

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

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Base : All adults	
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Base : All adults	
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Base : All adults	
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Base : All adults	
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Base : All adults	
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Base : All adults	
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Base : All adults	
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Base : Those who say they use online resources to learn new things	
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Base : All adults	
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Base : All adults	
Q5A. AGREEMENT WITH STATEMENTS ABOUT ABOUT RESEARCHING DEALS ONLINE - I feel confident comparing prices and deals online (SINGLE CODE)	34
Base : All who say they do this	
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Base : All adults	
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Base : All who say they do this	
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Base : All adults	

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Q5C. AGREEMENT WITH STATEMENTS ABOUT ABOUT RESEARCHING DEALS ONLINE - It is important to me to get a reasonable deal, but I don't like spending too much time researching it online (SINGLE CODE)	42
Base : All who say they do this	
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Base : All adults	
Q5D. AGREEMENT WITH STATEMENTS ABOUT ABOUT RESEARCHING DEALS ONLINE - I prefer to buy form a company/ brand I trust even if it is not the best or cheapest deal (SINGLE CODE)	46
Base : All who say they do this	
Q6. Now thinking specifically about price comparison websites (PCW). 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. (SINGLE CODE)	48
Base : All adults	
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Base : Those who have ever used a price comparison website	
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Base : Those who have ever used a price comparison website for household services (broadband, pay TV, mobile phone, landline etc.)	
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. (SINGLE CODE)	62
Base : Those who have ever used a price comparison website	
Q10. We would now like to ask you some questions about media regulation. 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? (MULTI CODE)	64
Base : All adults	
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Base : All adults	
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Base : All adults	
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Base : All adults	
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Base : All adults	
Q15A. 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 to get the key facts about the news? (SINGLE CODE)	80
Base : Those who say it is important that the news provides the key facts	
Q15B. 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 to get an expert opinion on the news? (SINGLE CODE)	84
Base : Those who say it is important that the news provides an expert opinion	
Q15C. 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 to get an alternative viewpoint on the news? (SINGLE CODE)	88
Base : Those who say it is important that the news provides an alternative viewpoint	
Q15D. 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 to get a balanced/ impartial/ unbiased report of the news? (SINGLE CODE)	92
Base : Those who say it is important that the news is balanced/ impartial/ unbiased	
Q15E. 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 to get breaking news/ the most up-to-date news? (SINGLE CODE)	96
Base : Those who say it is important that the news is breaking/ as up-to-date as possible	
Q15F. 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 to get all the details about a story - so breadth and depth of coverage? (SINGLE CODE)	100
Base : Those who say it is important that the news provides detailed information - so breadth and depth of coverage	
Q16A. AGREEMENT WITH STATEMENTS ABOUT NEWS - These days I find the news too depressing (SINGLE CODE)	104
Base : All adults	
Q16B. AGREEMENT WITH STATEMENTS ABOUT NEWS - I follow the news less than I used to (SINGLE CODE)	106
Base : All adults	

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Q16C. AGREEMENT WITH STATEMENTS ABOUT NEWS - I find it hard to switch off from the negative things I hear about in the news (SINGLE CODE)	108
Base : All adults	
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Base : All adults	
Q16E. AGREEMENT WITH STATEMENTS ABOUT NEWS - There is enough news coverage of the things I am interested in (SINGLE CODE)	112
Base : All adults	
Q16F. AGREEMENT WITH STATEMENTS ABOUT NEWS - I value being able to check the news whenever I want (SINGLE CODE)	114
Base : All adults	
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Base : All adults	
Q17. Broadly speaking, which one of these statements best applies about your news preferences? I tend to prefer following/ reading/ watching/ listening to news that... (SINGLE CODE)	118
Base : All adults	
Q18A. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - I spend too much time online (SINGLE CODE)	120
Base : All adults	
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Base : All adults	
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Base : All adults	
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Base : All adults	
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Base : All adults	
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Base : All adults	
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Base : All adults	
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Base : All adults	
Q18I. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - The benefits of being online outweigh any disadvantages (SINGLE CODE)	136
Base : All adults	
Q18J. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - New communication methods have made life easier e.g. online shopping and online banking save time and effort (SINGLE CODE)	138
Base : All adults	
C1. Do you have any long-standing illness, disability or infirmity? IF NECESSARY: By long-standing we mean anything that has troubled you over a period of time or that is likely to affect you over a period of time? (SINGLE CODE)	140
Base : All adults	
C2. Does this illness, disability or infirmity limit your activities in any way? (SINGLE CODE)	142
Base : Those with a long standing illness/ disability or infirmity	
C3. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)	144
Base : All adults	
C5. How long ago did you first start going online? Wherever you first started going online - perhaps at home, work, school, college, or anywhere else using any type of device. (SINGLE CODE)	148
Base : All adults	
C6. How frequently do you go online either at home or elsewhere, in a typical day? Please think about any reason you may have for going online - maybe for work, to visit a social media site or app, watch a TV programme or video clip, play games online or check emails. (SINGLE CODE)	152
Base : All adults	

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Table 1

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

RESPONDENT'S GENDER

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
Male	511	511	-	64	96	110	93	74	74	511
	49%	100%	-%	39%	49%	50%	51%	53%	50%	49%
		b				c	c	c		c
Female	541	-	541	98	101	109	90	67	74	541
	51%	-%	100%	61%	51%	50%	49%	47%	50%	51%
			a	efgi						

Columns Tested: a,b - c,d,e,f,g,h,i

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Table 1

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

RESPONDENT'S GENDER

Base : All adults

	Total	AB	C1	C2	SEG DE	ABC1	C2DE	ALL UK	LOCATION URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
Male	511	165	135	115	96	300	211	511	447	63
	49%	53%	48%	51%	41%	51%	46%	49%	49%	45%
		d		d		d		d		
Female	541	145	147	112	136	292	248	541	464	77
	51%	47%	52%	49%	59%	49%	54%	51%	51%	55%
					aceg					

Columns Tested: a,b,c,d,e,f,g - h,i

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Table 2

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

RESPONDENT'S AGE

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
16-24	162	64	98	162	-	-	-	-	-	162
	15%	12%	18%	100%	-%	-%	-%	-%	-%	15%
			a	defghi						defgh
25-34	197	96	101	-	197	-	-	-	-	197
	19%	19%	19%	-%	100%	-%	-%	-%	-%	19%
					cefg					cefg
35-44	219	110	109	-	-	219	-	-	-	219
	21%	22%	20%	-%	-%	100%	-%	-%	-%	21%
						cdfghi				cdfgh
45-54	183	93	90	-	-	-	183	-	-	183
	17%	18%	17%	-%	-%	-%	100%	-%	-%	17%
							cdeghi			cdegh
55-64	141	74	67	-	-	-	-	141	-	141
	13%	15%	12%	-%	-%	-%	-%	100%	-%	13%
								cdefhi		cdefh
65+	149	74	74	-	-	-	-	-	149	149
	14%	15%	14%	-%	-%	-%	-%	-%	100%	14%
									cdefgi	cdefg

Columns Tested: a,b - c,d,e,f,g,h,i

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Table 2

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

RESPONDENT'S AGE

Base : All adults

	Total	SEG						LOCATION		
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
16-24	162	34	62	36	30	96	66	162	145	17
	15%	11%	22%	16%	13%	16%	14%	15%	16%	12%
			adefg			a				
25-34	197	61	68	30	38	129	68	197	184	13
	19%	20%	24%	13%	16%	22%	15%	19%	20%	9%
		c	cd			cf		c	i	
35-44	219	59	44	56	61	103	116	219	201	19
	21%	19%	16%	25%	26%	17%	25%	21%	22%	13%
				be	be		abe	b	i	
45-54	183	59	47	32	45	106	76	183	158	25
	17%	19%	17%	14%	19%	18%	17%	17%	17%	18%
55-64	141	57	26	37	21	83	58	141	111	31
	13%	19%	9%	16%	9%	14%	13%	13%	12%	22%
		bdfg		bd		b				h
65+	149	39	35	37	38	74	75	149	112	37
	14%	13%	12%	16%	16%	12%	16%	14%	12%	26%
										h

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 3

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

NATION

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE a	FEMALE b	16-24 c	25-34 d	35-44 e	45-54 f	55-64 g	65+ h	
Significance Level: 95%										
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
England	867	414	453	136	158	175	158	117	123	867
	82%	81%	84%	84%	80%	80%	86%	83%	83%	82%
Scotland	94	52	42	10	21	20	14	12	17	94
	9%	10%	8%	6%	11%	9%	8%	9%	11%	9%
Wales	51	22	28	11	12	9	9	6	4	51
	5%	4%	5%	7%	6%	4%	5%	4%	3%	5%
Northern Ireland	39	22	17	5	6	15	2	6	5	39
	4%	4%	3%	3%	3%	7%	1%	4%	3%	4%

Columns Tested: a,b - c,d,e,f,g,h,i

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Table 3

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

NATION

Base : All adults

	Total	SEG						LOCATION		
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
England	867	262	240	188	178	501	365	867	763	104
	82%	84%	85%	83%	76%	85%	80%	82%	84%	74%
		d	d			df		d	i	
Scotland	94	25	23	22	24	48	46	94	80	14
	9%	8%	8%	10%	10%	8%	10%	9%	9%	10%
Wales	51	9	13	12	17	22	29	51	41	10
	5%	3%	5%	5%	7%	4%	6%	5%	5%	7%
					ae		a			
Northern Ireland	39	14	6	5	14	20	19	39	26	13
	4%	5%	2%	2%	6%	3%	4%	4%	3%	9%
					bc					h

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 4

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LOCATION

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
Urban	911	447	464	145	184	201	158	111	112	911
	87%	88%	86%	89%	94%	92%	87%	78%	75%	87%
				gh	fghi	ghi	h			gh
Rural	140	63	77	17	13	19	25	31	37	140
	13%	12%	14%	11%	6%	8%	13%	22%	25%	13%
							d	cdei	cdefi	de

Columns Tested: a,b - c,d,e,f,g,h,i

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Table 4

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LOCATION

Base : All adults

	Total	SEG							LOCATION	
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	URBAN h	RURAL i
Significance Level: 95%										
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
Urban	911	270	240	198	203	510	401	911	911	-
	87%	87%	85%	87%	87%	86%	87%	87%	100%	-%
									i	
Rural	140	40	42	29	29	82	58	140	-	140
	13%	13%	15%	13%	13%	14%	13%	13%	-%	100%
										h

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 5

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

RESPONDENT'S WORKING STATUS

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
Working	644	344	300	98	153	165	138	69	20	644
	61%	67%	56%	61%	78%	75%	75%	49%	13%	61%
		b		gh	cghi	cghi	cghi	h		gh
Not working	404	166	238	64	43	52	45	71	129	404
	38%	33%	44%	39%	22%	24%	25%	50%	87%	38%
			a	def				defi	cdefgi	def

Columns Tested: a,b - c,d,e,f,g,h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

RESPONDENT'S WORKING STATUS

Base : All adults

	Total	SEG							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
Working	644	216	198	140	90	414	230	644	585	59
	61%	70%	70%	61%	39%	70%	50%	61%	64%	42%
		cdfg	cdfg	df		cdfg	d	df	i	
Not working	404	93	83	87	141	176	229	404	323	81
	38%	30%	30%	39%	61%	30%	50%	38%	35%	58%
				abe	abcefg		abceg	abe		h

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 6

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SOCIO ECONOMIC GROUP

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
AB	310	165	145	34	61	59	59	57	39	310
	29%	32%	27%	21%	31%	27%	32%	41%	26%	29%
					c		c	cehi		c
C1	282	135	147	62	68	44	47	26	35	282
	27%	26%	27%	38%	35%	20%	26%	18%	23%	27%
				efghi	eghi					eg
C2	227	115	112	36	30	56	32	37	37	227
	22%	23%	21%	22%	15%	25%	17%	26%	25%	22%
						d		d	d	d
DE	232	96	136	30	38	61	45	21	38	232
	22%	19%	25%	18%	19%	28%	24%	15%	26%	22%
			a			cdg	g		g	
ABC1	592	300	292	96	129	103	106	83	74	592
	56%	59%	54%	59%	66%	47%	58%	59%	50%	56%
				e	ehi		e	e		e
C2DE	459	211	248	66	68	116	76	58	75	459
	44%	41%	46%	41%	34%	53%	42%	41%	50%	44%
						cdfgi			d	d

