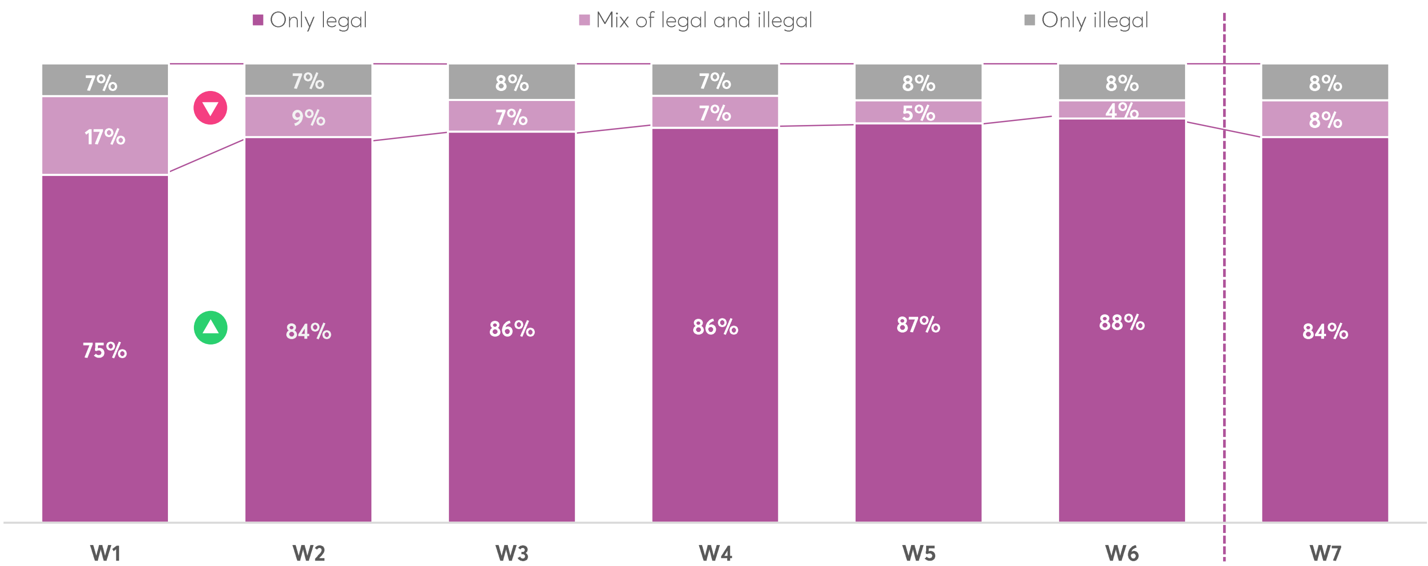
Film

DOWNLOADING

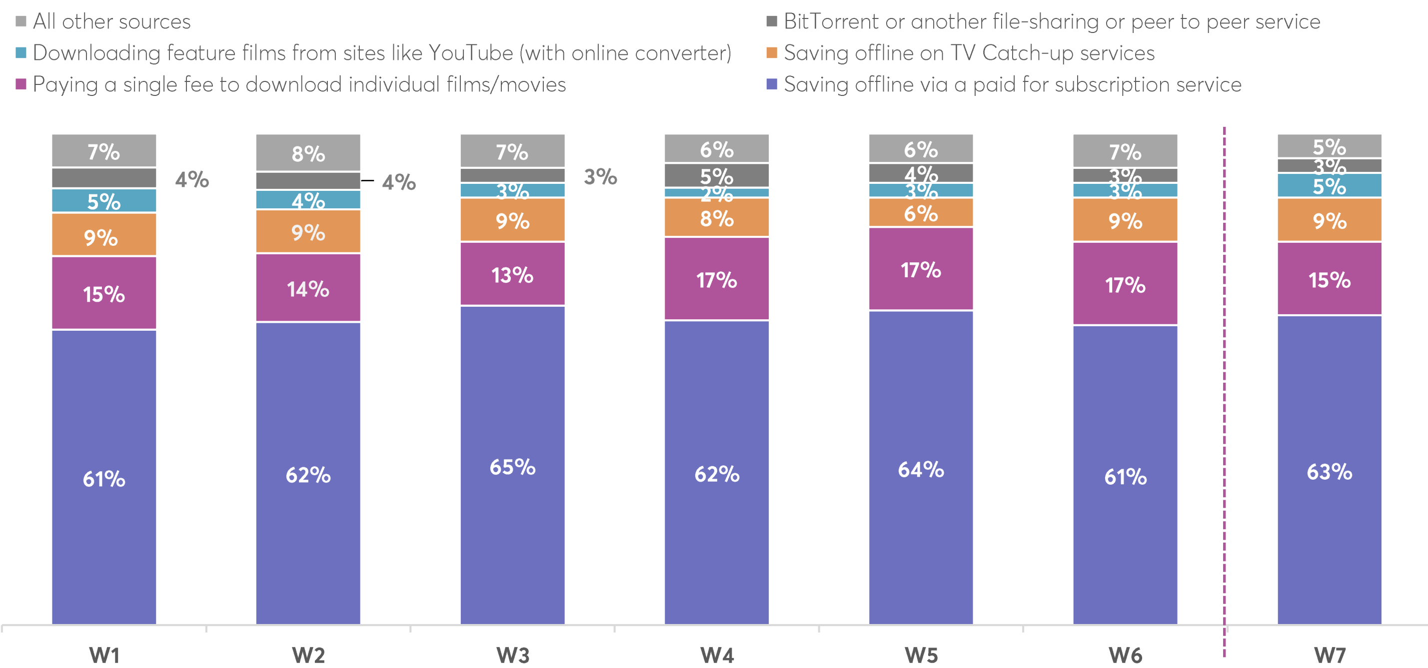
Median number of downloads in past week:



Downloading sources:



Share of downloading across sources:

