9. Technology

- **96%** of exchanges in West Sussex are enabled for ADSL Max broadband
- **39%** of children use the internet to watch video clips on YouTube
- **BBC News** is the largest provider of mobile app news with an audience of **14.5 million**
- **90%** of adults in West Sussex have used the internet
- **55%** of exchanges in West Sussex are fibre optic enabled
- **1.2 billion** transactions in 2013, more than any other government department
- **39%** of children use the internet to watch video clips on
- **26%** of adults said they mostly use mobile internet services while travelling
- **27.3 million** UK customers in 2014 had eBay
- **8 hours** a month on Facebook
- **7,786,594** individual page views on its website in 2013
- **1.2 billion** handled

Click here for a video summary
**Internet**

**Description**

The internet is a global system of connected networks – a network of networks – that uses a standard protocol for communication in order to serve billions of users worldwide. Networks of all types, be it public, private, business, academic or government, are linked electronically to provide information, communication and services to users of each constituent network.

In the UK, internet use is now widespread in the home, at work, in education and increasingly whilst on the move. The number of devices connected to the internet is rising rapidly, with mobile forms of internet access – such as smartphones and tablets – showing the fastest increase. Recent estimates put the number of wirelessly connected devices at 10 billion, which could triple in size to 30 billion by 2020. Such widespread use has led to changes in the lifestyles of many people, while the internet now underpins a significant proportion of the economy in West Sussex.

Europe has the highest proportion of internet users, at 74.8% of the population in 2014 (note that not all of Europe is considered as ‘developed’ – classifications are those used by the UN). This is followed by the Americas (North & South) with 65.5% of the population using the internet, and the CIS (Commonwealth of Independent States) region (former USSR countries including Russia) with 55.9% of the population using the internet. By contrast, only around one in five people (19%) in Africa are internet users, with Africa also showing the slowest rate of growth in internet users since 2005.

The fastest rates of growth in internet use have been seen in the CIS region and the Arab States, since 2009 and 2011 respectively.

**Performance**

Global estimates from the International Telecommunications Union (ITU) put the number of individual internet users at 2.92 billion in 2014, more than double the number estimated in 2007. The 2014 estimate represents 40.4% of the entire population of the world. There is a significant gap between internet use in the developed world and the developing world, with more than three quarters of people in the developed world (78.3%) users of the internet, compared to less than a third (32.4%) of people in the developing world.

**Figure 9.1: Individuals using the internet by region, 2005-2014**

Source: International Telecommunications Union (ITU)
Across the UK, an estimated 87.2% of the over-16 population have used the internet, rising to 89.9% of the population in the South East. In West Sussex, 89.7% of the over-16 population have used the internet – higher than the UK average, but slightly below the average for the South East. Hampshire has the highest proportion of over-16 internet users in the area, with 92% having used the internet. In West Sussex, 10.1% of the population over the age of 16 have never used the internet, equating to 66,000 people, a 2.5% reduction on the figure for 2013.

There are clear patterns to internet use by demographic, with 89.3% of over-16 males having used the internet across the UK, compared to 85.3% of females. Over 99% of all 16-24 year olds have used the internet, while just 38.3% of those over the age of 75 have used the internet.

Across the country, the proportion of people who use the internet every day has risen from 35% in 2006 to 76% in 2014. Proportions for other frequencies, such as weekly, less than weekly or never, have all decreased over the same period.

The most common use of the internet for adults is sending and receiving emails, with 75% of all adults using the internet for this reason. This was followed by finding information about goods and services (73%), and reading or downloading news online (55%), while just over half of adults using the internet engage in social networking or bank online.
Broadband

In West Sussex, current home broadband services are primarily supplied via the telephone network using Asymmetric Digital Subscriber Line (ADSL) technology. Other home broadband options, such as fibre optic or cable services are available in some but not all parts of the county. The Government intends to transform the broadband network in the UK, aiming to provide superfast broadband to 90% of people in each local authority area by 2015 at the latest. Definitions of ‘superfast’ broadband vary; however, the government’s Broadband Delivery UK (BDUK) office defines superfast broadband as a minimum of 20Mbit/s (the minimum downstream speed in megabits per second) in their delivery model. The national average for residential broadband speed was 17.8Mbit/s (a 48% increase since 2012) in November 2013 according to Ofcom.