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 6

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SOCIO ECONOMIC GROUP

Base : All adults

	Total	SEG					LOCATION			
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
AB	310	310	-	-	-	310	-	310	270	40
	29%	100%	-%	-%	-%	52%	-%	29%	30%	29%
		bcdefg				bcdfg		bcdf		
C1	282	-	282	-	-	282	-	282	240	42
	27%	-%	100%	-%	-%	48%	-%	27%	26%	30%
			acdefg			acdfg		acdf		
C2	227	-	-	227	-	-	227	227	198	29
	22%	-%	-%	100%	-%	-%	49%	22%	22%	21%
				abdefg			abdeg	abde		
DE	232	-	-	-	232	-	232	232	203	29
	22%	-%	-%	-%	100%	-%	51%	22%	22%	21%
					abcefg		abceg	abce		
ABC1	592	310	282	-	-	592	-	592	510	82
	56%	100%	100%	-%	-%	100%	-%	56%	56%	59%
		cdfg	cdfg			cdfg		cdf		
C2DE	459	-	-	227	232	-	459	459	401	58
	44%	-%	-%	100%	100%	-%	100%	44%	44%	41%
				abeg	abeg		abeg	abe		

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 7

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q1A. AGREEMENT WITH STATEMENTS ABOUT CREATIVITY - We would now like to ask you some questions about your creativity. Creativity could mean creating, making or doing something that you personally consider to be creative. This could be online or offline. To what extent do you agree or disagree with each of the following statements - I consider myself a creative person (SINGLE CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
Disagree strongly	45 4%	23 4%	22 4%	9 5%	7 4%	6 3%	10 5%	6 4%	7 5%	45 4%
Disagree slightly	142 14%	65 13%	77 14%	22 14%	22 11%	39 18%	16 9%	20 14%	22 15%	142 14%
Neither disagree nor agree	172 16%	102 20%	71 13%	31 19%	28 14%	33 15%	27 15%	24 17%	30 20%	172 16%
Agree slightly	393 37%	179 35%	215 40%	45 28%	69 35%	84 38%	79 43%	62 44%	54 36%	393 37%
Agree strongly	297 28%	143 28%	155 29%	55 34%	69 35%	58 26%	50 27%	29 21%	36 24%	297 28%
Don't know	1 *%	- -%	1 *%	- -%	1 1%	- -%	- -%	- -%	- -%	1 *%
SUMMARY CODES										
TOTAL DISAGREE	187 18%	88 17%	99 18%	31 19%	29 15%	45 20%	26 14%	26 18%	30 20%	187 18%
TOTAL AGREE	691 66%	321 63%	369 68%	100 62%	138 70%	142 65%	129 71%	92 65%	90 60%	691 66%
TOTAL NEITHER/ DON'T KNOW	174 17%	102 20%	72 13%	31 19%	29 15%	33 15%	27 15%	24 17%	30 20%	174 17%

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 7

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q1A. AGREEMENT WITH STATEMENTS ABOUT CREATIVITY - We would now like to ask you some questions about your creativity. Creativity could mean creating, making or doing something that you personally consider to be creative. This could be online or offline. To what extent do you agree or disagree with each of the following statements - I consider myself a creative person (SINGLE CODE)

Base : All adults

	Total	AB	C1	C2	SEG DE	ABC1	C2DE	ALL UK	LOCATION URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
Disagree strongly	45 4%	11 4%	18 6%	10 4%	6 3%	29 5%	16 3%	45 4%	36 4%	9 6%
Disagree slightly	142 14%	43 14%	43 15%	24 10%	32 14%	87 15%	56 12%	142 14%	121 13%	21 15%
Neither disagree nor agree	172 16%	32 10%	53 19% a	39 17% a	47 20% ae	86 15%	87 19% a	172 16% a	152 17%	21 15%
Agree slightly	393 37%	128 41%	95 34%	91 40%	80 34%	223 38%	170 37%	393 37%	341 37%	53 38%
Agree strongly	297 28%	95 31%	73 26%	64 28%	66 28%	167 28%	130 28%	297 28%	261 29%	37 26%
Don't know	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%	1 *%	- -%
SUMMARY CODES										
TOTAL DISAGREE	187 18%	54 17%	61 22% cf	33 15%	38 16%	115 19%	71 16%	187 18%	157 17%	30 21%
TOTAL AGREE	691 66%	223 72% bdg	167 59%	154 68% b	146 63%	390 66%	300 65%	691 66% b	601 66%	90 64%
TOTAL NEITHER/ DON'T KNOW	174 17%	32 10%	53 19% a	39 17% a	48 21% ae	86 15%	88 19% ae	174 17% a	153 17%	21 15%

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 8

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q1B. AGREEMENT WITH STATEMENTS ABOUT CREATIVITY - We would now like to ask you some questions about your creativity. Creativity could mean creating, making or doing something that you personally consider to be creative. This could be online or offline. To what extent do you agree or disagree with each of the following statements - I think that being online helps me express myself creatively (SINGLE CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
Disagree strongly	54 5%	31 6%	23 4%	4 2%	3 2%	8 3%	15 8%	9 6%	15 10%	54 5%
							cde	d	cdei	d
Disagree slightly	137 13%	55 11%	82 15%	16 10%	20 10%	28 13%	20 11%	23 16%	30 20%	137 13%
			a						cdfi	
Neither disagree nor agree	345 33%	164 32%	182 34%	43 27%	57 29%	68 31%	65 36%	61 43%	51 34%	345 33%
								cdei		
Agree slightly	348 33%	179 35%	169 31%	58 36%	77 39%	79 36%	57 31%	35 25%	42 28%	348 33%
				g	gh	g				g
Agree strongly	163 15%	82 16%	81 15%	41 26%	38 19%	35 16%	24 13%	14 10%	11 7%	163 15%
				efghi	gh	h				h
Don't know	4 *%	- -%	4 1%	- -%	1 1%	2 1%	1 1%	- -%	- -%	4 *%
			a							
SUMMARY CODES										
TOTAL DISAGREE	191 18%	86 17%	105 19%	20 12%	23 12%	36 16%	35 19%	32 22%	45 30%	191 18%
							d	cd	cdefi	d
TOTAL AGREE	511 49%	261 51%	250 46%	99 61%	115 58%	114 52%	81 44%	49 34%	53 36%	511 49%
				fghi	fghi	gh				gh
TOTAL NEITHER/ DON'T KNOW	349 33%	164 32%	186 34%	43 27%	58 30%	70 32%	66 36%	61 43%	51 34%	349 33%
								cdei		

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 8

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q1B. AGREEMENT WITH STATEMENTS ABOUT CREATIVITY - We would now like to ask you some questions about your creativity. Creativity could mean creating, making or doing something that you personally consider to be creative. This could be online or offline. To what extent do you agree or disagree with each of the following statements - I think that being online helps me express myself creatively (SINGLE CODE)

Base : All adults

	Total	AB	C1	C2	SEG DE	ABC1	C2DE	ALL UK	LOCATION URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
Disagree strongly	54 5%	16 5%	14 5%	17 7% d	7 3%	30 5%	24 5%	54 5%	43 5%	11 8%
Disagree slightly	137 13%	39 13%	40 14%	23 10%	35 15%	79 13%	57 12%	137 13%	119 13%	18 13%
Neither disagree nor agree	345 33%	94 30%	83 30%	82 36%	87 37% e	177 30%	168 37% e	345 33%	283 31%	63 45% h
Agree slightly	348 33%	100 32%	110 39% cdf	68 30%	71 30%	209 35%	138 30%	348 33%	309 34%	38 27%
Agree strongly	163 15%	61 20% b	32 12%	38 17%	31 13%	94 16%	69 15%	163 15%	153 17% i	10 7%
Don't know	4 *%	- -%	2 1%	- -%	2 1%	2 *%	2 *%	4 *%	4 *%	- -%
SUMMARY CODES										
TOTAL DISAGREE	191 18%	55 18%	54 19%	39 17%	42 18%	110 19%	81 18%	191 18%	162 18%	29 21%
TOTAL AGREE	511 49%	161 52%	142 50%	106 47%	102 44%	303 51%	208 45%	511 49%	462 51% i	49 35%
TOTAL NEITHER/ DON'T KNOW	349 33%	94 30%	85 30%	82 36%	89 38% e	179 30%	170 37% ae	349 33%	287 31%	63 45% h

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 9

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q1C. AGREEMENT WITH STATEMENTS ABOUT CREATIVITY - We would now like to ask you some questions about your creativity. Creativity could mean creating, making or doing something that you personally consider to be creative. This could be online or offline. To what extent do you agree or disagree with each of the following statements - I feel I'm a more creative person since I've been going online (SINGLE CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
Disagree strongly	84 8%	41 8%	42 8%	6 4%	9 4%	15 7%	20 11%	15 11%	19 13%	84 8%
							cd	cd	cdei	
Disagree slightly	160 15%	63 12%	96 18%	23 14%	25 13%	35 16%	22 12%	24 17%	30 20%	160 15%
			a						f	
Neither disagree nor agree	354 34%	174 34%	180 33%	48 30%	59 30%	61 28%	73 40%	57 40%	55 37%	354 34%
							cde	e		
Agree slightly	274 26%	144 28%	131 24%	45 28%	54 28%	70 32%	38 21%	32 23%	35 24%	274 26%
						f				
Agree strongly	175 17%	87 17%	88 16%	39 24%	47 24%	38 17%	30 16%	12 9%	9 6%	175 17%
				ghi	ghi	gh	gh			gh
Don't know	4 *%	2 *%	2 *%	1 1%	2 1%	- -%	1 1%	- -%	- -%	4 *%
SUMMARY CODES										
TOTAL DISAGREE	243 23%	104 20%	139 26%	29 18%	34 17%	50 23%	41 23%	40 28%	50 33%	243 23%
			a					cd	cdefi	
TOTAL AGREE	449 43%	230 45%	219 41%	84 52%	102 52%	108 49%	67 37%	44 31%	44 30%	449 43%
				fghi	fghi	fgh				gh
TOTAL NEITHER/ DON'T KNOW	358 34%	176 34%	182 34%	49 30%	61 31%	61 28%	74 41%	57 40%	55 37%	358 34%
							ce	e		

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 9

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q1C. AGREEMENT WITH STATEMENTS ABOUT CREATIVITY - We would now like to ask you some questions about your creativity. Creativity could mean creating, making or doing something that you personally consider to be creative. This could be online or offline. To what extent do you agree or disagree with each of the following statements - I feel I'm a more creative person since I've been going online (SINGLE CODE)

Base : All adults

	Total	AB	C1	C2	SEG DE	ABC1	C2DE	ALL UK	LOCATION URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
Disagree strongly	84 8%	24 8%	22 8%	23 10%	15 6%	46 8%	38 8%	84 8%	68 7%	16 11%
Disagree slightly	160 15%	46 15%	44 16%	31 14%	38 17%	90 15%	69 15%	160 15%	136 15%	23 17%
Neither disagree nor agree	354 34%	96 31%	101 36%	74 33%	83 36%	197 33%	157 34%	354 34%	296 33%	58 41% h
Agree slightly	274 26%	77 25%	77 27%	60 26%	60 26%	154 26%	120 26%	274 26%	245 27%	30 21%
Agree strongly	175 17%	66 21% bdf	37 13%	38 17%	34 15%	103 17%	72 16%	175 17%	161 18% i	14 10%
Don't know	4 *%	1 *%	- -%	1 *%	2 1%	1 *%	3 1%	4 *%	4 *%	- -%
SUMMARY CODES										
TOTAL DISAGREE	243 23%	70 23%	66 23%	54 24%	53 23%	136 23%	107 23%	243 23%	205 22%	39 28%
TOTAL AGREE	449 43%	143 46%	114 41%	98 43%	94 40%	257 43%	192 42%	449 43%	406 45% i	44 31%
TOTAL NEITHER/ DON'T KNOW	358 34%	97 31%	101 36%	75 33%	85 37%	198 34%	160 35%	358 34%	301 33%	58 41%