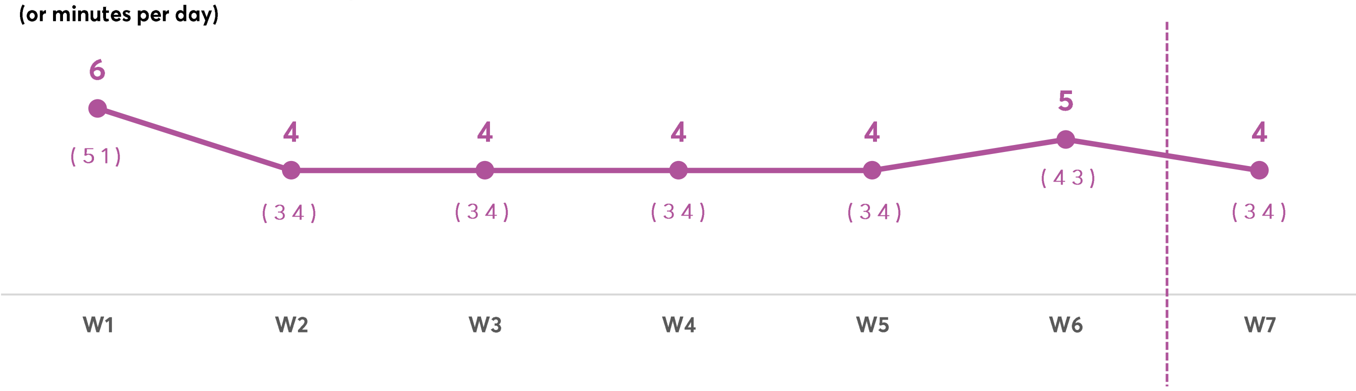


CATEGORY 02

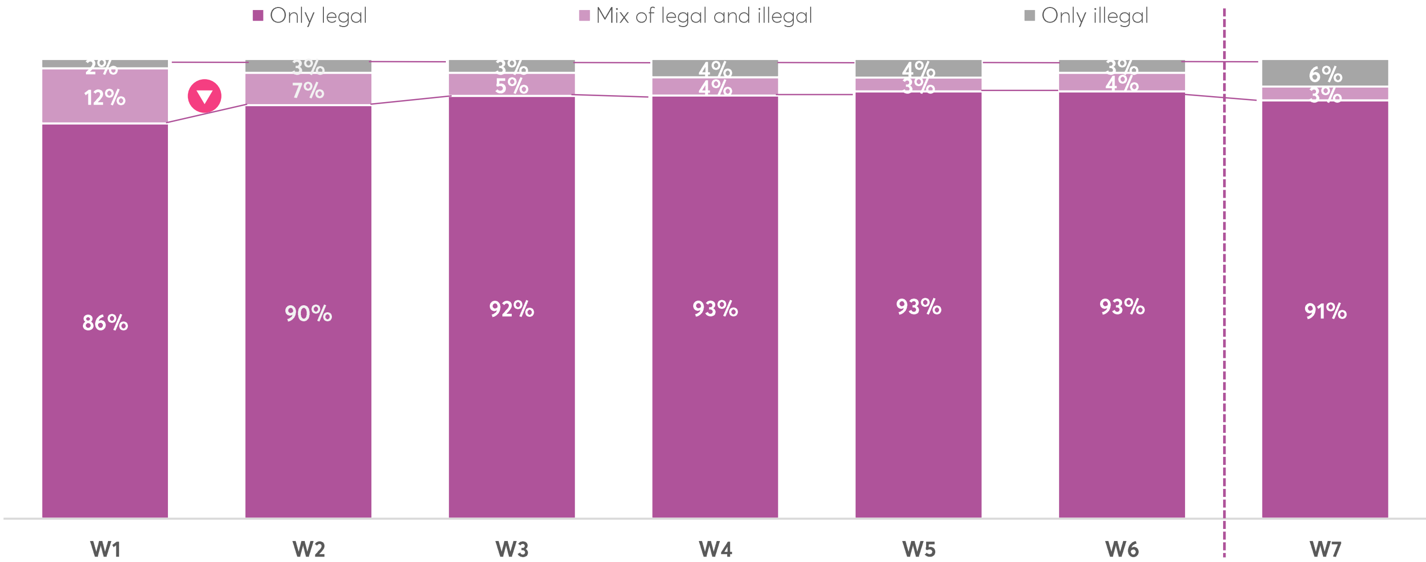
Film

STREAMING

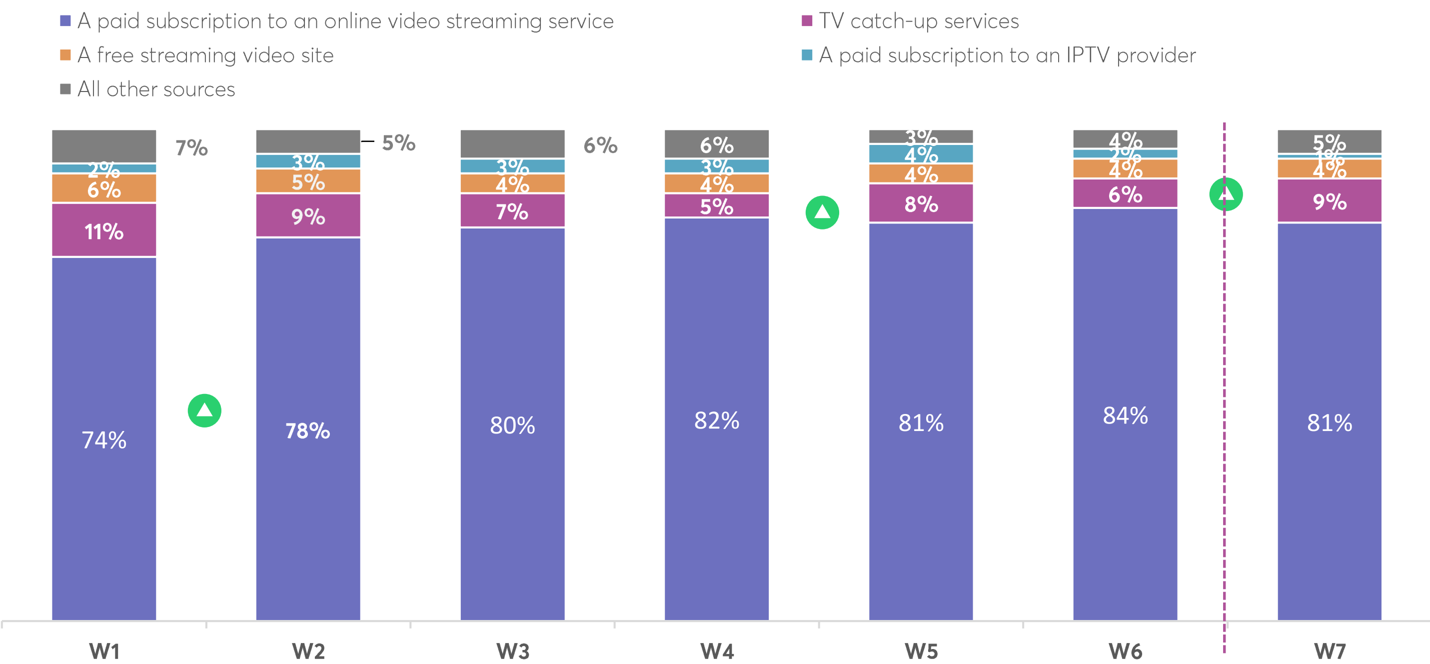
Median hours spent streaming in past week:
(or minutes per day)



Streaming sources:



Share of streaming across sources:



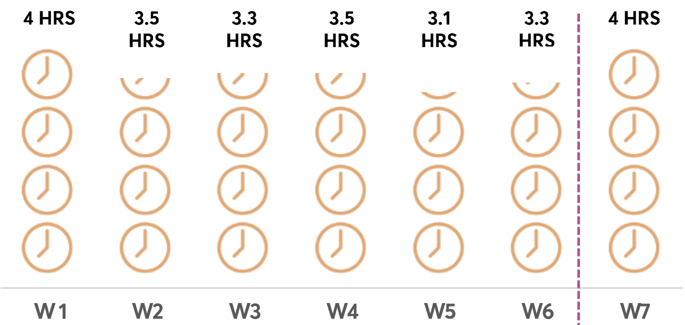
CATEGORY 03

TV

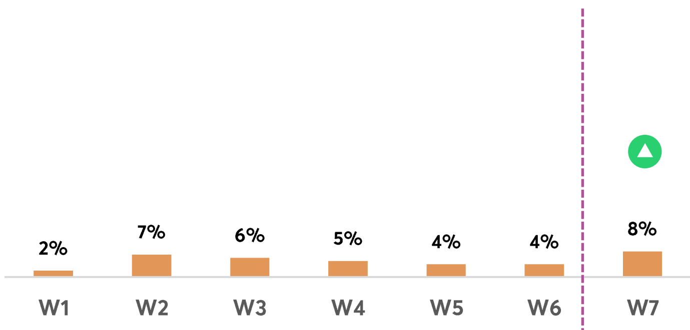
- Median hours spent watching TV (either online or offline) was 4 hours per day in week 7. This was at the upper end of what it had been during the lockdown weeks of the study (where it ranged from 3.1-4 hours).
- The proportion downloading TV shows was, at 21%, higher than all but one of the lockdown weeks (week 2 - where it was also 21%).
- The median number of downloads, at 4, was consistent with previous weeks, where it ranged between 3-5.
- The proportion using partly or wholly illegal downloading sources was 12%. This was consistent with the previous four lockdown waves, where it reduced to between 11-12%.
- For share of downloading across sources, "Saving offline on a paid for subscription service" remained the dominant method but, at 50%, was marginally lower than it had been over previous weeks. Meanwhile, "Saving offline on catch-up services" sustained the slight increase seen between weeks 5 and 6, at 30%.
- The proportion of respondents streaming TV, at 41%, was slightly lower than for the entire course of the study during lockdown (but only by 1% for week 1).
- The proportion using partly or wholly illegal streaming sources was, at 7%, consistent with the previous five weeks 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. However, at 68%, it saw a slight decrease on weeks 4-6 of the study (where it had been between 72-74%). "TV catch-up services" remained in second place, however it did experience a slight increase in share, returning to its higher levels.
- The proportion of those who had made a physical purchase was at the highest point in had reached in the study. At 8%, it was double the proportion in weeks 5-6 but only 1% more than its previous peak in week 2.
- The median amount spent on "a paid subscription service" increased by £1 to £10, compared to weeks 1 and 6.

CONSUMPTION

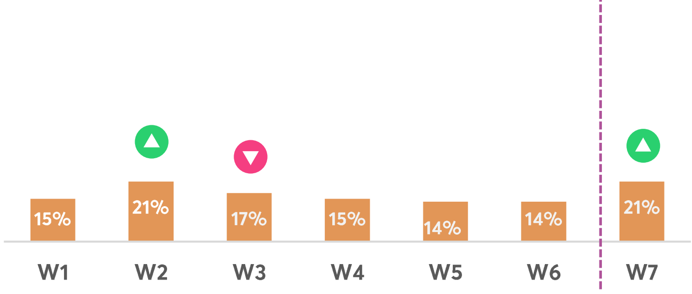
Median time spent watching TV in any format (i.e. online or offline) each day:



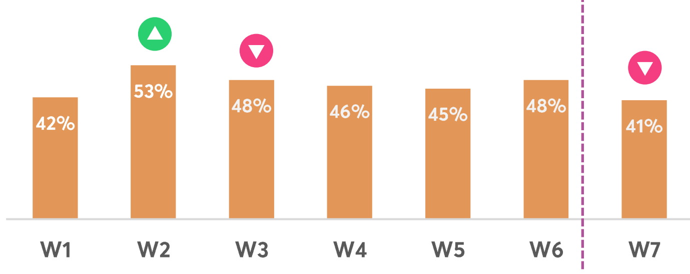
Physical purchasing activity:



Downloading activity:

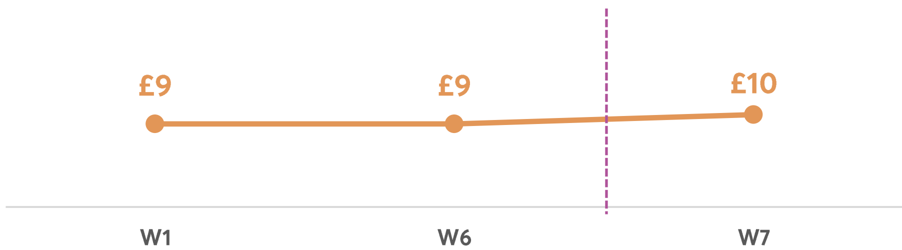


Streaming activity:



Median amount spent each month on:

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



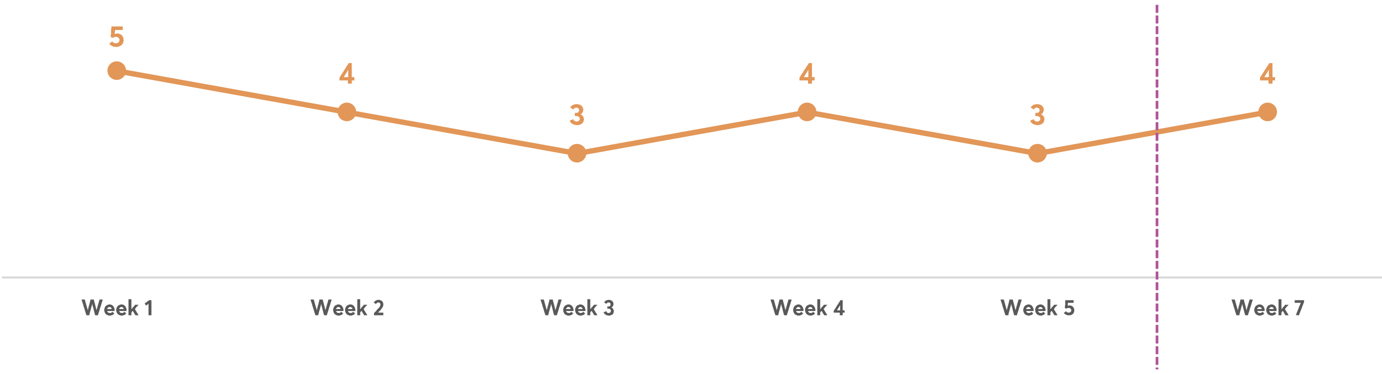
Base: Wave 7 – 'Median time watching TV each day' (watched TV in past week in any format n=819), 'Downloading activity', 'Streaming activity', 'Physical purchasing' (Total sample, n=1,001), 'Median amount spent each month' (users of 'A paid for subscription service' n=471)

