

Reference: 1800510

Information Requests  
[information.requests@ofcom.org.uk](mailto:information.requests@ofcom.org.uk)

24 April 2024

## Freedom of Information request: Right to know request

Thank you for your request for information about research statistics: smartphone acquisition by age. We received this request on 27 March 2024 and we have considered your request under the Freedom of Information Act 2000 (“the FOI Act”).

### Your request

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*“I’ve been looking for the aggregated anonymous statistics (counts) of smartphone acquisition by age (banded is fine) in England or the UK, that has had considerable coverage in the media recently. I would like them for personal use, and just a sheet with bar charts would be fine, or an excel sheet or similar with the cells with the counts in them. It would be nice to have them over time but understand if this is not possible.*

*One thing I have found is that, despite the considerable amount of tax money we spend on measuring things in the UK, I cannot find these data within the public domain. I also cannot find them in your analyses. There is obviously a public interest in providing these statistics for parents who are struggling to make the right choices with balancing media literacy and mental and physical health in a changing world.”*

### Our response

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The information requested is available on our website.

Children’s Media Literacy Study, Parent’s survey Table 13:

[https://www.ofcom.org.uk/\\_\\_data/assets/pdf\\_file/0027/276660/Childrens-Media-Literacy-Tracker-2023-Parents-Data-Tables.pdf](https://www.ofcom.org.uk/__data/assets/pdf_file/0027/276660/Childrens-Media-Literacy-Tracker-2023-Parents-Data-Tables.pdf)

Our Technology Tracker survey data collected January- April 2023 shows mobile phone and smartphone use and ownership split by age for those aged 16+. See Tables 46 and 47:

[https://www.ofcom.org.uk/\\_\\_data/assets/pdf\\_file/0016/262510/technology-tracker-2023-data-tables.pdf](https://www.ofcom.org.uk/__data/assets/pdf_file/0016/262510/technology-tracker-2023-data-tables.pdf)

Historic data can be found on our Statistical Release Calendar: <https://www.ofcom.org.uk/research-and-data/data/statistics>

I hope this information is helpful. If you have any further queries, then please send them to [information.requests@ofcom.org.uk](mailto:information.requests@ofcom.org.uk) – quoting the reference number above in any future communications.

Yours sincerely,

## Information Requests

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### **Request an internal review**

If you are unhappy with the response you have received to your request for information, or think that your request was refused without a reason valid under the law, you may ask for an internal review. If you do, it will be subject to an independent review within Ofcom. We will either uphold the original decision, or reverse or modify it.

If you would like to ask us to carry out an internal review, you should get in touch within two months of the date of this letter. There is no statutory deadline for us to complete our internal review, and the time it takes will depend on the complexity of the request. But we will try to complete the review within 20 working days (or no more than 40 working days in exceptional cases) and keep you informed of our progress.

Please email the Information Requests team ([information.requests@ofcom.org.uk](mailto:information.requests@ofcom.org.uk)) to request an internal review.

### **Taking it further**

If you are unhappy with the outcome of our internal review, then you have the right to [complain to the Information Commissioner's Office](#).