Under the BDUK plans, the remaining 10% of ‘hardest to reach’ premises in rural areas should have access to speeds of at least 2Mbit/s.

Widespread access to superfast broadband has the potential to make a real difference to businesses and residents in West Sussex. It is recognised that faster connection speeds can stimulate economic growth by encouraging new businesses to locate here. Additionally, it has the potential to improve the quality of life for residents, for example by facilitating home working, start-up businesses, access to new communication channels such as video conferencing and quicker access to public services.

In addition to fixed home broadband connections there is also widespread provision of mobile broadband across West Sussex, accessible through various devices including mobile phones and ‘dongles’ using 3G (third generation) technology provided via mobile phone signals; therefore the strength of the signal determines the quality of the connection. Mobile broadband provision is limited in some rural areas due to poor 3G coverage. The main providers include 3, Vodafone, O2 and EE (Everything Everywhere; parent company of Orange and T-Mobile). 4G (fourth generation) mobile broadband is currently being rolled out across the UK, starting in major cities and towns; with a compatible handset downstream speeds of 8-12Mbit/s can be accessed – five times faster than the current 3G downloads. In West Sussex, most large towns now have limited 4G coverage, with coverage increasing continually across the county.

Performance

In 2013 there were 21.7 million fixed residential broadband connections in the UK, 73% of all households have a superfast broadband connection. Around 5 million UK homes are still without an internet connection of any kind. BT currently has the largest share of the market for fixed residential broadband connections with 32%, followed by Sky with 23%.

There are 76 telephone exchanges in West Sussex, of which 73 (96%) are enabled for ADSL Max broadband, with downstream speeds up to 8Mbit/s. Further to this, 34 exchanges (45%) are ADSL2+ enabled, which allows for speeds up to 24Mbit/s. Downstream refers to information sent from the web to a user’s computer, such as loading a webpage or downloading a file. Upstream refers to information sent from the user’s computer to the web, such as uploading – or ‘sharing’ – a photo or video. The majority of home broadband connections have faster downstream speeds than upstream speeds, due to the general trend for more information.
to be sent downstream than upstream; this is described as asymmetric. A Symmetric Digital Subscriber Line (SDSL) has the same bandwidth upstream and downstream, typically used by residents or businesses that need to send large quantities of data over the web; only 16% of exchanges are Symmetric Digital Subscriber Line (SDSL) enabled in West Sussex.

Fibre optic broadband is being rolled out across West Sussex and is currently available from 42 exchanges (55%). Fibre to the Cabinet (FTTC) services utilise these exchanges to provide broadband speeds of either 38Mbit/s or 76Mbit/s, with the last portion of the connection – from the cabinet to the home – provided via metal cable. BT and Virgin Media also offer Fibre To The Home (FTTH) services in some areas, which allow for downstream speeds up to 160Mbit/s and upstream speeds up to 20Mbit/s. Across England, there are only four exchanges that are not broadband enabled and three of these are in West Sussex in Sutton, East Marden and Plaistow, while the fourth is in East Sussex. Residents connected to these exchanges do not have access to ADSL broadband services, but may have access to alternative options such as cable or mobile (3G/4G) broadband. Overall, 99.7% of England is covered by 3G mobile data networks. There are also large areas of West Sussex that, despite having broadband available, have poor connection speeds due to long line length of copper cables from the exchange or cabinet to the property, or aluminium cabling. In addition there are specific land features that also present some challenges to connectivity including the hills of the South Downs and High Weald, deep valleys and densely wooded areas.

**Figure 9.6: Home broadband speeds and availability in West Sussex**

![Diagram showing broadband speeds and availability](image)