CATEGORY 03

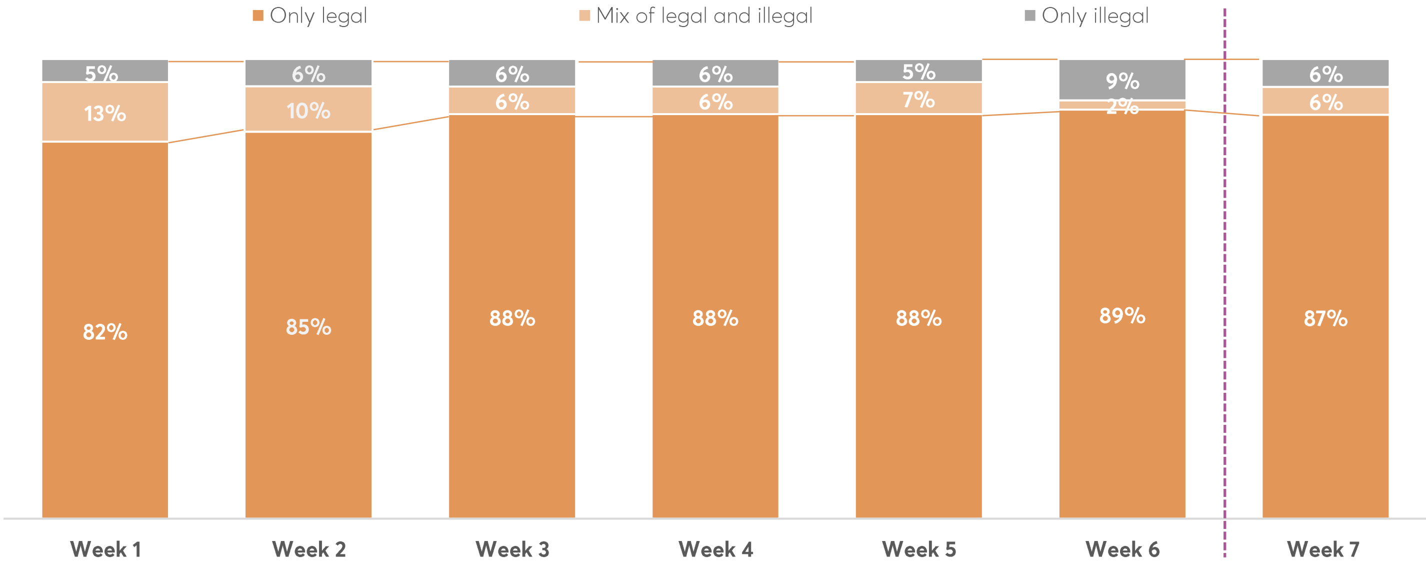
TV

DOWNLOADING

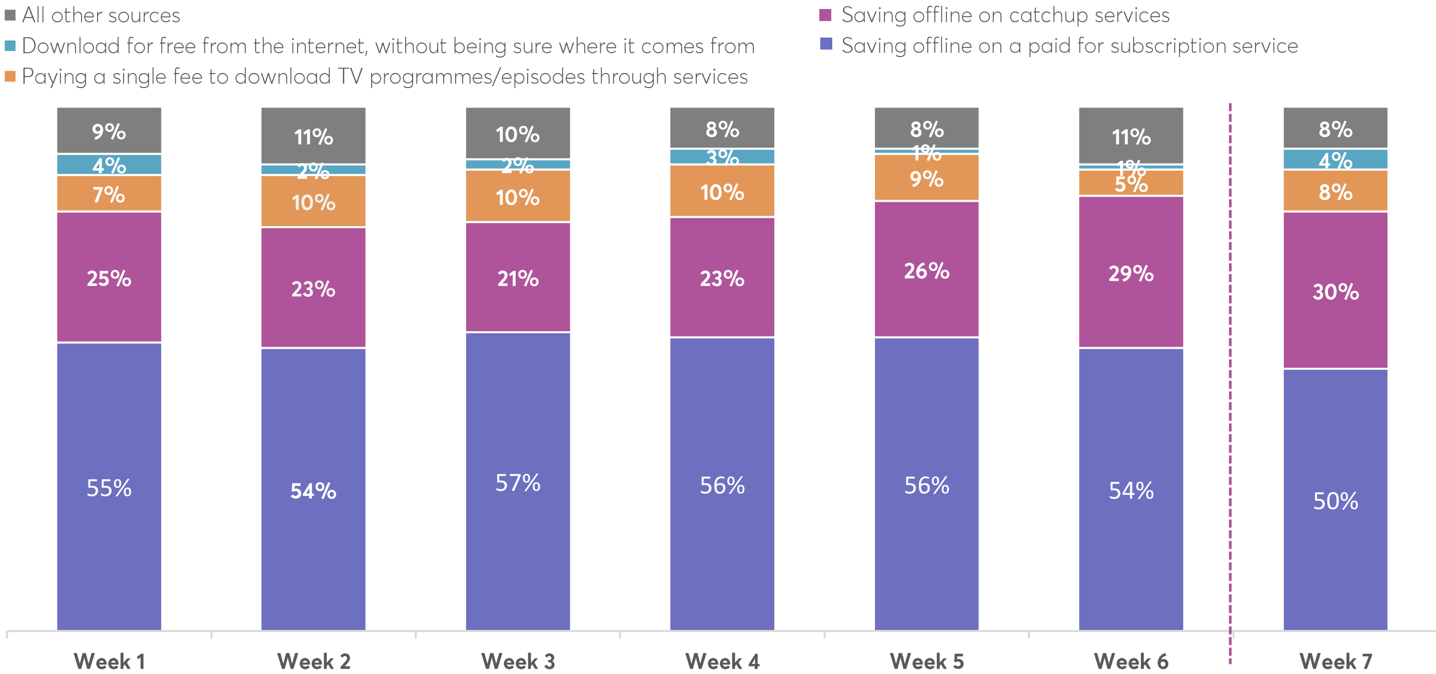
Median number of downloads in past week:



Downloading sources:



Share of downloading across sources:

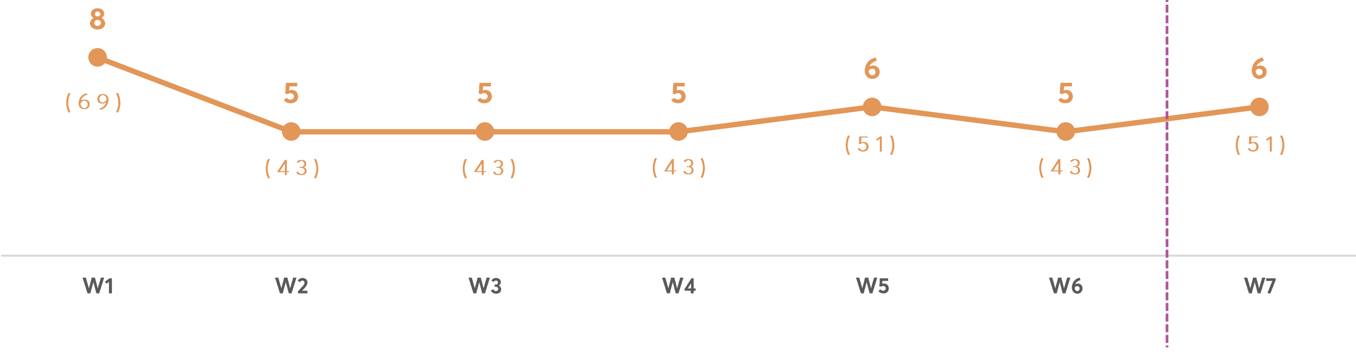


CATEGORY 03

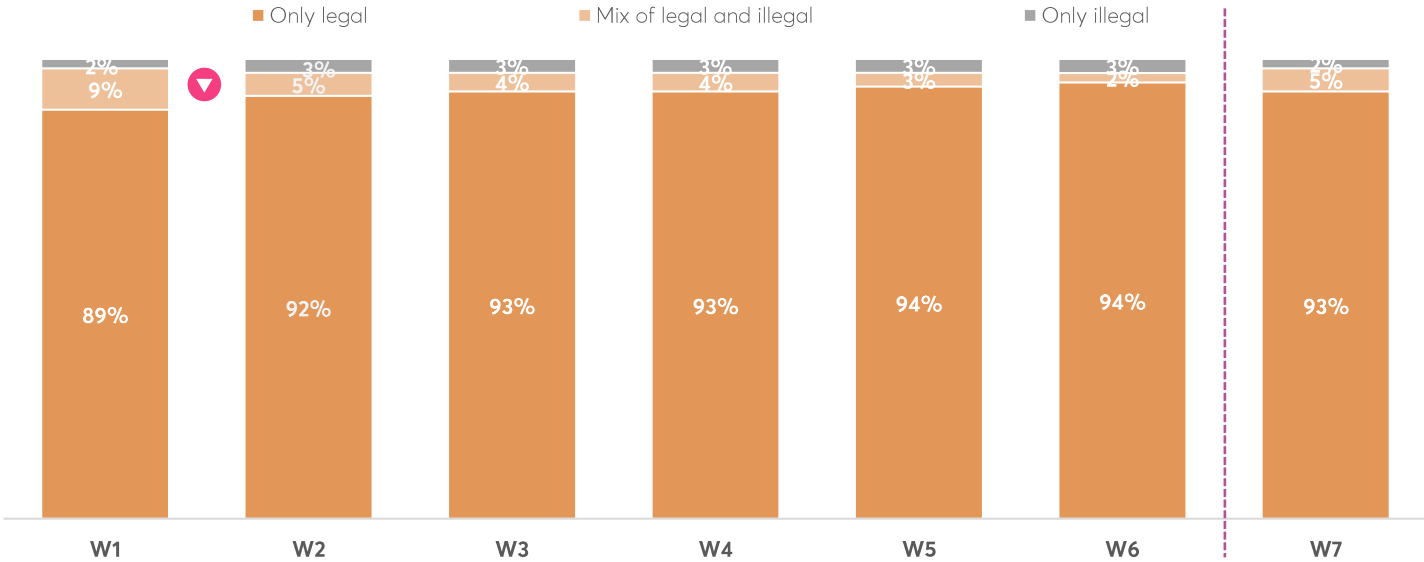
TV

STREAMING

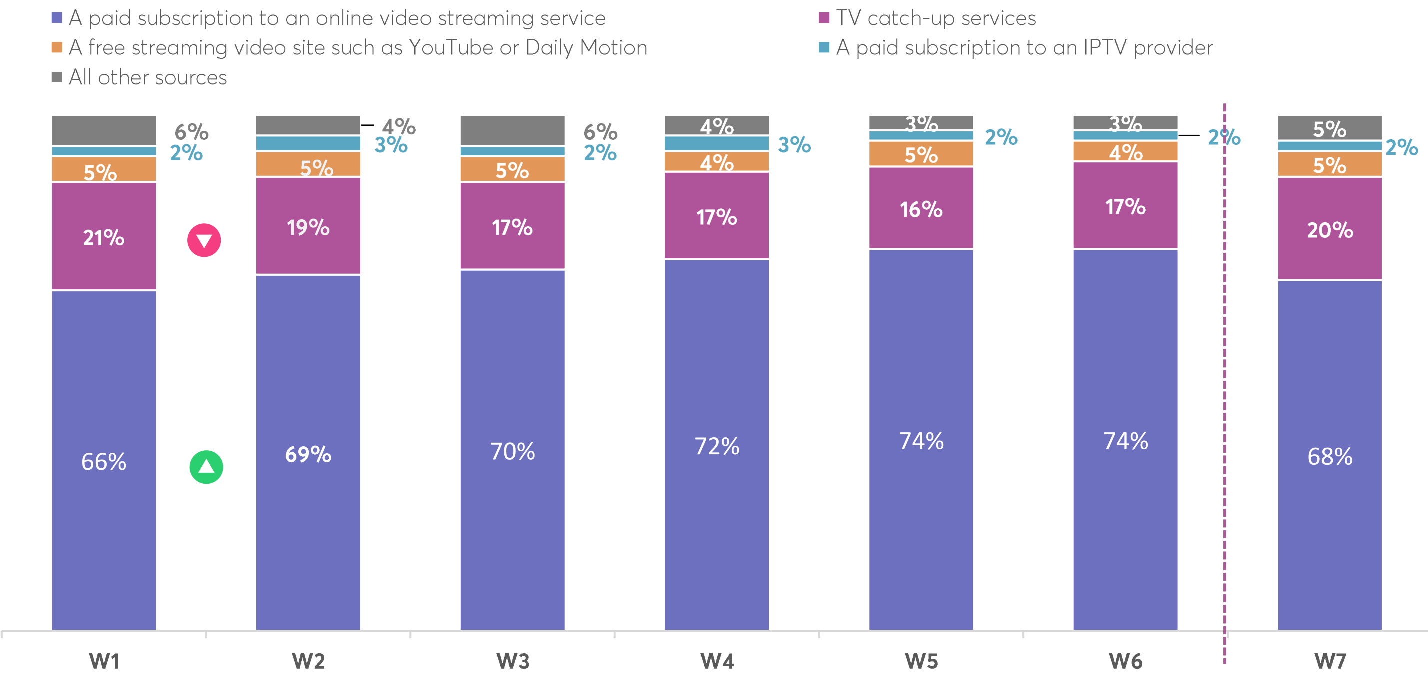
Median hours spent streaming in past week:
(or minutes per day)



Streaming sources:



Share of streaming across sources:



CATEGORY 04

Video Games

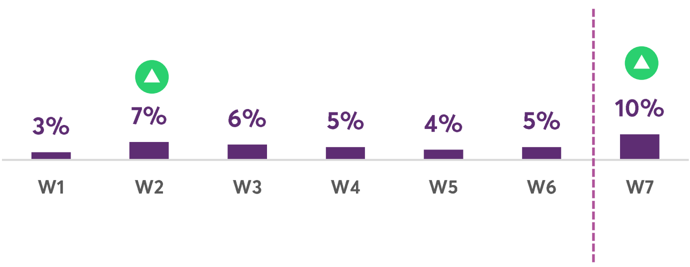
- Median hours spent playing video games decreased to 2 hours per day after having been at 3 hours per day for each week during lockdown.
- The proportion of respondents downloading/accessing video games was, at 21%, higher than it had been in any of the previous six weeks during lockdown and 4% higher than its previous peak (in week 1).
- The median number of games downloaded/accessed in the past week reduced to 1, having been at 2 in all previous weeks of the study.
- The proportion using partly or wholly illegal downloading/accessing sources, at 6%, remained consistent with the decline seen since week 4 onwards. It was also at the lower end of the range (i.e. 6-9%).
- “Downloading video games for free” remained the most used method of downloading/accessing video games but, at 44%, was lower than it had been during the previous five lockdown weeks of the study (where it had been between 49-51%). “Paying a single fee to download individual video games” was in second place with a 36% share of downloads. This was an increase on the previous five weeks of the study where it had been between 21-28%.
- The proportion of respondents purchasing physical copies, at 10%, was at the highest point it had been in the study and 3% higher than the previous peak in week 2.
- The median amount spent on “paying a single fee to download individual video games” was, at £20, £10 higher than it had been in week 6 and £5 higher than in week 1.

DOWNLOADING/ACCESSING

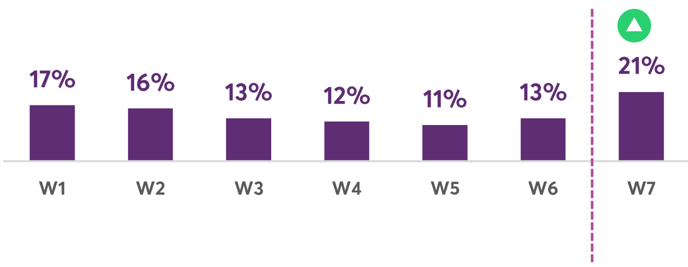
Median time spent playing video games each day:

W 1	W 2	W 3	W 4	W 5	W6	W7
3 HRS	3 HRS	3 HRS	3 HRS	3 HRS	3 HRS	2 HRS

Physical purchasing activity:

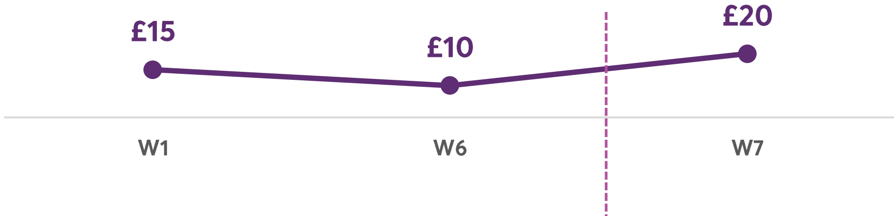


Downloading/accessing activity:



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.

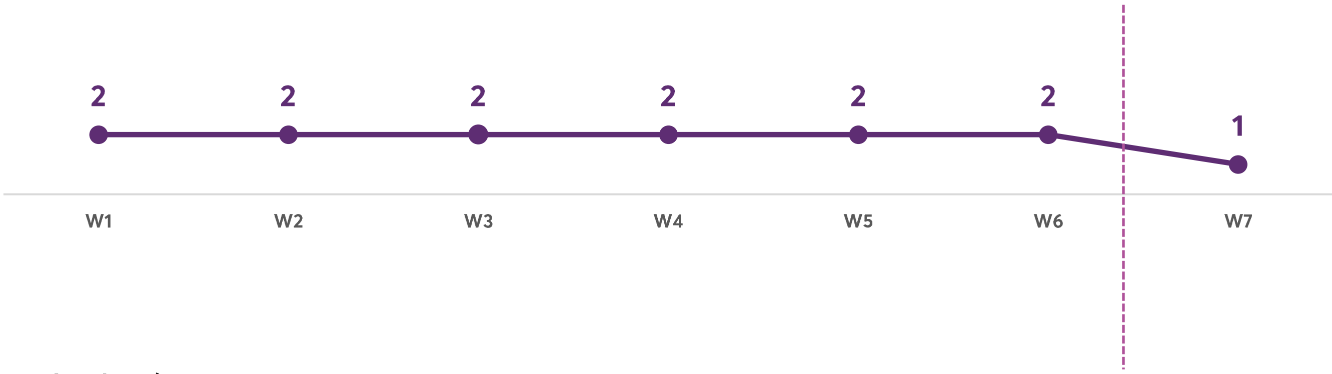


Base: Wave 7 – ‘Median hours spent downloading/accessing in past week’ (played games in past week in any format n=426), ‘Downloading/accessing activity’, ‘Physical purchasing’ (Total sample, n=1,001), ‘Median amount spent each month’ (have ‘Paid a single fee to download individual video games’ n=92)

