

# Adults' Media Use and Attitudes Report 2018 – 18<sup>th</sup> April 2018

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Fieldwork: September to November 2017

# Digital media take-up and use

Figure 1: Summary of access to and use of devices/ media at home, by age: 2017

	All adults		16-24		25-34		35-44		45-54		55-64		65-74		75+	
	Access	Use	Access	Use	Access	Use	Access	Use	Access	Use	Access	Use	Access	Use	Access	Use
<b>Mobile phone</b>	94%	89%	97%	96%	98%	95%	97%	94%	96%	93%	93%	84%	90%	78%	86%↑	72%↑
<b>Computer</b>	73%	67%	78%	71%	68%	64%	79%	76%	84%	79%	70%	62%↓	65%	57%	51%↑	45%
<b>Standard TV set</b>	67%↓	58%↓	63%↓	51%↓	62%	51%↓	57%↓	49%↓	64%	53%↓	68%↓	62%↓	81%	77%	88%	85%
<b>Tablet</b>	65%	58%	68%	58%	73%	66%	74%	66%	68%	62%	63%	57%	54%	48%	34%	28%
<b>Radio set (DAB or otherwise)</b>	58%	47%↓	45%	28%	40%	32%	54%	42%	61%	53%	73%	61%	71%	61%	75%	66%
<b>DVR/ Digital Video Recorder</b>	52%	44%	47%	39%	45%	39%	65%	55%	57%	48%	57%	49%	45%	36%	36%	30%
<b>Smart TV set</b>	46%↑	44%↑	51%	47%	48%	46%	59%↑	54%	57%↑	55%↑	45%	42%	28%	27%	18%	16%
<b>Games console /games player</b>	38%	21%	64%	51%	54%	32%	54%	27%	39%	16%	17%↓	5%↓	6%	2%	1%	0%
<b>Streaming media player</b>	21%	17%	28%	22%	24%	19%	26%	22%	30%	23%	17%	13%	9%	6%	3%	2%
<b>Wearable technology</b>	13%	9%↑	17%	9%	13%	9%	21%	15%	18%	14%↑	10%	6%	3%	1%	2%	1%
<b>ANY TV</b>	97%	91%↓	95%	85%	94%	85%	98%	90%	98%	92%	99%	93%	99%	97%	99%	96%

Source: Ofcom Adult Media Literacy Tracker 2017

A1/ A2. Can you please look at this list and tell me which of these you have at home? (prompted responses, multi-coded)/ And which of these devices that you just said you had at home do you personally ever use, for any purpose? (prompted responses, multi-coded)

Base: All adults aged 16+ (1875 aged 16+, 249 aged 16-24, 277 aged 25-34, 305 aged 35-44, 268 aged 45-54, 296 aged 55-64, 239 aged 65-74, 241 aged 75+)

Arrows show significant changes (95% level) between 2016 and 2017

## Figure 2: Summary of access to and use of devices/ media at home, by socio-economic group and gender: 2017

	All adults		AB		C1		C2		DE		Male		Female	
	Access	Use	Access	Use	Access	Use	Access	Use	Access	Use	Access	Use	Access	Use
<b>Mobile phone</b>	94%	89%	97%	93%	95%	91%	94%	88%	91%	84%	94%	89%	95%	90%
<b>Computer</b>	73%	67%	88%	83%	78%	73%	69%	62%	54%	48%	73%	69%	73%	65%
<b>Standard TV set</b>	67%↓	58%↓	59%↓	52%↓	66%↓	56%↓	70%↓	62%↓	73%	65%↓	67%↓	60%↓	66%↓	57%↓
<b>Tablet</b>	65%	58%	78%	71%	69%	63%	60%	53%	49%	42%	60%	54%	69%↑	62%
<b>Radio set (DAB or otherwise)</b>	58%	47%↓	69%	55%	58%	49%	57%	45%	48%	40%	60%	49%	57%	46%↓
<b>DVR/ Digital Video Recorder</b>	52%	44%	64%	55%	57%↑	49%	50%	42%	37%	30%	53%	46%	51%	43%
<b>Smart TV set</b>	46%↑	44%↑	61%↑	57%↑	50%↑	47%↑	41%	38%	32%	30%	44%	42%	48%↑	46%↑
<b>Games console /games player</b>	38%	21%	39%	18%	41%	22%	36%↓	21%	34%	22%	38%	27%	37%	15%
<b>Streaming media player</b>	21%	17%	30%	24%	22%	17%	20%	16%	12%	9%	20%	17%	23%↑	17%
<b>Wearable technology</b>	13%	9%↑	24%	15%	15%	12%↑	7%	4%	6%	4%	13%	9%	14%↑	9%↑
<b>ANY TV</b>	97%	91%↓	98%	94%	97%	90%	97%	89%↓	98%	89%	97%	90%↓	98%	91%↓

Source: Ofcom Adult Media Literacy Tracker 2017

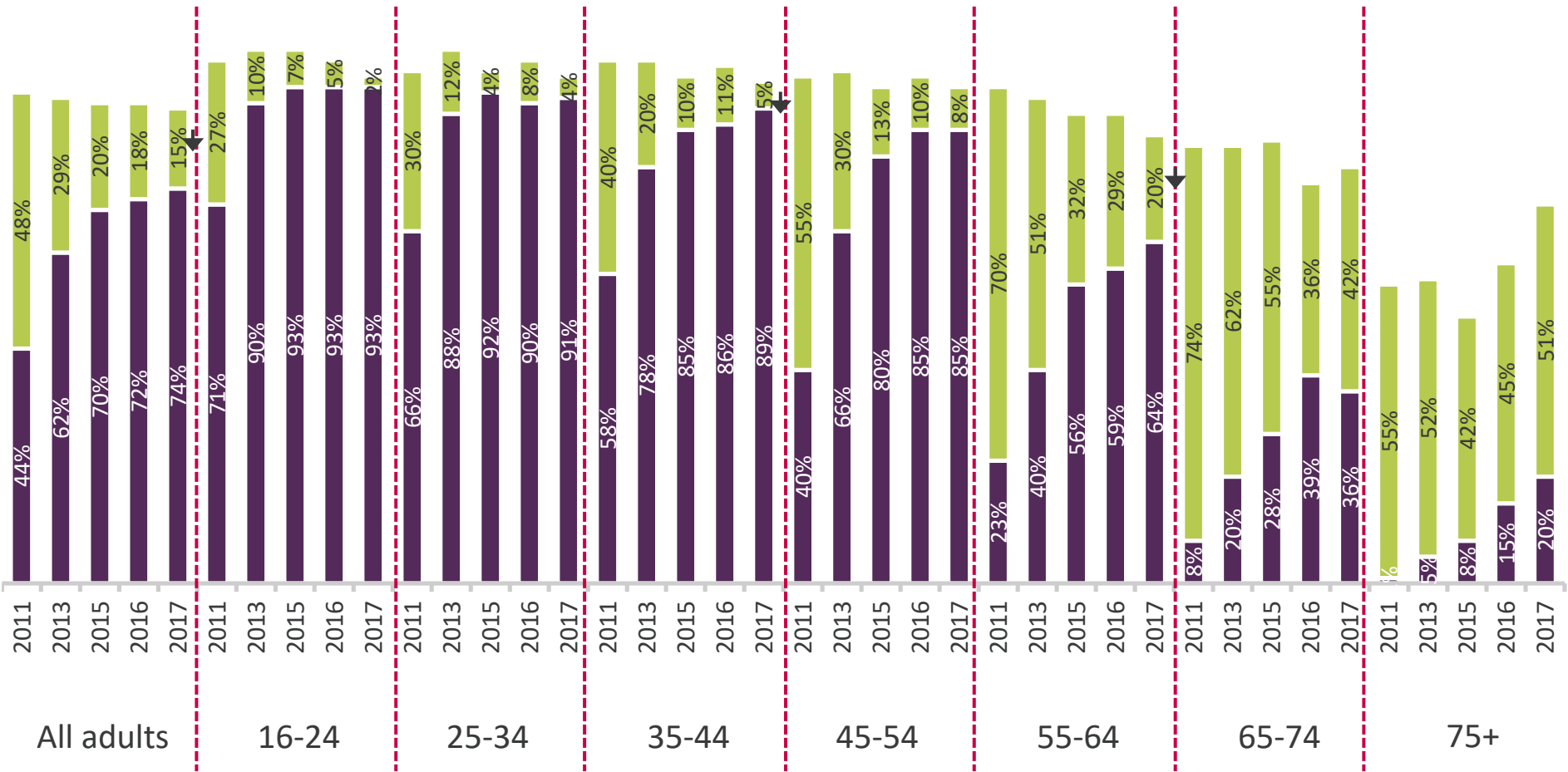
A1/ A2. Can you please look at this list and tell me which of these you have at home? (prompted responses, multi-coded)/ And which of these devices that you just said you had at home do you personally ever use, for any purpose? (prompted responses, multi-coded)

Base: All adults aged 16+ (1875 aged 16+, 415 AB, 571 C1, 386 C2, 503 DE, 909 male, 966 female)

Arrows show significant changes (95% level) between 2016 and 2017

# Figure 3: Mobile phone use, by age: 2011-2017

■ Uses a smartphone   ■ Uses a non-smartphone



Source: Ofcom Adult Media Literacy Tracker 2017

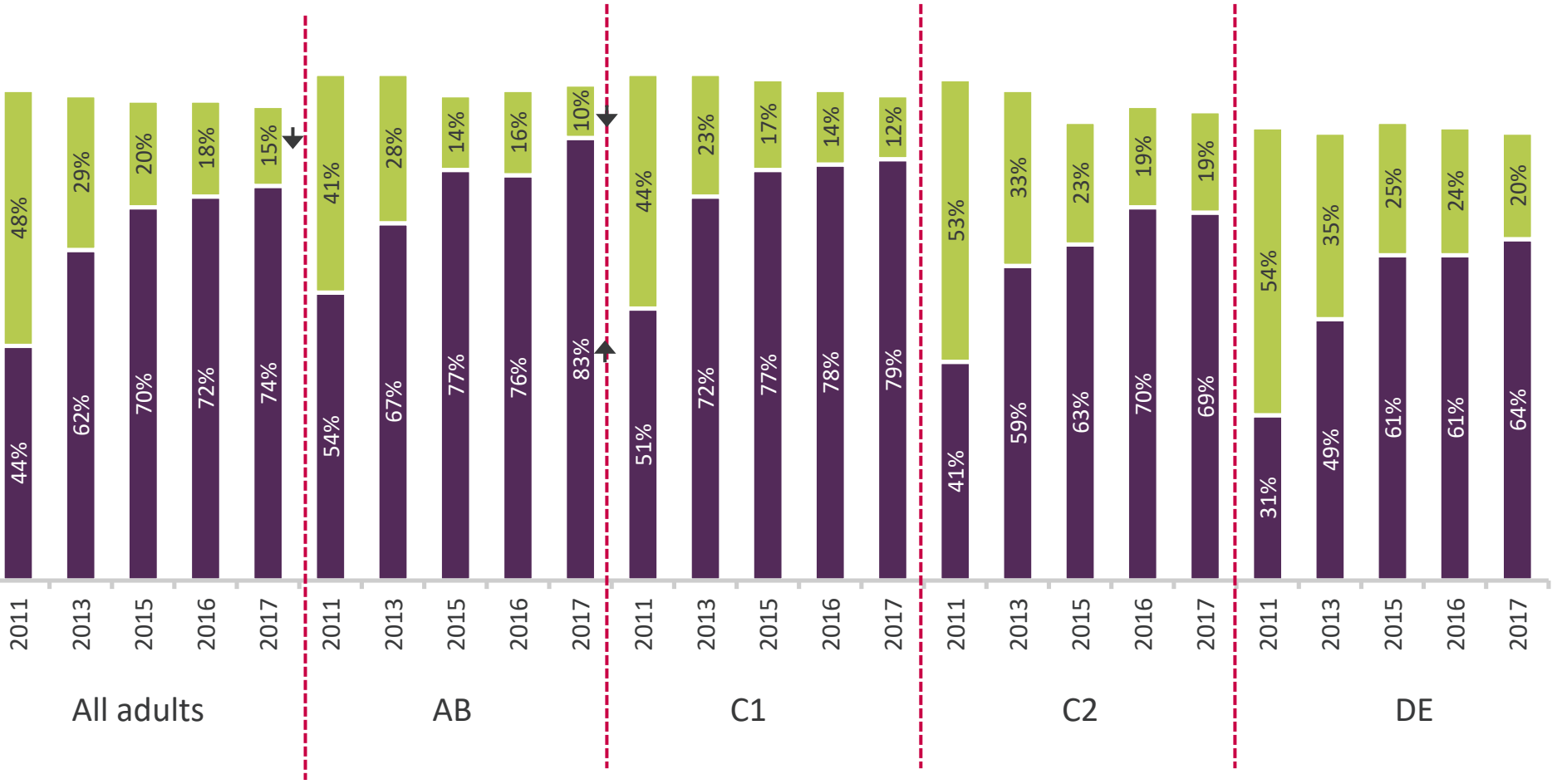
A4. You said you use a mobile phone. Is it a smartphone? (prompted responses, single coded)

Base: All adults aged 16+ (1875 aged 16+, 249 aged 16-24, 277 aged 25-34, 305 aged 35-44, 268 aged 45-54, 296 aged 55-64, 239 aged 65-74, 241 aged 75+)

Arrows show significant changes (95% level) between 2016 and 2017

# Figure 4: Mobile phone use, by socio-economic group: 2011-2017

■ Uses a smartphone   ■ Uses a non-smartphone



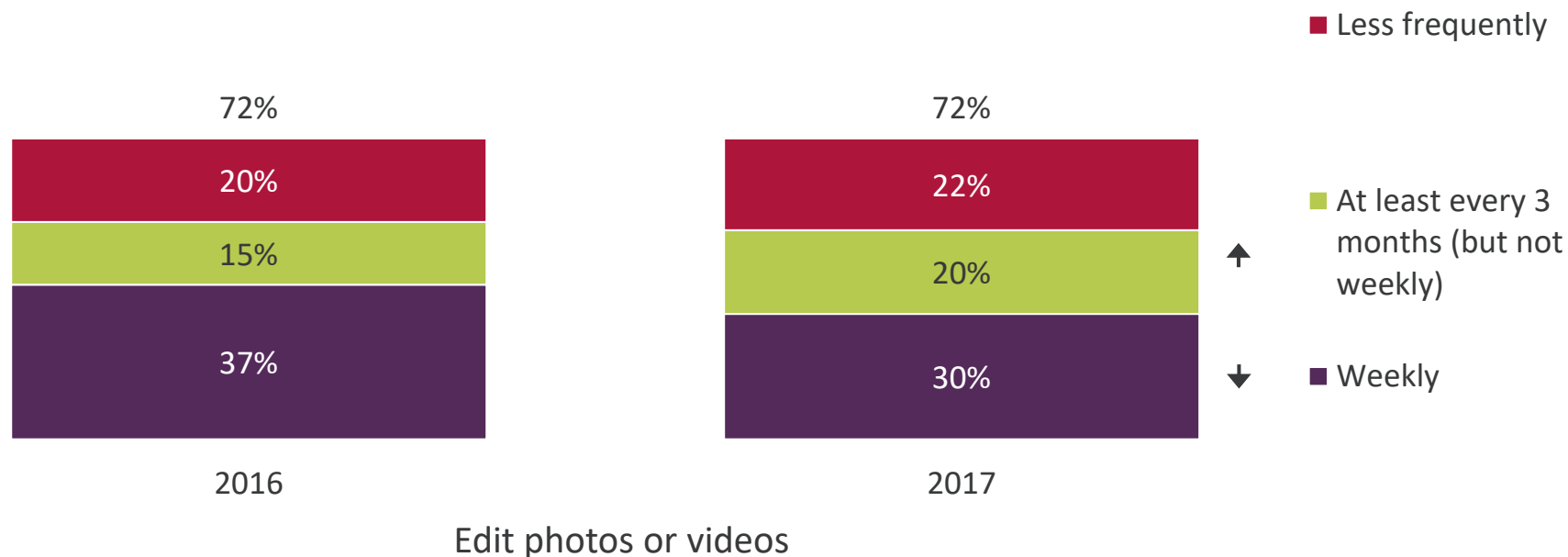
Source: Ofcom Adult Media Literacy Tracker 2017

A4. You said you use a mobile phone. Is it a smartphone? (prompted responses, single coded)

Base: All adults aged 16+ (1875 aged 16+, 415 AB, 571 C1, 386 C2, 503 DE)

Arrows show significant changes (95% level) between 2016 and 2017

Figure 5: Use of a smartphone for editing photos or videos: 2016-2017



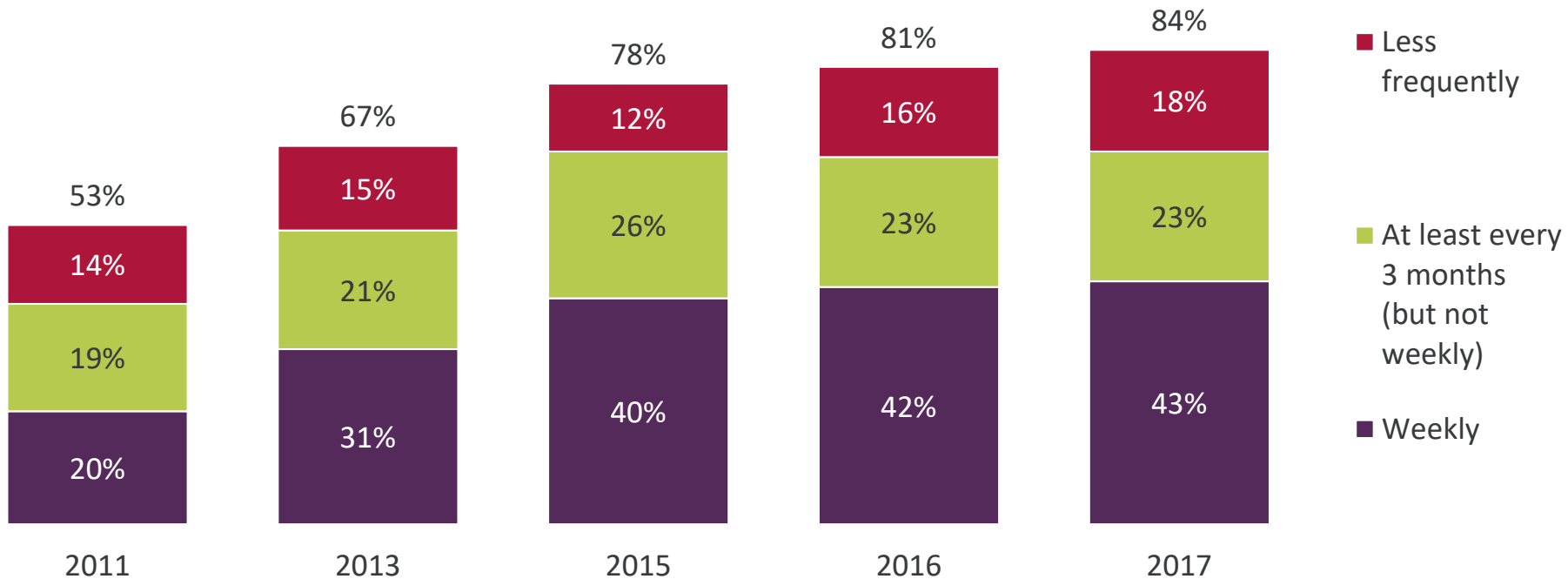
Source: Ofcom Adult Media Literacy Tracker 2017

M7B. Please tell me from this list, the types of things you use your smartphone for, and how often you do each (prompted responses, single coded)

Base: All adults aged 16+ who use a smartphone (1249 in 2016, 1289 in 2017)

Arrows show significant changes (95% level) between 2016 and 2017

# Figure 6: Use of maps or satellite navigation on a smartphone: 2011-2017



Use features such as maps or satellite navigation to get to where you want to/  
plot a route to your destination

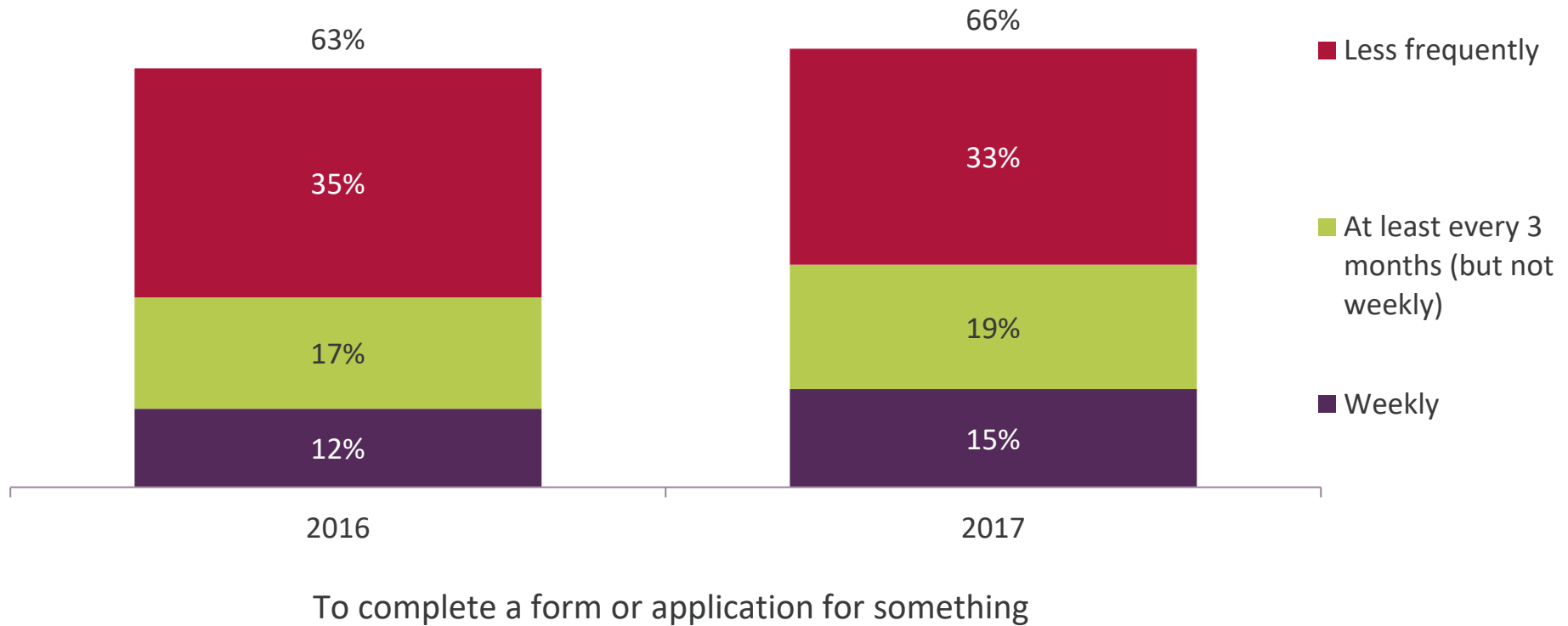
Source: Ofcom Adult Media Literacy Tracker 2017

M7C. Please tell me from this list, the types of things you use your smartphone for, and how often you do each (prompted responses, single coded)

Base: All adults aged 16+ who use a smartphone (1249 in 2016, 1289 in 2017)



Figure 7: Use of a smartphone for completing a form or application: 2016-2017

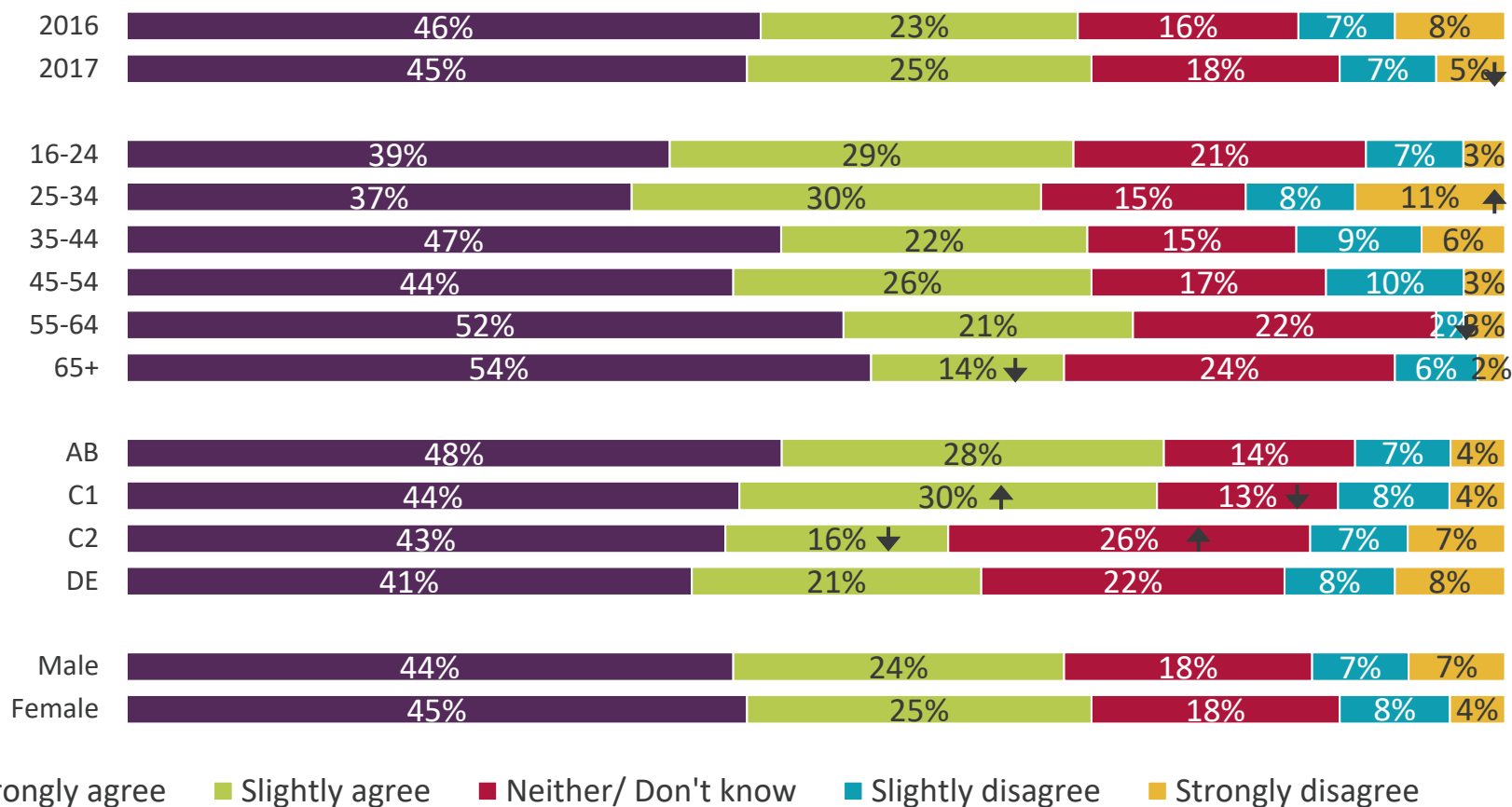


Source: Ofcom Adult Media Literacy Tracker 2017

M7A. Please tell me from this list, the types of things you use your smartphone for, and how often you do each (prompted responses, single coded)

Base: All adults aged 16+ who use a smartphone (1249 in 2016, 1289 in 2017)

Figure 8: Agreement with statement: “Completing forms and working on documents is more difficult on my smartphone than on a laptop or desktop”, by age, socio-economic group and gender

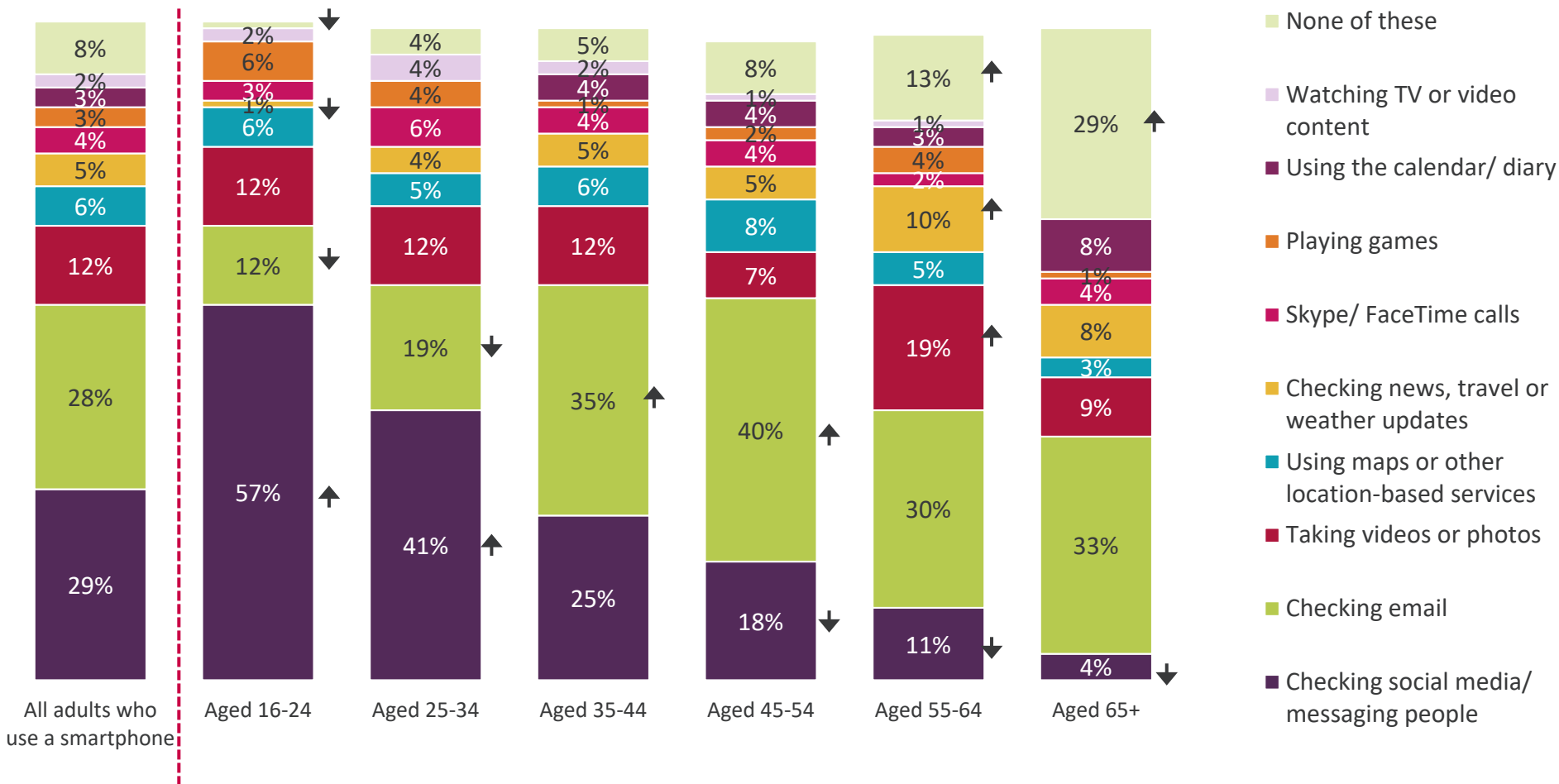


Source: Ofcom Adult Media Literacy Tracker 2017

M6. Please tell me the extent to which you agree or disagree with the following statement (prompted responses, single coded)

Base: All adults aged 16+ who use a smartphone (1289 aged 16+, 232 aged 16-24, 246 aged 25-34, 267 aged 35-44, 220 aged 45-54, 179 aged 55-64, 145 aged 65+, 329 AB, 434 C1, 245 C2, 281 DE, 606 male, 683 female). Arrows show significant differences (95% level) between 2016 and 2017 at the overall level, and by age / socio-economic group compared to all smartphone users and men compared to women

Figure 9: Activity smartphone users say they would miss using their phone for, by age



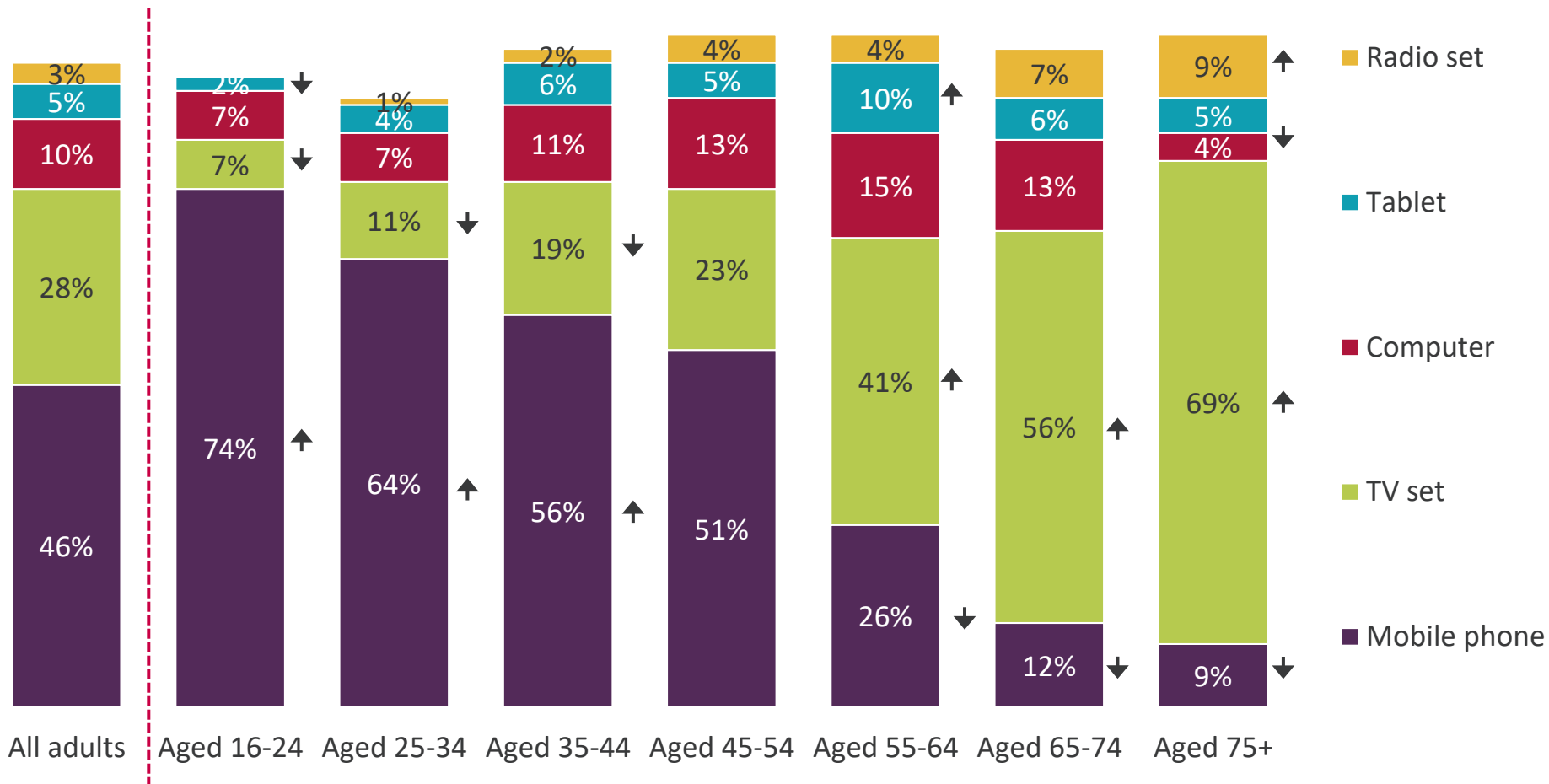
Source: Ofcom Adult Media Literacy Tracker 2017

M8. Other than phoning or texting, which one of these activities would you miss doing the most on your smartphone if your phone was taken away from you? (prompted responses, single coded)

Base: All adults aged 16+ who use a smartphone (1289 aged 16+, 232 aged 16-24, 246 aged 25-34, 267 aged 35-44, 220 aged 45-54, 179 aged 55-64, 145 aged 65+)

Showing responses by >1% of all adults who use a smartphone. Arrows show significant differences (95% level) by age compared to all smartphone users

Figure 10: Most -missed device, by age



Source: Ofcom Adult Media Literacy Tracker 2017

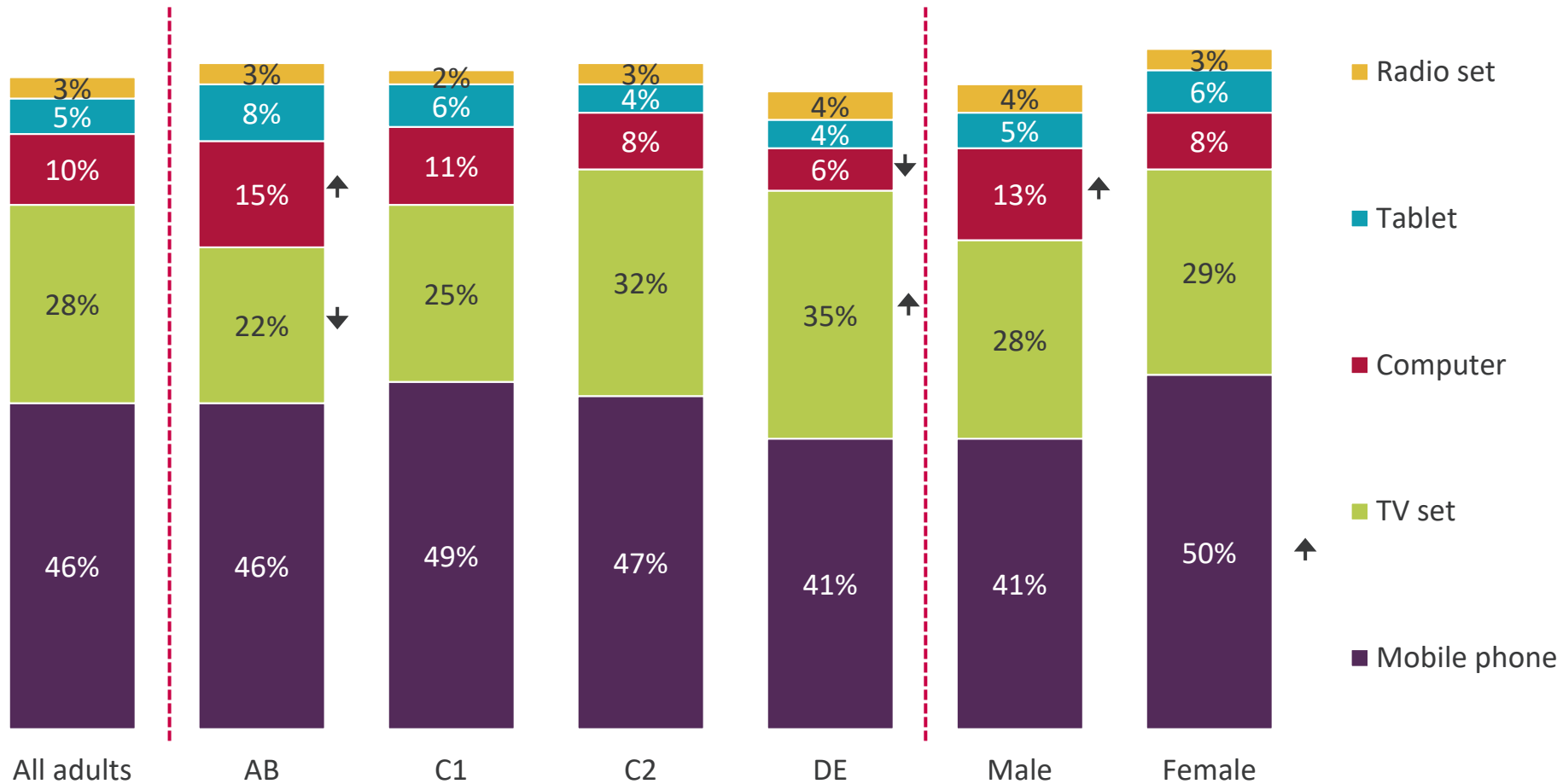
A3. Which one of these things you use would you miss the most if it was taken away? (prompted responses, single coded)

Base: All adults aged 16+ (1875 aged 16+, 249 aged 16-24, 277 aged 25-34, 305 aged 35-44, 268 aged 45-54, 296 aged 55-64, 239 aged 65-74, 241 aged 75+)

Showing responses by >2% of all adults

Arrows show significant differences (95% level) by age compared to all adults

Figure 11: Most -missed device, by socio-economic group and gender



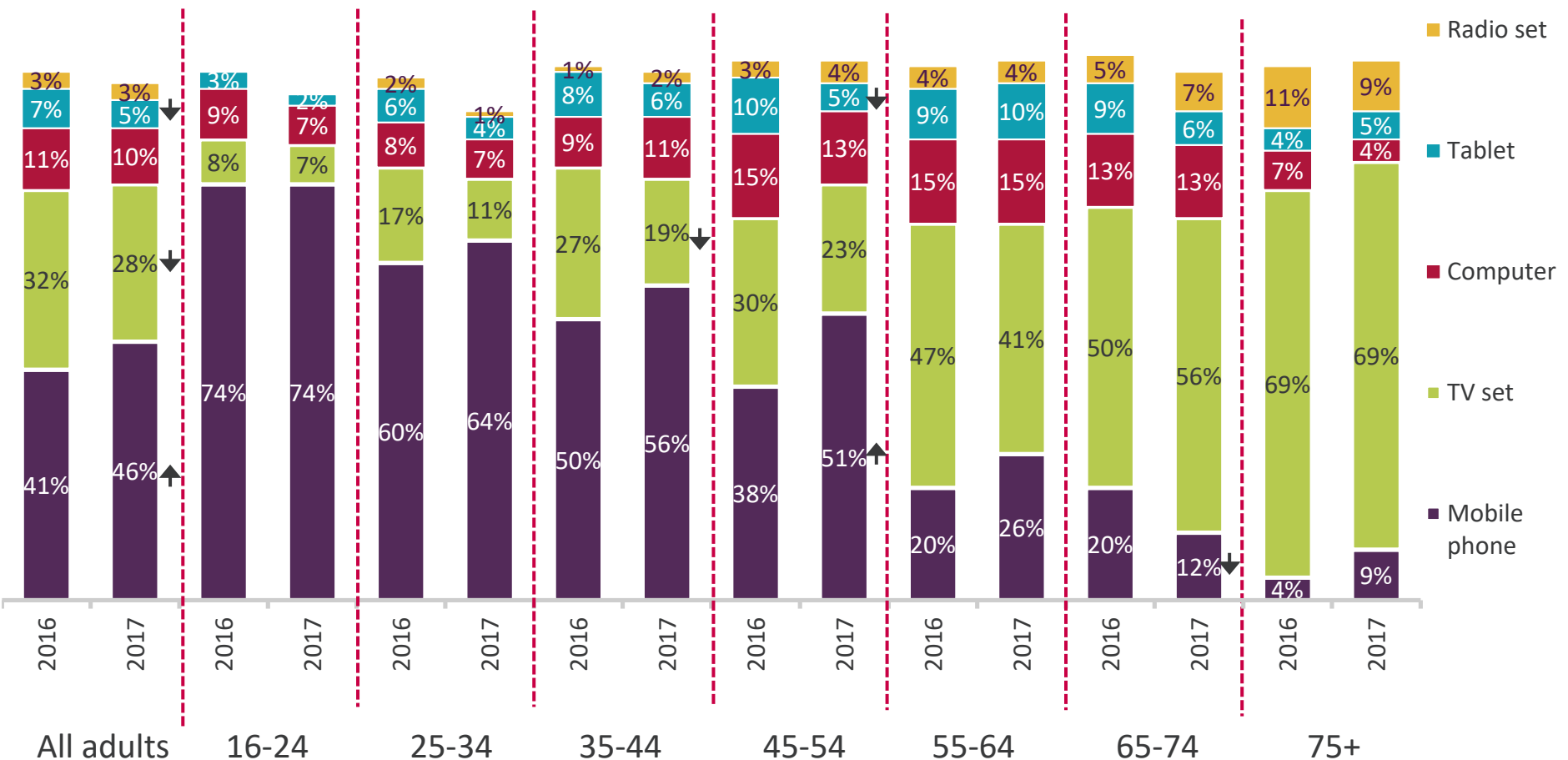
Source: Ofcom Adult Media Literacy Tracker 2017

A3. Which one of these things you use would you miss the most if it was taken away? (prompted responses, single coded)

Base: All adults aged 16+ (1875 aged 16+, 415 AB, 571 C1, 386 C2, 503 DE, 909 male, 966 female). Showing responses by >2% of all adults

Arrows show significant differences (95% level) by socio economic group compared to all adults and men compared to women

# Figure 12: Most-missed media device: 2016-2017



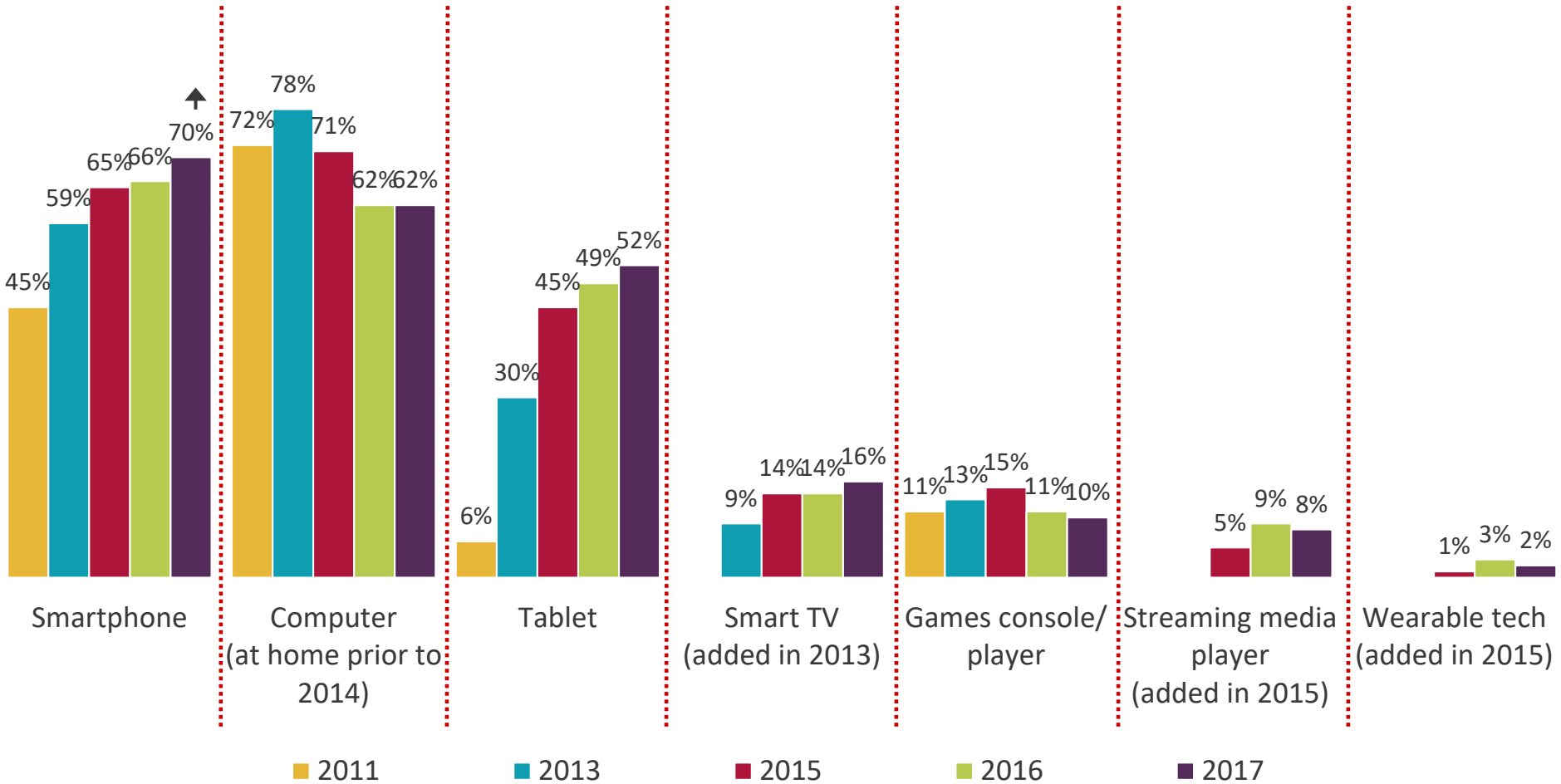
Source: Ofcom Adult Media Literacy Tracker 2017

A3. Which one of these things you use would you miss the most if it was taken away? (prompted responses, single coded)

Base: All adults aged 16+ (1846 in 2016, 1875 in 2017). Showing responses by >2% of all adults in 2017

Arrows show significant changes (95% level) between 2016 and 2017

Figure 13: Devices used to go online: 2011 -2017



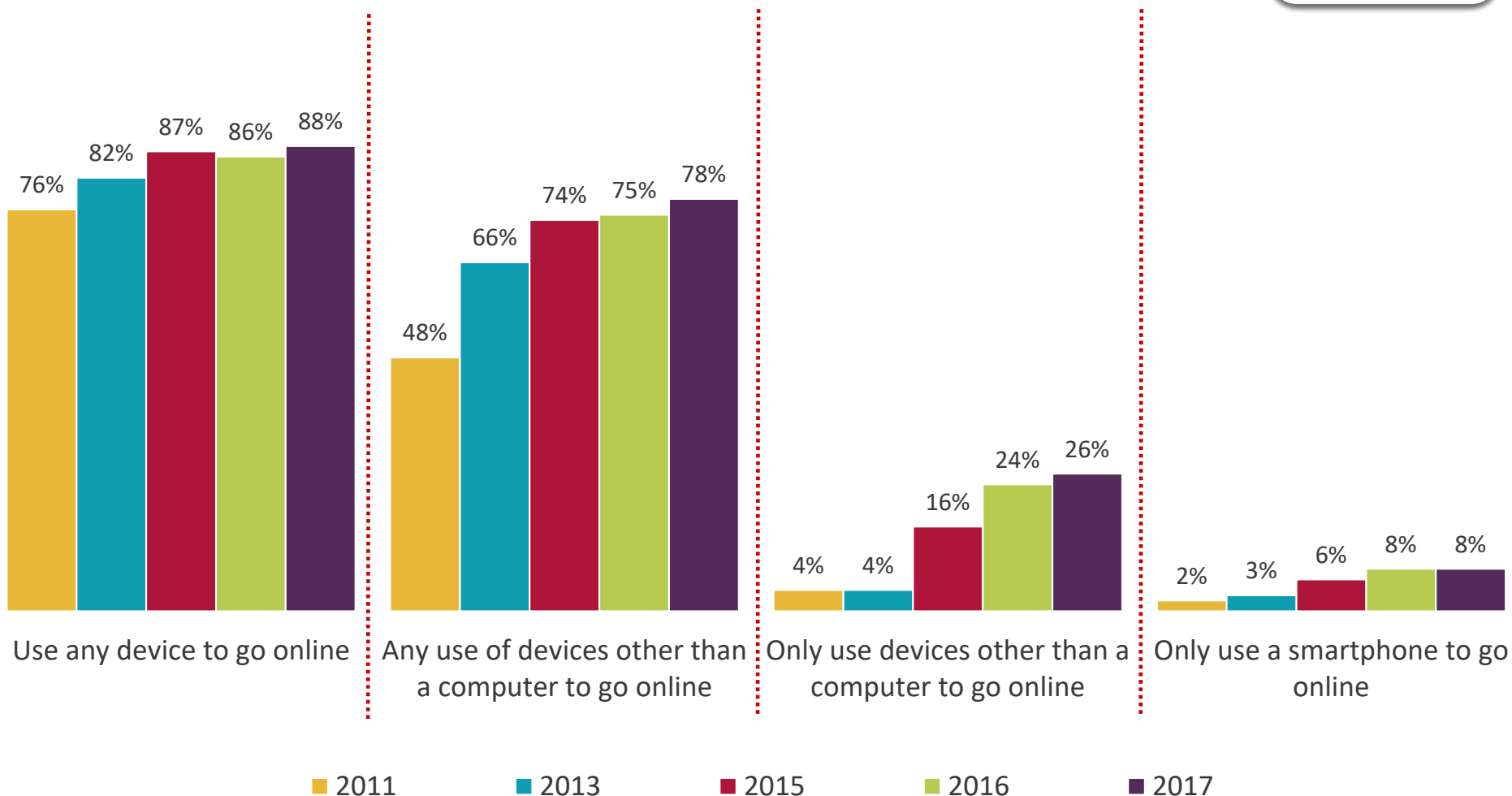
Source: Ofcom Adult Media Literacy Tracker 2017

IN1/ IN2. Do you ever go online/ Do you go online using any of these devices? (prompted responses, multi-coded)

Base: All adults aged 16+ (1846 in 2016, 1875 in 2017)

Arrows show significant changes (95% level) between 2016 and 2017

Figure 14: Use of alternative devices to go online: 2011-2017



Source: Ofcom Adult Media Literacy Tracker 2017

IN1/ IN2. Do you ever go online/ Do you go online using any of these devices? (prompted responses, multi-coded)

Base: All adults aged 16+ (1846 in 2016, 1875 in 2017)



# Figure 15: Devices used to go online, by age of user

	All adults	16-24	25-34	35-44	45-54	55-64	65-74	75+
Smartphone	70% ↑	95%	93%	90% ↑	83% ↑	50%	22%	11%
Computer	62%	65%	58%	74%	72%	59%	48%	38%
Tablet	52%	51%	58%	64% ↑	57%	49%	39%	24%
Smart TV	16%	23%	18%	25%	20%	12%	2%	4%
Games console/ player	10%	31%	17%	12%	4%	2%	0%	0%
Streaming media player	8%	11%	11%	12%	9%	4%	2%	1%
Wearable tech	2%	4%	2%	5%	3%	1%	0%	0%
<b>Goes online</b>	<b>88%</b>	<b>98%</b>	<b>97%</b>	<b>97% ↑</b>	<b>96%</b>	<b>82%</b>	<b>65%</b>	<b>53%</b>
<b>Only use devices other than a computer to go online</b>	<b>26%</b>	<b>33%</b>	<b>39%</b>	<b>23%</b>	<b>24%</b>	<b>23%</b>	<b>17%</b>	<b>15%</b>
<b>Only uses a smartphone to go online</b>	<b>8%</b>	<b>17%</b>	<b>13%</b>	<b>8%</b>	<b>10%</b>	<b>5%</b>	<b>1%</b>	<b>1%</b>

Source: Ofcom Adult Media Literacy Tracker 2017

IN1/ IN2. Do you ever go online/ Do you go online using any of these devices? (prompted responses, multi-coded)

Base: All adults aged 16+ (1875 aged 16+, 249 aged 16-24, 277 aged 25-34, 305 aged 35-44, 268 aged 45-54, 296 aged 55-64, 239 aged 65-74, 241 aged 75+)

Arrows show significant changes (95% level) between 2016 and 2017

Figure 16: Devices used to go online, by socio-economic group and gender

	All adults	AB	C1	C2	DE	Male	Female
Smartphone	70%↑	77% ↑	77%	61%	62%	67%	72% ↑
Computer	62%	78%	70%	53%	44%	66%	58%
Tablet	52%	68% ↑	56%	48%	33%	47%	56% ↑
Smart TV	16%	23%	17%	15%	8%	17%	16% ↑
Games console/ player	10%	10%	11%	10%	9%	13%	7%
Streaming media player	8%	11%	9%	8%	4%	9%	7%
Wearable tech	2%	5%	3%	1%	0%	3%	2%
<b>Goes online</b>	88%	96%	93%	84%	77%	87%	89%
<b>Only use devices other than a computer to go online</b>	26%	17%	23%	30%	33%	20%	31%
<b>Only uses a smartphone to go online</b>	8%	2%	7%	9%	16%	8%	9%

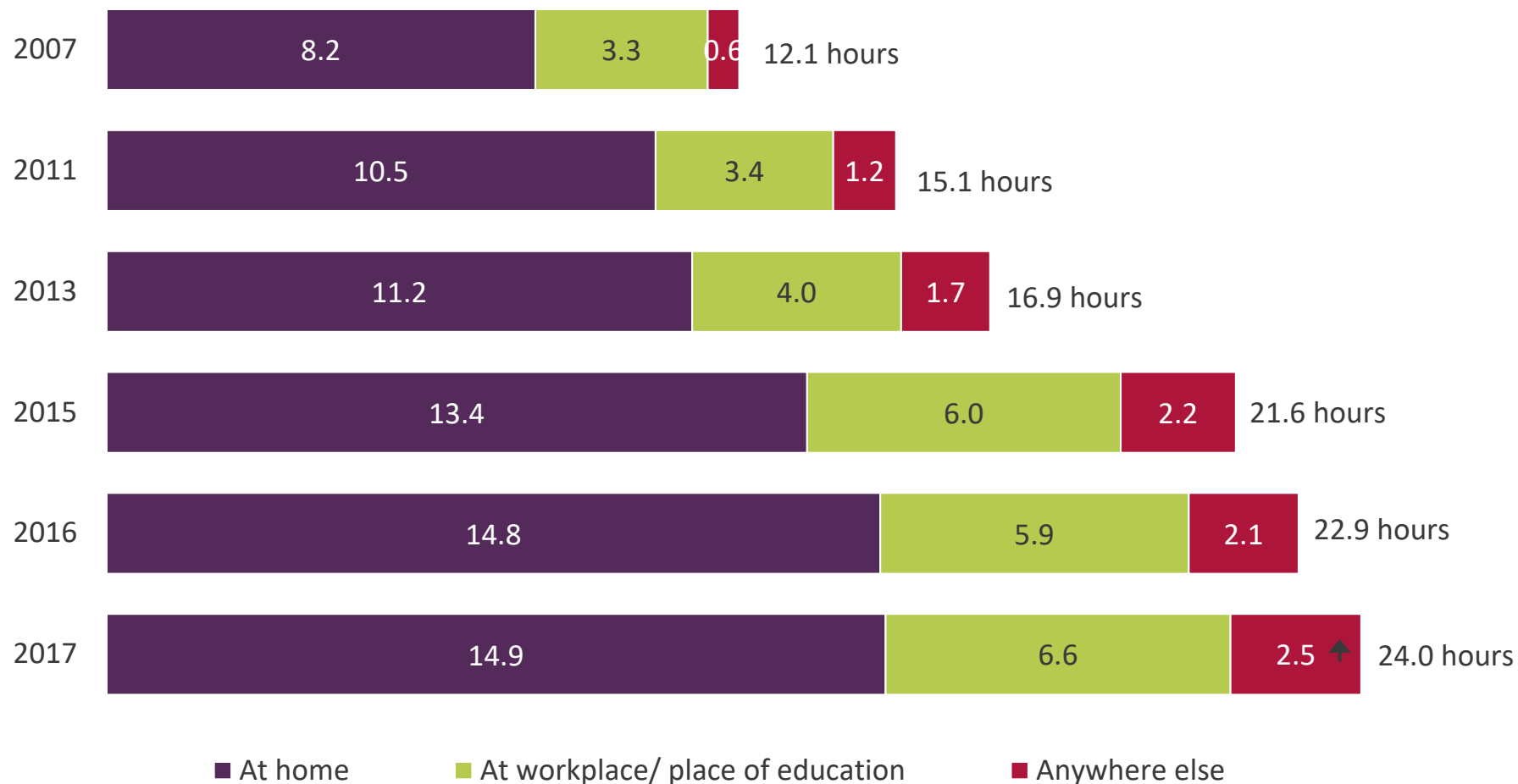
Source: Ofcom Adult Media Literacy Tracker 2017

IN1/ IN2. Do you ever go online/ Do you go online using any of these devices? (prompted responses, multi-coded)

Base: All adults aged 16+ (1875 aged 16+, 415 AB, 571 C1, 386 C2, 503 DE, 909 male, 966 female)

Arrows show significant changes (95% level) between 2016 and 2017

Figure 17: Volume of internet use per week: 2007-2017



Source: Ofcom Adult Media Literacy Tracker 2017

IN5A-C. How many hours in a typical week would you say you spend online at home /at your workplace or place of education/ anywhere else? (unprompted responses, single coded)

Base: All adults aged 16+ who go online (1553 in 2016, 1570 in 2017)

Arrows show significant changes (95% level) between 2016 and 2017

Figure 18(1): Activities the internet is used for, by category

Category	Individual activities included in category
E-mail	<ul style="list-style-type: none"> <li>Send/ receive emails</li> </ul>
Communications	<ul style="list-style-type: none"> <li>Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat</li> <li>Making voice calls using a VoIP service e.g. Skype</li> <li>Making video calls e.g. via FaceTime, Skype</li> </ul>
Transactions	<ul style="list-style-type: none"> <li>Online shopping (purchasing goods/ services/ tickets etc.)</li> <li>Trading/ auctions e.g. eBay</li> </ul>
Banking	<ul style="list-style-type: none"> <li>Banking</li> </ul>
Social Media	<ul style="list-style-type: none"> <li>Using social networking (such as Facebook, LinkedIn, Bebo or Snapchat)</li> <li>Using Twitter (browsing/ reading/ posting on site)</li> </ul>
News	<ul style="list-style-type: none"> <li>Accessing news</li> </ul>
Information for work/ school/ college	<ul style="list-style-type: none"> <li>Finding/ downloading information for work/ business/ school/ college/ university/ homework</li> </ul>
Watch short video clips	<ul style="list-style-type: none"> <li>Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)</li> </ul>

Source: Ofcom Technology Tracker, H2 2017

QE5A. Which, if any, of these do you use the internet for? (prompted responses, multi-coded) / QE5B. And which, if any, of these activities have you used the internet for in the last week? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (2514 in 2017)

Figure 18(2): Activities the internet is used for, by category

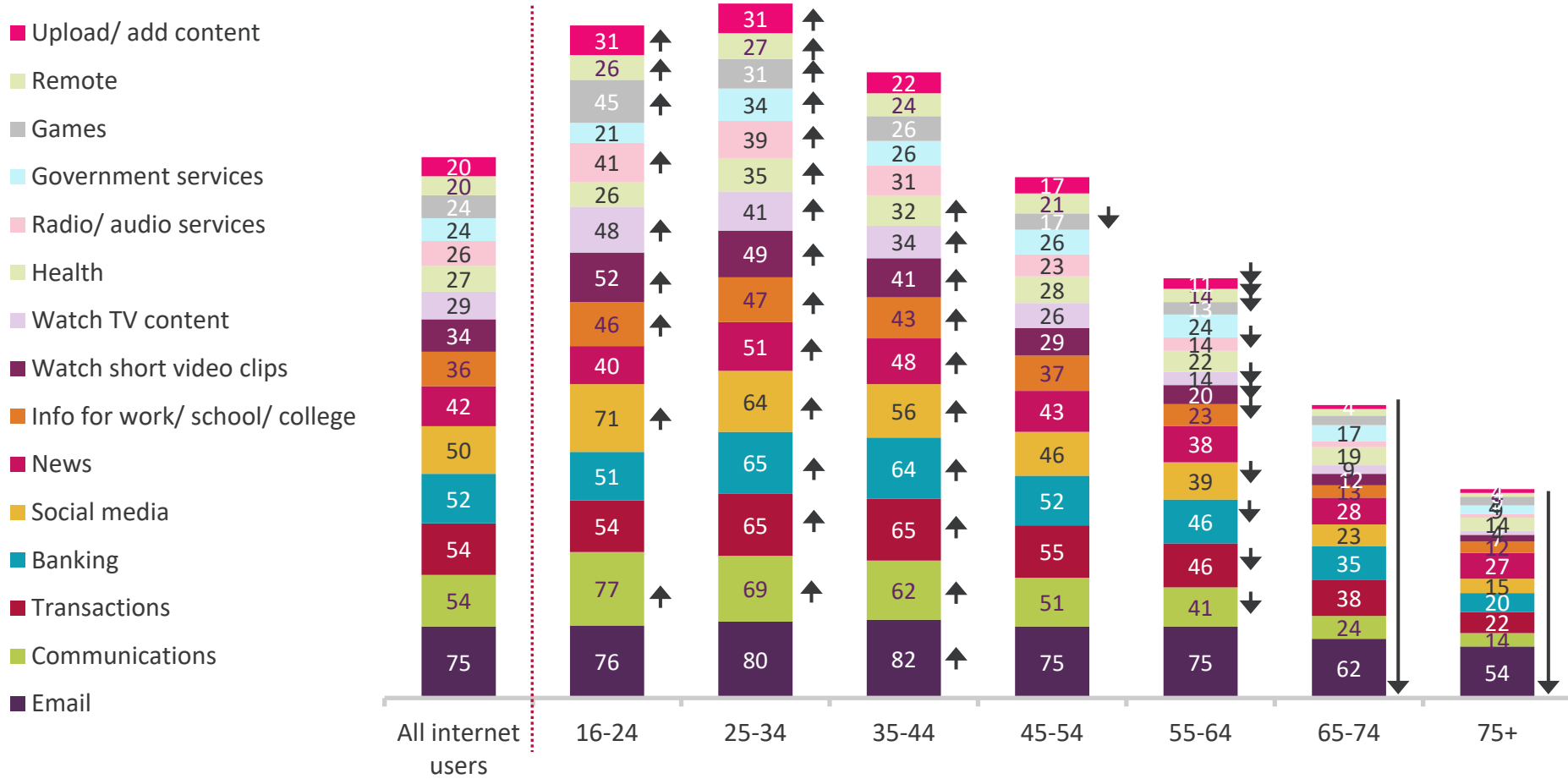
Category	Individual activities included in category
Watch TV content	<ul style="list-style-type: none"> <li>Watching TV programmes or film content online</li> </ul>
Health	<ul style="list-style-type: none"> <li>To find information on health related issues</li> </ul>
Radio/ Audio services	<ul style="list-style-type: none"> <li>Listening to radio</li> <li>Streamed audio services (free) e.g. Spotify (free) or Deezer (free)</li> <li>Streamed audio services (subscription) e.g. Spotify Premium, Apple Music or Deezer Premium</li> </ul>
Government services	<ul style="list-style-type: none"> <li>Using local council/ Government sites e.g. to find information, to complete processes such as tax returns, to contact local MP</li> </ul>
Games	<ul style="list-style-type: none"> <li>Playing games online or interactively</li> </ul>
Remote	<ul style="list-style-type: none"> <li>Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud</li> <li>Remotely control TV services at home such as Sky+, Sky Q or Tivo using an online device</li> <li>Remotely control or monitor household appliances e.g. fridge, cooker, washing machine, tumble dryer and/ or home heating, lighting or security system or home energy consumption</li> </ul>
Upload/ add content	<ul style="list-style-type: none"> <li>Uploading/ adding content to the internet e.g. photos, videos, blog posts</li> </ul>

Source: Ofcom Technology Tracker, H2 2017

QE5A. Which, if any, of these do you use the internet for? (prompted responses, multi-coded) / QE5B. And which, if any, of these activities have you used the internet for in the last week? (prompted responses, multi-coded)

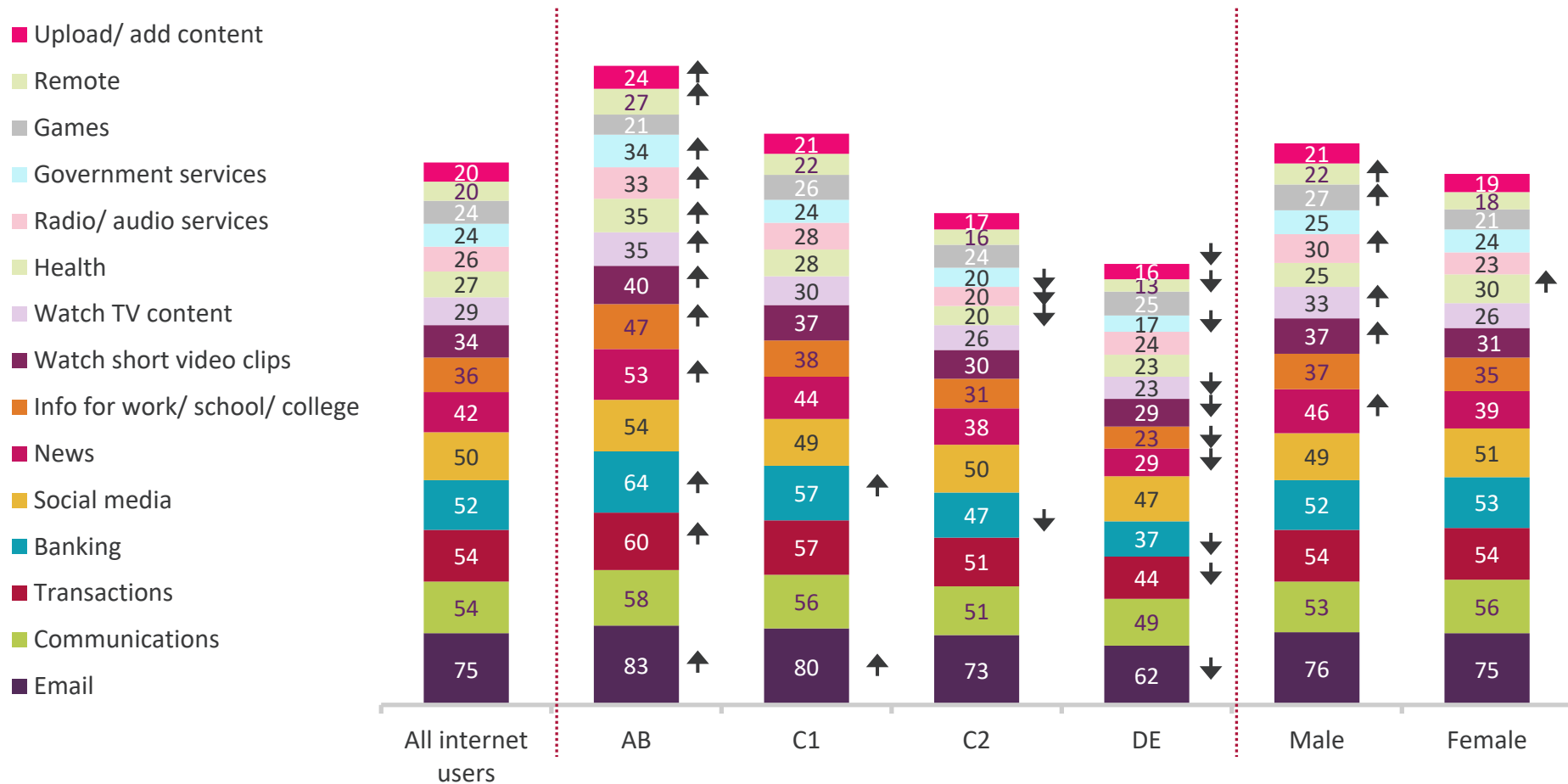
Base: All adults aged 16+ who go online (2514 in 2017)

# Figure 19: Activities the internet has been used for in the previous week, by age



Source: Ofcom Technology Tracker, H2 2017  
 QE5B. And, which, if any, of these activities have you used the internet for in the last week? (prompted responses, multi-coded)  
 Base: All adults who go online (2514 in 2017, 366 aged 16-24, 399 aged 25-34, 465 aged 35-44, 443 aged 45-54, 371 aged 55-64, 283 aged 65-74, 186 aged 75+)  
 Arrows show significant differences (95% level) by age compared to all internet users

Figure 20: Activities the internet has been used for in the previous week, by socio-economic group and gender



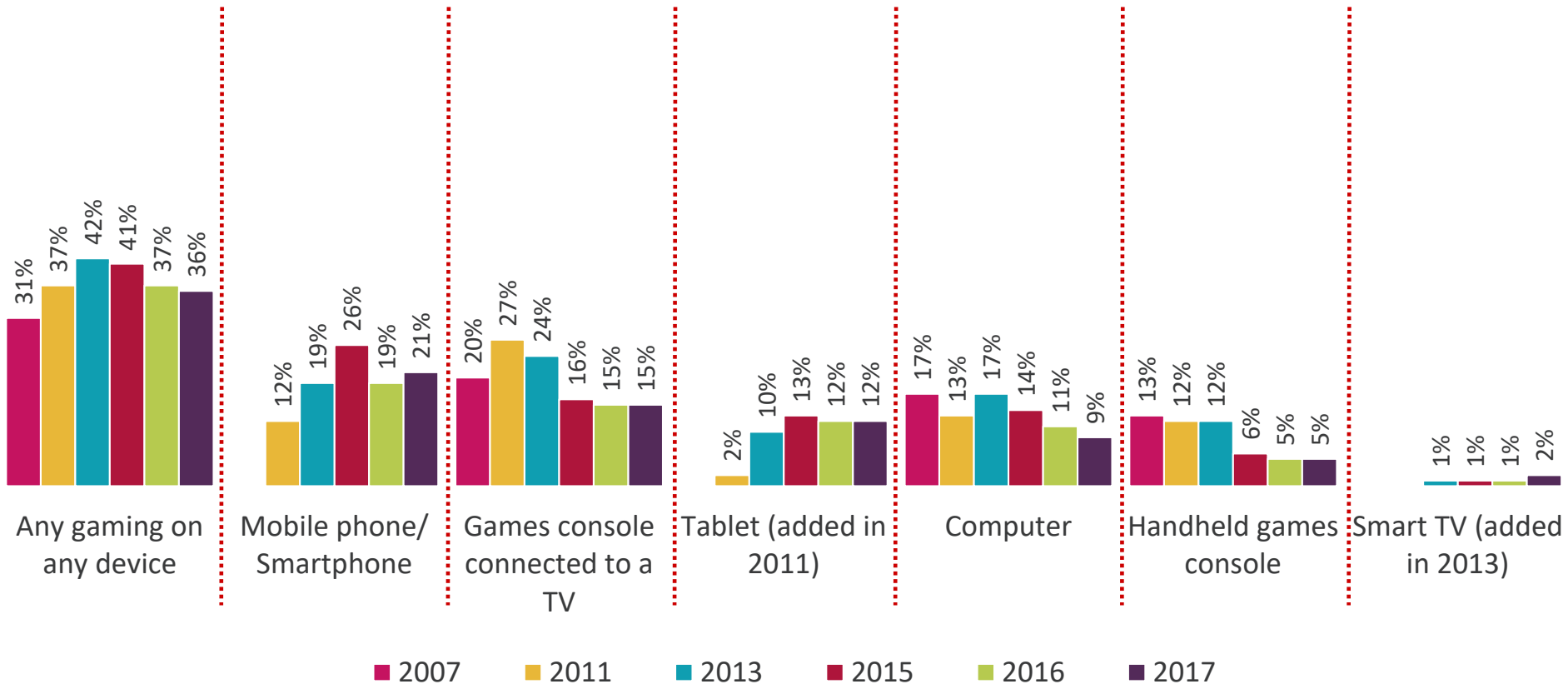
Source: Ofcom Technology Tracker, H2 2017