<table>
<thead>
<tr>
<th>File Type</th>
<th>Size (MB)</th>
<th>ADSL 2Mbit/s</th>
<th>ADSL Max 8Mbit/s</th>
<th>ADSL2+ 24Mbit/s</th>
<th>Fibre Optic 160Mbit/s</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single song</td>
<td>5</td>
<td>0:20</td>
<td>0:05</td>
<td>0:02</td>
<td>0:00</td>
</tr>
<tr>
<td>YouTube clip</td>
<td>10</td>
<td>0:40</td>
<td>0:10</td>
<td>0:03</td>
<td>0:01</td>
</tr>
<tr>
<td>Album</td>
<td>100</td>
<td>6:40</td>
<td>1:40</td>
<td>0:35</td>
<td>0:05</td>
</tr>
<tr>
<td>YouTube clip (HD)</td>
<td>200</td>
<td>13:20</td>
<td>3:20</td>
<td>1:05</td>
<td>0:10</td>
</tr>
<tr>
<td>TV show</td>
<td>450</td>
<td>30:00</td>
<td>7:30</td>
<td>2:30</td>
<td>0:25</td>
</tr>
<tr>
<td>Film (low quality)</td>
<td>700</td>
<td>46:40</td>
<td>11:40</td>
<td>3:55</td>
<td>0:35</td>
</tr>
<tr>
<td>Film (full DVD)</td>
<td>4,500</td>
<td>5 hours</td>
<td>1 hour</td>
<td>25:00</td>
<td>3:45</td>
</tr>
<tr>
<td>Film (Blu-Ray)</td>
<td>10,000</td>
<td>11 hours</td>
<td>3 hours</td>
<td>1 hour</td>
<td>8:30</td>
</tr>
</tbody>
</table>

Source: Sam Knows, UK Broadband Availability

[insight.team@westsussex.gov.uk](mailto:insight.team@westsussex.gov.uk)
Figure 9.7: BT Openreach programme for upgrading exchanges to fibre optic superfast broadband

Source: BT Openreach, 2014
Transactions on Government Websites

Description

Government websites are a key access point for public service provision, the main function being for transactional services which allows for the exchange of information, money, goods and services. The Government Digital Service (GDS) provides analysis of all transactional services that local government and other public bodies undertake. Analysis of transactional services undertaken by government departments shows that these departments handle almost two billion transactions every year.

In August 2012 West Sussex County Council ran a public survey entitled ‘Every Pound Counts’, which included a number of questions on the types of transactions people would be happy to carry out via the WSCC website. The results showed that the majority of respondents would be happy to carry out almost any transaction via the County Council’s website, from renewing a library book to applying for a Blue Badge.

Table 9.2: Number of transactional services made, by department

<table>
<thead>
<tr>
<th>Department</th>
<th>Digital take-up*</th>
<th>Total cost*</th>
<th>Transactions per year*</th>
</tr>
</thead>
<tbody>
<tr>
<td>HM Revenue and Customs (HMRC)</td>
<td>91.9%</td>
<td>£525m</td>
<td>1,233,033,448</td>
</tr>
<tr>
<td>Department for Transport (DfT)</td>
<td>57.4%</td>
<td>£268m</td>
<td>130,337,698</td>
</tr>
<tr>
<td>Home Office</td>
<td>4.8%</td>
<td>£1.43bn</td>
<td>126,270,677</td>
</tr>
<tr>
<td>Department for Work and Pensions (DWP)</td>
<td>17.2%</td>
<td>£3.77bn</td>
<td>107,781,180</td>
</tr>
<tr>
<td>Department for Business, Innovation and Skills (BIS)</td>
<td>82.4%</td>
<td>£242m</td>
<td>40,513,661</td>
</tr>
<tr>
<td>Department of Health (DoH)</td>
<td>40.8%</td>
<td>£308m</td>
<td>33,634,340</td>
</tr>
<tr>
<td>Department for Environment, Food and Rural Affairs (Defra)</td>
<td>80.8%</td>
<td>£101m</td>
<td>22,580,710</td>
</tr>
<tr>
<td>Ministry of Justice (MoJ)</td>
<td>21.4%</td>
<td>£5m</td>
<td>8,508,685</td>
</tr>
<tr>
<td>Cabinet Office (CO)</td>
<td>100.0%</td>
<td>£32.1k</td>
<td>4,870,984</td>
</tr>
<tr>
<td>Department of Energy and Climate Change (DECC)</td>
<td>-</td>
<td>-</td>
<td>1,162,494</td>
</tr>
<tr>
<td>Foreign and Commonwealth Office (FCO)</td>
<td>-</td>
<td>-</td>
<td>549,065</td>
</tr>
<tr>
<td>Department for Communities and Local Government (DCLG)</td>
<td>-</td>
<td>-</td>
<td>509,623</td>
</tr>
<tr>
<td>Ministry of Defence (MoD)</td>
<td>-</td>
<td>-</td>
<td>477,707</td>
</tr>
<tr>
<td>Department for Education (DfE)</td>
<td>-</td>
<td>-</td>
<td>245,310</td>
</tr>
<tr>
<td>Attorney General’s Office (AGO)</td>
<td>-</td>
<td>-</td>
<td>65,658</td>
</tr>
<tr>
<td>Department for Culture, Media and Sport (DCMS)</td>
<td>-</td>
<td>-</td>
<td>33,589</td>
</tr>
<tr>
<td>Department for International Development (DFID)</td>
<td>-</td>
<td>-</td>
<td>21,001</td>
</tr>
<tr>
<td>Total</td>
<td>-</td>
<td>-</td>
<td>1,710,595,830</td>
</tr>
</tbody>
</table>