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 10

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q1D. AGREEMENT WITH STATEMENTS ABOUT CREATIVITY - We would now like to ask you some questions about your creativity. Creativity could mean creating, making or doing something that you personally consider to be creative. This could be online or offline. To what extent do you agree or disagree with each of the following statements - Being online helps me to connect with creatvie people (SINGLE CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
Disagree strongly	63 6%	35 7%	28 5%	4 2%	4 2%	11 5%	14 8%	13 9%	17 12%	63 6%
							cd	cd	cdei	d
Disagree slightly	114 11%	49 10%	64 12%	13 8%	11 6%	27 12%	19 11%	20 14%	23 16%	114 11%
						d	d	d	cd	d
Neither disagree nor agree	293 28%	146 29%	147 27%	40 25%	43 22%	48 22%	58 32%	45 32%	59 39%	293 28%
							de	de	cdei	
Agree slightly	362 34%	171 33%	191 35%	60 37%	75 38%	89 41%	55 30%	44 31%	37 25%	362 34%
				h	h	fh				h
Agree strongly	208 20%	106 21%	102 19%	44 27%	60 30%	44 20%	33 18%	17 12%	11 8%	208 20%
				fghi	efghi	gh	h			gh
Don't know	12 1%	3 1%	9 2%	1 1%	4 2%	1 *	3 2%	2 1%	1 1%	12 1%
SUMMARY CODES										
TOTAL DISAGREE	177 17%	85 17%	92 17%	17 11%	15 8%	38 17%	33 18%	33 23%	41 27%	177 17%
						d	cd	cd	cdefi	cd
TOTAL AGREE	569 54%	277 54%	293 54%	104 64%	135 69%	133 61%	88 48%	61 43%	49 33%	569 54%
				fghi	fghi	fgh	h			gh
TOTAL NEITHER/ DON'T KNOW	305 29%	149 29%	156 29%	41 25%	47 24%	49 22%	61 34%	47 34%	60 40%	305 29%
							de	de	cdei	e

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 10

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q1D. AGREEMENT WITH STATEMENTS ABOUT CREATIVITY - We would now like to ask you some questions about your creativity. Creativity could mean creating, making or doing something that you personally consider to be creative. This could be online or offline. To what extent do you agree or disagree with each of the following statements - Being online helps me to connect with creatvie people (SINGLE CODE)

Base : All adults

	Total	AB	C1	C2	SEG DE	ABC1	C2DE	ALL UK	LOCATION URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
Disagree strongly	63 6%	21 7%	15 5%	17 8%	11 5%	35 6%	28 6%	63 6%	52 6%	11 8%
Disagree slightly	114 11%	34 11%	32 12%	21 9%	27 12%	66 11%	48 10%	114 11%	91 10%	23 16% h
Neither disagree nor agree	293 28%	71 23%	77 27%	63 28%	82 35% aeg	148 25%	145 31% ae	293 28%	246 27%	47 34%
Agree slightly	362 34%	108 35%	100 35%	75 33%	78 34%	208 35%	154 33%	362 34%	321 35%	41 29%
Agree strongly	208 20%	72 23% d	53 19%	50 22% d	32 14%	125 21% d	83 18%	208 20% d	192 21% i	16 11%
Don't know	12 1%	4 1%	5 2%	1 *%	2 1%	9 2%	3 1%	12 1%	10 1%	2 2%
SUMMARY CODES										
TOTAL DISAGREE	177 17%	54 17%	47 17%	38 17%	38 16%	101 17%	76 16%	177 17%	143 16%	34 24% h
TOTAL AGREE	569 54%	181 58% d	153 54%	126 55%	111 48%	333 56% d	236 51%	569 54%	512 56% i	57 41%
TOTAL NEITHER/ DON'T KNOW	305 29%	75 24%	82 29%	64 28%	84 36% aeg	157 27%	148 32% a	305 29%	256 28%	49 35%

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 11

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q2. Which if any of the following things have you ever done online? Please think about whether you have done any of these things on any of the devices you may use to go online. So, this could be on a tablet, mobile phone, computer or other device. (MULTI CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
Followed online tutorials (e.g. hair, make up, DIY, cookery, drawing, how to play a musical instrument etc.)	553 53%	252 49%	301 56%	89 55%	121 62%	134 61%	88 48%	64 45%	58 39%	553 53%
			a	h	fghi	fghi				h
Added filters to or edited a digital photo	441 42%	194 38%	247 46%	88 55%	106 54%	105 48%	69 38%	38 27%	35 23%	441 42%
			a	fghi	fghi	fgh	gh			gh
Created an online photo book, calendar, personalised birthday card	369 35%	156 30%	213 39%	60 37%	93 47%	90 41%	56 30%	42 30%	29 19%	369 35%
			a	h	fghi	fgh	h	h		h
Made a video and shared it online	306 29%	164 32%	142 26%	61 37%	83 42%	76 35%	45 25%	26 18%	16 11%	306 29%
		b		fghi	fghi	fgh	h			gh
Live streamed videos on sites like Facebook Live, YouTube Live or Instagram Live	294 28%	159 31%	134 25%	60 37%	70 36%	70 32%	45 25%	28 20%	20 13%	294 28%
		b		fghi	fghi	gh	h			gh
Created an online scrapbook of ideas, on sites like Pinterest	178 17%	57 11%	121 22%	50 31%	60 31%	38 17%	21 12%	7 5%	3 2%	178 17%
			a	efghi	efghi	gh	gh			gh

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 11

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q2. Which if any of the following things have you ever done online? Please think about whether you have done any of these things on any of the devices you may use to go online. So, this could be on a tablet, mobile phone, computer or other device. (MULTI CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
Made/ built a website	170 16%	99 19%	71 13%	37 23%	49 25%	36 17%	26 14%	15 10%	7 5%	170 16%
		b		fghi	efghi	h	h			h
Made a meme or gif (an image, video or text that gets circulated online)	124 12%	64 13%	60 11%	30 19%	38 19%	27 12%	16 9%	8 6%	5 3%	124 12%
				fghi	fghi	gh	h			gh
Made a blog or vlog (video blog)	103 10%	54 11%	49 9%	25 15%	33 17%	19 9%	18 10%	6 4%	2 1%	103 10%
				eghi	eghi	h	h			gh
Changed or edited somebody else's music (such as cutting, editing or mixing tracks)	77 7%	50 10%	27 5%	23 14%	23 11%	12 5%	10 5%	3 2%	6 4%	77 7%
		b		efghi	efghi					g
Made your own music and shared it online	76 7%	55 11%	20 4%	20 13%	27 14%	20 9%	5 3%	3 2%	- -%	76 7%
		b		fghi	fghi	fgh	h			fgh
Made or modified an app or online game	43 4%	29 6%	14 3%	10 6%	17 8%	8 4%	5 3%	1 1%	2 2%	43 4%
		b		gh	efghi					g
ANY OF THESE	819 78%	401 79%	418 77%	146 90%	177 90%	182 83%	136 74%	89 63%	90 60%	819 78%
				efghi	efghi	fgh	gh			gh
None of these	227 22%	109 21%	118 22%	15 9%	19 9%	38 17%	45 25%	52 37%	58 39%	227 22%
						cd	cd	cdefi	cdefi	cd

Columns Tested: a,b - c,d,e,f,g,h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q2. Which if any of the following things have you ever done online? Please think about whether you have done any of these things on any of the devices you may use to go online. So, this could be on a tablet, mobile phone, computer or other device. (MULTI CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
Don't know	5	-	5	1	1	-	2	-	1	5
	*%	-%	1%	1%	*%	-%	1%	-%	1%	*%

Columns Tested: a,b - c,d,e,f,g,h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q2. Which if any of the following things have you ever done online? Please think about whether you have done any of these things on any of the devices you may use to go online. So, this could be on a tablet, mobile phone, computer or other device. (MULTI CODE)

Base : All adults

	Total	SEG						LOCATION		
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
Followed online tutorials (e.g. hair, make up, DIY, cookery, drawing, how to play a musical instrument etc.)	553 53%	180 58% df	157 56% df	115 51%	101 44%	337 57% df	216 47%	553 53% df	485 53%	69 49%
Added filters to or edited a digital photo	441 42%	141 45% df	135 48% cdf	85 37%	81 35%	276 47% cdf	166 36%	441 42% df	401 44% i	40 29%
Created an online photo book, calendar, personalised birthday card	369 35%	134 43% cdfg	110 39% cdf	67 29%	58 25%	244 41% cdfg	125 27%	369 35% df	323 35%	46 33%
Made a video and shared it online	306 29%	100 32% d	84 30%	71 31% d	52 22%	184 31% d	122 27%	306 29% d	280 31% i	26 19%
Live streamed videos on sites like Facebook Live, YouTube Live or Instagram Live	294 28%	90 29%	80 29%	70 31%	53 23%	170 29%	123 27%	294 28%	264 29%	30 21%
Created an online scrapbook of ideas, on sites like Pinterest	178 17%	66 21% cdf	59 21% cdf	28 12%	25 11%	125 21% cdfg	53 12%	178 17% df	166 18% i	13 9%
Made/ built a website	170 16%	65 21% cdfg	55 20% cdf	23 10%	27 11%	120 20% cdfg	49 11%	170 16% cf	153 17%	17 12%

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 11

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q2. Which if any of the following things have you ever done online? Please think about whether you have done any of these things on any of the devices you may use to go online. So, this could be on a tablet, mobile phone, computer or other device. (MULTI CODE)

Base : All adults

	Total	AB	C1	C2	SEG DE	ABC1	C2DE	ALL UK	LOCATION URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
Made a meme or gif (an image, video or text that gets circulated online)	124 12%	40 13%	34 12%	30 13%	20 9%	74 13%	50 11%	124 12%	118 13%	6 4%
Made a blog or vlog (video blog)	103 10%	41 13%	32 11%	16 7%	15 6%	73 12%	30 7%	103 10%	98 11%	5 4%
Changed or edited somebody else's music (such as cutting, editing or mixing tracks)	77 7%	26 8%	12 4%	21 9%	18 8%	38 6%	38 8%	77 7%	74 8%	3 2%
Made your own music and shared it online	76 7%	31 10%	19 7%	13 6%	13 6%	49 8%	26 6%	76 7%	73 8%	2 2%
Made or modified an app or online game	43 4%	16 5%	16 6%	7 3%	4 2%	32 5%	11 2%	43 4%	41 4%	2 2%
ANY OF THESE	819 78%	253 82%	223 79%	180 79%	163 70%	476 80%	343 75%	819 78%	720 79%	99 71%
None of these	227 22%	54 18%	59 21%	46 20%	68 29%	113 19%	114 25%	227 22%	187 20%	40 29%
Don't know	5 *%	3 1%	- -%	1 *%	1 *%	3 *%	2 *%	5 *%	4 *%	1 1%

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 12

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q3. We would now like to ask you some questions about online learning. 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.? (MULTI CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
YouTube	779 74%	386 76%	393 73%	133 82% ghi	162 82% ghi	176 80% gh	135 74% gh	89 63% gh	84 56% gh	779 74% gh
Google	727 69%	356 70%	371 69%	115 71% h	144 73% gh	170 77% ghi	129 70% h	87 62% h	82 55% h	727 69% h
BBC website	466 44%	251 49% b	215 40%	55 34%	81 41%	93 43%	89 49% c	74 53% cd	74 49% c	466 44% c
Social media - like Facebook, Pinterest or Instagram	460 44%	186 36%	274 51% a	92 57% efghi	126 64% efghi	102 46% fgh	66 36% h	45 32% h	29 20%	460 44% gh
Wikipedia	428 41%	244 48% b	184 34%	73 45%	89 45% h	90 41%	71 39%	55 39%	51 34%	428 41%
Online educational resources - like TED Talks or university lectures	215 20%	120 23% b	95 18%	38 24%	47 24%	38 17%	39 21%	29 20%	24 16%	215 20%
Other website/ app	38 4%	19 4%	19 4%	5 3%	7 3%	7 3%	7 4%	5 4%	6 4%	38 4%
I don't use online resources to learn new things	57 5%	25 5%	32 6%	2 1%	2 1%	7 3%	12 7% cd	14 10% cdei	20 13% cdefi	57 5% cd
Don't know	21 2%	10 2%	11 2%	6 4%	2 1%	4 2%	2 1%	4 3%	3 2%	21 2%

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 12

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q3. We would now like to ask you some questions about online learning. 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.? (MULTI CODE)

