Ofcom's Media Literacy 2021 CATI omnibus Technical Report

To accompany the Media Literacy digital exclusion omnibus data tables

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Preface

This research was commissioned by Ofcom to provide detailed evidence on use of the internet at home or elsewhere, and children's access to appropriate devices at home for their schooling needs. Households without home access to the internet were asked further questions to understand their reasons for not having internet access at home.

Households with children of school age (4-18) were asked further questions to understand how they manage when access to an appropriate device for schooling needs is not available all of the time.

The questions that were fielded on this study related to the following areas:

- Access to the internet at home
- Access to the internet outside of home
- Proxy use of the internet and purpose of this proxy use
- Reasons for not having access to the internet at home
- Potential prompts/ reasons for going online at home in the next 12 months
- Number of children aged under 18 living in the household
- Stage of education for each child aged under 18
- Access to appropriate devices for children of school age for online schooling/ learning requirements
- How online schooling/ learning is managed if a suitable device is not available all of the time

The research was managed by Critical Research, with the interviews conducted by telephone via the Ipsos MORI weekly CATIBus survey in November and December 2021.

Overview of the methodology

Methodology:	CATIBus (telephone) survey run by Ipsos MORI.
Core objective:	To provide Ofcom detailed evidence of: i) access to and use of the internet at home and reasons for not going online; and ii) access to appropriate devices and the internet for home schooling for children of school age.
Sample size:	3,143 (rolled across three waves).
Fieldwork period:	The fieldwork was carried out in three waves in 2021 (12 November to 18 November, 19 November to 25 November and 26 November to 5 December). We received a sample of c.1,000 respondents each wave.
Sample definition:	UK adults aged 18+. Quotas are set on age, gender, working status and geographical regions. The GB sample was supplemented with interviews with households in Northern Ireland.
Sampling process:	Respondents are found and interviewed using random digit dialling (RDD) for both landline and mobile as well as targeted mobile sampling. Mobile numbers have a selection probability proportional to mobile network market share, while landline numbers have a selection probability proportional to their population distribution across Government Office Regions. The split between mobile and landline is around 45% mobile and 55% landline.
Weighting:	Where necessary, the data have been post-weighted to ensure they are representative of the UK adult population. This sample was weighted to be representative of the UK profile (including non-telephone owning households) for the key demographic variables of: gender, age, nation/ region, social grade, working status and ethnicity. Separate rim weights were applied to interlock age and gender, to the same overall targets and the February/ March 2021 data. Further weights were applied (via pre-weighting) to make the profiles within nation by age and SEG consistent with the known ONS profiles.

Weighting

The data are weighted to the national UK profile using target rim weights for gender, age, nation/ region, social grade, working status and ethnicity.

The following table shows the final weighted sample profile and the interviews achieved.

Figures based on UK adults	% Weighted	% Unweighted
	Profile	Interviews achieved
Gender – Man 18+	49%	48%
Gender – Woman 18+	51%	52%
Age – 18-34	28%	24%
Age – 35-54	33%	34%
Age – 55-64	15%	16%
Age – 65+	24%	26%
SEG – AB	26%	24%
SEG – C1	25%	37%
SEG – C2	20%	15%
SEG – DE	24%	19%
Working Status – working	59%	59%
Working Status – not working	41%	41%
Region – London	13%	12%
Region – South East	14%	14%
Region – East of England	9%	9%
Region – South West	9%	7%
Region – East Midlands	7%	7%
Region – West Midlands	9%	8%
Region – Yorkshire & Humber	8%	8%
Region – North East	4%	4%
Region – North West	11%	10%
Region – Scotland	8%	11%
Region – Wales	5%	6%
Region – Northern Ireland	3%	4%

Guide to statistical reliability

The variation between the sample results and the "true" values (the findings that would have been obtained if everyone in the target sample had been interviewed) can be predicted from the sample sizes on which the results are based, and on the number of times that a particular answer is given. The confidence with which we can make this prediction is calculated at the 95% limit. This means that the chances are 95 in 100 that the "true" values will fall within a specified range. As the sample is weighted, we need to use the effective sample size (ESS) rather than actual sample size to judge the accuracy of results. The following table compares ESS and actual samples for some of the main analysis groups:

	Actual interviews	ESS
Total	3143	2,689
Gender – Man 18+	1499	1285
Gender – Woman 18+	1628	1391
Age – 18-34	759	671
Age – 35-54	1067	910
Age – 55-64	500	421
Age – 65+	817	705
SEG – AB	745	705
SEG – C1	1151	1095
SEG – C2	464	442
SEG – DE	587	502
Working Status – working	1846	1578
Working Status – not working	1284	1100
Region – London	370	333
Region – South East	427	377
Region – East of England	281	246
Region – South West	229	205
Region – East Midlands	225	199
Region – West Midlands	264	233
Region – Yorkshire & Humber	236	211
Region – North East	128	114
Region – North West	321	285

Region – Scotland	339	263
Region – Wales	187	142
Region – Northern Ireland	136	101

The table below illustrates the required ranges for different sample sizes and percentage results at the '95% confidence interval'.

Approximate sampling tolerances applicable to percentages at or near these levels

Effective sample size	10% or 90% ±	20% or 80% ±	30% or 70% ±	40% or 60% ±	50% ±
2689 (Total)	1.2%	1.5%	1.8%	1.9%	1.9%
1285 (Gender: Man)	1.7%	2.2%	2.6%	2.7%	2.8%
1095 (SEG: C1)	1.8%	2.4%	2.8%	3.0%	3.0%
1578 (Working status: Working)	1.5%	2.0%	2.3%	2.5%	2.5%

For example, if 30% or 70% of a sample of 2689 give a particular answer, the chances are 95 in 100 that the 'true' value will fall within the range of +/- 1.8 percentage points from the sample results.

When results are compared between separate groups within a sample, different results may be obtained. The difference may be 'real', or it may occur by chance (because not everyone has been interviewed). To test if the difference is a real one – i.e. if it is 'statistically significant' – we again must know the size of the samples, the percentages giving a certain answer and the degree of confidence chosen. If we assume '95% confidence interval', the difference between two sample results must be greater than the values given in the table below to be significant.

Differences required for significant at or near these percentages

Sample sizes being compared	10% or 90% ±	20% or 80% ±	30% or 70% ±	40% or 60% ±	50% ±
1285 vs. 1391 (Man vs. Woman)	2.3%	3.0%	3.5%	3.7%	3.8%
705 vs. 1095 (SEG AB vs. C1)	2.8%	3.8%	4.3%	4.6%	4.7%