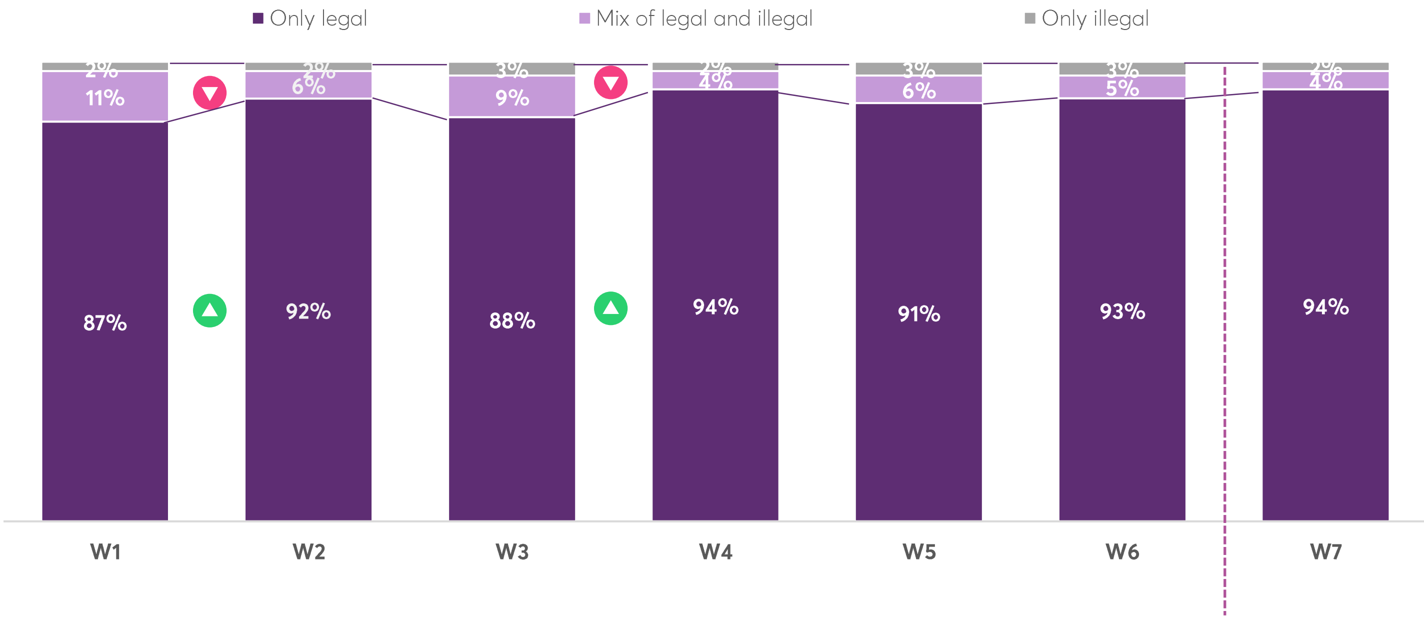
CATEGORY 04

Video Games

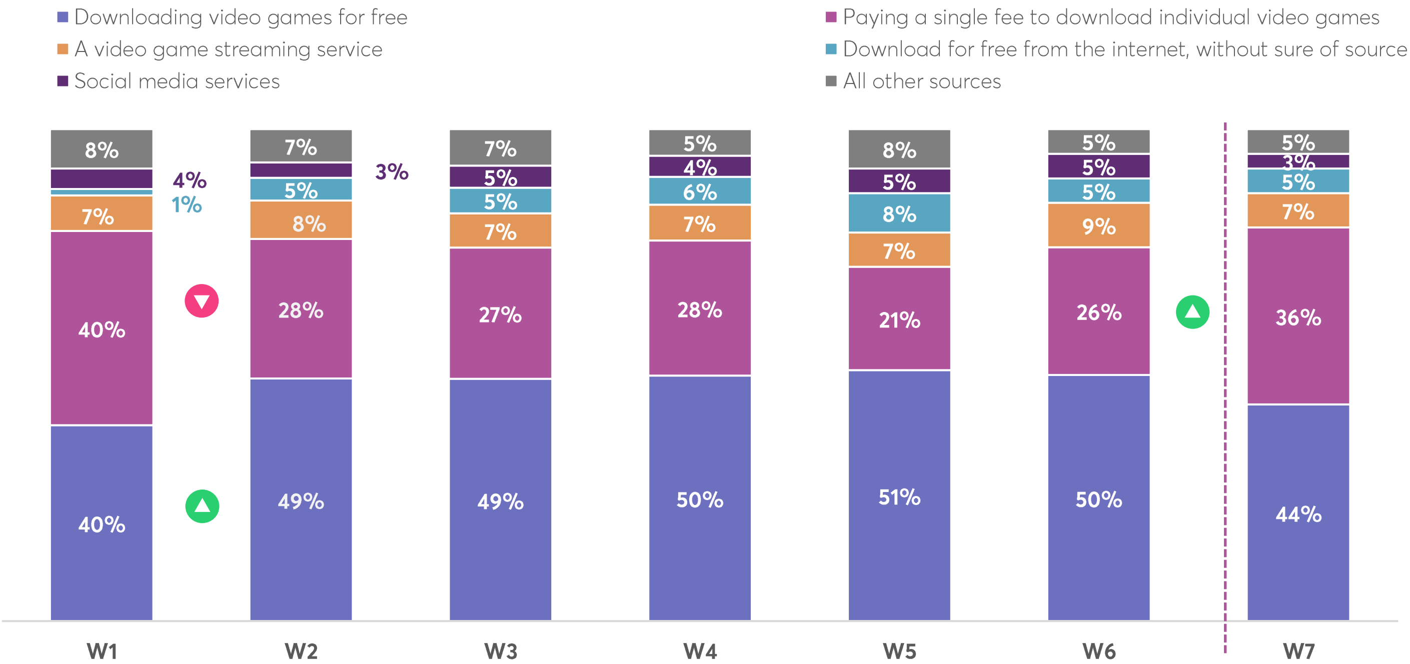
Median number downloaded/accessed in past week:



Downloading/accessing sources:



Share of downloading/accessing across sources:



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 weeks of the study during lockdown.
- Time spent reading magazines each day was 1 hour. This was consistent with the previous weeks of the study during lockdown where it had ranged between 40 minutes-1 hour.

E-BOOKS

- The proportion of respondents downloading/accessing e-books, at 18%, was higher than it had been in the previous four weeks of the study which took place during lockdown (where it had ranged between 11-14%).
- The number of e-books downloaded/accessed fell to 1 after having been 2 in every previous week of the study.
- The proportion using partly or wholly illegal downloading/accessing sources, at 15%, was in line with the previous weeks of the study 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 7%, was in line with the weeks of the study during lockdown, where it had ranged between 6-9%.
- The number of digital magazines downloaded/accessed, at 2, was unchanged from five of the previous weeks during lockdown.
- The proportion using partly or wholly illegal sources for downloading or accessing digital magazines, at 28%, was at the upper end of what it had been during the previous six weeks during lockdown (20-27%) .
- "Paying for a subscription service" and "accessing content made available for free by publishers" continued to be the top two ways in which content is accessed, with 27% and 26% shares, respectively. They were followed by "paying a single fee to download or read individual issues", at 20%.

AUDIOBOOKS

- The proportion of respondents downloading/accessing audiobooks, at 7%, was in line with, but at the upper end of, the lockdown weeks of the study where it had ranged between 4-7%.
- The number of audiobooks downloaded remained at 1, which is unchanged from all previous weeks of the study.
- The proportion using partly or wholly illegal downloading/accessing sources, at 19%, was in the middle of the previous weeks of the study during lockdown, 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, with 30% and 28% share of titles downloaded/accessed, respectively. The share of titles titles accessed from a "library", at 19%, was substantially higher than what it had been during lockdown, where it ranged between 1-7%.

Base: Wave 7 – '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=1,001)

E-publishing

CONSUMPTION

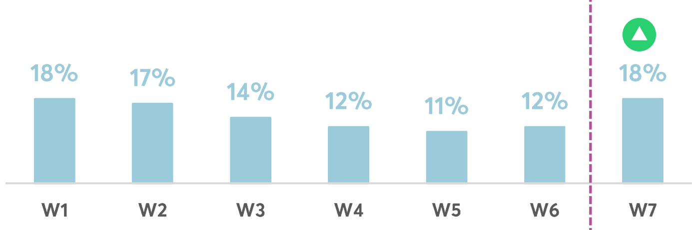
Median time spent reading/listening in any format (i.e. online or offline) each day:

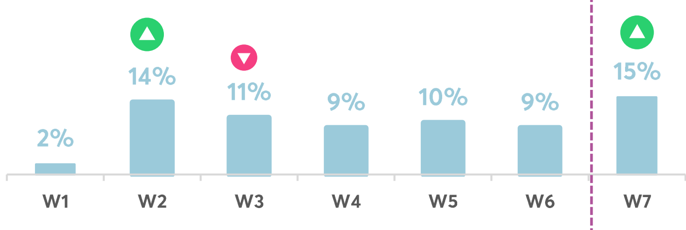
	W1	W2	W3	W4	W5	W6	W7
Books	2 HRS	2 HRS	2 HRS	2 HRS	2 HRS	2 HRS	2 HRS
Magazines	1 HR	1 HR	1 HR	1 HR	40 MINS	40 MINS	1 HR
Audiobooks	1 HRS	2 HRS	2 HRS	2 HRS	2 HRS	2 HRS	2 HRS

Downloading/accessing activity:

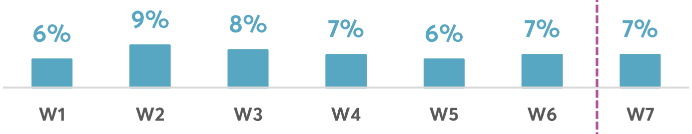
Physical purchasing activity:

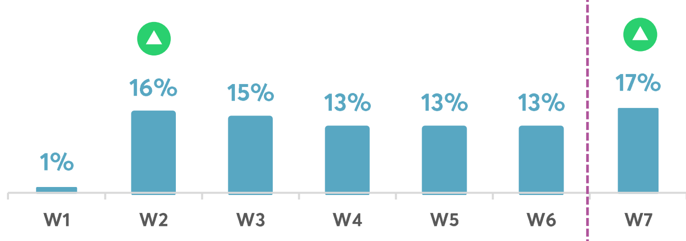
E-BOOKS



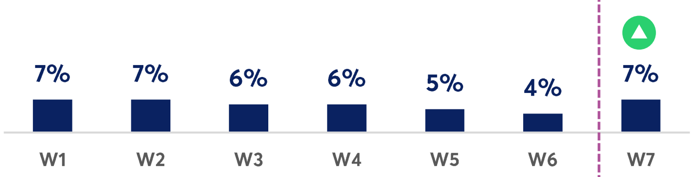


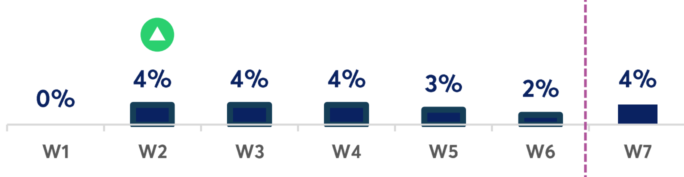
DIGITAL MAGAZINES





AUDIOBOOKS



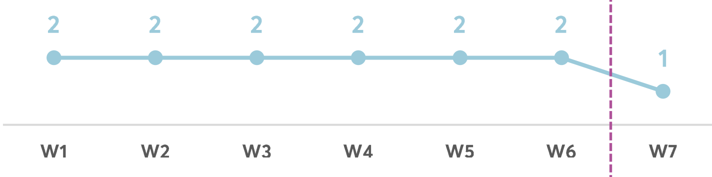


CATEGORY 05

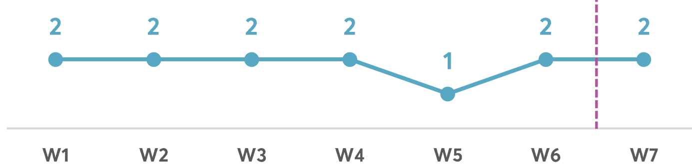
E-publishing

Number of publications downloaded/accessed:

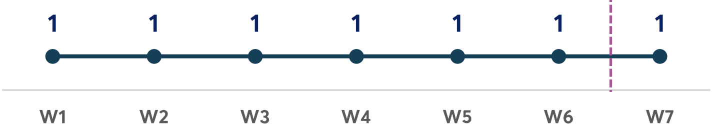
E-BOOKS



DIGITAL MAGAZINES



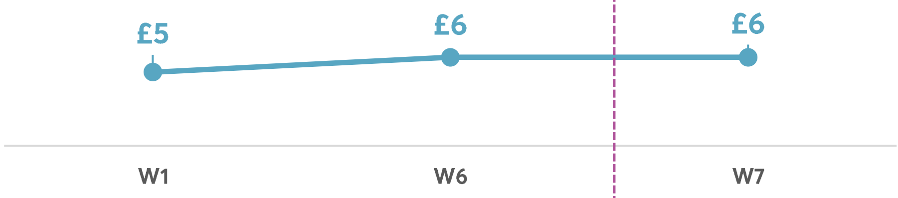
AUDIOBOOKS



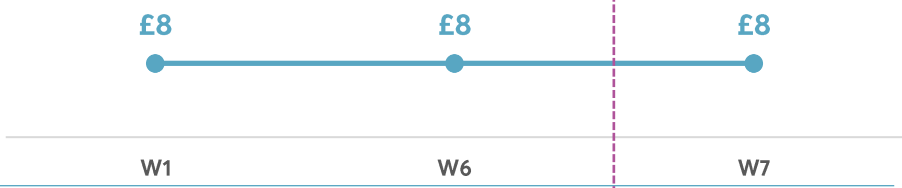
Median amount spent each month:

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.

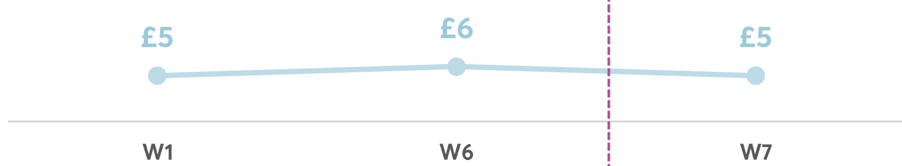


Pay for a subscription to a service that allows you download or read e-books online (e.g. Kindle Unlimited, Scribd etc.)

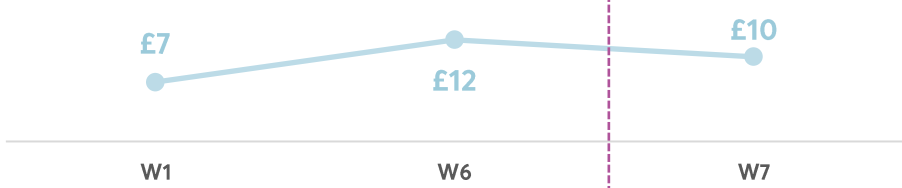


DIGITAL MAGAZINES

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

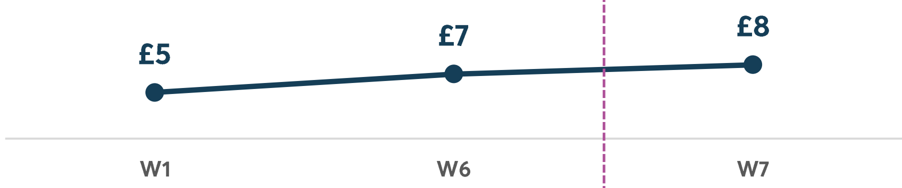


Pay for a subscription to a service or publisher that allows you to download or access multiple issues of digital magazines

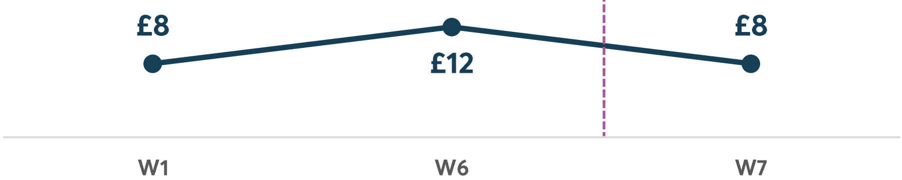


AUDIOBOOKS

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.)



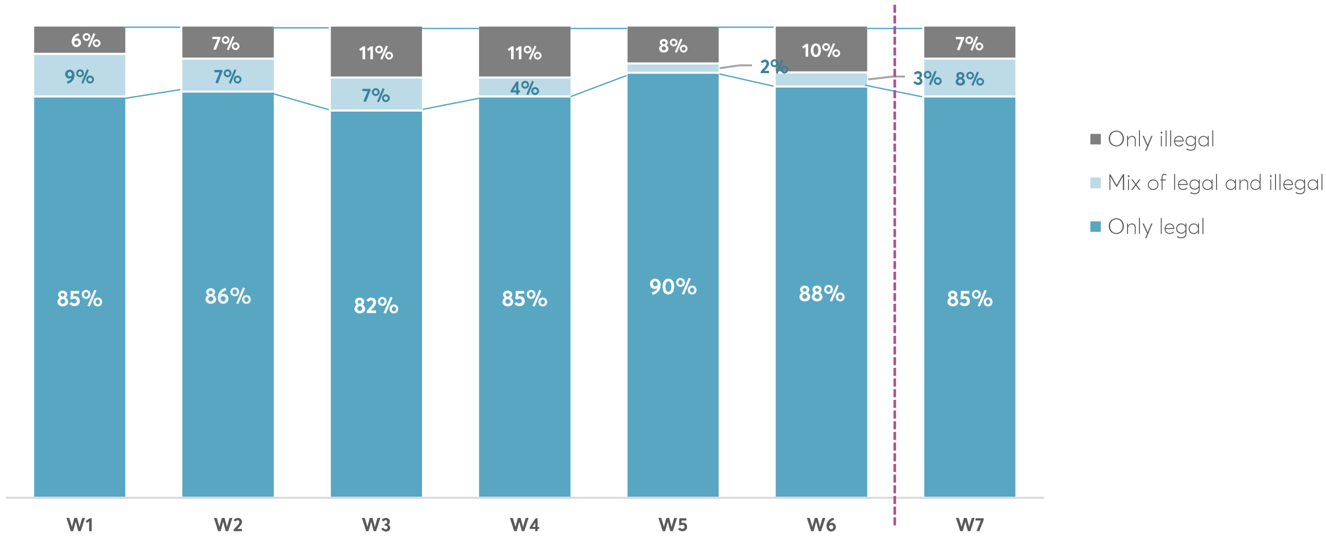
Base: Wave 7 – 'Number of publications downloaded/accessed' (Weekly E-book consumers n=174, Weekly Digital magazine consumers n=71, Weekly Audiobook consumers n=74), Median amount spent each month (Weekly users of sources of paid e-book n=40-105, Digital magazines n=21-26, Audiobooks n=28-29)

CATEGORY 05

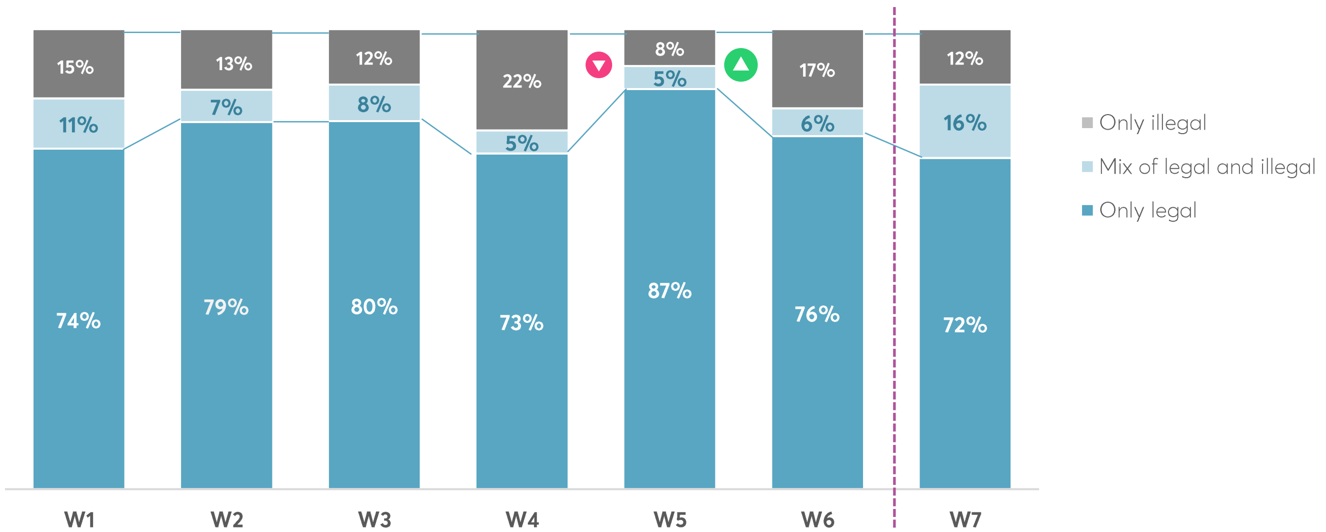
E-publishing

Legality of sources:

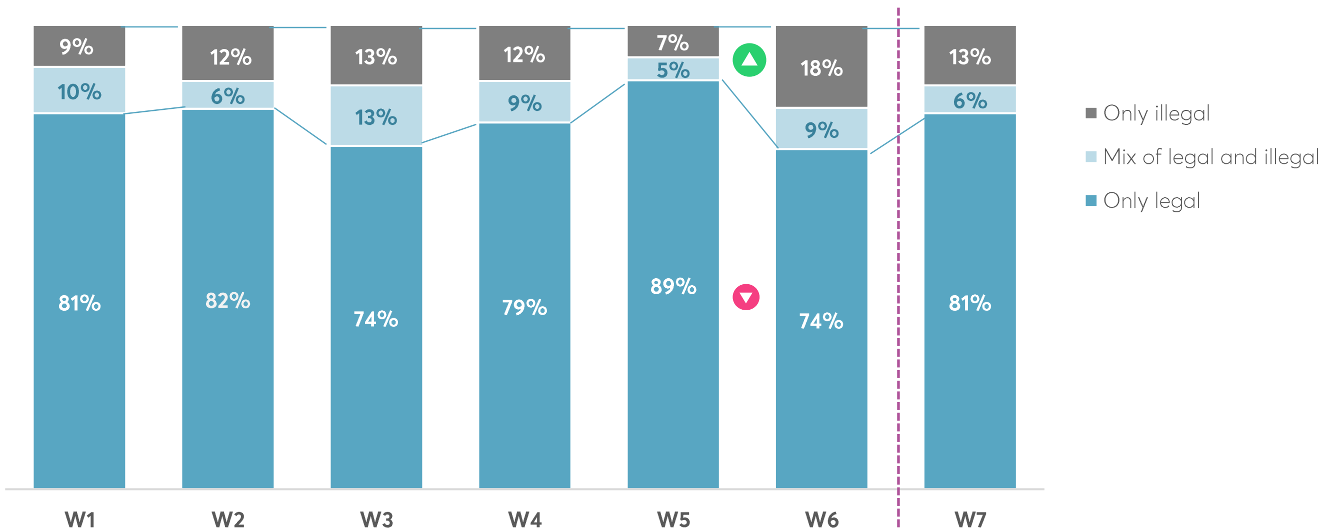
E-BOOKS



DIGITAL MAGAZINES



AUDIOBOOKS



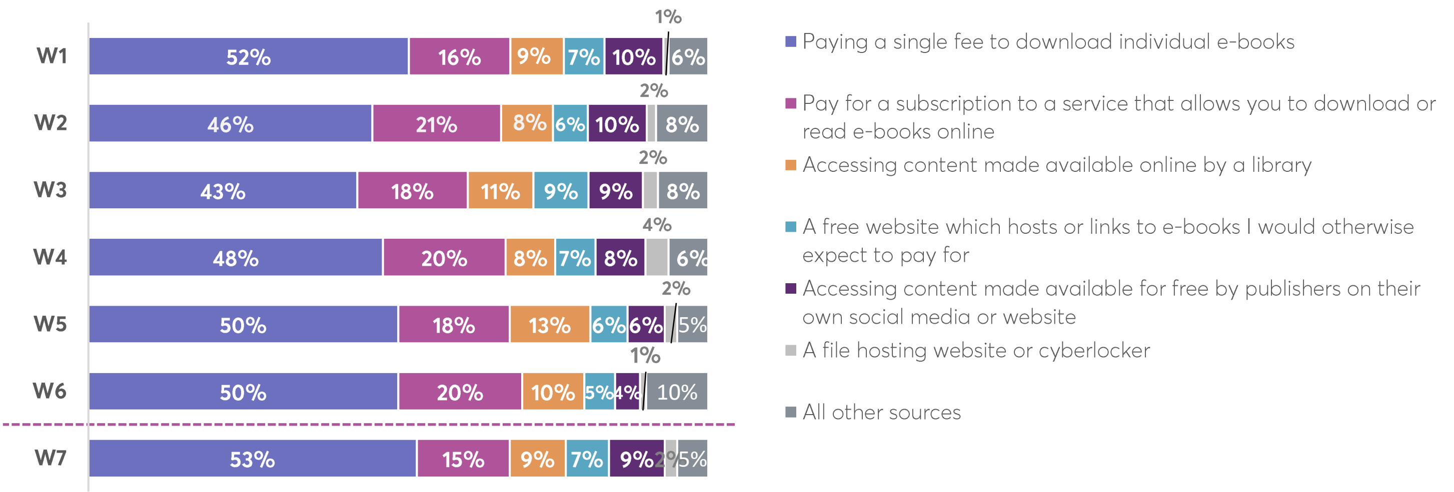
Base: Wave 7 – 'Legality of sources' (Weekly E-books consumers n=169, Weekly Digital magazine consumers n=64, Weekly Audiobooks consumers n=72)

CATEGORY 05

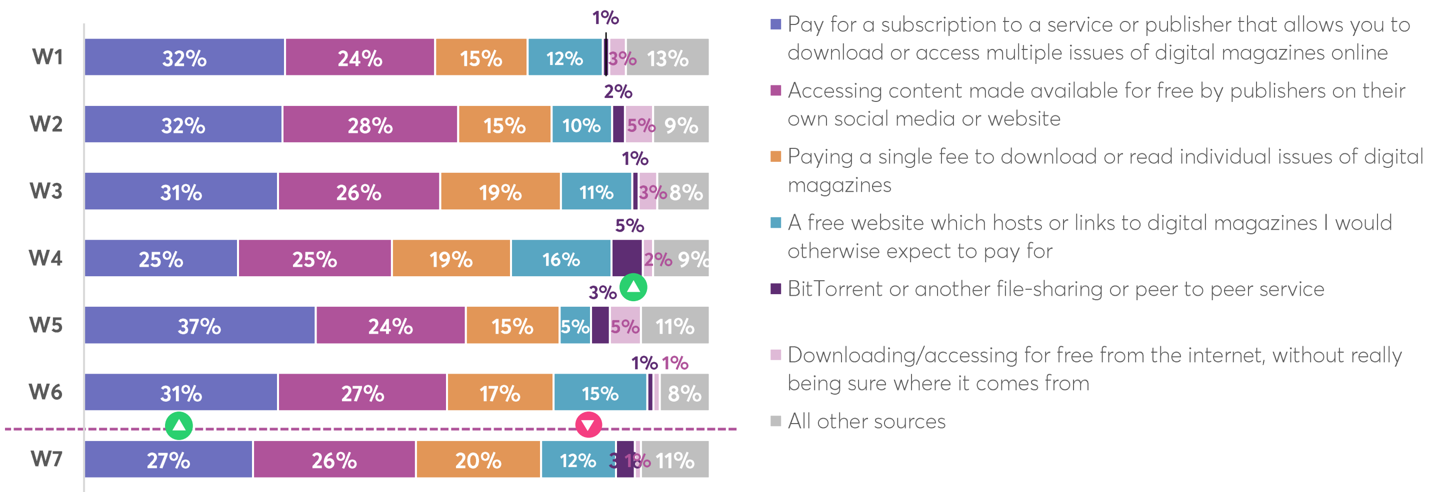
E-publishing

Share of downloading/accessing across sources:

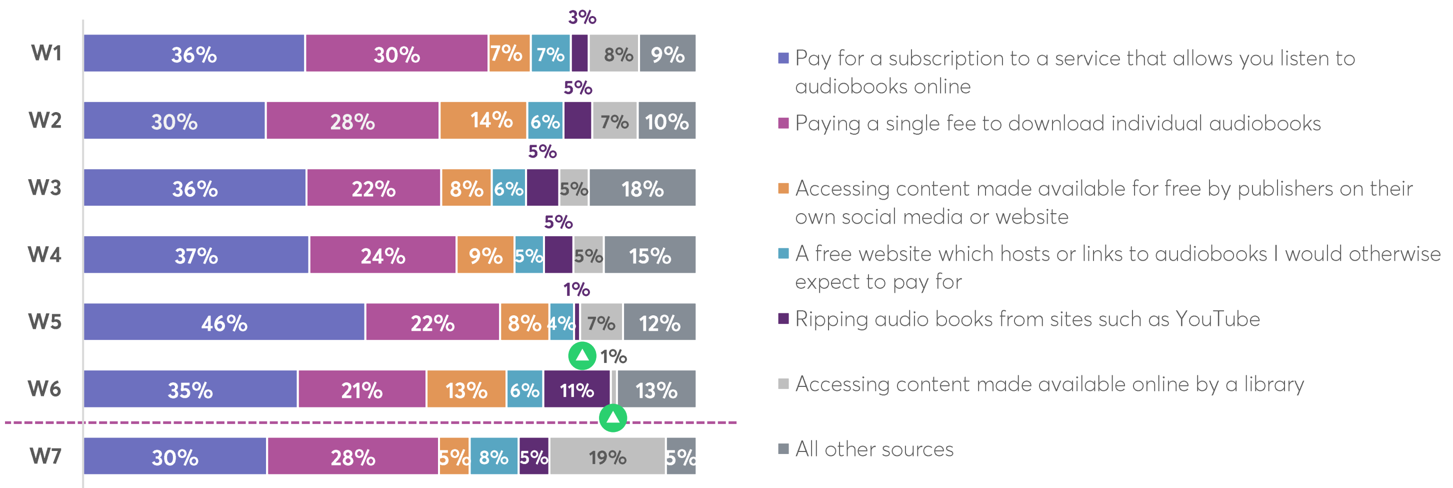
E-BOOKS



DIGITAL MAGAZINES



AUDIOBOOKS



Base: Wave 7 – 'Share of downloading/accessing across sources' (Weekly E-books consumers n=174, Weekly Digital magazine consumers n=71, Weekly Audiobooks consumers n=44)

Other content consumption

Most categories saw small declines in week 7 in terms of the frequency with which they were accessed compared with the preceding six weeks of the study which took place during lockdown.