Base : All adults

	Total	SEG						LOCATION		
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
YouTube	779 74%	235 76%	213 76%	160 71%	170 73%	449 76%	330 72%	779 74%	685 75%	94 67%
Google	727 69%	219 71%	208 74% df	152 67%	148 64%	427 72% df	300 65%	727 69%	638 70%	89 63%
BBC website	466 44%	161 52% cdfg	128 46% d	97 43%	80 34%	290 49% df	177 38%	466 44% df	401 44%	65 47%
Social media - like Facebook, Pinterest or Instagram	460 44%	149 48%	114 40%	92 40%	105 45%	263 44%	197 43%	460 44%	412 45% i	47 34%
Wikipedia	428 41%	144 46% df	120 42% d	91 40%	74 32%	263 44% df	165 36%	428 41% d	380 42%	48 34%
Online educational resources - like TED Talks or university lectures	215 20%	86 28% cdfg	63 22% df	42 18% d	24 10%	149 25% cdfg	66 14%	215 20% df	200 22% i	15 11%
Other website/ app	38 4%	14 5%	10 3%	7 3%	7 3%	24 4%	14 3%	38 4%	31 3%	6 5%
I don't use online resources to learn new things	57 5%	10 3%	14 5%	12 5%	20 9% ae	24 4%	33 7% ae	57 5%	45 5%	12 9%
Don't know	21 2%	8 3%	7 3%	5 2%	1 *% ae	15 3%	6 1% ae	21 2%	18 2%	3 2%

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 13

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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.? (SINGLE CODE)

Base : Those who say they use online resources to learn new things

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
		a	b	c	d	e	f	g	h	i
Significance Level: 95%										
Unweighted total	975	466	509	154	193	211	167	124	126	975
Effective Weighted Sample	966	462	505	152	191	209	165	123	125	966
Total	975	477	498	155	194	208	169	123	126	975
YouTube	428 44%	208 44%	220 44%	77 50% h	88 46%	100 48%	66 39%	50 41%	47 37%	428 44%
Google	298 31%	136 29%	162 33%	39 25%	49 25%	67 32%	60 35% cd	41 33%	43 34%	298 31%
Social media - like Facebook, Pinterest or Instagram	75 8%	25 5%	49 10% a	11 7%	28 15% cefg	15 7%	10 6%	3 2%	8 6%	75 8% g
BBC website	69 7%	45 9% b	24 5%	12 8% d	5 3%	10 5%	18 11% de	11 9% d	13 10% d	69 7% d
Wikipedia	51 5%	36 8% b	16 3%	8 5%	15 8% e	6 3%	6 3%	9 8% e	8 6%	51 5%
Online educational resources - like TED Talks or university lectures	20 2%	12 2%	8 2%	2 1%	2 1%	6 3%	2 1%	5 4%	3 2%	20 2%
Other	10 1%	4 1%	6 1%	2 1%	2 1%	2 1%	- -%	3 3% f	1 1%	10 1%
Don't know	24 2%	11 2%	13 3%	4 3%	4 2%	3 1%	7 4%	1 1%	5 4%	24 2%

Columns Tested: a,b - c,d,e,f,g,h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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.? (SINGLE CODE)

Base : Those who say they use online resources to learn new things

	Total	SEG							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	975	292	260	210	213	552	423	975	852	123
Effective Weighted Sample	966	290	257	208	211	547	419	966	844	122
Total	975	294	260	210	211	554	421	975	850	125
YouTube	428	133	105	86	105	238	191	428	380	48
	44%	45%	40%	41%	50%	43%	45%	44%	45%	39%
					b					
Google	298	84	87	66	61	171	127	298	252	46
	31%	29%	33%	32%	29%	31%	30%	31%	30%	37%
Social media - like Facebook, Pinterest or Instagram	75	21	15	16	23	36	39	75	66	9
	8%	7%	6%	8%	11%	6%	9%	8%	8%	7%
					e					
BBC website	69	23	24	15	8	47	22	69	60	9
	7%	8%	9%	7%	4%	8%	5%	7%	7%	7%
			d			d				
Wikipedia	51	20	13	11	7	33	18	51	46	5
	5%	7%	5%	5%	3%	6%	4%	5%	5%	4%
Online educational resources - like TED Talks or university lectures	20	4	8	6	2	12	8	20	20	-
	2%	1%	3%	3%	1%	2%	2%	2%	2%	-%
Other	10	-	3	5	2	3	7	10	6	4
	1%	-%	1%	2%	1%	1%	2%	1%	1%	3%
				ae			a			h
Don't know	24	10	6	4	4	15	8	24	21	3
	2%	3%	2%	2%	2%	3%	2%	2%	2%	2%

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 14

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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.? (SINGLE CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
YouTube	428 41%	208 41%	220 41%	77 47% fgh	88 45% h	100 46% h	66 36%	50 36%	47 31%	428 41% h
Google	298 28%	136 27%	162 30%	39 24%	49 25%	67 31%	60 33%	41 29%	43 29%	298 28%
Social media - like Facebook, Pinterest or Instagram	75 7%	25 5%	49 9% a	11 7% g	28 14% cefg	15 7% g	10 6%	3 2%	8 5%	75 7% g
BBC website	69 7%	45 9% b	24 5%	12 8% d	5 3%	10 4%	18 10% de	11 8% d	13 9% d	69 7% d
Wikipedia	51 5%	36 7% b	16 3%	8 5%	15 8% e	6 3%	6 3%	9 7%	8 5%	51 5%
Online educational resources - like TED Talks or university lectures	20 2%	12 2%	8 1%	2 1%	2 1%	6 3%	2 1%	5 3%	3 2%	20 2%
Other	10 1%	4 1%	6 1%	2 1%	2 1%	2 1%	- -%	3 2% f	1 1%	10 1%
I don't use online resources to learn new things	57 5%	25 5%	32 6%	2 1%	2 1%	7 3%	12 7% cd	14 10% cdei	20 13% cdefi	57 5% cd
Don't know	43 4%	20 4%	23 4%	9 6%	5 3%	7 3%	9 5%	5 3%	8 5%	43 4%

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 14

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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.? (SINGLE CODE)

Base : All adults

	Total	SEG						LOCATION		
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
YouTube	428	133	105	86	105	238	191	428	380	48
	41%	43%	37%	38%	45%	40%	41%	41%	42%	35%
Google	298	84	87	66	61	171	127	298	252	46
	28%	27%	31%	29%	26%	29%	28%	28%	28%	33%
Social media - like Facebook, Pinterest or Instagram	75	21	15	16	23	36	39	75	66	9
	7%	7%	5%	7%	10%	6%	8%	7%	7%	6%
BBC website	69	23	24	15	8	47	22	69	60	9
	7%	7%	8%	6%	3%	8%	5%	7%	7%	7%
		d	d			d				
Wikipedia	51	20	13	11	7	33	18	51	46	5
	5%	6%	5%	5%	3%	6%	4%	5%	5%	4%
Online educational resources - like TED Talks or university lectures	20	4	8	6	2	12	8	20	20	-
	2%	1%	3%	3%	1%	2%	2%	2%	2%	-%
Other	10	-	3	5	2	3	7	10	6	4
	1%	-%	1%	2%	1%	1%	2%	1%	1%	3%
				ae			a			h
I don't use online resources to learn new things	57	10	14	12	20	24	33	57	45	12
	5%	3%	5%	5%	9%	4%	7%	5%	5%	9%
				ae			ae			
Don't know	43	16	13	9	5	28	14	43	37	6
	4%	5%	5%	4%	2%	5%	3%	4%	4%	4%

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 15

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q5A. AGREEMENT WITH STATEMENTS ABOUT ABOUT RESEARCHING DEALS ONLINE - I feel confident comparing prices and deals online (SINGLE CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
		a	b	c	d	e	f	g	h	i
Significance Level: 95%										
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
Disagree strongly	18 2%	11 2%	7 1%	8 5% efgi	5 2% f	1 *%	- -%	1 1%	3 2%	18 2%
Disagree slightly	19 2%	11 2%	8 2%	4 3%	7 4%	2 1%	3 2%	1 1%	2 1%	19 2%
Neither disagree nor agree	77 7%	39 8%	38 7%	22 14% defghi	14 7%	14 6%	12 7%	8 6%	6 4%	77 7%
Agree slightly	301 29%	128 25%	173 32% a	47 29%	53 27%	49 22%	58 32% e	40 28%	54 36% e	301 29%
Agree strongly	626 60%	315 62%	310 57%	76 47%	115 58% c	151 69% cdhi	110 60% c	89 63% c	84 57%	626 60% c
Don't do this	7 1%	4 1%	3 1%	3 2%	1 1%	2 1%	- -%	1 1%	- -%	7 1%
Don't know	3 *%	2 *%	1 *%	1 1%	1 1%	1 *%	- -%	- -%	- -%	3 *%
SUMMARY CODES										
TOTAL DISAGREE	37 4%	22 4%	15 3%	12 7% efgi	12 6% efg	3 1%	3 2%	2 2%	5 3%	37 4%
TOTAL AGREE	927 88%	443 87%	484 90%	124 76%	168 86% c	200 91% c	168 92% c	130 92% c	138 93% cd	927 88% c
TOTAL NEITHER/ DON'T KNOW	80 8%	41 8%	39 7%	23 14% defghi	16 8%	15 7%	12 7%	8 6%	6 4%	80 8%

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 15

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q5A. AGREEMENT WITH STATEMENTS ABOUT ABOUT RESEARCHING DEALS ONLINE - I feel confident comparing prices and deals online (SINGLE CODE)

Base : All adults

	Total	SEG						LOCATION		
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
Disagree strongly	18 2%	9 3%	2 1%	4 2%	3 1%	11 2%	7 1%	18 2%	15 2%	3 2%
Disagree slightly	19 2%	5 2%	2 1%	5 2%	7 3%	7 1%	12 3%	19 2%	16 2%	3 2%
Neither disagree nor agree	77 7%	19 6%	17 6%	22 9%	20 9%	36 6%	41 9%	77 7%	65 7%	12 9%
Agree slightly	301 29%	77 25%	92 33%	53 23%	78 34%	169 29%	132 29%	301 29%	259 28%	42 30%
Agree strongly	626 60%	200 65%	165 58%	140 62%	121 52%	365 62%	261 57%	626 60%	547 60%	79 56%
Don't do this	7 1%	- -%	3 1%	3 1%	1 *%	3 *%	4 1%	7 1%	6 1%	1 1%
Don't know	3 *%	- -%	1 *%	- -%	2 1%	1 *%	2 *%	3 *%	3 *%	- -%
SUMMARY CODES										
TOTAL DISAGREE	37 4%	14 5%	4 1%	9 4%	10 4%	18 3%	19 4%	37 4%	31 3%	6 4%
TOTAL AGREE	927 88%	277 90%	257 91%	193 85%	200 86%	534 90%	393 85%	927 88%	806 88%	121 86%
TOTAL NEITHER/ DON'T KNOW	80 8%	19 6%	18 6%	22 9%	22 9%	37 6%	43 9%	80 8%	68 7%	12 9%

Columns Tested: a,b,c,d,e,f,g - h,i

OFCEM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 16

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q5A. AGREEMENT WITH STATEMENTS ABOUT ABOUT RESEARCHING DEALS ONLINE - I feel confident comparing prices and deals online (SINGLE CODE)

Base : All who say they do this

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
		a	b	c	d	e	f	g	h	i
Significance Level: 95%										
Unweighted total	1043	494	549	158	195	220	181	140	149	1043
Effective Weighted Sample	1033	490	544	156	193	218	179	139	148	1033
Total	1044	506	538	159	196	217	183	140	149	1044
Disagree strongly	18 2%	11 2%	7 1%	8 5% efgi	5 2% f	1 *%	- -%	1 1%	3 2%	18 2%
Disagree slightly	19 2%	11 2%	8 2%	4 3%	7 4%	2 1%	3 2%	1 1%	2 1%	19 2%
Neither disagree nor agree	77 7%	39 8%	38 7%	22 14% defghi	14 7%	14 6%	12 7%	8 6%	6 4%	77 7%
Agree slightly	301 29%	128 25%	173 32% a	47 30%	53 27%	49 22%	58 32% e	40 29%	54 36% e	301 29%
Agree strongly	626 60%	315 62%	310 58%	76 48%	115 59% c	151 69% cdhi	110 60% c	89 64% c	84 57%	626 60% c
Don't know	3 *%	2 *%	1 *%	1 1%	1 1%	1 *%	- -%	- -%	- -%	3 *%
SUMMARY CODES										
TOTAL DISAGREE	37 4%	22 4%	15 3%	12 8% efgi	12 6% efg	3 1%	3 2%	2 2%	5 3%	37 4%
TOTAL AGREE	927 89%	443 87%	484 90%	124 78%	168 86% c	200 92% c	168 92% c	130 93% c	138 93% c	927 89% c
TOTAL NEITHER/ DON'T KNOW	80 8%	41 8%	39 7%	23 15% defghi	16 8%	15 7%	12 7%	8 6%	6 4%	80 8%