* Figures based on data for high-volume services only

Source: Cabinet Office Transactions Explorer, 2013 data
Transactions on Government Websites

Performance

The highest number of transactions in the last financial year (2013-14) was undertaken by the HMRC, with over a billion transactions alone, followed by the Department for Transport with a total of 130 million transactions each year. The single biggest source of transactions for HMRC was Stamp Duty Reserve Tax (SDRT), paid on electronic share transactions, with 395 million transactions in the last year. A further 226 million of HMRC transactions were banking payments, including those payments issued by HMRC. The biggest individual source of transactions for the Department for Transport was renewal of vehicle tax, with 45 million transactions.

Digital take-up of services varies significantly across departments, from 100% of Cabinet Office transactions completed through digital channels (e.g. online, e-mail) to 4.8% of Home Office transactions completed through digital channels (the majority being Enhanced Criminal Record Checks). DWP has the highest total cost associated with providing their transactional services, whereas 91.9% of HMRC transactions are completed through digital channels, resulting in a much lower cost of service despite the high volume of transactions.

The majority of respondents to the WSCC ‘Every Pound Counts’ survey said they would be happy to carry out most transactions via the website. For those respondents who use each service, renewing a library book was the most likely to be done through the website, with 47% saying they already use the website for this and a further 45% prepared to do so in future. Reporting highway faults and applying for school places each had 29% of respondents already using the website and more than 60% prepared to do so in the future. Requesting non-emergency social care support had the highest proportion of respondents who would not be prepared to use the website, at 19%.

Generally, most people would be happy to conduct all of these transactions online, either through the website or via a smartphone application (app). More than three quarters (79%) of respondents would be prepared to request non-emergency social care support online, rising to 9 out of every 10 people who are prepared to carry out other types of transactions online. However, there was little appetite for the use of smartphone apps to carry out these transactions; instead, the majority said they would use the website.

Figure 9.9: Which, if any, of the following transactions do you make via the WSCC website and which, if any, would you be prepared to do in the future?

Council Websites

Description

Council websites are often the first point of contact between local authorities and the public, and as such receive a significant amount of web traffic on a daily basis. The websites act as a source of information, advice and guidance, as well as allowing some transactions (such as making a council tax payment) to be conducted online. West Sussex County Council and Chichester District Council (CDC) utilise Socitm to monitor website performance, while Adur & Worthing Councils use Siteimprove; both of these services publish data on a regular basis. Other districts monitor their website performance internally.

Performance

In 2013, the West Sussex County Council website (www.westsussex.gov.uk) had 7,786,594 individual page views, a slight decrease on the previous year. The busiest day was 3rd May with 64,103 page views – mainly due to people viewing the results of the 2013 County Council elections.

Your Space West Sussex, which provides information and advice to young people and is also maintained by the County Council, received 317,420 page views during 2013, an increase of almost 94,000 on the previous year. The 2013 Youth Elections saw the busiest period, with 20th March (3,304 views) being the busiest day.

The WSCC website averaged 167,628 unique visitors per month between April 2013 and March 2014, peaking in May 2013 with 296,179 unique visitors. Chichester District Council averaged 43,713 unique monthly visitors, peaking in May 2013 with 76,034. In the same period Adur & Worthing Councils had an average of 39,168 unique visitors per month, peaking in October 2013 with 44,719.