QE5B. And, which, if any, of these activities have you used the internet for in the last week? (prompted responses, multi-coded)

Base: All adults who go online (2514 in 2017, 616 AB, 807 C1, 533 C2, 553 DE, 1201 male, 1313 female)

Arrows show significant differences (95% level) by socio-economic group compared to all internet users and men compared to women

Figure 21: Devices used for gaming at home or elsewhere: 2007-2017



Source: Ofcom Adult Media Literacy Tracker 2017

G1. Do you ever play games at home or elsewhere in any of these ways? (prompted responses, multi-coded)

Base: All adults aged 16+ (1846 in 2016, 1875 in 2017)



## Figure 22: Devices used for gaming, by age

	All adults	16-24	25-34	35-44	45-54	55-64	65-74	75+
Any gaming on any device	36%	70% ↑	49% ↑	40%	29%	23% ↓	16% ↓	14% ↓
Mobile phone/ smartphone	21%	41% ↑	31% ↑	26%	17%	12% ↓	5% ↓	3% ↓
Games console connected to a TV	15%	46% ↑	24% ↑	17%	7% ↓	2% ↓	0% ↓	1% ↓
Tablet	12%	16%	15%	13%	10%	13%	8% ↓	7% ↓
Computer (Desktop / laptop/ netbook)	9%	17% ↑	12%	9%	6%	8%	4% ↓	5% ↓
Handheld games console	5%	15% ↑	6%	6%	1% ↓	1% ↓	1% ↓	0% ↓
Smart TV	2%	3%	2%	3%	0%	2%	0% ↓	0% ↓

Source: Ofcom Adult Media Literacy Tracker 2017

G1. Do you ever play games at home or elsewhere in any of these ways? (prompted responses, multi-coded)

Base: All adults aged 16+ (1875 aged 16+, 249 aged 16-24, 277 aged 25-34, 305 aged 35-44, 268 aged 45-54, 296 aged 55-64, 239 aged 65-74, 241 aged 75+)

Arrows show significant differences (95% level) by age compared to all adults

## Figure 23: Devices used for gaming, by socio-economic group and gender

	All adults	AB	C1	C2	DE	Male	Female
Any gaming on any device	36%	34%	37%	30%	41%	41%↑	31%
Mobile phone/ smartphone	21%	22%	19%	17%	25%	21%	21%
Games console connected to a TV	15%	12%	16%	15%	17%	23%↑	7%
Tablet	12%	17%↑	8%	11%	11%	10%	14%↑
Computer (Desktop / laptop/ netbook)	9%	12%	9%	7%	8%	10%	8%
Handheld games console	5%	3%	5%	6%	4%	6%	4%
Smart TV	2%	1%	3%	1%	2%	2%	1%

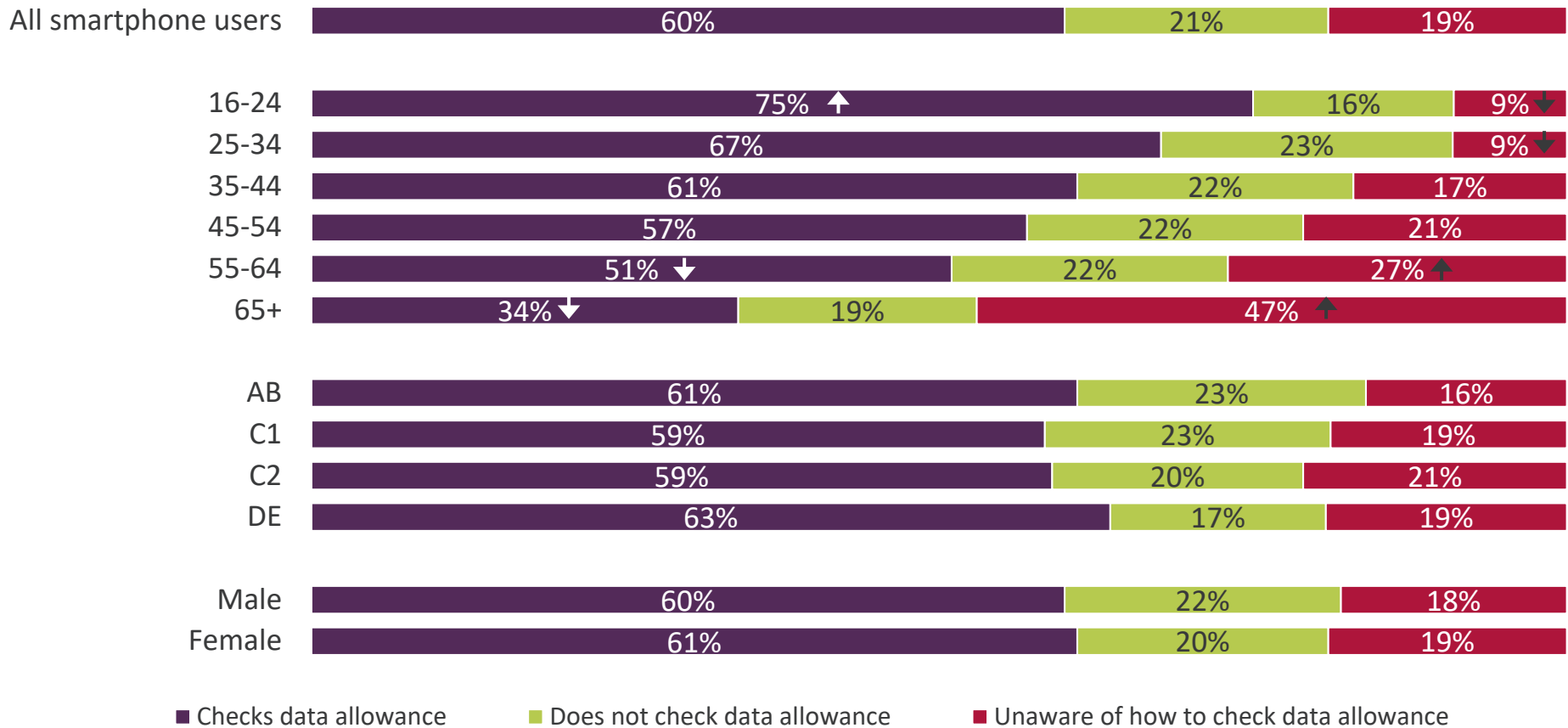
Source: Ofcom Adult Media Literacy Tracker 2017

G1. Do you ever play games at home or elsewhere in any of these ways? (prompted responses, multi-coded)

Base: All adults aged 16+ (1875 aged 16+, 415 AB, 571 C1, 386 C2, 503 DE, 909 male, 966 female)

Arrows show significant differences (95% level) by socio-economic group compared to all adults and men compared to women

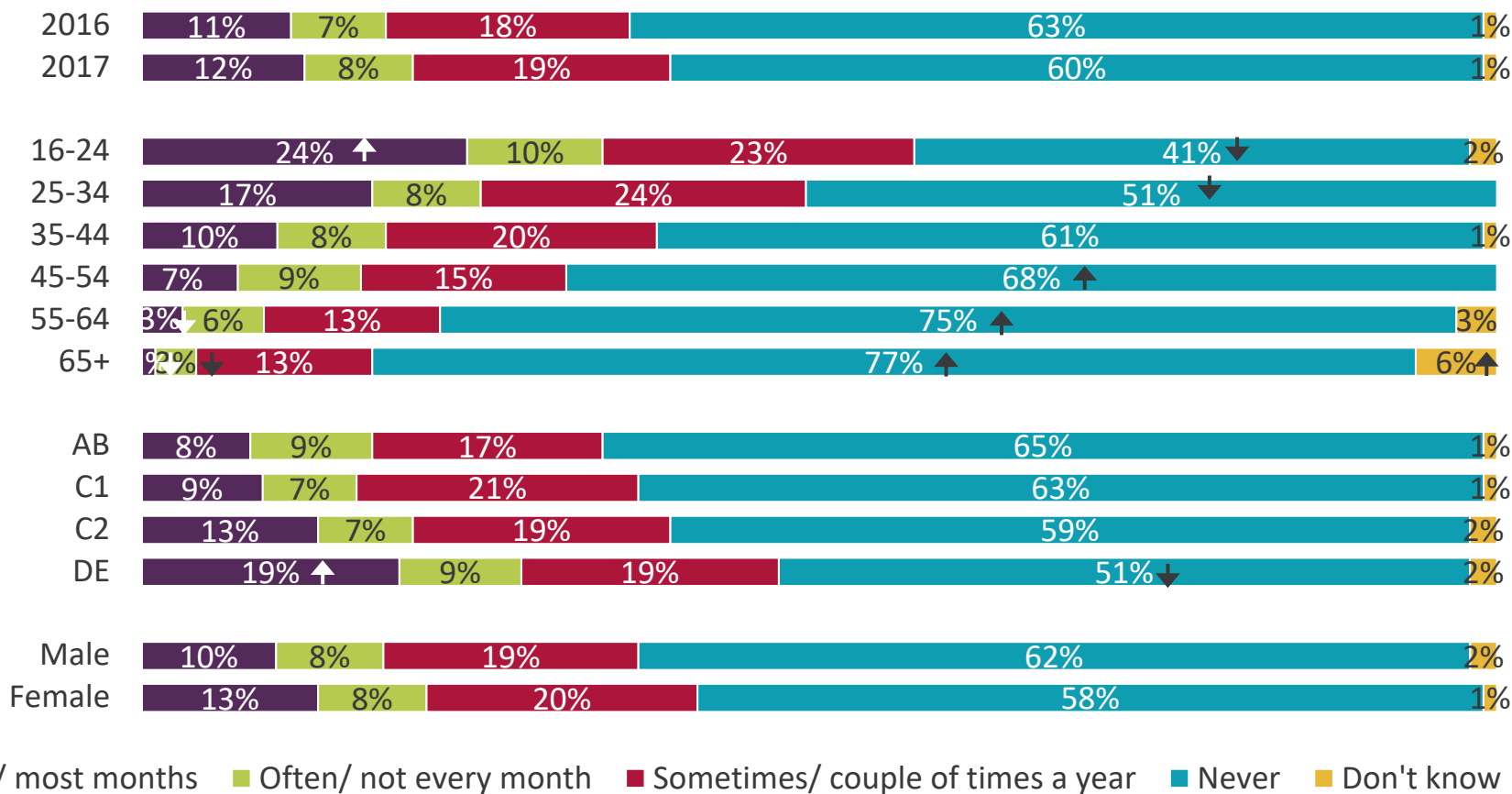
Figure 24: Checking mobile data allowance, by age, socio-economic group and gender



Source: Ofcom Adult Media Literacy Tracker 2017

M2A/ M2B. Do you know how to check your data allowance to see how much data you left?/ Do you ever check your data allowance to see how much data you have left? (prompted responses, single coded). Base: All adults aged 16+ who use a smartphone (1289 aged 16+, 232 aged 16-24, 246 aged 25-34, 267 aged 35-44, 220 aged 45-54, 179 aged 55-64, 145 aged 65+, 329 AB, 434 C1, 245 C2, 281 DE, 606 male, 683 female). Arrows show significant differences (95% level) by age/ socio-economic group compared to all smartphone users and men compared to women

Figure 25: Frequency of using up data allowance, by age, socio-economic group and gender

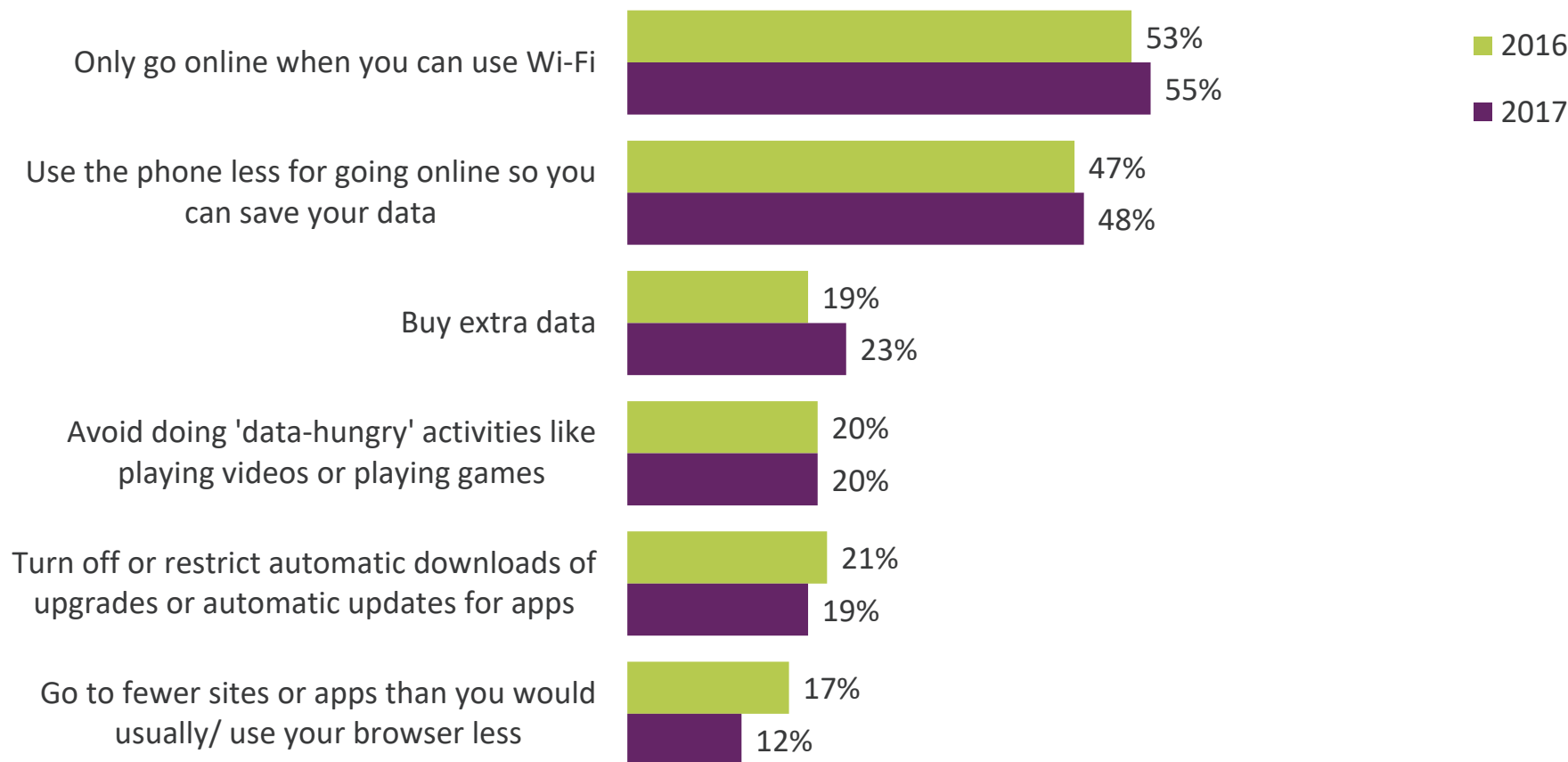


Source: Ofcom Adult Media Literacy Tracker 2017

M3. Do you ever use up your data allowance on your mobile phone? (unprompted responses, single coded)

Base: All adults aged 16+ who use a smartphone (1289 aged 16+, 232 aged 16-24, 246 aged 25-34, 267 aged 35-44, 220 aged 45-54, 179 aged 55-64, 145 aged 65+, 329 AB, 434 C1, 245 C2, 281 DE, 606 male, 683 female). Arrows show significant differences (95% level) between 2016 and 2017 at the overall level, and by age / socio-economic group compared to all smartphone users and men compared to women

Figure 26: Actions undertaken when at risk of running out of data: 2016-2017

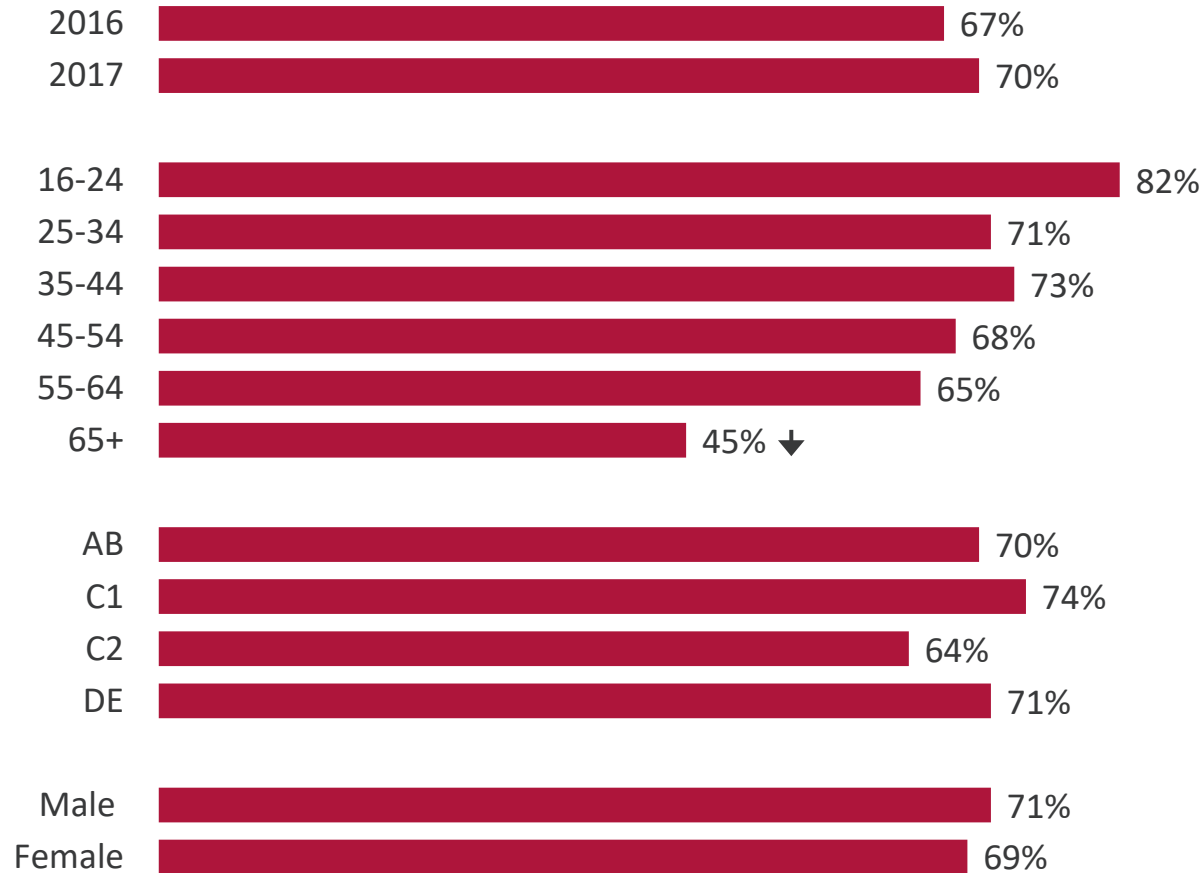


Source: Ofcom Adult Media Literacy Tracker 2017

M4. When you are at risk of running out of data do you ever do any of the following things? (prompted responses, multi-coded)

Base: Those with a smartphone who have ever used up their data allowance (423 in 2016, 493 in 2017)

# Figure 27: Use of public Wi-Fi



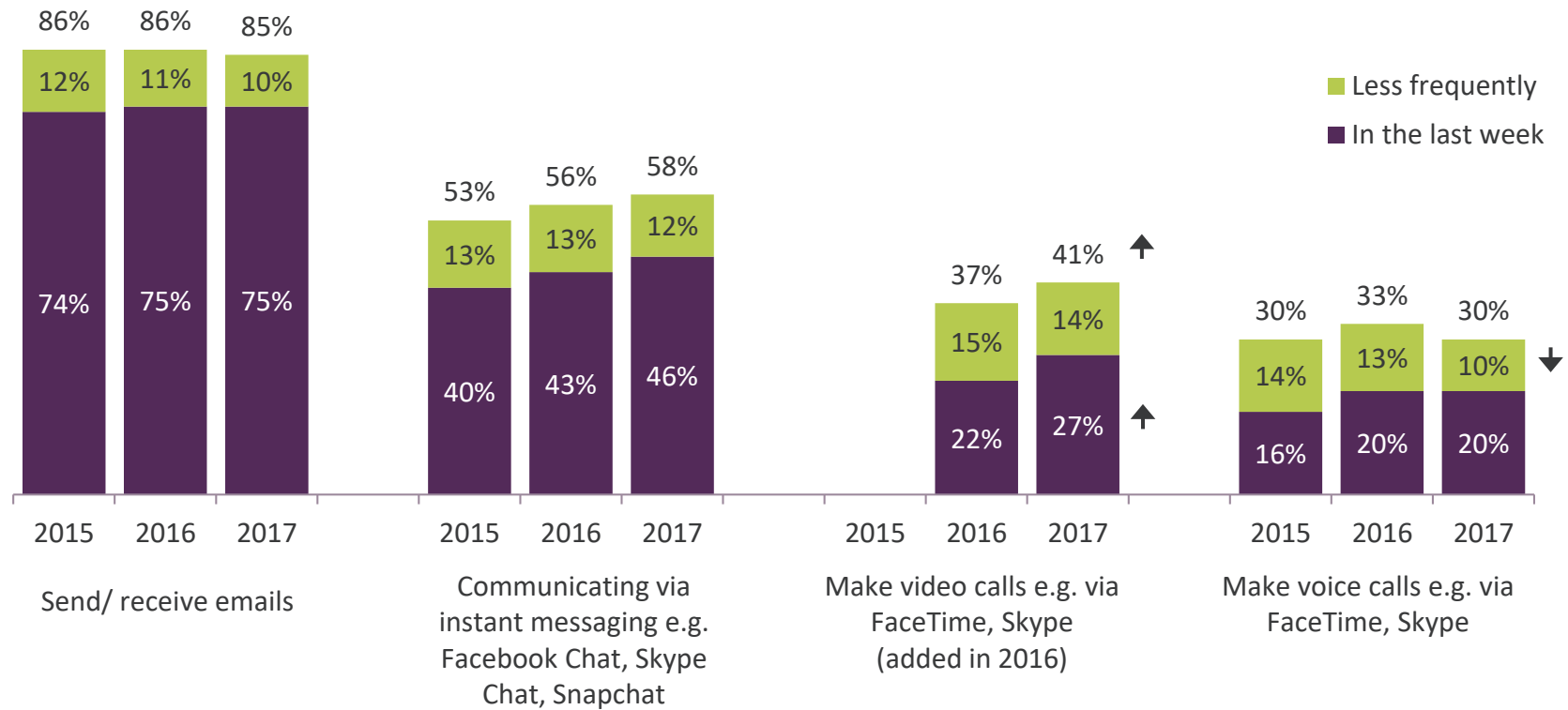
Source: Ofcom Adult Media Literacy Tracker 2017

M5. Do you ever use free public Wi-Fi? (prompted responses, single coded)

Base: All adults aged 16+ who use a smartphone (1289 aged 16+, 232 aged 16-24, 246 aged 25-34, 267 aged 35-44, 220 aged 45-54, 179 aged 55-64, 145 aged 65+, 329 AB, 434 C1, 245 C2, 281 DE, 606 male, 683 female). Arrows show significant differences (95% level) between 2016 and 2017 at the overall level, and by age / socio-economic group compared to all smartphone users and men compared to women

# Engagement and participation

# Figure 28: Communicating online: 2015-2017



Source: Ofcom Technology Tracker, H2 2015-2017  
 QE5A/ QE5B. Which, if any, of these do you use the internet for?/ And, which, if any, of these activities have you used the internet for in the last week? (prompted responses, multi-coded)  
 Base: All adults aged 16+ who go online (2413 in 2016, 2514 in 2017)  
 Arrows show significant changes (99% level) between 2016 and 2017



Figure 29: Communication online in the previous week, by age, gender and socio economic group

All internet users		16-24	25-34	35-44	45-54	55-64	65-74	75+
Send/ receive emails	75%	76%	80%	82% ↑	75%	75%	62% ↓	54% ↓
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat	46%	69% ↑	60% ↑	54% ↑	41%	35% ↓	18% ↓	9% ↓
Make video calls e.g. via FaceTime, Skype	27%	39% ↑	40% ↑	30%	26%	18% ↓	9% ↓	7% ↓
Make voice calls e.g. via FaceTime, Skype	20%	26% ↑	30% ↑	25%	20%	13% ↓	7% ↓	3% ↓

All internet users		AB	C1	C2	DE	Male	Female
Send/ receive emails	75%	83% ↑	80% ↑	73%	62% ↓	76%	75%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat	46%	50%	47%	44%	42%	45%	48%
Make video calls e.g. via FaceTime, Skype	27%	35% ↑	27%	22% ↓	23%	27%	28%
Make voice calls e.g. via FaceTime, Skype	20%	26% ↑	21%	15% ↓	17%	23% ↑	18%

Source: Ofcom Technology Tracker, H2 2017

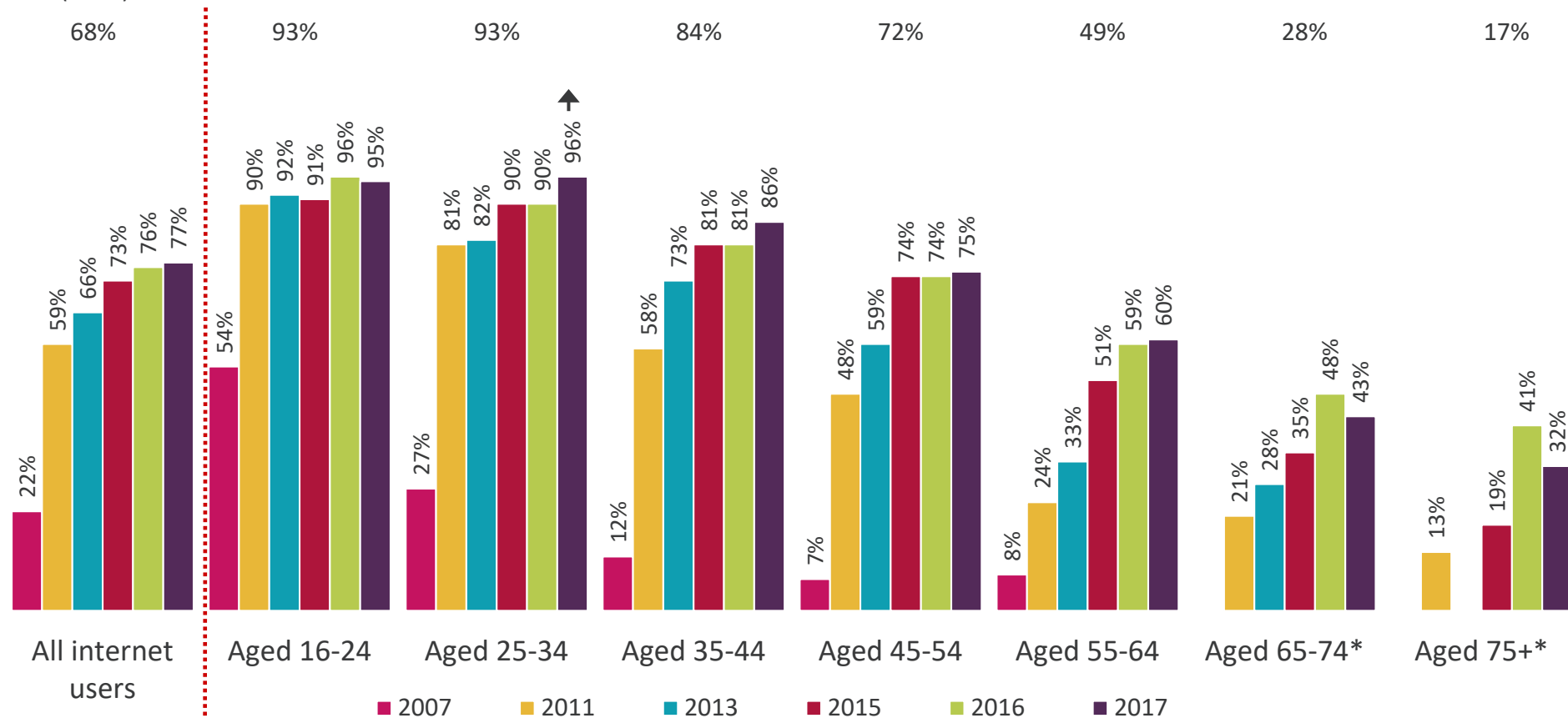
QE5B. And, which, if any, of these activities have you used the internet for in the last week? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (2514 aged 16+, 366 aged 16-24, 399 aged 25-34, 465 aged 35-44, 443 aged 45-54, 371 aged 55-64, 283 aged 65-74, 186 aged 75+, 616 AB, 807 C1, 533 C2, 553 DE, 1201 male, 1313 female)

Arrows show significant differences (95% level) by age and socio-economic group compared to all internet users and men compared to women

Figure 30: Incidence of having a social media profile/ account among internet users, by age: 2007-2017

Expressed as a %  
of all adults  
(2017)



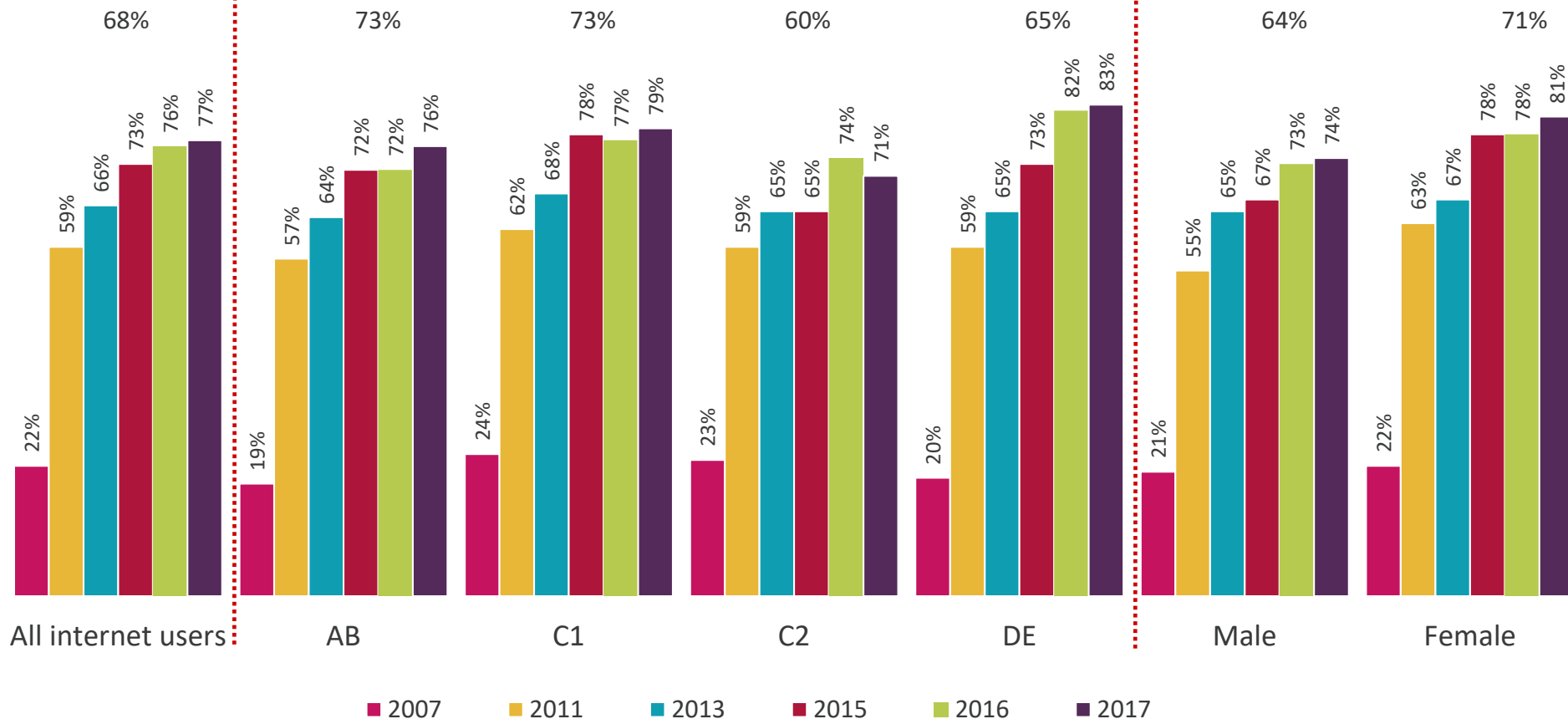
Source: Ofcom Adult Media Literacy Tracker 2017

IN21. I'd now like to ask you some questions about your use of social media or messaging sites or apps – so websites or apps like Facebook, Twitter, Instagram, SnapChat, WhatsApp and YouTube. Do you have a social media profile or account on any of these types of sites or apps? (unprompted responses, single coded) \* NB – definition expanded in 2017 to also include messaging sites or apps, previously just asked about social media. Base: All adults aged 16+ who go online (1570 aged 16+, 243 aged 16-24, 269 aged 25-34, 294 aged 35-44, 250 aged 45-54, 225 aged 55-64, 149 aged 65-74, 140 aged 75+)

Arrows show significant changes (95% level) between 2016 and 2017. Base too low to report for 65-74s in 2007, and 75+ in 2007 and 2013.

Figure 31: Incidence of having a social media profile/ account among internet users, by socio-economic group and gender: 2007-2017

Expressed as a %  
of all adults  
(2017)

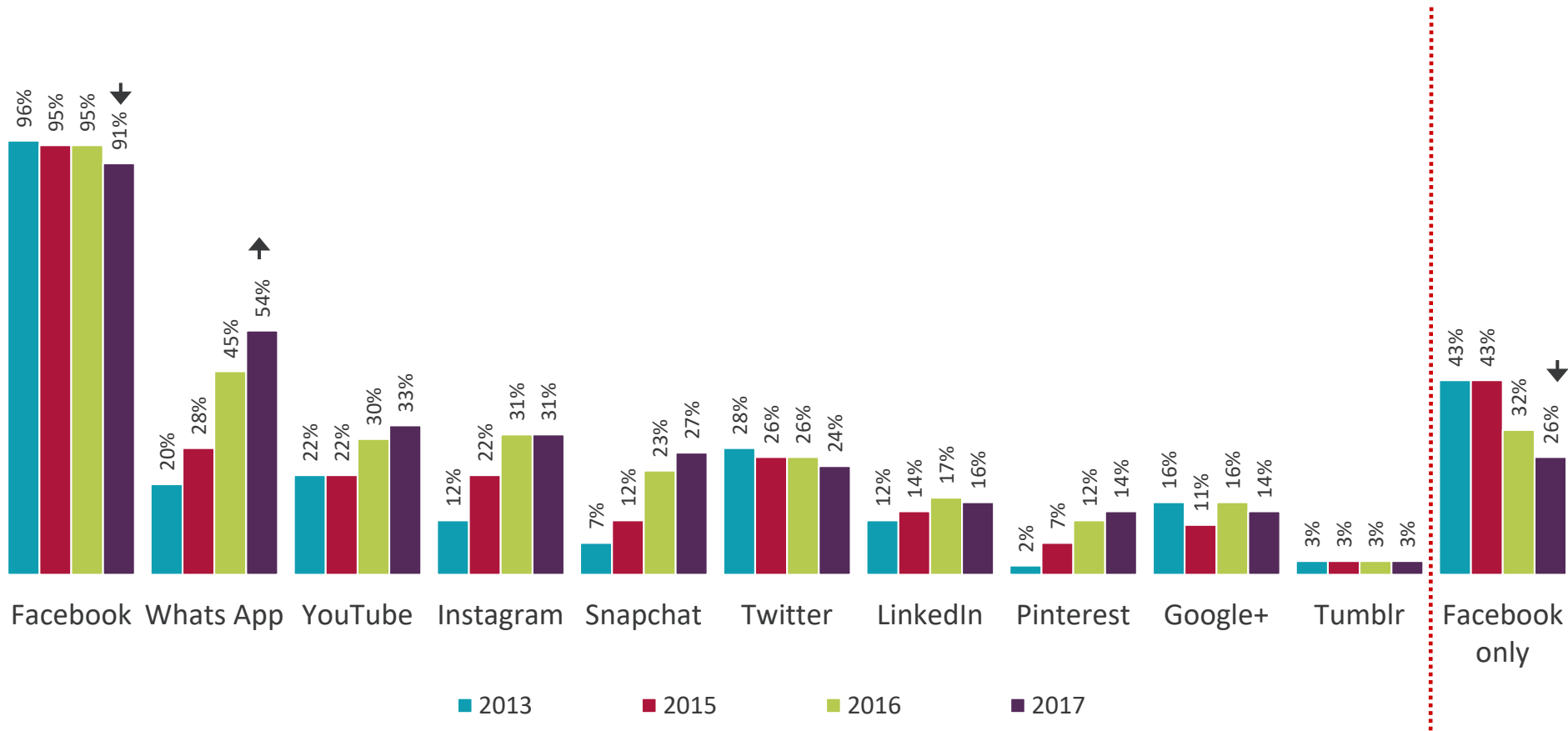


Source: Ofcom Adult Media Literacy Tracker 2017

IN21. I'd now like to ask you some questions about your use of social media or messaging sites or apps – so websites or apps like Facebook, Twitter, Instagram, SnapChat, WhatsApp and YouTube. Do you have a social media profile or account on any of these types of sites or apps? (unprompted responses, single coded) \* NB – definition expanded in 2017 to also include messaging sites or apps, previously just asked about social media.

Base: All adults aged 16+ who go online (1570 aged 16+, 392 AB, 516 C1, 304 C2, 358 DE, 749 male, 821 female)

# Figure 32: Social media sites used: 2013-2017

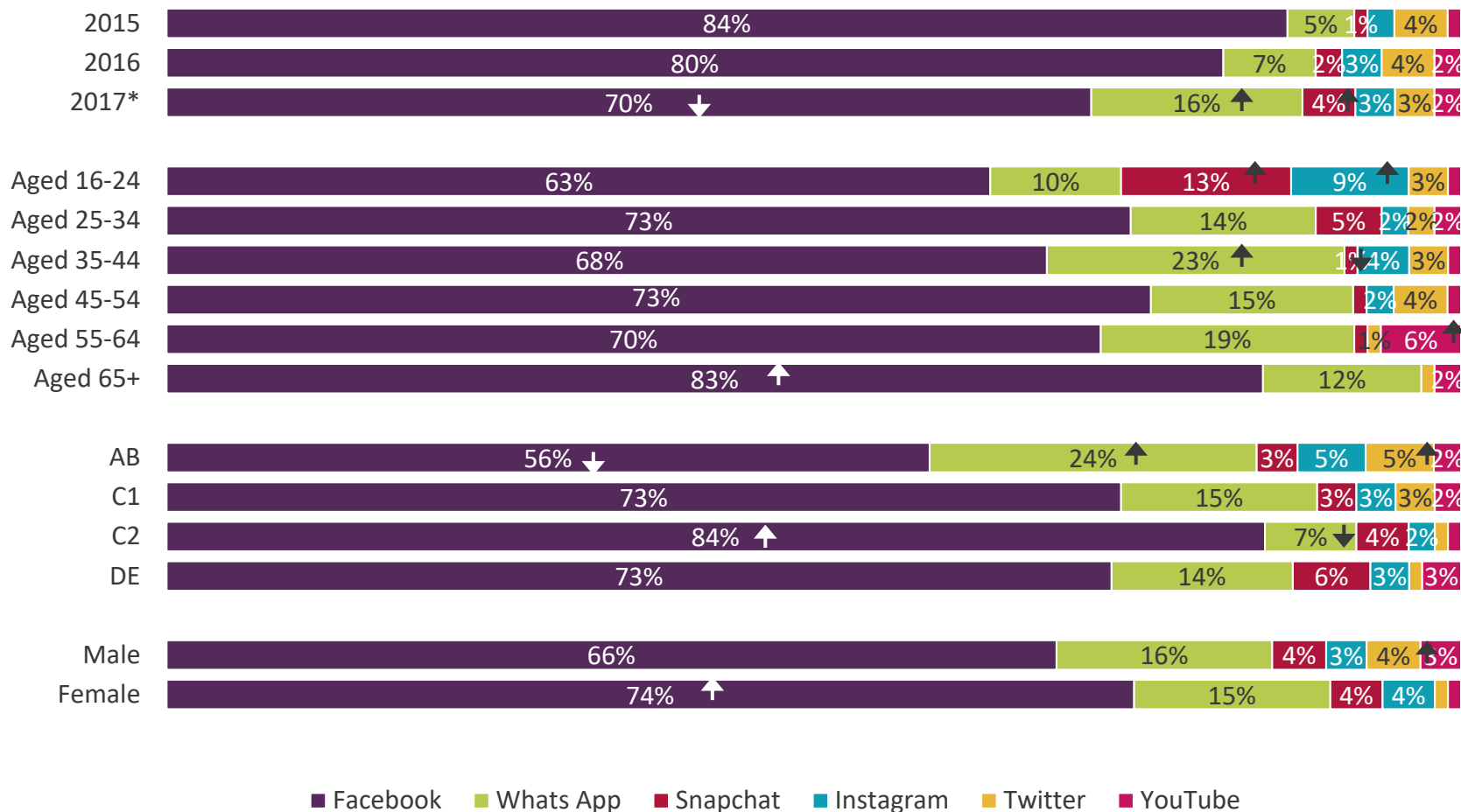


Source: Ofcom Adult Media Literacy Tracker 2017

IN22. Which social media or messaging sites or apps do you have a profile or account on, that you still use? (prompted responses, multi-coded) – showing responses of 3% or more of adults in 2017 aged 16+ with a social media profile / account \* NB – definition expanded in 2017 to also include messaging sites or apps, previously just asked about social media \*\* NB Showcard amended from 2016 reducing the prompted responses to the top ten most popular social media sites

Base: All adults aged 16+ with a social media profile/account (1136 in 2016, 1182 in 2017). Arrows show significant changes (95% level) between 2016 and 2017

Figure 33: Service considered as main social media profile/ account, by year and demographic group

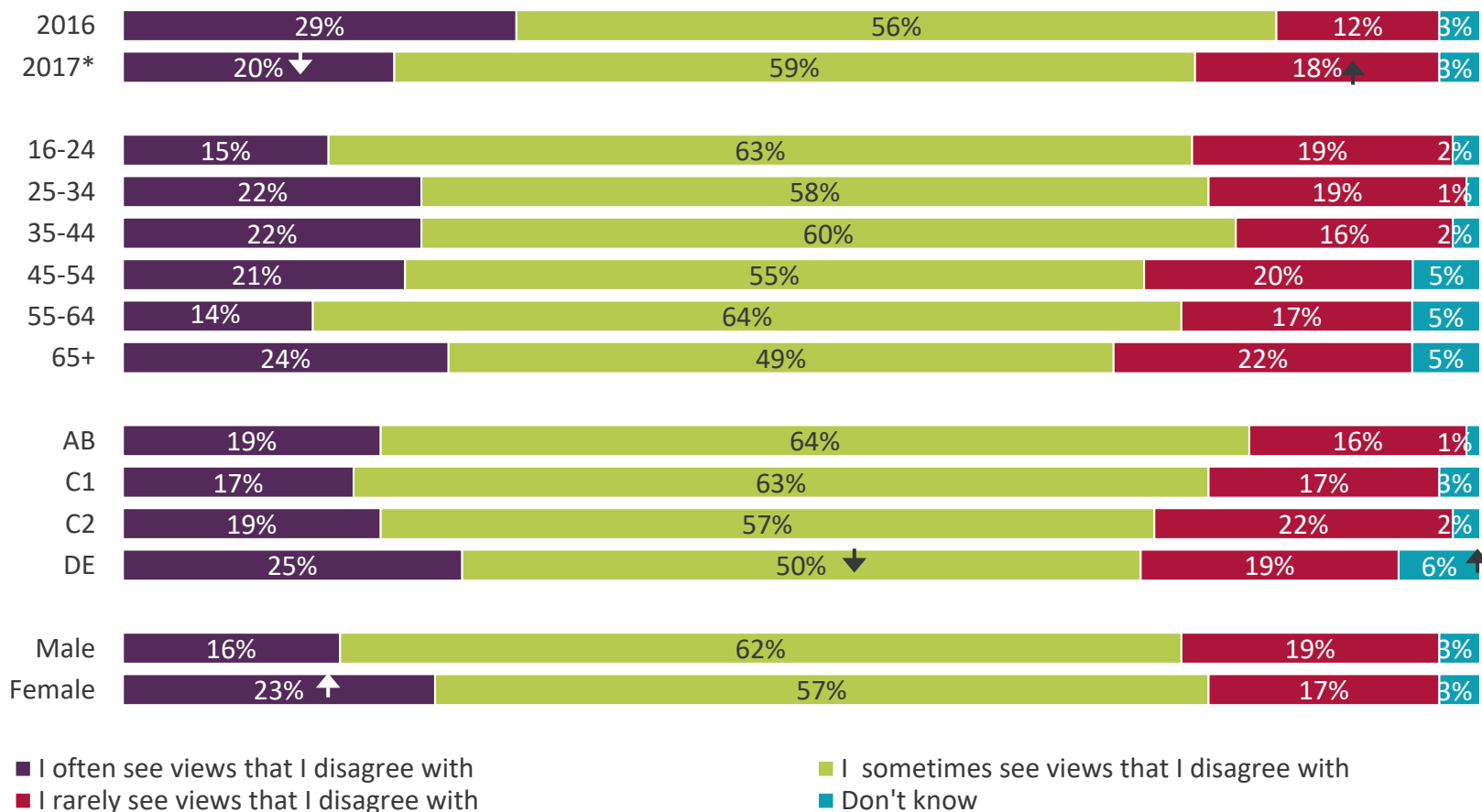


Source: Ofcom Adult Media Literacy Tracker 2017

IN23. And which one would you say is your main social media or messaging site or app – the one you use most often? (prompted responses, single coded)

Base: All adults aged 16+ with a social media profile /account (1182 aged 16+, varies by demographic). Showing responses of >1% in 2017 among all adults with a profile/ account. \* NB – definition expanded in 2017 to also include messaging sites or apps, previously just asked about social media. Arrows show significant differences (95% level) between 2016 and 2017 at the overall level, and by age / socio-economic group compared to all with a social media profile/ account and men compared to women

Figure 34: Extent to which people see views on social media that they disagree with, by age, gender and socio-economic group

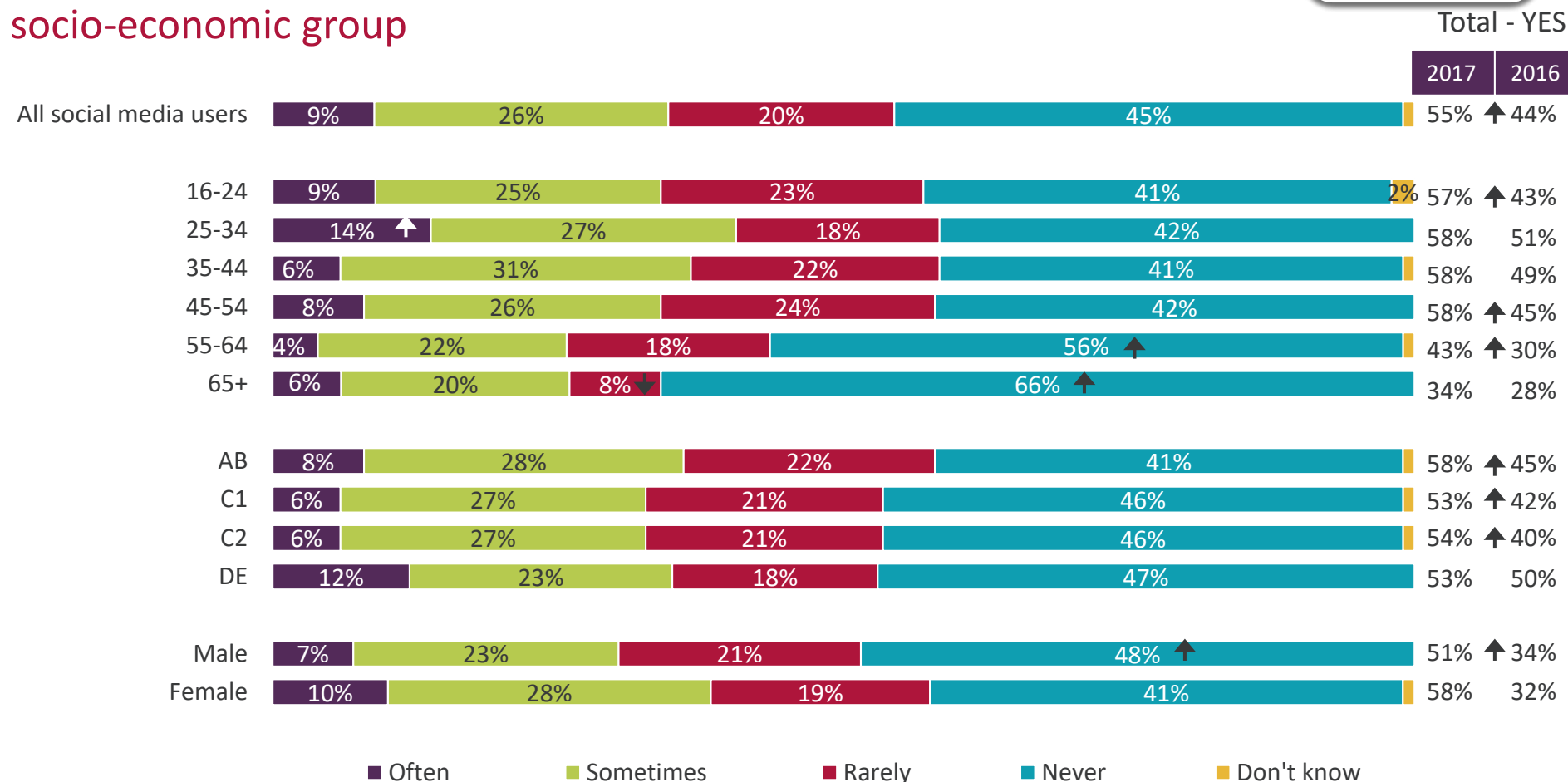


Source: Ofcom Adult Media Literacy Tracker 2017

IN28. When you use social media, which one of these best applies? (prompted responses, single coded). \* NB – definition expanded in 2017 to also include messaging sites or apps, previously just asked about social media. Base: All adults aged 16+ with a social media or messaging site profile/ account (1182 aged 16+, varies by demographic)

Arrows show significant differences (95% level) between 2016 and 2017 at the overall level, and by age / socio-economic group compared to all with a social media profile/ account and men compared to women

Figure 35: Frequency that users have seen something that has upset or offended them on social media in the past year, by age, gender and socio-economic group



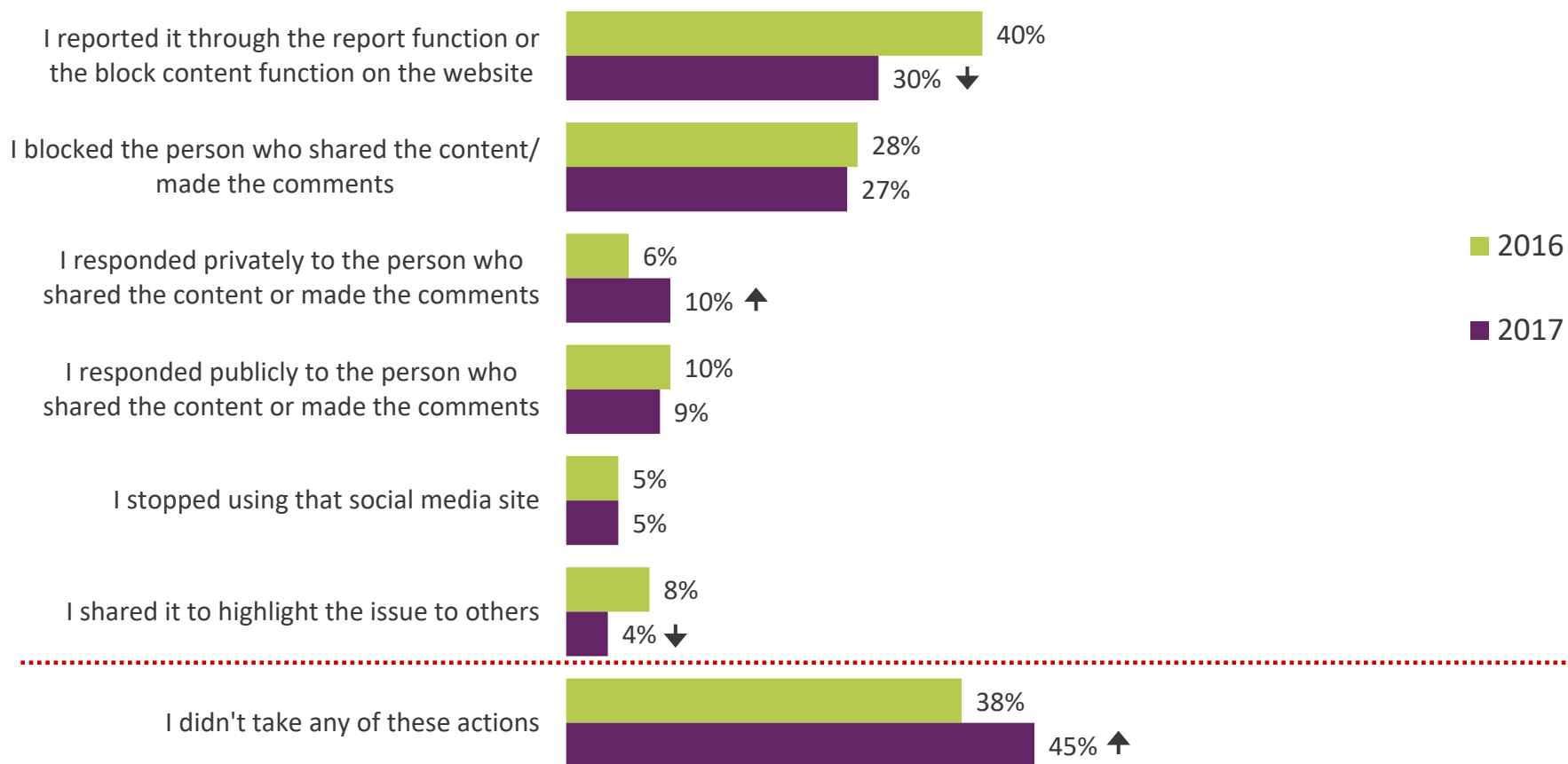
Source: Ofcom Adult Media Literacy Tracker 2017

IN54. You said earlier you had a social media profile or account. Have you seen anything that upset or offended you in the last 12 months on any of the social media sites you use? (prompted responses, single coded) . \*The showcard was amended in 2017 – only possible to show the trend at the overall level rather than by specific response

Base: All adults aged 16+ with a social media profile/ account (1182 aged 16+, varies by demographic)

Arrows show significant differences (95% level) between 2016 and 2017 at the overall level and by age/ socio-economic group compared to all with a social media profile/ account and men compared to women

**Figure 36: Action taken as a result of seeing the upsetting or offensive content: 2016-2017**



Source: Ofcom Adult Media Literacy Tracker 2017

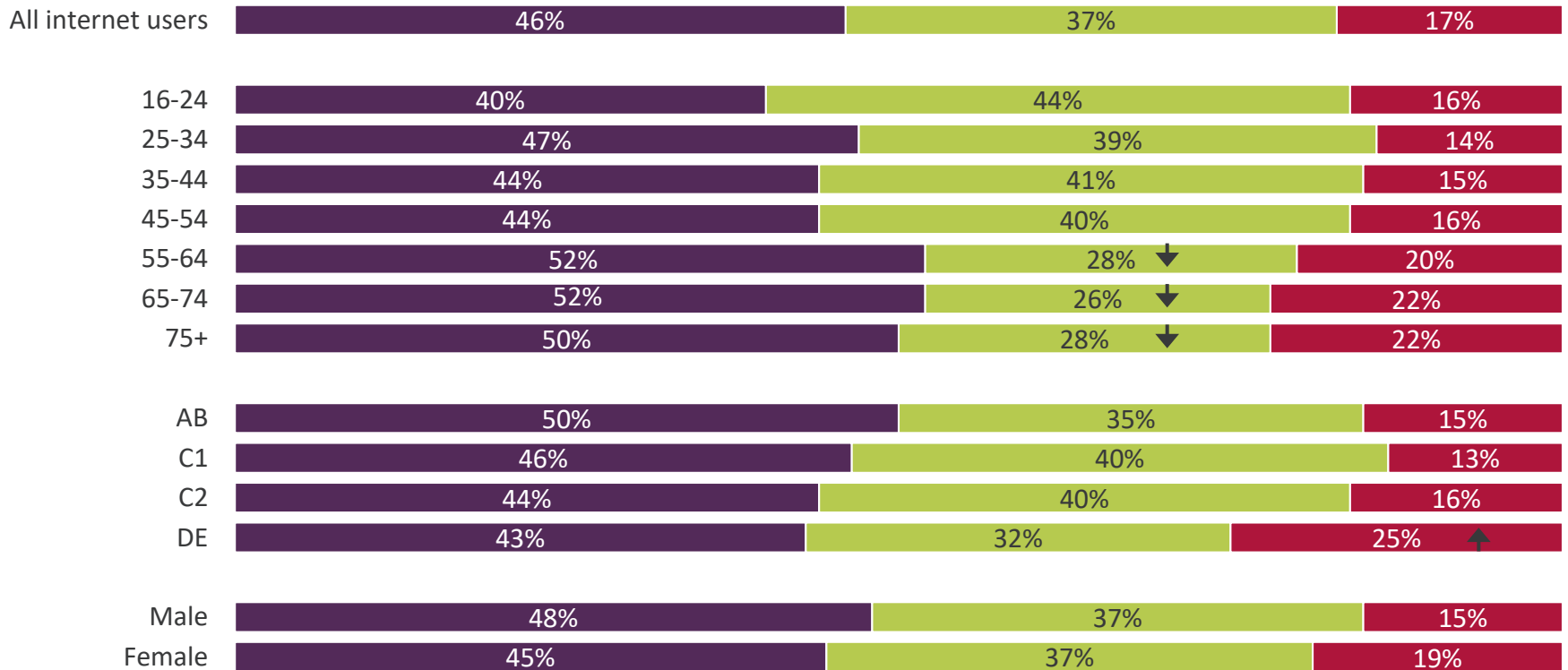
IN55. Did you take any of the following actions as a result of seeing this upsetting or offensive content? (prompted responses, multi-coded)

Base: All who have seen something upsetting or offensive on the social media sites they use in the past 12 months (644 in 2017)

Arrows show significant changes (95% level) between 2016 and 2017



# Figure 37: Attitudes towards sharing opinions online, by age, gender and socio-economic group



- I think people should always share their opinions online using their real name, even if the opinion is controversial
- I think people should have the right to hide their identity online in order to express their views anonymously
- Don't know

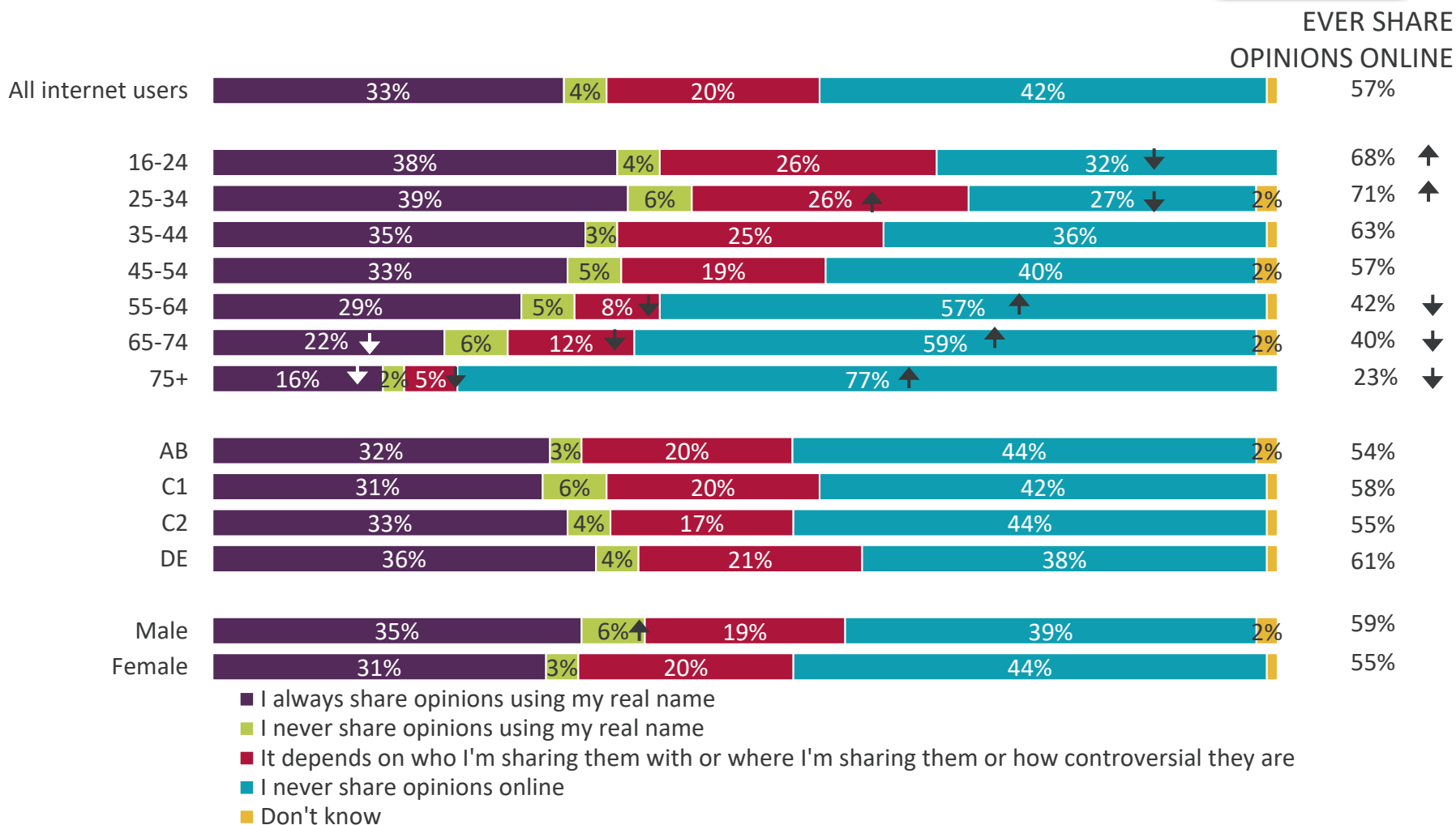
Source: Ofcom Adult Media Literacy Tracker 2017

IN29. Which one of these two options is closest to how you feel about sharing opinions online? Please think about sharing opinions online that might be visible to everyone as well as those visible only to people you allow to see them (prompted responses, single coded)

Base: All adults aged 16+ who go online (1570 aged 16+, varies by demographic)

Arrows show significant differences (95% level ) by age/ socio-economic group compared to all internet users and men compared to women

Figure 38: Attitudes towards sharing opinions online using your real name, by age, gender and socio-economic group



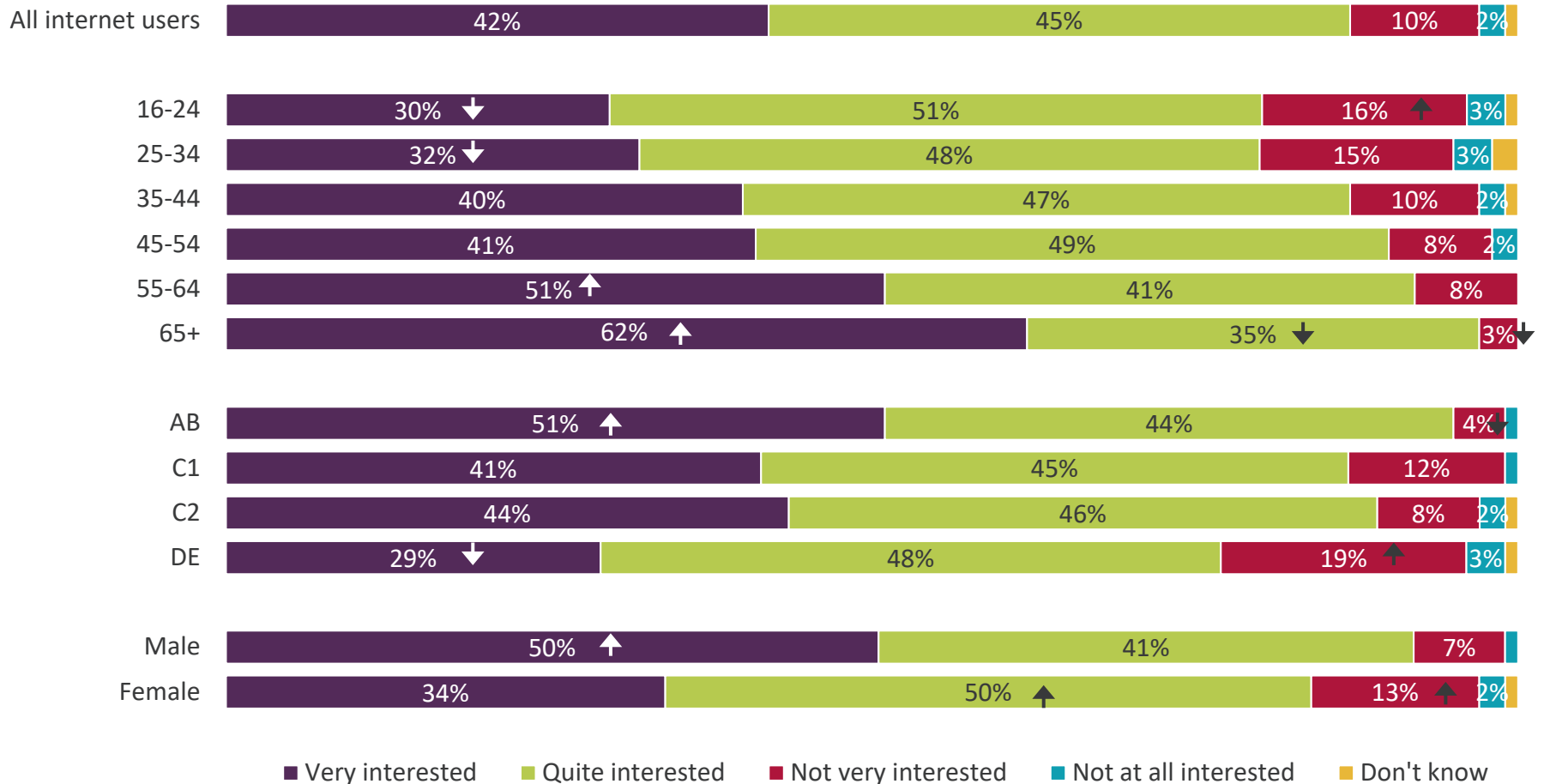
Source: Ofcom Adult Media Literacy Tracker 2017

IN30. Thinking now about the following statement: 'I share my opinions online using my real name even if the opinion is controversial'. Which one of these options best applies to you personally? (prompted responses, single coded)

Base: All adults aged 16+ who go online (1570 aged 16+, varies by demographic)

Arrows show significant differences (95% level ) by age/ socio-economic group compared to all internet users and men compared to women

Figure 39: Interest in news among adults who go online, by age, gender and socio-economic group



Source: Ofcom Adult online survey 2017

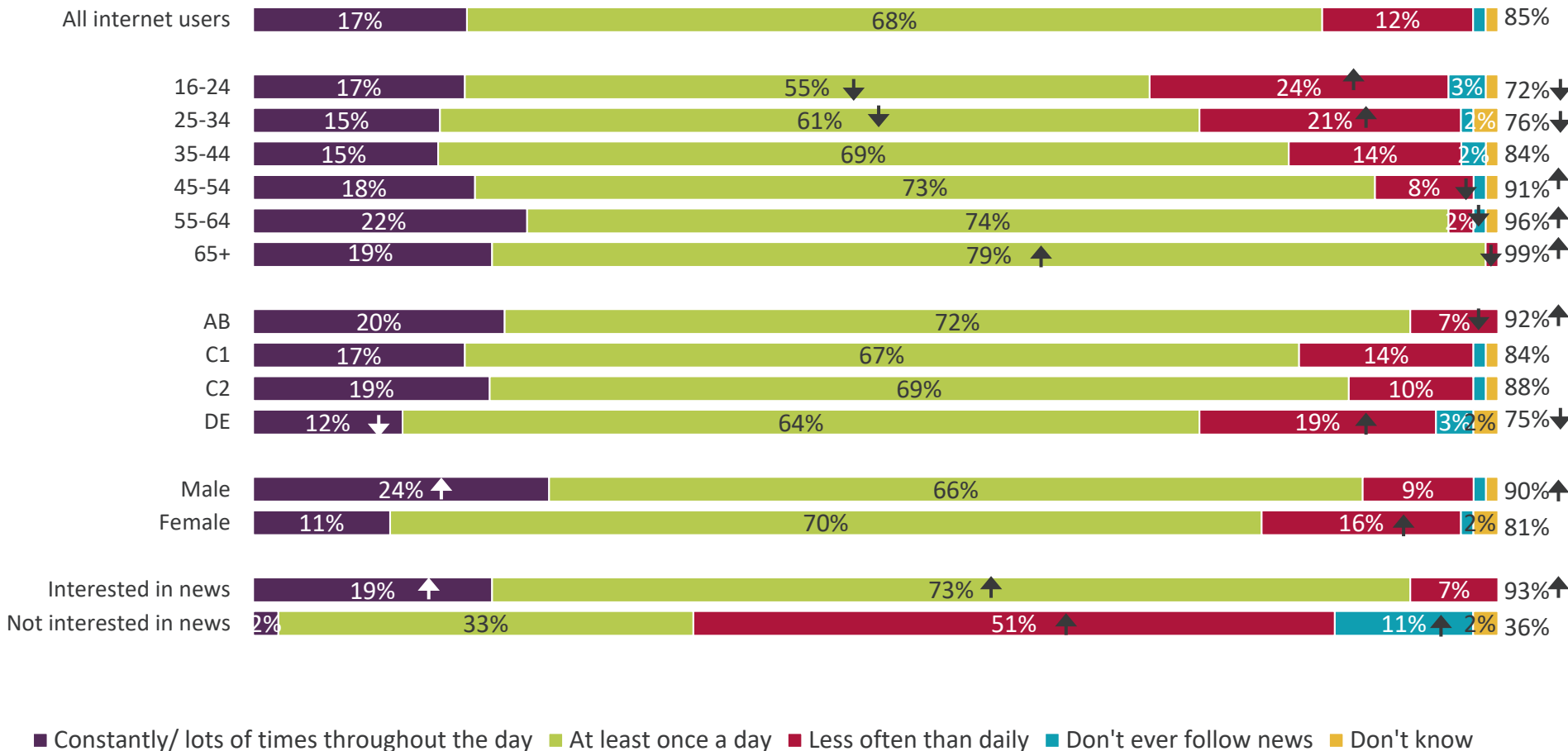
Q11 . How interested are you in reading, watching, listening to or following news? Would you say you are... (prompted responses, single coded)

Base: All adults aged 16+ who go online (1050 aged 16+, varies by demographic)

Arrows show significant differences (95% level) by age/ socio-economic group compared to all who go online and men compared to women

Figure 40: Frequency of following news among adults who go online, by age, gender, socio economic group and interest

Daily



Source: Ofcom Adult online survey 2017

Q12. Typically how often, if at all, do you read, watch or listen to the news? Please think about all the ways you may do this e.g. on TV, on the radio, reading a newspaper, going online (prompted responses, single coded)

Base: All adults aged 16+ who go online (1050 aged 16+, varies by demographic)

Arrows show significant differences (95% level) by age/ socio-economic group compared to all who go online, men compared to women and those interested/ not interested in news

Figure 41: Importance of types of news among adults who go online, by age

News that is.....	All internet users	16-24	25-34	35-44	45-54	55-64	65+
balanced/ impartial/ unbiased	66%	52% ↓	56% ↓	64%	73%	81% ↑	75% ↑
breaking/ as up-to-date as possible	62%	47% ↓	57%	69% ↑	59%	66%	74% ↑
provides the key facts	59%	47% ↓	53%	59%	63%	64%	68% ↑
gives me all the detailed information- so breadth and depth of coverage	39%	37%	36%	35%	40%	48% ↑	40%
provides an expert opinion	32%	31%	29%	31%	32%	30%	40%
provides an alternative viewpoint	22%	21%	20%	23%	23%	23%	19%

Source: Ofcom Adult online survey 2017

Q13. Here is a list of things that other people have said they value most in news coverage. Which if any of these are important to you? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (1050 aged 16+, 161 aged 16-24, 196 aged 25-34, 222 aged 35-44, 181 aged 45-54, 141 aged 55-64, 149 aged 65+)

Arrows show significant differences by age compared to all who go online

Figure 42: Importance of types of news among adults who go online, by socio-economic group and gender

News that is.....	All internet users	AB	C1	C2	DE	Male	Female
balanced/ impartial/ unbiased	66%	73% ↑	66%	62%	59%	70% ↑	62%
breaking/ as up-to-date as possible	62%	63%	59%	65%	60%	60%	63%
provides the key facts	59%	63%	60%	57%	54%	61%	57%
gives me all the detailed information- so breadth and depth of coverage	39%	46% ↑	41%	35%	31% ↓	40%	38%
provides an expert opinion	32%	37%	30%	31%	28%	39% ↑	25%
provides an alternative viewpoint	22%	26%	21%	20%	18%	23%	20%