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 16

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q5A. AGREEMENT WITH STATEMENTS ABOUT ABOUT RESEARCHING DEALS ONLINE - I feel confident comparing prices and deals online (SINGLE CODE)

Base : All who say they do this

	Total	SEG						LOCATION		
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1043	308	278	224	233	586	457	1043	906	137
Effective Weighted Sample	1033	306	275	222	231	581	453	1033	898	136
Total	1044	310	279	224	231	589	455	1044	905	139
Disagree strongly	18 2%	9 3%	2 1%	4 2%	3 1%	11 2%	7 1%	18 2%	15 2%	3 2%
Disagree slightly	19 2%	5 2%	2 1%	5 2%	7 3%	7 1%	12 3%	19 2%	16 2%	3 2%
Neither disagree nor agree	77 7%	19 6%	17 6%	22 10%	20 9%	36 6%	41 9%	77 7%	65 7%	12 9%
Agree slightly	301 29%	77 25%	92 33%	53 24%	78 34%	169 29%	132 29%	301 29%	259 29%	42 30%
Agree strongly	626 60%	200 65%	165 59%	140 63%	121 52%	365 62%	261 57%	626 60%	547 60%	79 57%
Don't know	3 *%	- -%	1 *%	- -%	2 1%	1 *%	2 *%	3 *%	3 *%	- -%
SUMMARY CODES										
TOTAL DISAGREE	37 4%	14 5%	4 1%	9 4%	10 4%	18 3%	19 4%	37 4%	31 3%	6 4%
TOTAL AGREE	927 89%	277 90%	257 92%	193 86%	200 86%	534 91%	393 86%	927 89%	806 89%	121 87%
TOTAL NEITHER/ DON'T KNOW	80 8%	19 6%	18 7%	22 10%	22 9%	37 6%	43 10%	80 8%	68 7%	12 9%

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 17

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q5B. AGREEMENT WITH STATEMENTS ABOUT ABOUT RESEARCHING DEALS ONLINE - I'm willing to spend as much time online as I need researching the very best deal I can get (SINGLE CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE a	FEMALE b	16-24 c	25-34 d	35-44 e	45-54 f	55-64 g	65+ h	
Significance Level: 95%										
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
Disagree strongly	6 1%	3 1%	3 1%	1 1%	- -%	2 1%	1 1%	- -%	2 1%	6 1%
Disagree slightly	31 3%	14 3%	17 3%	12 7% degi	3 2%	1 *%	5 3%	3 2%	7 5% e	31 3% e
Neither disagree nor agree	135 13%	67 13%	68 13%	24 15%	25 13%	22 10%	21 12%	22 16%	20 13%	135 13%
Agree slightly	399 38%	189 37%	209 39%	65 40%	78 40%	71 32%	76 42%	51 36%	57 38%	399 38%
Agree strongly	474 45%	233 46%	241 45%	59 37%	88 45%	121 55% cdfhi	78 43%	65 46%	63 42%	474 45% c
Don't do this	4 *%	3 1%	1 *%	1 1%	1 1%	1 *%	1 1%	- -%	- -%	4 *%
Don't know	3 *%	2 *%	1 *%	1 1%	1 1%	1 *%	- -%	- -%	- -%	3 *%
SUMMARY CODES										
TOTAL DISAGREE	37 3%	17 3%	20 4%	13 8% degi	3 2%	3 1%	6 3%	3 2%	9 6% de	37 3%
TOTAL AGREE	873 83%	422 83%	451 83%	124 76%	166 85%	193 88% c	154 84%	116 82%	120 81%	873 83% c
TOTAL NEITHER/ DON'T KNOW	138 13%	68 13%	69 13%	25 15%	26 13%	23 10%	21 12%	22 16%	20 13%	138 13%

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 17

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q5B. AGREEMENT WITH STATEMENTS ABOUT ABOUT RESEARCHING DEALS ONLINE - I'm willing to spend as much time online as I need researching the very best deal I can get (SINGLE CODE)

Base : All adults

	Total	SEG							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
Disagree strongly	6 1%	2 1%	- -%	3 1%	1 *%	2 *%	4 1%	6 1%	6 1%	- -%
Disagree slightly	31 3%	14 4%	10 4%	3 1%	4 2%	24 4%	7 2%	31 3%	23 3%	8 6%
		cf				f				h
Neither disagree nor agree	135 13%	38 12%	30 11%	28 13%	38 16%	68 12%	66 14%	135 13%	109 12%	25 18%
										h
Agree slightly	399 38%	128 41%	116 41%	79 35%	76 33%	244 41%	155 34%	399 38%	344 38%	54 39%
		df	f			df				
Agree strongly	474 45%	128 41%	123 44%	113 50%	111 48%	251 42%	223 49%	474 45%	422 46%	53 37%
							ae			
Don't do this	4 *%	- -%	2 1%	1 *%	1 *%	2 *%	2 *%	4 *%	4 *%	- -%
Don't know	3 *%	- -%	1 *%	- -%	2 1%	1 *%	2 *%	3 *%	3 *%	- -%
SUMMARY CODES										
TOTAL DISAGREE	37 3%	16 5%	10 4%	6 3%	5 2%	26 4%	11 2%	37 3%	29 3%	8 6%
		f								
TOTAL AGREE	873 83%	256 82%	239 85%	191 84%	187 80%	495 84%	378 82%	873 83%	766 84%	107 76%
									i	
TOTAL NEITHER/ DON'T KNOW	138 13%	38 12%	31 11%	28 13%	40 17%	69 12%	68 15%	138 13%	112 12%	25 18%
					be					

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 18

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q5B. AGREEMENT WITH STATEMENTS ABOUT ABOUT RESEARCHING DEALS ONLINE - I'm willing to spend as much time online as I need researching the very best deal I can get (SINGLE CODE)

Base : All who say they do this

	Total	GENDER		AGE						ALL UK
		MALE a	FEMALE b	16-24 c	25-34 d	35-44 e	45-54 f	55-64 g	65+ h	
Significance Level: 95%										
Unweighted total	1046	495	551	160	195	221	180	141	149	1046
Effective Weighted Sample	1036	491	546	158	193	219	178	140	148	1036
Total	1047	508	540	161	196	218	182	141	149	1047
Disagree strongly	6 1%	3 1%	3 1%	1 1%	- -%	2 1%	1 1%	- -%	2 1%	6 1%
Disagree slightly	31 3%	14 3%	17 3%	12 7% degi	3 2%	1 *%	5 3%	3 2%	7 5% e	31 3% e
Neither disagree nor agree	135 13%	67 13%	68 13%	24 15%	25 13%	22 10%	21 12%	22 16%	20 13%	135 13%
Agree slightly	399 38%	189 37%	209 39%	65 40%	78 40%	71 33%	76 42%	51 36%	57 38%	399 38%
Agree strongly	474 45%	233 46%	241 45%	59 37%	88 45%	121 56% cdfhi	78 43%	65 46%	63 42%	474 45% c
Don't know	3 *%	2 *%	1 *%	1 1%	1 1%	1 *%	- -%	- -%	- -%	3 *%
SUMMARY CODES										
TOTAL DISAGREE	37 4%	17 3%	20 4%	13 8% degi	3 2%	3 1%	6 3%	3 2%	9 6% de	37 4%
TOTAL AGREE	873 83%	422 83%	451 84%	124 77%	166 85%	193 88% ch	154 85%	116 82%	120 81%	873 83% c
TOTAL NEITHER/ DON'T KNOW	138 13%	68 13%	69 13%	25 15%	26 13%	23 11%	21 12%	22 16%	20 13%	138 13%

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 18

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q5B. AGREEMENT WITH STATEMENTS ABOUT ABOUT RESEARCHING DEALS ONLINE - I'm willing to spend as much time online as I need researching the very best deal I can get (SINGLE CODE)

Base : All who say they do this

	Total	SEG							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1046	308	279	226	233	587	459	1046	908	138
Effective Weighted Sample	1036	306	276	224	231	582	455	1036	900	137
Total	1047	310	280	226	231	590	457	1047	907	140
Disagree strongly	6 1%	2 1%	- -%	3 1%	1 *%	2 *%	4 1%	6 1%	6 1%	- -%
Disagree slightly	31 3%	14 4% cf	10 4%	3 1%	4 2%	24 4% f	7 2%	31 3%	23 3%	8 6% h
Neither disagree nor agree	135 13%	38 12%	30 11%	28 13%	38 16%	68 12%	66 14%	135 13%	109 12%	25 18% h
Agree slightly	399 38%	128 41% f	116 41% df	79 35%	76 33%	244 41% df	155 34%	399 38%	344 38%	54 39%
Agree strongly	474 45%	128 41%	123 44%	113 50%	111 48%	251 43%	223 49% ae	474 45%	422 47% i	53 37%
Don't know	3 *%	- -%	1 *%	- -%	2 1%	1 *%	2 *%	3 *%	3 *%	- -%
SUMMARY CODES										
TOTAL DISAGREE	37 4%	16 5% f	10 4%	6 3%	5 2%	26 4%	11 2%	37 4%	29 3%	8 6%
TOTAL AGREE	873 83%	256 82%	239 85%	191 85%	187 81%	495 84%	378 83%	873 83%	766 84% i	107 76%
TOTAL NEITHER/ DON'T KNOW	138 13%	38 12%	31 11%	28 13%	40 17% be	69 12%	68 15%	138 13%	112 12%	25 18%

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 19

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q5C. AGREEMENT WITH STATEMENTS ABOUT ABOUT RESEARCHING DEALS ONLINE - It is important to me to get a reasonable deal, but I don't like spending too much time researching it online (SINGLE CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE a	FEMALE b	16-24 c	25-34 d	35-44 e	45-54 f	55-64 g	65+ h	
Significance Level: 95%										
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
Disagree strongly	50 5%	22 4%	27 5%	8 5%	9 5%	11 5%	10 5%	8 6%	3 2%	50 5%
Disagree slightly	179 17%	75 15%	104 19%	19 12%	28 14%	40 18%	35 19%	26 18%	30 20%	179 17%
Neither disagree nor agree	255 24%	126 25%	129 24%	45 28%	49 25%	49 22%	41 23%	35 25%	36 24%	255 24%
Agree slightly	328 31%	159 31%	169 31%	48 29%	56 29%	64 29%	54 29%	48 34%	59 40%	328 31%
Agree strongly	228 22%	121 24%	107 20%	39 24%	51 26%	51 23%	41 22%	24 17%	20 14%	228 22%
Don't do this	7 1%	6 1%	1 *%	1 1%	1 1%	3 1%	2 1%	- -%	- -%	7 1%
Don't know	5 *%	2 *%	3 1%	2 1%	2 1%	1 *%	- -%	- -%	- -%	5 *%
SUMMARY CODES										
TOTAL DISAGREE	228 22%	97 19%	131 24%	27 17%	37 19%	52 23%	45 25%	34 24%	33 22%	228 22%
TOTAL AGREE	556 53%	280 55%	276 51%	87 54%	108 55%	115 53%	95 52%	72 51%	79 53%	556 53%
TOTAL NEITHER/ DON'T KNOW	260 25%	128 25%	132 24%	47 29%	51 26%	50 23%	41 23%	35 25%	36 24%	260 25%

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 19

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q5C. AGREEMENT WITH STATEMENTS ABOUT ABOUT RESEARCHING DEALS ONLINE - It is important to me to get a reasonable deal, but I don't like spending too much time researching it online (SINGLE CODE)

Base : All adults

	Total	SEG							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
Disagree strongly	50 5%	5 2%	14 5%	20 9%	10 4%	19 3%	31 7%	50 5%	40 4%	10 7%
			a	aeg	a		ae	a		
Disagree slightly	179 17%	51 17%	49 17%	35 16%	43 19%	100 17%	78 17%	179 17%	156 17%	22 16%
Neither disagree nor agree	255 24%	67 22%	77 27%	48 21%	63 27%	144 24%	110 24%	255 24%	227 25%	28 20%
Agree slightly	328 31%	105 34%	81 29%	71 31%	71 31%	186 31%	142 31%	328 31%	279 31%	49 35%
Agree strongly	228 22%	79 25%	58 21%	51 22%	40 17%	137 23%	91 20%	228 22%	196 22%	31 22%
		d								
Don't do this	7 1%	1 *%	1 *%	2 1%	3 1%	2 *%	5 1%	7 1%	7 1%	- -%
Don't know	5 *%	1 *%	2 1%	- -%	2 1%	3 1%	2 *%	5 *%	5 1%	- -%
SUMMARY CODES										
TOTAL DISAGREE	228 22%	56 18%	63 22%	56 25%	54 23%	119 20%	109 24%	228 22%	196 22%	32 23%
TOTAL AGREE	556 53%	184 59%	139 49%	122 54%	111 48%	323 55%	233 51%	556 53%	476 52%	80 57%
		bdfg								
TOTAL NEITHER/ DON'T KNOW	260 25%	68 22%	79 28%	48 21%	65 28%	147 25%	112 24%	260 25%	232 25%	28 20%