For WSCC website users who completed a Socitm website feedback survey, more than a third were over the age of 60, with most of these (38.3%) in the 60 to 79 year age range. A total of 42.1% of website users who completed a survey were between the ages of 40 and 59 years, while users below the age of 30 made up a very low proportion – just 7.2% of total website users. However, since surveys are offered optionally, there may be differences in take up rates between different age groups. 59% of website users who completed a survey were female, 41% male.

Figure 9.10: Unique monthly visits to council websites in West Sussex, April 2013 to March 2014

Source: Socitm Council Website Performance Service; Siteimprove

Figure 9.11: Age and gender profile of WSCC website users, April 2013 to March 2014

Source: Socitm Council Website Performance Service
Multimedia Technology

Description

Multimedia technology affects almost every aspect of our everyday lives, with penetration levels of many different devices increasing annually; for example, the number of mobile phones in Europe has now surpassed the number of people living there. With the development of smartphones, increased access to the internet on the go has become the norm, with people demanding faster and better connections through new 4G networks and existing 3G networks.

The term smartphone generally refers to multi-functional devices with advanced computing power and connectivity; common features include media players, web browsers, digital cameras, the ability to download software applications and often a high resolution touchscreen display. The most popular examples include the Apple iPhone and devices running Google's Android operating system.

Performance

The proportion of people who own a mobile phone has now reached 95% across the UK, up 3% over the last five years, with the rate of increase slowing as the market reaches saturation. In contrast, the proportion who have a fixed (landline) phone decreased by 3% over the last five years, but has remained at 84% for the last three consecutive years.

Driving the increase in mobile internet use is the rapid growth in smartphone ownership across the UK. This has jumped from 27% of the population in 2011 to 61% in 2014. Ofcom research suggests that the most common location for using mobile broadband is when travelling (26% of use), closely followed by use in an indoor public place (22%) and when outdoors (21%).

Three in five adults now have broadband internet, and over half have access to the internet on their mobile phone. Mobile internet access has more than doubled over the last four years, from 21% in 2010 to 57% in 2014, increasing by around 10% per year, equivalent to 6 million additional mobile internet users every year.
Despite the growth in mobile phone ownership, both mobile-originated and total voice call volumes have been in decline since 2011. This can be interpreted as a result of the gradual transition from older, voice-only mobile phones towards web-enabled smartphones which offer multiple forms of communication in addition to voice calls. The most popular alternative to voice calls is mobile messaging, also known as text or SMS messaging. 83% of people in the UK use text messaging (SMS) to communicate, with this proportion relatively stable over the last four years.

The proportion of people using various web-based forms of communication has increased over the last three years, with mobile instant messaging showing the fastest rate of increase – up from 12% of the population in 2011 to 32% in 2014. Mobile instant messaging differs from SMS text messaging in that it utilises a mobile internet connection rather than sending messages over existing voice optimised networks. The most popular applications for mobile instant messaging include WhatsApp and BlackBerry Messenger (BBM). In 2014, 78% of the population communicate by email, 53% via social networking sites and 35% use Voice over IP (VoIP) services such as Skype. The latter again provides a similar function to traditional voice calls, but instead utilising an internet connection to allow conversations to take place, which offers advantages in cost and security. As technology progresses more people are making video calls, the number almost doubling from 8% in 2014 to 14% in 2014.

Ipsos Mori produce estimates for take-up of a range of internet connected devices, including smartphones, tablet computers and games consoles. In the second quarter of 2014, an estimated 30% of the UK population own an iPhone or an Android smartphone. Tablet computer ownership is growing; 24% now own an iPad, and 41% own any other type of tablet. The market for video games consoles, which are increasingly sold as homeware centres, is dominated by Microsoft, Nintendo and Sony. Nintendo’s Wii and WiiU and Microsoft’s Xbox 360/Xbox One have the highest take-up, at 21% each.

Laptop computers and desktop PCs are still the the most common internet connected device in UK homes. In 2014 Ipsos Mori estimate 81% of households own one, slightly up on the figure for 2013. BlackBerry ownership has halved from 13% in 2013 to 6% in 2014. Some of this market has been filled by Windows phones, with 4% now owning one.
Ipsos MORI produce the quarterly Techtracker report for which they survey around 1,000 adults in the UK about their use of new technology and their online habits, as well as those of any children living in the household.