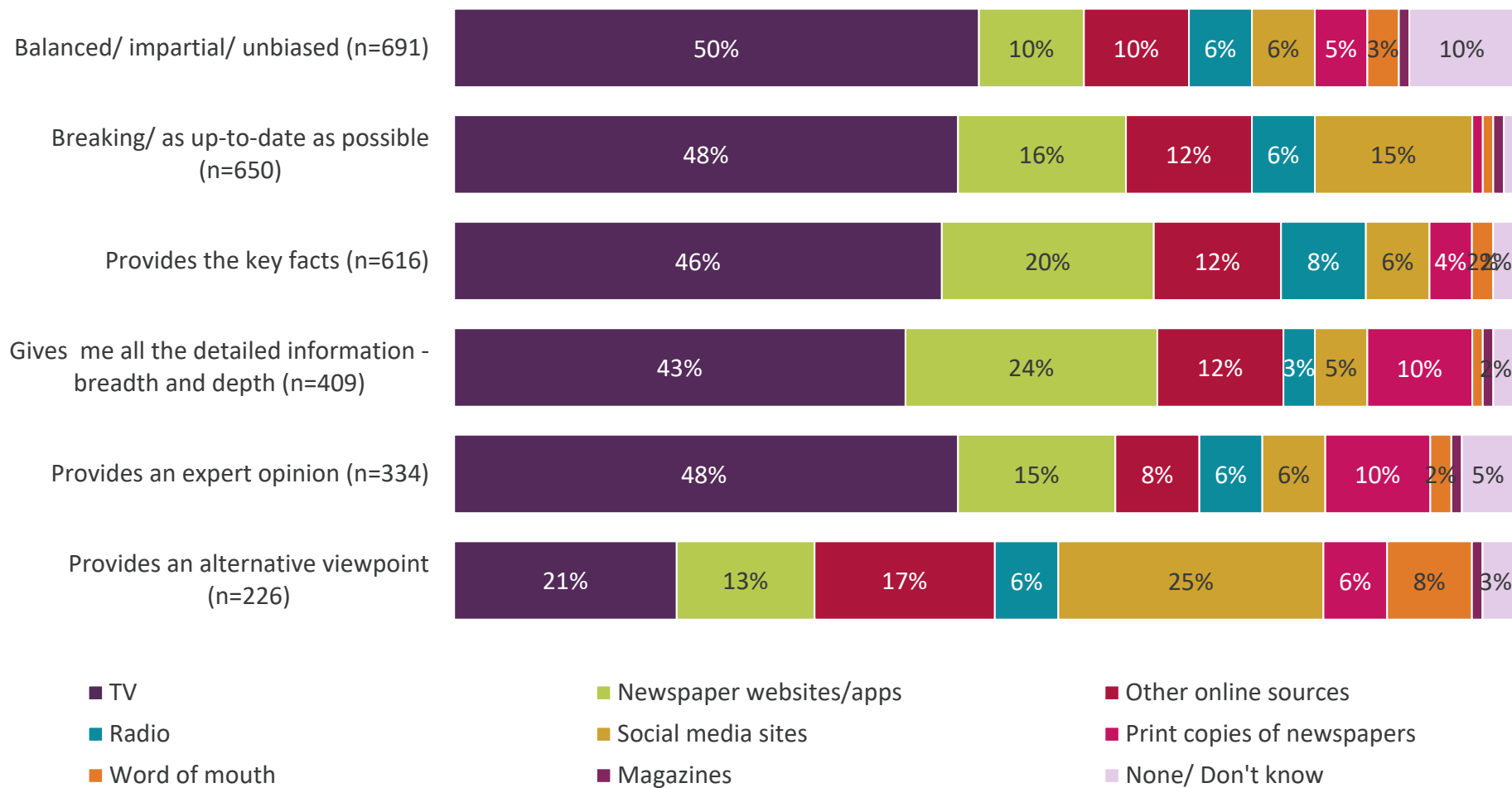
Source: Ofcom Adult online survey 2017

Q13. Here is a list of things that other people have said they value most in news coverage. Which if any of these are important to you? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (1050 aged 16+, 308 AB, 281 C1, 227 C2, 234 DE, 498 male, 552 female)

Arrows show significant differences (95% level) by socio-economic group compared to all who go online and men compared to women

Figure 43: Sources that internet users would turn to first for each type of news they consider important

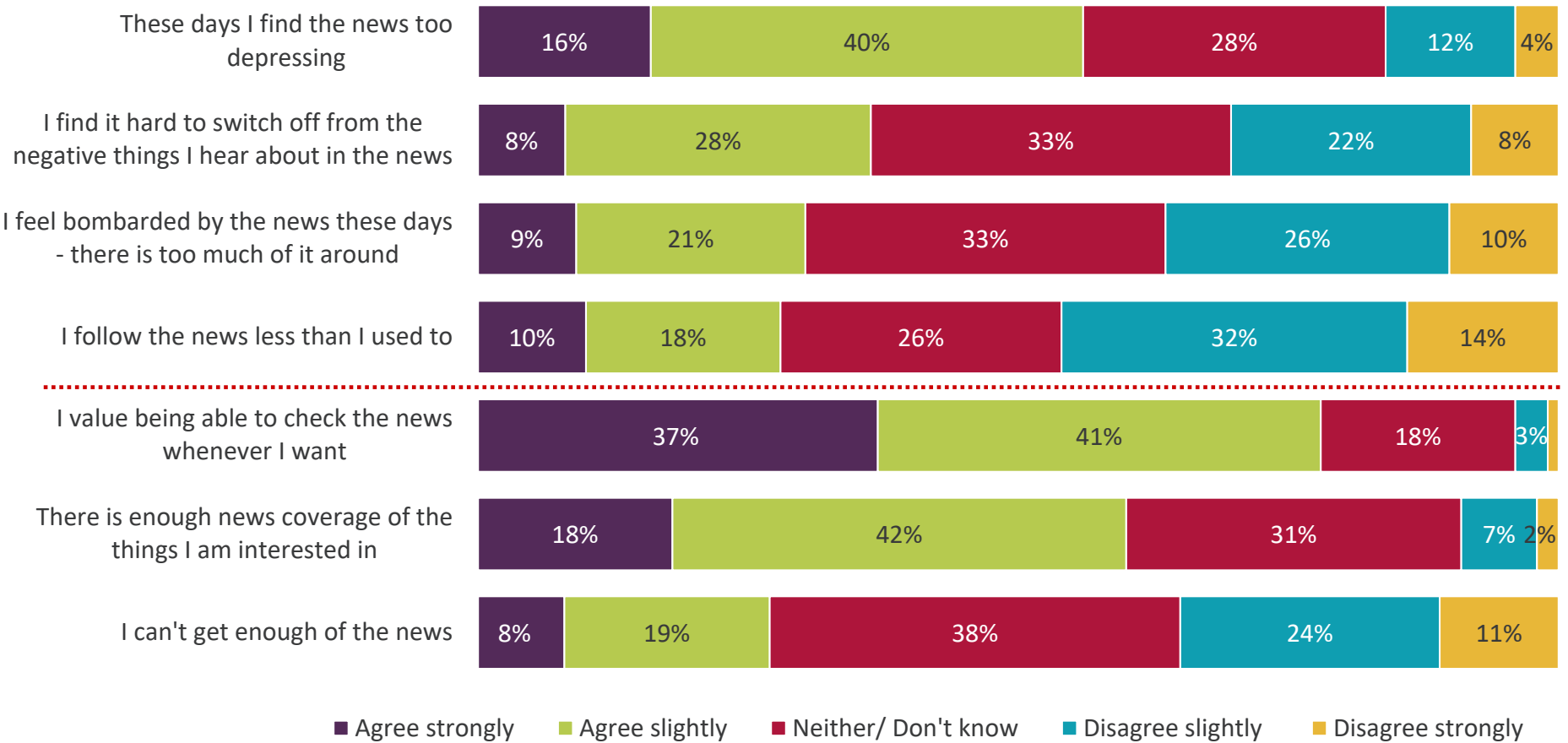


Source: Ofcom Adult online survey 2017

Q15A-F Here is a list of ways in which you can find out about the news. Which one of these, if any, would you go to first for each of the following: to get the key facts about the news/ to get an expert opinion on the news/ to get an alternative viewpoint on the news/ to get a balanced, impartial, unbiased report of the news/ to get breaking news/ to get all the details about a story - so breadth and depth of coverage (prompted responses, single coded)

Base: All adults aged 16+ who go online who say that each type of news is important to them (bases shown on chart)

# Figure 44: Attitudes towards the news among internet users



Source: Ofcom Adult online survey 2017

Q16A-G. Here is a list of things that other people have said about the news. To what extent do you agree or disagree with each? (prompted responses, single coded)

Base: All adults aged 16+ who go online (1050 aged 16+)



# Figure 45: Attitudes towards the news among internet users, by age

% who agree	All internet users	16-24	25-34	35-44	45-54	55-64	65+
'These days I find the news too depressing'	56%	65% ↑	60%	59%	53%	46% ↓	52%
'I find it hard to switch off from the negative things I hear about in the news'	36%	46% ↑	41%	39%	32%	24% ↓	28%
'I feel bombarded by the news these days- there is too much of it around'	31%	40% ↑	35%	33%	30%	17% ↓	24%
'I follow the news less than I used to'	28%	37% ↑	42% ↑	32%	23%	16% ↓	13% ↓
'I value being able to check the news whenever I want'	78%	71%	76%	78%	80%	75%	85% ↑
'There is enough news coverage of the things I am interested in'	60%	57%	59%	56%	59%	66%	68%
'I can't get enough of the news'	27%	31%	34% ↑	27%	24%	18% ↓	24%

Source: Ofcom Adult online survey 2017

Q16A-G. Here is a list of things that other people have said about the news. To what extent do you agree or disagree with each? (prompted responses, single coded)

Base: All adults aged 16+ who go online (1050 aged 16+, 161 aged 16-24, 196 aged 25-34, 222 aged 35-44, 181 aged 45-54, 141 aged 55-64, 149 aged 65+)

Arrows show significant differences by age compared to all who go online

Figure 46: Attitudes towards the news among internet users, by socio-economic group and gender

% who agree	All internet users	AB	C1	C2	DE	Male	Female
'These days I find the news too depressing'	56%	55%	59%	54%	57%	46%	66% ↑
'I find it hard to switch off from the negative things I hear about in the news'	36%	36%	33%	39%	37%	28%	43% ↑
'I feel bombarded by the news these days-there is too much of it around'	31%	30%	32%	32%	29%	27%	34% ↑
'I follow the news less than I used to'	28%	29%	23%	30%	32%	23%	33% ↑
'I value being able to check the news whenever I want'	78%	77%	78%	83% ↑	72%	79%	76%
'There is enough news coverage of the things I am interested in'	60%	59%	62%	61%	61%	62%	59%
'I can't get enough of the news'	27%	30%	27%	30%	19% ↓	31% ↑	23%

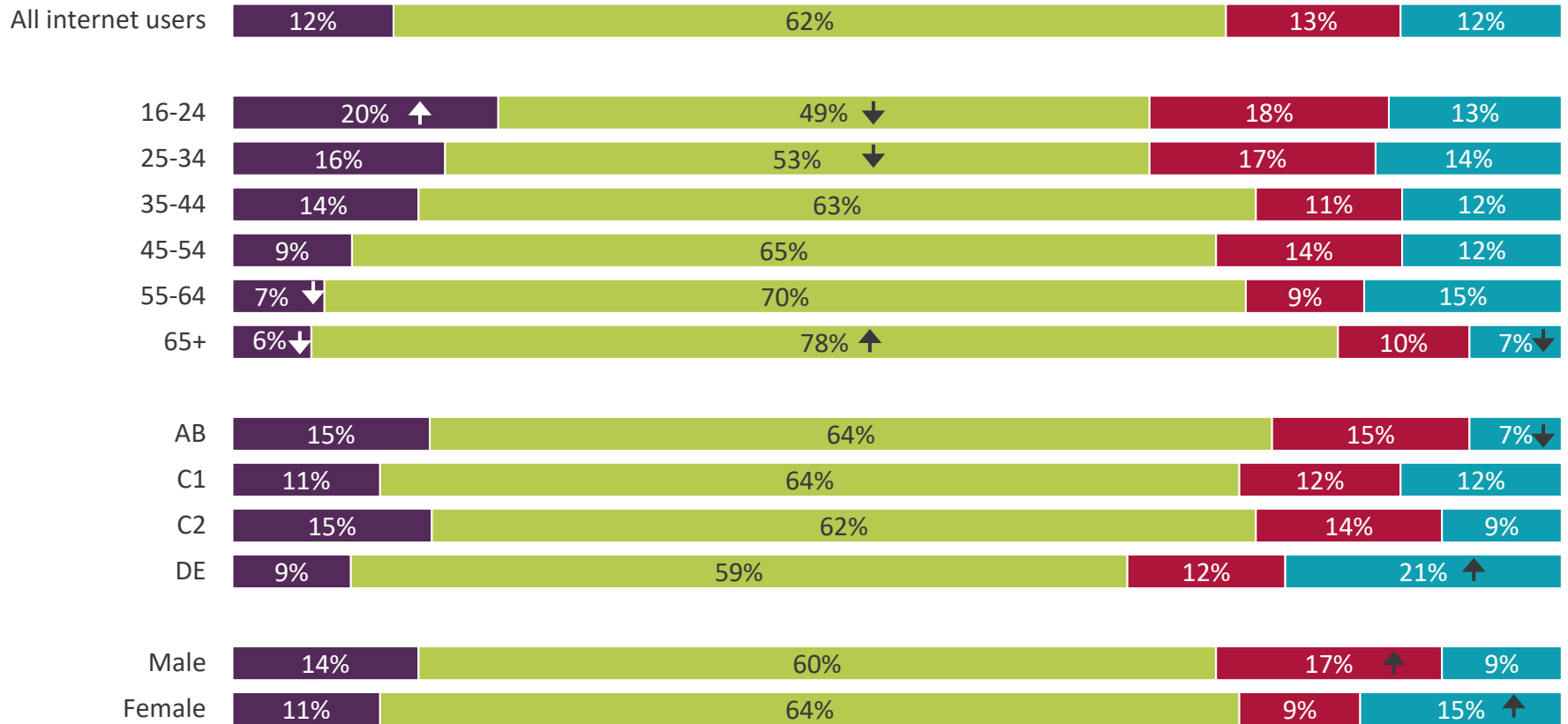
Source: Ofcom Adult online survey 2017

Q16A-G. Here is a list of things that other people have said about the news. To what extent do you agree or disagree with each? (prompted responses, single coded)

Base: All adults aged 16+ who go online (1050 aged 16+, 308 AB, 281 C1, 227 C2, 234 DE, 498 male, 552 female)

Arrows show significant differences by socio-economic group compared to all who go online and men compared to women

# Figure 47: Preferences for news content by age, gender and socio-economic group



I tend to prefer following/ reading/ watching/ listening to news that.....

■ Supports my point of view ■ Depends - sometimes that supports and sometimes that challenges ■ Challenges my point of view ■ Don't know

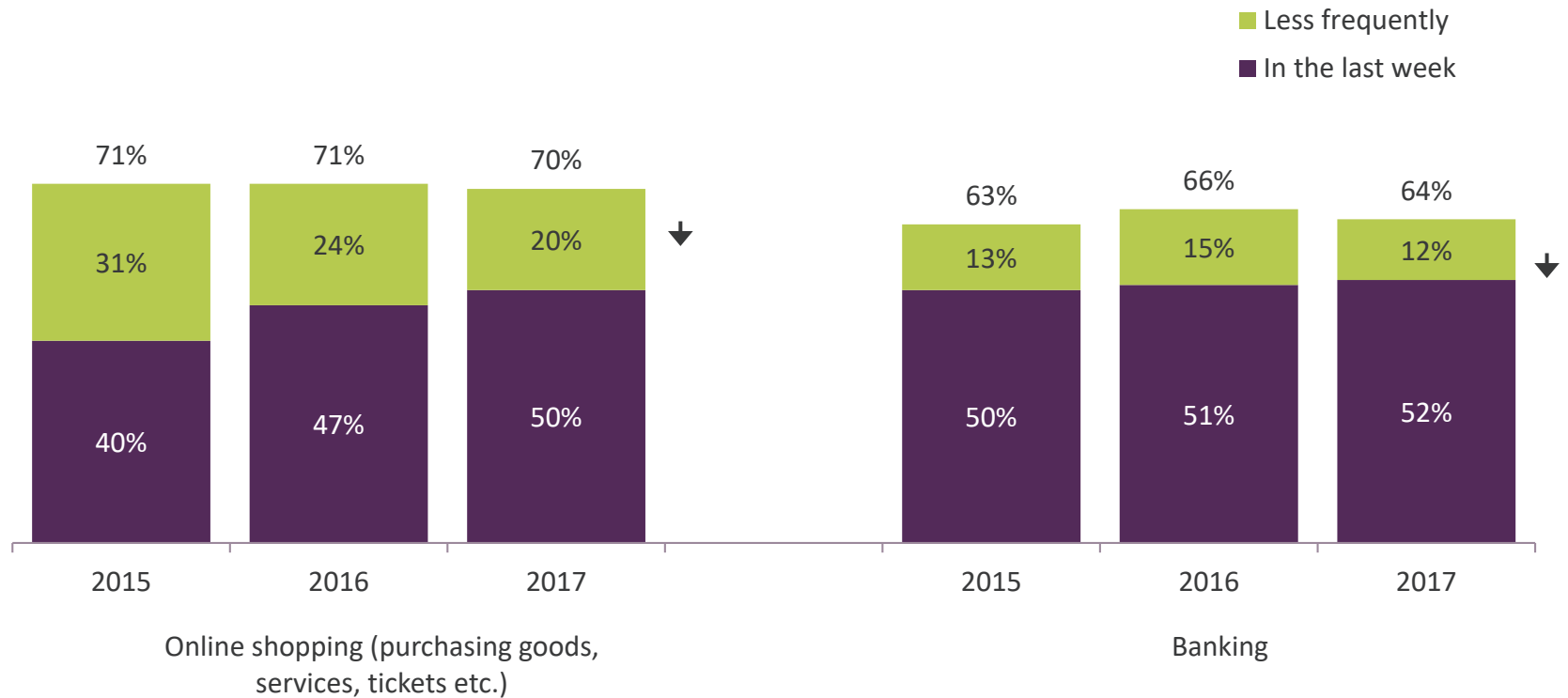
Source: Ofcom Adult online survey 2017

Q17. Broadly speaking, which one of these statements best applies about your news preferences? (prompted responses, single coded)

Base: All adults aged 16+ who go online (1050 aged 16+, varies by demographic)

Arrows show significant differences (95% level) by age/ socio-economic group compared to all who go online and men compared to women

# Figure 48: Transacting online: 2015-2017



Source: Ofcom Technology Tracker, H2 2015-2017

QE5A/ QE5B. Which, if any, of these do you use the internet for?/ And, which, if any, of these activities have you used the internet for in the last week? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (2413 in 2016, 2514 in 2017)

Arrows show significant changes (99% level) between 2016 and 2017

Figure 49: Transacting online in the previous week, by age, gender and socio-economic group

All internet users		16-24	25-34	35-44	45-54	55-64	65-74	75+
Banking	52%	51%	65% ↑	64% ↑	52%	46% ↓	35% ↓	20% ↓
Online shopping (purchasing goods, services, tickets, etc.)	50%	50%	61% ↑	61% ↑	49%	43% ↓	34% ↓	19% ↓

All internet users		AB	C1	C2	DE	Male	Female
Banking	52%	64% ↑	57% ↑	47% ↓	37% ↓	52%	53%
Online shopping (purchasing goods, services, tickets, etc.)	50%	57% ↑	53%	47%	38% ↓	49%	50%

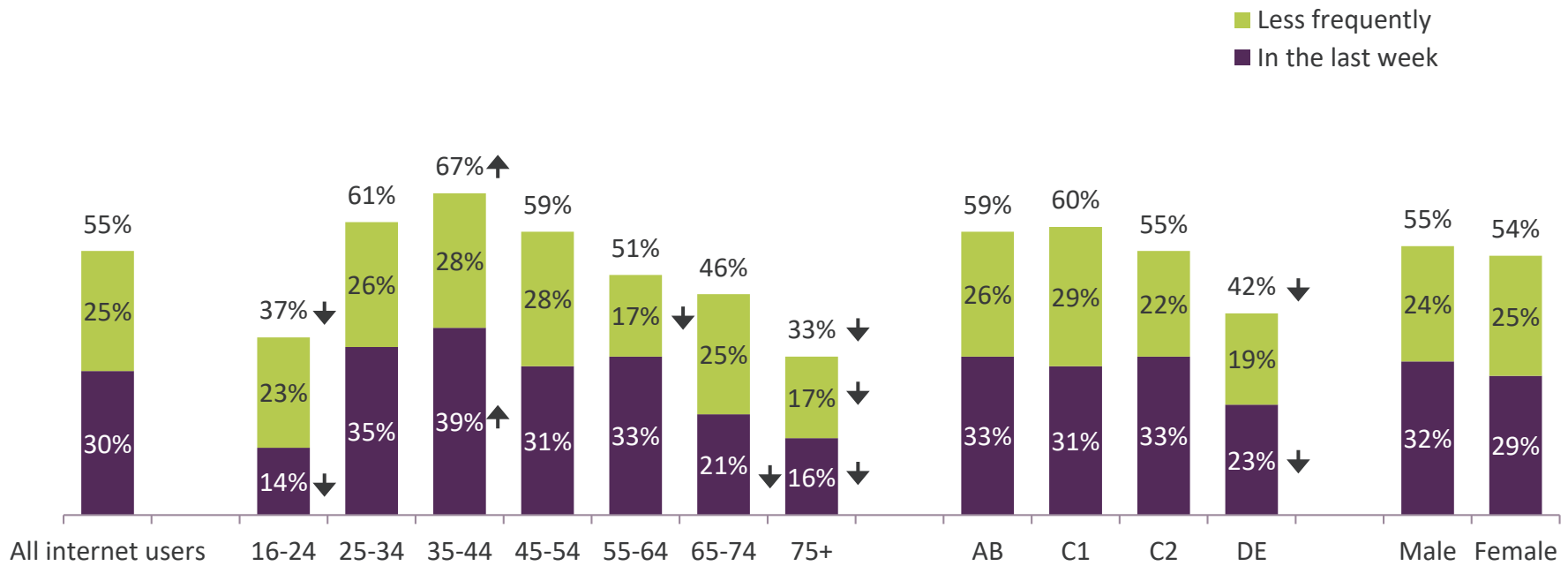
Source: Ofcom Technology Tracker, H2 2017

QE5B. And, which, if any, of these activities have you used the internet for in the last week? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (2514 aged 16+, 366 aged 16-24, 399 aged 25-34, 465 aged 35-44, 443 aged 45-54, 371 aged 55-64, 283 aged 65-74, 186 aged 75+, 616 AB, 807 C1, 533 C2, 553 DE, 1201 male, 1313 female)

Arrows show significant differences (95% level) by age/ socio-economic group compared to all internet users and men compared to women

# Figure 50: Paying or checking bills online, 2017



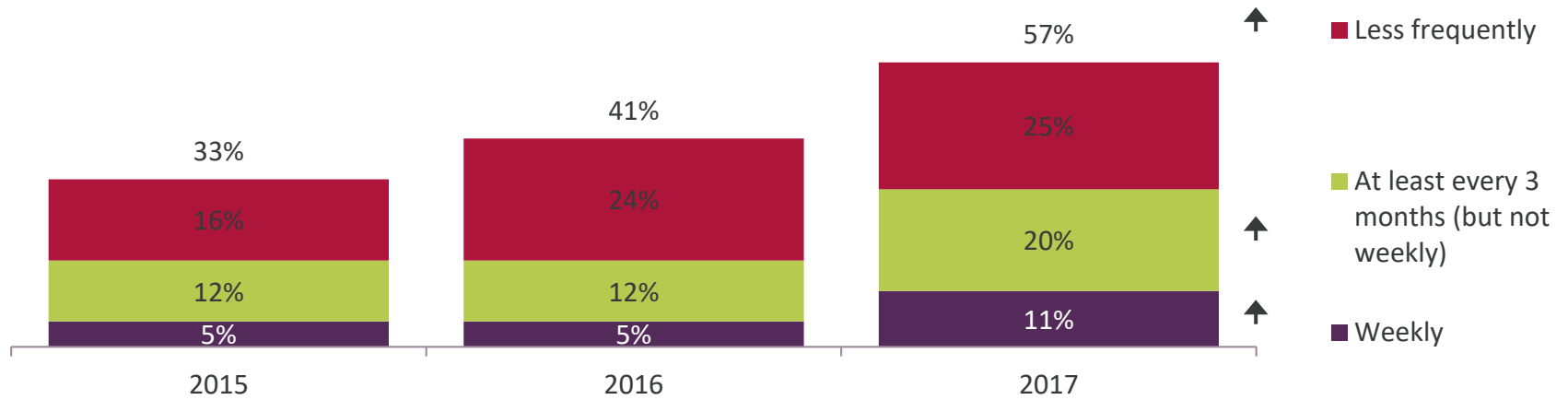
Source: Ofcom Adult Media Literacy Tracker 2017

IN13/ IN14. Which if any of these activities have you ever done online?/ And which if any of these activities have you used the internet for in the last week? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (1570 aged 16+, varies by demographic)

Arrows show significant differences (95% level ) by age/ socio-economic group compared to all with a social media profile/ account and men compared to women

# Figure 51: Use of a smartphone for transactions: 2015 - 2017



Using your phone as a ticket or boarding pass or as an entry ticket to an event

Source: Ofcom Adult Media Literacy Tracker 2017

M7D. Please tell me from this list, the types of things you use your smartphone for, and how often you do each? (prompted responses, single coded)

Base: All adults aged 16+ who use a smartphone (1249 in 2016, 1289 in 2017)

Arrows show significant changes (95% level) between 2016 and 2017

# Figure 52: Attitudes towards going online to compare prices/ research deals



Source: Ofcom Adult online survey 2017

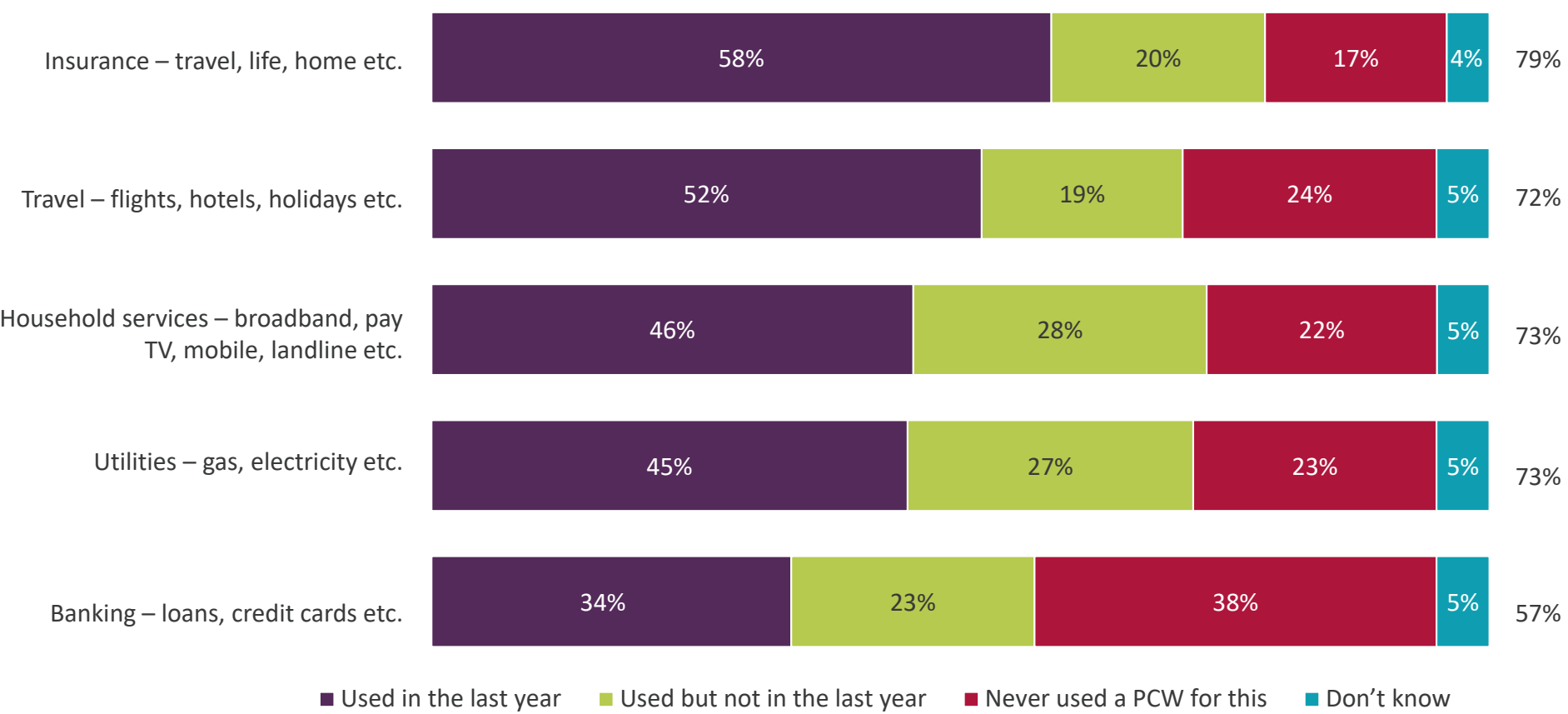
Q5A-D. We would now like to ask you some questions about going online to research the best deals or to compare prices for products or services. [Additional examples provided to respondents]. To what extent do you agree or disagree with each of the following statements? (prompted responses, single coded)

Base: All adults aged 16+ who go online who say they do this (variable base)



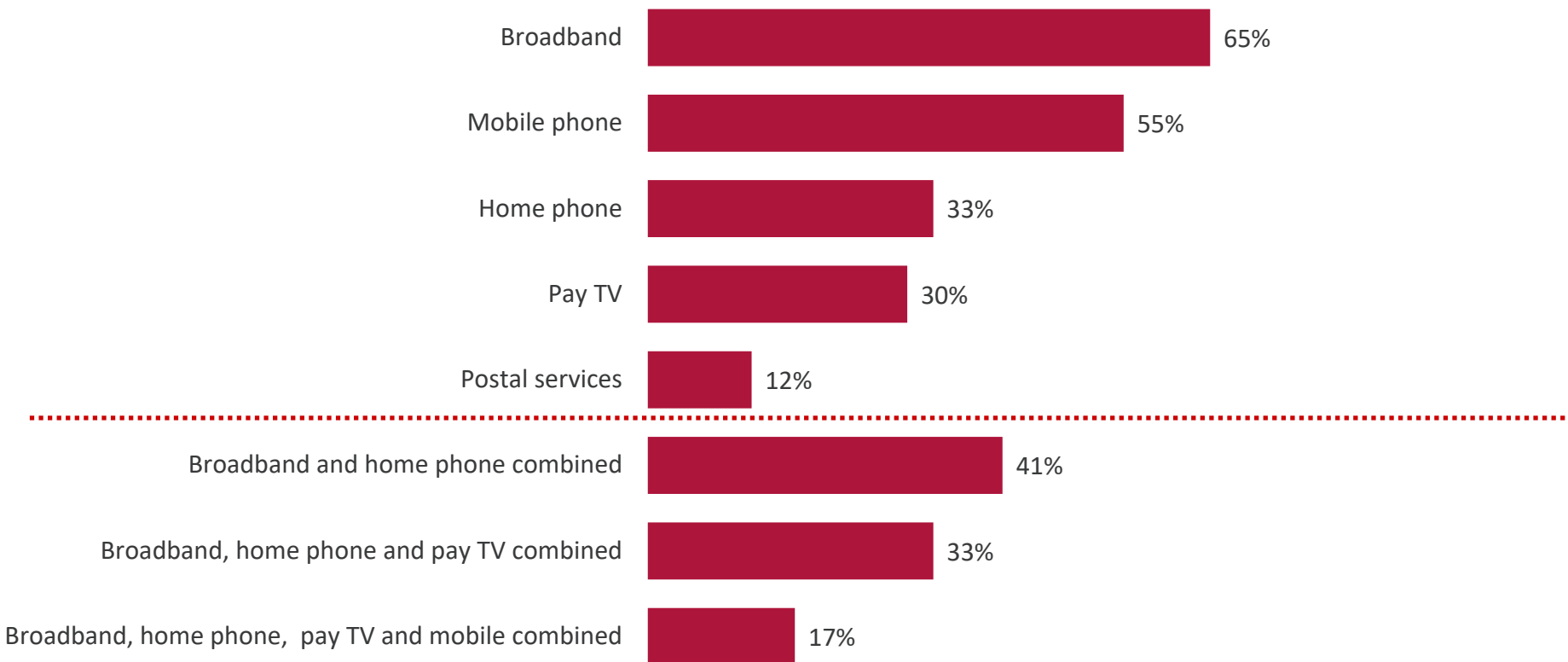
# Figure 53: Use of price comparison websites, by category

Total ever used



Source: Ofcom Adult online survey 2017  
 Q6A-E. Now thinking specifically about price comparison websites. Have you ever used a price comparison website or app to look for information about the best deals available for any of the following types of products or services? Some of the most popular price comparison websites/ apps are: MoneySuperMarket.com, PriceRunner, USwitch, CompareTheMarket.com, Go Compare, Kelkoo etc. (prompted responses, single coded)  
 Base: All adults aged 16+ who go online (1050)

Figure 54: Communication services researched through price comparison websites

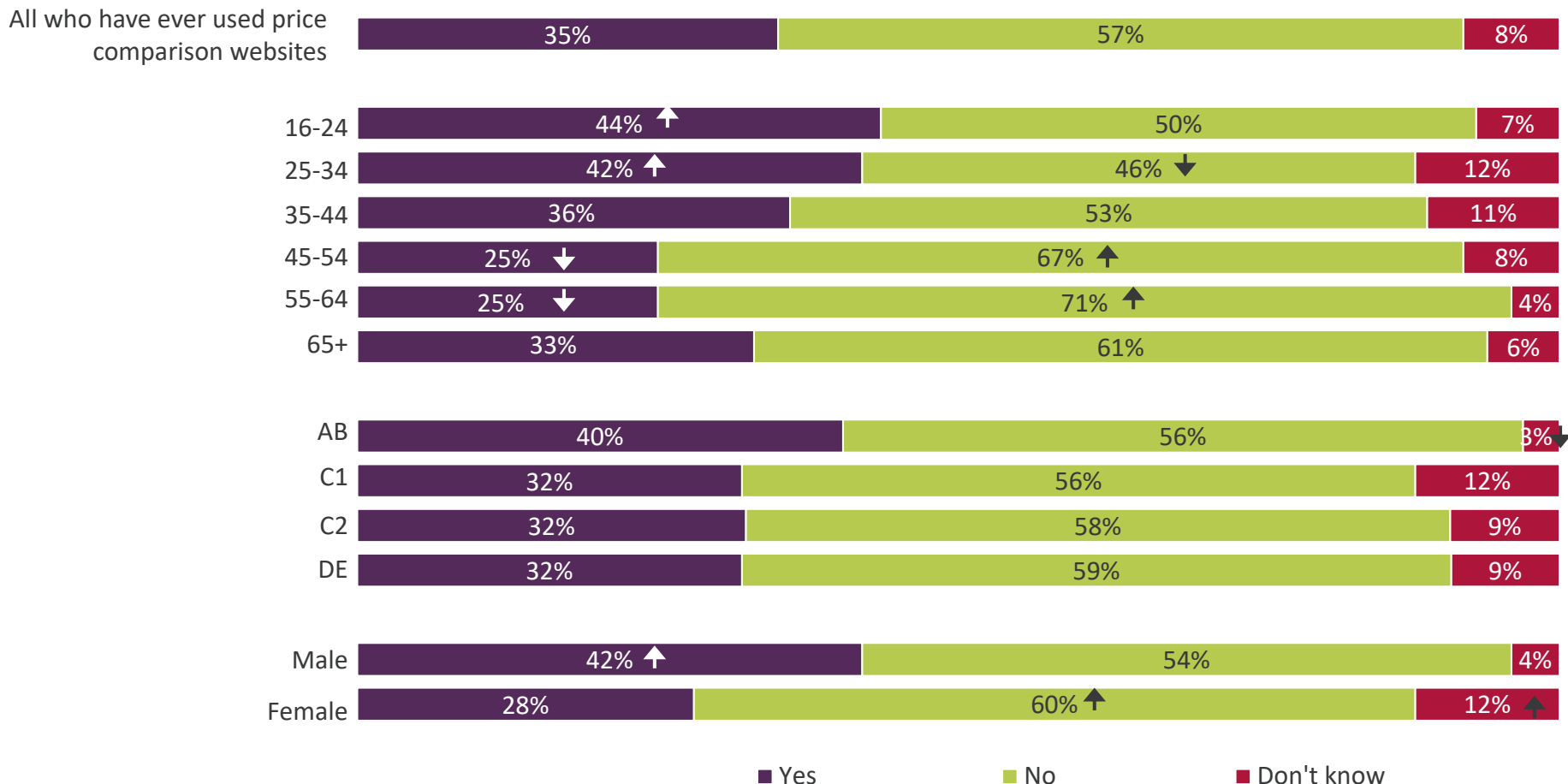


Source: Ofcom Adult online survey 2017

Q8. You said earlier you have used a price comparison website or app to get information about household services like pay TV, broadband or mobile phones. Which of these best describes the types of services you have ever researched, either individually or as a bundle or package?(prompted responses, multi-coded)

Base: All adults who go online that have ever used a price comparison website for communication services (769)

Figure 55: Awareness of the Ofcom price comparison website accreditation scheme among internet users, by age, gender and socio-economic group



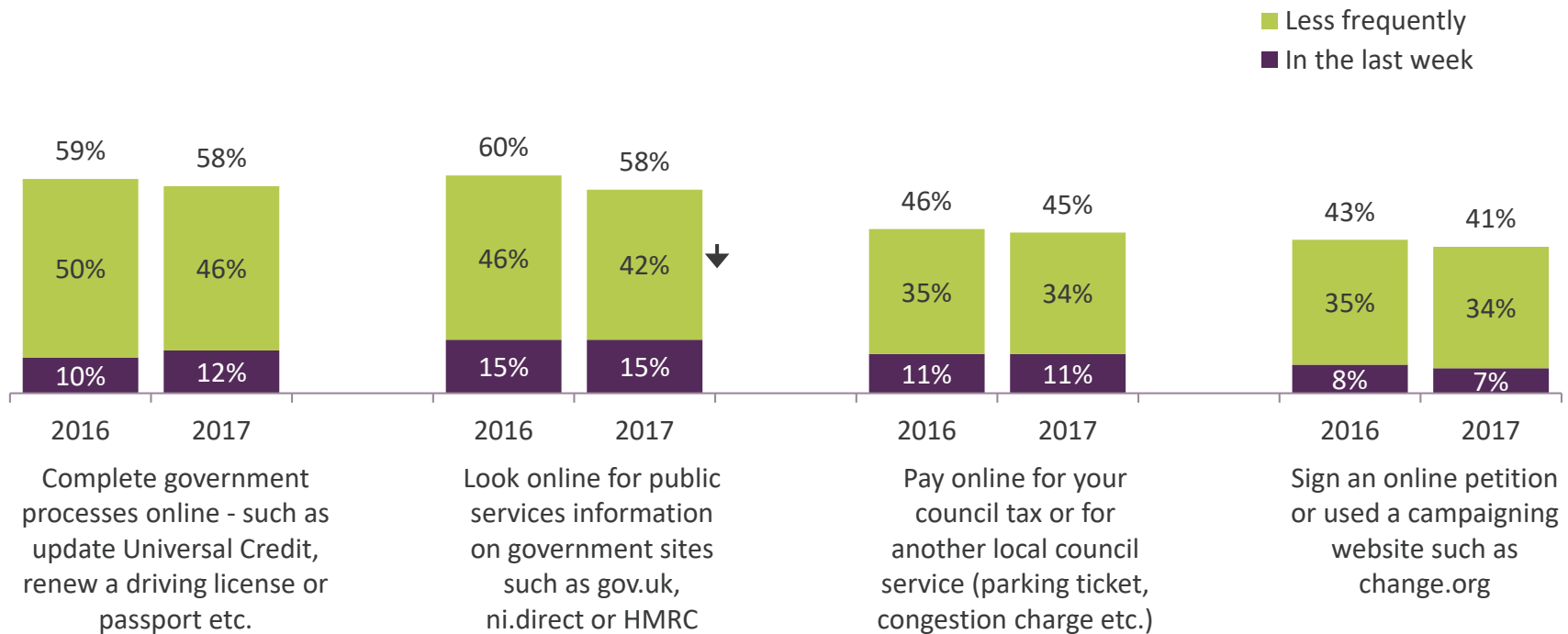
Source: Ofcom Adult online survey 2017

Q9. Are you aware that Ofcom (the communications regulator) offers an accreditation scheme for those price comparison websites that provide information about household services (like, Pay TV, broadband or mobile services)? This accreditation means that Ofcom approves sites that have had their price comparison services put through a rigorous independent audit (prompted responses, single coded)

Base: Adults who go online that have ever used a price comparison website (953)

Arrows show significant differences (95% level) by age/ socio-economic group compared to all internet users who have used a price comparison website and men compared to women

# Figure 56: Using public or civic services online, by activity type: 2016-2017



Source: Ofcom Adult Media Literacy Tracker 2017

IN13/ IN14. Which if any of these activities have you ever done online?/ And which if any of these activities have you used the internet for in the last week? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (1553 in 2016, 1570 in 2017)

Arrows show significant changes (95% level) between 2016 and 2017

# Figure 57: Use of public or civic services online, by age

	All internet users	16-24	25-34	35-44	45-54	55-64	65-74	75+
Complete government processes online – such as update Universal Credit, renew a driving licence or passport etc.	58%	49% ↓	64%	71% ↑	63%	45% ↓	46% ↓	34% ↓
Look online for public services information on government sites such as gov.uk, ni.direct or HMRC	58%	42% ↓	65% ↑	68% ↑	57%	60%	48%	34% ↓
Pay online for your council tax or for another local council service (parking ticket, congestion charge etc.)	45%	26% ↓	54% ↑	61% ↑	48%	40%	38%	24% ↓
Sign an online petition or used a campaigning website such as change.org	41%	38%	45%	48%	40%	40%	42%	20% ↓

Source: Ofcom Adult Media Literacy Tracker 2017

IN13. Which if any of these activities have you ever done online? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (1570 in 2017, 243 aged 16-24, 269 aged 25-34, 294 aged 35-44, 250 aged 45-54, 224 aged 55-64, 149 aged 65-74, 140 aged 75+)

Arrows show significant differences (95% level) by age compared to all internet users

Figure 58: Use of public or civic services online, by socio-economic group and gender

	All internet users	AB	C1	C2	DE	Male	Female
Complete government processes online – such as update Universal Credit, renew a driving licence or passport etc.	58%	68% ↑	61%	50% ↓	48% ↓	57%	59%
Look online for public services information on government sites such as gov.uk, ni.direct or HMRC	58%	64% ↑	60%	55%	49% ↓	55%	60%
Pay online for your council tax or for another local council service (parking ticket, congestion charge etc.)	45%	50%	54% ↑	39%	34% ↓	44%	46%
Sign an online petition or used a campaigning website such as change.org	41%	50% ↑	41%	37%	34% ↓	35%	47% ↑

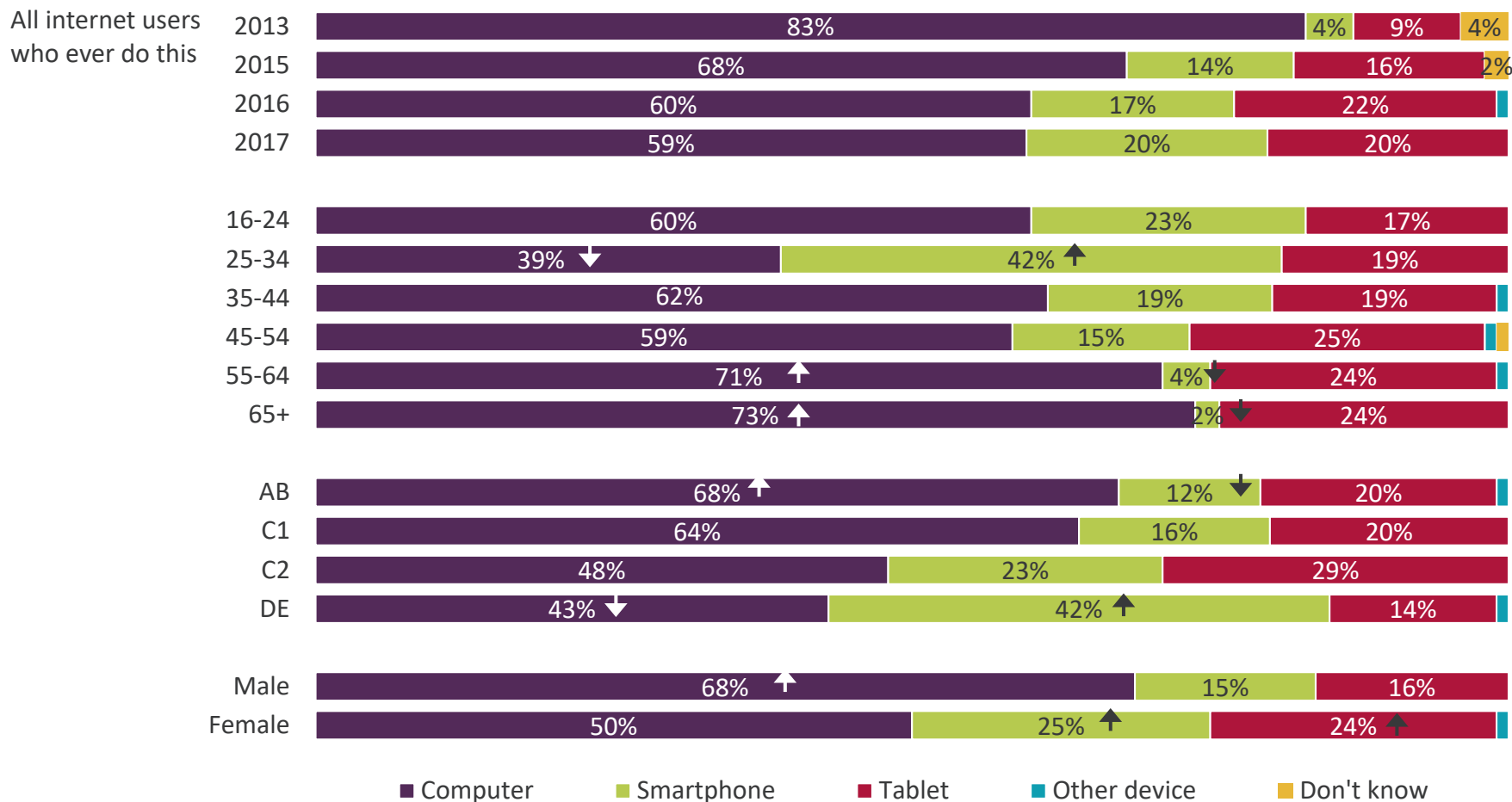
Source: Ofcom Adult Media Literacy Tracker 2017

IN13. Which if any of these activities have you ever done online? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (1570 in 2017, 392 AB, 516 C1, 304 C2, 358 DE, 749 male, 821 female)

Arrows show significant differences (95% level) by socio-economic group compared to all internet users and men compared to women

Figure 59: Device mostly used for completing Government processes, by demographic group



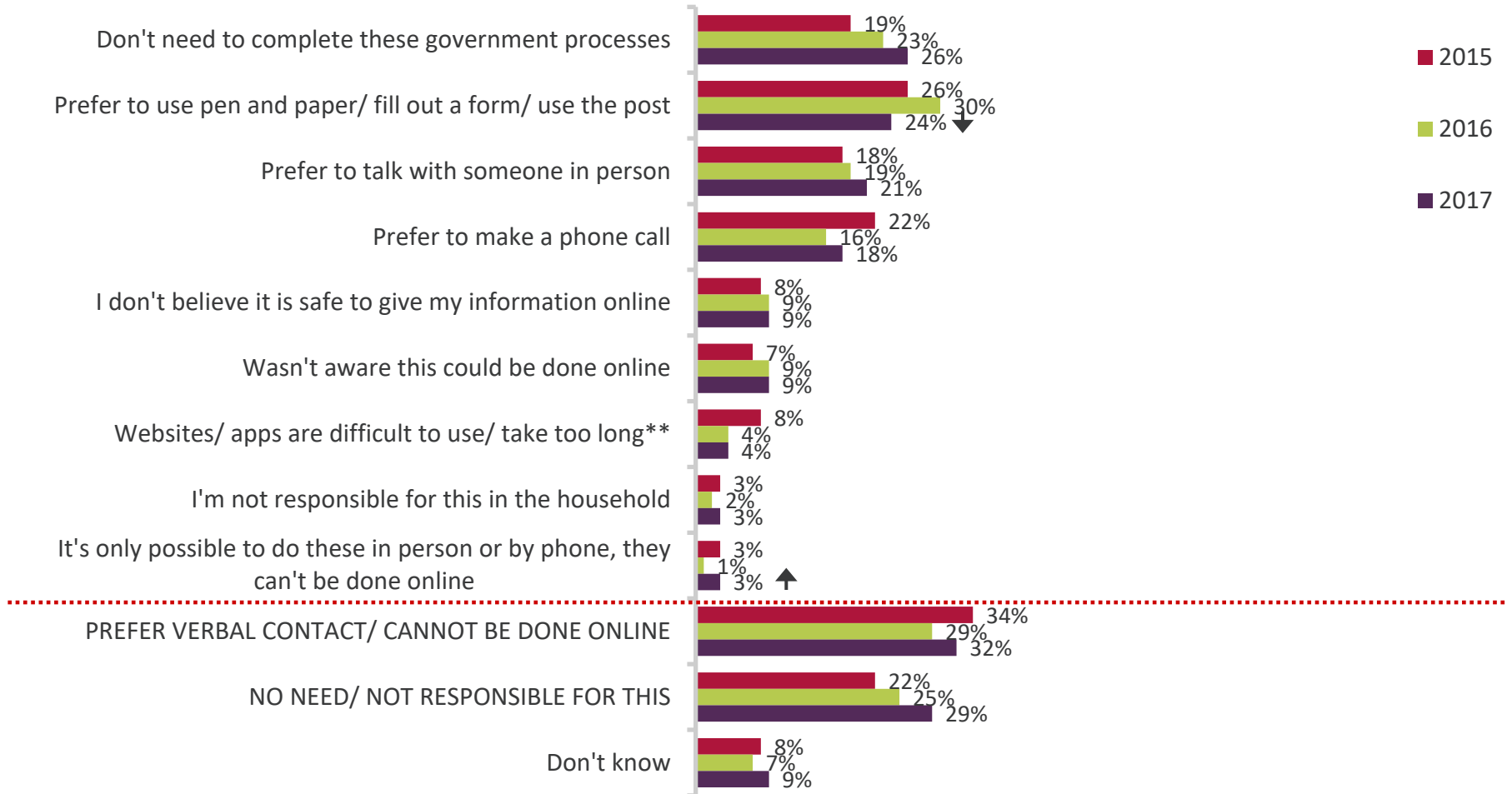
Source: Ofcom Adult Media Literacy Tracker 2017

IN16. You said earlier that you go online to complete Government processes such as updating Universal Credit, renewing a driving licence or a passport. Which one of these devices do you use most for completing Government processes online? (prompted responses, single coded)

Base: All adults aged 16+ who go online and who complete Government processes online (843 in 2017, varies by demographic)

Arrows show significant differences (95% level) between 2016 and 2017 at the overall level and by age/ socio-economic group compared to all internet users who do this and men compared to women

# Figure 60: Reasons for not completing Government processes online



Source: Ofcom Adult Media Literacy Tracker 2017

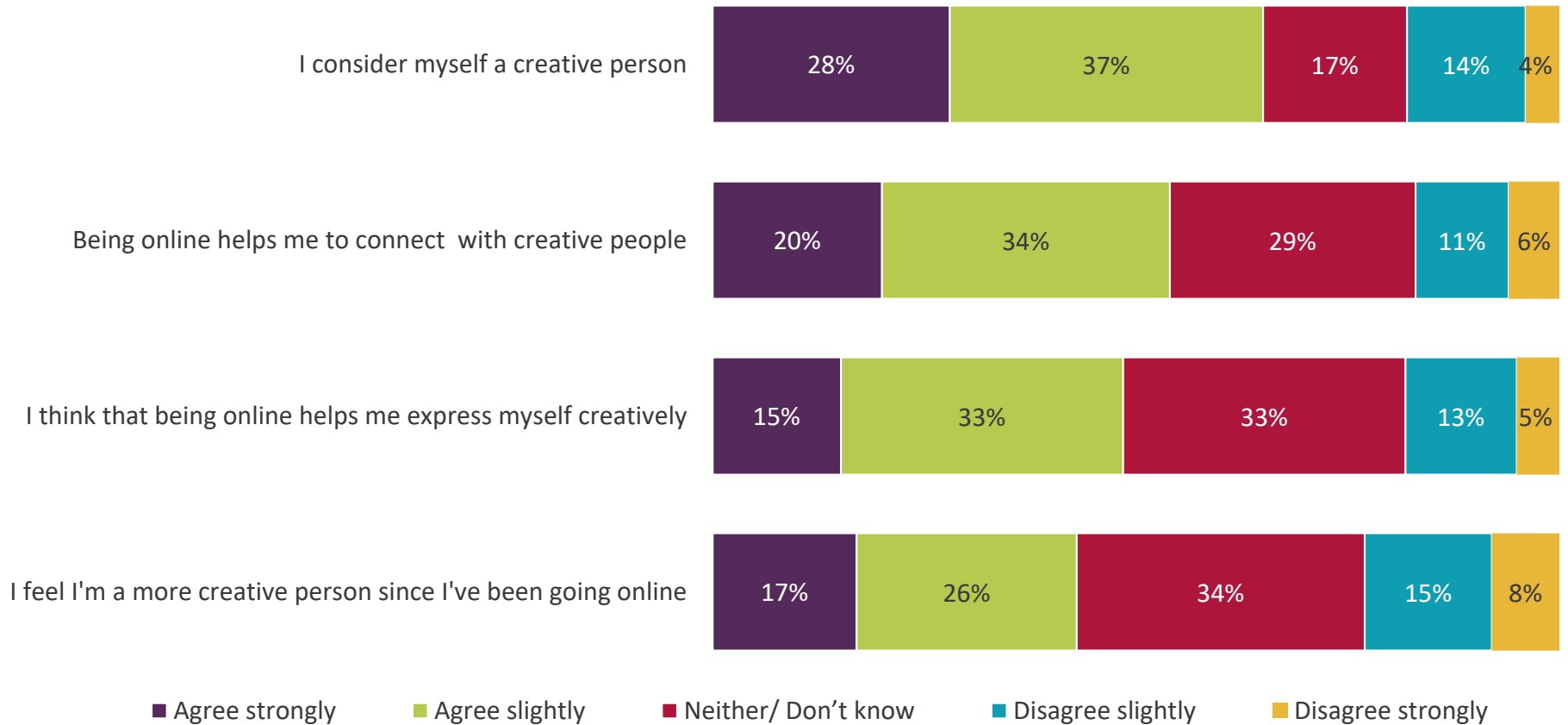
IN15. You said earlier that you don't go online to complete Government processes such as updating Universal Credit, renewing a driving licence or a passport. Which of these are reasons why you don't do this online? (prompted responses, multi-coded) \*\* In 2015 this option was created from two separate codes, so the trend should be seen as indicative only

Base: Adult internet users aged 16+ who have never completed Government processes online (670 in 2016, 727 in 2017)

Arrows show significant changes (95% level) between 2016 and 2017



# Figure 61: Attitudes towards creativity among internet users

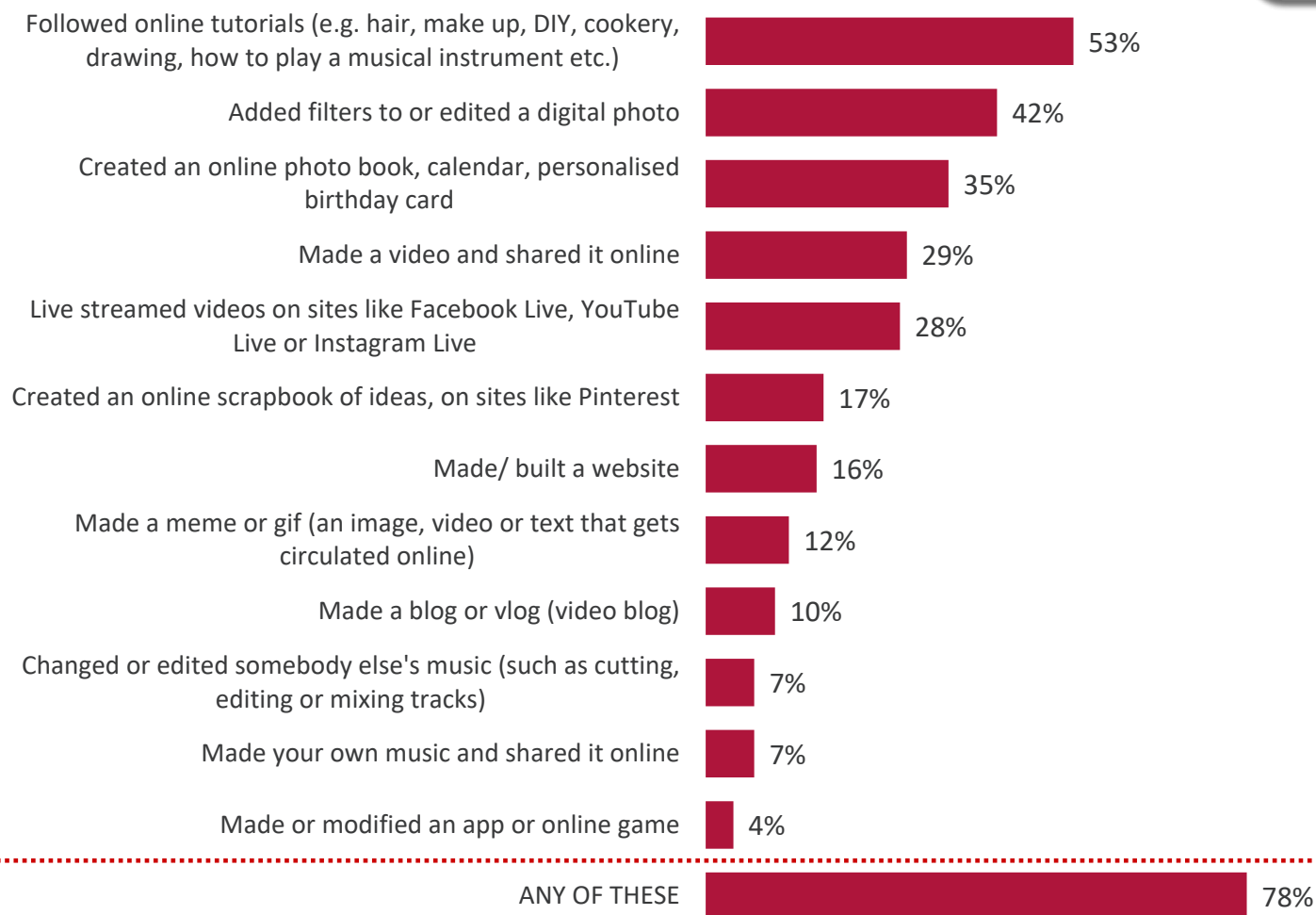


Source: Ofcom Adult online survey 2017

Q1. We would now like to ask you some questions about your creativity. [Additional examples provided to respondents]. To what extent do you agree or disagree with each of the following statements? (prompted responses, single coded)

Base: All adults aged 16+ who go online (1050)

Figure 62: Creative activities undertaken online

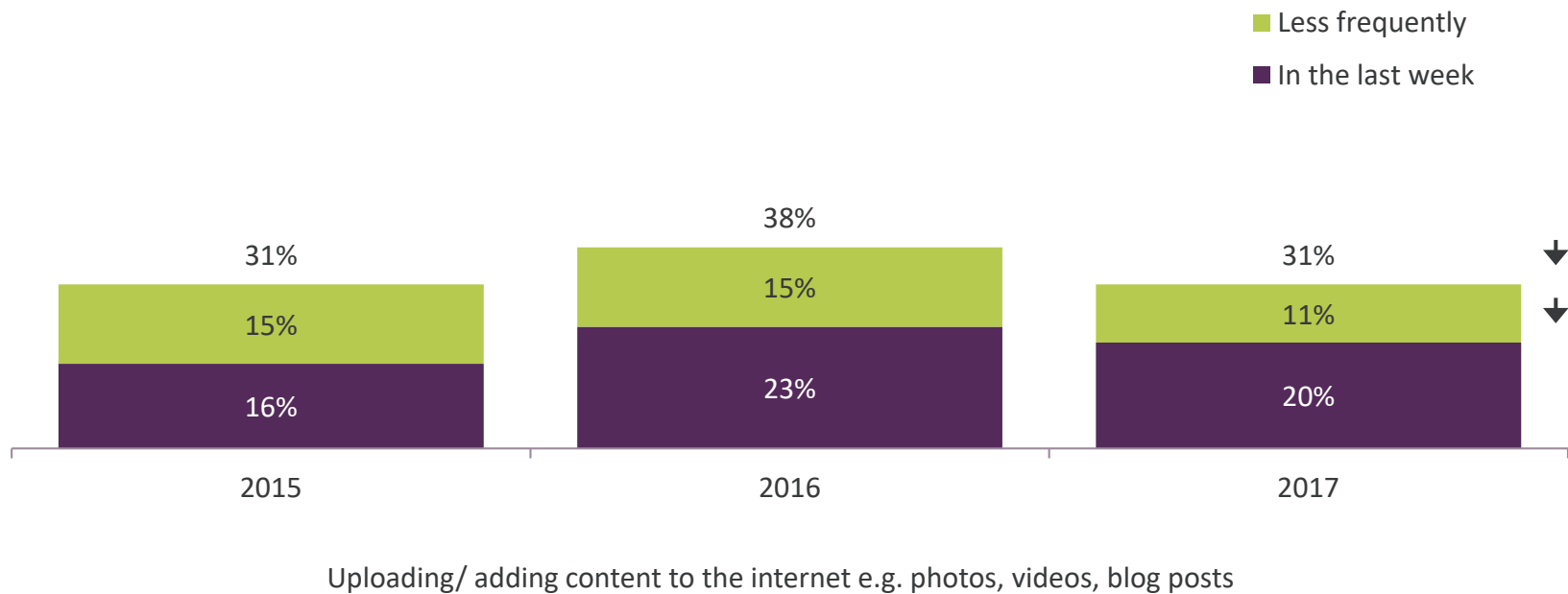


Source: Ofcom Adult online survey 2017

Q2. Which if any of the following things have you ever done online? (prompted responses, multi coded)

Base: All adults aged 16+ who go online (1050)

# Figure 63: Uploading content online: 2015 - 2017



Source: Ofcom Technology Tracker, H2 2015-2017

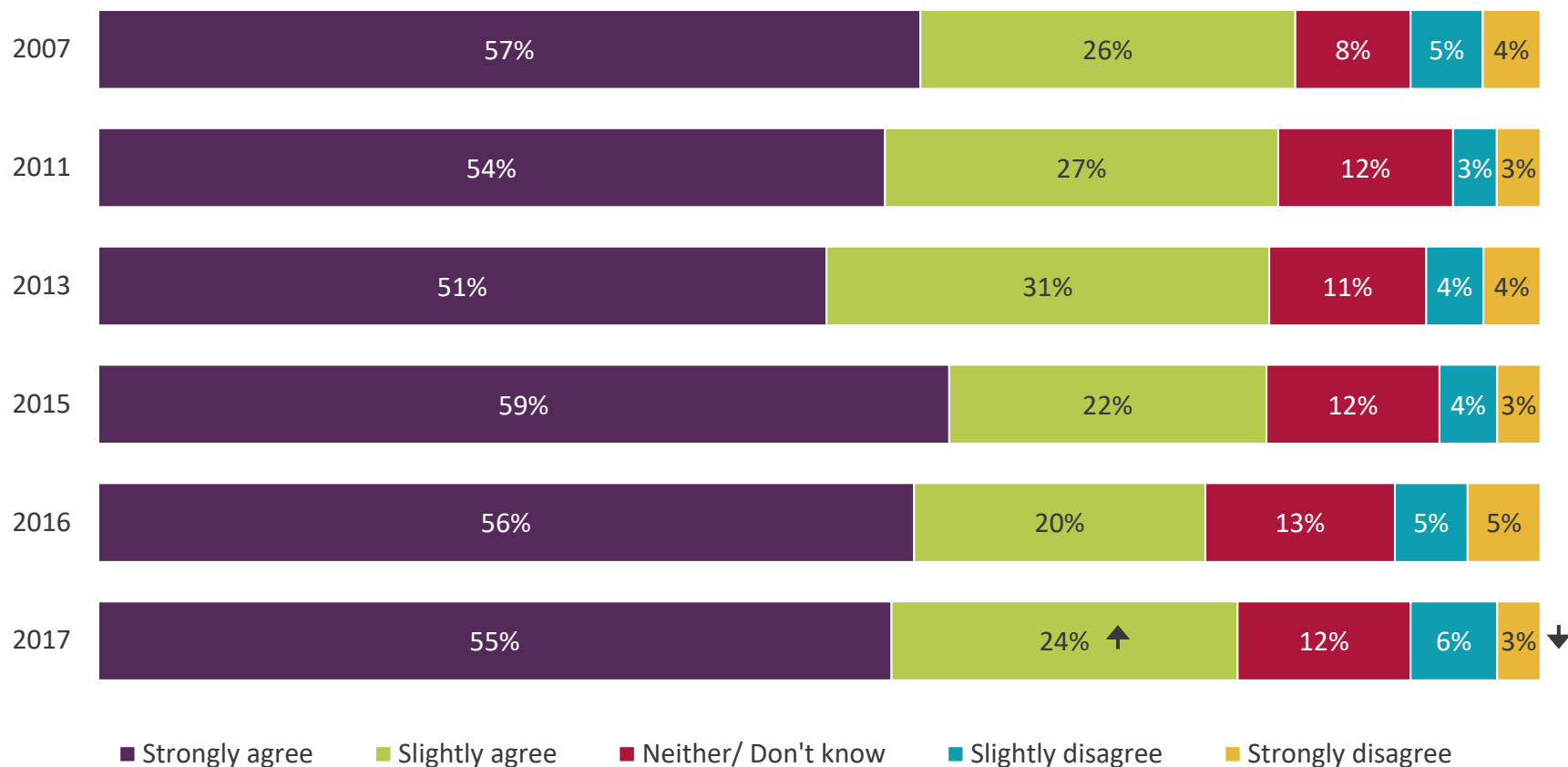
QE5A/ QE5B. Which, if any, of these do you use the internet for?/ And, which, if any, of these activities have you used the internet for in the last week? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (2413 in 2016, 2514 in 2017)

Arrows show significant changes (99% level) between 2016 and 2017

# Content

Figure 64: Agreement with statement: “Internet users must be protected from seeing inappropriate or offensive content”: 2007 - 2017



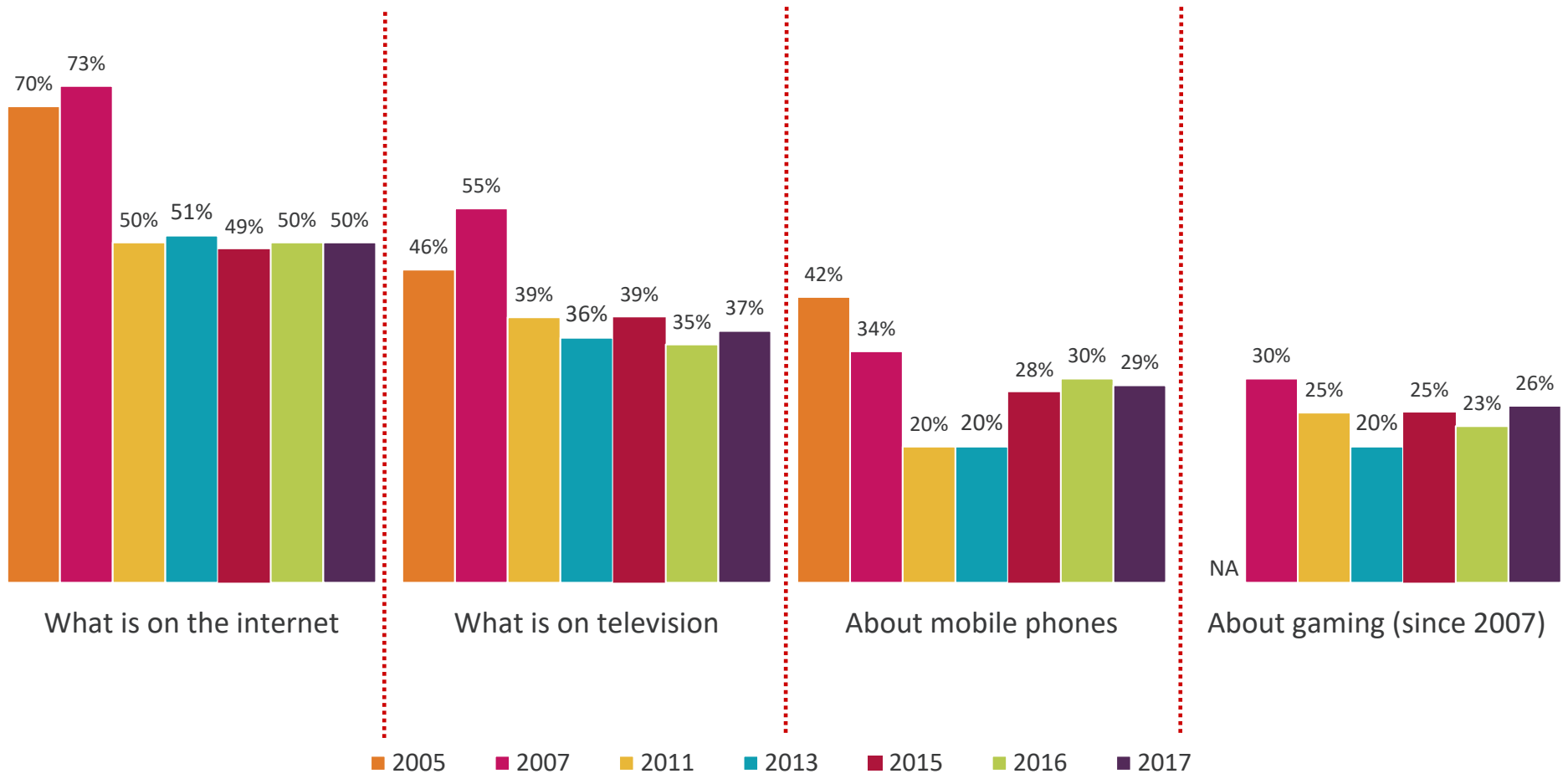
Source: Ofcom Adult Media Literacy Tracker 2017

IN35A. I'm going to read out some things that other people have said about being online. Please use this card to tell me the extent to which you agree or disagree with each statement I read out – Internet users must be protected from seeing inappropriate or offensive content (prompted responses, single coded)

Base: Adults aged 16+ who go online (1553 in 2016, 1570 in 2017)

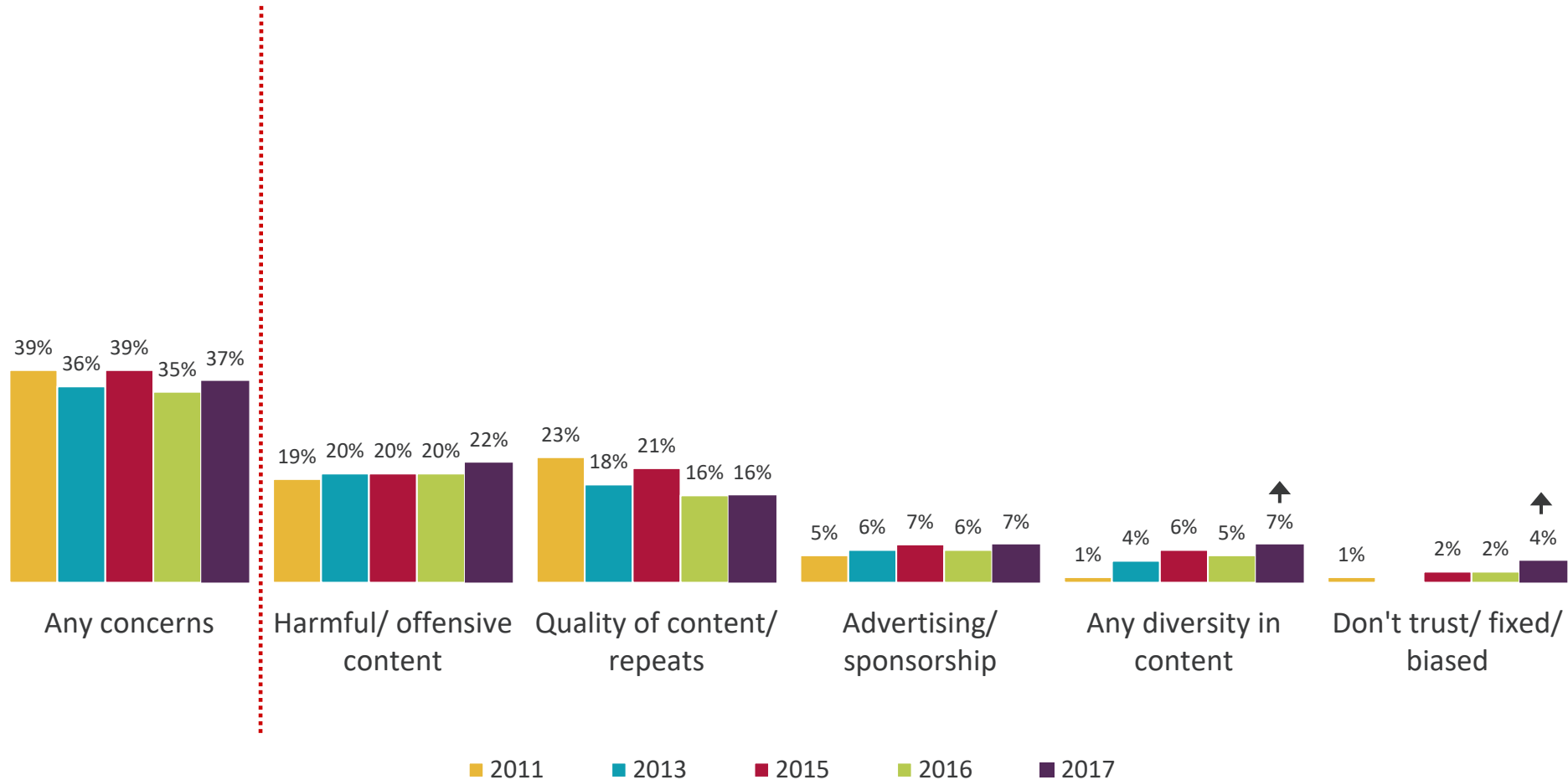
Arrows show significant changes (95% level) between 2016 and 2017