Columns Tested: a,b,c,d,e,f,g - h,i

OFCEM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 20

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q5C. AGREEMENT WITH STATEMENTS ABOUT ABOUT RESEARCHING DEALS ONLINE - It is important to me to get a reasonable deal, but I don't like spending too much time researching it online (SINGLE CODE)

Base : All who say they do this

	Total	GENDER		AGE						ALL UK
		MALE a	FEMALE b	16-24 c	25-34 d	35-44 e	45-54 f	55-64 g	65+ h	
Significance Level: 95%										
Unweighted total	1043	492	551	160	195	219	179	141	149	1043
Effective Weighted Sample	1033	488	546	158	193	217	177	140	148	1033
Total	1044	505	540	161	196	217	181	141	149	1044
Disagree strongly	50 5%	22 4%	27 5%	8 5%	9 5%	11 5%	10 6%	8 6%	3 2%	50 5%
Disagree slightly	179 17%	75 15%	104 19%	19 12%	28 15%	40 19%	35 19%	26 18%	30 20%	179 17%
Neither disagree nor agree	255 24%	126 25%	129 24%	45 28%	49 25%	49 23%	41 23%	35 25%	36 24%	255 24%
Agree slightly	328 31%	159 32%	169 31%	48 30%	56 29%	64 30%	54 30%	48 34%	59 40%	328 31%
Agree strongly	228 22%	121 24%	107 20%	39 24%	51 26%	51 24%	41 23%	24 17%	20 14%	228 22%
Don't know	5 *%	2 *%	3 1%	2 1%	2 1%	1 *%	- -%	- -%	- -%	5 *%
SUMMARY CODES										
TOTAL DISAGREE	228 22%	97 19%	131 24%	27 17%	37 19%	52 24%	45 25%	34 24%	33 22%	228 22%
			a							
TOTAL AGREE	556 53%	280 55%	276 51%	87 54%	108 55%	115 53%	95 52%	72 51%	79 53%	556 53%
TOTAL NEITHER/ DON'T KNOW	260 25%	128 25%	132 25%	47 29%	51 26%	50 23%	41 23%	35 25%	36 24%	260 25%

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 20

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q5C. AGREEMENT WITH STATEMENTS ABOUT ABOUT RESEARCHING DEALS ONLINE - It is important to me to get a reasonable deal, but I don't like spending too much time researching it online (SINGLE CODE)

Base : All who say they do this

	Total	SEG							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1043	307	280	225	231	587	456	1043	905	138
Effective Weighted Sample	1033	305	277	223	229	582	452	1033	897	137
Total	1044	309	281	225	229	590	455	1044	904	140
Disagree strongly	50 5%	5 2%	14 5% a	20 9% aeg	10 5% a	19 3%	31 7% ae	50 5% a	40 4%	10 7%
Disagree slightly	179 17%	51 17%	49 17%	35 16%	43 19%	100 17%	78 17%	179 17%	156 17%	22 16%
Neither disagree nor agree	255 24%	67 22%	77 27%	48 21%	63 27%	144 24%	110 24%	255 24%	227 25%	28 20%
Agree slightly	328 31%	105 34%	81 29%	71 32%	71 31%	186 32%	142 31%	328 31%	279 31%	49 35%
Agree strongly	228 22%	79 26% d	58 21%	51 22%	40 17%	137 23%	91 20%	228 22%	196 22%	31 22%
Don't know	5 *%	1 *%	2 1%	- -%	2 1%	3 1%	2 *%	5 *%	5 1%	- -%
SUMMARY CODES										
TOTAL DISAGREE	228 22%	56 18%	63 22%	56 25%	54 23%	119 20%	109 24%	228 22%	196 22%	32 23%
TOTAL AGREE	556 53%	184 60% bdfg	139 50%	122 54%	111 48%	323 55%	233 51%	556 53%	476 53%	80 57%
TOTAL NEITHER/ DON'T KNOW	260 25%	68 22%	79 28%	48 21%	65 28%	147 25%	112 25%	260 25%	232 26%	28 20%

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 21

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q5D. AGREEMENT WITH STATEMENTS ABOUT ABOUT RESEARCHING DEALS ONLINE - I prefer to buy from a company/ brand I trust even if it is not the best or cheapest deal (SINGLE CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
Disagree strongly	31 3%	17 3%	14 3%	6 4%	4 2%	6 3%	9 5%	4 3%	2 1%	31 3%
Disagree slightly	123 12%	56 11%	67 12%	18 11%	21 11%	30 14%	22 12%	15 10%	17 11%	123 12%
Neither disagree nor agree	310 29%	146 29%	164 30%	41 26%	55 28%	69 31%	53 29%	43 30%	49 33%	310 29%
Agree slightly	380 36%	184 36%	197 36%	56 34%	68 34%	70 32%	70 38%	65 46%	51 35%	380 36%
Agree strongly	184 18%	93 18%	91 17%	33 20%	41 21%	39 18%	28 15%	14 10%	29 20%	184 18%
Don't do this	18 2%	13 3%	6 1%	6 3%	6 3%	5 2%	2 1%	- -%	- -%	18 2%
Don't know	5 *%	3 1%	2 *%	2 1%	2 1%	1 *%	- -%	- -%	- -%	5 *%
SUMMARY CODES										
TOTAL DISAGREE	153 15%	73 14%	81 15%	24 15%	25 13%	36 16%	30 17%	19 13%	19 13%	153 15%
TOTAL AGREE	564 54%	277 54%	288 53%	89 55%	109 55%	109 50%	98 54%	79 56%	81 54%	564 54%
TOTAL NEITHER/ DON'T KNOW	315 30%	149 29%	166 31%	43 27%	57 29%	70 32%	53 29%	43 30%	49 33%	315 30%

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 21

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q5D. AGREEMENT WITH STATEMENTS ABOUT ABOUT RESEARCHING DEALS ONLINE - I prefer to buy from a company/ brand I trust even if it is not the best or cheapest deal (SINGLE CODE)

Base : All adults

	Total	SEG							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
Disagree strongly	31 3%	5 2%	5 2%	11 5% ae	10 4% e	10 2%	20 4% ae	31 3%	30 3%	1 1%
Disagree slightly	123 12%	31 10%	40 14%	22 10%	30 13%	70 12%	52 11%	123 12%	107 12%	16 11%
Neither disagree nor agree	310 29%	86 28%	81 29%	66 29%	78 33%	166 28%	144 31%	310 29%	271 30%	39 28%
Agree slightly	380 36%	117 38%	104 37%	85 38%	74 32%	221 37%	159 35%	380 36%	323 35%	57 41%
Agree strongly	184 18%	67 22% df	46 16%	37 16%	34 15%	114 19%	70 15%	184 18%	157 17%	27 19%
Don't do this	18 2%	4 1%	4 1%	5 2%	5 2%	8 1%	10 2%	18 2%	18 2%	- -%
Don't know	5 *%	- -%	2 1%	1 *%	2 1%	2 *%	3 1%	5 *%	5 1%	- -%
SUMMARY CODES										
TOTAL DISAGREE	153 15%	36 12%	45 16%	33 14%	40 17%	80 14%	73 16%	153 15%	137 15%	17 12%
TOTAL AGREE	564 54%	184 59% df	151 53%	122 54%	107 46%	335 57% df	230 50% df	564 54% d	480 53%	84 60%
TOTAL NEITHER/ DON'T KNOW	315 30%	86 28%	83 29%	67 30%	80 34%	168 28%	147 32%	315 30%	276 30%	39 28%

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 22

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q5D. AGREEMENT WITH STATEMENTS ABOUT ABOUT RESEARCHING DEALS ONLINE - I prefer to buy form a company/ brand I trust even if it is not the best or cheapest deal (SINGLE CODE)

Base : All who say they do this

	Total	GENDER		AGE						ALL UK
		MALE a	FEMALE b	16-24 c	25-34 d	35-44 e	45-54 f	55-64 g	65+ h	
Significance Level: 95%										
Unweighted total	1032	486	546	156	190	217	179	141	149	1032
Effective Weighted Sample	1022	482	541	154	189	215	177	140	148	1022
Total	1033	498	535	157	191	215	181	141	149	1033
Disagree strongly	31 3%	17 3%	14 3%	6 4%	4 2%	6 3%	9 5%	4 3%	2 1%	31 3%
Disagree slightly	123 12%	56 11%	67 13%	18 12%	21 11%	30 14%	22 12%	15 10%	17 11%	123 12%
Neither disagree nor agree	310 30%	146 29%	164 31%	41 26%	55 29%	69 32%	53 29%	43 30%	49 33%	310 30%
Agree slightly	380 37%	184 37%	197 37%	56 36%	68 35%	70 33%	70 39%	65 46%	51 35%	380 37%
Agree strongly	184 18%	93 19%	91 17%	33 21%	41 22%	39 18%	28 15%	14 10%	29 20%	184 18%
Don't know	5 *%	3 1%	2 *%	2 1%	2 1%	1 *%	- -%	- -%	- -%	5 *%
SUMMARY CODES										
TOTAL DISAGREE	153 15%	73 15%	81 15%	24 15%	25 13%	36 17%	30 17%	19 13%	19 13%	153 15%
TOTAL AGREE	564 55%	277 56%	288 54%	89 57%	109 57%	109 51%	98 54%	79 56%	81 54%	564 55%
TOTAL NEITHER/ DON'T KNOW	315 31%	149 30%	166 31%	43 28%	57 30%	70 33%	53 29%	43 30%	49 33%	315 31%

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 22

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q5D. AGREEMENT WITH STATEMENTS ABOUT ABOUT RESEARCHING DEALS ONLINE - I prefer to buy from a company/ brand I trust even if it is not the best or cheapest deal (SINGLE CODE)

Base : All who say they do this

	Total	SEG							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1032	304	277	222	229	581	451	1032	894	138
Effective Weighted Sample	1022	302	274	220	227	576	447	1022	886	137
Total	1033	305	278	222	228	583	449	1033	893	140
Disagree strongly	31 3%	5 2%	5 2%	11 5% ae	10 4% e	10 2%	20 5% ae	31 3%	30 3%	1 1%
Disagree slightly	123 12%	31 10%	40 14%	22 10%	30 13%	70 12%	52 12%	123 12%	107 12%	16 11%
Neither disagree nor agree	310 30%	86 28%	81 29%	66 30%	78 34%	166 28%	144 32%	310 30%	271 30%	39 28%
Agree slightly	380 37%	117 38%	104 38%	85 39%	74 32%	221 38%	159 35%	380 37%	323 36%	57 41%
Agree strongly	184 18%	67 22% df	46 17%	37 17%	34 15%	114 19%	70 16%	184 18%	157 18%	27 19%
Don't know	5 *%	- -%	2 1%	1 *%	2 1%	2 *%	3 1%	5 *%	5 1%	- -%
SUMMARY CODES										
TOTAL DISAGREE	153 15%	36 12%	45 16%	33 15%	40 18% a	80 14%	73 16%	153 15%	137 15%	17 12%
TOTAL AGREE	564 55%	184 60% df	151 54%	122 55%	107 47%	335 57% df	230 51%	564 55% d	480 54%	84 60%
TOTAL NEITHER/ DON'T KNOW	315 31%	86 28%	83 30%	67 30%	80 35%	168 29%	147 33%	315 31%	276 31%	39 28%

