

FT Data



Majority in UK now reading news online

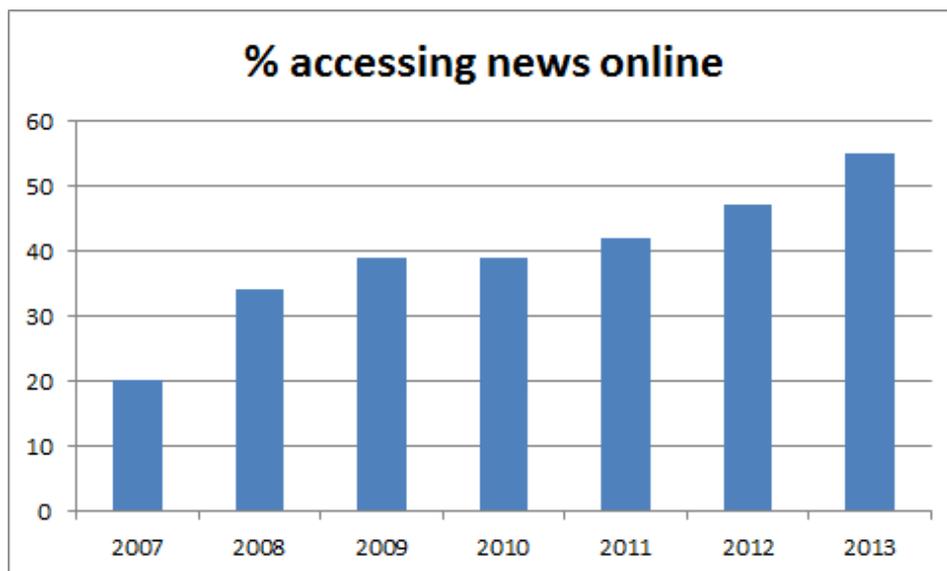
Emily Cadman

[Author alerts](#)

Aug 08 2013 11:42 Comment

Further confirmation – if it was needed – of how rapidly the media industry is changing comes in today's ONS statistical bulletin on internet access.

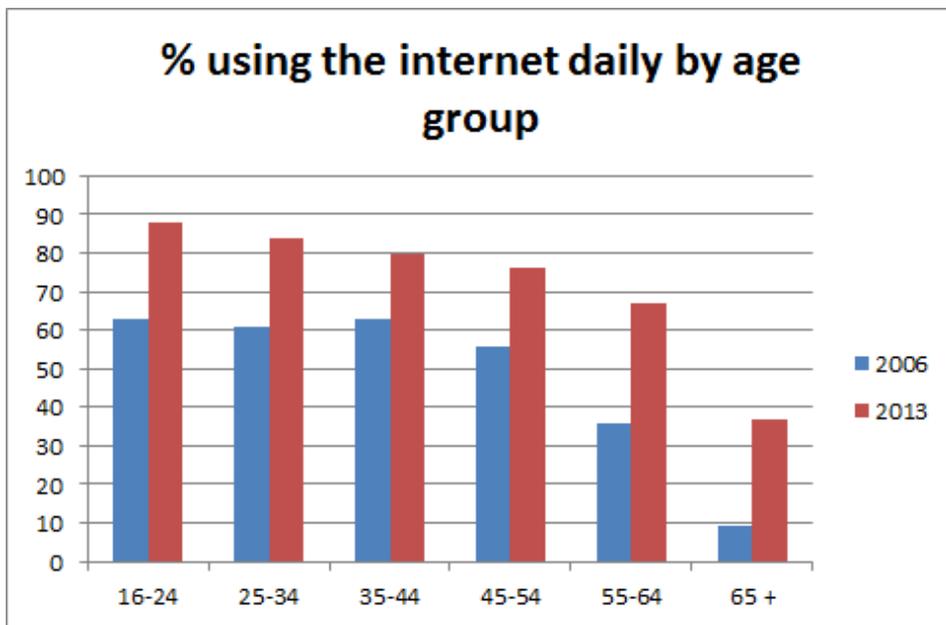
This year, for the first time, the majority of adults in the UK report reading news online (55 percent), up from 47 percent in 2012. And the pace of adoption has been rapid.



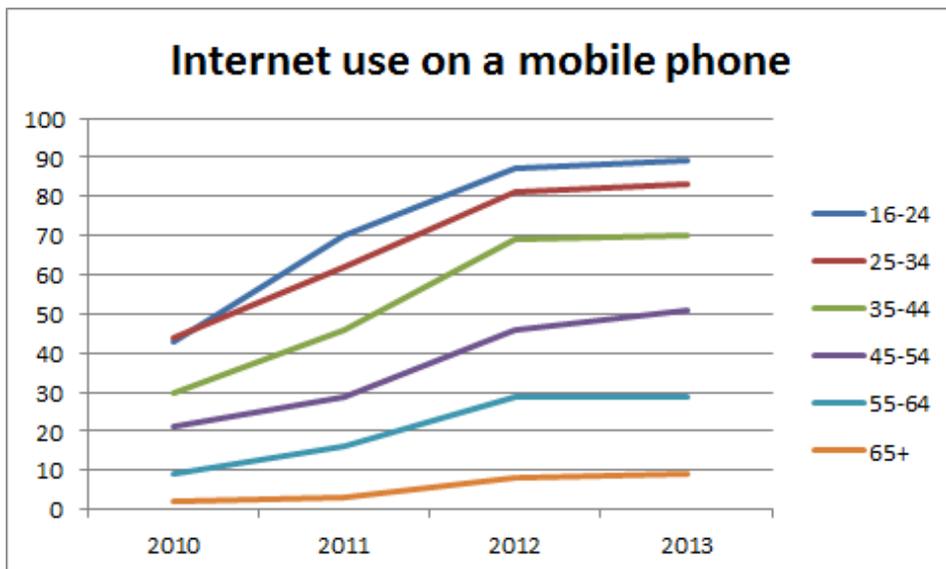
Whilst the growth in interest in online news offers opportunities for publishers, coincidentally, an interesting study out today from City University's Neil Thurman provides a caveat. It suggests that despite the big increase in online readership substantially more reader time is spent on print editions than online.