# Figure 65: Concerns about media among users: 2005-2017



Source: Ofcom Adult Media Literacy Tracker 2017  
 IN17/ T7/ M1/ G2. Can you tell me if you have any concerns about what is on the internet/ on TV. Do you have any concerns about mobile phones/ gaming? (unprompted responses, multi-coded)  
 Base: All adults aged 16+ who use each platform (variable base)

Figure 66: Concerns about television among users: 2011-2017



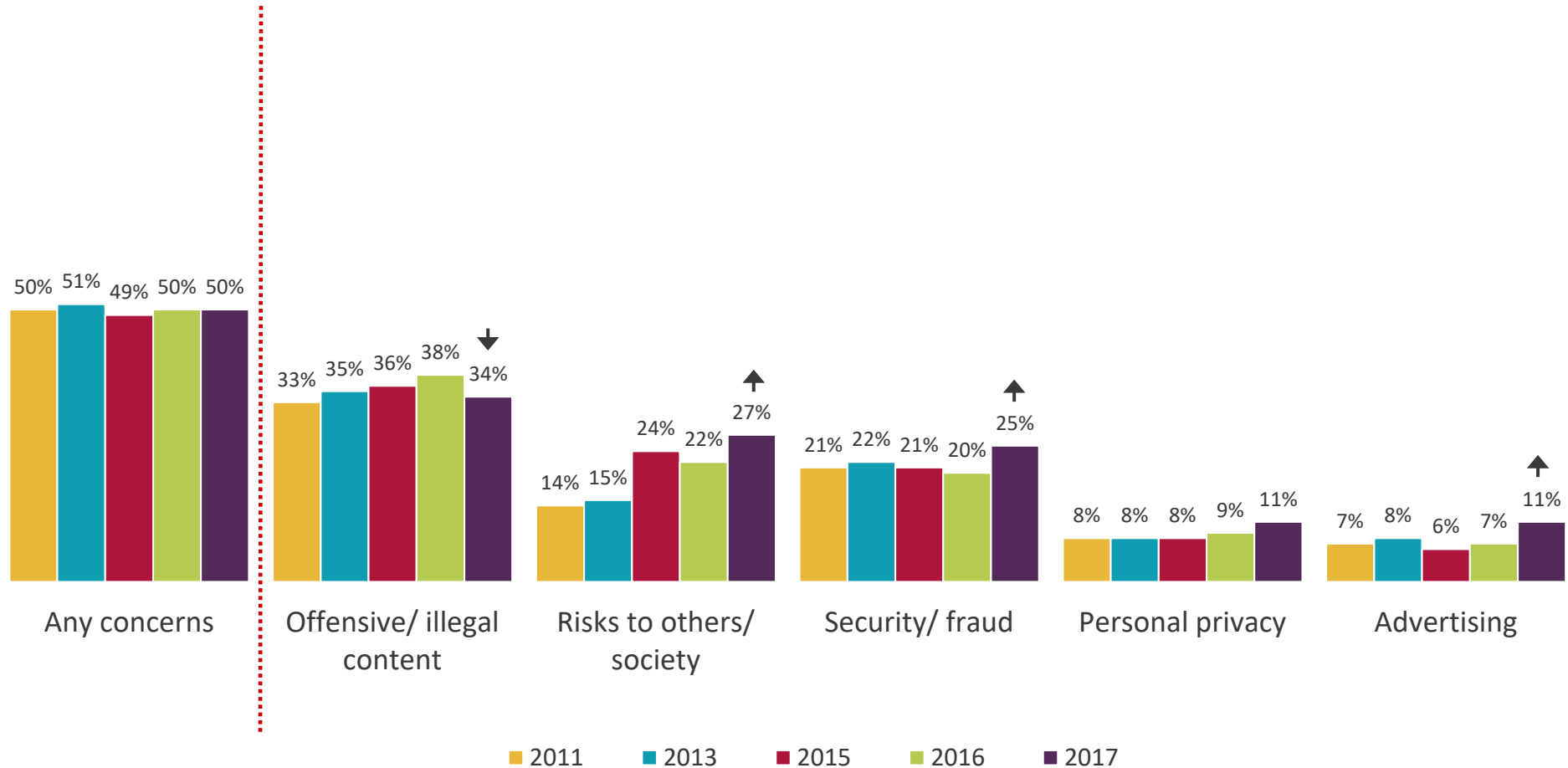
Source: Ofcom Adult Media Literacy Tracker 2017

T7. Can you tell me if you have any concerns about what is on TV? (unprompted responses, multi-coded)

Base: Adults aged 16+ with any TVs in the household (1801 in 2016, 1830 in 2017)

Arrows show significant changes (95% level) between 2016 and 2017

# Figure 67: Concerns about the internet among users: 2011 - 2017



Source: Ofcom Adult Media Literacy Tracker 2017

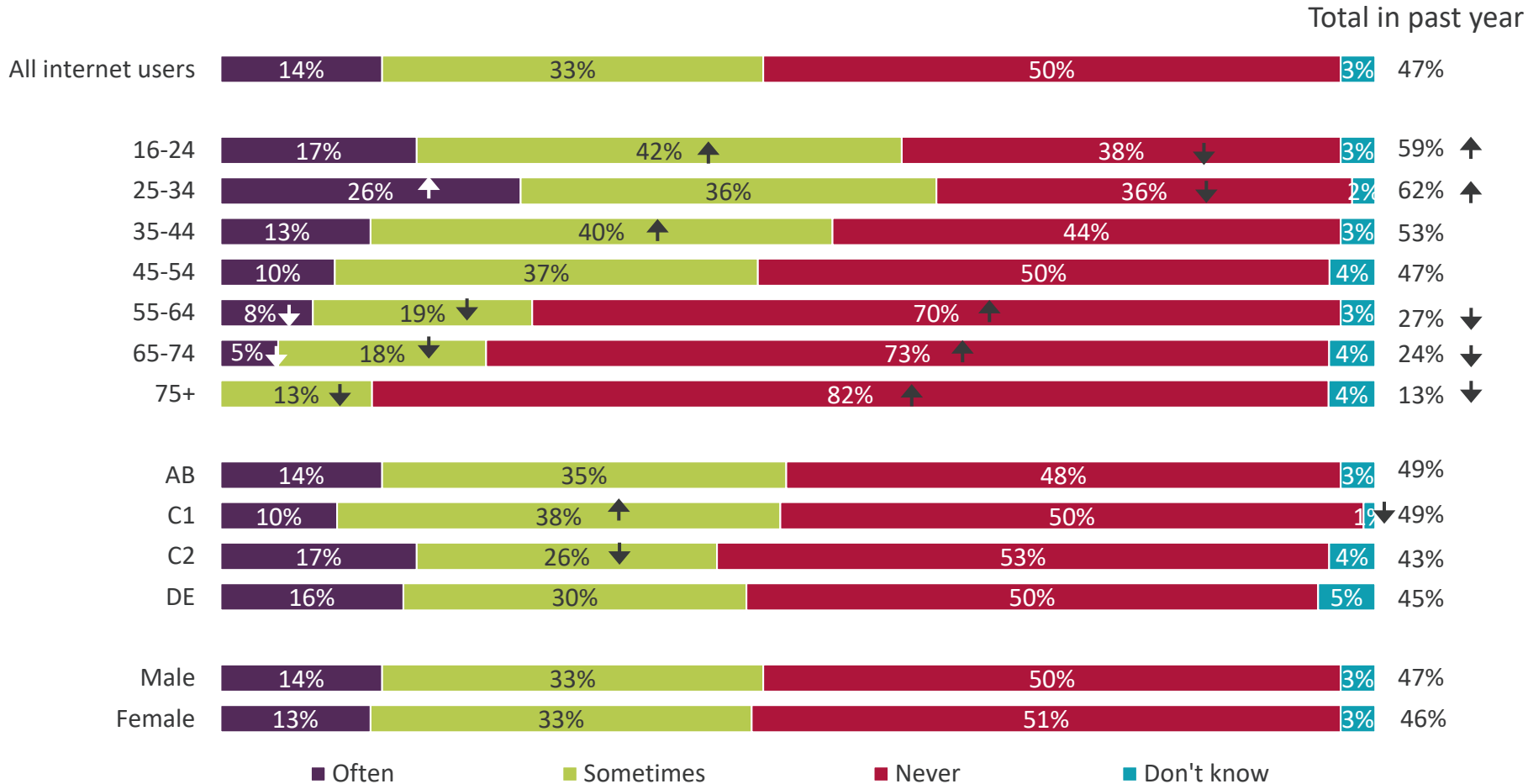
IN17. Can you tell me if you have any concerns about what is on the internet? (unprompted responses, multi-coded)

Base: Adults aged 16+ who go online (1553 in 2016, 1570 in 2017)

Arrows show significant changes (95% level) between 2016 and 2017



# Figure 68: Internet users who say they have encountered hateful content online in the past year



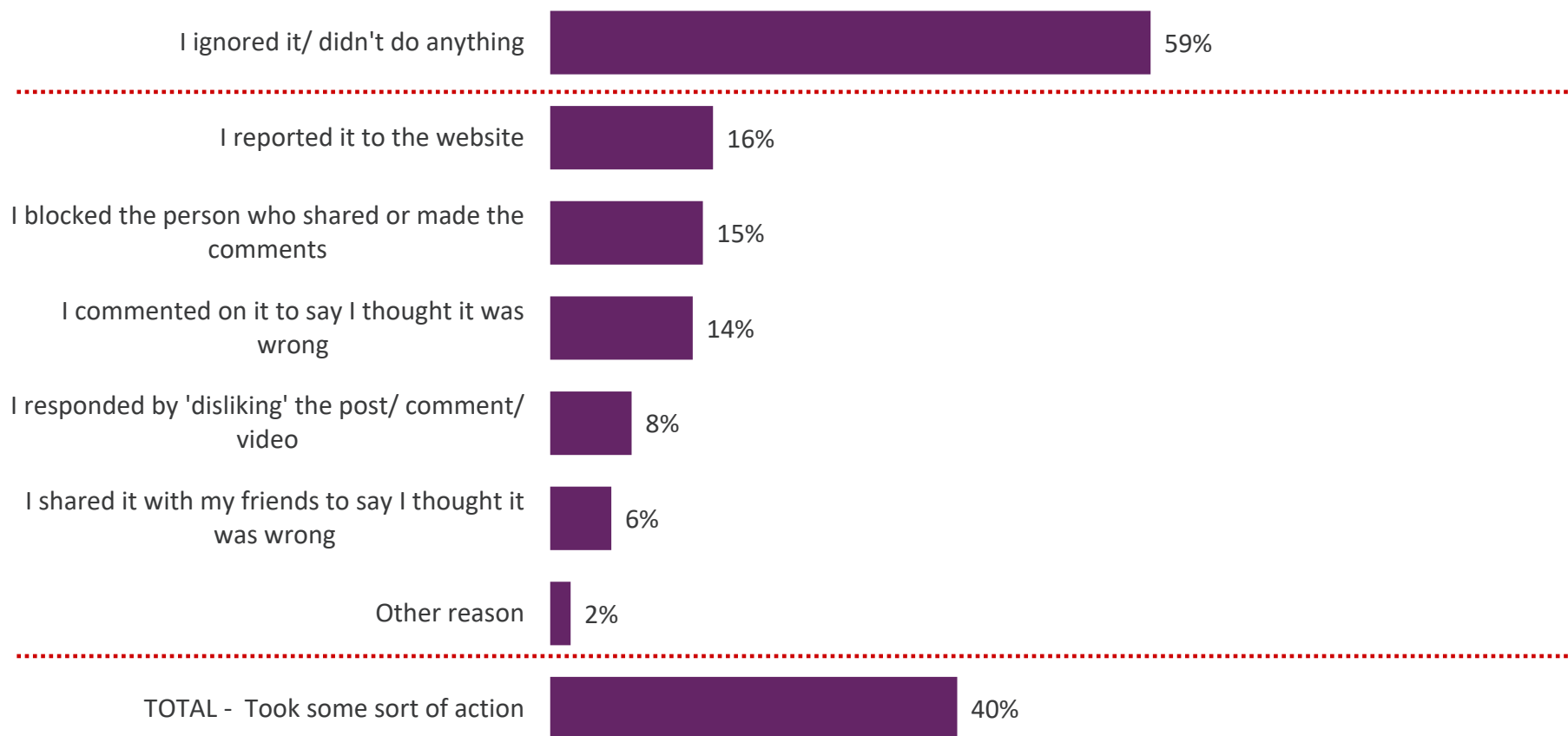
Source: Ofcom Adult Media Literacy Tracker 2017

IN18A . In the past year have you seen anything hateful on the internet that has been directed at a particular group of people, based on for instance their gender, religion, disability, sexuality or gender identity? Examples of these sorts of things might be cruel or hateful comments or images that have been posted on social media, comments in response to an article that you read online, or videos posted on sites like YouTube (prompted responses, single coded)

Base: All adults aged 16+ who go online (1570 aged 16+, varies by demographic)

Arrows show significant differences (95% level) by age/ socio-economic group compared to all internet users and men compared to women

Figure 69: Actions taken as a result of seeing hateful content online

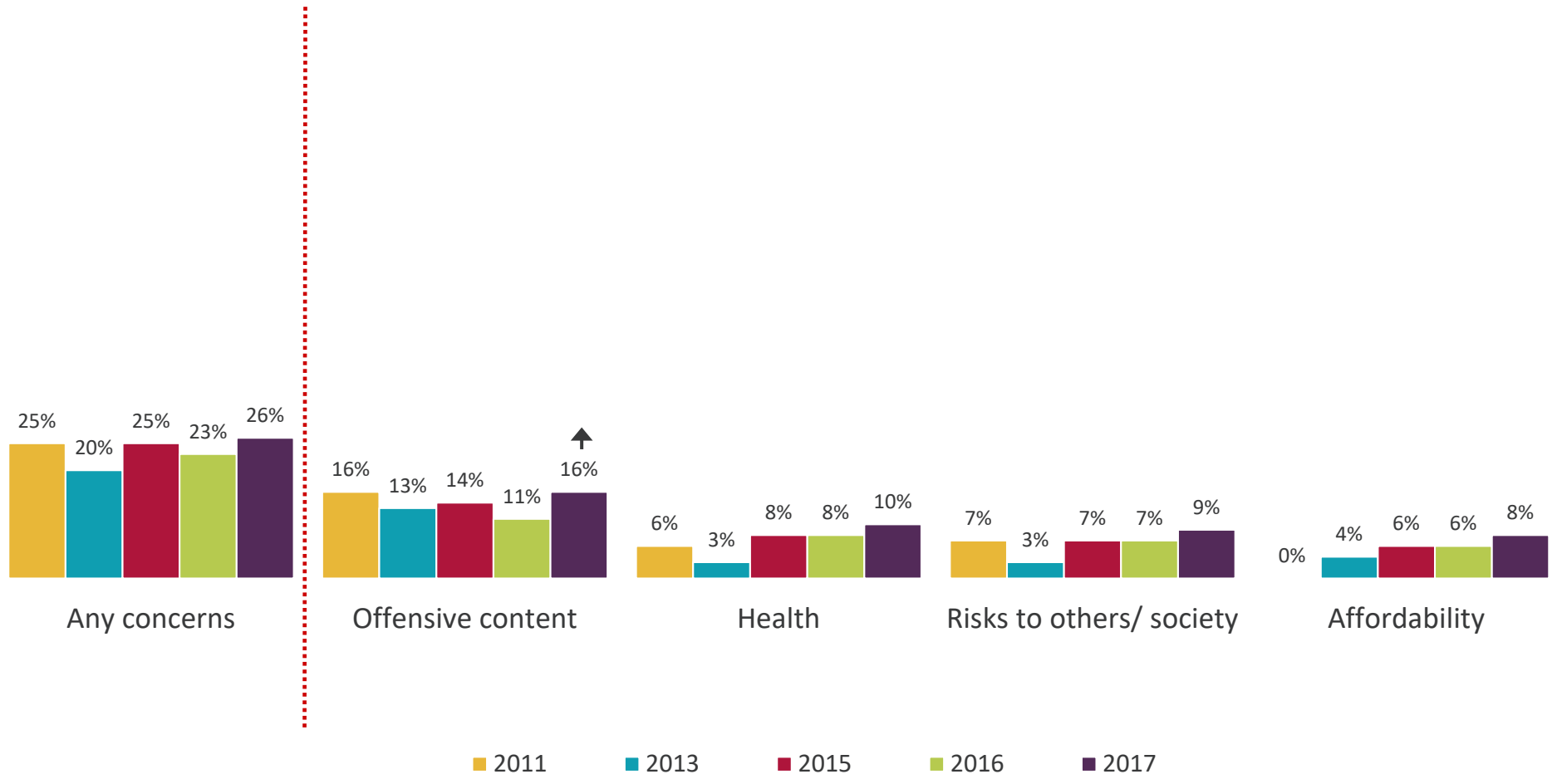


Source: Ofcom Adult Media Literacy Tracker 2017

IN18B. What if anything did you do after you saw the most recent example of something hateful online? (prompted responses, multi-coded)

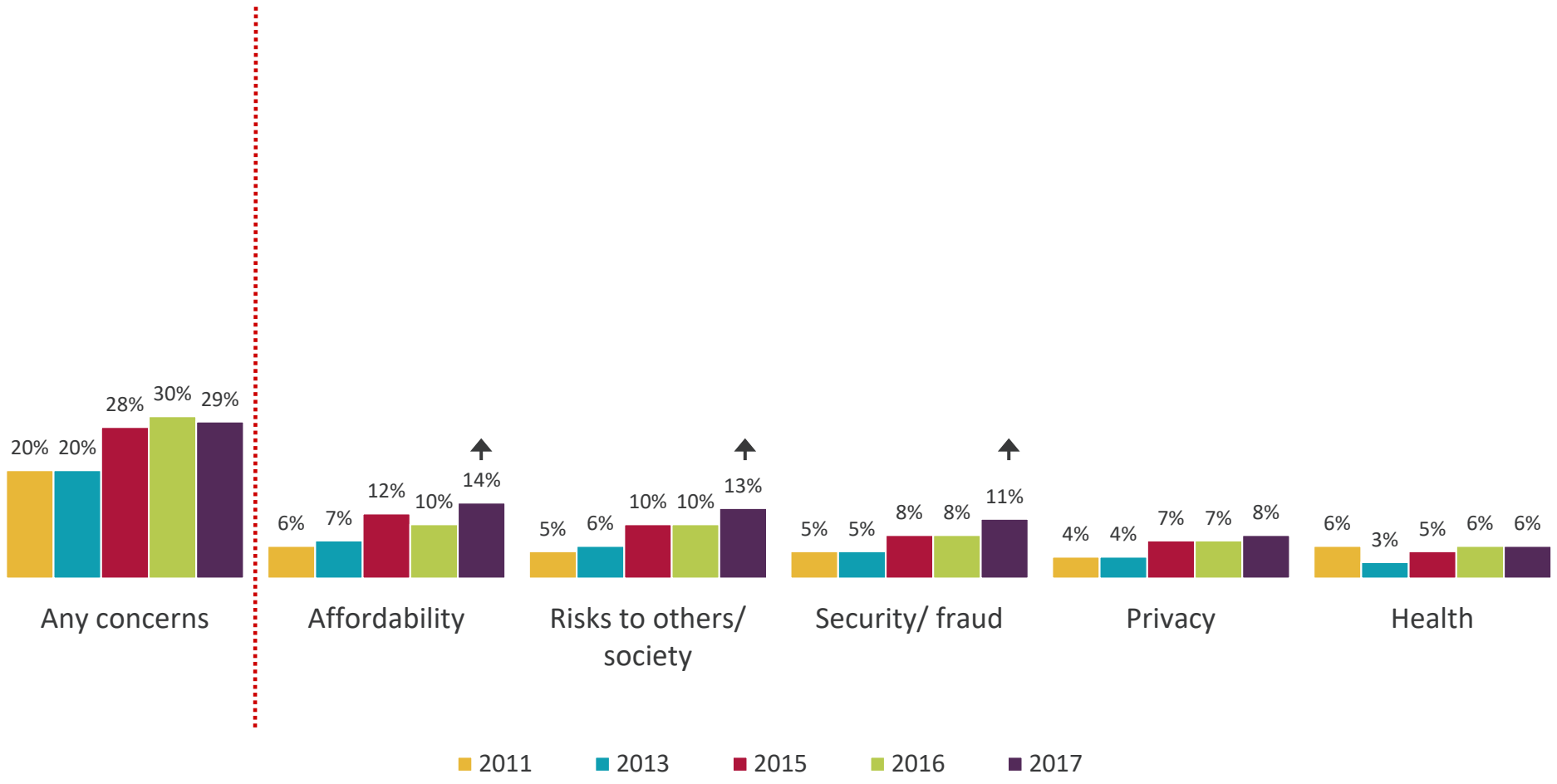
Base: All who have seen hateful content online in the past 12 months (702 in 2017)

Figure 70: Concerns about gaming among users: 2011 - 2017



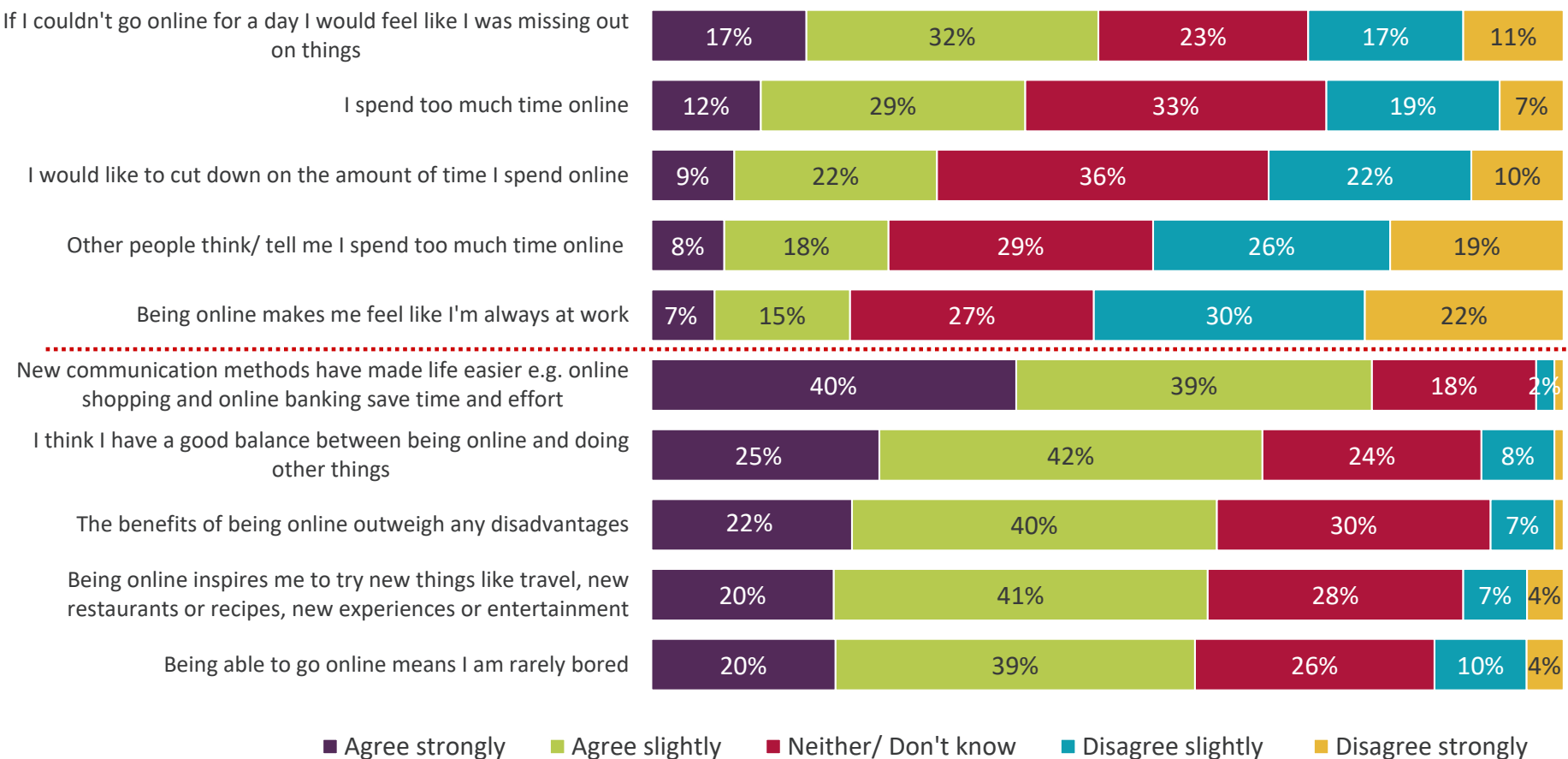
Source: Ofcom Adult Media Literacy Tracker 2017  
 G2. Can you tell me if you have any concerns about gaming? (unprompted responses, multi-coded)  
 Base: Adults aged 16+ who play games (605 in 2016, 632 in 2017)  
 Arrows show significant changes (95% level) between 2016 and 2017

# Figure 71: Concerns about mobile phones among users: 2011 - 2017



Source: Ofcom Adult Media Literacy Tracker 2017  
 M1. Can you tell me if you have any concerns about mobile phones? (unprompted responses, multi-coded)  
 Base: Adults aged 16+ who personally use a mobile phone (1625 in 2016, 1623 in 2017)  
 Arrows show significant changes (95% level) between 2016 and 2017

# Figure 72: Attitudes towards going online

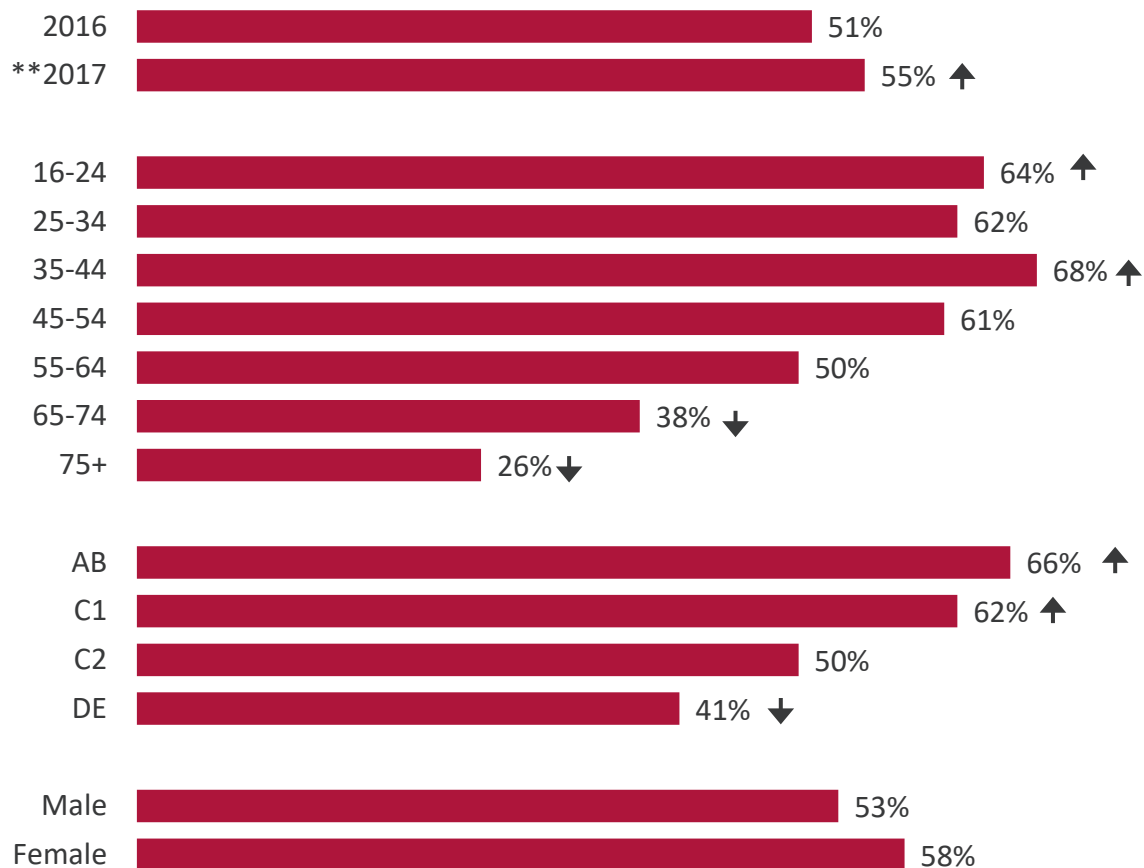


Source: Ofcom Adult online survey 2017

Q18A-J. Here is a list of things that other people have said about going online. To what extent do you agree or disagree with each? (prompted responses, single coded)

Base: All adults aged 16+ who go online (1050)

Figure 73: Incidence of watching on-demand or streaming content

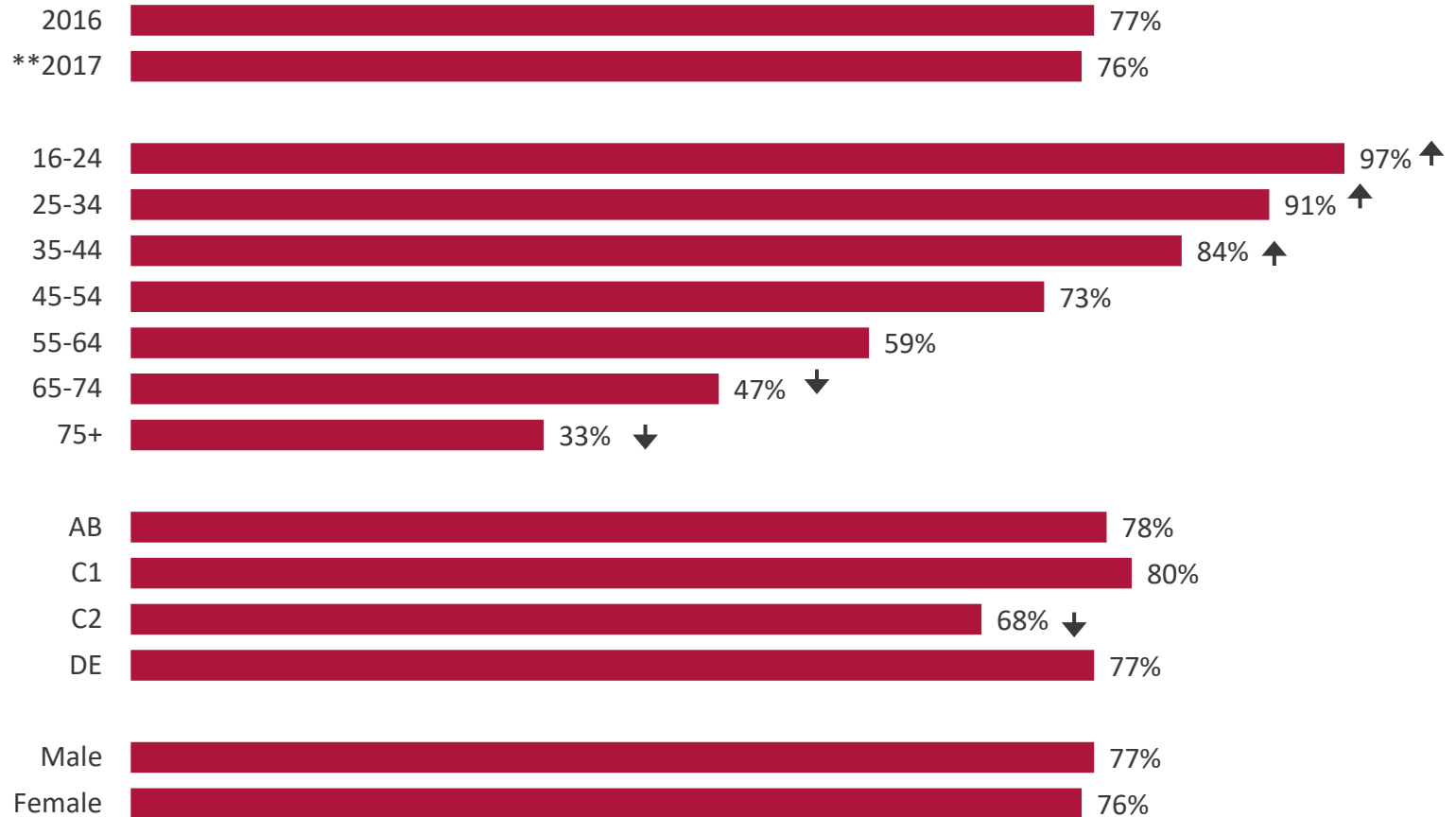


Source: Ofcom Adult Media Literacy Tracker 2017

T2. Do you ever watch TV programmes or films via on-demand or streaming services? By on-demand or streaming services I mean watching TV programmes or films via online services such as BBC iPlayer, Netflix, Amazon Prime, Sky Go and so on. This could be through your television service or on any device you use to go online (prompted responses, single coded). \*\* In 2017 the definition of on-demand was expanded to specifically reference streaming services. In 2016 the question asked: Do you ever watch TV programmes or films on-demand? By on-demand we mean watching TV programmes or films via online services such as BBC iPlayer, Netflix, Amazon Prime, Sky Go etc. This could be through your television service or on any device you use to go online. Results over time should be seen as indicative only

Base: All adults aged 16+ (1875 in 2017, varies by demographic). Arrows show significant differences (95% level) between 2016 and 2017 at the overall level and by age/ socio-economic group compared to all adults

# Figure 74: Incidence of watching content on video-sharing sites



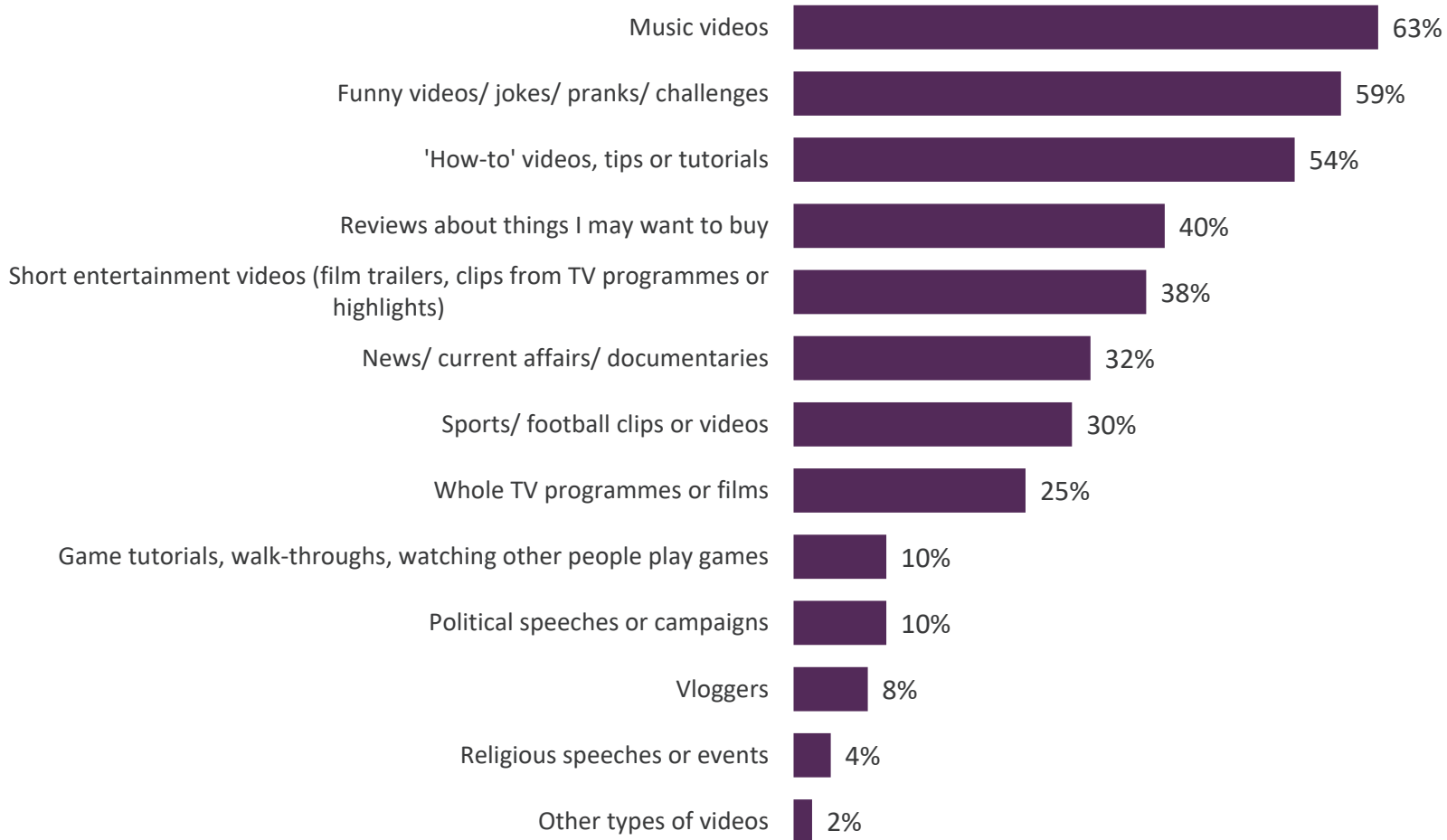
Source: Ofcom Adult Media Literacy Tracker 2017

IN19A. Do you ever watch videos on sites or apps like YouTube , Vimeo, Snapchat or Facebook? (unprompted responses, single coded). \*\* In 2016, the definition only referenced YouTube and Vimeo. In 2017 this definition was expanded to include Snapchat and Facebook

Base: All adults aged 16+ who go online (1570 in 2017, varies by demographic)

Arrows show significant differences (95% level) between 2016 and 2017 at the overall level and by age/ socio-economic group compared to all internet users and men compared to women

# Figure 75: Type of content watched on video-sharing sites



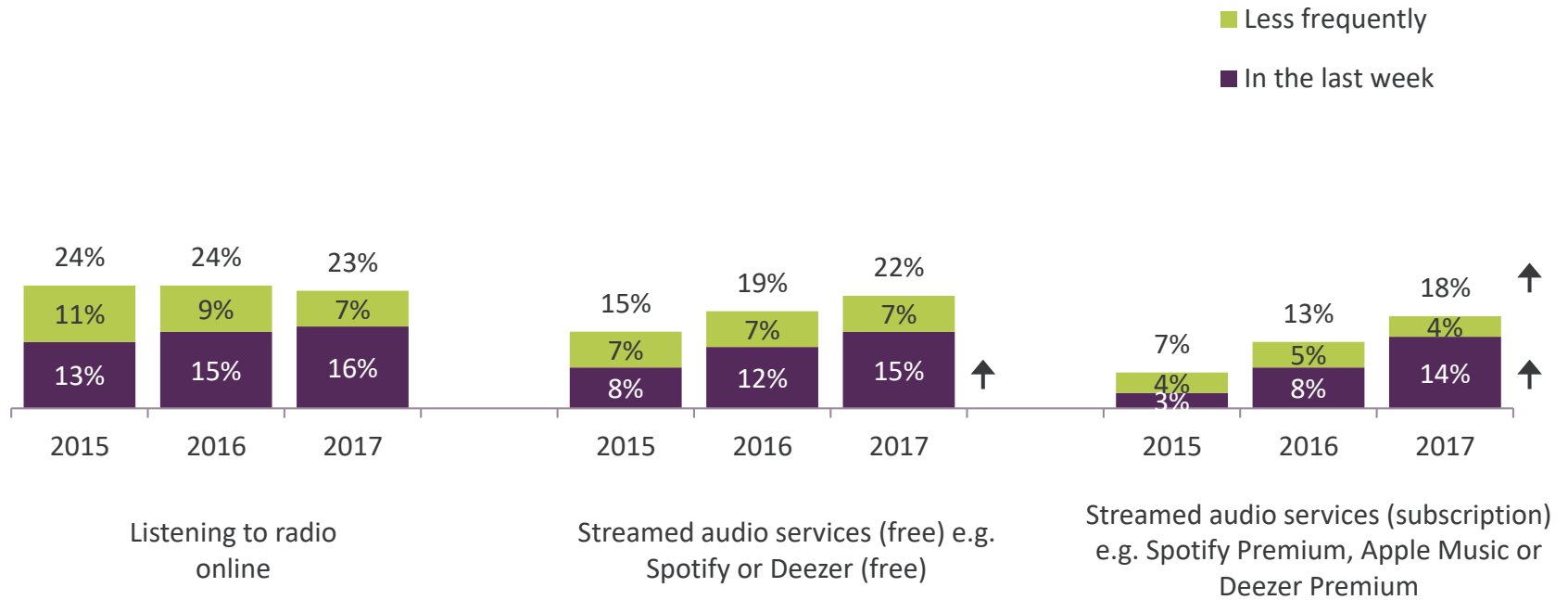
Source: Ofcom Adult Media Literacy Tracker 2017

IN19B. And what types of videos do you tend to watch on these sites or apps? (prompted responses, multi-coded)

Base: All aged 16+ who ever watch content on video sharing sites (1161 in 2017)



# Figure 76: Listening to audio services online: 2015-2017



Source: Ofcom Technology Tracker, H2 2015-2017

QE5A/ QE5B. Which, if any, of these do you use the internet for?/ And, which, if any, of these activities have you used the internet for in the last week? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (2413 in 2016, 2514 in 2017)

Arrows show significant changes (99% level) between 2016 and 2017

Figure 77: Listening to audio services online in the previous week, by age, gender and socio-economic group

All internet users		16-24	25-34	35-44	45-54	55-64	65-74	75+
Listening to radio online	16%	17%	23% ↑	21%	16%	12%	5% ↓	1% ↓
Streamed audio services (free) e.g. Spotify or Deezer (free)	15%	30% ↑	22% ↑	17%	11% ↓	5% ↓	1% ↓	1% ↓
Streamed audio services (subscription) e.g. Spotify Premium, Apple Music or Deezer Premium	14%	25% ↑	24% ↑	16%	10% ↓	4% ↓	2% ↓	1% ↓

All internet users		AB	C1	C2	DE	Male	Female
Listening to radio online	16%	20% ↑	15%	13%	15%	17%	15%
Streamed audio services (free) e.g. Spotify or Deezer (free)	15%	17%	16%	11% ↓	14%	17% ↑	12%
Streamed audio services (subscription) e.g. Spotify Premium, Apple Music or Deezer Premium	14%	19% ↑	14%	10%	10%	16% ↑	12%

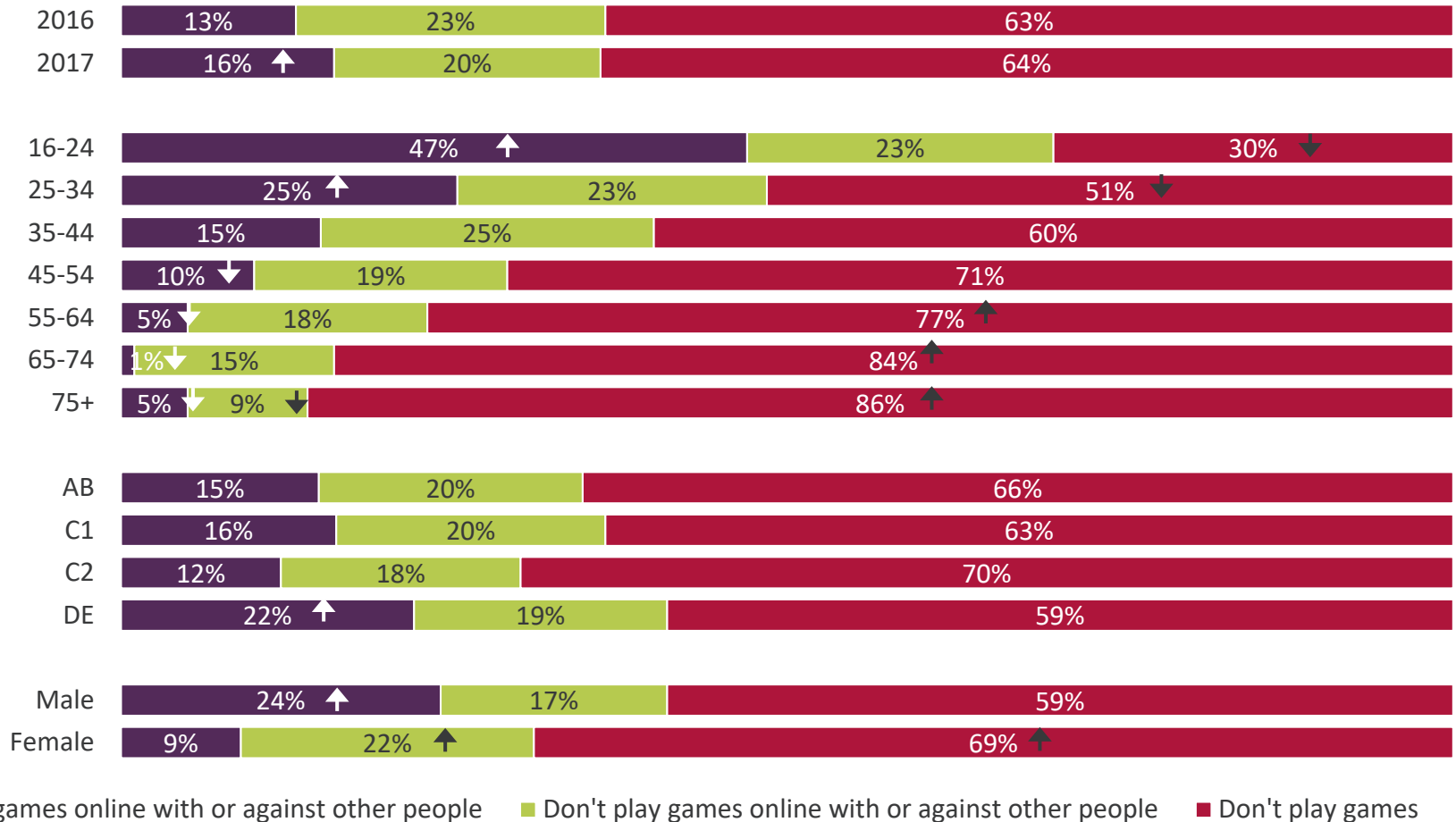
Source: Ofcom Technology Tracker, H2 2017

QE5B. And, which, if any, of these activities have you used the internet for in the last week? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (2514 aged 16+, 366 aged 16-24, 399 aged 25-34, 465 aged 35-44, 443 aged 45-54, 371 aged 55-64, 283 aged 65-74, 186 aged 75+, 616 AB, 807 C1, 533 C2, 553 DE, 1201 male, 1313 female)

Arrows show significant differences (95% level) by age and socio-economic group compared to all internet users and men compared to women

# Figure 78: Playing games online with or against other people



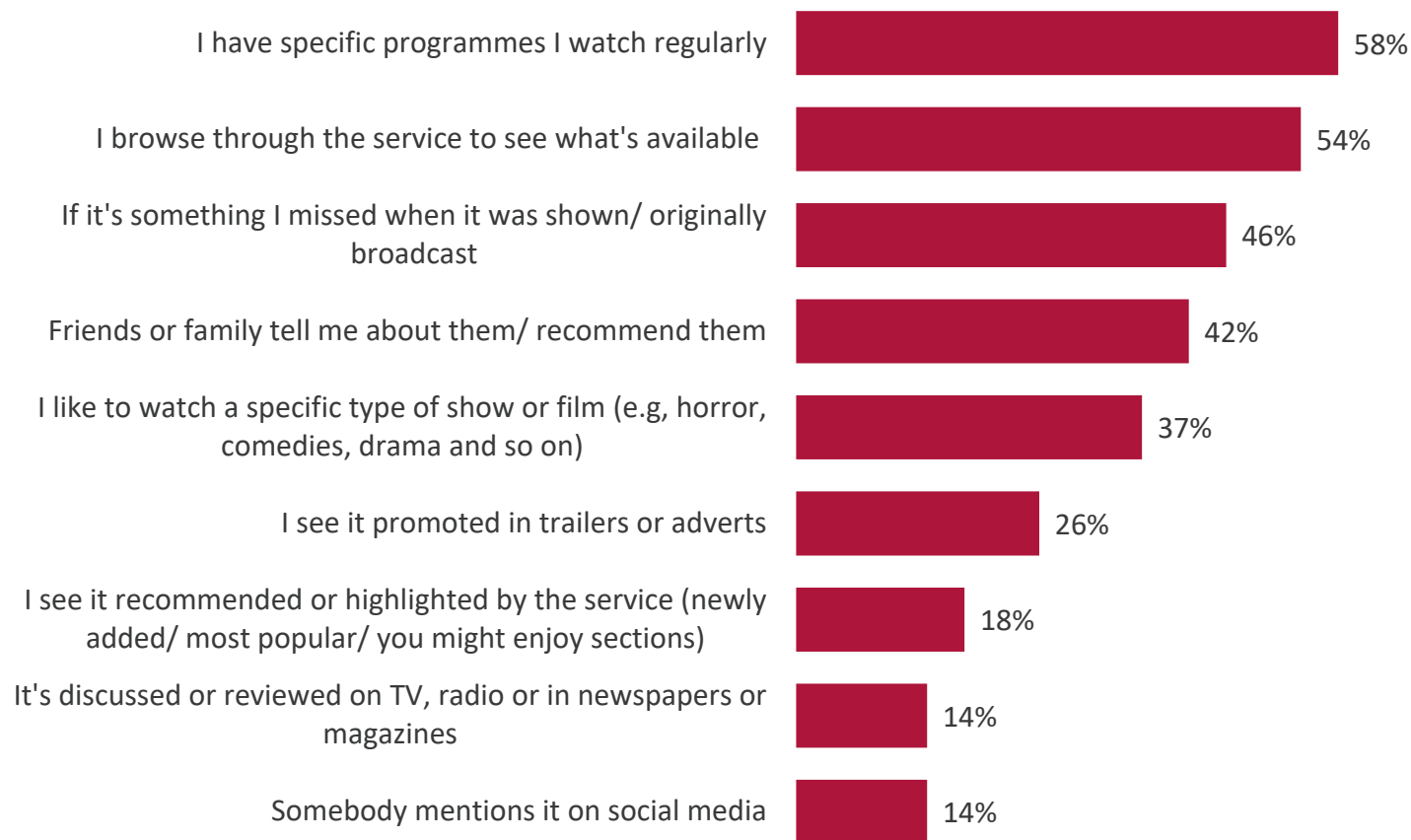
Source: Ofcom Adult Media Literacy Tracker 2017

G3. Many games can be played online. Do you ever play games online with or against other people? (unprompted responses, single coded)

Base: All adults aged 16+ (1875, varies by demographic)

Arrows show significant differences (95% level) between 2016 and 2017 at the overall level and by age/ socio-economic group compared to all adults and men compared to women

## Figure 79: Ways in which on-demand or streaming content is chosen/ discovered

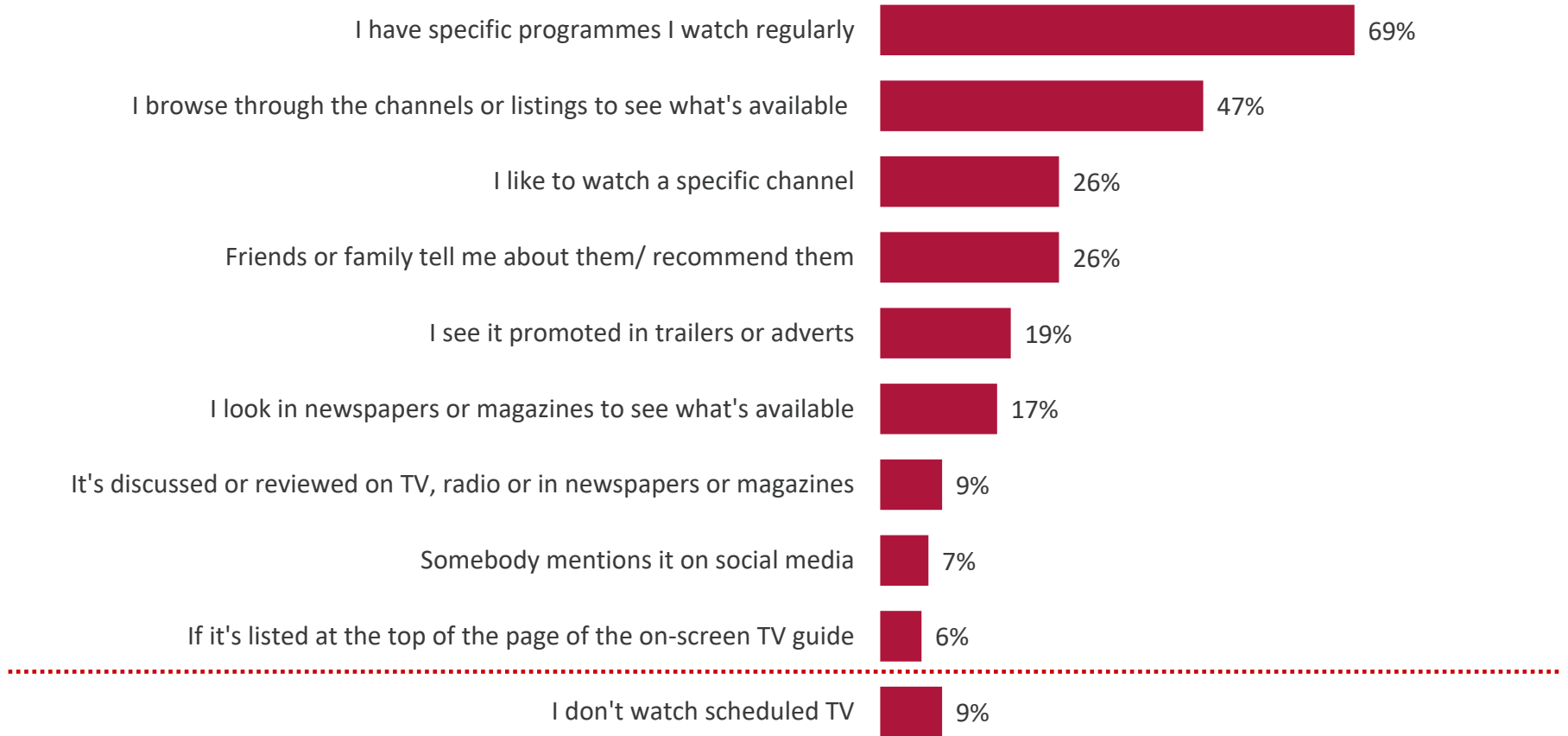


Source: Ofcom Adult Media Literacy Tracker 2017

T3A. How do you choose what TV programmes or films to watch via on-demand or streaming services? (prompted responses, multi-coded)

Base: All adults who ever watch on-demand or streaming content (974)

# Figure 80: Ways in which broadcast content is chosen/ discovered

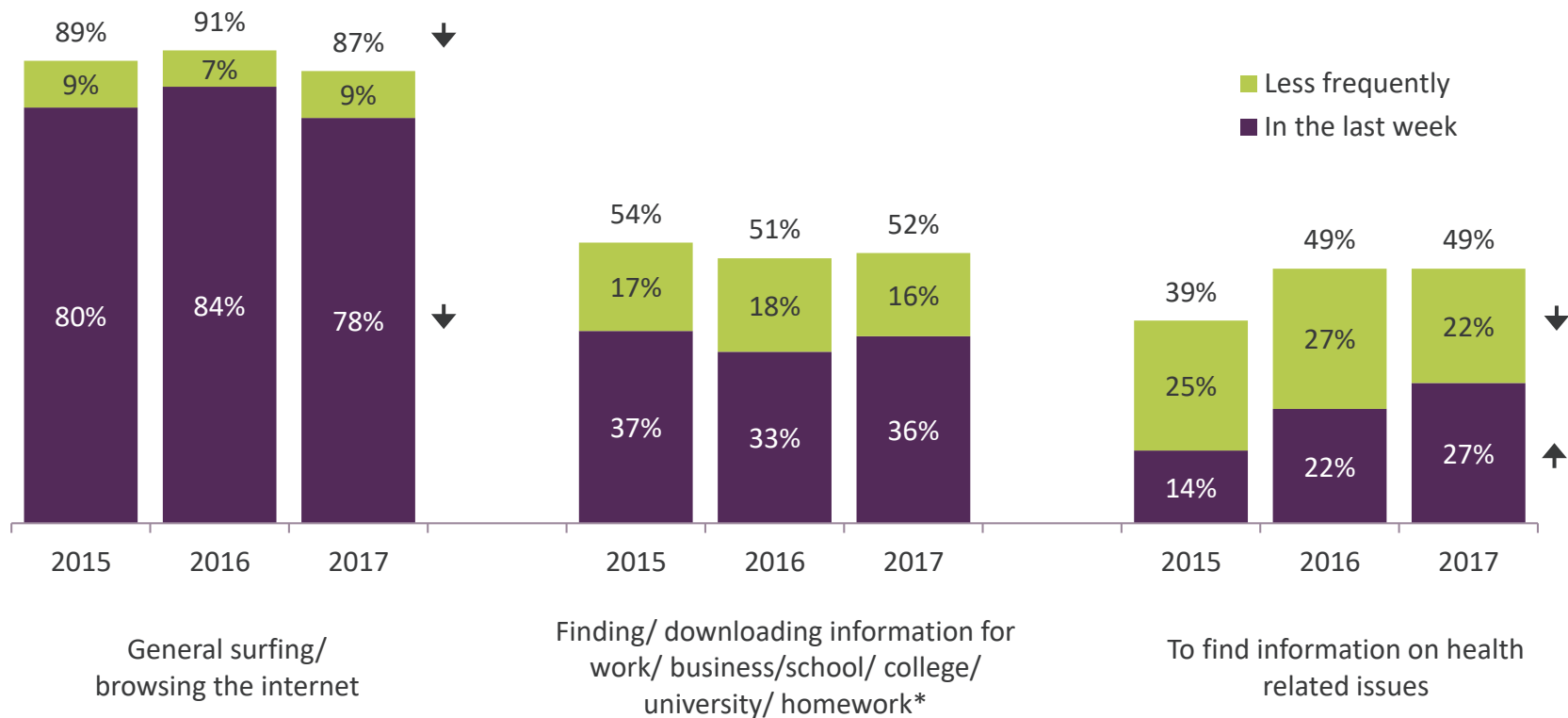


Source: Ofcom Adult Media Literacy Tracker 2017

T3B. Do you ever watch TV programmes or films via scheduled TV – so TV programmes that you watch at the time they are broadcast? IF YES – How do you choose what TV programmes or films to watch via scheduled TV (prompted responses, multi-coded)

Base: All adults with a television in the household (1808)

# Figure 81: Finding information online, by activity type: 2015-2017



Source: Ofcom Technology Tracker, H2 2015-2017

QE5A/ QE5B. Which, if any, of these do you use the internet for?/ And, which, if any, of these activities have you used the internet for in the last week? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (2413 in 2016, 2514 in 2017)

Arrows show significant changes (99% level) between 2016 and 2017

Figure 82: Finding information online in the previous week, by age, gender and socio-economic group

All internet users		16-24	25-34	35-44	45-54	55-64	65-74	75+
General surfing/ browsing the internet	78%	81%	83% ↑	83% ↑	77%	76%	69%	58%
Finding/ downloading information for work/ business/school/ college/ university/ homework	36%	46% ↑	47% ↑	43%	37%	23% ↓	13% ↓	12% ↓
To find information on health related issues	27%	26%	35% ↑	32% ↑	28%	22%	19% ↓	14% ↓

All internet users		AB	C1	C2	DE	Male	Female
General surfing/ browsing the internet	78%	83% ↑	81%	77%	69% ↓	80% ↑	76%
Finding/ downloading information for work/ business/school/ college/ university/ homework	36%	47% ↑	38%	31%	23% ↓	37%	35%
To find information on health related issues	27%	35% ↑	28%	20% ↓	23%	25%	30% ↑

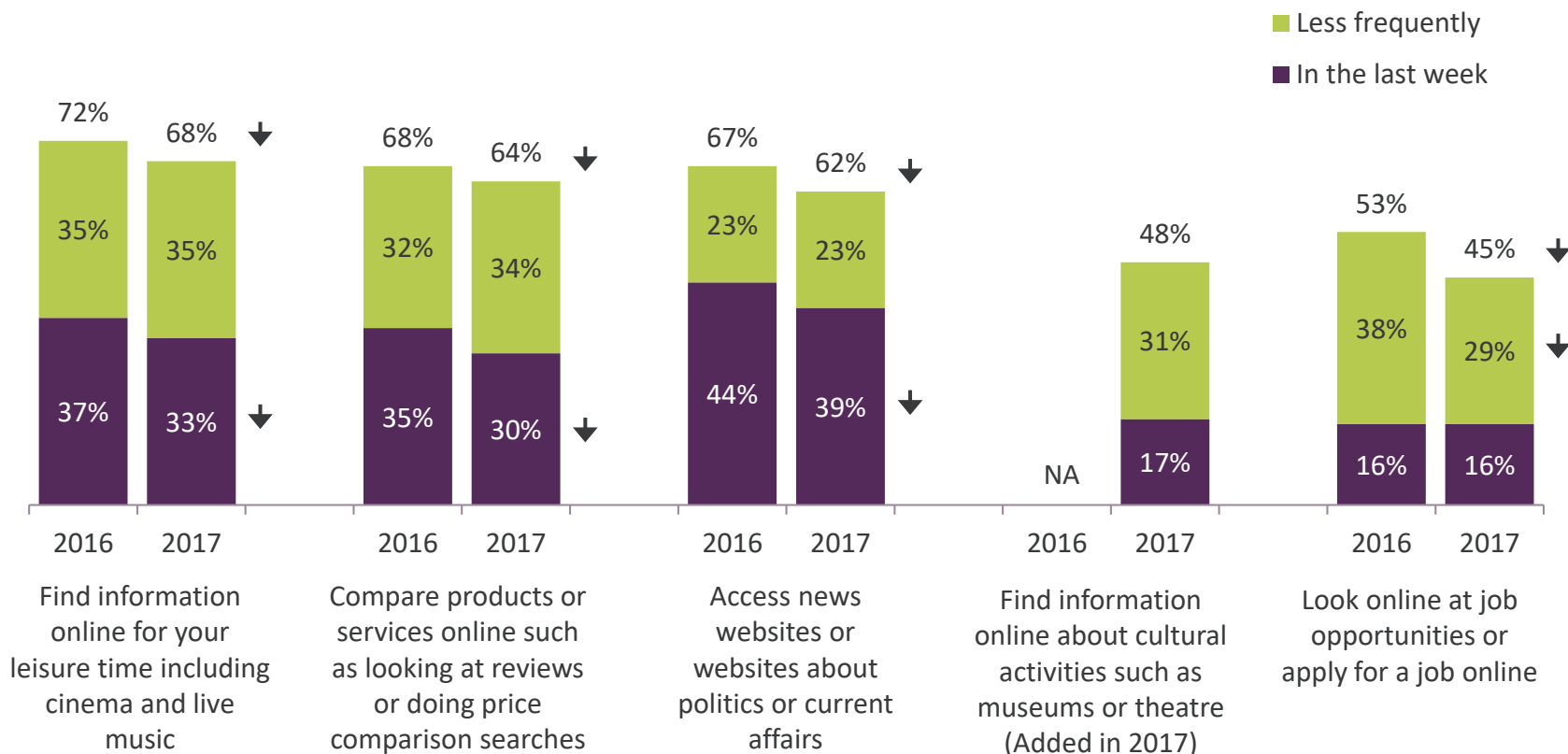
Source: Ofcom Technology Tracker, H2 2017

QE5B. And, which, if any, of these activities have you used the internet for in the last week? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (2514 aged 16+, 366 aged 16-24, 399 aged 25-34, 465 aged 35-44, 443 aged 45-54, 371 aged 55-64, 283 aged 65-74, 186 aged 75+, 616 AB, 807 C1, 533 C2, 553 DE, 1201 male, 1313 female)

Arrows show significant differences (95% level) by age / socio-economic group compared to all internet users and men compared to women

# Figure 83: Finding information online, by activity type: 2016-2017



Source: Ofcom Adult Media Literacy Tracker 2017

IN13/ IN14. Which if any of these activities have you ever done online?/ And which if any of these activities have you used the internet for in the last week? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (1553 in 2016, 1570 in 2017)

Arrows show significant changes (95% level) between 2016 and 2017



Figure 84 (1): Finding information online in the previous week, by age

All internet users		16-24	25-34	35-44	45-54	55-64	65-74	75+
Access news websites or websites about politics or current affairs	39%	33%	39%	40%	42%	42%	37%	27% ↓
Find information online for your leisure time including cinema and live music	33%	39%	36%	39%	33%	28%	19% ↓	13% ↓
Compare products or services online such as looking at reviews or doing price comparison searches	30%	33%	35%	31%	32%	27%	19% ↓	17% ↓
Find information online about cultural activities such as museums or theatre	17%	14%	15%	20%	20%	17%	15%	6% ↓
Look online at job opportunities or apply for a job online	16%	31% ↑	23% ↑	19%	10% ↓	6% ↓	1% ↓	0% ↓

Source: Ofcom Adult Media Literacy Tracker 2017

IN14. And which if any of these activities have you used the internet for in the last week? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (1570 in 2017, 243 aged 16-24, 269 aged 25-34, 294 aged 35-44, 250 aged 45-54, 224 aged 55-64, 149 aged 65-74, 140 aged 75+)

Arrows show significant differences (95% level) by age compared to all internet users

Figure 84 (2): Finding information online in the previous week, by socio-economic group and gender

	All internet users	AB	C1	C2	DE	Male	Female
Access news websites or websites about politics or current affairs	39%	50% ↑	41%	30% ↓	29% ↓	43% ↑	35%
Find information online for your leisure time including cinema and live music	33%	43% ↑	35%	25% ↓	25% ↓	34%	32%
Compare products or services online such as looking at reviews or doing price comparison searches	30%	36% ↑	33%	24% ↓	25%	32%	29%
Find information online about cultural activities such as museums or theatre	17%	28% ↑	15%	9% ↓	10% ↓	18%	16%
Look online at job opportunities or apply for a job online	16%	16%	13%	10% ↓	23% ↑	14%	17%

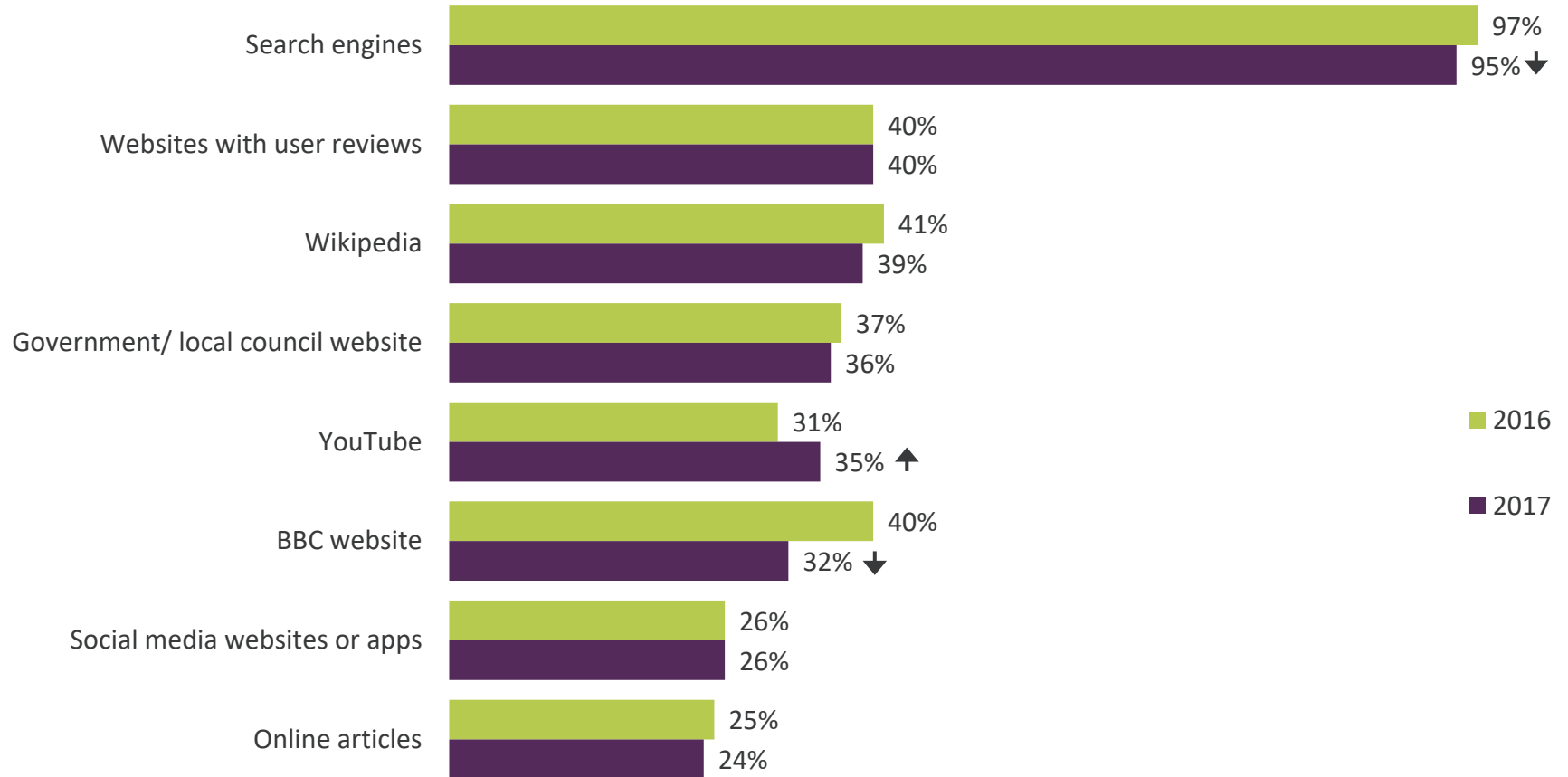
Source: Ofcom Adult Media Literacy Tracker 2017

IN14. And which if any of these activities have you used the internet for in the last week? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (1570 in 2017, 392 AB, 516 C1, 304 C2, 358 DE, 749 male, 821 female)

Arrows show significant differences (95% level) by socio-economic group compared to all internet users and men compared to women

# Figure 85: Sources used to look for information online: 2016-2017



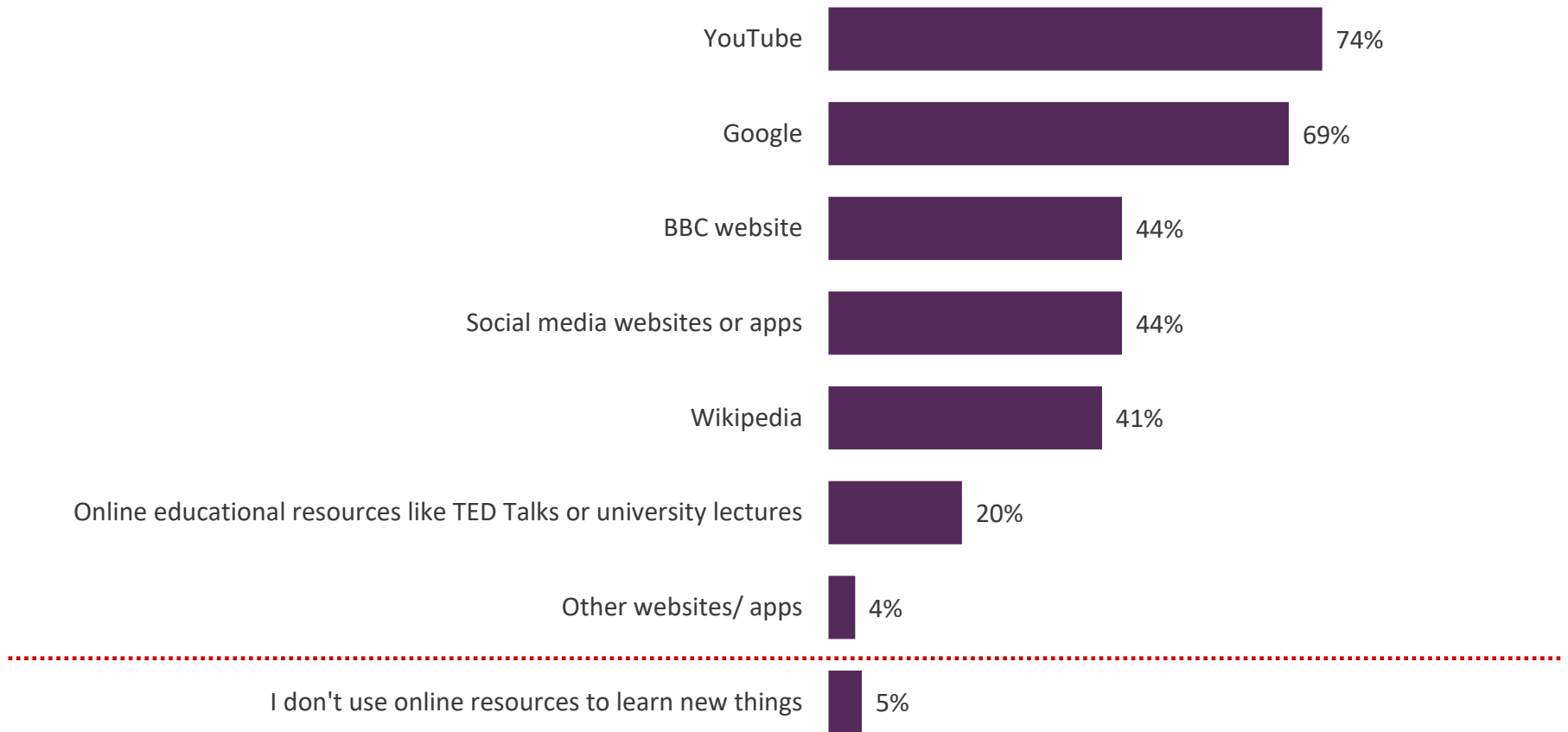
Source: Ofcom Adult Media Literacy Tracker 2017

IN43. Please think about when you want to look for information about something online. Which, if any of these sources have you ever used to look for information online? (prompted responses, multi-coded)

Base: Adults aged 16+ who go online (1553 in 2016, 1570 in 2017)