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6. Now thinking specifically about price comparison websites (PCW). 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. (SINGLE CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
USE OF A PRICE COMPARISON WEBSITE FOR INSURANCE (E.G. TRAVEL, LIFE, HOME OR CAR/ VAN)										
In the last year	613 58%	297 58%	317 59%	63 39%	111 56%	140 64%	107 58%	91 65%	101 68%	613 58%
					c	c	c	c	cdi	c
Used - but not in the last year	213 20%	98 19%	115 21%	41 25%	45 23%	35 16%	36 20%	29 20%	28 19%	213 20%
				e						
Total - used a PCW for this	826 79%	394 77%	432 80%	104 64%	156 79%	175 80%	143 78%	120 85%	128 86%	826 79%
					c	c	c	c	ci	c
Not used a PCW for this	180 17%	94 18%	86 16%	41 25%	29 15%	36 17%	33 18%	21 15%	19 13%	180 17%
				deg						
Don't know	46 4%	22 4%	23 4%	17 11%	12 6%	8 4%	7 4%	- -%	1 1%	46 4%
				efghi	gh	g	g			gh
USE OF A PRICE COMPARISON WEBSITE FOR BANKING (E.G. LOANS, CREDIT CARDS, MORTGAGES)										
In the last year	360 34%	172 34%	189 35%	49 30%	86 43%	88 40%	57 31%	38 27%	43 29%	360 34%
					cfghi	gh				
Used - but not in the last year	241 23%	125 25%	115 21%	40 25%	38 19%	55 25%	49 27%	32 23%	26 18%	241 23%
							h			

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 23

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6. Now thinking specifically about price comparison websites (PCW). 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. (SINGLE CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
Total - used a PCW for this	601	297	304	90	124	143	106	71	69	601
	57%	58%	56%	55%	63%	65%	58%	50%	46%	57%
					gh	ghi	h			h
Not used a PCW for this	399	191	208	55	61	71	68	68	75	399
	38%	37%	38%	34%	31%	32%	37%	48%	51%	38%
								cdefi	cdefi	
Don't know	51	22	29	17	12	6	9	2	5	51
	5%	4%	5%	11%	6%	3%	5%	1%	3%	5%
				eghi	g					
USE OF A PRICE COMPARISON WEBSITE FOR UTILITIES (E.G. GAS, ELECTRICITY, WATER)										
In the last year	475	240	235	39	95	117	84	74	67	475
	45%	47%	44%	24%	48%	53%	46%	52%	45%	45%
					c	ci	c	c	c	c
Used - but not in the last year	287	140	147	45	52	58	51	34	46	287
	27%	27%	27%	28%	26%	26%	28%	24%	31%	27%
Total - used a PCW for this	762	380	383	84	147	175	135	108	113	762
	73%	74%	71%	52%	75%	80%	74%	77%	76%	73%
					c	ci	c	c	c	c
Not used a PCW for this	241	110	131	58	41	36	40	33	33	241
	23%	22%	24%	36%	21%	16%	22%	23%	22%	23%
				defghi						e
Don't know	48	21	27	20	9	8	7	-	3	48
	5%	4%	5%	12%	5%	4%	4%	-%	2%	5%
				defghi	g	g	g			g

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 23

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Q6. Now thinking specifically about price comparison websites (PCW). 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. (SINGLE CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051

USE OF A PRICE COMPARISON WEBSITE FOR HOUSEHOLD SERVICES (E.G. BROADBAND, PAY TV, MOBILE PHONE, LANDLINE, POSTAL SERVICES)

In the last year	480 46%	239 47%	241 44%	54 33%	91 46%	116 53%	78 43%	77 55%	63 42%	480 46%
					c	cf		cfhi		c
Used - but not in the last year	292 28%	144 28%	148 27%	39 24%	60 31%	59 27%	62 34%	30 21%	43 29%	292 28%
							cg			
Total - used a PCW for this	772 73%	383 75%	388 72%	93 57%	151 77%	174 79%	140 76%	107 76%	107 72%	772 73%
					c	c	c	c	c	c
Not used a PCW for this	231 22%	107 21%	124 23%	47 29%	35 18%	37 17%	37 20%	34 24%	40 27%	231 22%
				dei					de	
Don't know	49 5%	20 4%	29 5%	22 13%	11 6%	8 4%	6 3%	- -%	2 1%	49 5%
				defghi	gh	g	g			g

USE OF A PRICE COMPARISON WEBSITE FOR TRAVEL (E.G. FLIGHTS, HOTELS, HOLIDAYS)

In the last year	551 52%	275 54%	277 51%	72 44%	99 50%	123 56%	101 55%	86 61%	70 47%	551 52%
						c	c	ch		
Used - but not in the last year	202 19%	103 20%	98 18%	34 21%	43 22%	38 17%	29 16%	24 17%	34 23%	202 19%

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 23

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6. Now thinking specifically about price comparison websites (PCW). 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. (SINGLE CODE)

Base : All adults

	Total	GENDER		AGE							ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	
Unweighted total	1050	498	552	161	196	222	181	141	149	1050	
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040	
Total	1051	511	541	162	197	219	183	141	149	1051	
Total - used a PCW for this	753	378	375	106	142	162	130	110	104	753	
	72%	74%	69%	65%	72%	74%	71%	78%	70%	72%	
								c			
Not used a PCW for this	247	114	134	37	43	49	44	30	44	247	
	24%	22%	25%	23%	22%	22%	24%	21%	30%	24%	
Don't know	51	19	32	20	12	9	8	1	1	51	
	5%	4%	6%	12%	6%	4%	5%	1%	1%	5%	
				defghi	gh	gh	gh			gh	
SUMMARY CODES											
USED A PCW FOR ANY OF THESE TYPES OF SERVICES	954	467	487	131	181	201	168	135	138	954	
	91%	91%	90%	81%	92%	92%	92%	96%	93%	91%	
					c	c	c	ci	c	c	
NEVER USED A PCW FOR ANY OF THESE SERVICES	65	32	33	16	9	13	11	6	10	65	
	6%	6%	6%	10%	4%	6%	6%	4%	6%	6%	
				d							
UNSURE WHETHER EVER USED A PCW FOR ANY OF THESE SERVICES	32	12	20	15	7	5	4	-	1	32	
	3%	2%	4%	9%	4%	2%	2%	-%	1%	3%	
				defghi	g					g	

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 23

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Q6. Now thinking specifically about price comparison websites (PCW). 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. (SINGLE CODE)

Base : All adults

	Total	AB	C1	C2	SEG DE	ABC1	C2DE	ALL UK	LOCATION URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
USE OF A PRICE COMPARISON WEBSITE FOR INSURANCE (E.G. TRAVEL, LIFE, HOME OR CAR/ VAN)										
In the last year	613 58%	200 64% df	167 59% d	138 61% d	108 47%	367 62% df	246 54%	613 58% d	524 58%	89 64%
Used - but not in the last year	213 20%	70 23%	56 20%	45 20%	42 18%	125 21%	87 19%	213 20%	186 20%	27 19%
Total - used a PCW for this	826 79%	269 87% bcdfg	223 79% d	183 81% df	151 65%	492 83% dfg	334 73% d	826 79% df	710 78%	116 83%
Not used a PCW for this	180 17%	32 10%	46 16% a	34 15%	68 29% abcefg	78 13%	101 22% aceg	180 17% ae	157 17%	22 16%
Don't know	46 4%	8 3%	13 5%	10 5%	14 6% a	21 4%	24 5%	46 4%	44 5%	2 2%
USE OF A PRICE COMPARISON WEBSITE FOR BANKING (E.G. LOANS, CREDIT CARDS, MORTGAGES)										
In the last year	360 34%	119 38% d	94 33% d	89 39% d	58 25%	213 36% d	148 32%	360 34% d	318 35%	43 30%
Used - but not in the last year	241 23%	71 23%	70 25%	49 22%	50 21%	142 24%	99 22%	241 23%	205 23%	36 25%
Total - used a PCW for this	601 57%	190 61% df	164 58% d	138 61% d	108 47%	354 60% df	247 54%	601 57% d	523 57%	78 56%

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 23

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6. Now thinking specifically about price comparison websites (PCW). 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. (SINGLE CODE)

Base : All adults

	Total	AB	C1	C2	SEG DE	ABC1	C2DE	ALL UK	LOCATION URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
Not used a PCW for this	399 38%	108 35%	103 37%	78 34%	110 47%	211 36%	188 41%	399 38%	339 37%	60 43%
					abceg					
Don't know	51 5%	12 4%	14 5%	11 5%	14 6%	26 4%	25 5%	51 5%	49 5%	2 2%
USE OF A PRICE COMPARISON WEBSITE FOR UTILITIES (E.G. GAS, ELECTRICITY, WATER)										
In the last year	475 45%	160 51%	122 43%	104 46%	90 39%	281 48%	194 42%	475 45%	408 45%	67 48%
		bdf				d				
Used - but not in the last year	287 27%	87 28%	74 26%	64 28%	62 27%	161 27%	126 28%	287 27%	251 28%	36 26%
Total - used a PCW for this	762 73%	247 80%	196 69%	168 74%	152 65%	442 75%	320 70%	762 73%	659 72%	103 74%
		bdfg		d		d		d		
Not used a PCW for this	241 23%	55 18%	71 25%	49 22%	66 29%	126 21%	115 25%	241 23%	207 23%	34 24%
			a		ae		a			
Don't know	48 5%	8 3%	15 5%	10 4%	14 6%	24 4%	24 5%	48 5%	45 5%	3 2%
USE OF A PRICE COMPARISON WEBSITE FOR HOUSEHOLD SERVICES (E.G. BROADBAND, PAY TV, MOBILE PHONE, LANDLINE, POSTAL SERVICES)										
In the last year	480 46%	163 52%	115 41%	113 50%	89 38%	278 47%	202 44%	480 46%	415 46%	65 46%
		bdfg		bd		d		d		

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 23

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6. Now thinking specifically about price comparison websites (PCW). 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. (SINGLE CODE)

Base : All adults

	Total	AB	C1	C2	SEG DE	ABC1	C2DE	ALL UK	LOCATION URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
Used - but not in the last year	292 28%	70 23%	88 31%	61 27%	72 31%	159 27%	133 29%	292 28%	251 28%	41 29%
			a		a					
Total - used a PCW for this	772 73%	233 75%	203 72%	174 77%	161 69%	436 74%	335 73%	772 73%	666 73%	106 75%
Not used a PCW for this	231 22%	66 21%	63 22%	44 19%	58 25%	128 22%	102 22%	231 22%	200 22%	30 22%
Don't know	49 5%	11 4%	16 6%	9 4%	13 6%	27 5%	22 5%	49 5%	45 5%	4 3%
USE OF A PRICE COMPARISON WEBSITE FOR TRAVEL (E.G. FLIGHTS, HOTELS, HOLIDAYS)										
In the last year	551 52%	204 66%	151 54%	115 51%	80 34%	356 60%	196 43%	551 52%	480 53%	71 51%
		bcdfg	df	df		cdfg	d	df		
Used - but not in the last year	202 19%	50 16%	50 18%	51 22%	51 22%	99 17%	102 22%	202 19%	167 18%	34 24%
							ae			
Total - used a PCW for this	753 72%	254 82%	201 71%	166 73%	131 57%	455 77%	298 65%	753 72%	647 71%	106 75%
		bcdfg	d	df		dfg	d	df		
Not used a PCW for this	247 24%	46 15%	63 22%	52 23%	86 37%	110 19%	138 30%	247 24%	217 24%	31 22%
			a	a	abceg		abceg	ae		
Don't know	51 5%	9 3%	18 6%	9 4%	15 6%	27 5%	24 5%	51 5%	47 5%	4 3%

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6. Now thinking specifically about price comparison websites (PCW). 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. (SINGLE CODE)

Base : All adults

	Total	SEG						LOCATION		
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
SUMMARY CODES										
USED A PCW FOR ANY OF THESE TYPES OF SERVICES	954	294	253	207	200	547	407	954	827	127
	91%	95%	90%	91%	86%	92%	89%	91%	91%	91%
		bdfg				df		d		
NEVER USED A PCW FOR ANY OF THESE SERVICES	65	11	18	15	22	29	36	65	54	11
	6%	4%	6%	6%	9%	5%	8%	6%	6%	8%
					ae		ae			
UNSURE WHETHER EVER USED A PCW FOR ANY OF THESE SERVICES	32	5	11	5	11	16	16	32	30	2
	3%	2%	4%	2%	5%	3%	4%	3%	3%	2%
					a					

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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..... (MULTI CODE)