**Internet use by children**
Of the adults surveyed the largest percentage (39%) said children in their household use internet-enabled devices to watch video clips on sites like YouTube. A similar percentage (38%) use the internet to play video games and to browse websites for general purposes (32%).

Since last year use of online instant messaging apps such as WhatsApp has risen slightly to 13% and conversely there has been a slight fall in the percentage using the internet for conventional email, down to 19%.

**Awareness of new technology**
Respondents were also asked about their awareness of new technology emerging into the UK market. The top five responses showed that 36% were aware of 3D printers, 28% have heard about driverless car technology and 27% were aware of smart glasses technology such as Google Glass. Slightly smaller percentages were aware of smart watches that incorporate some functions of smartphones (22%) and of projection gaming where projected images augment the display of the traditional television screen (13%).

Ipsos MORI carried out some research into the viewing habits of UK adults which suggested that 97% watched games on television, 91% of these said they watched games on TV at home and 29% said they watched on TV in places other than home such as pubs or at work. 12% said they watched live streaming on their pc or laptop, and 2% watched through a games console, but only 11% opted to watch on a portable device (8% on smartphones and 5% on tablets; some watched on both types).

Of those who followed the tournament on television, 93% said they watched whole matches. 36% said they used the internet, both on laptops/pcs or on mobile devices, to keep up to date with match results and news and to watch clips from matches, and that they tended to use the television much less for these purposes.
**Description**

Social media uses online technologies to allow people to share opinions, views, insights, experiences, and perspectives with each other via a host of online formats including blogs, posts, photos or videos. It is designed to encourage interaction as opposed to traditional media which tended to only deliver content in one direction without any participation from the receiver. One of the main trends in social media is the rise of social networking sites.

Popular social networking sites include Facebook, Twitter, Google+ and LinkedIn; these are only a few of the vast number of sites that are now available online. Through increased ownership of smartphones, social networking sites are becoming even more accessible, with people being able to interact wherever they are including when they are out and about. Social networking has quickly become a normal part of everyday life for people of all age ranges and demographics, and usage continues to increase.

**Performance**

Across the UK, an estimated 47% of the population access social networking sites. This proportion increases to 75% of 15 to 24 year olds, as well as 67% of 25 to 34 year olds, however both of these age groups have seen a very slight fall in numbers from 2013. Just over a quarter of 55 to 64 year olds access social networking sites, with this proportion dropping to just 6% of those over the age of 75, a 4% increase from 2013.

Facebook is currently by far the most popular social networking site, followed by Twitter. Worldwide, there are over a billion active Facebook users and more than 200 million active Twitter users. In the UK, there were more than 35 million Facebook users and 12 million Twitter users in 2014. All four of the top social networks have more users who access the sites on a pc or laptop, but in the case of Twitter the numbers are beginning to level with 10.6 million using a pc or laptop and 8.4 million using mobile devices. All four have seen an increase in mobile users since 2013, whereas numbers of pc or laptop users have fallen in the case of Facebook and LinkedIn.

Using the estimated ‘reach’ facility found on Facebook, the approximate number of users found in some of the main towns in West Sussex shows that in 2013 Crawley had the highest number with around 50,000 users, followed by Worthing with around 40,000. These figures are estimates based on the number of users claiming to be from a particular town.
Online Retail

Description

Retail has grown significantly in the last few years as an online activity. Retailers with a purely online presence such as eBay and Amazon still make up a large percentage of the market share, but traditional high street retailers are increasingly moving into the world of online selling.

Online selling, and the ability to have goods delivered to the home has opened up new markets for retailers who once relied upon physical stores in town centres. People are now able to purchase goods ranging from food and groceries to clothing and furniture, and this is now as easy for rural residents as for those from urban areas.

Performance

In the UK, eBay and Amazon are by far the biggest online retailers, each with a total audience of more than 25 million people. Both retailers have an active reach (the proportion of digital users who use their services) of over 50%. Despite having similar audiences eBay and Amazon have different patterns of access by their customers. The popularity of the eBay phone app means that they have a larger reach on mobile devices than Amazon, whose customers are still more likely to purchase via PC or laptop.