Arrows show significant changes (95% level) between 2016 and 2017

# Figure 86: Online resources used for learning new things

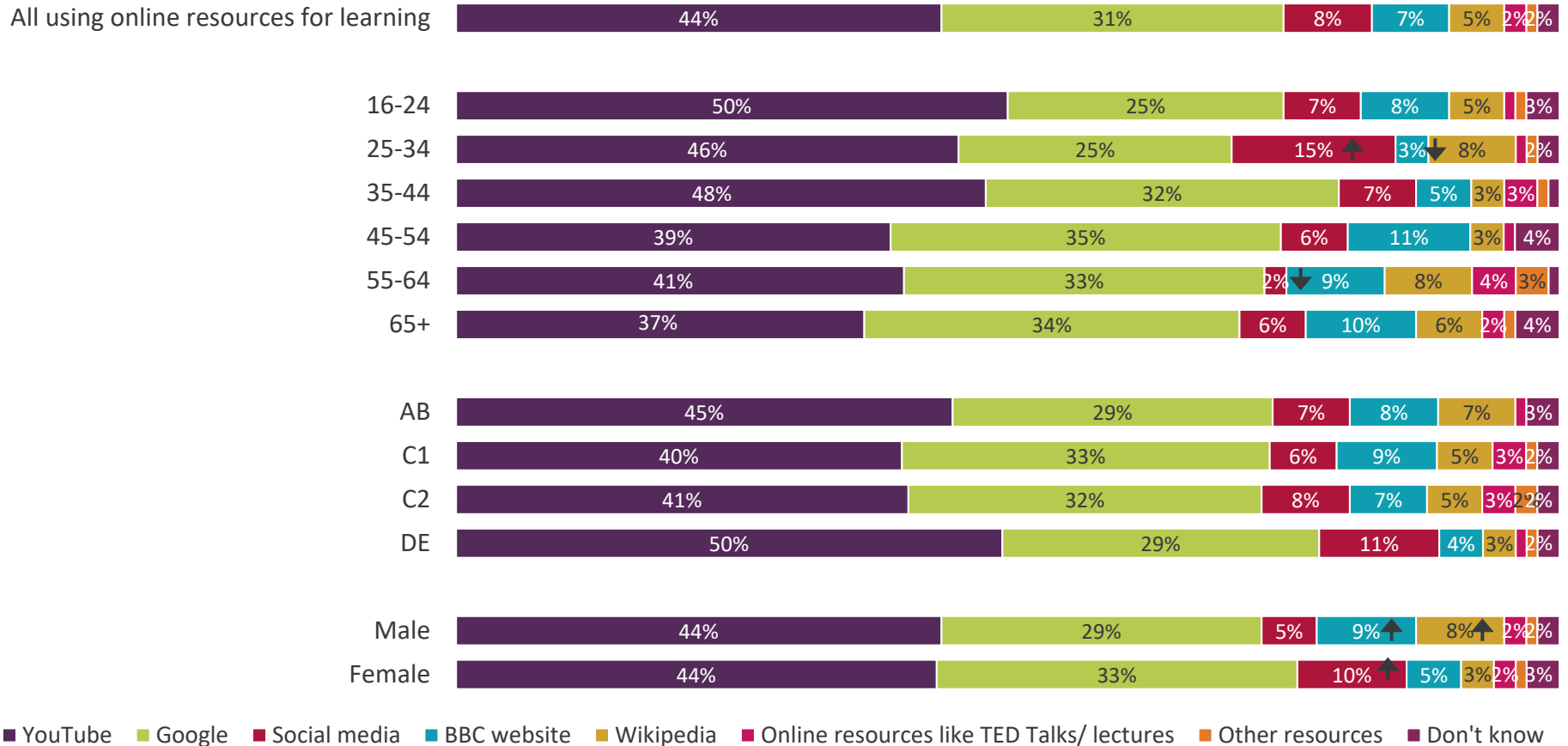


Source: Ofcom Adult online survey 2017

Q3. Which, if any of these online resources would you use to learn new things - for example this might be a new recipe, a DIY project, learning a new language, how to play a musical instrument, how to make or create something etc.? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (1050)

# Figure 87: Online resources internet users would turn to first to learn new things



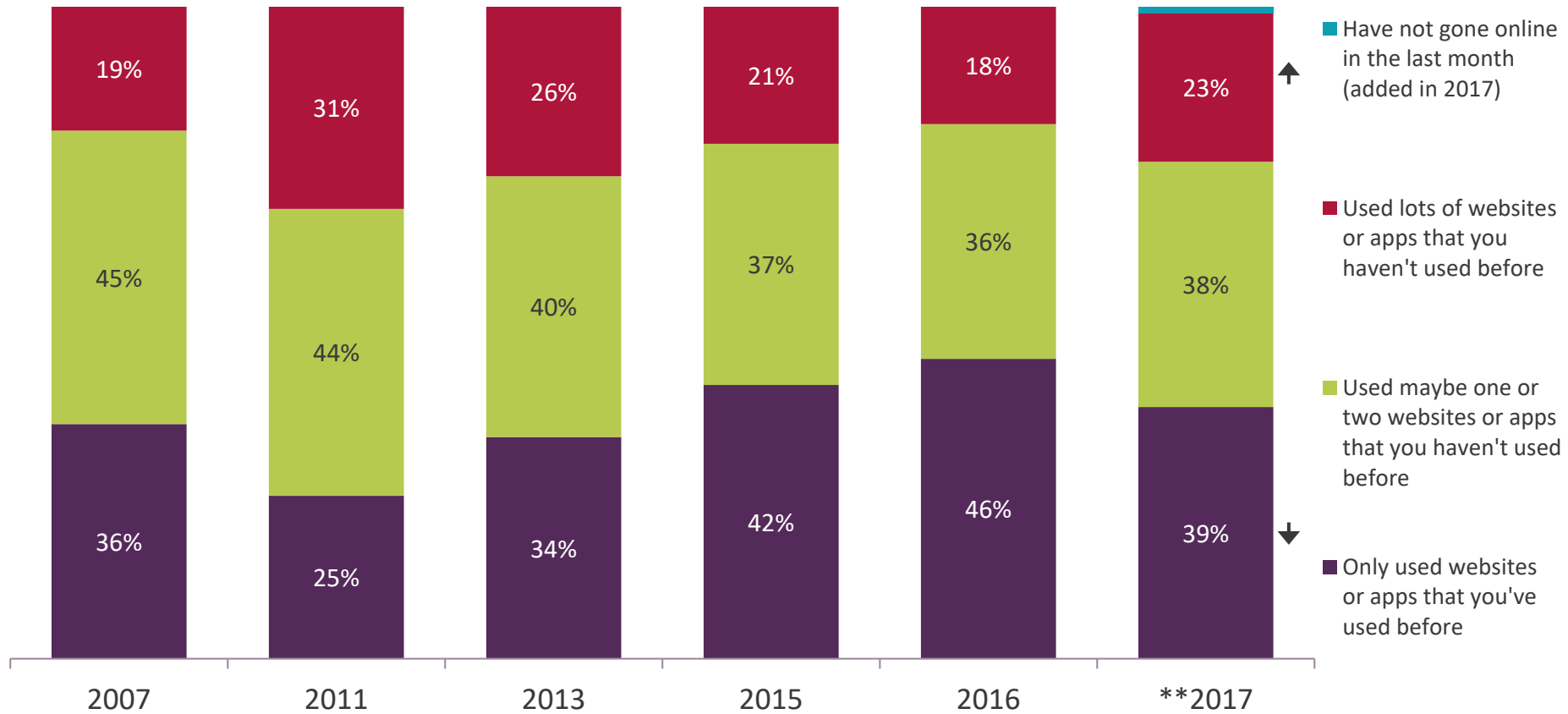
Source: Ofcom Adult online survey 2017

Q4. And which one of these would you turn to first to learn new things - for example this might be a new recipe, a DIY project, learning a new language, how to play a musical instrument, how to make or create something etc.? (prompted responses, multi-coded)

Base: All adults aged 16+ who say they use online resources for learning (975 aged 16+, varies by demographic)

Arrows show significant differences (95% level) by age/ socio-economic group compared to all adults who do this and men compared to women

# Figure 88: Use of websites or apps in the last month, not used before



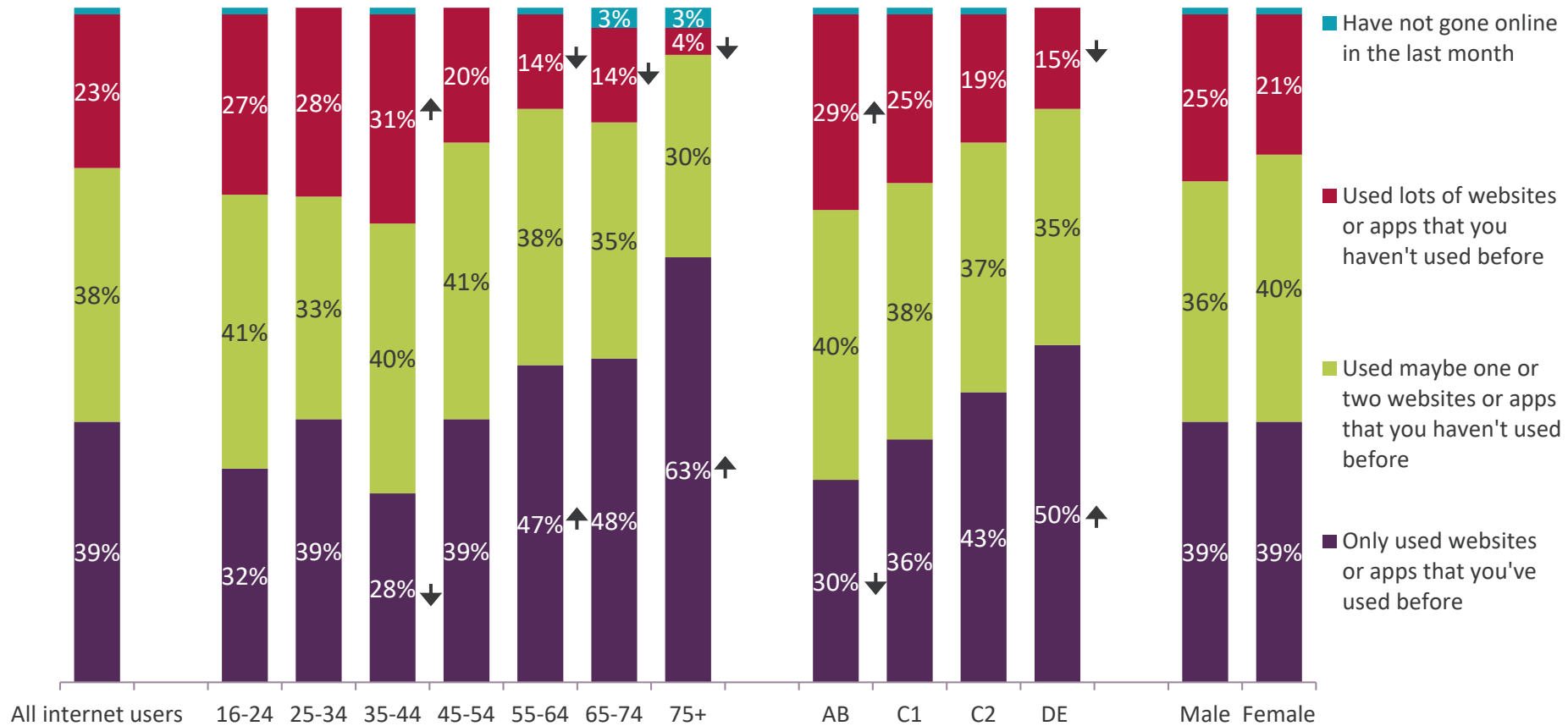
Source: Ofcom Adult Media Literacy Tracker 2017

IN12. In the last month, when you have gone online, have you..... (prompted responses, single coded). \*\*In 2016 the question read : 'In most weeks when you go online do you usually.... As such results should be seen as indicative only

Base: All adults aged 16+ who go online - excludes 'don't know' responses - (1554 in 2017)

Arrows show significant changes (95% level) between 2016 and 2017

Figure 89: Use of websites or apps in the last month, not used before by age, socio-economic group and gender



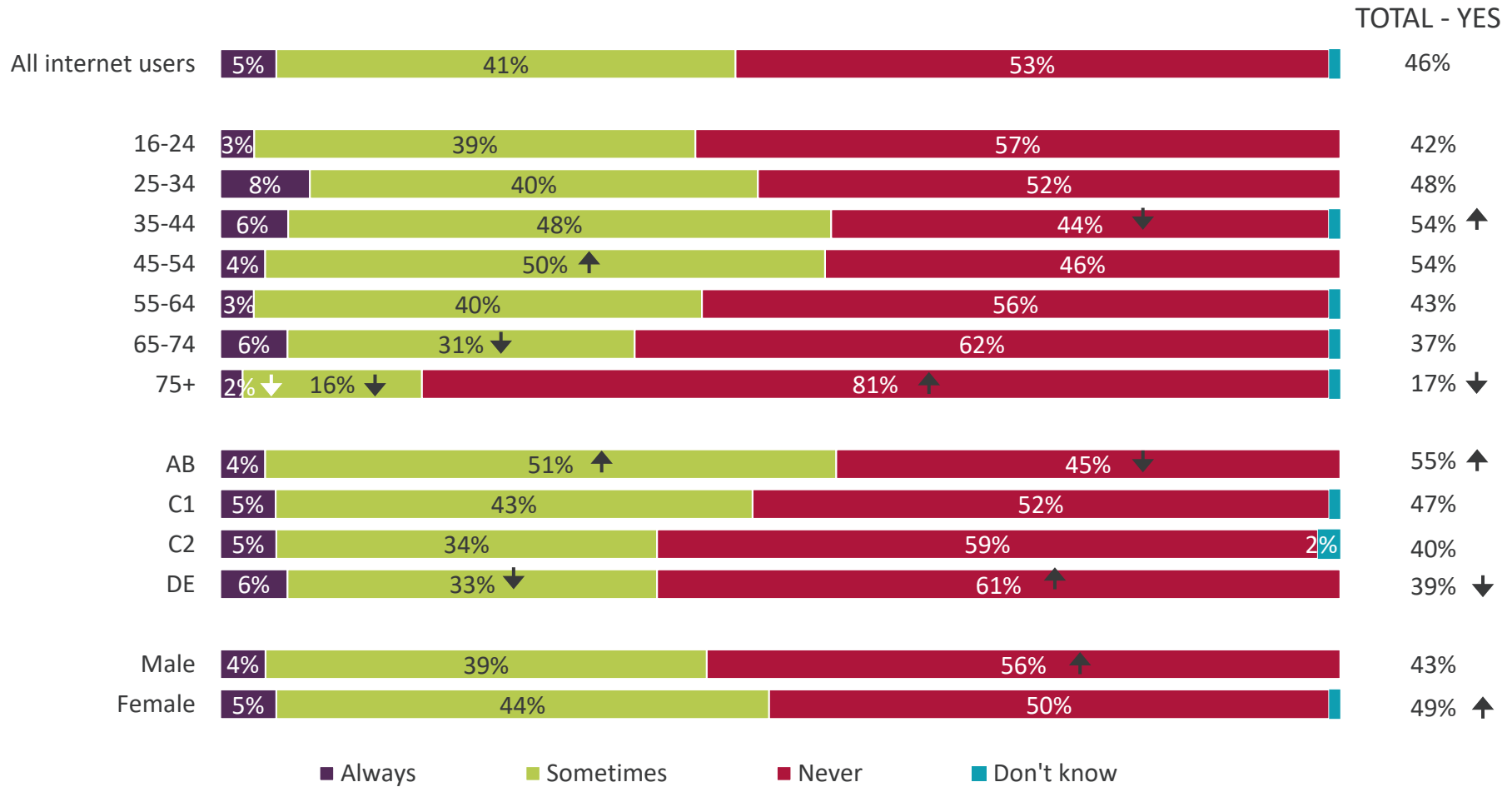
Source: Ofcom Adult Media Literacy Tracker 2017

IN12. In the last month, when you have gone online, have you ..... (prompted responses, single coded)

Base: All adults aged 16+ who go online (1554 in 2017, varies by demographic) excludes 'don't know' responses

Arrows show significant differences (95% level) for age / socio-economic group compared to all internet users and men compared to women

# Figure 90: Frequency of writing online reviews, by demographic group



Source: Ofcom Adult Media Literacy Tracker 2017

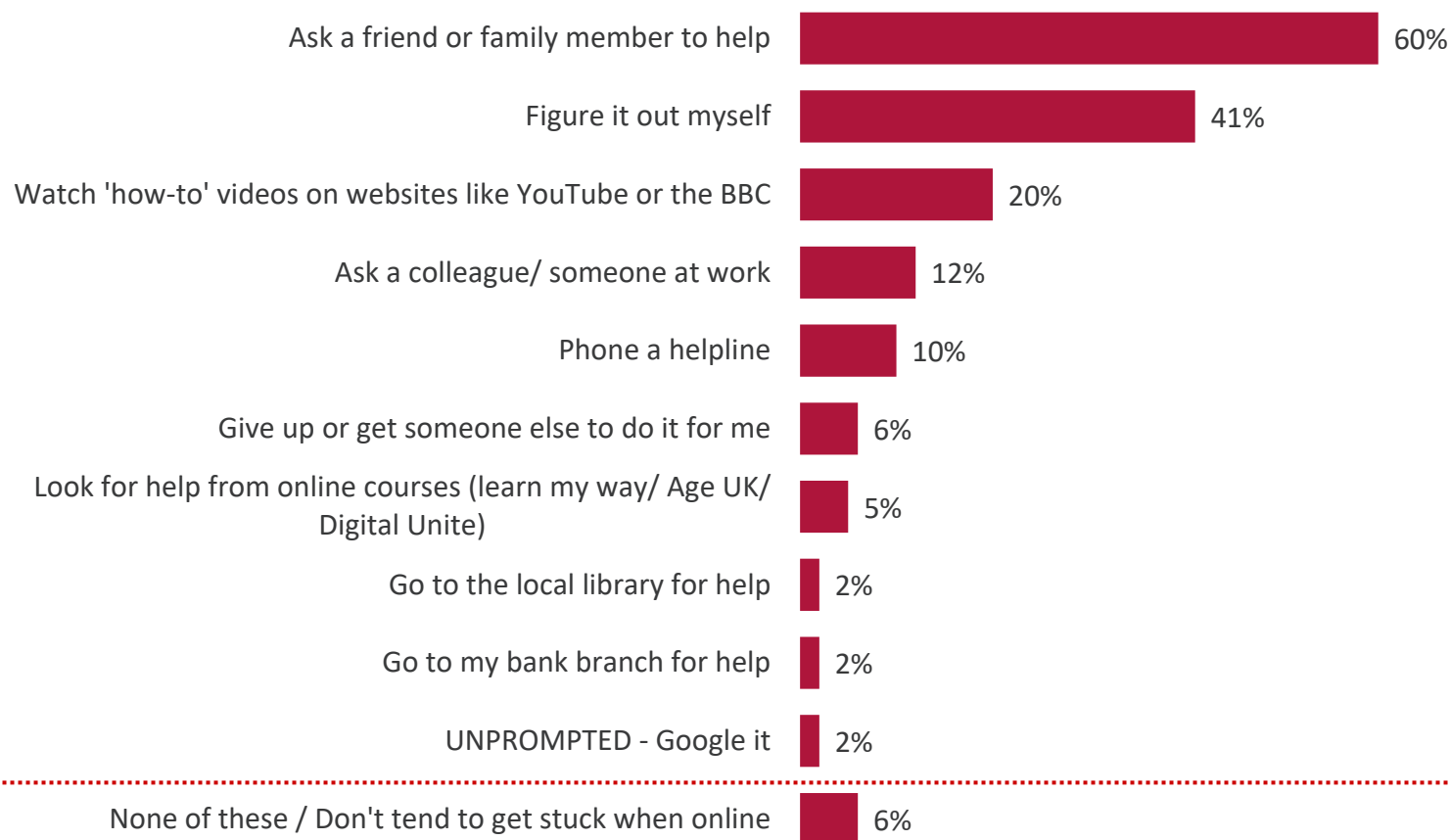
IN44. After purchasing a product or using a service, do you ever write online reviews for other people to read about that product or service? IF YES – Is that always or sometimes? (prompted responses, single coded)

Base: All adults aged 16+ who go online (1570 in 2017)

Arrows show significant differences (95% level) by age/ socio-economic group compared to all internet users and men compared to women



## Figure 91: Sources of assistance when unsure of how to do something online



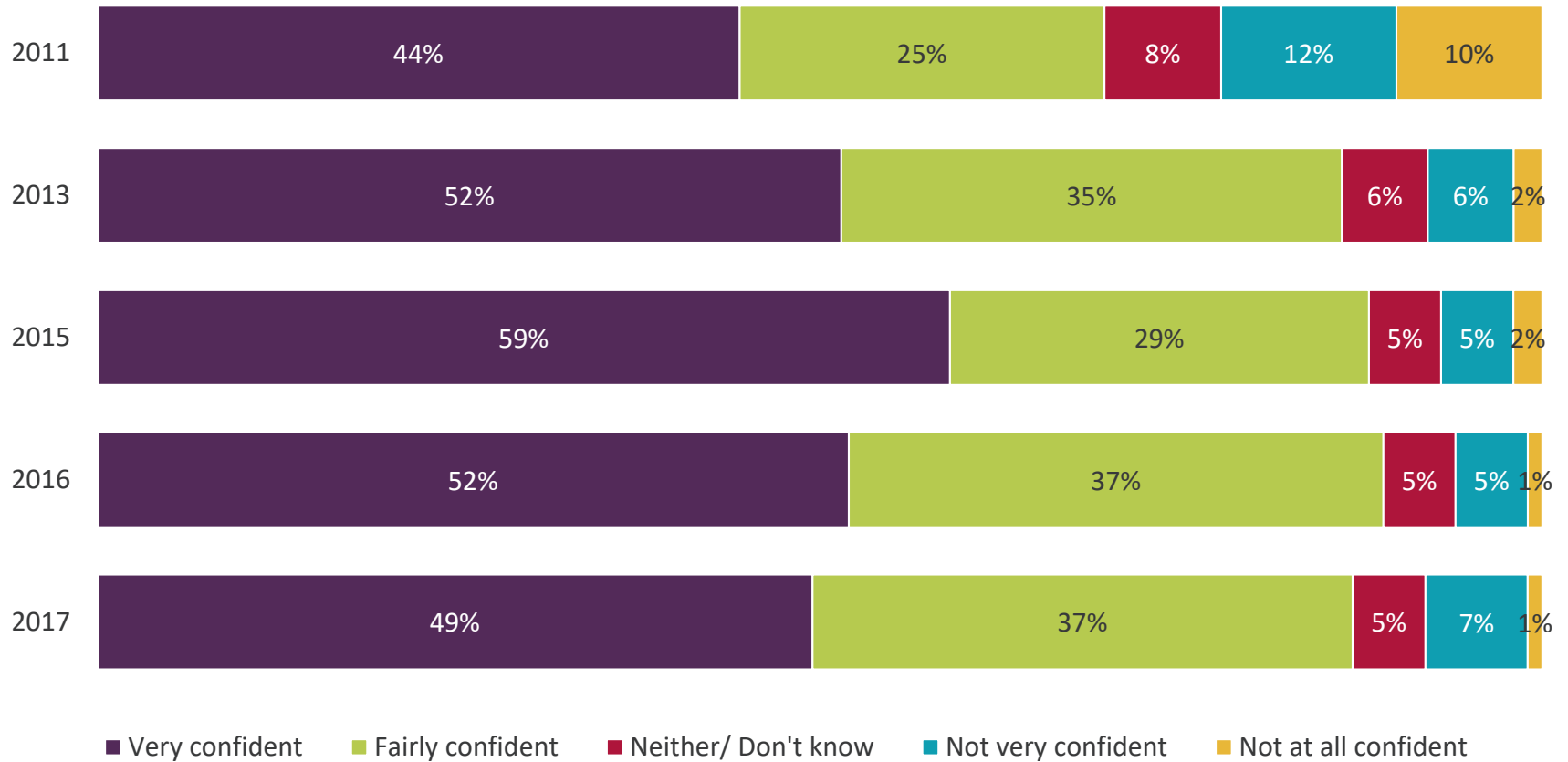
Source: Ofcom Adult Media Literacy Tracker 2017

IN4. Which if any of the following would you do if you got stuck or were unsure about how to do something online? (prompted responses, multi-coded)

Base: Adults aged 16+ who go online (1570 in 2017)

# Critical thinking

# Figure 92: Confidence as an internet user: 2011- 2017

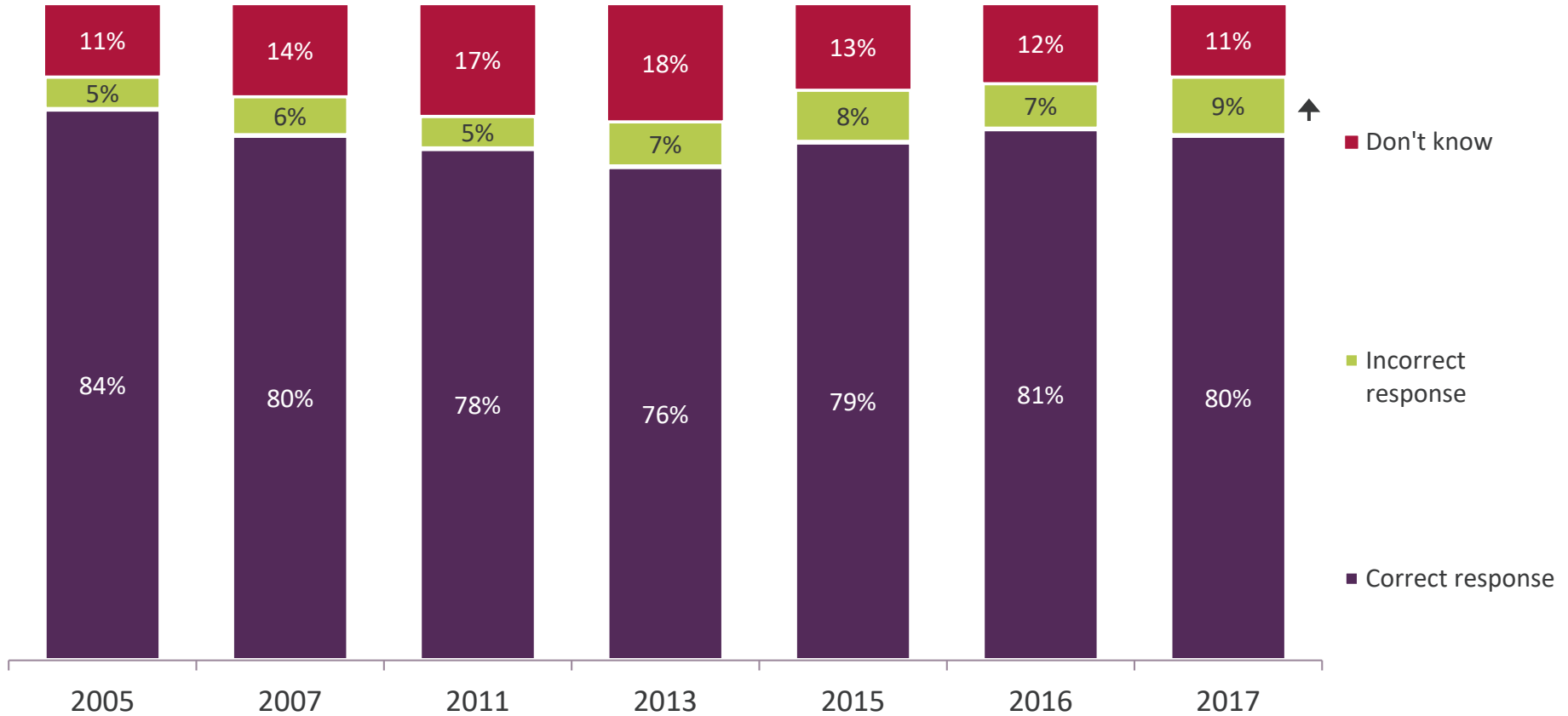


Source: Ofcom Adult Media Literacy Tracker 2017

IN11A. Overall, how confident are you as an internet user? (prompted responses, single coded)

Base: Adults aged 16+ who go online (1553 in 2016, 1570 in 2017)

Figure 93: Awareness of how BBC TV programmes are mainly funded: 2005-2017



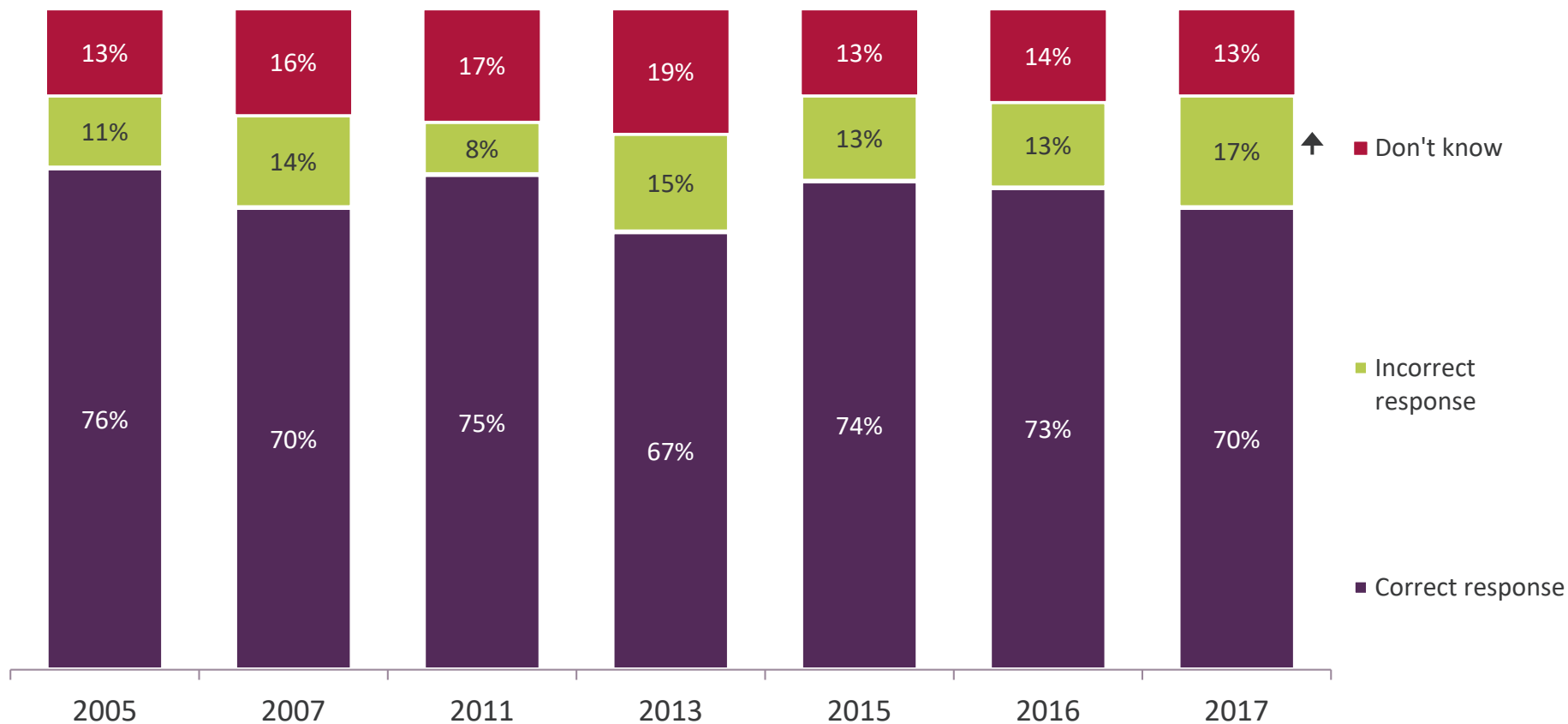
Source: Ofcom Adult Media Literacy Tracker 2017

T4. How would you say BBC TV programmes are mainly funded? (unprompted responses, single coded)

Base: All adults aged 16+ (1846 in 2016, 1875 in 2017)

Arrows show significant changes (95% level) between 2016 and 2017

Figure 94: Awareness of how commercial TV programmes are mainly funded: 2005-2017

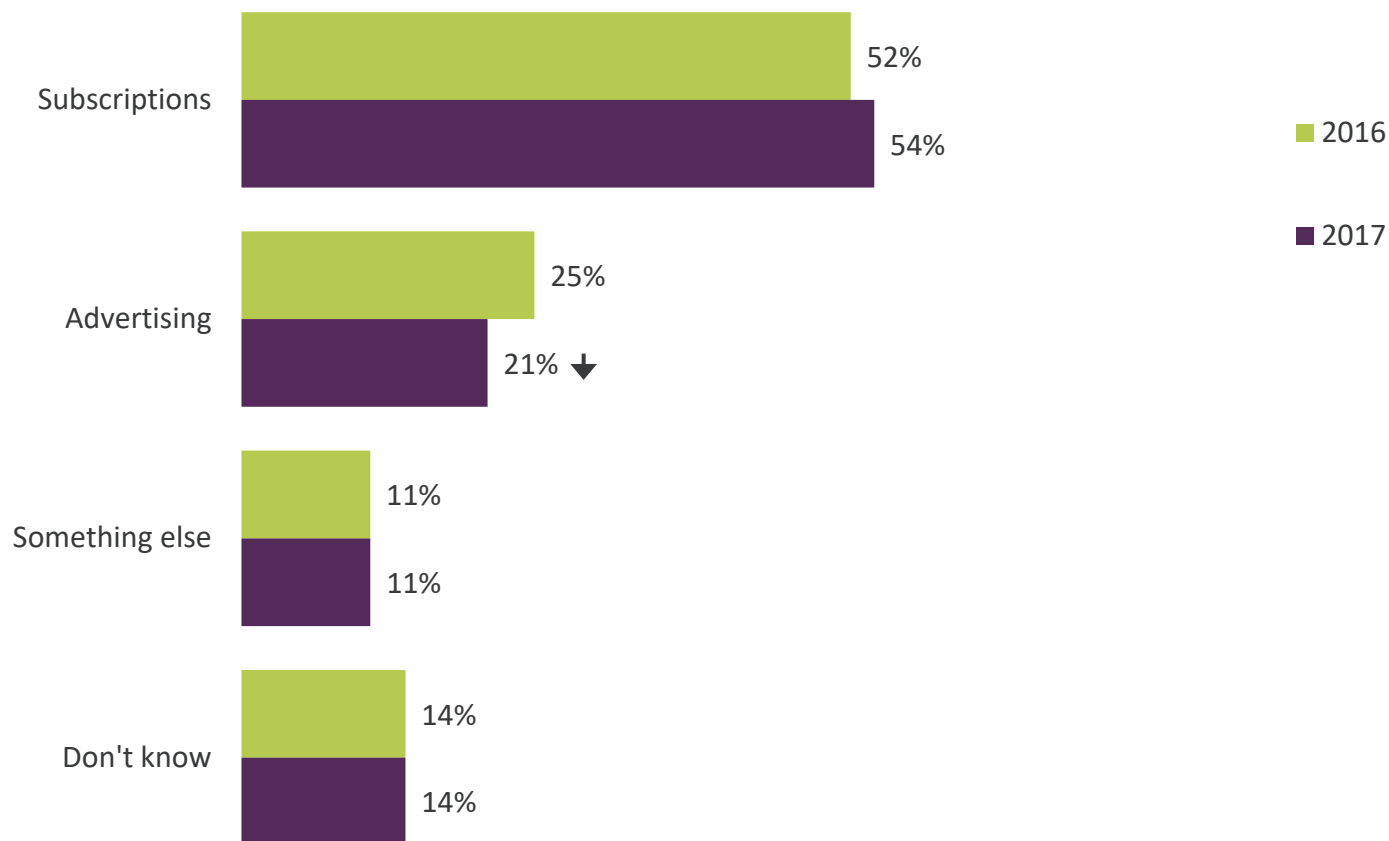


Source: Ofcom Adult Media Literacy Tracker 2017

T5. How would you say programmes are mainly funded on ITV, Channel 4 and Five? (unprompted responses, single coded)

Base: All adults aged 16+ (1846 in 2016, 1875 in 2017)

Figure 95: Awareness of how the Sky and Virgin Media TV services are mainly funded: 2016-2017



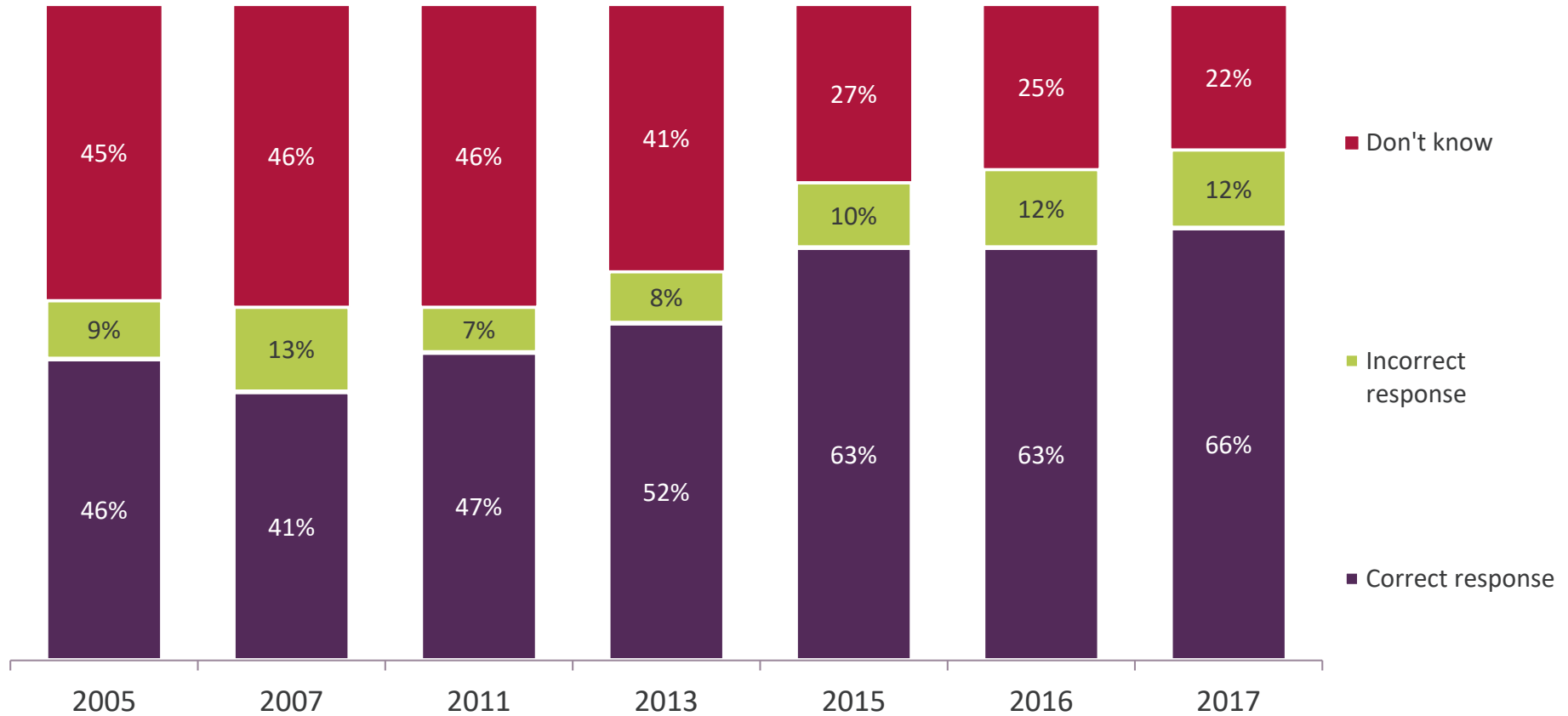
Source: Ofcom Adult Media Literacy Tracker 2017

T6. How is the Sky or Virgin Media TV service mainly funded? (unprompted responses, single coded)

Base: All adults aged 16+ (1846 in 2016, 1875 in 2017)

Arrows show significant changes (95% level) between 2016 and 2017

Figure 96: Awareness of how the BBC website is mainly funded: 2005-2017

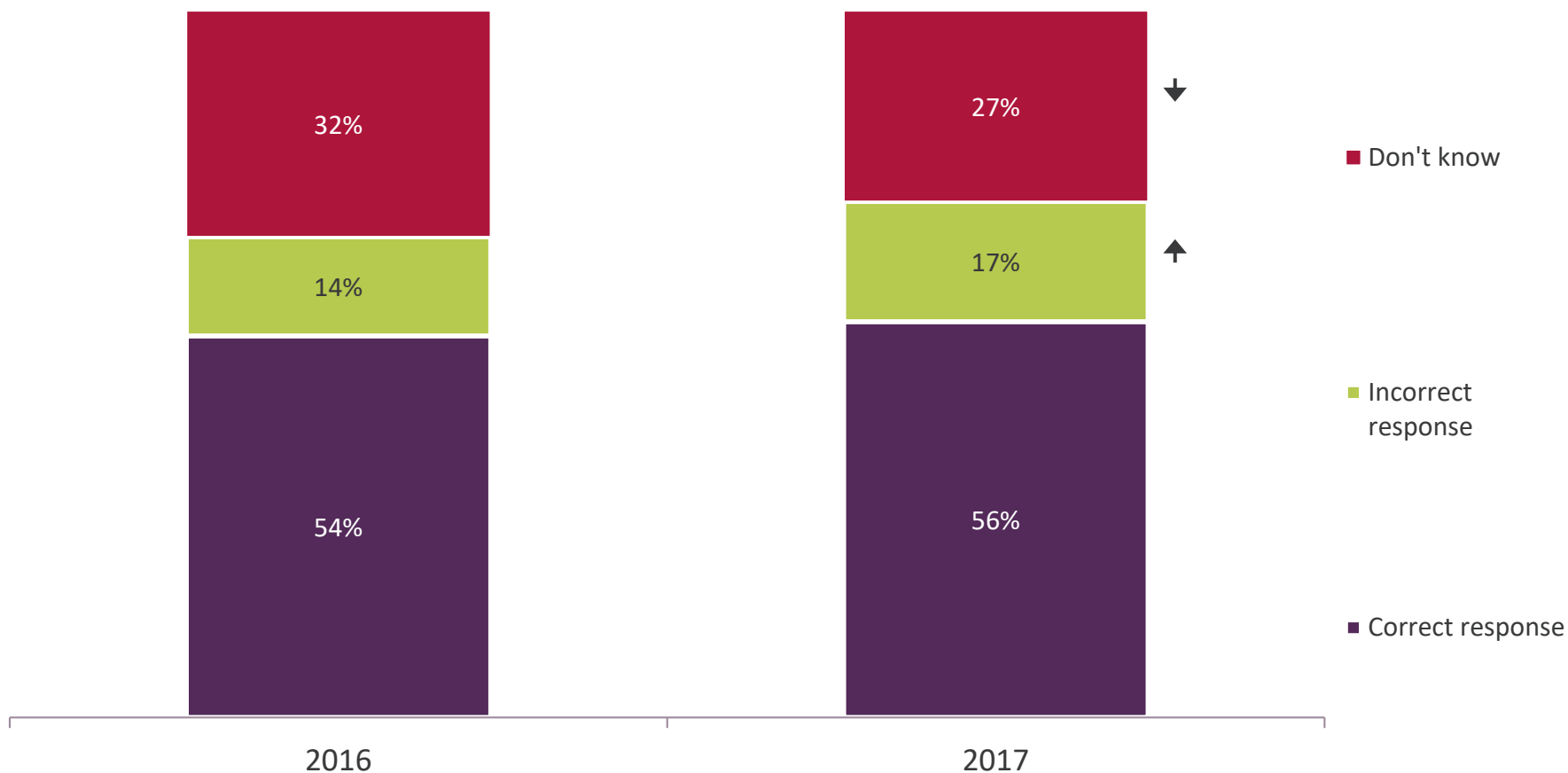


Source: Ofcom Adult Media Literacy Tracker 2017

IN31. How do you think the BBC's website is mainly funded? (unprompted responses, single coded)

Base: All adults aged 16+ (1846 in 2016, 1875 in 2017)

Figure 97: Awareness of how the BBC iPlayer service is mainly funded: 2016 - 2017



Source: Ofcom Adult Media Literacy Tracker 2017

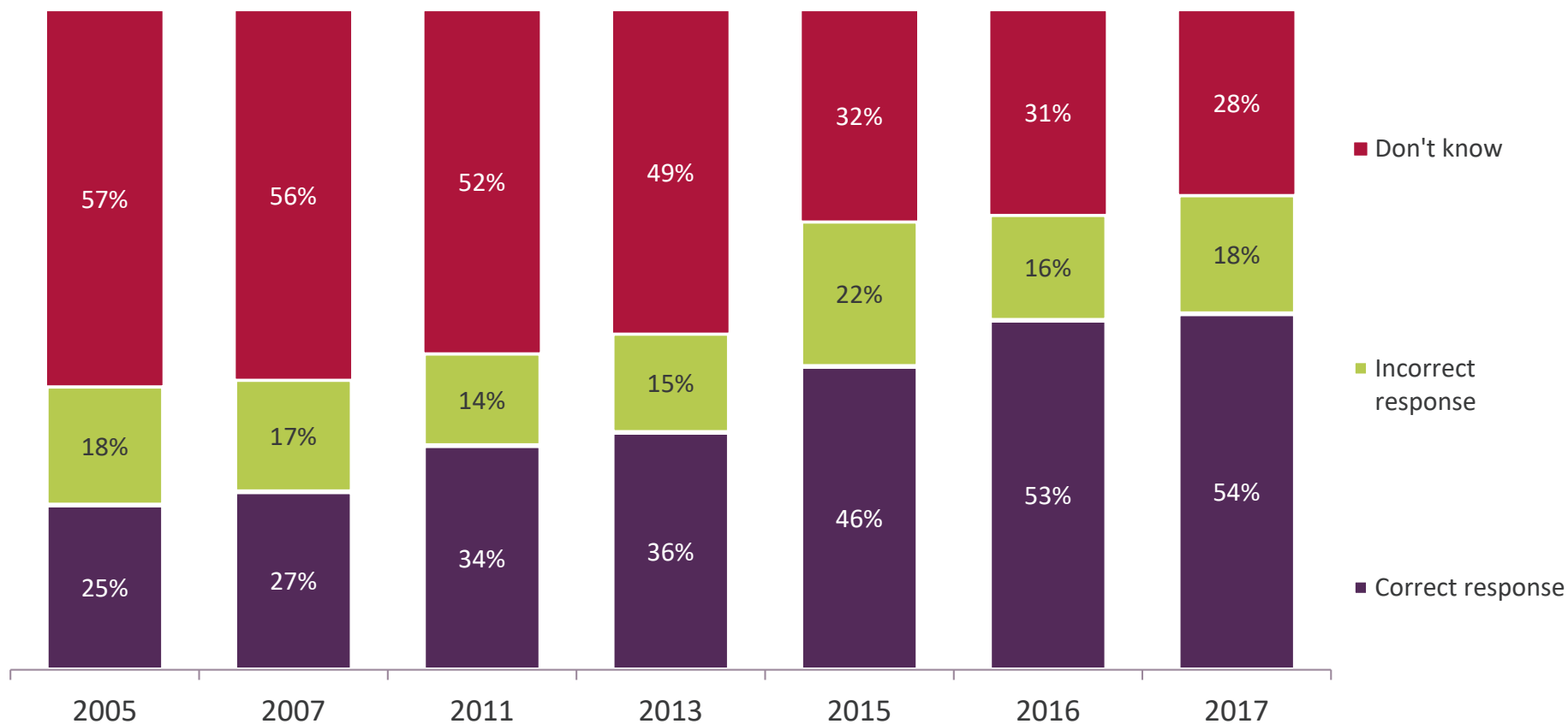
IN33. How do you think the BBC's iPlayer service is mainly funded? (unprompted responses, single coded)

Base: All adults aged 16+ (1846 in 2016, 1875 in 2017)

Arrows show significant changes (95% level) between 2016 and 2017



# Figure 98: Awareness of how search engines are mainly funded: 2005 - 2017

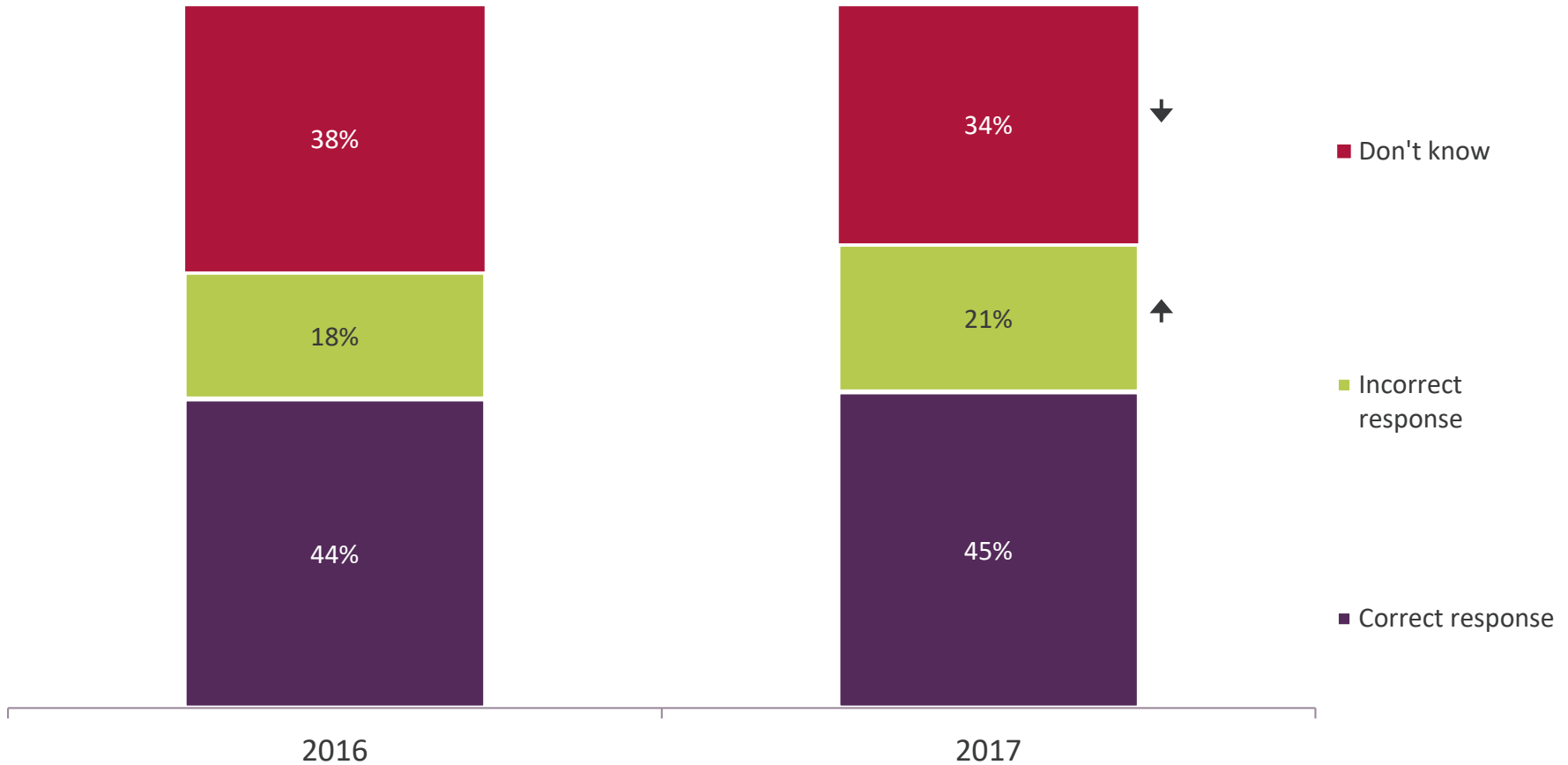


Source: Ofcom Adult Media Literacy Tracker 2017

IN32. How do you think search engine websites such as Google or Bing are mainly funded? (unprompted responses, single coded)

Base: All adults aged 16+ (1846 in 2016, 1875 in 2017)

# Figure 99: Awareness of how YouTube is mainly funded: 2016 - 2017



Source: Ofcom Adult Media Literacy Tracker 2017

IN34. How do you think YouTube is mainly funded? (unprompted responses, single coded)

Base: All adults aged 16+ (1846 in 2016, 1875 in 2017)

Arrows show significant changes (95% level) between 2016 and 2017

Figure 100: Agreement with statement: “As long as the internet provides good websites it doesn’t really matter who owns the websites or how they are funded”: 2007 -2017

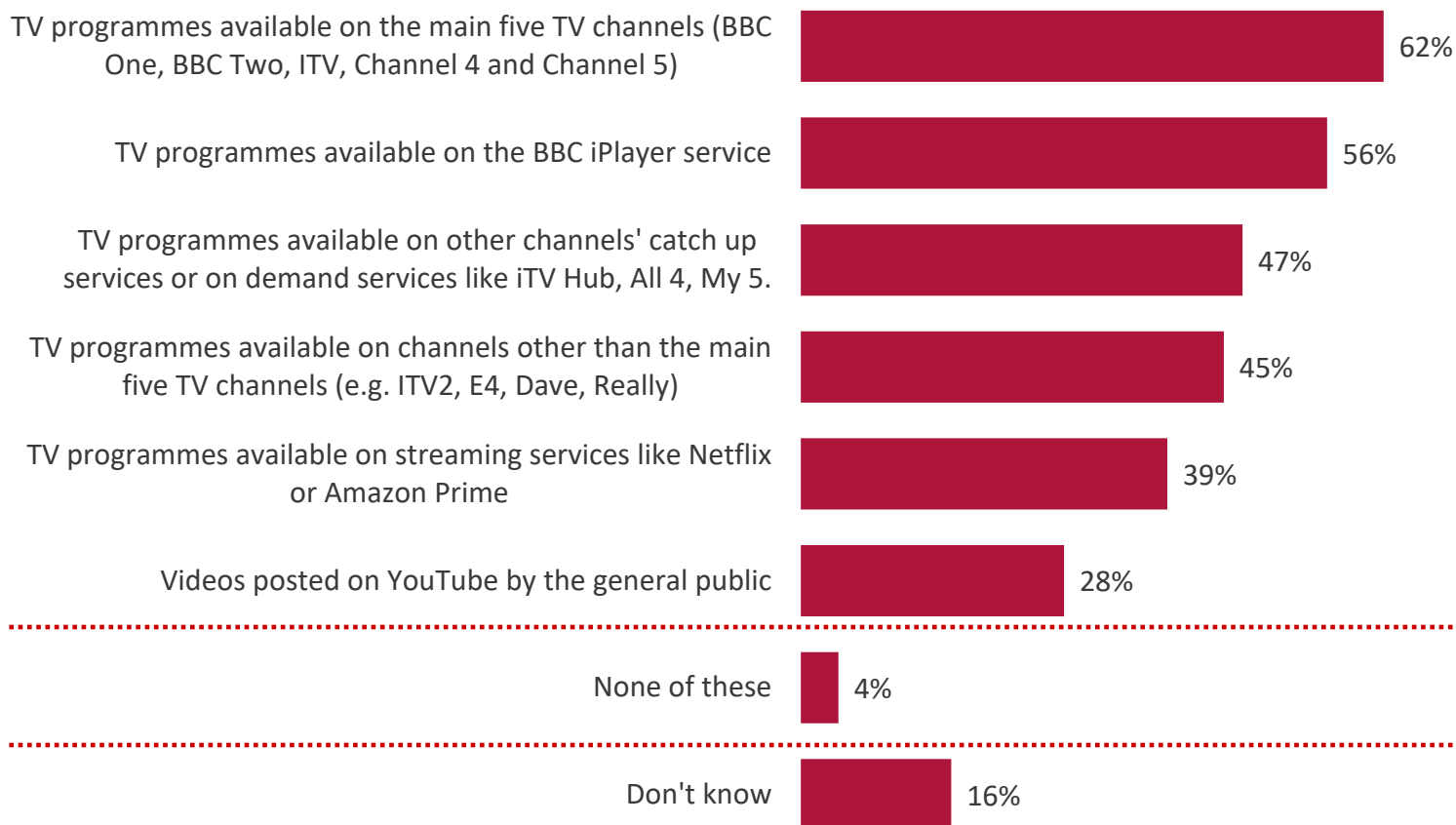


Source: Ofcom Adult Media Literacy Tracker 2017

IN35B. I’m going to read out some things that other people have said about being online. Please use this card to tell me the extent to which you agree or disagree with each statement I read out – As long as the internet provides good websites it doesn’t really matter who owns the websites or how they’re funded (prompted responses, single coded)

Base: Adults aged 16+ who go online (1553 in 2016, 1570 in 2017)

## Figure 101: Awareness of the degree of media regulation by content type, among internet users

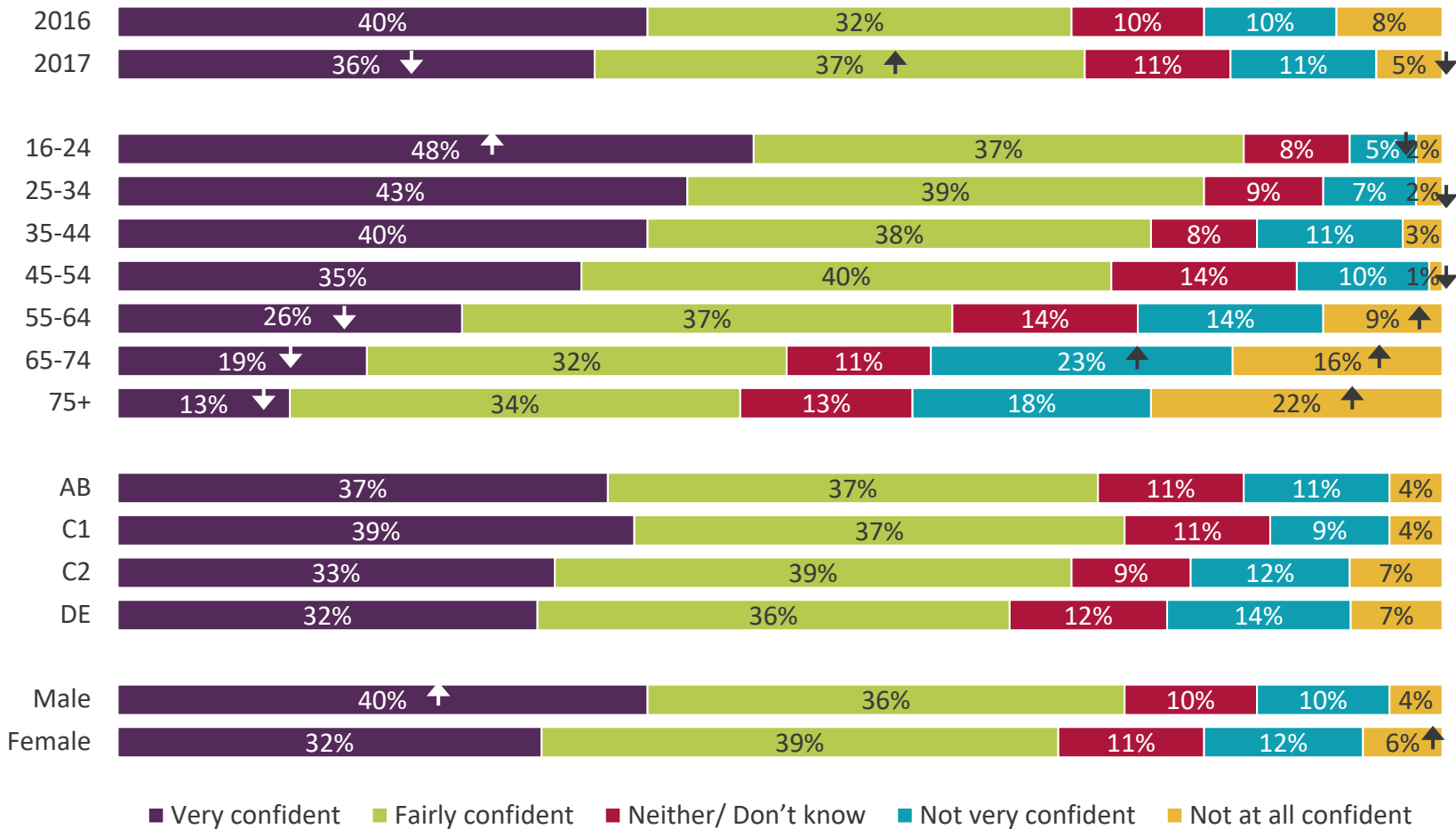


Source: Ofcom Adult online survey 2017

Q10. Media regulation is a set of rules or guidelines about programmes or content. These guidelines apply to programmes and things you might watch on your TV or through online services. All programmes and things that you might watch have to abide by UK law and not show anything illegal. However, some channels or services are more highly regulated than others, with additional rules about offensive, harmful, unfair, inaccurate or biased content. Below is a list of different things you might watch. Which, if any of these do you think have to abide by additional rules? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (1050)

Figure 102: Confidence in knowing how to manage access to their personal data online, by age, socio-economic group and gender



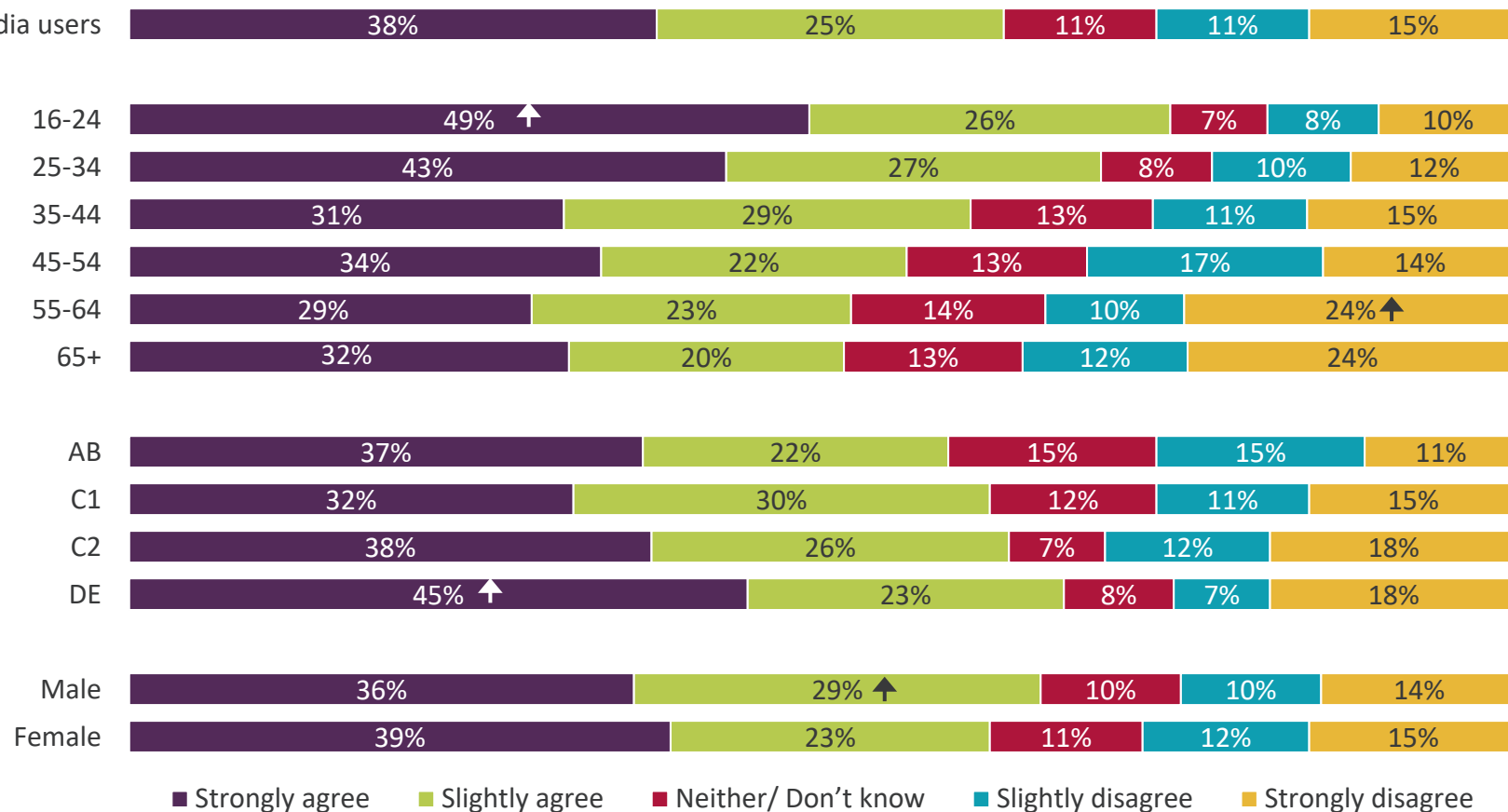
Source: Ofcom Adult Media Literacy Tracker 2017

IN11C. How confident are you in knowing how to manage who has access to your personal data online? By this I mean knowing how to stop some companies from getting access to information like your personal details (like your address, phone number, date of birth etc.) or information on things like where you shop or your interests

Base: All adults aged 16+ who go online (1570 aged 16+, varies by demographic)

Arrows show significant differences (95% level) between 2016 and 2017 at the overall level, and by age / socio-economic group compared to all who go online and men compared to women

Figure 103: Agreement with statement: “I usually accept the terms and conditions without reading them on social media and messaging sites”, by age, gender and socio-economic group



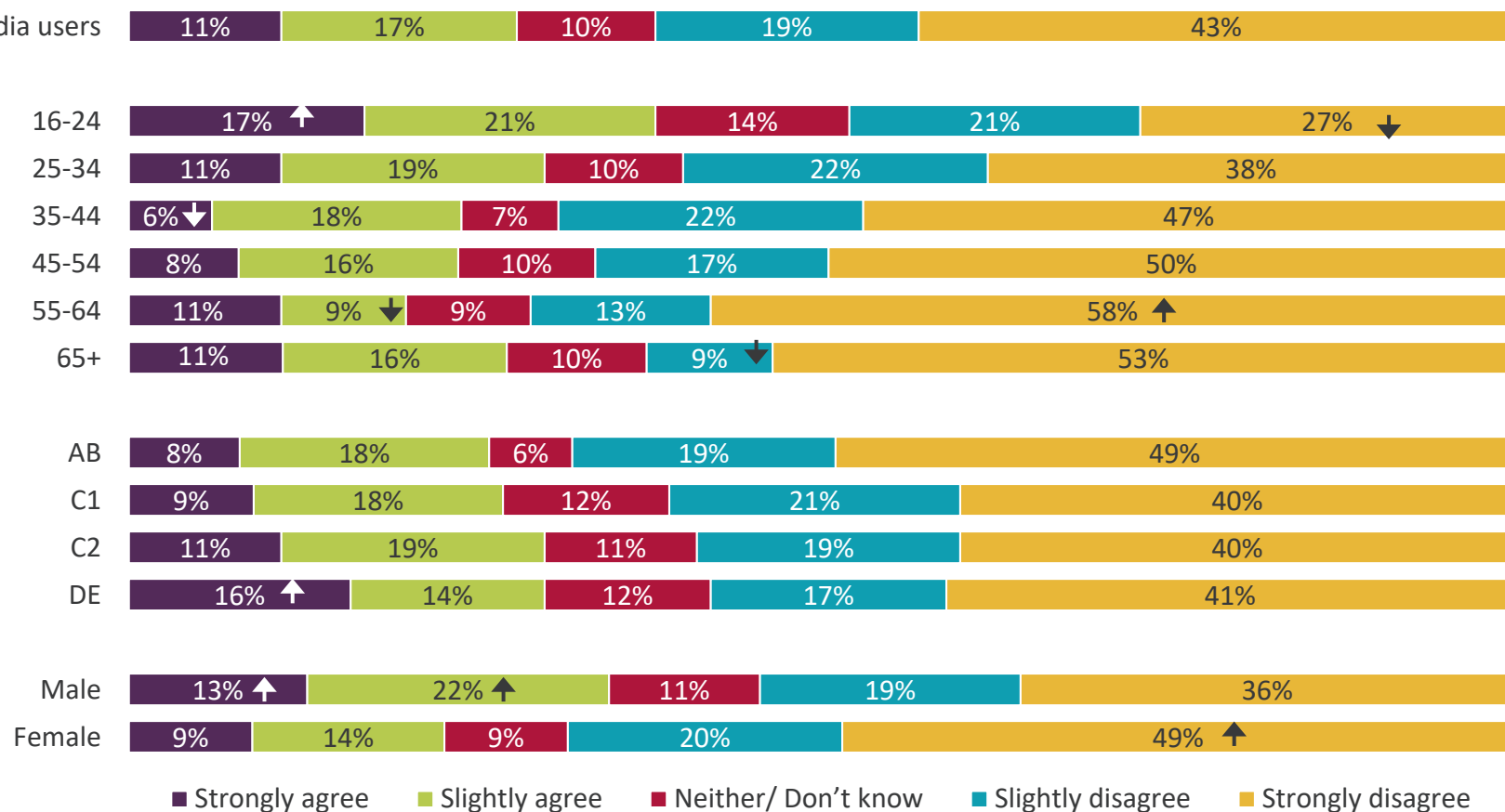
Source: Ofcom Adult Media Literacy Tracker 2017

IN27A. Please tell me the extent to which you agree or disagree with the following statements about social media – I usually accept the terms & conditions without reading them on social media and messaging sites (prompted responses, single coded)

Base: All adults aged 16+ with a social media profile/ account (1182 aged 16+, varies by demographic)

Arrows show significant differences (95% level) by age/ socio-economic group compared to all with a social media profile/ account and men compared to women

Figure 104: Agreement with statement: “I’m happy sharing personal photos and videos with everyone”, by age, gender and socio-economic group



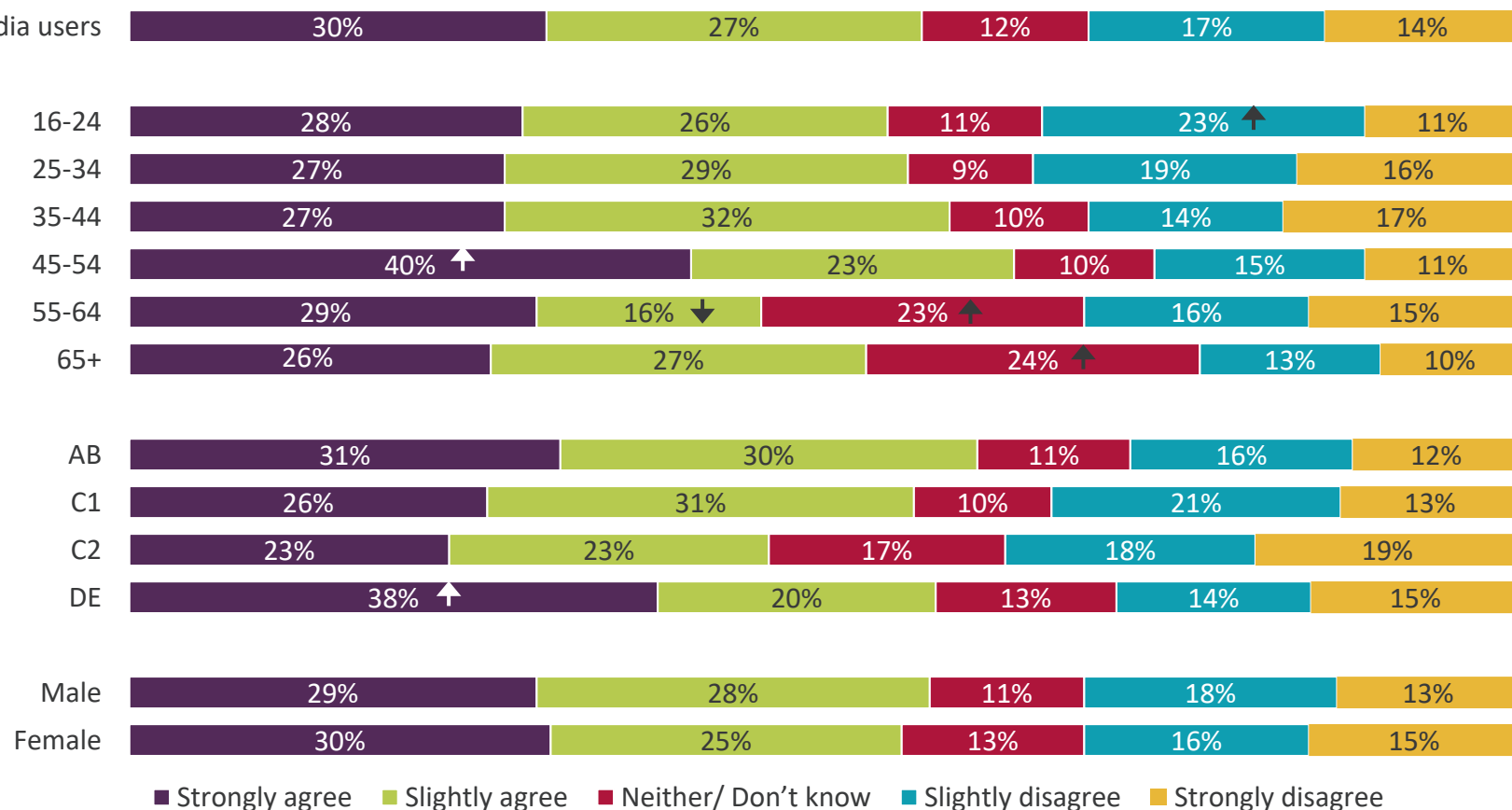
Source: Ofcom Adult Media Literacy Tracker 2017

IN27F. Please tell me the extent to which you agree or disagree with the following statements about social media – I’m happy sharing personal photos and videos with everyone (prompted responses, single coded)

Base: All adults aged 16+ with a social media profile/ account (1182 aged 16+, varies by demographic)

Arrows show significant differences (95% level) by age/ socio-economic group compared to all with a social media profile/ account and men compared to women

Figure 105: Agreement with statement: “Once my post goes online I no longer have control over it”, by age, gender and socio-economic group