But, the clear theme of the ONS bulletin is how deeply the internet has become embedded in daily life to an extent unimaginable only a few years ago.

In 2006 only 35 percent of adults used the internet daily, now the number is over 70 percent.

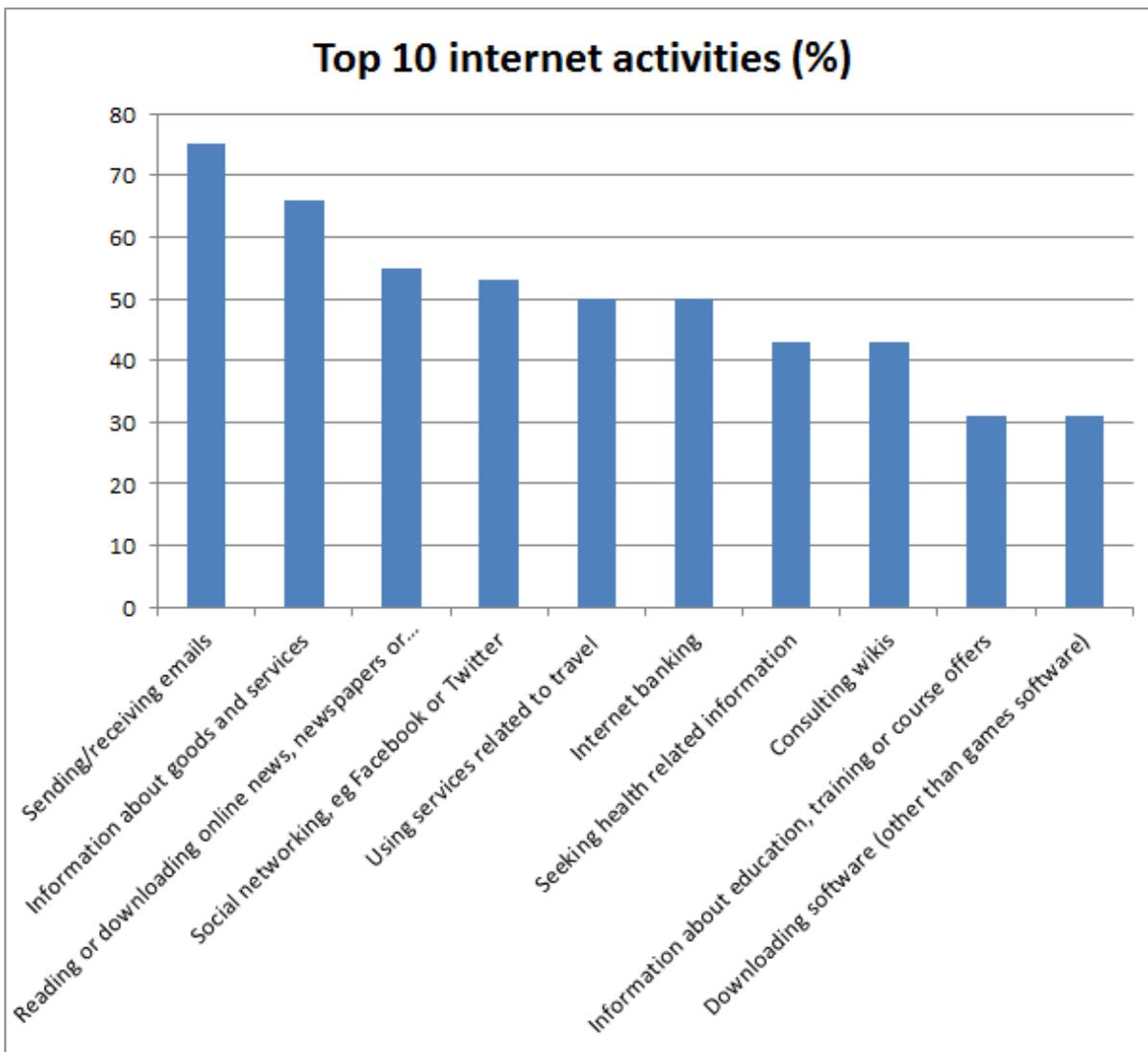


For younger age groups, using the internet on a mobile phone has more than doubled since 2010 with 89 percent now accessing the web via a mobile – and 94 percent of the 16 to 24 age group saying they access the web on the go via a portable device.



However it seems that the government’s drive to have more citizens using the internet for public services still has some way to go. Only 31 percent had used the web to obtain information from government websites and only 21 percent to obtain official forms. The ONS notes though that the roll-out of Universal Credit – where most people will manage their claim via an online account – which have a significant impact on this.

When it comes down to it though, it seems we are a nation still addicted to the written word. Top of all of the reasons for using the internet still remains sending or receiving emails.



**Update: A number of people have asked me about whether this data set contains any information on internet pornography. It isn't a question currently in the survey – though the ONS aren't ruling out asking such a question at some point. But they point out there would be questions about the quality of data on such a sensitive topic considering the data is collected by face to face interviews.*

Tags: internet

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