Tesco and ASDA are the biggest online grocery retailers, with audiences of over 10 million and 6 million respectively.

One in four mobile internet customers use their apps to find store locations or for making purchases online. Around one in five are comparing prices, researching products or checking availability, and a slightly smaller percentage use their apps to look for offers, vouchers or deals.

In 2014 mobile customers were more likely to spend larger sums of money via their handsets than in 2013. The proportion of purchases between £101 and £200 was up 3%, with 1% increases for each of the £201-£300 and over £300 brackets. Conversely, the proportion of purchases under £100 made via mobile handsets was down 5%.

Figure 9.19: Most common reasons for using mobile retail apps

- Finding store locations: 25%
- Making purchases: 24%
- Comparing prices: 21%
- Researching products: 21%
- Checking product availability: 19%
- Looking for vouchers or deals: 17%

Source: Ofcom Communications Market Report 2014

Figure 9.20: Amounts spent using mobile retail apps

- < £100: 63% (2013), 58% (2014)
- £101-£200: 19% (2013), 22% (2014)
- £201-£300: 9% (2013), 10% (2014)
- > £300: 9% (2013), 10% (2014)

Source: Ofcom Communications Market Report 2014
According to Ofcom, four in ten (41%) UK adults say they now use the internet for news, up by a third since 2013, and equal to the market for physical newspapers (40%). The rise in digital news is driven by increased mobile and tablet use among younger people (16-24 year olds). They are ten times more likely than those aged 55 and over to access news on a mobile, and twice as likely to do so on a tablet. This trend is likely to be accentuated by the increased take-up of smartphones and tablets, which allow consumers to access news apps and websites throughout the day and while on the move.

Among laptop and PC users, MailOnline, The Guardian and BBC News are the most popular websites, each with an audience of around 10 million. However the audience of each has fallen in the last three years with visitors to BBC News declining the most, down by 1.3 million on last year. Broadly this can be explained by a greater take up for each site by mobile users using the respective apps. Only the Telegraph and Mirror saw increases in PC or laptop audience, probably due to these not having such a strong mobile app presence.

BBC News has by far the biggest audience of mobile app users, with 14.5 million users they have more than 10 million more than the next largest, Sky News who have an audience of 4.2 million. In contrast to PC or laptop audience, users of mobile apps increased or stayed level for all of the top five providers. Again BBC News saw the largest increase on the figure for 2013, up by 1.3 million users.

Of mobile app users, 20% said they access news on a mobile device almost every day, with a further 17% saying they do so at least once a week.

The traditional newspaper brands have been more successful at marketing their tablet versions, the top five being the Daily Mail, the Guardian, the Telegraph, the Mirror and the Independent, who between them have a total audience of 14.2 million. The largest individual audience belongs to the Daily Mail, with 4.2 million users.
Further Information

To access other chapters and data from West Sussex Life
www.westsussex.gov.uk/westsussexlife2014

International Telecommunications Union, The World in 2014

Office for National Statistics, statistics on internet access and use

Think Broadband, UK Factsheet on broadband services
http://www.thinkbroadband.com/factsheet/

UK broadband availability, including statistics for West Sussex
http://www.samknows.com/broadband/broadband_availability
http://www.samknows.com/broadband/county/West+Sussex

BT Openreach, progress on rolling out superfast broadband
http://www.superfast-openreach.co.uk/rural-broadband/

Cabinet Office Transactions Explorer
http://transactionsexplorer.cabinetoffice.gov.uk/

Ofcom Communications Reports
http://stakeholders.ofcom.org.uk/market-data-research/market-data/communications-market-reports/cm14/

Ipsos MORI Techtracker Quarterly Report

Department for Culture, Media and Sport; Broadband UK
https://www.gov.uk/government/policies/transforming-uk-broadband

West Sussex County Council, Better, Faster broadband
http://www.westsussex.gov.uk/living/in_your_community/better_broadband_in_your_area.aspx

Oxford Internet Institute audit of online behaviours
http://oxis.oii.ox.ac.uk/

Government Digital Service, Data Driven Delivery
http://digital.cabinetoffice.gov.uk/2012/07/24/data-driven-delivery/