Source: Ofcom Adult Media Literacy Tracker 2017

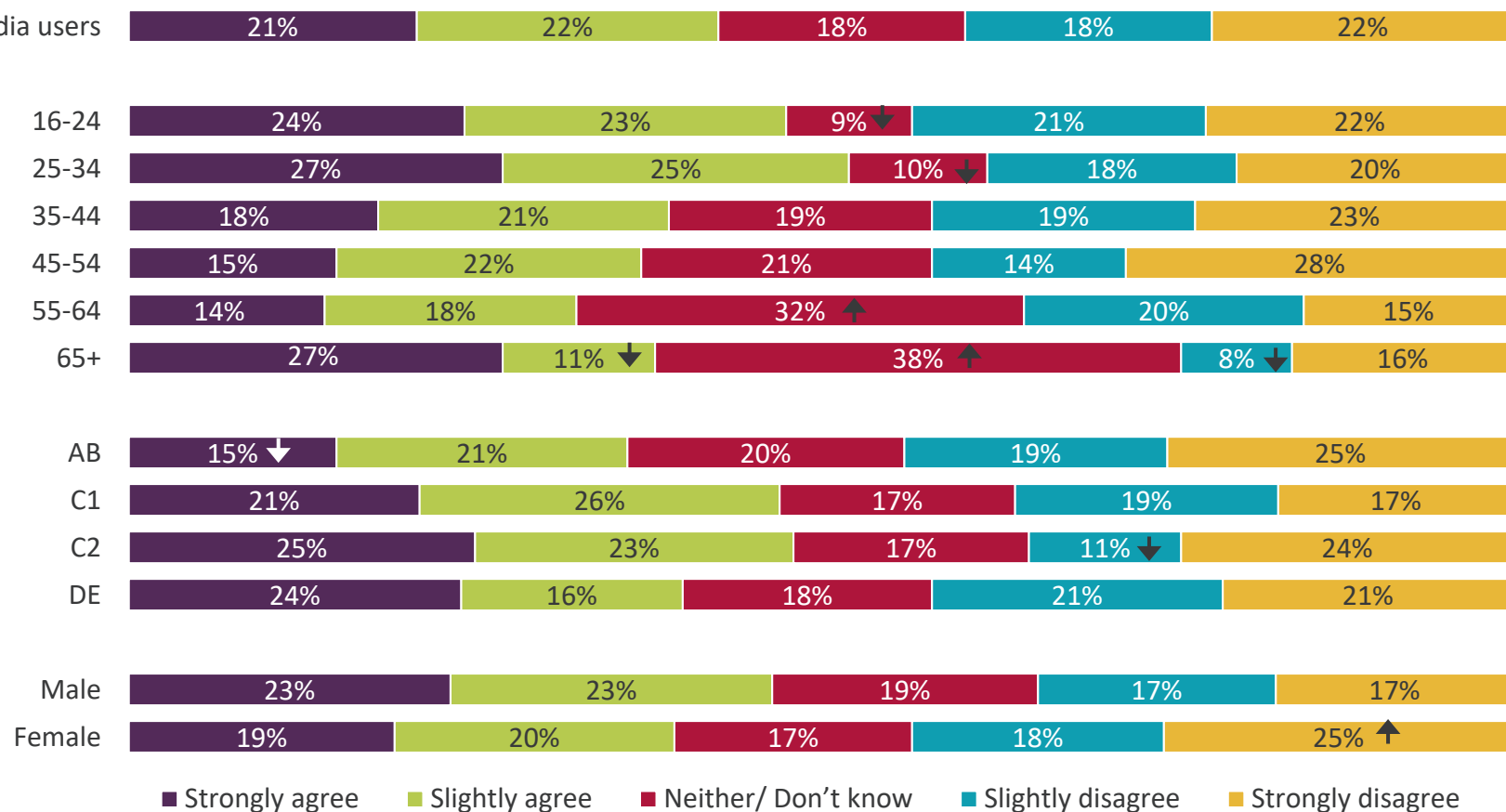
IN27B. Please tell me the extent to which you agree or disagree with the following statements about social media – Once my post goes online I no longer have control over it (prompted responses, single coded)

Base: All adults aged 16+ with a social media profile/ account (1182 aged 16+, varies by demographic)

Arrows show significant differences (95% level) by age/ socio-economic group compared to all with a social media profile/ account and men compared to women



Figure 106: Agreement with statement: “It is easy to delete photos and videos from the internet after they have been posted”, by age, gender and socio-economic group



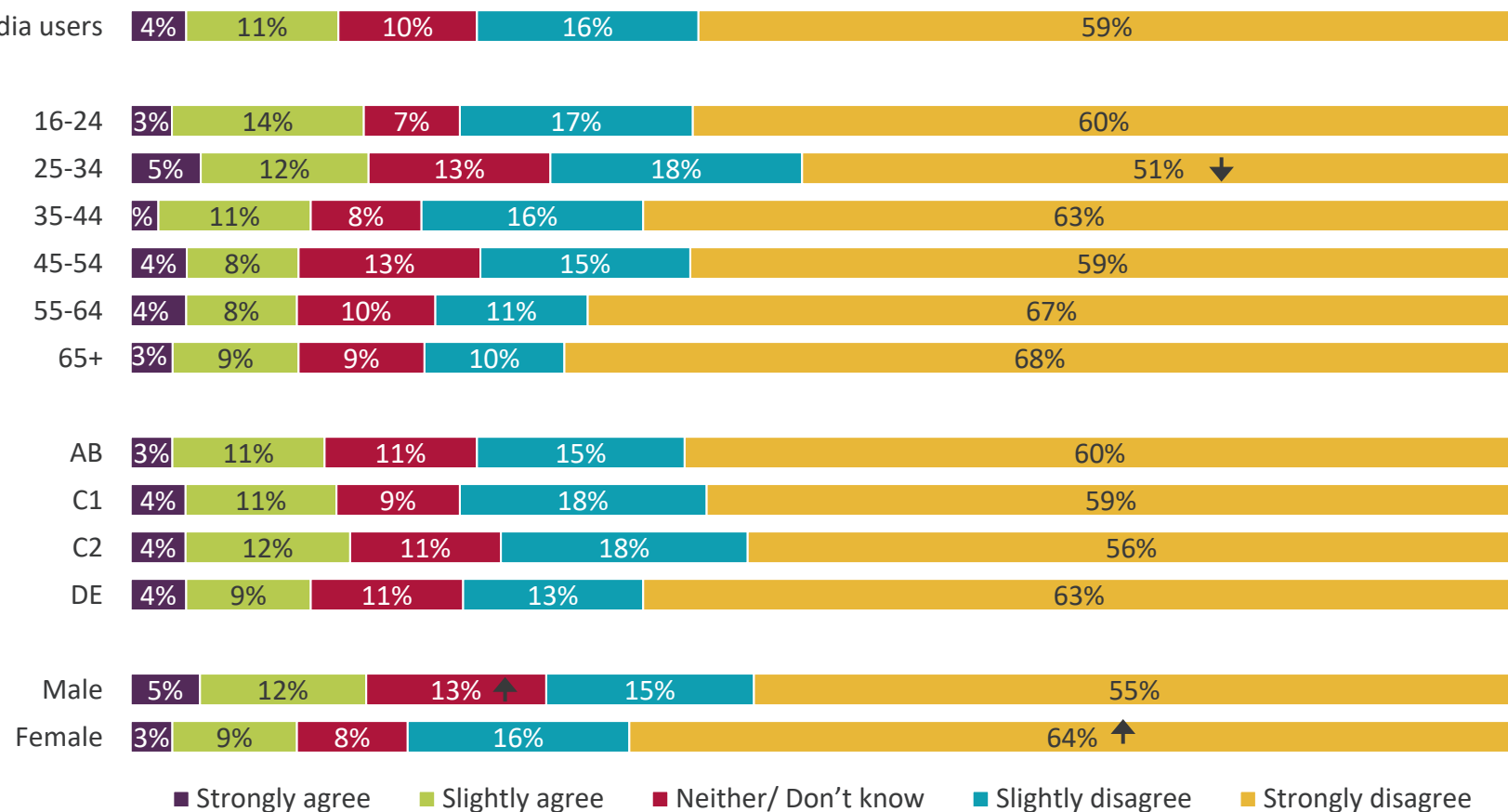
Source: Ofcom Adult Media Literacy Tracker 2017

IN27C. Please tell me the extent to which you agree or disagree with the following statements about social media – It is easy to delete photos and videos from the internet after they have been posted (prompted responses, single coded)

Base: All adults aged 16+ with a social media profile/ account (1182 aged 16+, varies by demographic)

Arrows show significant differences (95% level) by age/ socio-economic group compared to all with a social media profile/ account and men compared to women

Figure 107: Agreement with statement: “It is OK to share a photograph or video of other people without their permission”, by age, gender and socio-economic group



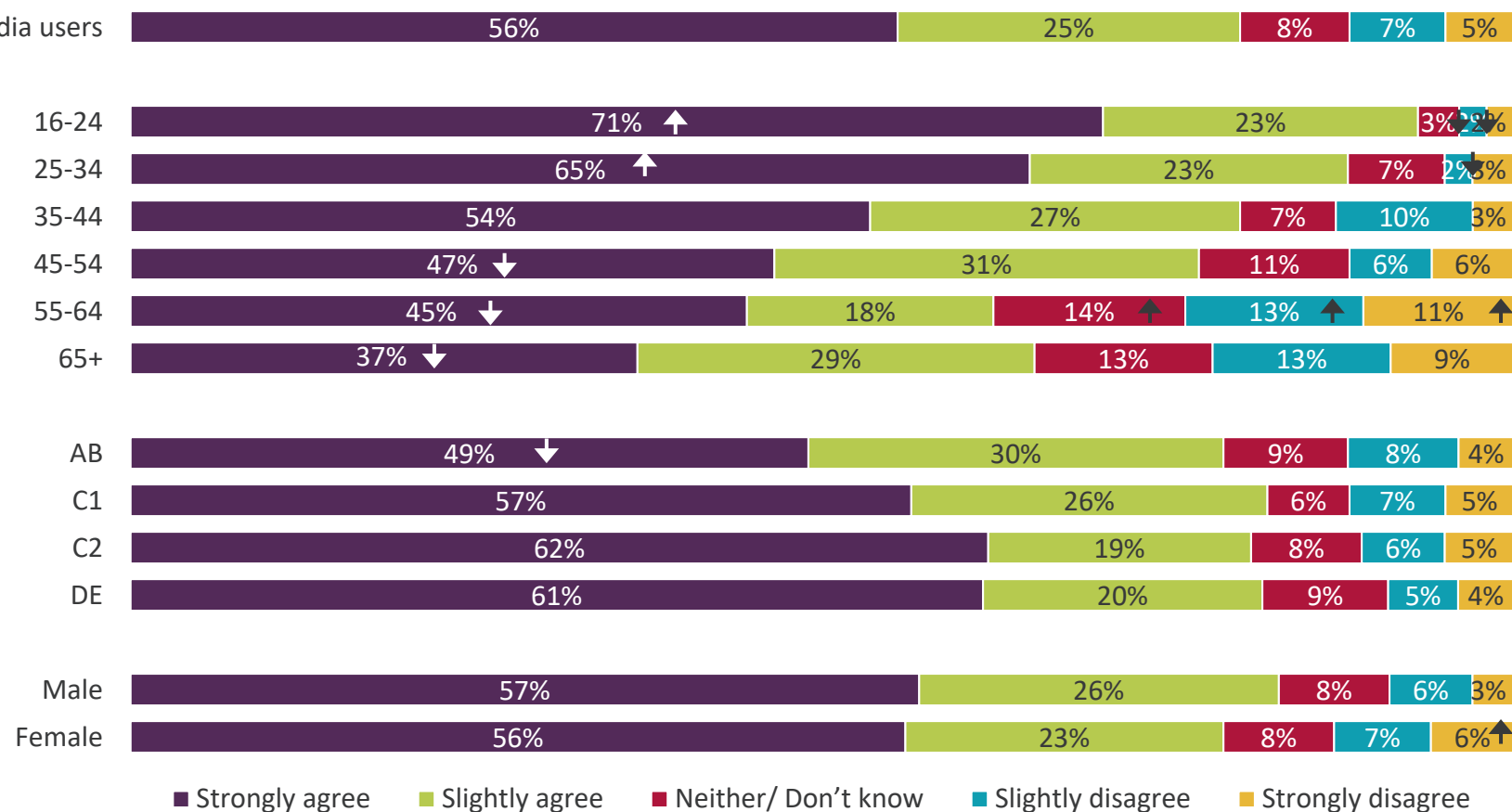
Source: Ofcom Adult Media Literacy Tracker 2017

IN27D. Please tell me the extent to which you agree or disagree with the following statements about social media - It is OK to share a photograph or video of other people without their permission (prompted responses, single coded)

Base: All adults aged 16+ with a social media profile/ account (1182 aged 16+, varies by demographic)

Arrows show significant differences (95% level) by age/ socio-economic group compared to all with a social media profile/ account and men compared to women

Figure 108: Agreement with statement: “I am confident in using the settings on my social media account to control who sees the photos and videos I share”, by age, gender and socio-economic group



Source: Ofcom Adult Media Literacy Tracker 2017

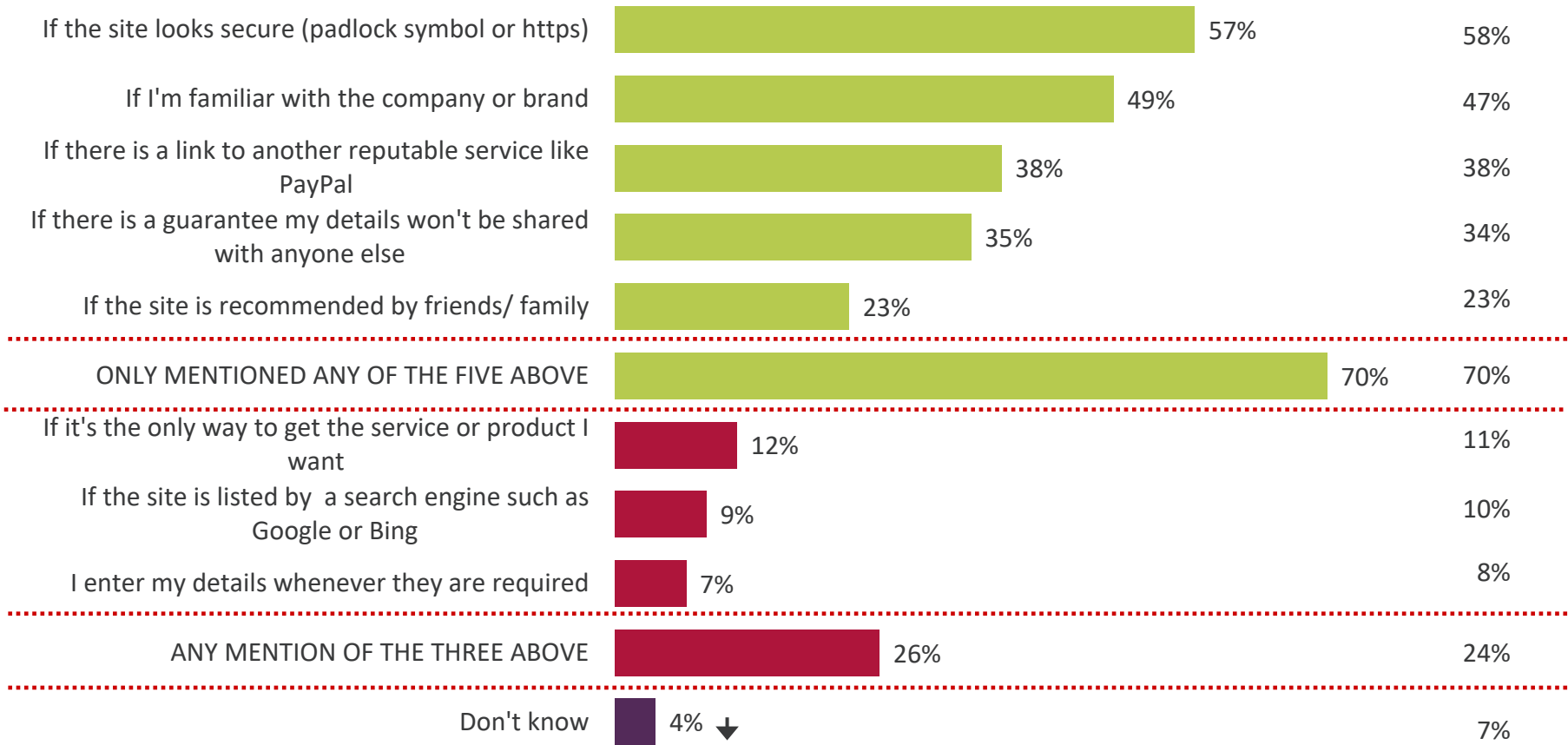
IN27E. Please tell me the extent to which you agree or disagree with the following statements about social media – I am confident in using the settings on my social media account to control who sees the photos and videos I share (prompted responses, single coded)

Base: All adults aged 16+ with a social media profile/ account (1182 aged 16+, varies by demographic)

Arrows show significant differences (95% level) by age/ socio-economic group compared to all with a social media profile/ account and men compared to women

# Figure 109: Checks made before registering with websites

In 2016



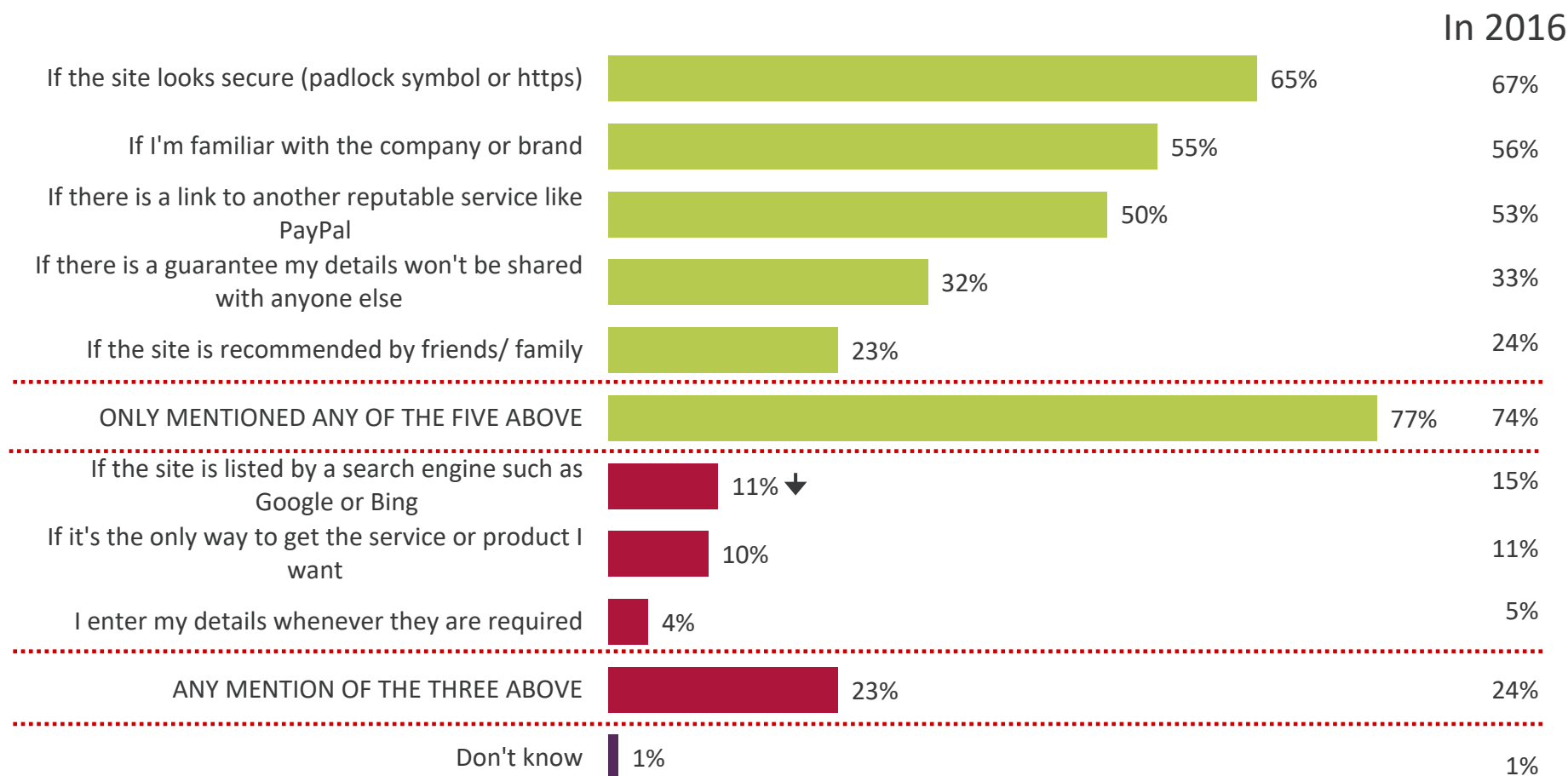
Source: Ofcom Adult Media Literacy Tracker 2017

IN39. Lots of websites now ask you to register your personal details with them, which if any of these things do you do before registering personal details online? I look to see...(prompted responses, multi-coded)

Base: All adults aged 16+ who go online who say they register personal details online (1516 in 2016, 1525 in 2017)

Arrows show significant changes (95% level) between 2016 and 2017

Figure 110: Checks made when purchasing online before entering debit or credit card details



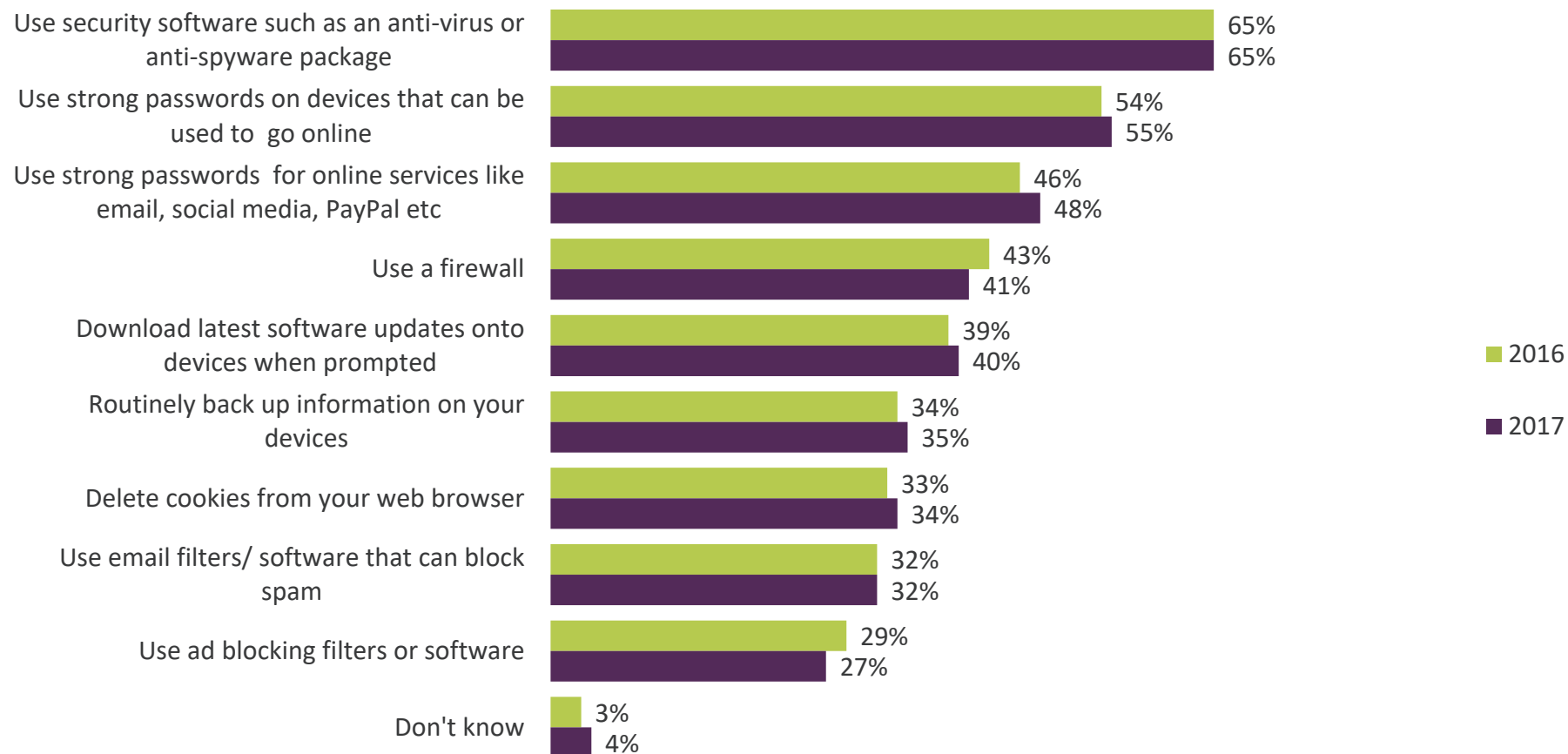
Source: Ofcom Adult Media Literacy Tracker 2017

IN38. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see...(prompted responses, multi-coded)

Base: All adults aged 16+ who say they buy things online (1309 in 2016, 1335 in 2017)

Arrows show significant changes (95% level) between 2016 and 2017

**Figure 111: Security measures in place at home among internet users: 2016-2017**

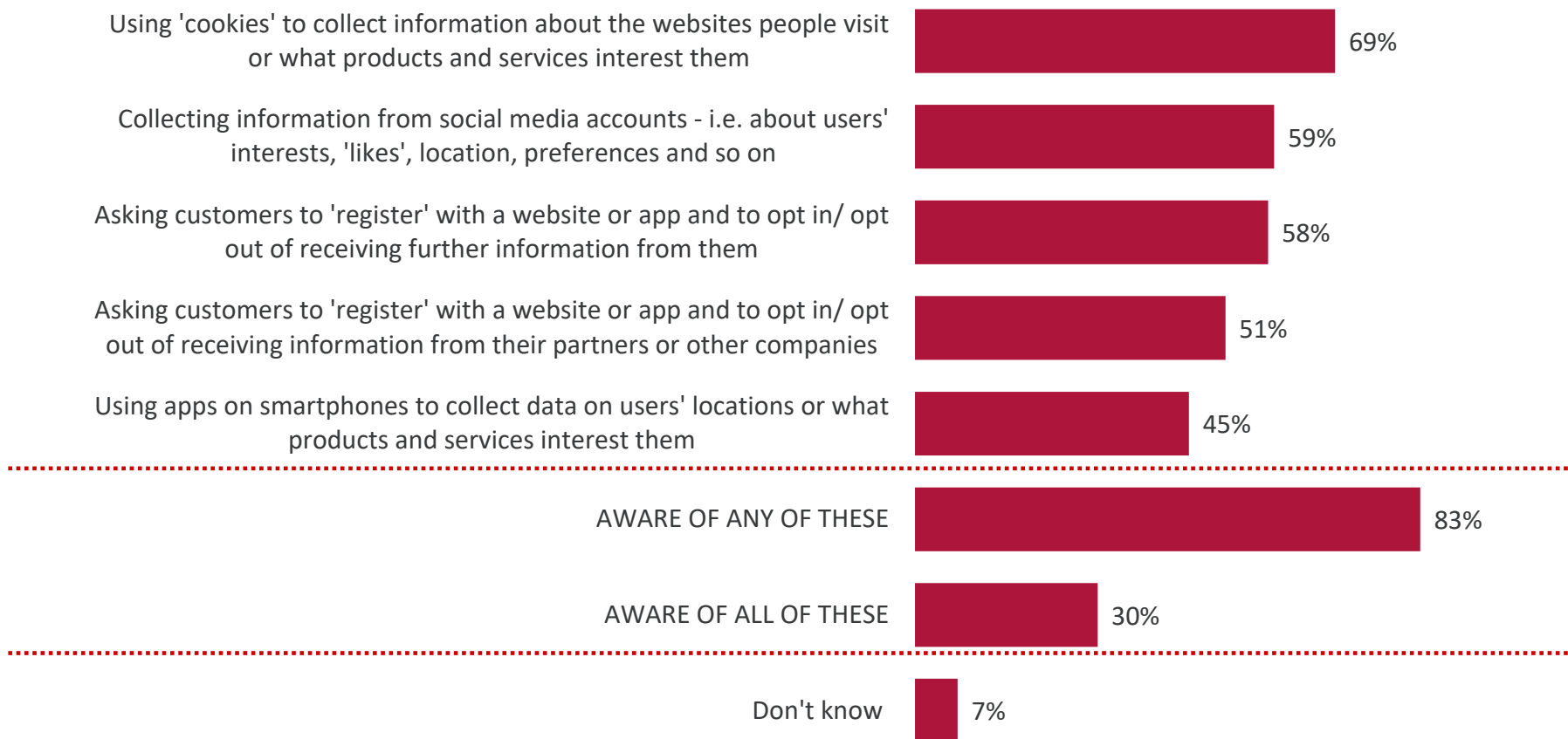


Source: Ofcom Adult Media Literacy Tracker 2017

IN6. Which, if any of these things do you or someone in your household do at home? (prompted responses, multi-coded)

Base: Adults aged 16+ who go online (1553 in 2016, 1570 in 2017)

## Figure 112: Awareness of ways in which online companies can collect internet users' personal information



Source: Ofcom Adult Media Literacy Tracker 2017

IN52. There are many ways that online companies can collect information about people based on what they do online. Which, if any of the following ways are you aware of? (prompted responses, multi-coded)

Base : All adults aged 16+ who go online (1570)

## Figure 113: Attitudes towards online companies collecting users' personal information online

I am happy for companies to collect and use my personal information if.....



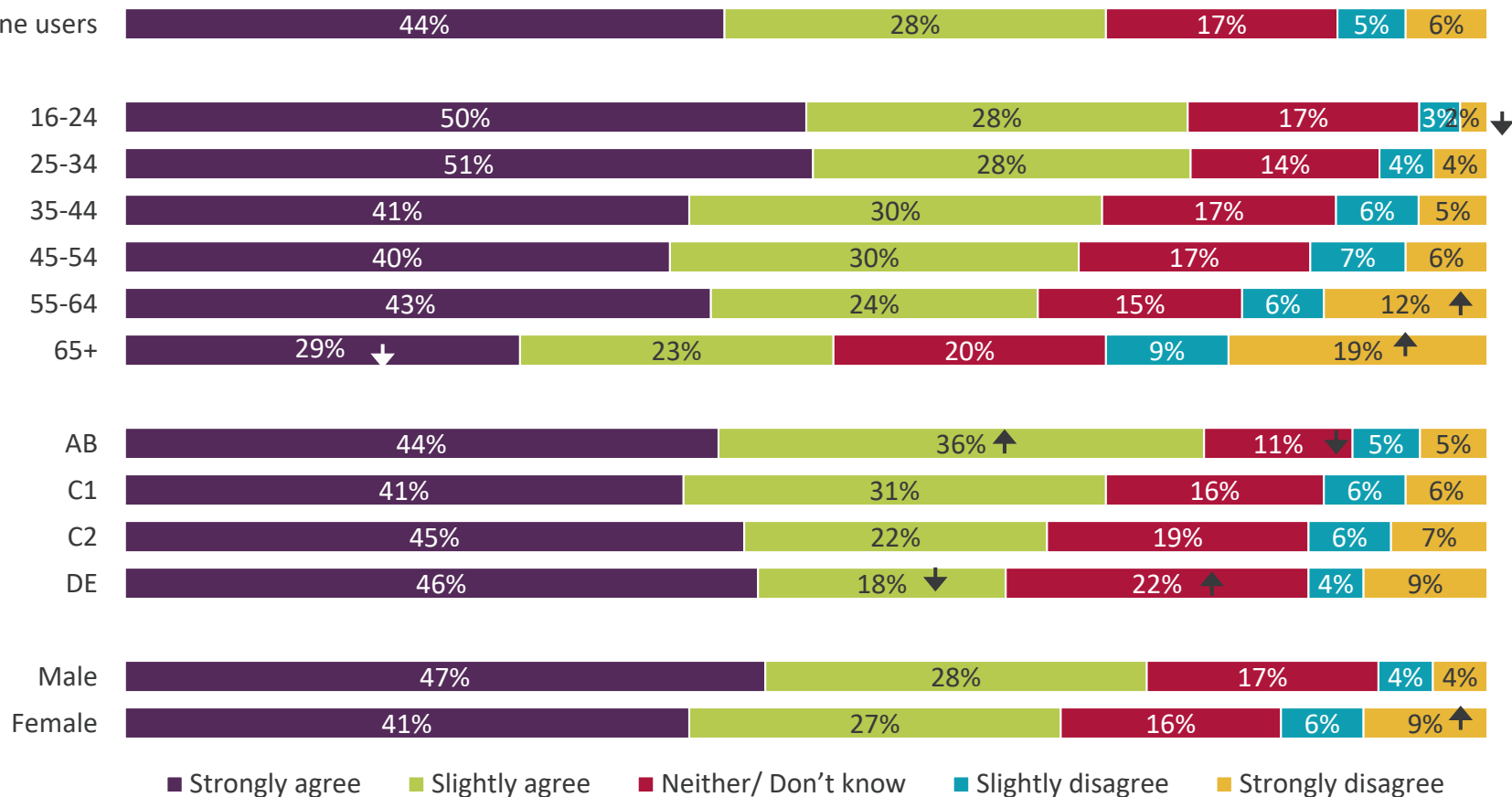
Source: Ofcom Adult Media Literacy Tracker 2017

IN53. Please read the full list of statements on this card about how people feel about online companies collecting and using their personal information. If you agree with any of these statements please just tell me the number that corresponds with each (prompted responses, multi-coded)

Base : All adults aged 16+ who go online (1570)



Figure 114: Agreement with statement: “I know how to make decisions about using location services on my mobile”, among smartphone users, by age, gender and socio-economic group



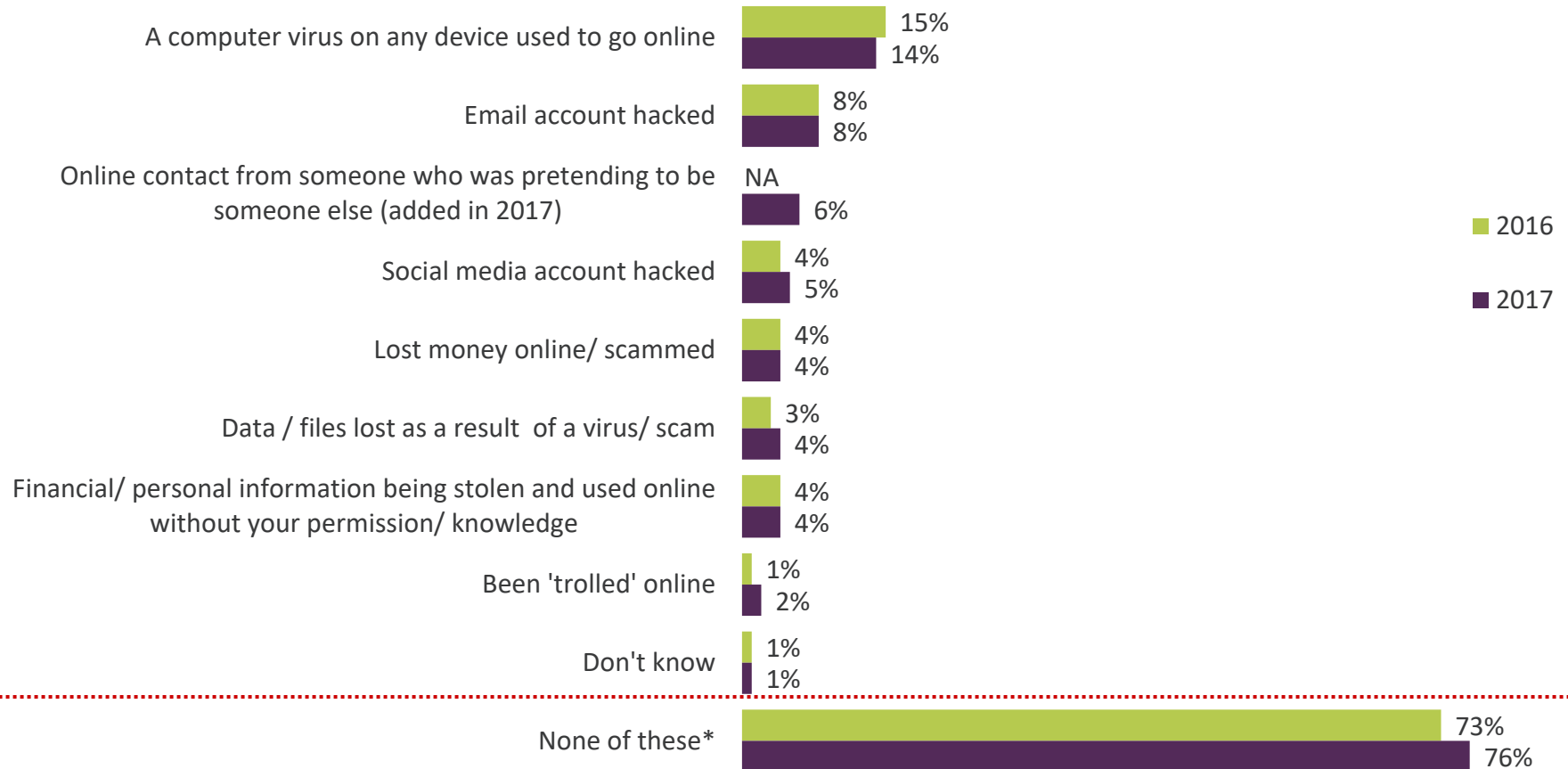
Source: Ofcom Adult Media Literacy Tracker 2017

M9. To what extent do you agree or disagree with the statement “I know how to make decisions about using location services on my mobile”. IF NECESSARY: Location services monitor your location to provide information to your phone based on where you are - this might be an updated weather forecast, bars, pubs or petrol stations near you or help you to plan a journey (prompted responses, single coded)

Base: All adults aged 16+ with a smartphone (1289 aged 16+, varies by demographic)

Arrows show significant differences (95% level) by age / socio-economic group compared to all who use a smartphone and men compared to women

Figure 115: Experience of 'negative' online events in the past 12 months: 2016-2017

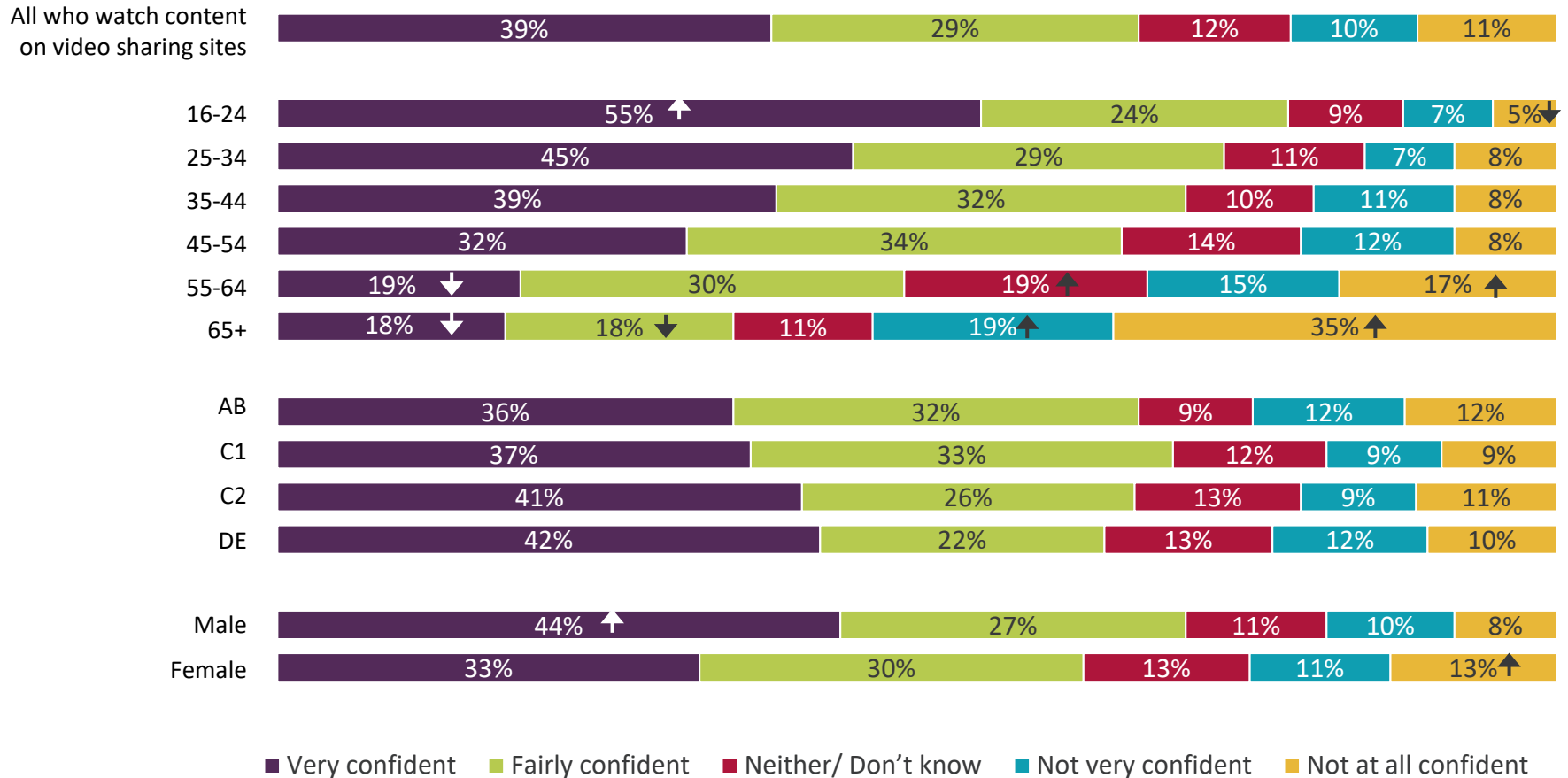


Source: Ofcom Adult Media Literacy Tracker 2017

IN7. Have you personally experienced any of the following issues in the past 12 months? (prompted responses, multi-coded)

Base: Adults aged 16+ who go online (1553 in 2016, 1570 in 2017) \* The None of these figure for 2017 excludes any mention of those who stated they had experienced online contact from someone who was pretending to be someone else, in order to compare the data between 2016 and 2017

# Figure 116: Confidence in knowing how to report inappropriate content to YouTube, by age, gender and socio-economic group



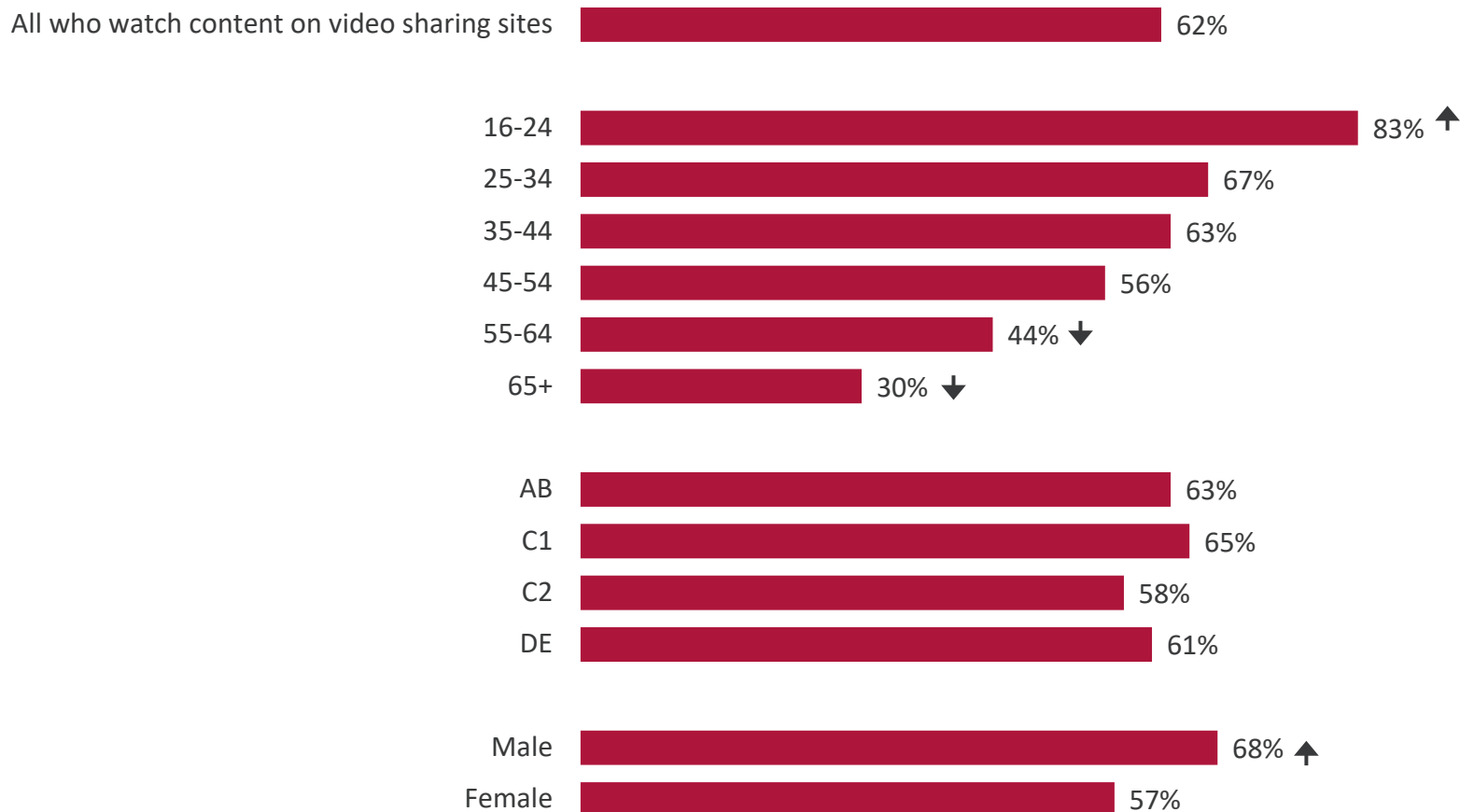
Source: Ofcom Adult Media Literacy Tracker 2017

IN20A. If you found something on YouTube that you considered inappropriate, how confident would you be in knowing how to report the inappropriate content to YouTube? (prompted responses, single coded)

Base: All aged 16+ who ever watch content on video sharing sites (1161 aged 16+, varies by demographic)

Arrows show significant differences (95% level) by age/ socio-economic group compared to all who watch content on video sharing sites and men compared to women

Figure 117: Awareness of button/ flag for reporting inappropriate content on YouTube, by age, gender and socio-economic group



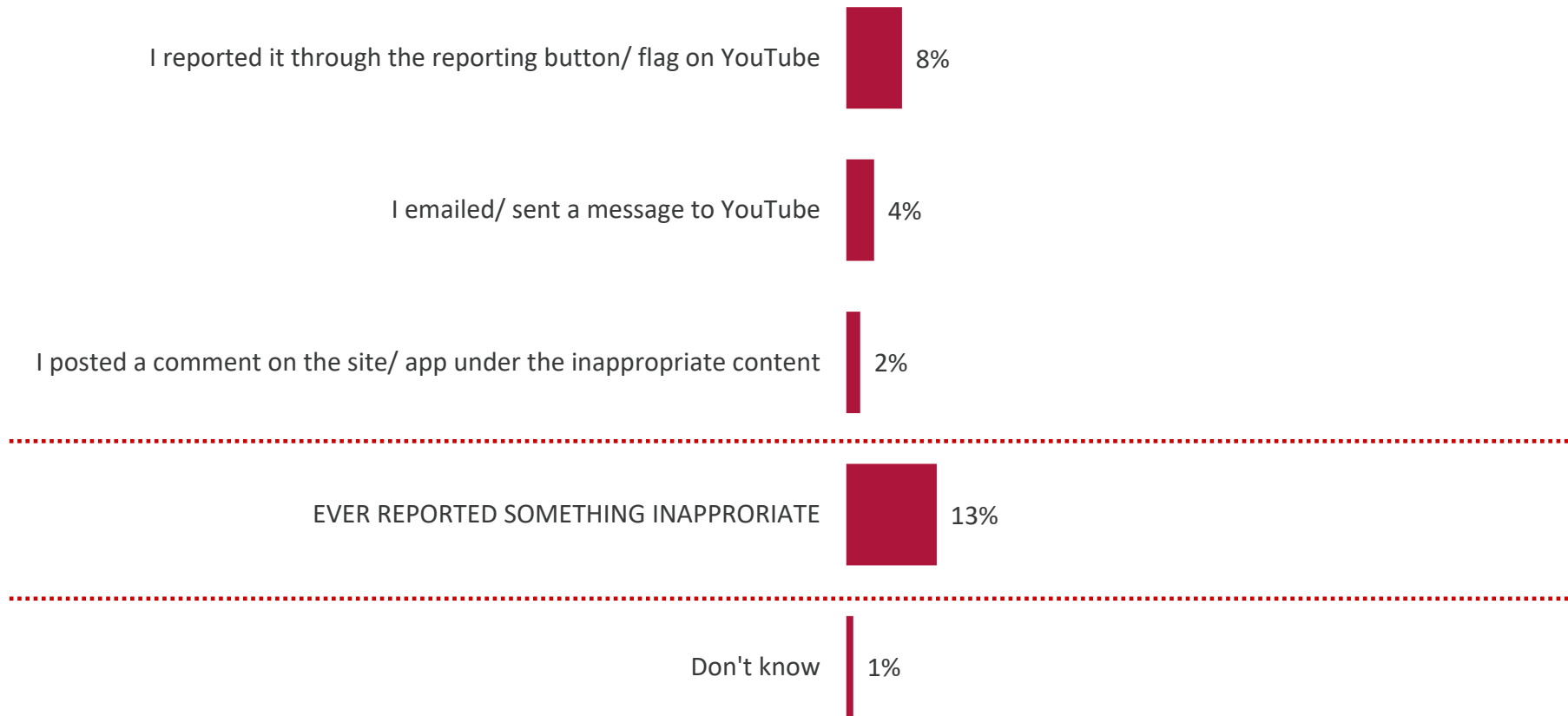
Source: Ofcom Adult Media Literacy Tracker 2017

IN20B. Did you know there is a reporting button or flag on YouTube which can be used to report inappropriate content? (prompted responses, single coded)

Base: All aged 16+ who ever watch content on video sharing sites (1161 aged 16+, varies by demographic)

Arrows show significant differences (95% level) by age/ socio-economic group compared to all who watch content on video sharing sites and men compared to women

# Figure 118: Experience of reporting inappropriate content to YouTube

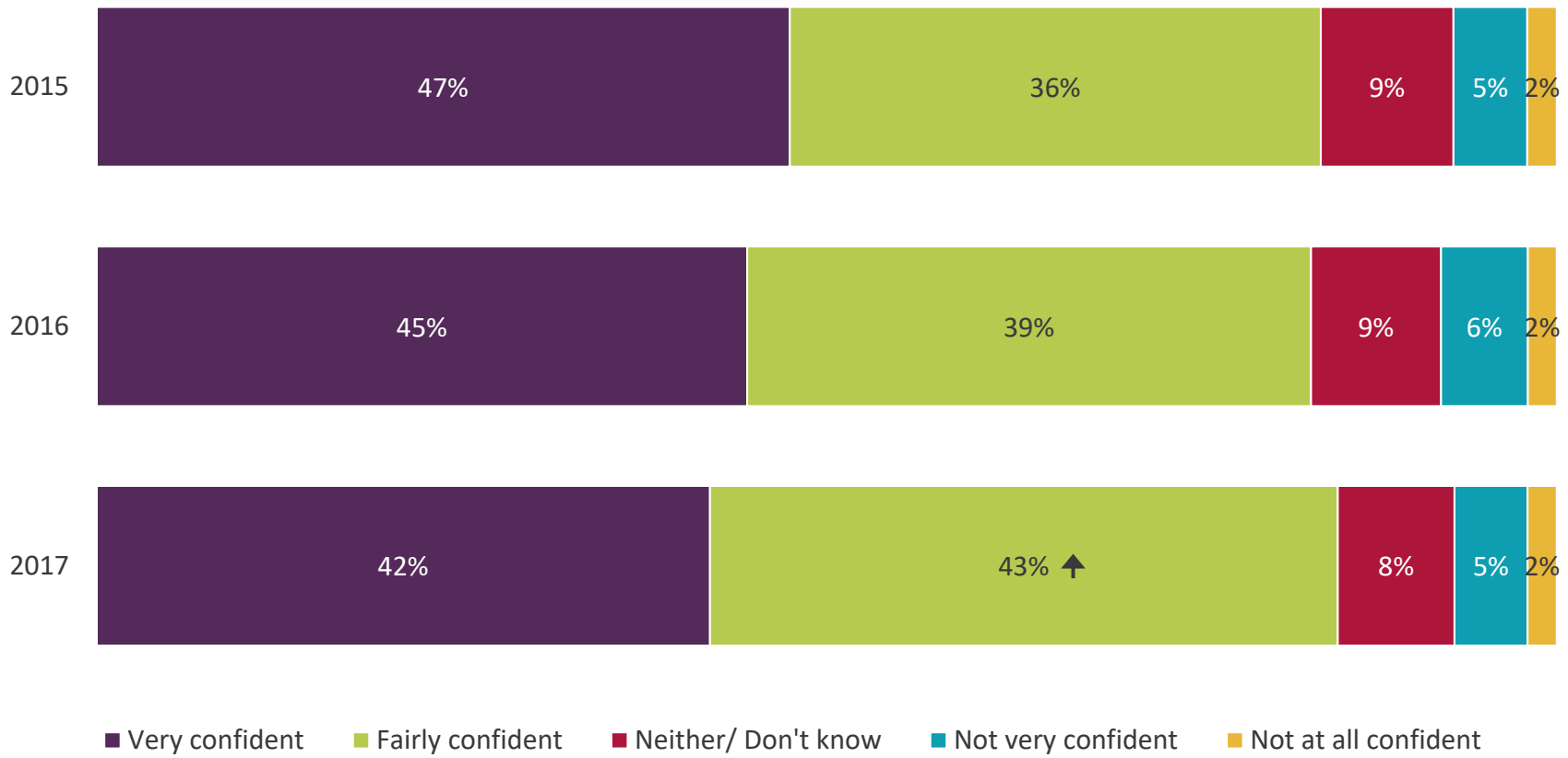


Source: Ofcom Adult Media Literacy Tracker 2017

IN20C. Have you ever reported inappropriate content to YouTube? IF YES: How did you report this inappropriate content to YouTube ?(prompted responses, single coded)

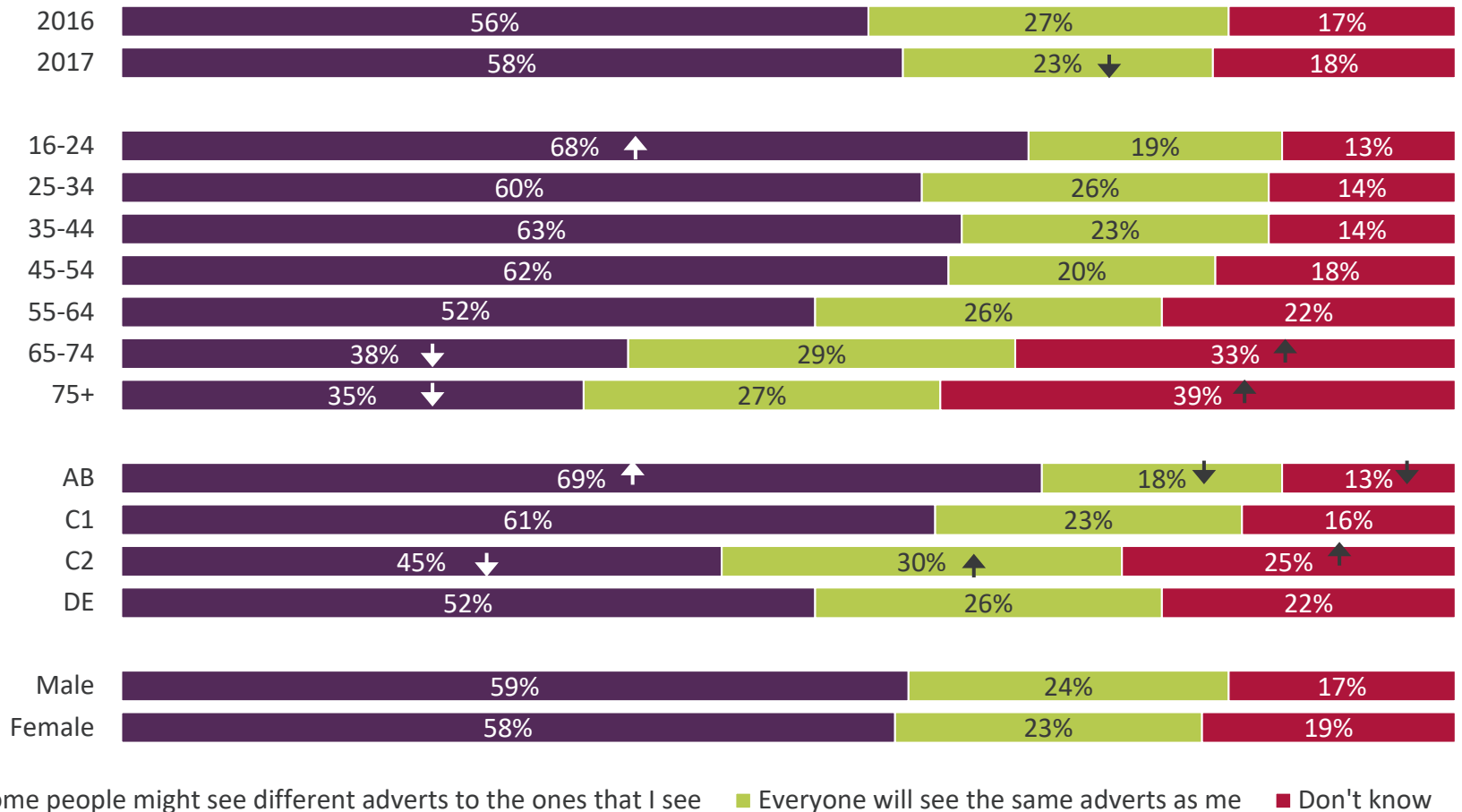
Base: All aged 16+ who ever watch content on video sharing sites (1161 aged 16+, varies by demographic)

# Figure 119: Confidence in recognising online advertising: 2015-2017



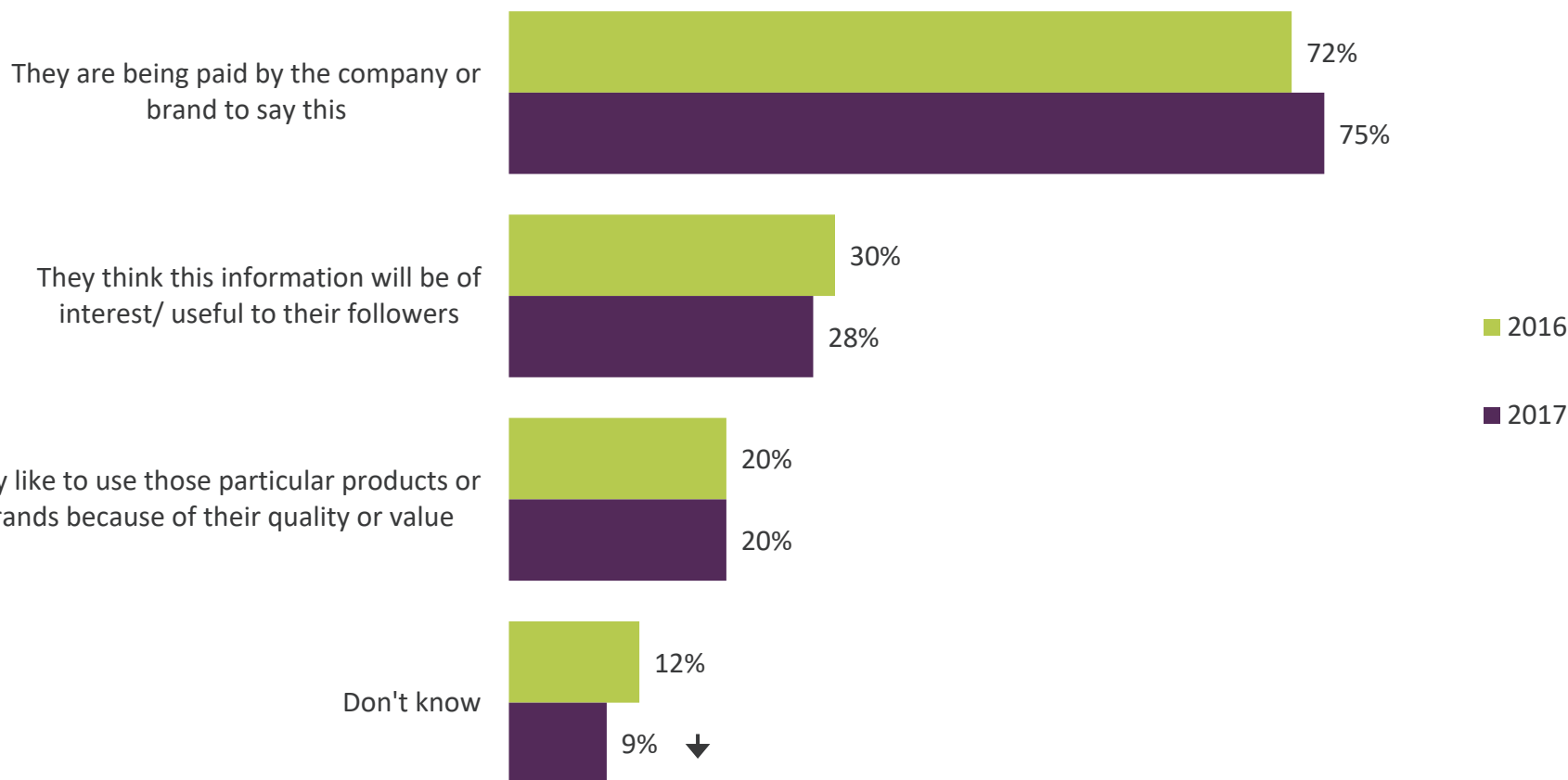
Source: Ofcom Adult Media Literacy Tracker 2017  
 IN11D. I'm going to read out some questions about confidence using the internet, for each one please say which of the options on the card applies to you. When you see or read things online, how confident are you in recognising what is advertising and what is not? (prompted responses, single coded)  
 Base: All adults aged 16+ who go online (1553 in 2016, 1570 in 2017)  
 Arrows show significant changes (95% level) between 2016 and 2017

# Figure 120: Awareness of personalised online advertising, by age, socio-economic group and gender



Source: Ofcom Adult Media Literacy Tracker 2017  
 IN48. When someone in the same country as you visits the same website or app at the same time as you, which one of these things applies to any advertising you can see? (prompted responses, single coded)  
 Base: All adults aged 16+ who go online (1570 aged 16+, varies by demographic)  
 Arrows show significant differences (95% level) between 2016 and 2017 at the overall level and by age/ socio-economic group compared to all who go online and men compared to women

## Figure 121: Understanding of potential product endorsement by vloggers among users of video-sharing services: 2016-2017



Source: Ofcom Adult Media Literacy Tracker 2017

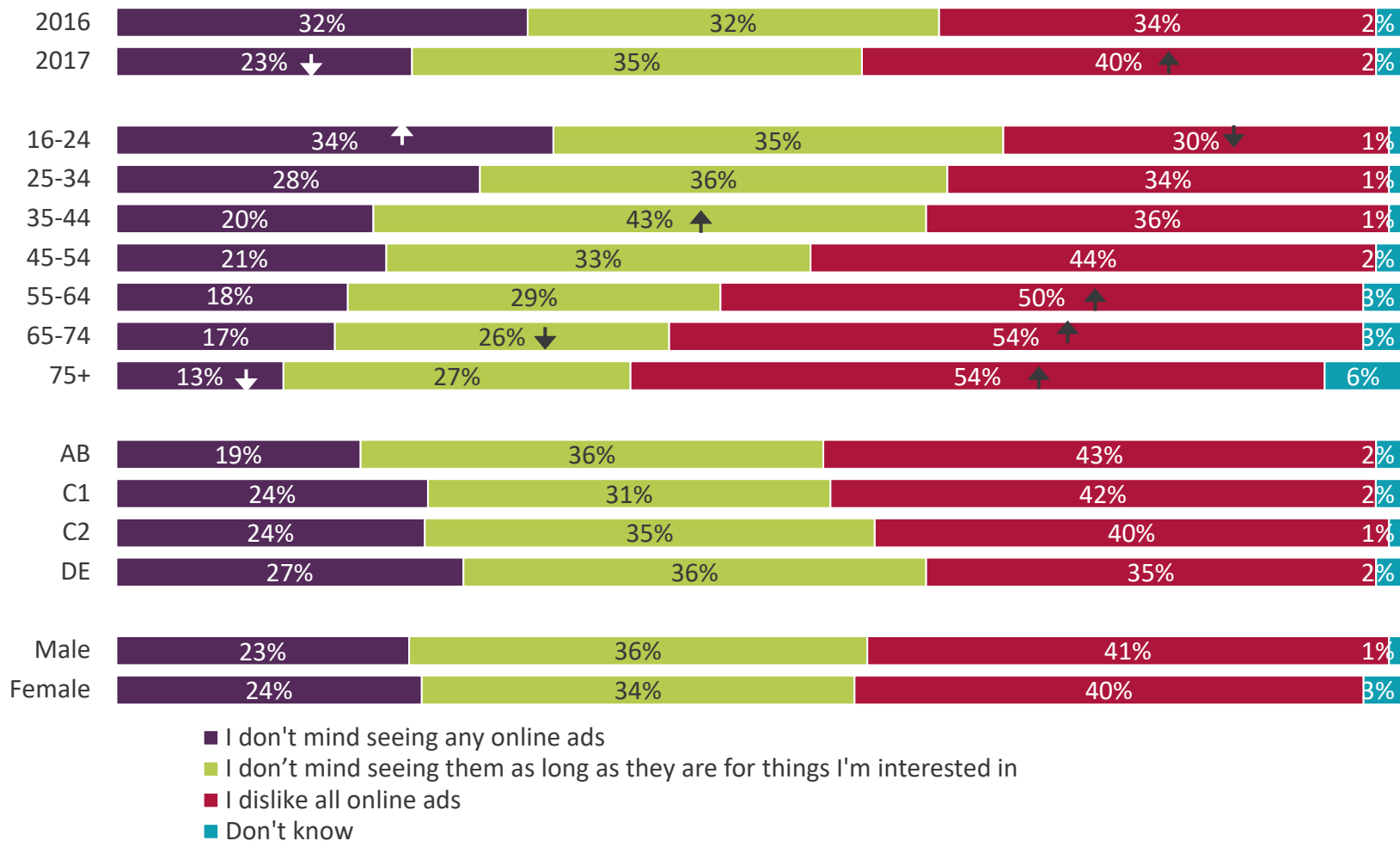
IN51. On sites like YouTube some vloggers with lots of followers like Zoella, or Thatcher Joe might say good things about a particular company or product or brand, such as Nike clothing, a new game or clothes from TopShop. Which if any of these are reasons why they might say good things about these products or brands? (prompted responses, multi-coded)

Base: Adults who ever watch videos on video sharing sites (1114 in 2016, 1161 in 2017)

Arrows show significant changes (95% level) between 2016 and 2017



Figure 122: Attitudes towards online advertising, by age, socio-economic group and gender



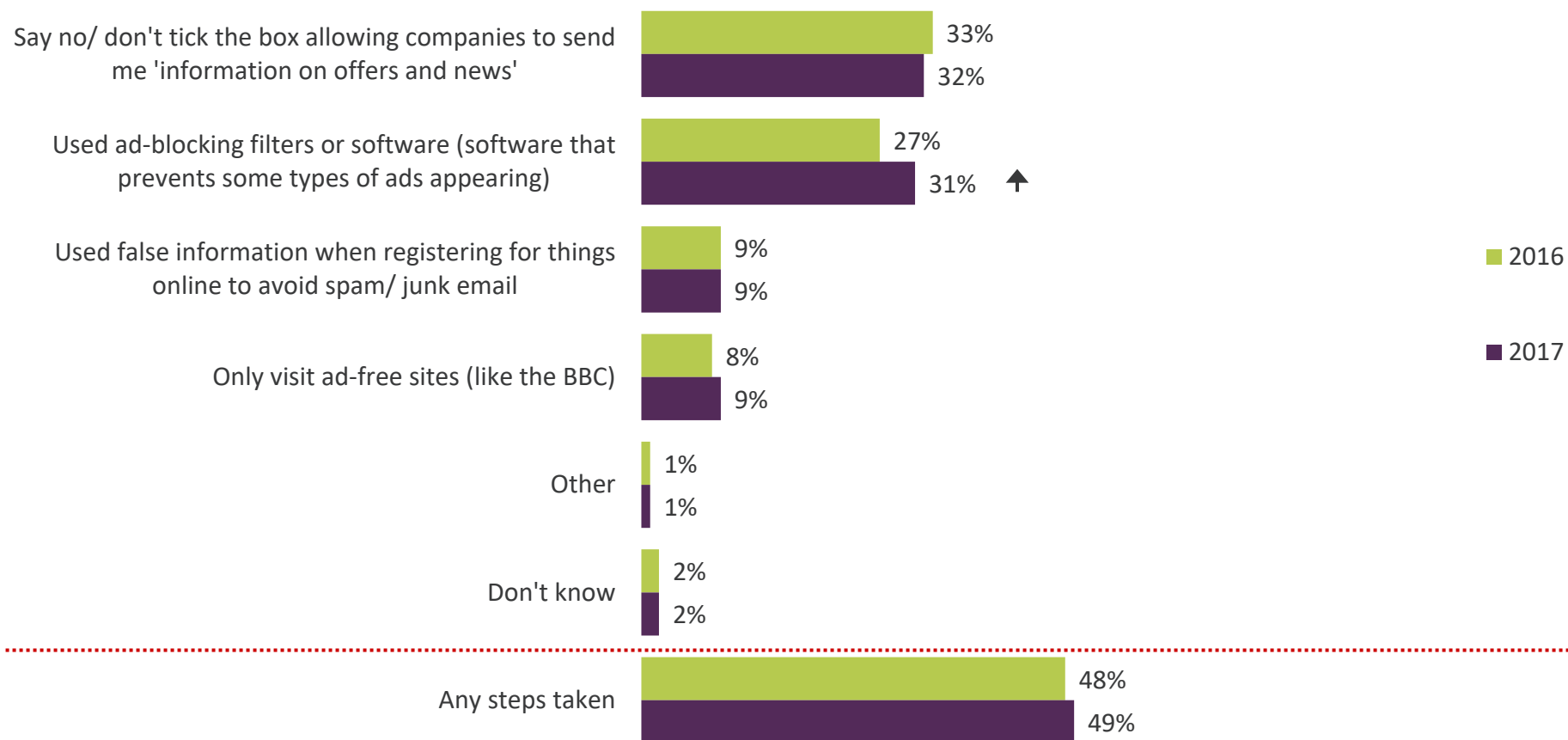
Source: Ofcom Adult Media Literacy Tracker 2017

IN49. Which of the following statements best describe your feelings about online advertisements (prompted responses, single coded)

Base: All adults aged 16+ who go online (1570 aged 16+, varies by demographic)

Arrows show significant differences (95% level) between 2016 and 2017 at the overall level, and by age / socio-economic group compared to all who go online and men compared to women

**Figure 123: Steps taken by internet users to avoid online adverts: 2016-2017**



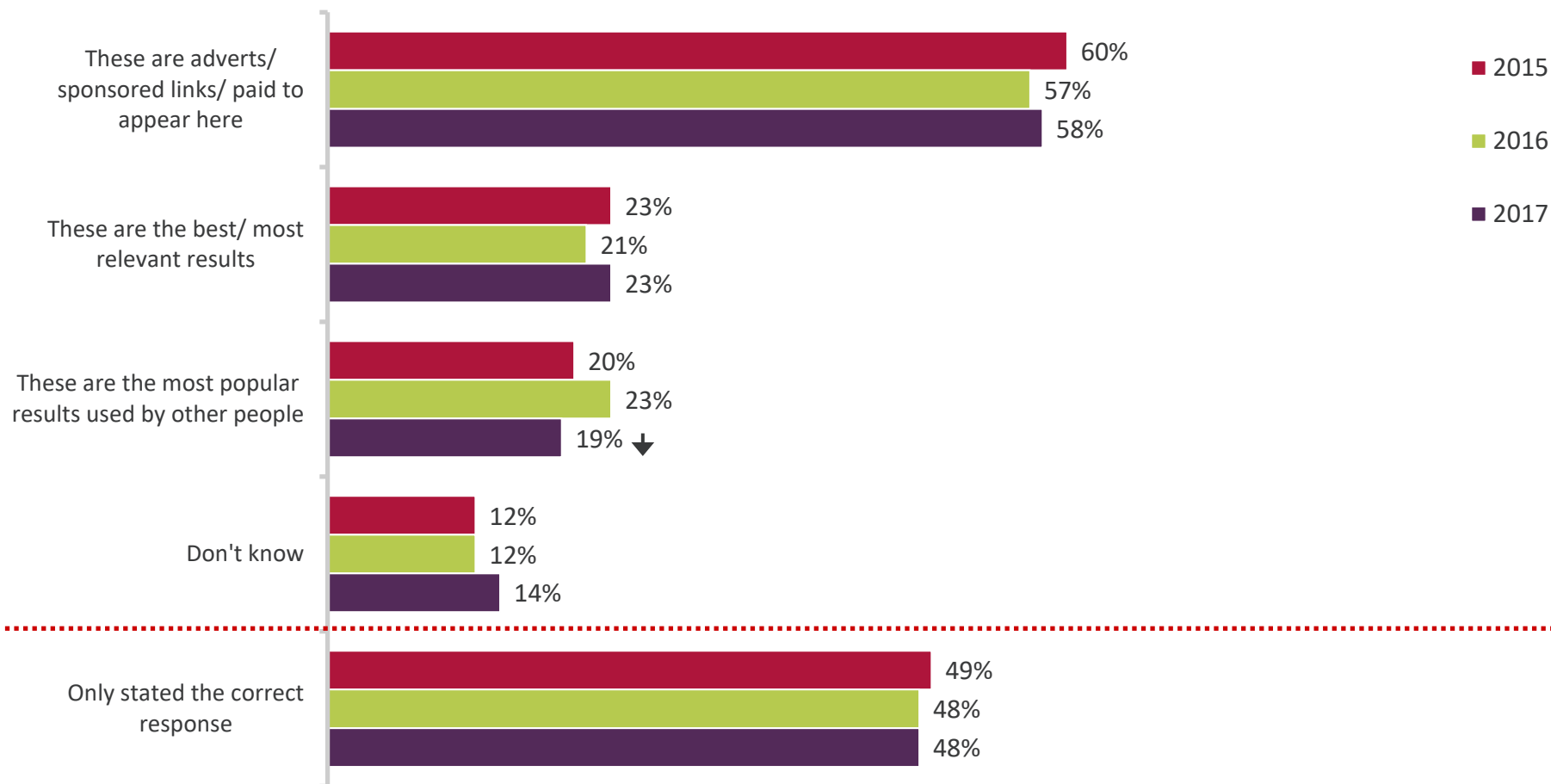
Source: Ofcom Adult Media Literacy Tracker 2017

IN50. Which, if any, of the following steps have you taken to avoid seeing online ads? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (1553 in 2016, 1570 in 2017)

Arrows show significant changes (95% level) between 2016 and 2017

Figure 124: Understanding of paid-for results returned by Google searches, among adults who use search engine websites or apps: 2015-2017



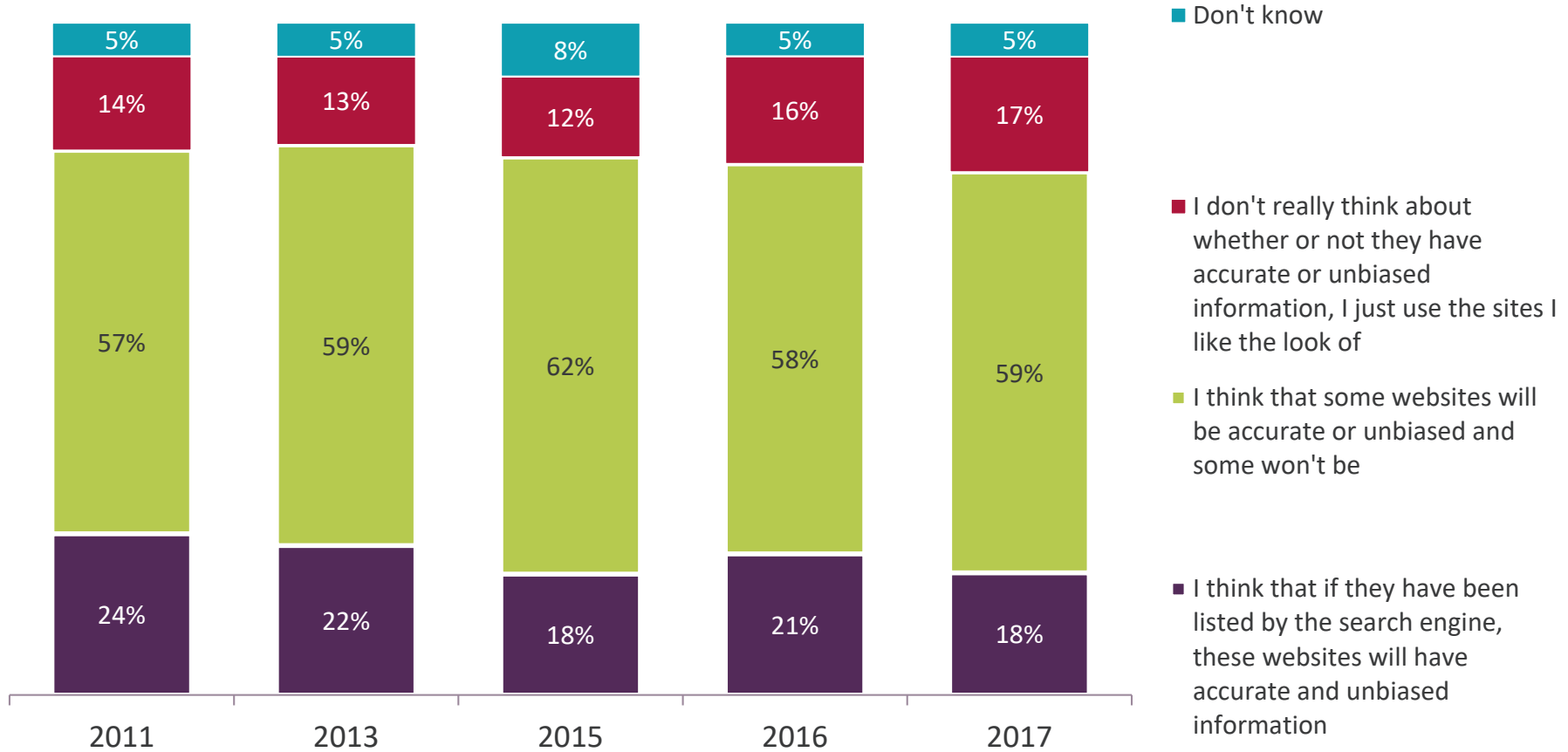
Source: Ofcom Adult Media Literacy Tracker 2017

IN47. Here's an image (SHOWCARD OF IMAGE) from a Google search for 'walking boots'. Do any of these apply to the first two results shown under the pictures? (prompted responses, multi-coded) . NB – question amended in 2017 to be asked of those that have used search engines in the last year, rather than those who than ever used a search engine.

