

## Older people's use of media content and communications services

[This Ofcom research report](#) provides a diary-based snapshot of people's media and communications behaviour over a seven-day period, exploring when and how people use services and devices throughout the day, covering personal and business use, and in- and out-of-home use.

Key findings:

- Almost half of the time older adults spend communicating is via email. Adults aged 65+ spend more of their communications time emailing (28 minutes per day, or 40 minutes among those who use email) than on phone calls (19 minutes per day). Seven in ten older people read or sent emails in their diary week, similar to the proportion among all adults (77%). However, time spent on text communications decreases with age. For all adults, 16% of media time is spent engaged in this form of activity, compared to 7% for those aged over 65.
- Many of the 'messaging' activities are less used among older people. Those aged 65 and above are less inclined to use messaging functions than the general population, with a significantly smaller proportion of communication time assigned to text messaging (7%), instant messaging (1%) and photo and video messaging (less than 1%). Despite this, 11% of their communication time was spent communicating through a social networking site. This equates to 6 minutes per day among all those 65+, but 31 minutes a day among social media users in this age group.
- A quarter of adults aged 65+ use a tablet. Among all adults, 38% used a tablet during the week compared to a quarter (24%) of those aged 65+. This device accounted for 2% of all time spent on media and communications by older people, similar to 4% among all adults.
- Among this age group, 11% of all media and communication time is taken up with media multi-tasking, compared with 21% for all adults age 16+.

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Source: [Digital Day 2014: report on findings among older people](#), Ofcom.