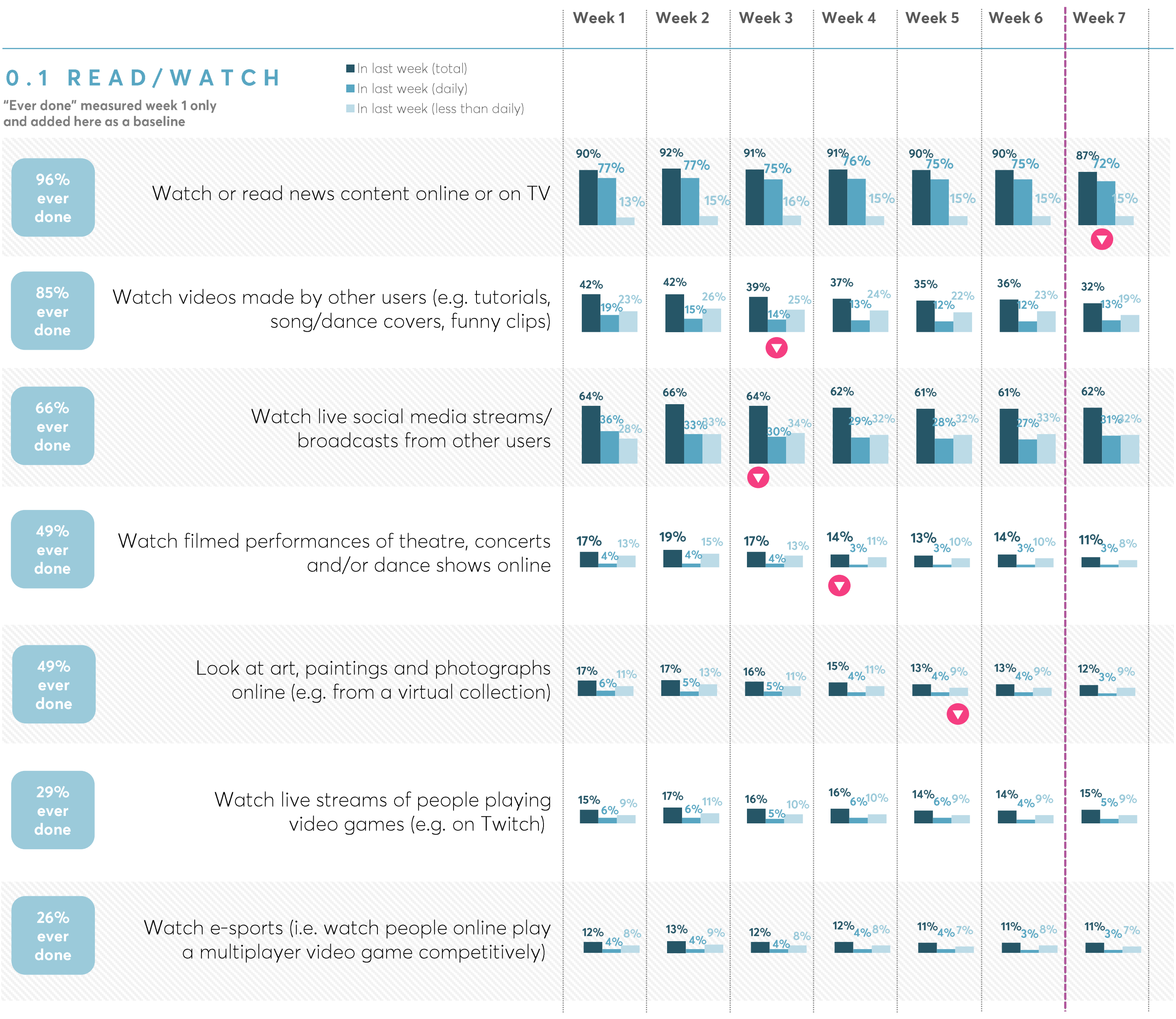
Three of the categories that remained most resilient (i.e. where results were consistent with or higher than some of the lockdown weeks) related to gaming. This included "playing online multiplayer video games" (23% had done so at least once in the past week compared to 19-24% during lockdown), "watching live streams of people playing video games" (15% compared to 14-17%) and "watching e-sports" (11% compared to 11-13%).

Other cultural activities experienced small declines compared with consumption during lockdown. "Watching filmed performances of theatre, concerts and/or dance shows", at 11%, continued its downward trend after peaking at 19% in the second week of the study during lockdown.

"Looking at art, paintings and photographs online" followed a similar pattern in that, after peaking at 17% in weeks 1 and 2, it had declined to 12% in week 7.

Radio content consumption, which had only been asked about for the first time in week 6 (i.e. the last week of the study during lockdown), had become more frequent. The proportion listening to the radio offline at least once a week grew by 5% to 51%, while those doing so online grew by 3% to 48%. The proportion listening to podcasts at least once a week remained unchanged at 24%.

Use of video software for "social activities" had ranged between 49-54% during the lockdown weeks of the study, but fell to 41% in week 7. Using it for work meetings remained more resilient at 25% when, during the lockdown weeks, it had been between 26-28%.



Other content consumption

0.2 INTERACT WORK/SOCIAL

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

	Ever done	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
Look at, comment on, or 'like' social media posts from other users	82% ever done	71% / 51% / 20%	73% / 49% / 24%	70% / 47% / 24%	70% / 44% / 25%	69% / 45% / 24%	66% / 44% / 22%	66% / 46% / 20%
Use video software for social activities with friends/family	68% ever done	51% / 19% / 33%	54% / 17% / 36%	53% / 16% / 38%	52% / 14% / 37%	51% / 14% / 37%	49% / 15% / 35%	41% / 12% / 29%
Look at, comment on, or 'like' social media content posted by celebrities	57% ever done	39% / 23% / 16%	40% / 21% / 19%	36% / 20% / 16%	38% / 20% / 18%	36% / 20% / 16%	37% / 19% / 18%	35% / 20% / 15%
Conduct work meetings via video software	38% ever done	26% / 10% / 15%	27% / 10% / 16%	28% / 11% / 17%	27% / 11% / 17%	28% / 10% / 18%	27% / 11% / 16%	25% / 10% / 15%

0.3 ACTIVELY PARTICIPATE

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

	Ever done	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
Online learning such as watch free to access videos (e.g. YouTube Tutorials) or enrolling on courses	61% ever done	32% / 12% / 19%	30% / 12% / 18%	30% / 12% / 18%	29% / 10% / 19%	27% / 10% / 17%	26% / 9% / 17%	24% / 9% / 15%
Play online multiplayer video games (e.g. Minecraft, Fortnite) on any device inc. smartphones	37% ever done	24% / 12% / 12%	23% / 11% / 13%	21% / 10% / 10%	20% / 10% / 10%	20% / 9% / 10%	19% / 9% / 10%	23% / 10% / 13%
Take part in online fitness classes (e.g. on Instagram Live, YouTube Live or Zoom)	36% ever done	22% / 8% / 13%	22% / 8% / 13%	21% / 7% / 13%	20% / 7% / 13%	19% / 6% / 13%	18% / 7% / 12%	14% / 3% / 11%

0.4 CREATE/SHARE

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

	Ever done	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
Sharing images or videos online that are not created by you	63% ever done	36% / 14% / 21%	38% / 12% / 26%	36% / 12% / 24%	35% / 11% / 24%	34% / 11% / 23%	33% / 10% / 23%	30% / 11% / 19%
Create and post your own videos/written/audio content online (e.g. on Instagram, YouTube, TikTok)	50% ever done	24% / 8% / 16%	26% / 7% / 19%	24% / 7% / 17%	26% / 8% / 18%	24% / 6% / 19%	24% / 7% / 17%	20% / 6% / 14%
Make content you own (e.g. music, films/shows, books) publicly available by uploading files or links online	29% ever done	12% / 4% / 7%	12% / 4% / 8%	12% / 5% / 7%	12% / 4% / 8%	11% / 4% / 7%	10% / 4% / 7%	9% / 3% / 7%

Other content consumption

0.5 LISTEN

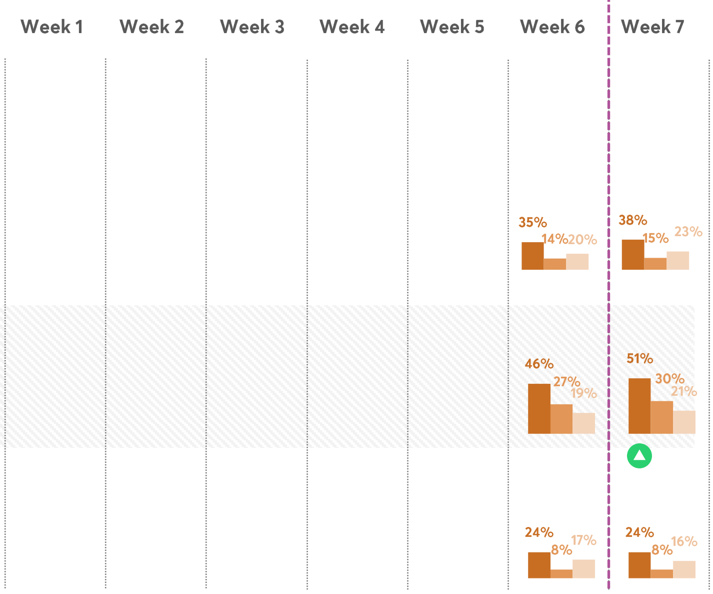
"Ever done" measured week 7 and added here as a baseline

- 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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