Base: Adults aged 16+ who go online and have ever used search engine websites or apps/ have used websites or apps in the last year (1516 in 2016, 1508 in 2017)

Arrows show significant changes (95% level) between 2016 and 2017

# Figure 125: Understanding of how search engines operate: 2011-2017



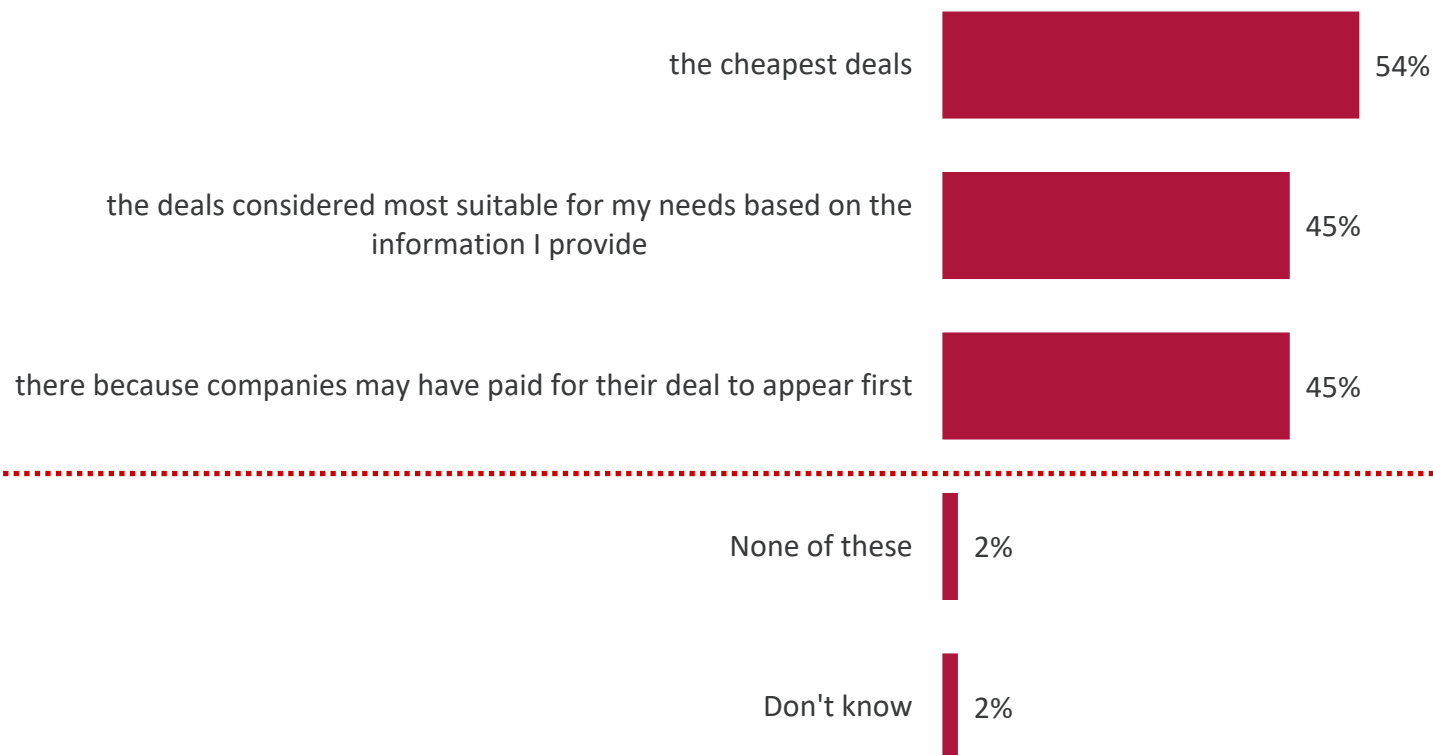
Source: Ofcom Adult Media Literacy Tracker 2017

IN46. When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which one of these is closest to your opinion about the level of accuracy or bias of the information detailed in the websites that appear in the results pages? (prompted responses, single coded) NB – question amended in 2017 to be asked of those that have used search engines in the last year, rather than those who have ever used a search engine.

Base: Adults aged 16+ who go online and have ever used search engine websites or apps/ have used websites or apps in the last year (1516 in 2016, 1508 in 2017)

## Figure 126: Understanding of the deals listed first by Price Comparison websites

I think the deals that are listed first could be....

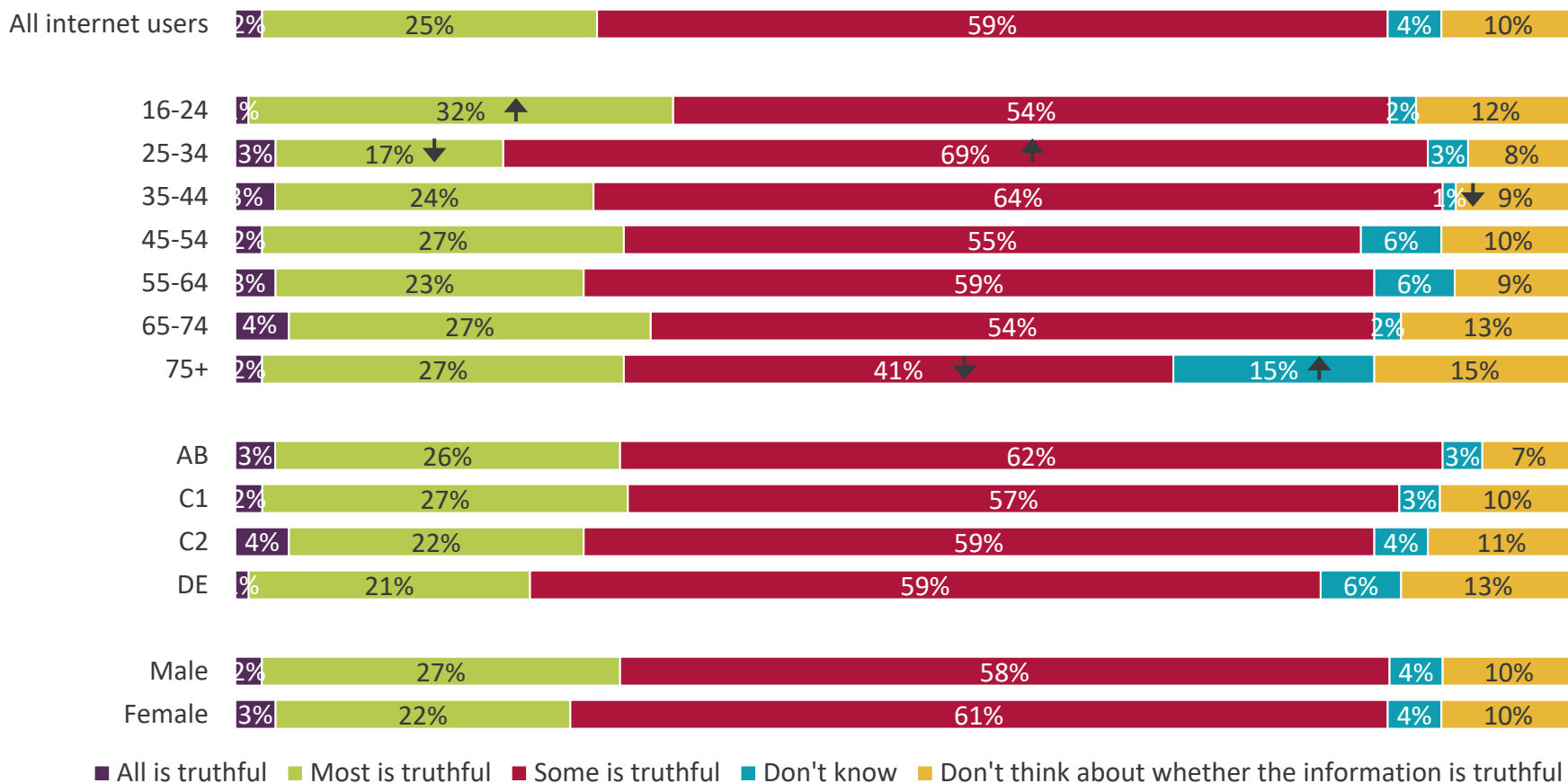


Source: Ofcom Adult online survey 2017

Q7. Which of the following options could apply to the deals listed first in the search results returned by Price Comparison websites? When I use a price comparison website, I think that the deal or deals that are listed first could be.....(prompted responses, multi-coded)

Base: All adults aged 16+ who go online that have ever used price comparison websites (953)

Figure 127: Extent to which internet users believe the truthfulness of factual information they find online, by age, gender and socio-economic group



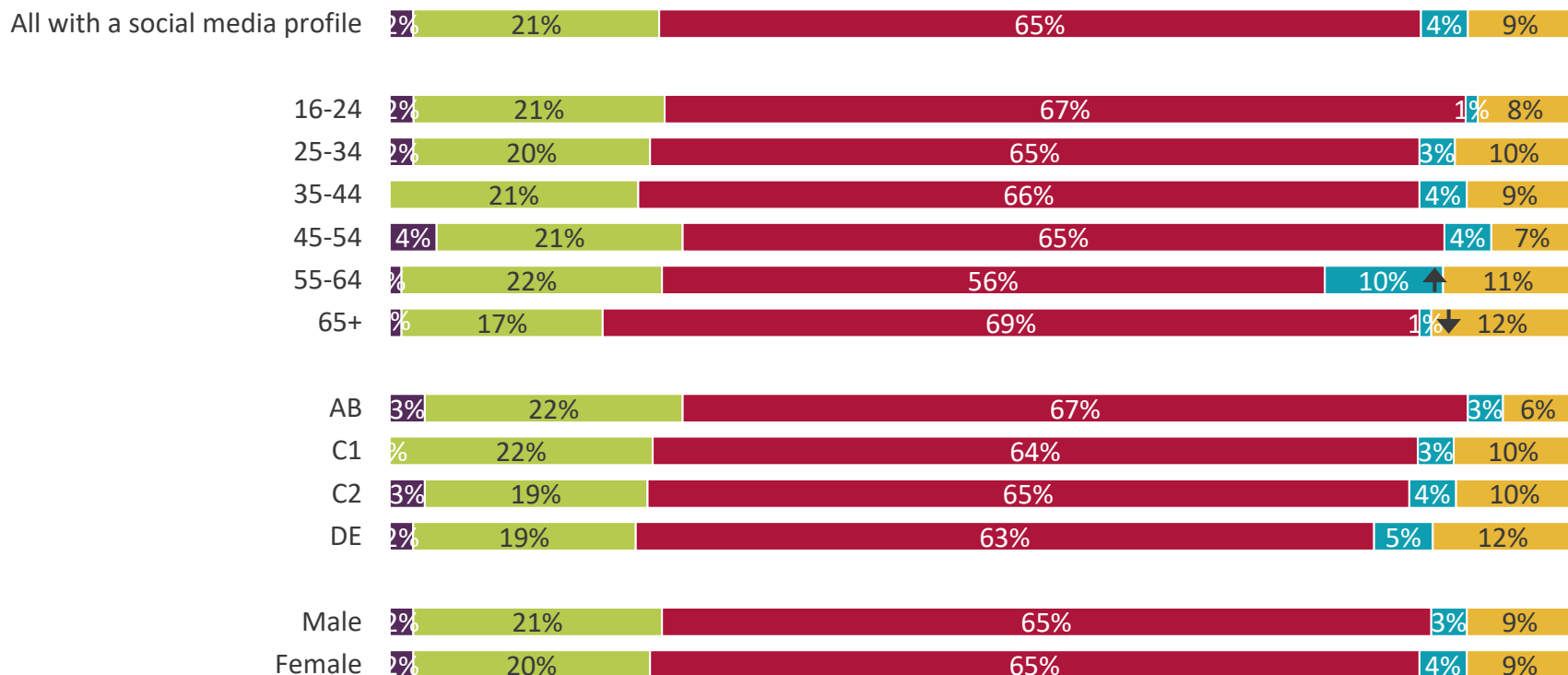
Source: Ofcom Adult Media Literacy Tracker 2017

IN36. Thinking generally, when you find factual information online, perhaps on search engines like Google, do you ever think about whether the information you find is truthful? IF YES - Do you believe that all the information you find online is truthful, most of it is truthful or just some of it is truthful? (prompted responses, single coded)

Base: Adults aged 16+ who go online (1570 aged 16+, varies by demographic)

Arrows show significant differences (95% level) by age/ socio-economic group compared to all who go online and men compared to women

Figure 128: Extent to which users believe the truthfulness of information they see on social media sites, by age, gender and socio-economic group



■ All is truthful ■ Most is truthful ■ Some is truthful ■ Don't know ■ Don't think about whether the information on social media sites is truthful

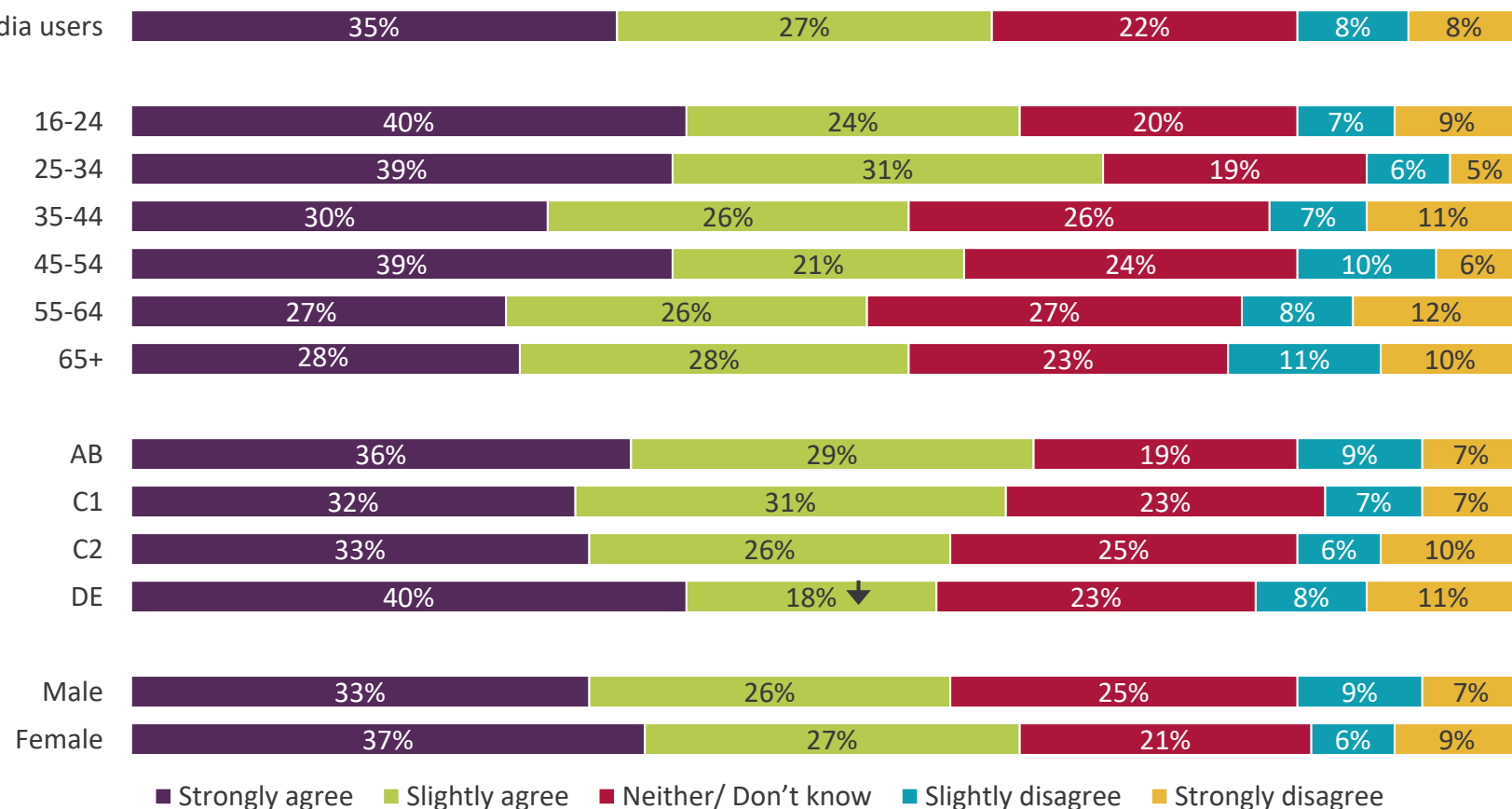
Source: Ofcom Adult Media Literacy Tracker 2017

IN24. Generally, when you visit social media sites or apps like Facebook, Instagram, Snapchat, Twitter, or YouTube, do you ever think about whether the information posted on these sites or apps is truthful? IF YES - Do you believe that all the information you see on these sites or apps is truthful, most of it is truthful or just some of it is truthful? (prompted responses, single coded)

Base: All adults aged 16+ with a social media profile /account (1182 aged 16+, varies by demographic)

Arrows show significant differences (95% level) by age / socio-economic group compared to all with a social media profile/ account and men compared to women

Figure 129: Agreement with statement: “The images or videos that other people post online make their life look more interesting than it is”, by age, gender and socio-economic group



Source: Ofcom Adult Media Literacy Tracker 2017

IN26. To what extent do you agree with this statement – The images or videos that other people post online make their life look more interesting than it is? (prompted responses, single coded)

Base: All adults aged 16+ with a social media profile/ account (1182 aged 16+, varies by demographic)

Arrows show significant differences (95% level) by age/ socio-economic group compared to all with a social media profile/ account and men compared to women



# Figure 130: Checking the accuracy of factual information found online

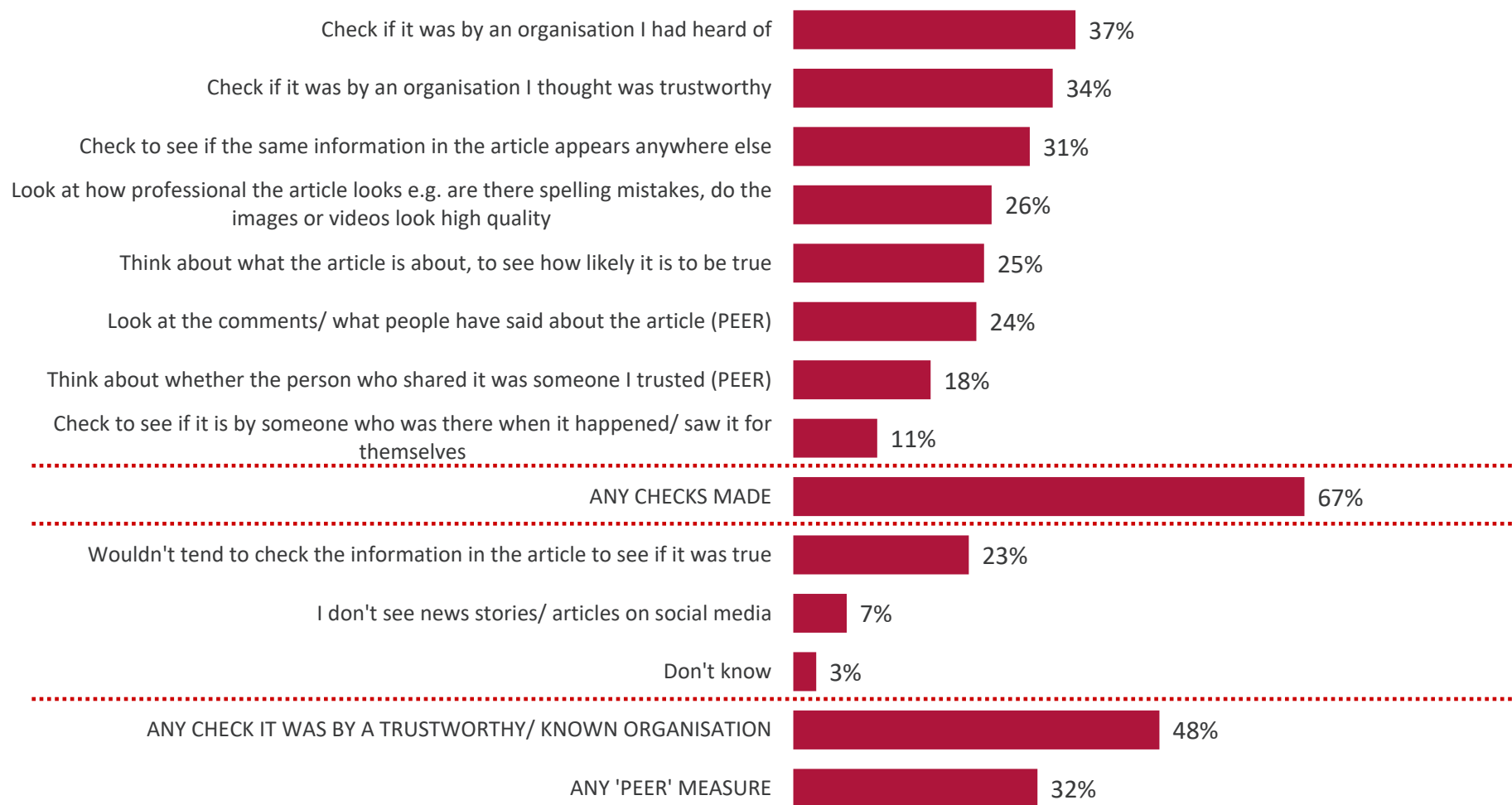


Source: Ofcom Adult Media Literacy Tracker 2017

IN37. When you find factual information online, perhaps on search engines like Google do you check if the information is truthful in any of these ways? (prompted responses, multi-coded)

Base: Adults aged 16+ who would consider whether the information they find online is truthful (1316)

**Figure 131: Potential checks made on news stories or articles appearing on social media to verify if they are true**



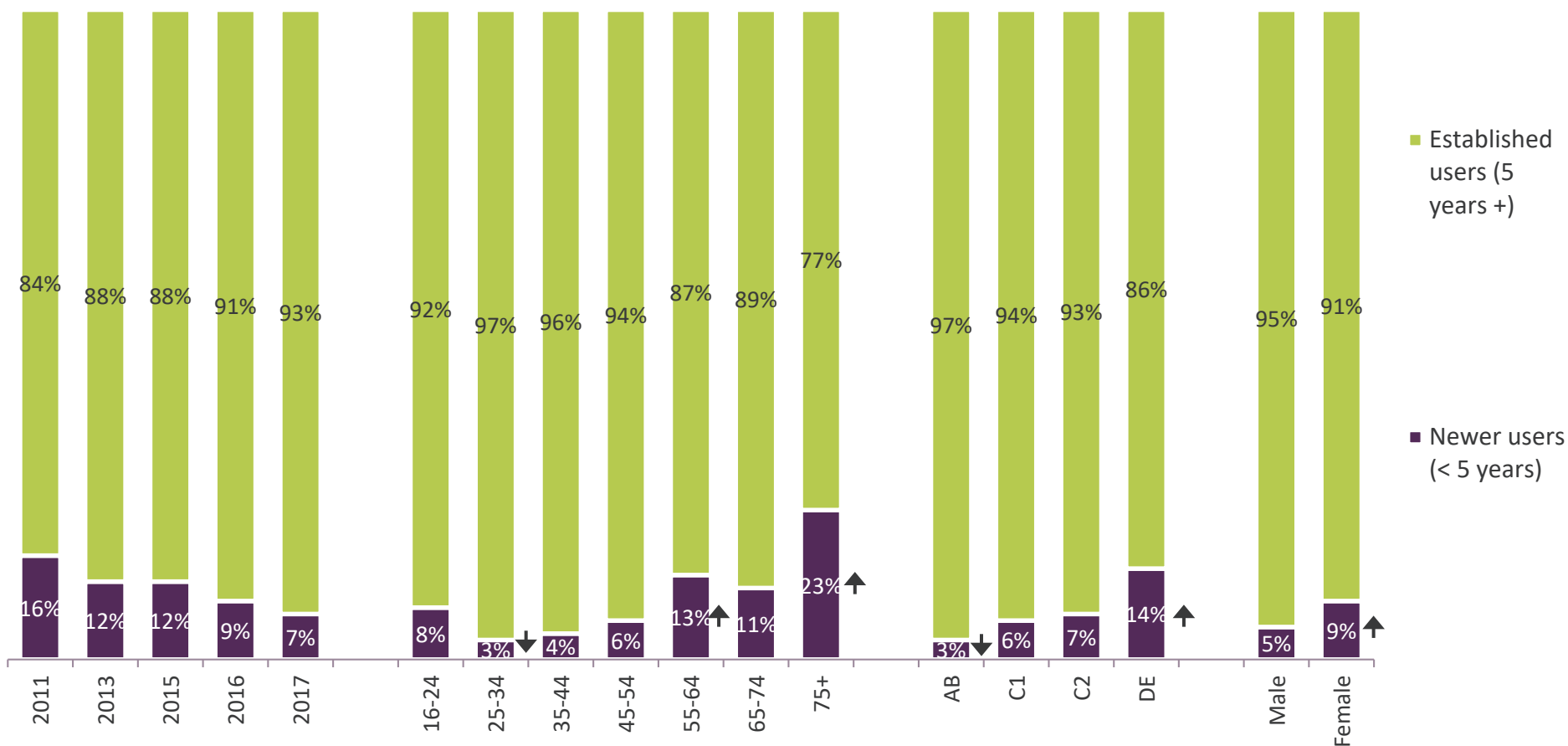
Source: Ofcom Adult Media Literacy Tracker 2017

IN25. When you read or see a news story or article on social media site or apps which, if any, of these things would you ever do if you wanted to check the information in the article to see if it was true? (prompted responses, single coded)

Base: All adults aged 16+ with a social media profile / account (1182 aged 16+, varies by demographic)

# Newer, narrower and non-users of the internet

Figure 132: Proportion of newer and established users, by year and demographic group



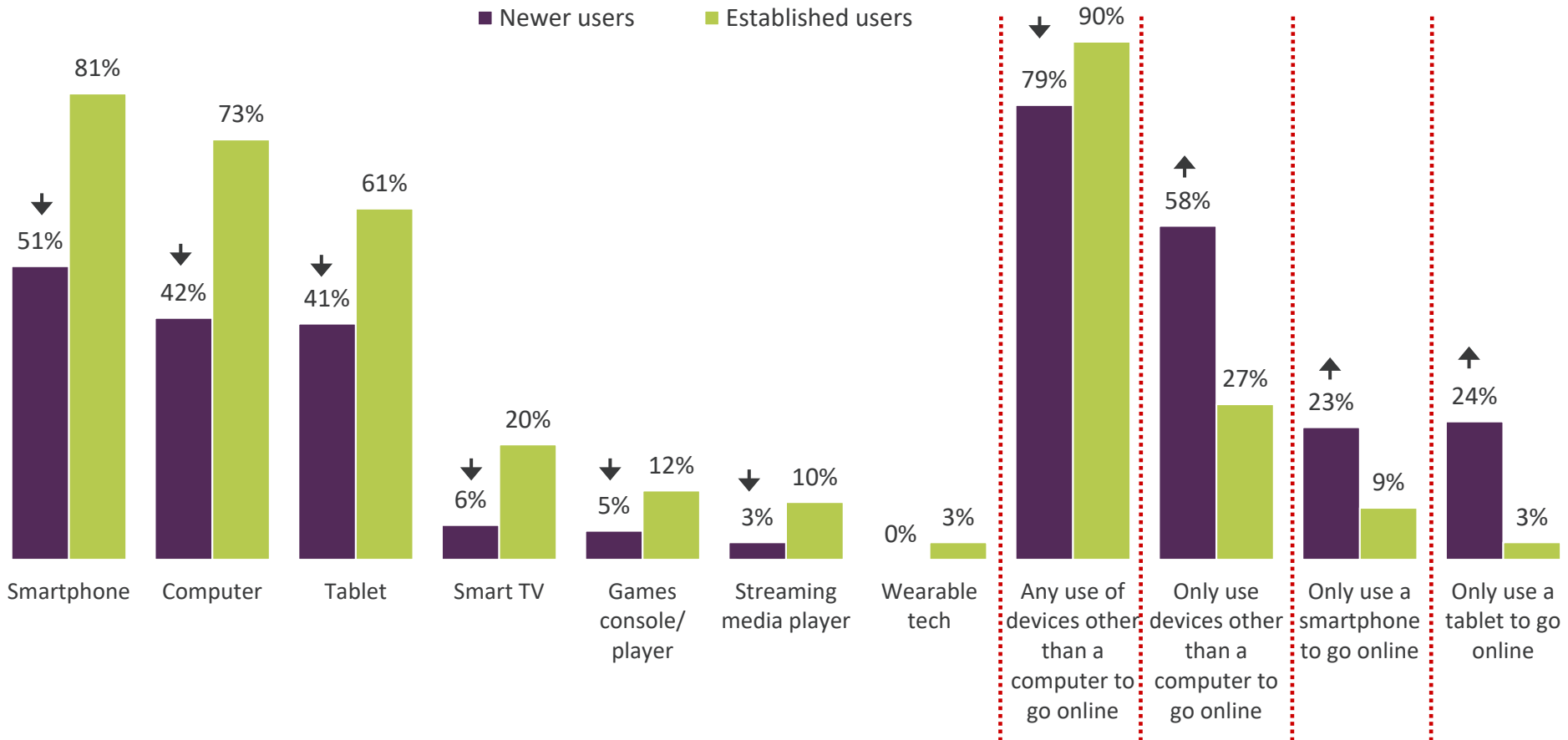
Source: Ofcom Adult Media Literacy Tracker 2017

IN3. How long ago did you first start going online? (prompted responses, single coded)

Base: All adults aged 16+ who go online (1570 aged 16+, varies by demographic)

Arrows show significant differences (95% level) between 2016 and 2017 at the overall level and by age/ socio-economic group compared to all who go online and men compared to women

# Figure 133: Devices used to go online: newer vs. established users



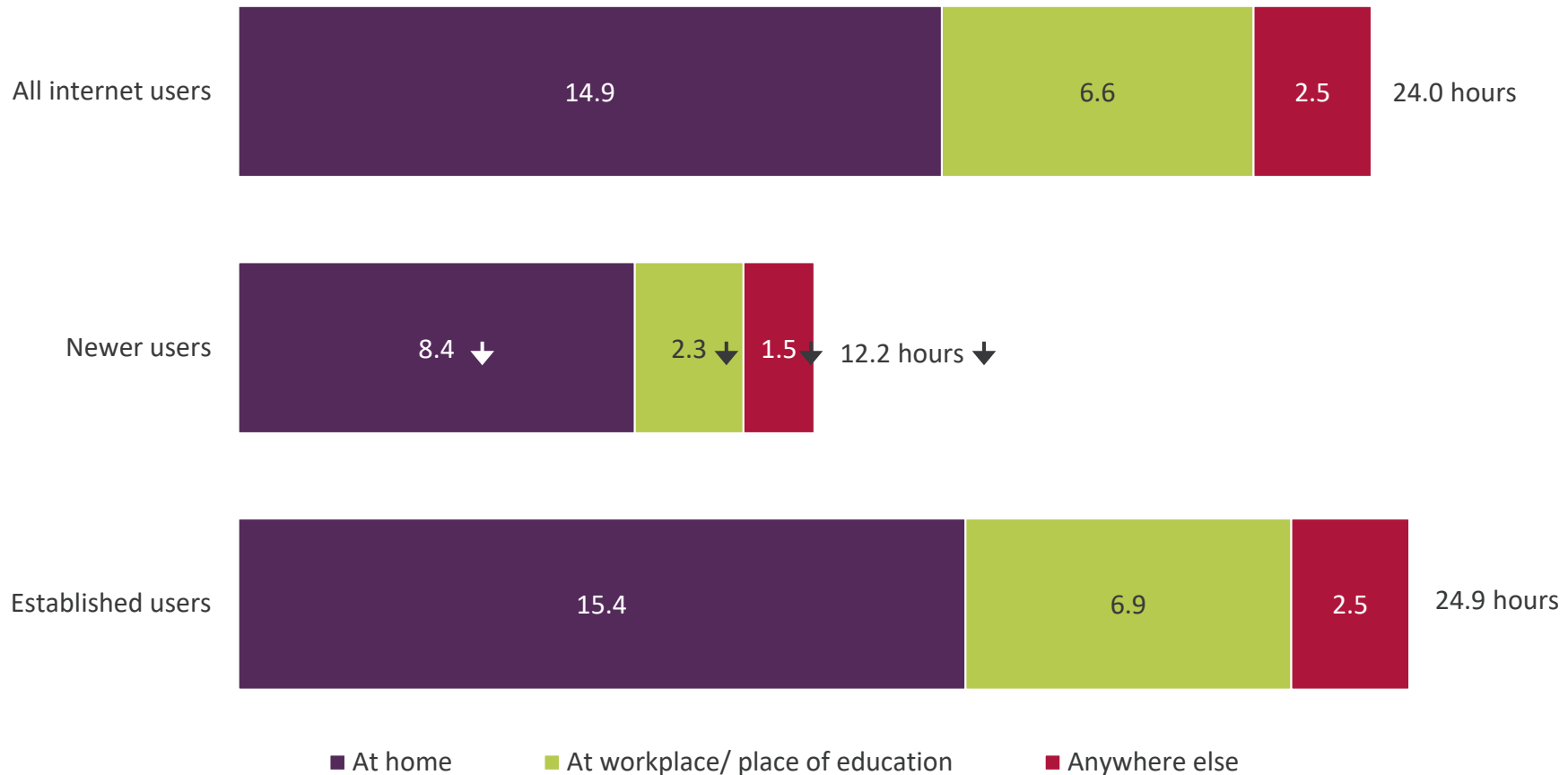
Source: Ofcom Adult Media Literacy Tracker 2017

IN2. Do you go online using any of these devices? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online who first went online under 5 years ago (133), 5+ years (1384)

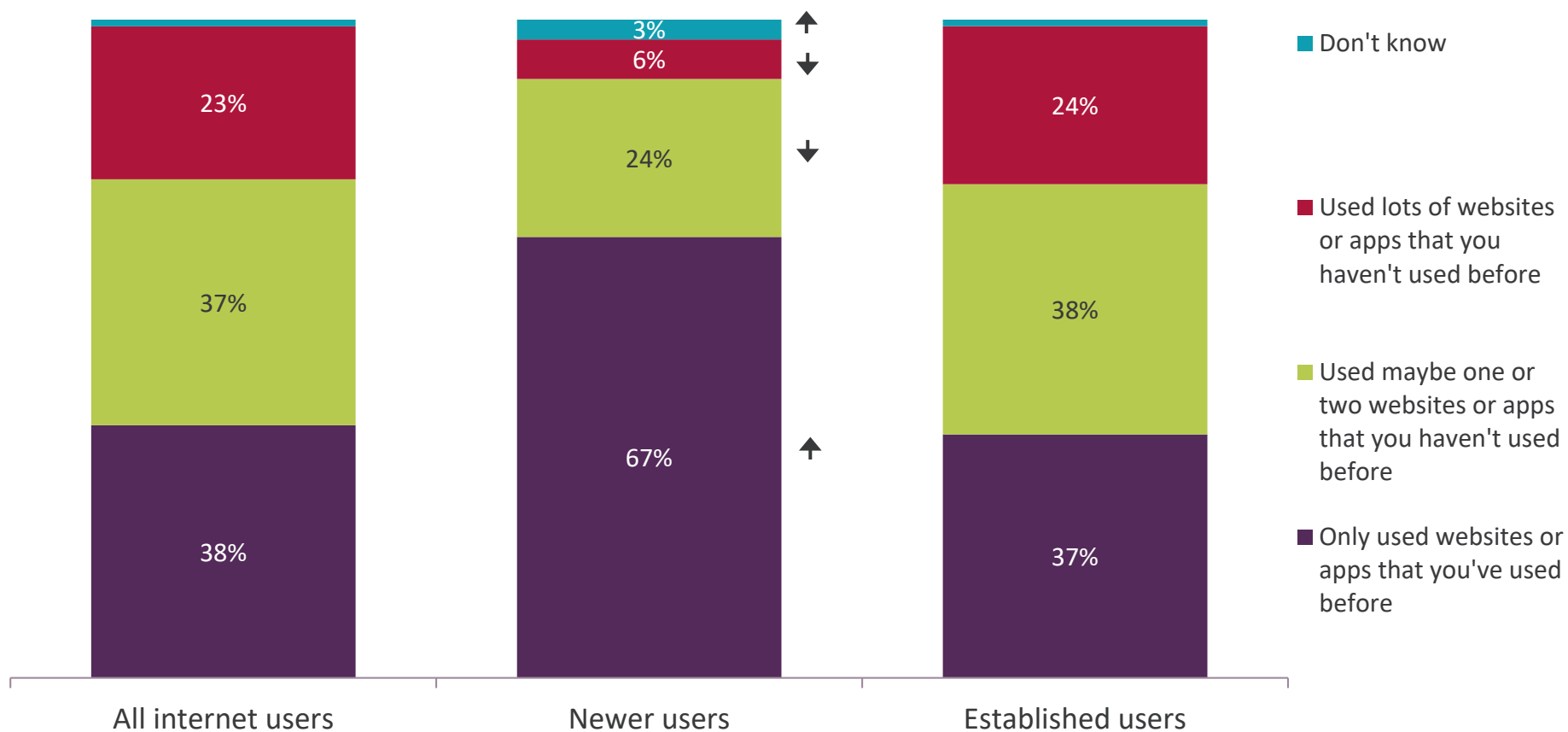
Arrows show significant differences (95% level) between newer and established users

# Figure 134: Volume of internet use per week: newer vs. established users



Source: Ofcom Adult Media Literacy Tracker 2017  
 IN5A-C. How many hours in a typical week would you say you use the internet at home /at your workplace or place of education/ anywhere else? (unprompted responses, single coded)  
 Base: All adults aged 16+ who go online (1570) who first went online under 5 years ago (133), 5+ years (1384)  
 Arrows show significant differences (95% level) between newer and established users

Figure 135: Use of websites or apps in the last month not used before: newer vs. established users



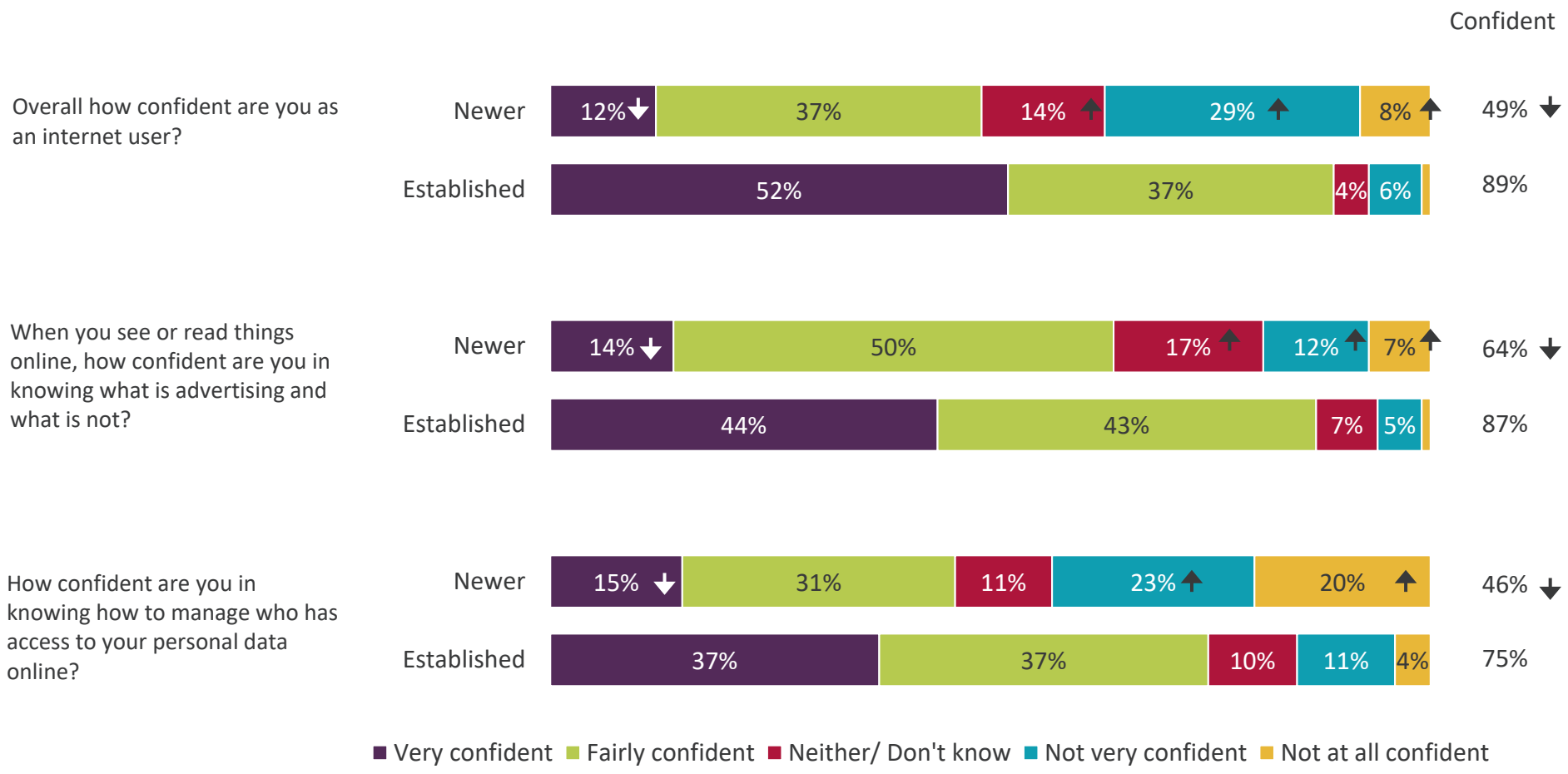
Source: Ofcom Adult Media Literacy Tracker 2017

IN12. In the last month, when you have gone online, have you ..... (prompted responses, single coded)

Base: All adults aged 16+ who go online (1570) who first went online under 5 years ago (133), 5+ years (1384)

Arrows show significant differences (95% level) between newer and established users

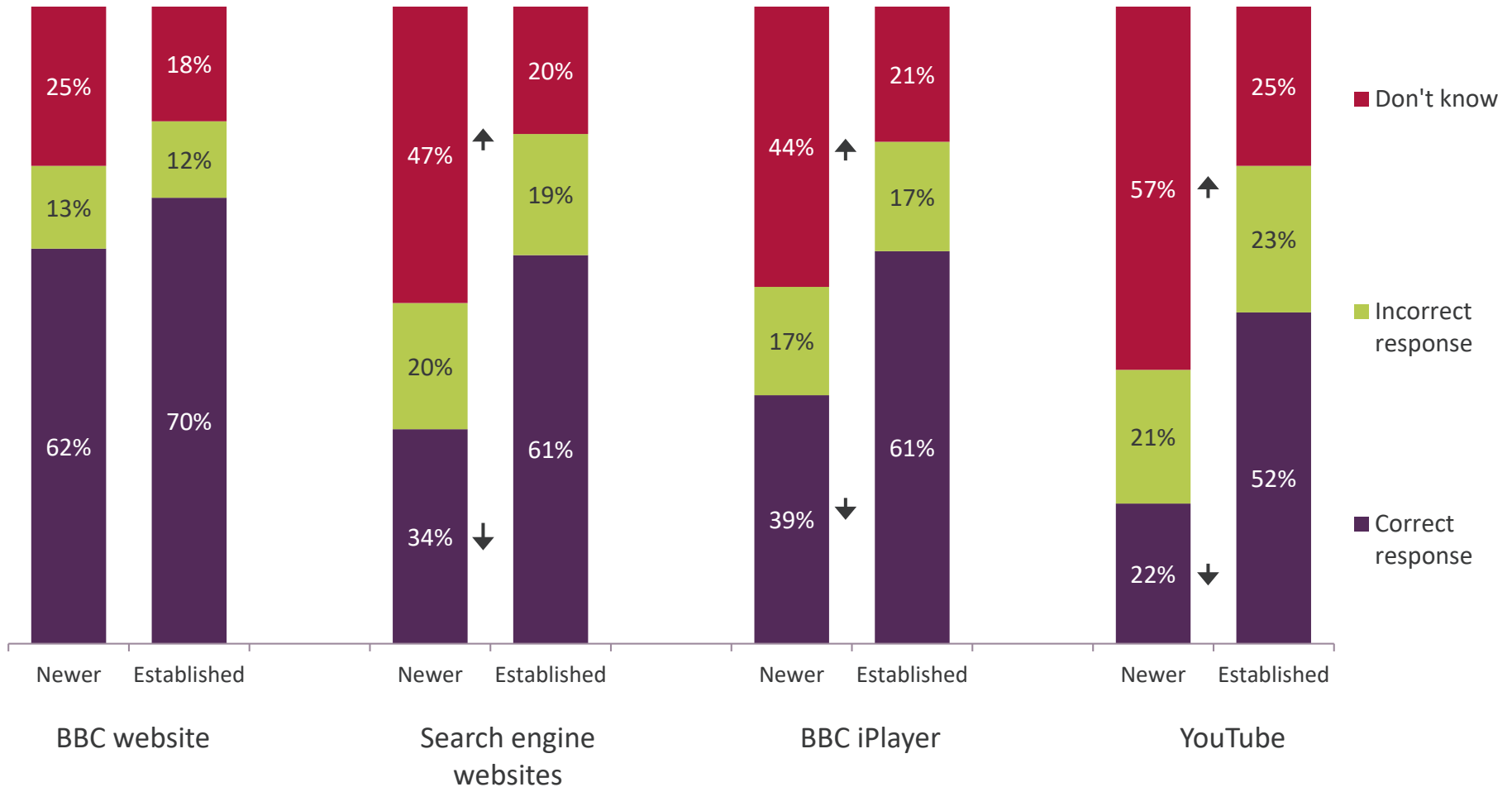
# Figure 136: Confidence as an internet user: newer vs. established users



Source: Ofcom Adult Media Literacy Tracker 2017  
 IN11A/C/D . I'm going to read out some questions about confidence using the internet, for each one please say which of the options on the card applies to you (prompted responses, single coded)  
 Base: All adults aged 16+ who first went online under 5 years ago (133), 5+ years (1384)  
 Arrows show significant differences (95% level) between newer and established users



Figure 137: Awareness of how websites or online services are funded: newer vs. established users



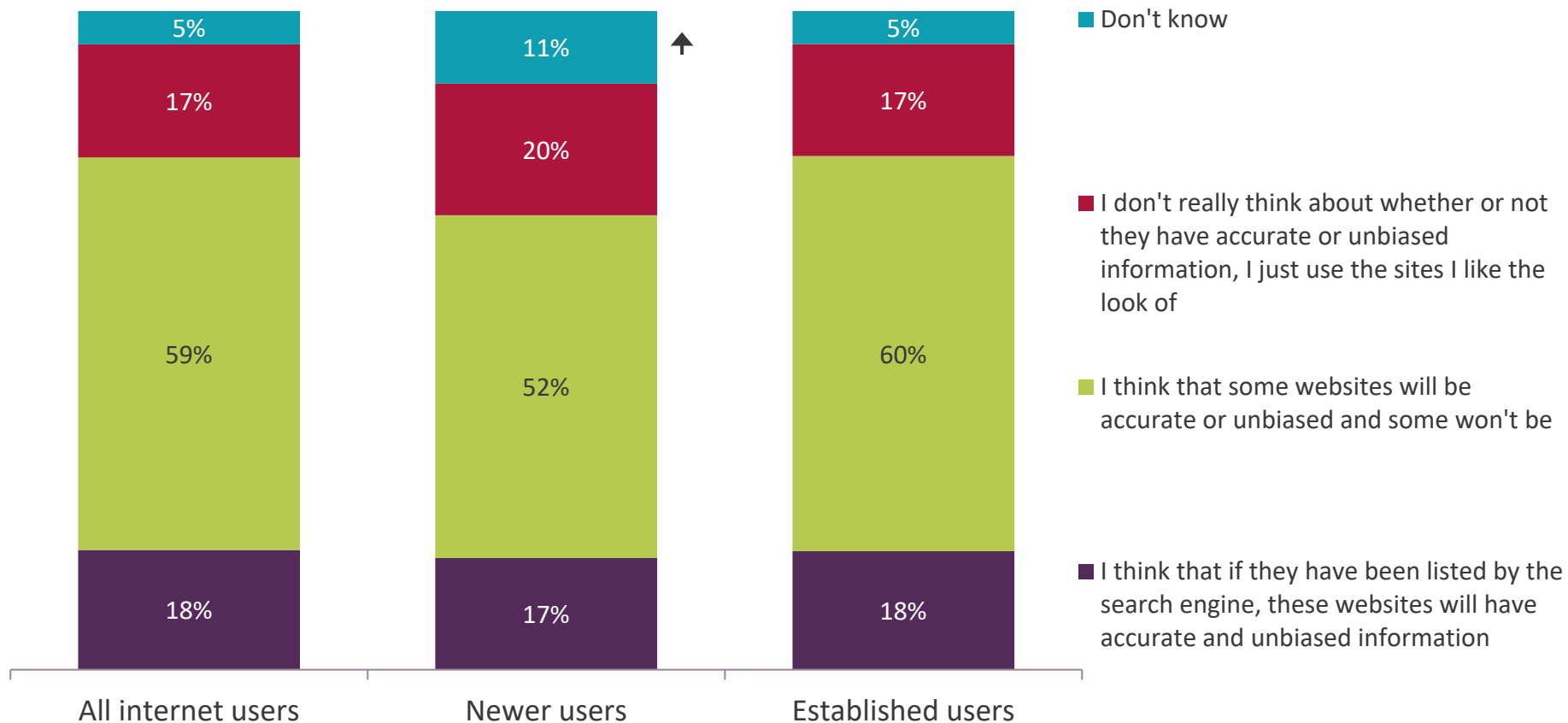
Source: Ofcom Adult Media Literacy Tracker 2017

IN31/ IN32 /IN33/ IN34. How do you think the BBC's website is mainly funded/ How do you think search engine websites such as Google or Bing are mainly funded?/ How do you think the BBC's iPlayer service is mainly funded / How do you think YouTube is mainly funded? (unprompted responses, single coded)

Base: All adults aged 16+ who go online who first went online under 5 years ago (133), 5+ years (1384)

Arrows show significant differences (95% level) between newer and established users

Figure 138: Opinions on search engine accuracy: newer vs. established users

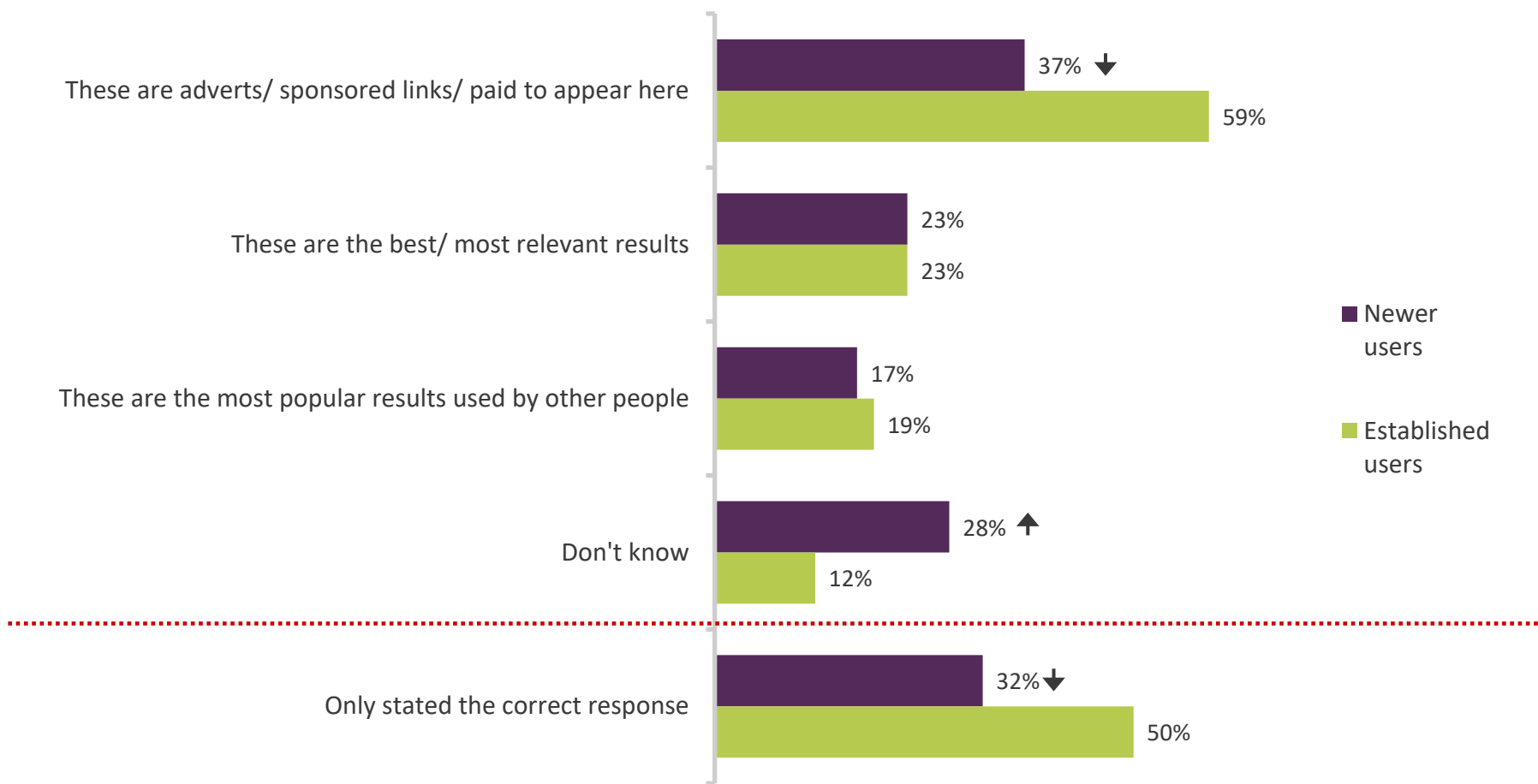


Source: Ofcom Adult Media Literacy Tracker 2017

IN46. When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which one of these is closest to your opinion about the level of accuracy or bias of the information detailed in the websites that appear in the results pages? (prompted responses, single coded). Base: All adults aged 16+ who have used a search engine in the last year (1508) who first went online under 5 years ago (117), 5+ years (1343)

Arrows show significant differences (95% level) between newer and established users

Figure 139: Understanding of paid-for results returned by Google searches among adults who use search engine websites or apps: newer vs. established users



Source: Ofcom Adult Media Literacy Tracker 2017

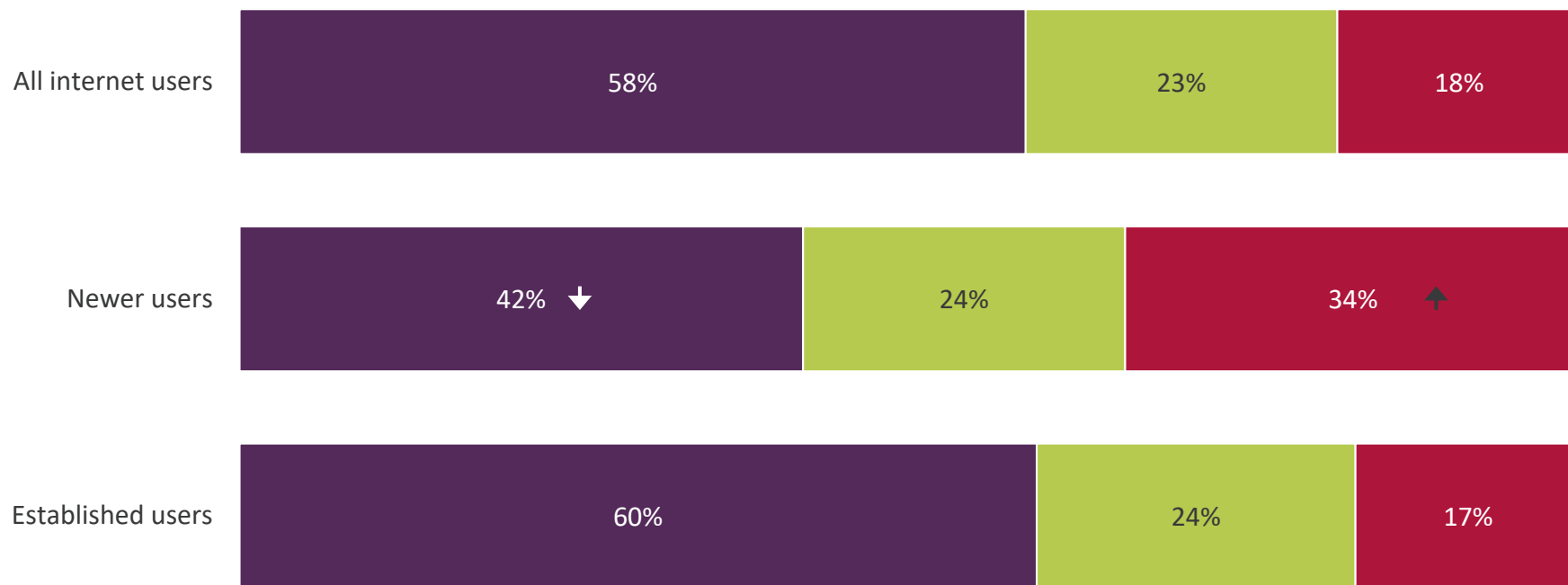
IN47. Here's an image (SHOWCARD OF IMAGE) from a Google search for 'walking boots'. Do any of these apply to the first two results shown under the pictures? (prompted responses, multi-coded)

Base: Adults aged 16+ who go online and use search engine websites or apps who first went online under 5 years ago (117), 5+ years (1343)

Arrows show significant differences (95% level) between newer and established users.

# Figure 140: Awareness of personalised online advertising: newer vs. established users

- Some people might see different adverts to the ones that I see
- Everyone will see the same adverts as me
- Don't know



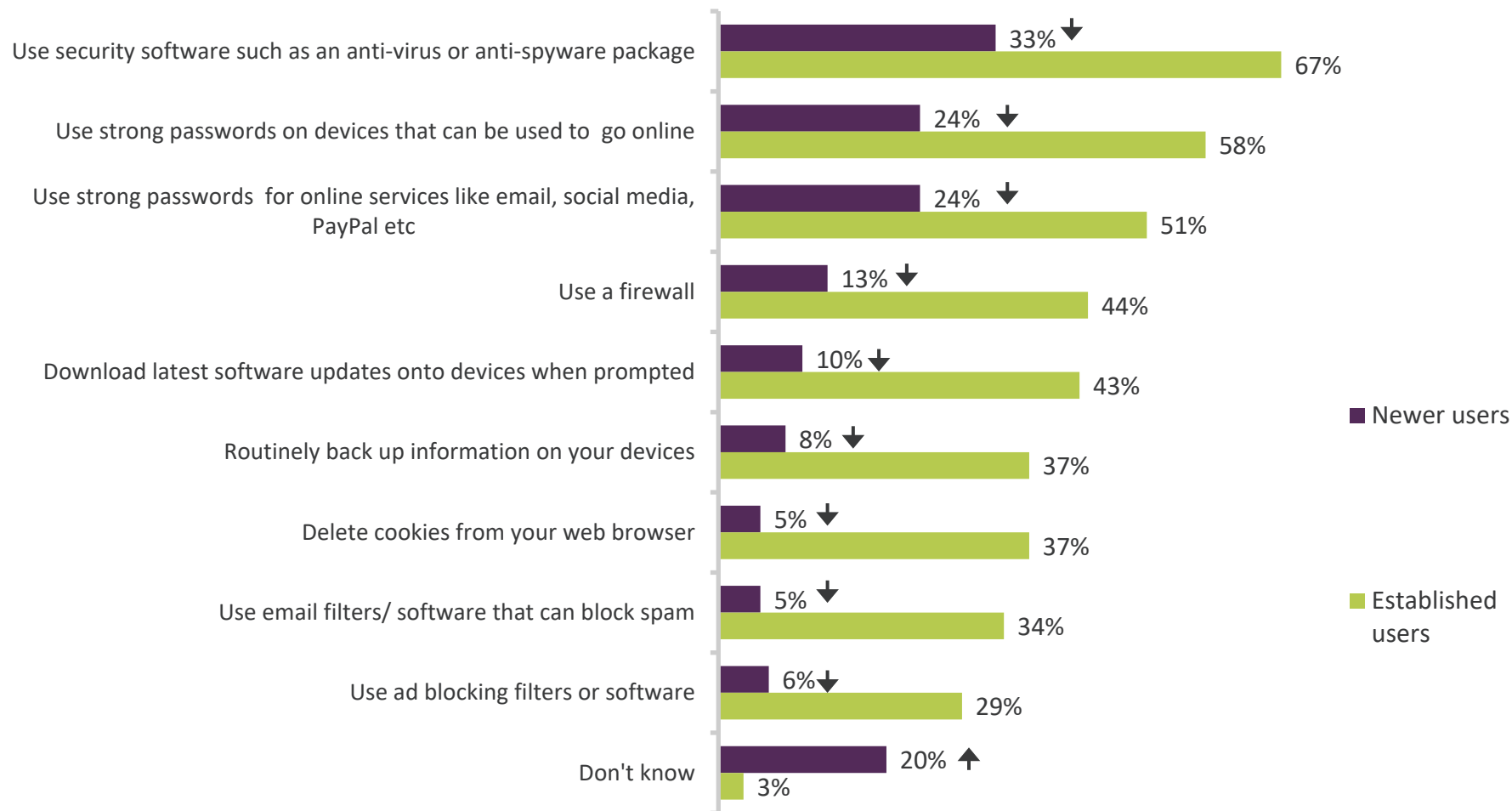
Source: Ofcom Adult Media Literacy Tracker 2017

IN48. When someone in the same country as you visits the same website or app at the same time as you, which one of these things applies to any advertising you can see? (prompted responses, single coded)

Base: All adults aged 16+ who go online (1570) who first went online under 5 years ago (133), 5+ years (1384)

Arrows show significant differences (95% level) between newer and established users

Figure 141: Security measures used within the home: newer vs. established users



Source: Ofcom Adult Media Literacy Tracker 2017

IN6. Which, if any of these things do you or someone in your household do at home? (prompted responses, multi-coded)

Base: All adults aged 16+ who first went online under 5 years ago (133), 5+ years (1384)

Arrows show significant differences (95% level) between newer and established users

Figure 142: Verification of factual information online: newer vs. established users



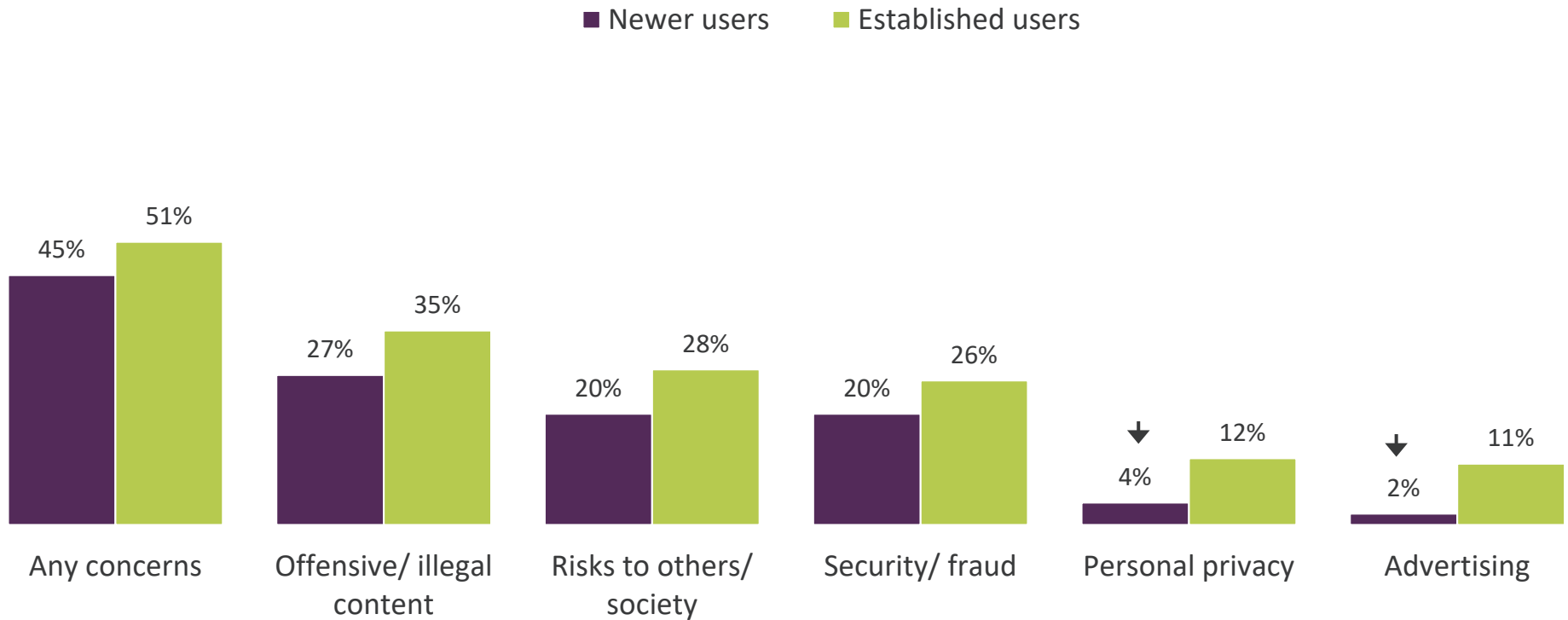
Source: Ofcom Adult Media Literacy Tracker 2017

IN37. When you find factual information online, perhaps on search engines like Google do you check if the information is truthful in any of these ways? (prompted responses, multi-coded)

Base: Adults aged 16+ who would consider whether the information they find online is truthful who first went online under 5 years ago (101), 5+ years (1176)

Arrows show significant differences (95% level) between newer and established users

# Figure 143: Concerns about the internet: newer vs. established users



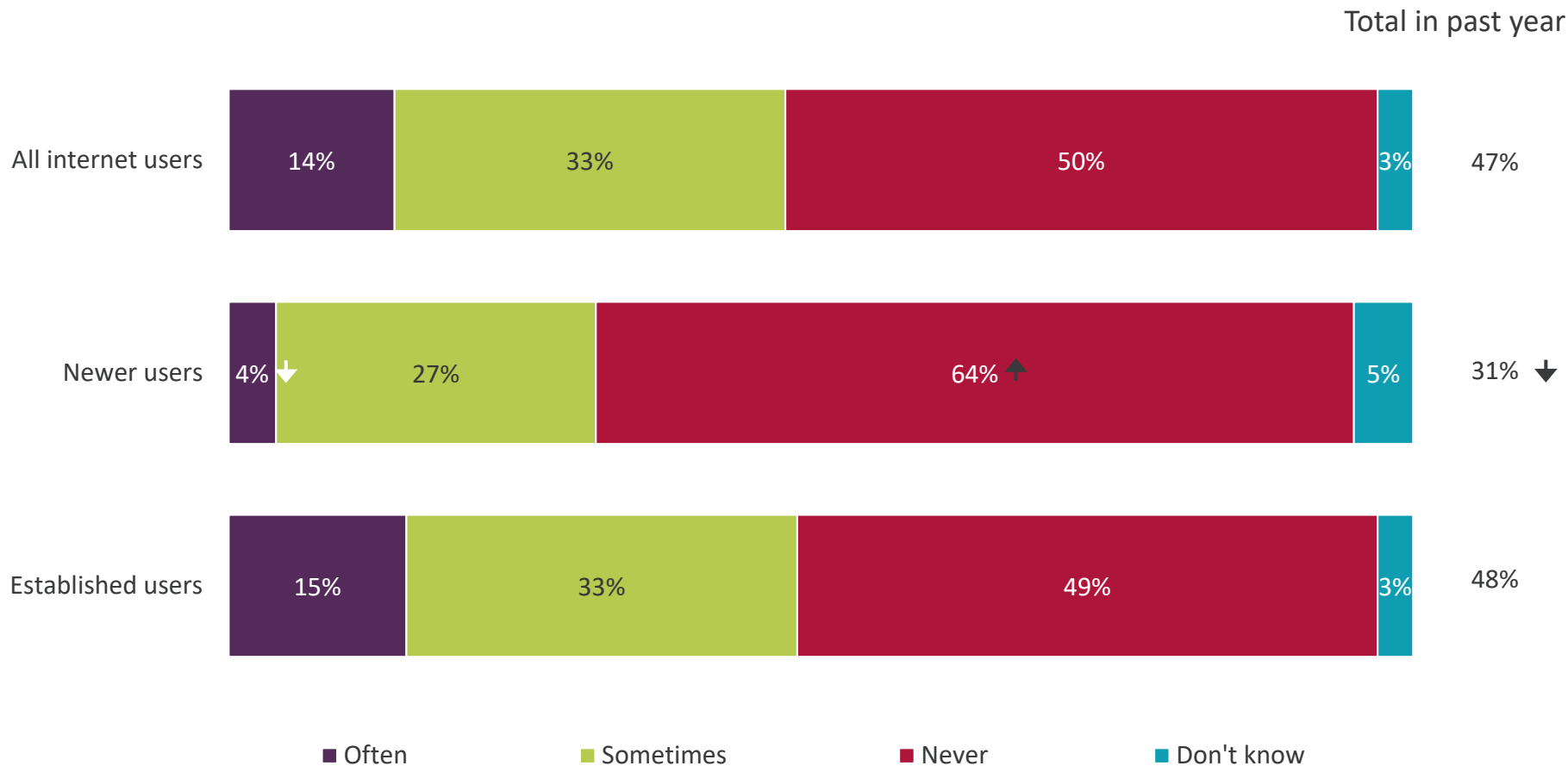
Source: Ofcom Adult Media Literacy Tracker 2017

IN17. Can you tell me if you have any concerns about what is on the internet? (unprompted responses, multi-coded)

Base: All adults aged 16+ who first went online under 5 years ago (133), 5+ years (1384)

Arrows show significant differences (95% level) between newer and established users

Figure 144: Experience of seeing hateful content online in the past year: newer vs. established users



Source: Ofcom Adult Media Literacy Tracker 2017

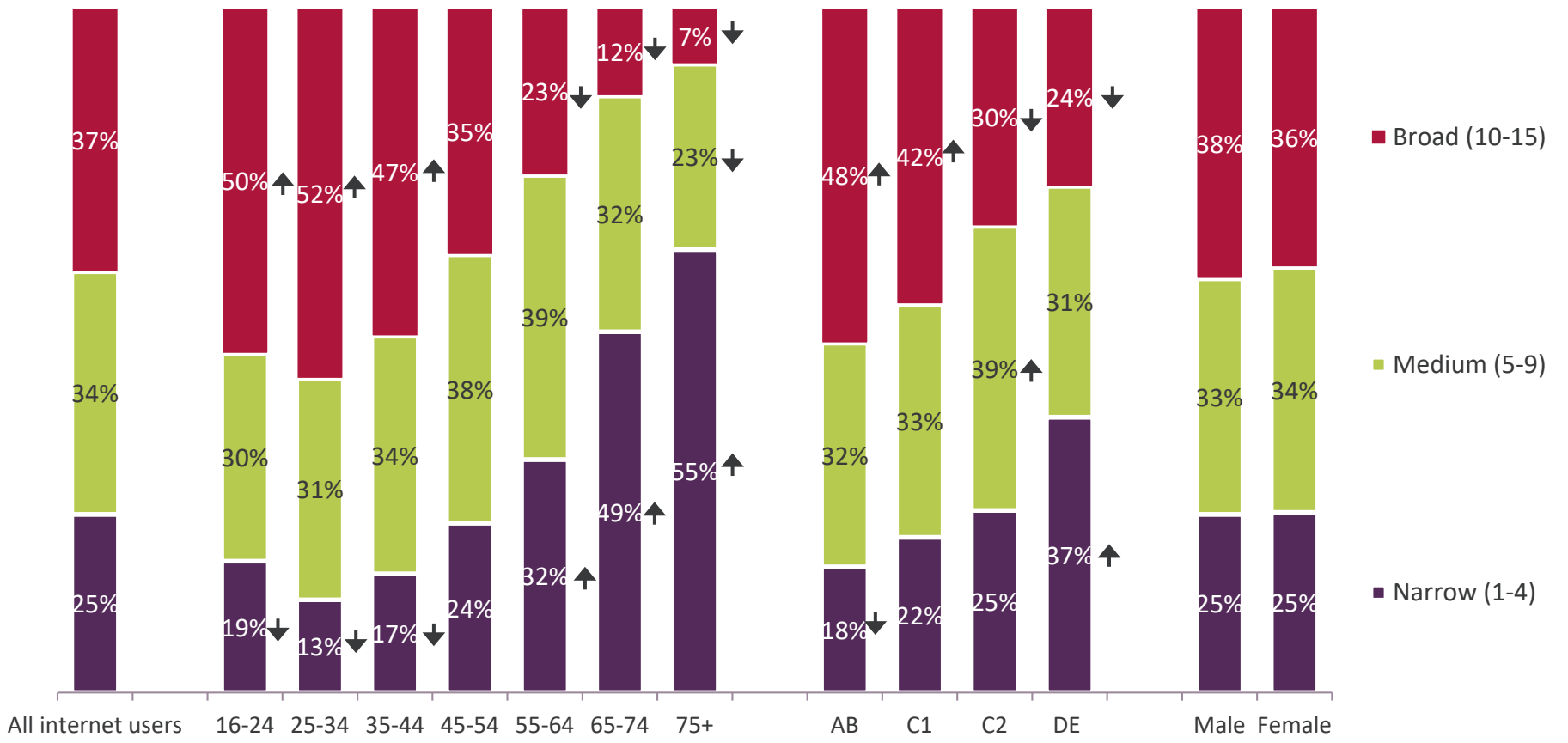
IN18A . In the past year have you seen anything hateful on the internet that has been directed at a particular group of people, based on for instance their gender, religion, disability, sexuality or gender identity? Examples of these sorts of things might be cruel or hateful comments or images that have been posted on social media, comments in response to an article that you read online, or videos posted on sites like YouTube (prompted responses, single coded)

Base: All adults aged 16+ who go online (1570 ) who first went online under 5 years ago (133), 5+ years (1384)

Arrows show significant differences (95% level) between newer and established users



# Figure 145: Breadth of use of the internet, by demographic group



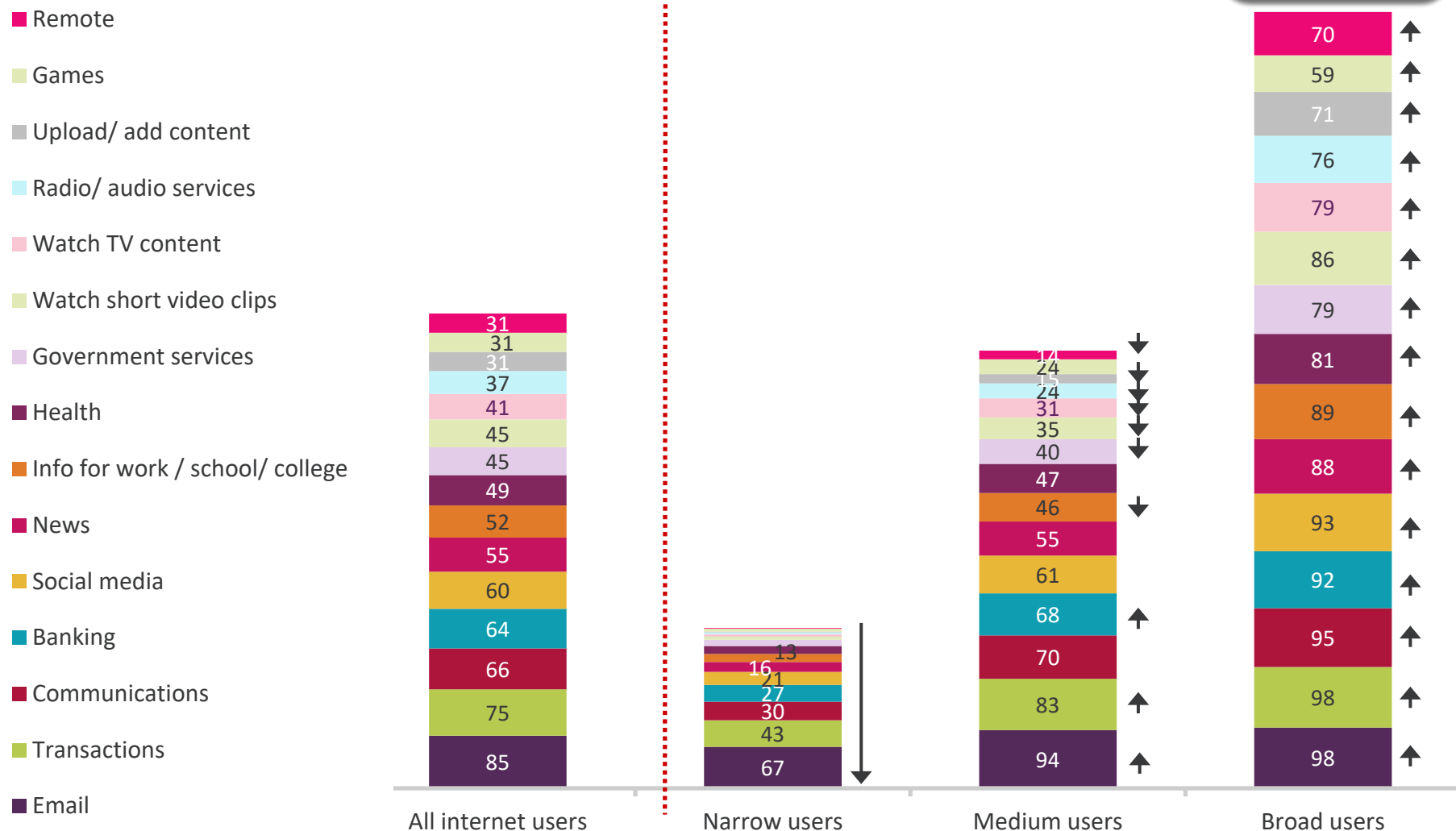
Source: Ofcom Technology Tracker, H2 2017

QE5A. Which, if any, of these do you use the internet for? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (2514 in 2017, varies by demographic)

Arrows show significant differences (95% level) by age/ socio-economic group compared to all who go online and men compared to women

# Figure 146: Categories of internet use: narrow, medium and broad users



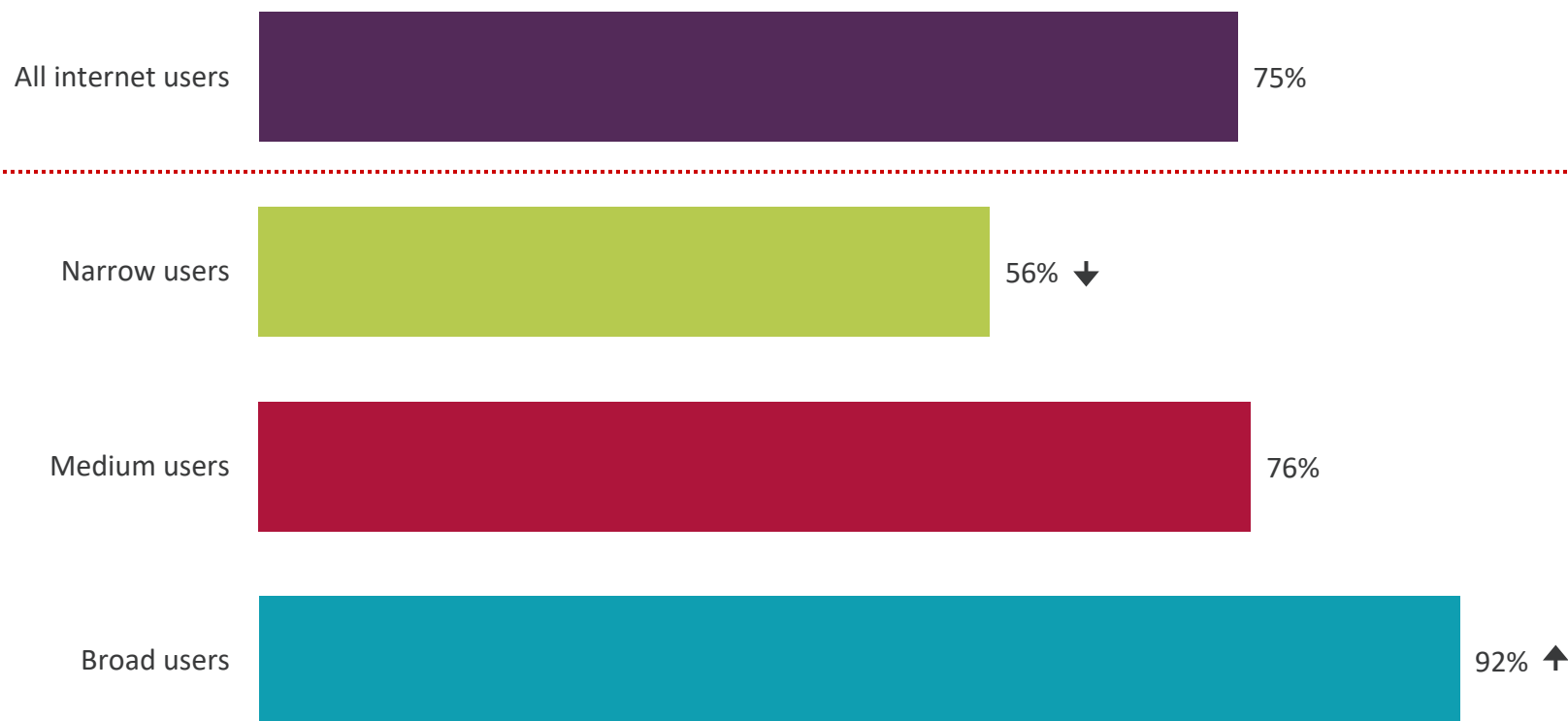
Source: Ofcom Technology Tracker, H2 2017

QE5A. Which, if any, of these do you use the internet for? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (2514 in 2017), narrow (678), medium (862) and broad users (853)

Arrows show significant differences (95% level ) between any of the breadth of user categories and all internet users

Figure 147: Use of the internet outside the home: narrow, medium and broad users



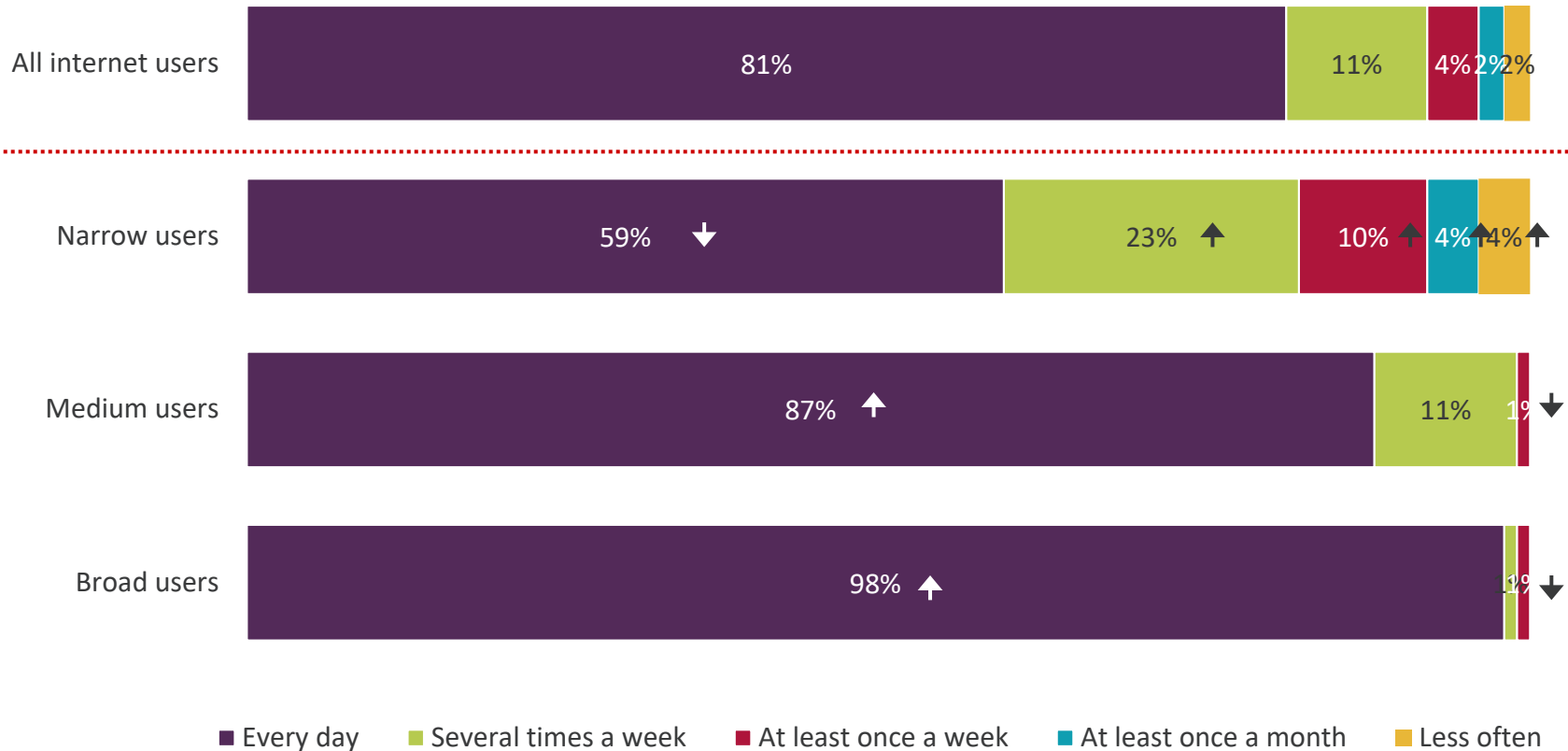
Source: Ofcom Technology Tracker, H2 2017

IN6. Do you ever go online anywhere other than in your home at all? IF YES: Where is that ?(prompted responses, multi-coded)

Base: All adults aged 16+ who go online (2514 in 2017), narrow (678), medium (862) and broad users (853)

Arrows show significant differences (95% level ) between any of the breadth of user categories and all internet users

# Figure 148: Frequency of internet use: narrow, medium and broad users



Source: Ofcom Technology Tracker, H2 2017

QE23. And how often do you personally use the internet nowadays either at home or elsewhere? (prompted responses, single coded)

Base: All adults aged 16+ who go online (2514 in 2017), narrow (678), medium (862) and broad users (853)

Arrows show significant differences (95% level ) between any of the breadth of user categories and all internet users

# Figure 149: Awareness of VoIP: narrow, medium and broad users



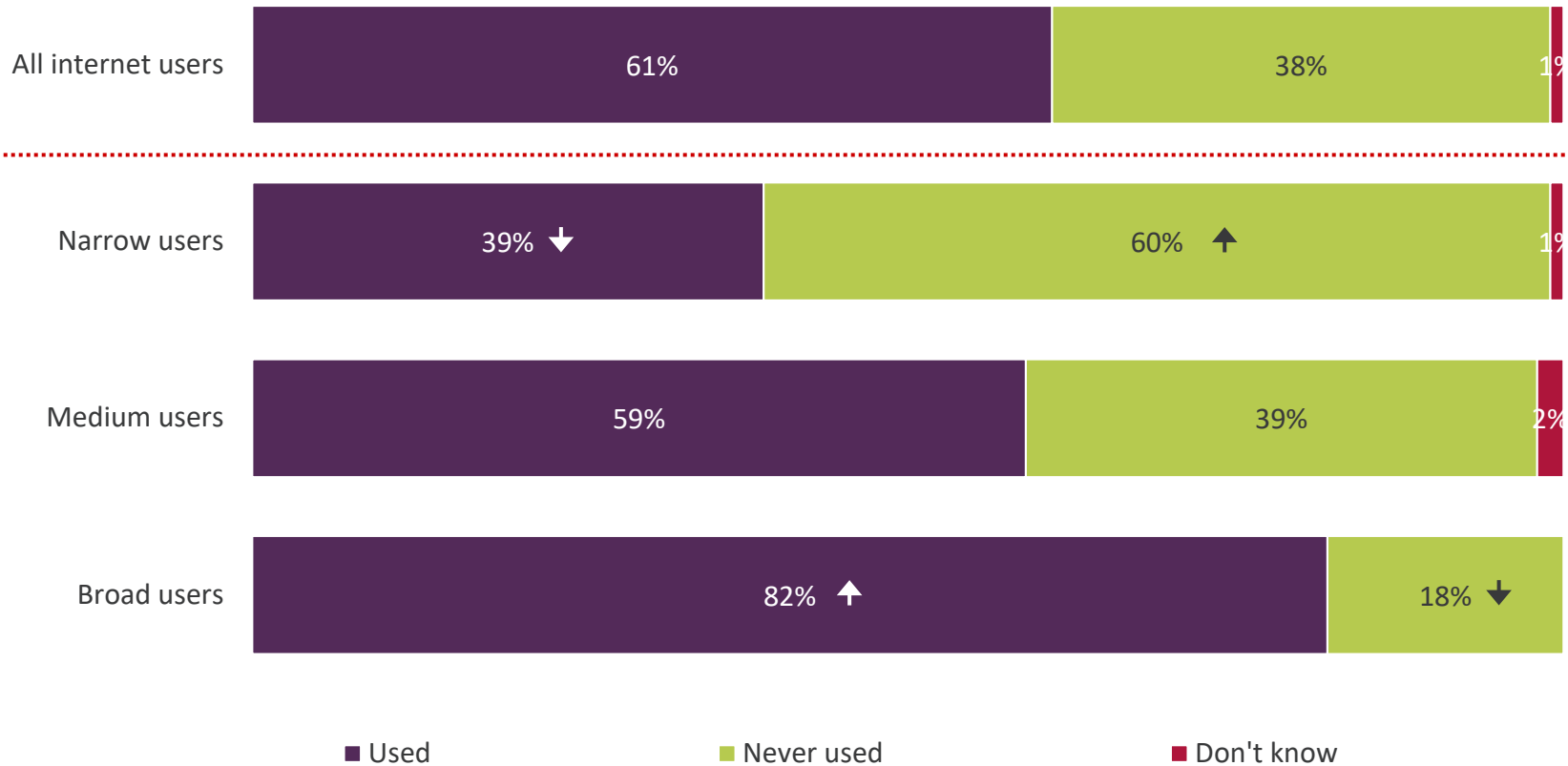
Source: Ofcom Technology Tracker, H2 2017

QE29. Before now, were you aware that you could make voice calls or video calls using the internet? (unprompted responses, single code)

Base: All adults aged 16+ who go online (2514 in 2017), narrow (678), medium (862) and broad users (853)

Arrows show significant differences (95% level ) between any of the breadth of user categories and all internet users

# Figure 150: Use of VoIP: narrow, medium and broad users



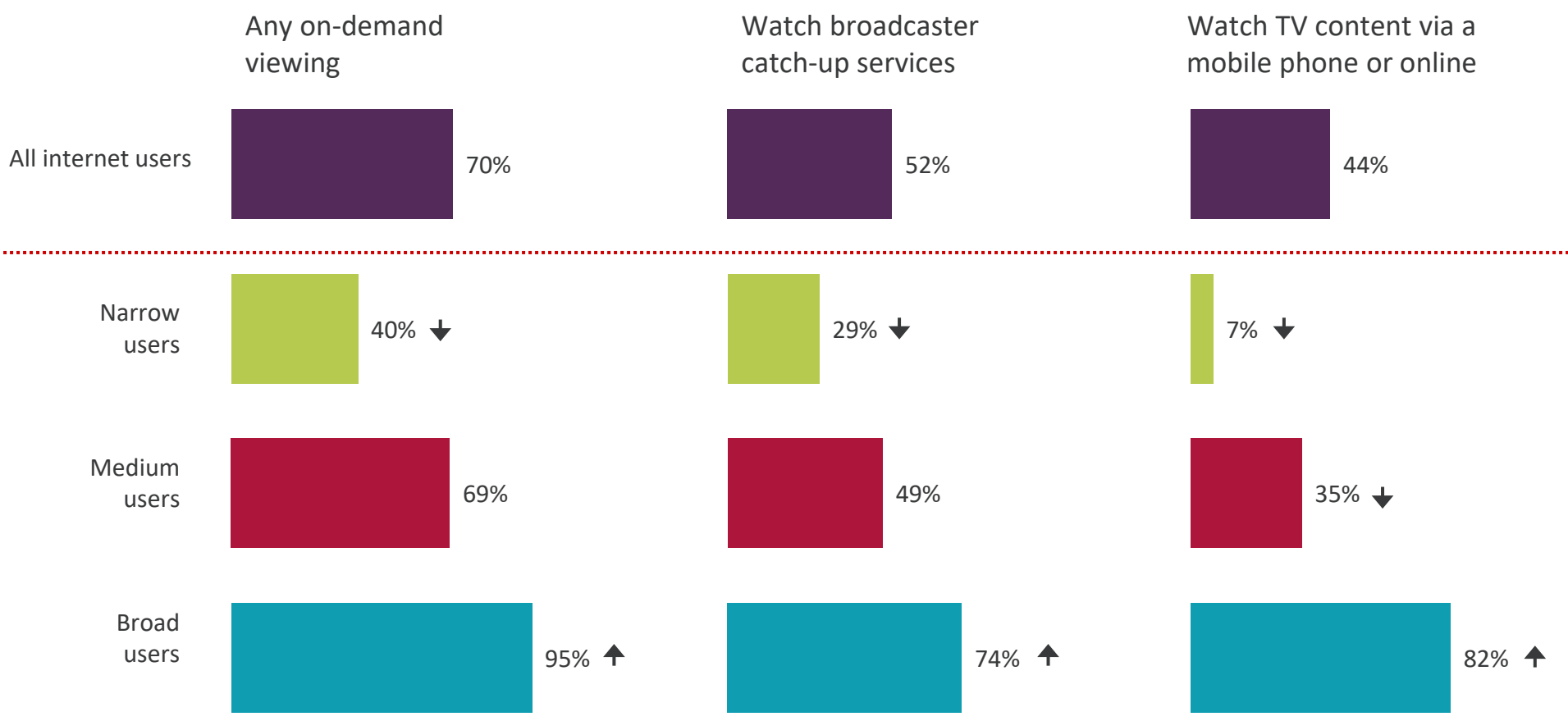
Source: Ofcom Technology Tracker, H2 2017

QE30. Have you or anyone in your household ever used one of these services to make voice calls using the internet at home? (unprompted responses, single coded)

Base: All adults aged 16+ who go online (2514 in 2017), narrow (678), medium (862) and broad users (853)

Arrows show significant differences (95% level ) between any of the breadth of user categories and all internet users

# Figure 151: Use of on-demand services: narrow, medium and broad users



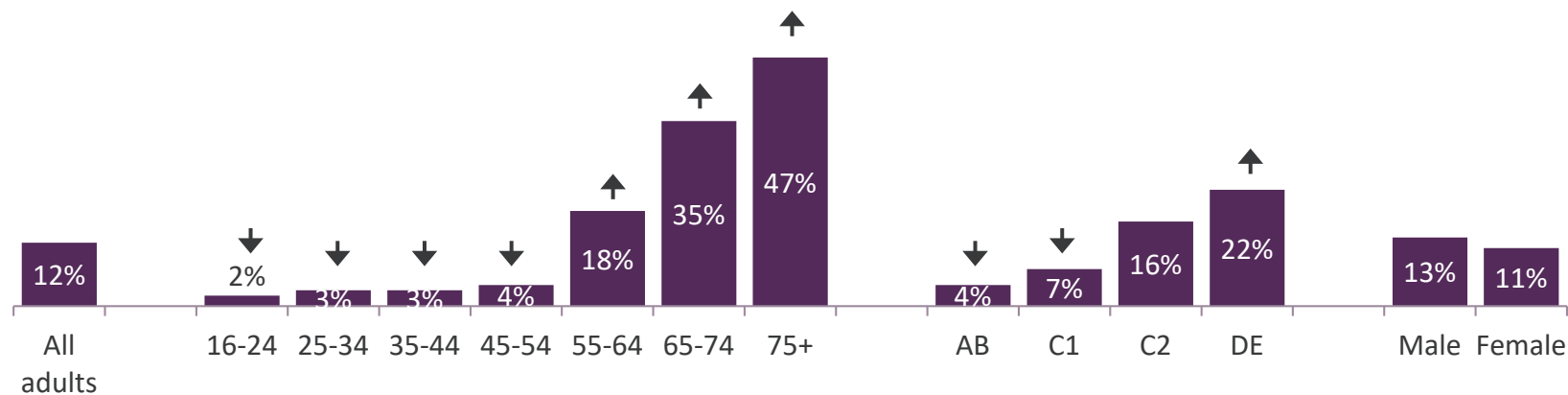
Source: Ofcom Technology Tracker, H2 2017

Derived from several questions

Base: All adults aged 16+ who go online (2514 in 2017), narrow (678), medium (862) and broad users (853)

Arrows show significant differences (95% level) between any of the breadth of user categories and all internet users

Figure 152: Incidence of non-use of the internet, by demographic group



Source: Ofcom Adult Media Literacy Tracker 2017

IN1. Do you ever go online? (unprompted responses, single coded)

Base: All adults aged 16+ (1875 aged 16+, varies by demographic)

Arrows show significant differences (95% level) by age/ socio-economic group compared to all adults and men compared to women



Figure 153: Demographic profile of all UK adults: users and non-users of the internet

Demographic	All UK adults	Internet users	Non-users of the internet
Aged 16-24	13%	14%	2%
Aged 25-44	37%	41%	9%
Aged 45-64	30%	30%	27%
Aged 65-74	11%	9%	29%
Aged 75+	10%	5%	34%
AB	27%	29%	9%
C1	27%	28%	16%
C2	22%	21%	29%
DE	25%	22%	45%
Male	49%	49%	53%
Female	51%	51%	47%

Source: Ofcom Adult Media Literacy Tracker 2017

IN1. Do you ever go online? (unprompted responses, single coded)

Base: All adults aged 16+ (1875 aged 16+, 1570 internet users, 305 non- users of the internet )

# Figure 154: Reasons for not going online, by age of non- user

	All non- internet users aged 16+	Aged 16-64	Aged 65+
It's just not for people for like me/ I don't see the need	52%	42%	57% ↑
I don't trust the internet/ being online is not safe/secure	19%	23%	17%
I don't have the right equipment	17%	17%	16%
Using the internet, finding your way around on the internet is too complicated	16%	12%	20%
I don't have the right help to know how to start	14%	9%	16%
The equipment needed to go online is too expensive/ not worth the money	11%	19% ↑	5%
Getting online/ getting connected to the internet is too complicated	11%	9%	12%
Being connected to the internet is too expensive/ not worth the money	7%	12% ↑	3%
UNPROMPTED - I'm not interested	4%	2%	7%
UNPROMPTED - I'm too old for it/ not for people my age	3%	0%	4% ↑
UNPROMPTED - Don't need to as someone else in the household (husband/wife) goes online	2%	2%	1%
Other	5%	9%	3%
Don't know	3%	5%	1%
ANY REASON RELATING TO 'BEING TOO COMPLICATED'	22%	19%	26%
ANY REASONS RELATING TO 'COST'	15%	25% ↑	7%

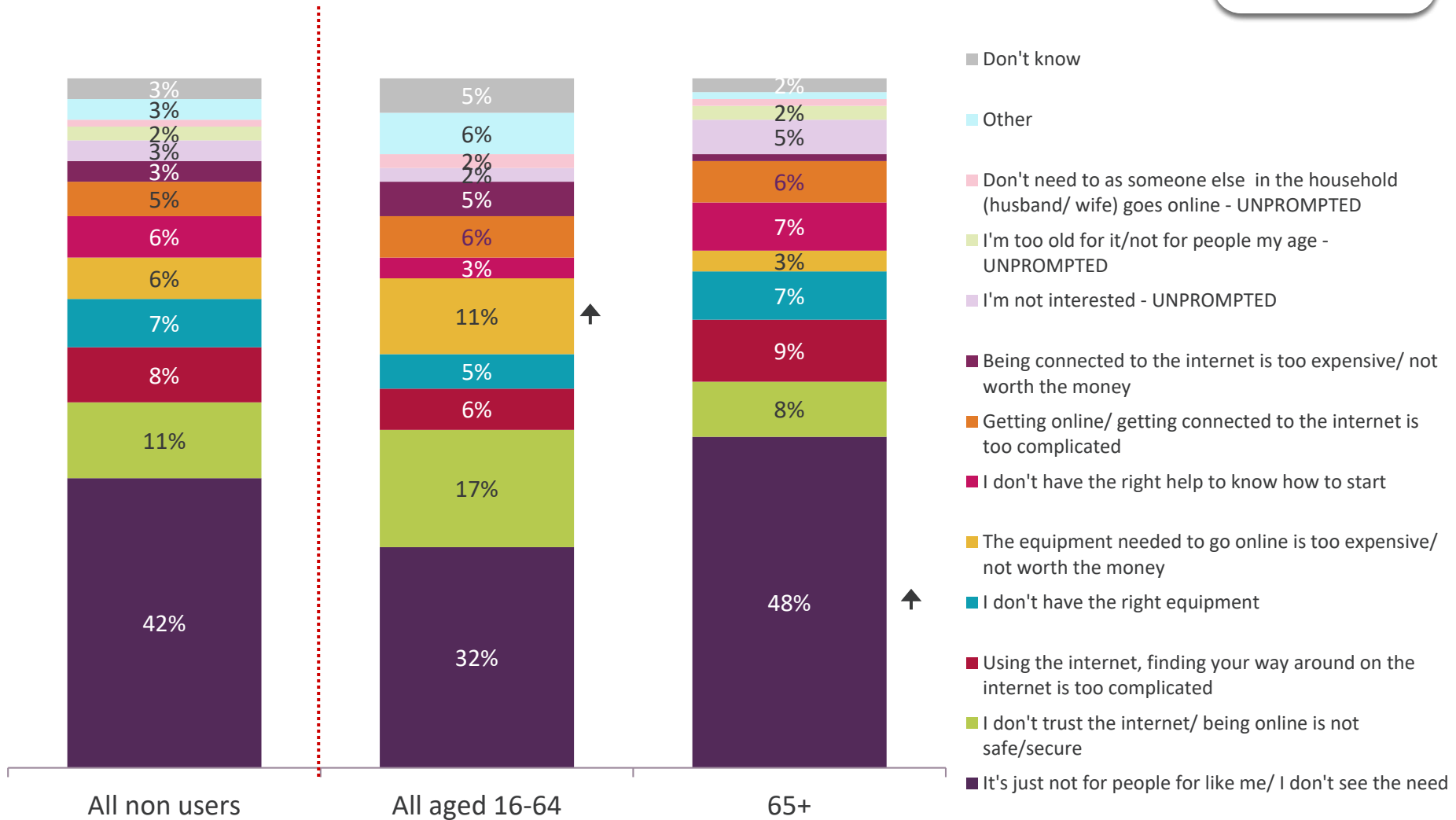
Source: Ofcom Adult Media Literacy Tracker 2017

IN8A. Which of these reasons describe why you don't go online? (prompted responses, single coded)

Base: Adult internet users aged 16+ who do not go online (305 aged 16+, 114 aged 16-64, 191 aged 65+)

Arrows show significant differences (95% level) between non-users aged 16-64 and those aged 65+

# Figure 155: Main reason for not going online, by age of non-user



Source: Ofcom Adult Media Literacy Tracker 2017

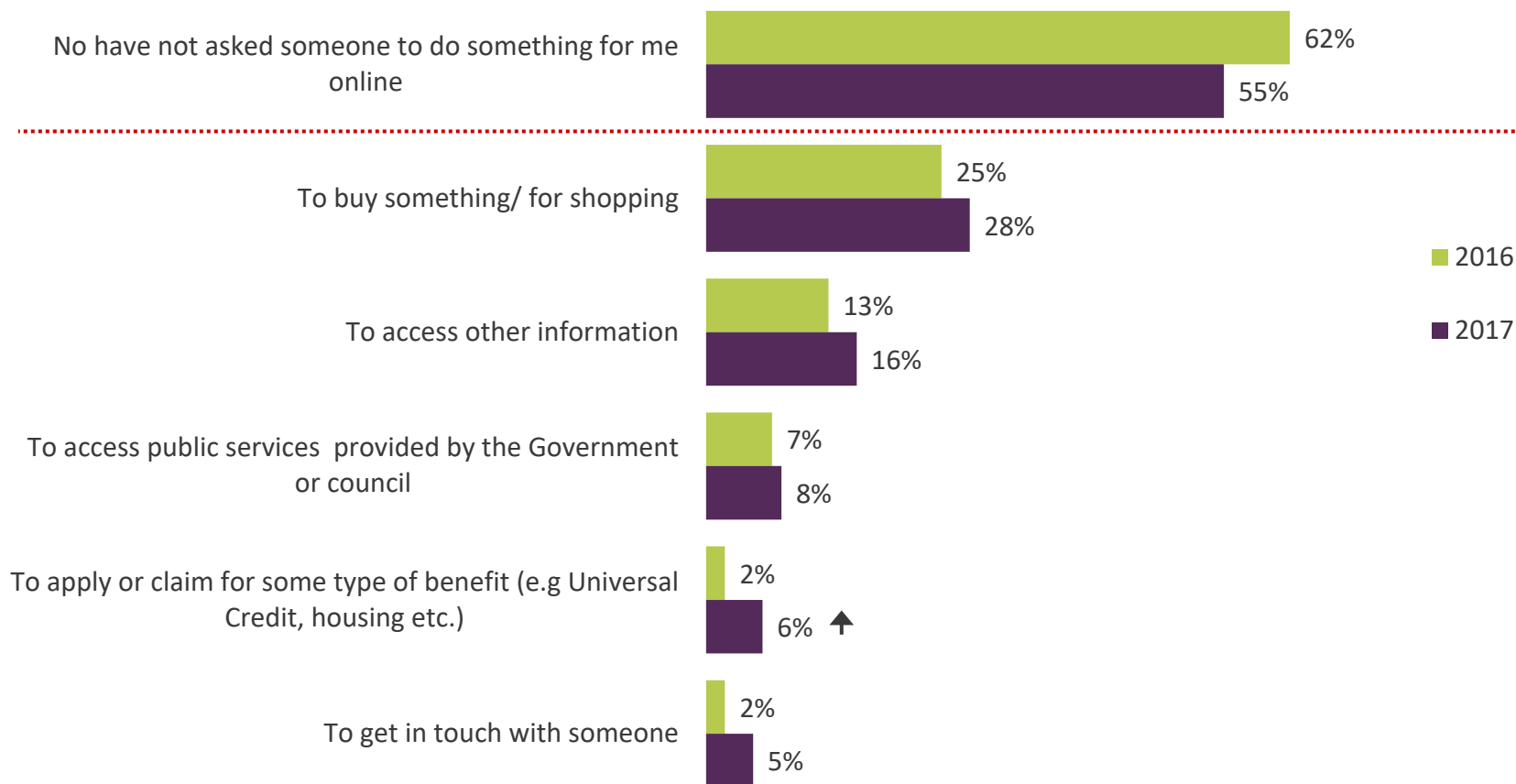
IN8B. Which one of the following best describes the main reason why you don't go online? (prompted responses, single coded)

Showing response given by >1% of non-users

Base: Adult internet users aged 16+ who do not go online (305 aged 16+, 114 aged 16-64, 191 aged 65+)

Arrows show significant differences (95% level) between non-users aged 16-64 and those aged 65+

Figure 156: Proxy use of the internet in the past year, among non-users



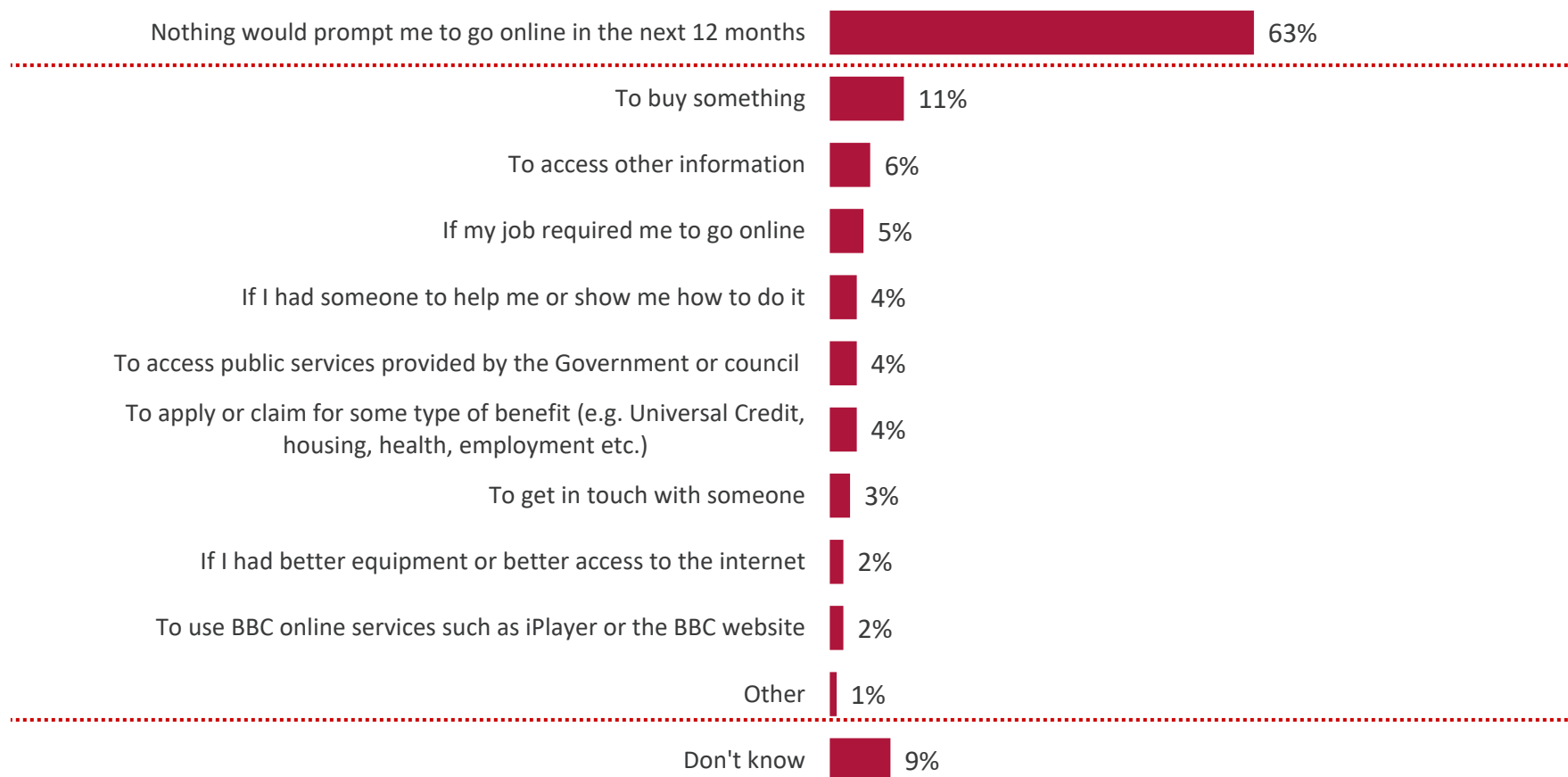
Source: Ofcom Adult Media Literacy Tracker 2017

IN9. In the past year have you asked someone else to do something for you on the internet? IF YES: And was it to do any of the following or to do something else? (prompted responses, multi-coded)

Base: Adult internet users aged 16+ who do not go online (293 in 2016, 305 in 2017)

Arrows show significant changes (95% level) between 2016 and 2017

Figure 157: Possible reasons to go online in the next 12 months



Source: Ofcom Adult Media Literacy Tracker 2017

IN10. And would any of these reasons prompt you to go online in the next 12 months? (prompted responses, multi-coded)

Base: Adult internet users aged 16+ who do not go online (305 aged 16+)

# Annex

Figure 1: Summary of access to and use of devices/ media at home: ABC1C2 16-64s vs. DE 16-64s

	All aged 16-64		All 16-64 ABC1C2		All 16-64 DE	
	Access	Use	Access	Use	Access	Use
Any mobile phone	96%	92%	97%	94%	93% ↓	89% ↓
Smartphone	NA	85%	NA	87%	NA	77% ↓
Computer	76%	70%	82%	76%	58% ↓	53% ↓
Standard TV set	63%	53%	61%	51%	68% ↑	60% ↑
Tablet	70%	62%	75%	68%	55% ↓	46% ↓
Radio set (DAB or otherwise)	54%	43%	58%	46%	43% ↓	34% ↓
DVR/ Digital Video Recorder	55%	46%	60%	51%	39% ↓	32% ↓
Smart TV set	52%	49%	57%	53%	38% ↓	36% ↓
Games console /games player	46%	26%	47%	25%	42%	28%
Streaming media player	25%	20%	28%	23%	15% ↓	12% ↓
Wearable technology	16%	11%	19%	13%	7% ↓	5% ↓
ANY TV	97%	89%	97%	89%	97%	88%

Source: Ofcom Adult Media Literacy Tracker 2017

A1/ A2. Can you please look at this list and tell me which of these you have at home? (prompted responses, multi-coded)/ And which of these devices that you just said you had at home do you personally ever use, for any purpose? (prompted responses, multi-coded)

Base: All adults aged 16-64 (1395), all 16-64s in ABC1C2 households (1027), all 16-64s in DE households (368)

Arrows show significant differences (95% level) between 16-64s in DE households and 16-64s in ABC1C2 households for access and for use of devices

Figure 2: Incidence of internet use: ABC1C2 16-64s vs. DE 16-64s



Source: Ofcom Adult Media Literacy Tracker 2017

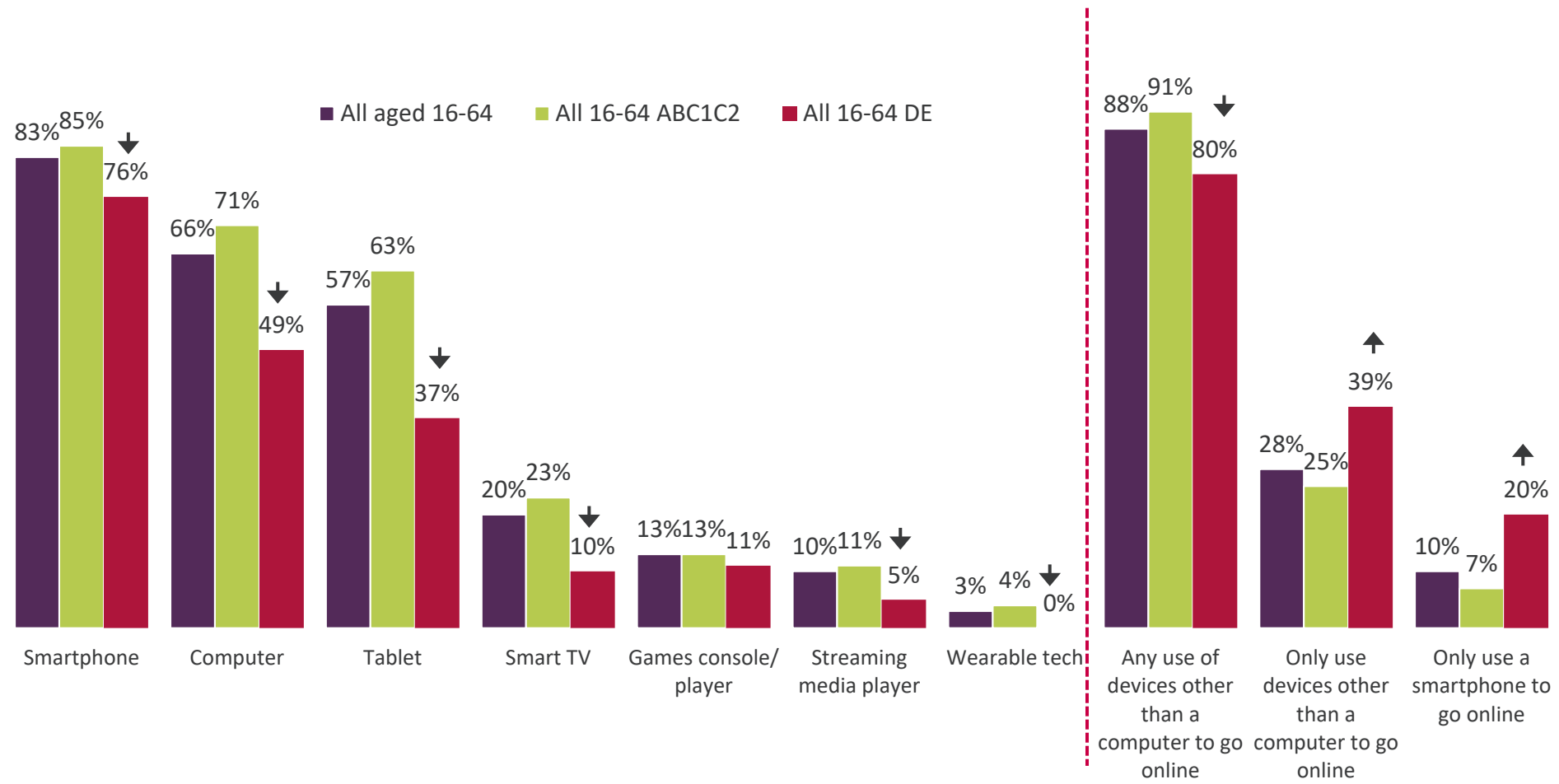
IN1. Do you ever go online? (prompted responses, single-coded)

Base: All adults aged 16-64 (1395), all 16-64s in ABC1C2 households (1027), all 16-64s in DE households (368)

Arrows show significant differences (95% level) between 16-64s in DE households and 16-64s in ABC1C2 households

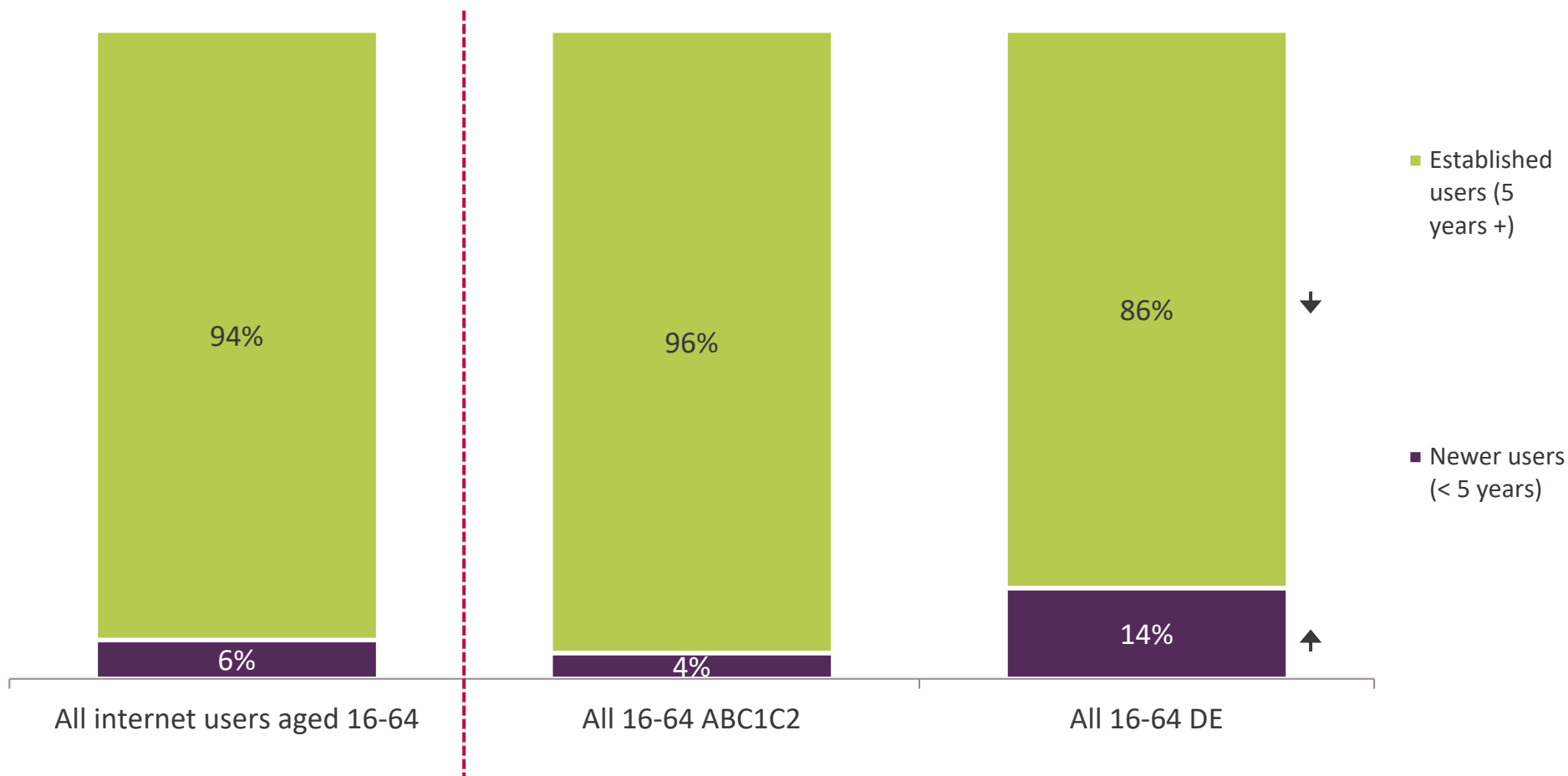


Figure 3: Devices used to go online: ABC1C2 16-64s vs. DE 16-64s



Source: Ofcom Adult Media Literacy Tracker 2017  
 IN2. Do you go online using any of these devices? (prompted responses, multi-coded)  
 Base: All adults aged 16-64 (1395), all 16-64s in ABC1C2 households (1027), all 16-64s in DE households (368)  
 Arrows show significant differences (95% level) between 16-64s in DE households and 16-64s in ABC1C2 households

Figure 4: Proportion of newer and established users: ABC1C2 16-64s vs. DE 16-64s



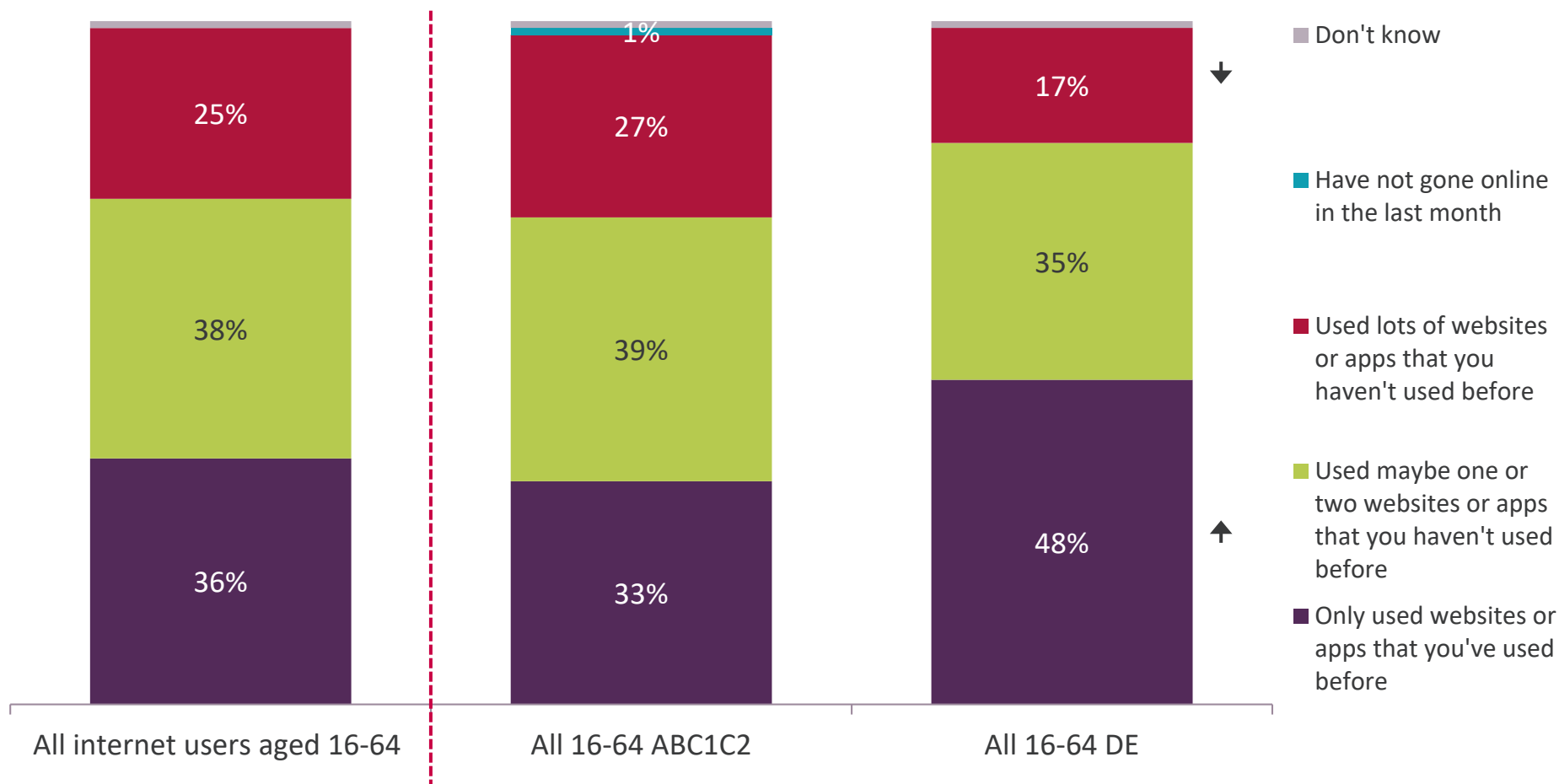
Source: Ofcom Adult Media Literacy Tracker 2017

IN3. How long ago did you first start going online? (prompted responses, single coded)

Base: All adults aged 16-64 who go online ( 1281) ,all 16-64s in ABC1C2 households (974), all 16-64s in DE households (307)

Arrows show significant differences (95% level) between 16-64s in DE households and 16-64s in ABC1C2 households

Figure 5: Use of websites or apps in the last month not used before: ABC1C2 16-64s vs. DE 16-64s



Source: Ofcom Adult Media Literacy Tracker 2017

IN12. In the last month, when you have gone online, have you ..... (prompted responses, single coded)

Base: All adults aged 16-64 who go online (1281), all 16-64s in ABC1C2 households (974), all 16-64s in DE households (307)

Arrows show significant differences (95% level) between 16-64s in DE households and 16-64s in ABC1C2 households

# Figure 6: Confidence as an internet user: ABC1C2 16-64s vs. DE 16-64s



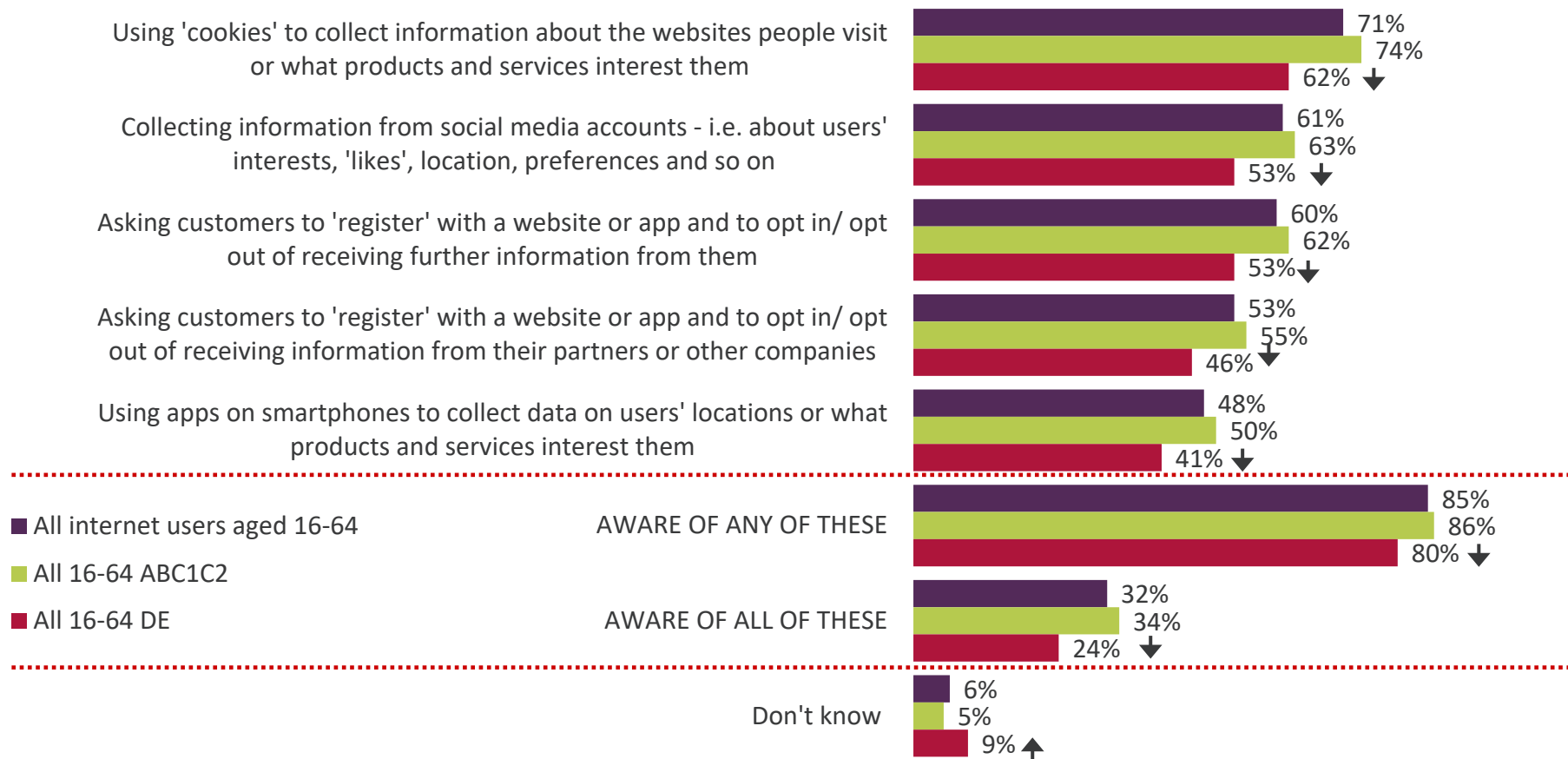
Source: Ofcom Adult Media Literacy Tracker 2017

IN11A/C/D . I'm going to read out some questions about confidence using the internet, for each one please say which of the options on the card applies to you (prompted responses, single coded)

Base: All adults aged 16-64 who go online (1281), all 16-64s in ABC1C2 households (974), all 16-64s in DE households (307)

Arrows show significant differences (95% level) between 16-64s in DE households and 16-64s in ABC1C2 households

Figure 7: Awareness of ways in which online companies can collect internet users' personal information: ABC1C2 16-64s vs. DE 16-64s



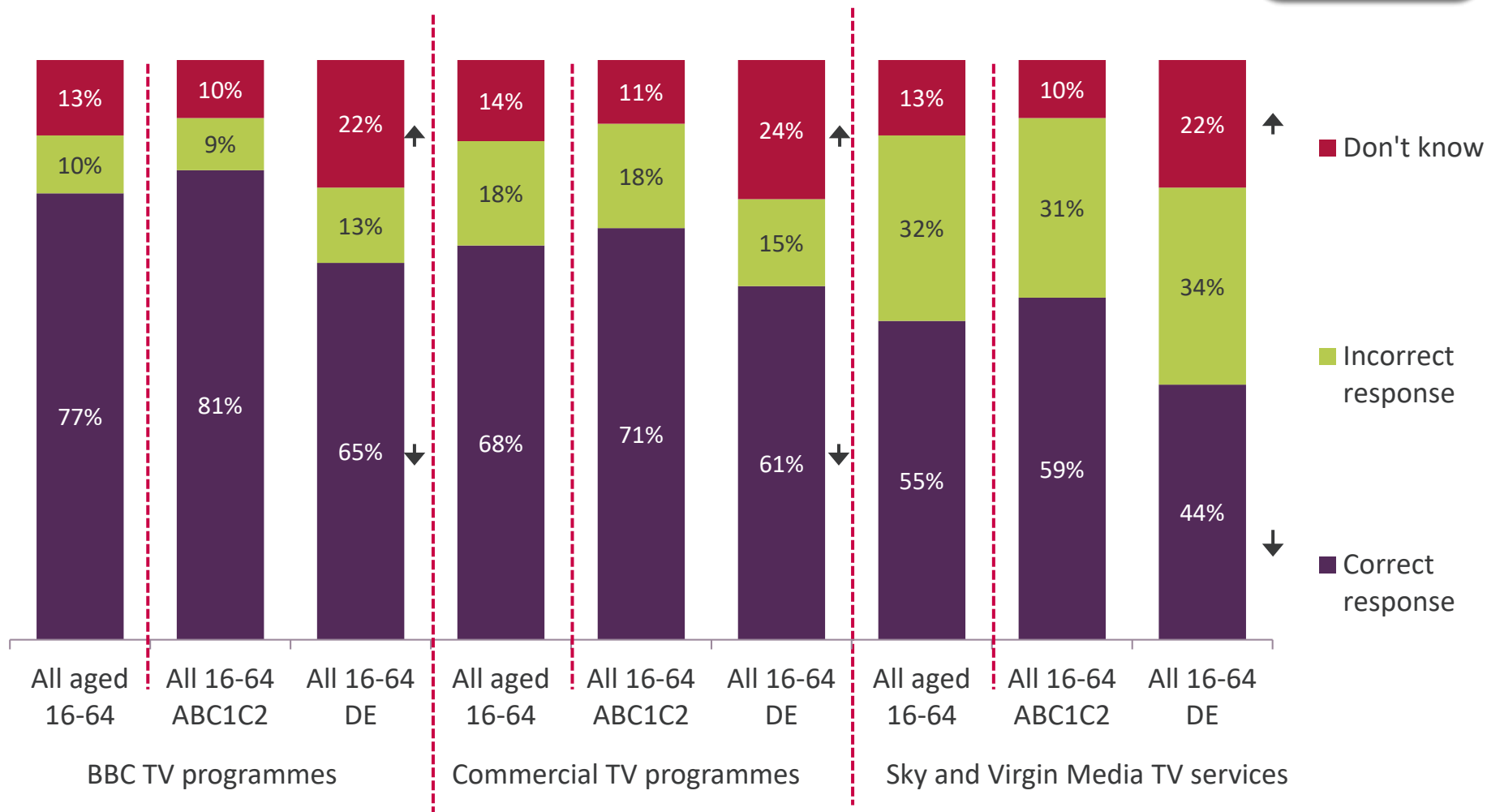
Source: Ofcom Adult Media Literacy Tracker 2017

IN52. There are many ways that online companies can collect information about people based on what they do online. Which, if any of the following ways are you aware of? (prompted responses, multi-coded)

Base: All adults aged 16-64 who go online (1281), all 16-64s in ABC1C2 households (974), all 16-64s in DE households (307)

Arrows show significant differences (95% level) between 16-64s in DE households and 16-64s in ABC1C2 households

Figure 8: Awareness of how BBC TV/ commercial TV and Sky and Virgin Media TV services are mainly funded: ABC1C2 16-64s vs. DE 16-64s



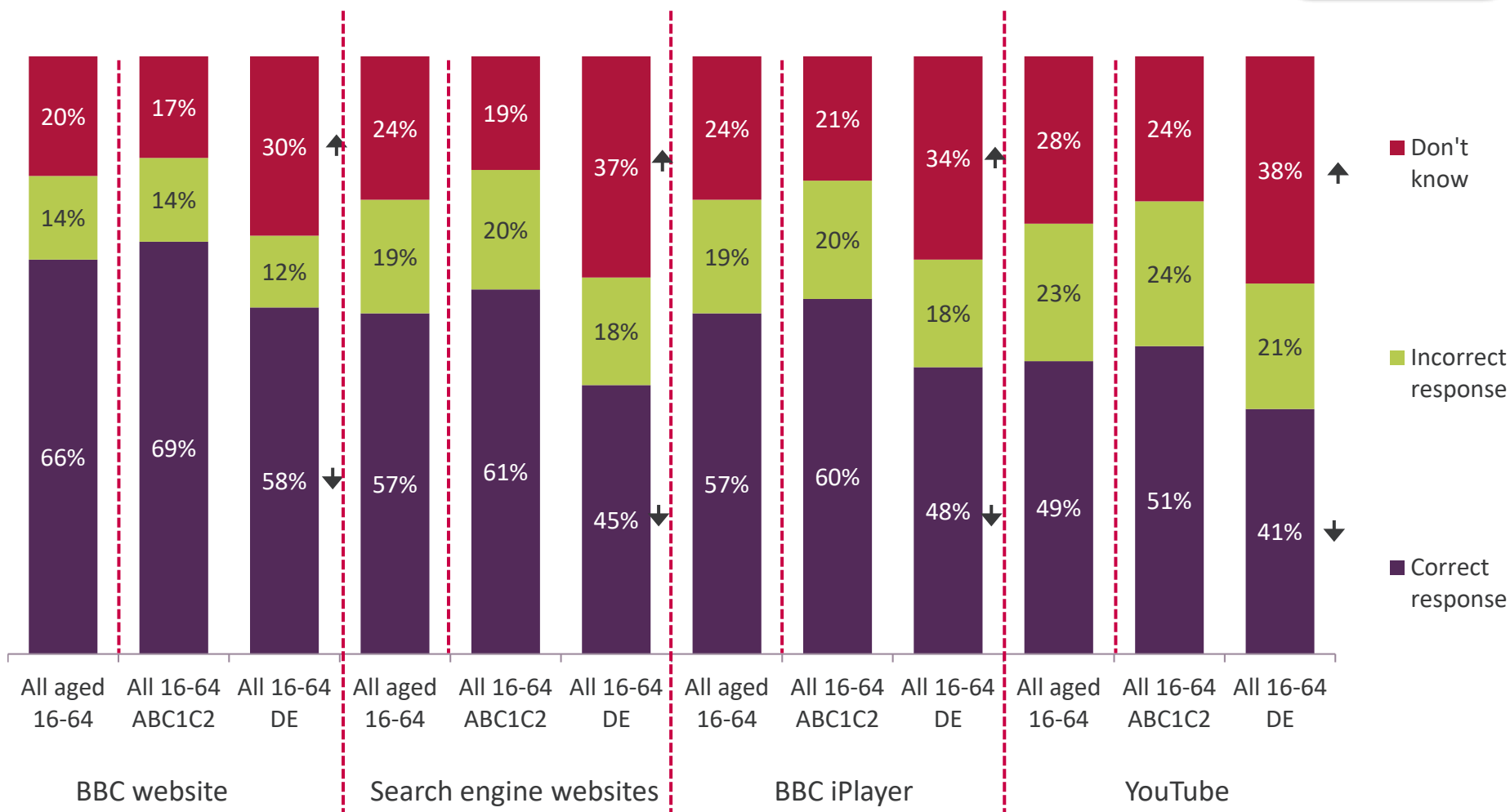
Source: Ofcom Adult Media Literacy Tracker 2017

T4/ T5/ T6. How would you say BBC TV programmes are mainly funded/ How would you say programmes are mainly funded on ITV, Channel 4 and Five?/ How is the Sky or Virgin Media TV service mainly funded? (unprompted responses, single coded)

Base: All adults aged 16-64 (1395), all 16-64s in ABC1C2 households (1027), all 16-64s in DE households (368)

Arrows show significant differences (95% level) between 16-64s in DE households and 16-64s in ABC1C2 households

Figure 9: Awareness of how websites or online services are funded:  
ABC1C2 16-64s vs. DE 16-64s



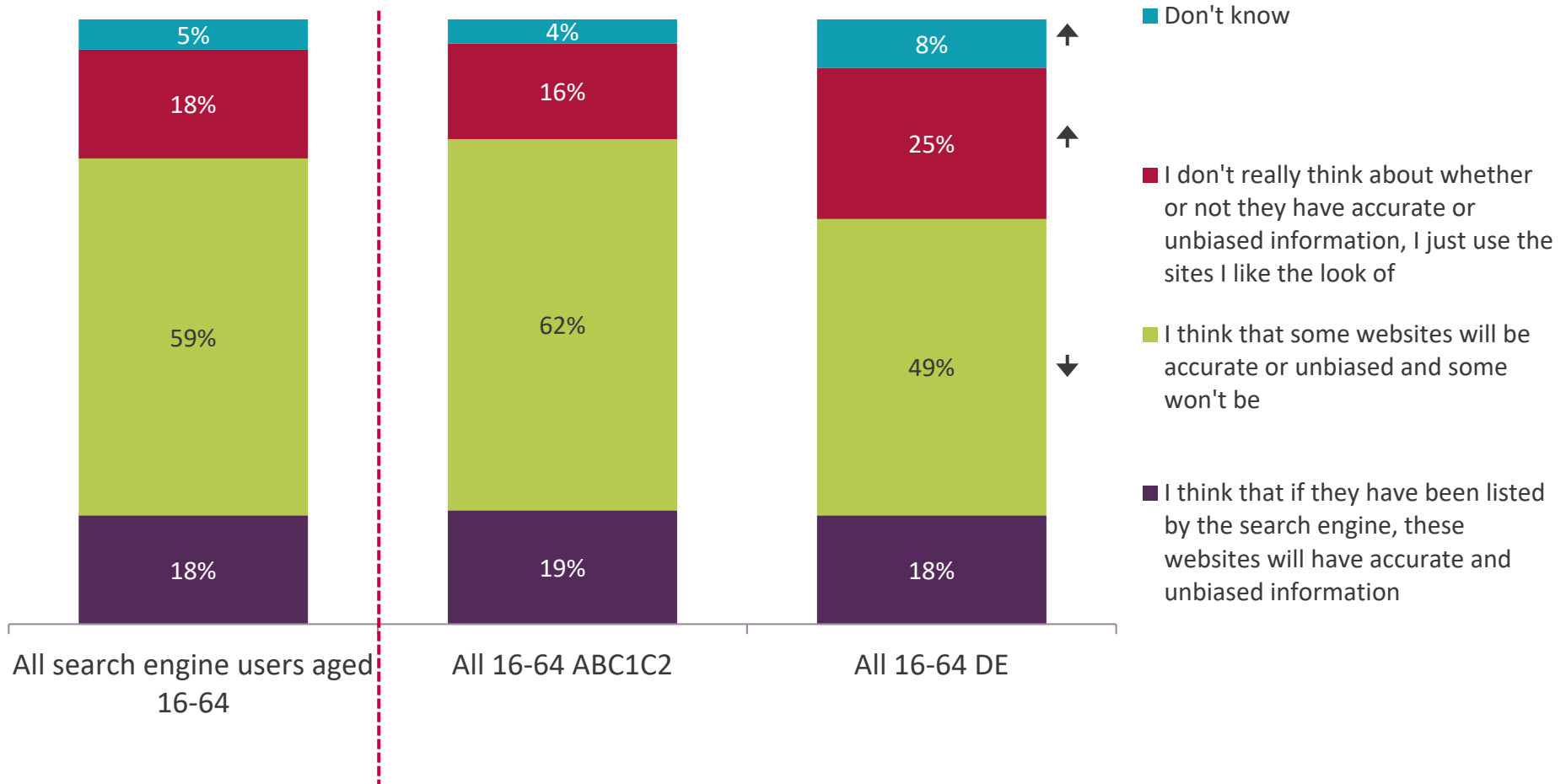
Source: Ofcom Adult Media Literacy Tracker 2017

IN31/ IN32 /IN33/ IN34. How do you think the BBC's website is mainly funded/ How do you think search engine websites such as Google or Bing are mainly funded?/ How do you think the BBC's iPlayer service is mainly funded / How do you think YouTube is mainly funded? (unprompted responses, single coded)

Base: All adults aged 16-64 (1395), all 16-64s in ABC1C2 households (1027), all 16-64s in DE households (368)

Arrows show significant differences (95% level) between 16-64s in DE households and 16-64s in ABC1C2 households

Figure 10: Opinions on search engine accuracy: ABC1C2 16-64s vs. DE 16-64s



Source: Ofcom Adult Media Literacy Tracker 2017

IN46. When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which one of these is closest to your opinion about the level of accuracy or bias of the information detailed in the websites that appear in the results pages? (prompted responses, single coded). Base: All adults aged 16-64 who have used a search engine in the last year (1240), all 16-64s in ABC1C2 households (942), all 16-64s in DE households (298). Arrows show significant differences (95% level) between 16-64s in DE households and 16-64s in ABC1C2 households