Base : Those who have ever used a price comparison website

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	953	455	498	130	180	204	166	135	138	953
Effective Weighted Sample	944	451	494	129	179	202	164	134	137	944
Total	954	467	487	131	181	201	168	135	138	954
...the cheapest deals	516	260	256	69	103	127	90	71	55	516
	54%	56%	53%	53%	57%	63%	53%	52%	40%	54%
				h	h	ghi	h	h		h
...the deals considered most suitable for my needs based on the information I provide	432	211	222	63	82	97	64	62	65	432
	45%	45%	45%	48%	45%	48%	38%	46%	47%	45%
...there because companies may have paid for their deal to appear first	428	239	189	55	80	97	68	63	65	428
	45%	51%	39%	42%	44%	48%	40%	46%	47%	45%
		b								
None of these	17	8	9	4	1	-	4	4	4	17
	2%	2%	2%	3%	*%	-%	2%	3%	3%	2%
				e			e	e	e	
Don't know	22	7	16	3	2	2	4	5	5	22
	2%	1%	3%	3%	1%	1%	3%	4%	4%	2%

Columns Tested: a,b - c,d,e,f,g,h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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..... (MULTI CODE)

Base : Those who have ever used a price comparison website

	Total	SEG					LOCATION			
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	953	292	253	207	201	545	408	953	828	125
Effective Weighted Sample	944	290	250	205	199	540	404	944	820	124
Total	954	294	253	207	200	547	407	954	827	127
...the cheapest deals	516 54%	163 55%	130 51%	117 57%	106 53%	292 53%	223 55%	516 54%	450 54%	66 52%
...the deals considered most suitable for my needs based on the information I provide	432 45%	123 42%	128 51%	91 44%	89 44%	252 46%	180 44%	432 45%	371 45%	61 48%
...there because companies may have paid for their deal to appear first	428 45%	150 51%	120 47%	97 47%	61 31%	270 49%	158 39%	428 45%	369 45%	59 46%
None of these	17 2%	5 2%	5 2%	1 *	6 3%	10 2%	7 2%	17 2%	15 2%	2 2%
Don't know	22 2%	2 1%	5 2%	9 4%	6 3%	7 1%	15 4%	22 2%	19 2%	3 2%

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 25

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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? (MULTI CODE)

Base : Those who have ever used a price comparison website for household services (broadband, pay TV, mobile phone, landline etc.)

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		a	b	~c	d	e	f	g	h	i
Unweighted total	769	373	396	92	150	176	138	107	106	769
Effective Weighted Sample	762	370	392	91	149	174	137	106	105	762
Total	772	383	388	93	151	174	140	107	107	772
Broadband	500 65%	259 68%	241 62%	** **	102 68%	122 70%	86 62%	66 62%	63 59%	500 65%
						h				
Mobile phone	423 55%	215 56%	208 53%	** **	80 53%	99 57%	82 59%	55 51%	46 44%	423 55%
						h	h			h
Home phone	256 33%	135 35%	121 31%	** **	57 38%	58 34%	38 27%	39 36%	36 34%	256 33%
Pay TV	235 30%	135 35%	100 26%	** **	57 37%	49 28%	36 26%	33 31%	28 26%	235 30%
		b			f					
Postal services	91 12%	44 11%	47 12%	** **	21 14%	27 16%	11 8%	8 7%	8 8%	91 12%
						fg				
Deals on broadband and home phone combined	317 41%	167 44%	149 38%	** **	60 39%	80 46%	57 41%	48 45%	49 46%	317 41%
Deals on broadband, home phone and pay TV combined	251 33%	124 32%	127 33%	** **	51 34%	71 41%	46 33%	44 41%	25 24%	251 33%
						hi		h		
Deals on broadband, home phone, pay TV and mobile combined	134 17%	73 19%	61 16%	** **	28 19%	40 23%	18 13%	25 23%	16 15%	134 17%
						f		f		
Some other household services	36 5%	20 5%	16 4%	** **	6 4%	4 2%	3 2%	8 8%	14 13%	36 5%
								e	defi	

Columns Tested: a,b - c,d,e,f,g,h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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? (MULTI CODE)

Base : Those who have ever used a price comparison website for household services (broadband, pay TV, mobile phone, landline etc.)

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		a	b	~c	d	e	f	g	h	i
Unweighted total	769	373	396	92	150	176	138	107	106	769
Effective Weighted Sample	762	370	392	91	149	174	137	106	105	762
Total	772	383	388	93	151	174	140	107	107	772
SUMMARY CODES										
ANY BROABDAND	660	331	329	**	132	159	124	89	86	660
	86%	86%	85%	**	87%	91%	89%	83%	81%	86%
						ghi				
ANY LANDLINE	528	276	252	**	101	132	93	81	72	528
	68%	72%	65%	**	67%	76%	66%	75%	67%	68%
		b								
ANY PAY TV	395	208	187	**	84	95	65	64	44	395
	51%	54%	48%	**	55%	55%	47%	59%	41%	51%
					h	h		h		
ANY MOBILE	454	235	220	**	86	107	86	62	52	454
	59%	61%	57%	**	57%	61%	62%	57%	48%	59%
						h	h			h

Columns Tested: a,b - c,d,e,f,g,h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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Base : Those who have ever used a price comparison website for household services (broadband, pay TV, mobile phone, landline etc.)

	Total	SEG						LOCATION		
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	769	231	203	173	162	434	335	769	665	104
Effective Weighted Sample	762	229	201	171	161	430	332	762	659	103
Total	772	233	203	174	161	436	335	772	666	106
Broadband	500	153	127	114	107	280	220	500	435	65
	65%	66%	62%	65%	66%	64%	66%	65%	65%	62%
Mobile phone	423	137	104	100	82	241	182	423	367	55
	55%	59%	51%	58%	51%	55%	54%	55%	55%	52%
Home phone	256	87	53	63	53	140	116	256	219	37
	33%	37%	26%	36%	33%	32%	35%	33%	33%	35%
		b		b			b			
Pay TV	235	69	65	59	42	133	102	235	208	27
	30%	30%	32%	34%	26%	31%	30%	30%	31%	26%
Postal services	91	28	20	21	22	48	43	91	79	12
	12%	12%	10%	12%	14%	11%	13%	12%	12%	11%
Deals on broadband and home phone combined	317	107	78	63	69	185	132	317	274	43
	41%	46%	38%	36%	43%	42%	39%	41%	41%	40%
		c								
Deals on broadband, home phone and pay TV combined	251	97	57	52	44	155	97	251	230	21
	33%	42%	28%	30%	27%	35%	29%	33%	34%	20%
		bcdgf							i	
Deals on broadband, home phone, pay TV and mobile combined	134	55	28	30	21	83	51	134	118	16
	17%	24%	14%	17%	13%	19%	15%	17%	18%	16%
		bdfg								
Some other household services	36	10	7	9	10	17	18	36	27	8
	5%	4%	3%	5%	6%	4%	5%	5%	4%	8%

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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? (MULTI CODE)

Base : Those who have ever used a price comparison website for household services (broadband, pay TV, mobile phone, landline etc.)

	Total	AB	C1	C2	SEG DE	ABC1	C2DE	ALL UK	LOCATION URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	769	231	203	173	162	434	335	769	665	104
Effective Weighted Sample	762	229	201	171	161	430	332	762	659	103
Total	772	233	203	174	161	436	335	772	666	106
SUMMARY CODES										
ANY BROABDAND	660 86%	205 88%	173 85%	142 81%	140 87%	378 87%	282 84%	660 86%	578 87% i	82 77%
ANY LANDLINE	528 68%	175 75% bf	128 63%	118 68%	107 66%	303 69%	225 67%	528 68%	464 70%	65 61%
ANY PAY TV	395 51%	135 58% df	102 50%	87 50%	71 44%	237 54% d	158 47%	395 51%	351 53% i	44 42%
ANY MOBILE	454 59%	148 64% d	112 55%	108 62%	86 53%	260 60%	194 58%	454 59%	396 59%	59 55%

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 26

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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. (SINGLE CODE)

Base : Those who have ever used a price comparison website

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	953	455	498	130	180	204	166	135	138	953
Effective Weighted Sample	944	451	494	129	179	202	164	134	137	944
Total	954	467	487	131	181	201	168	135	138	954
Yes	329	194	135	57	76	73	42	34	46	329
	35%	42%	28%	44%	42%	36%	25%	25%	33%	35%
		b		fgi	fgi	fg				fg
No	547	252	295	65	83	107	112	96	84	547
	57%	54%	60%	50%	46%	53%	67%	71%	61%	57%
			a				cdei	cdei	d	d
Don't know	78	20	58	9	22	21	14	5	8	78
	8%	4%	12%	7%	12%	11%	8%	4%	6%	8%
			a		gh	g				

Columns Tested: a,b - c,d,e,f,g,h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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. (SINGLE CODE)

Base : Those who have ever used a price comparison website

	Total	SEG						LOCATION		
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	953	292	253	207	201	545	408	953	828	125
Effective Weighted Sample	944	290	250	205	199	540	404	944	820	124
Total	954	294	253	207	200	547	407	954	827	127
Yes	329 35%	119 40% bdf	80 32%	67 32%	63 32%	199 36%	130 32%	329 35%	288 35%	41 32%
No	547 57%	165 56%	142 56%	121 58%	119 59%	307 56%	240 59%	547 57%	467 57%	80 62%
Don't know	78 8%	10 3%	31 12%	20 9%	18 9%	41 7%	37 9%	78 8%	71 9%	7 5%
Columns Tested:			ae	a	a	a	a	a		

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 27

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10. We would now like to ask you some questions about media regulation. 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? (MULTI CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
TV programmes available on the main five TV channels (BBC One, BBC Two, ITV, Channel 4 and Channel 5)	649 62%	305 60%	344 64%	87 54%	121 61%	138 63%	116 63%	92 65%	96 64%	649 62%
TV programmes available on the BBC iPlayer service	593 56%	284 56%	309 57%	78 48%	100 51%	125 57%	108 59%	90 64%	91 61%	593 56%
TV programmes available on other channels' catch up services or on demand services like iTV Hub, All 4, My 5.	499 47%	247 48%	252 47%	61 38%	77 39%	117 54%	89 49%	76 54%	79 53%	499 47%
TV programmes available on channels other than the main five TV channels (e.g. ITV2, E4, Dave, Really)	474 45%	244 48%	230 43%	60 37%	75 38%	107 49%	92 50%	66 47%	73 49%	474 45%
TV programmes available on streaming services like Netflix or Amazon Prime	411 39%	209 41%	202 37%	66 41%	77 39%	83 38%	70 38%	55 39%	59 40%	411 39%
Videos posted on YouTube by the general public	297 28%	156 31%	141 26%	51 32%	60 30%	68 31%	46 25%	39 27%	34 23%	297 28%

Columns Tested: a,b - c,d,e,f,g,h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10. We would now like to ask you some questions about media regulation. 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? (MULTI CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK	
		MALE a	FEMALE b	16-24 c	25-34 d	35-44 e	45-54 f	55-64 g	65+ h		i
Significance Level: 95%											
Unweighted total	1050	498	552	161	196	222	181	141	149	1050	
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040	
Total	1051	511	541	162	197	219	183	141	149	1051	
ANY OF THESE	849	418	431	134	160	175	146	113	121	849	
	81%	82%	80%	83%	81%	80%	80%	80%	81%	81%	
None of these	39	24	14	8	5	8	11	3	3	39	
	4%	5%	3%	5%	3%	4%	6%	2%	2%	4%	
Don't know	163	69	95	20	32	36	26	25	25	163	
	16%	13%	18%	12%	16%	16%	14%	18%	17%	16%	

Columns Tested: a,b - c,d,e,f,g,h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10. We would now like to ask you some questions about media regulation. 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? (MULTI CODE)

Base : All adults

	Total	SEG					LOCATION			
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	URBAN h	RURAL i
Significance Level: 95%										
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
TV programmes available on the main five TV channels (BBC One, BBC Two, ITV, Channel 4 and Channel 5)	649 62%	197 64%	165 59%	141 62%	146 63%	362 61%	287 63%	649 62%	562 62%	87 62%
TV programmes available on the BBC iPlayer service	593 56%	189 61%	155 55%	127 56%	123 53%	344 58%	249 54%	593 56%	508 56%	85 61%
TV programmes available on other channels' catch up services or on demand services like iTV Hub, All 4, My 5.	499 47%	152 49%	120 43%	122 54% be	105 45%	271 46%	228 50%	499 47%	428 47%	71 51%
TV programmes available on channels other than the main five TV channels (e.g. ITV2, E4, Dave, Really)	474 45%	142 46%	121 43%	105 46%	107 46%	263 44%	211 46%	474 45%	413 45%	61 43%
TV programmes available on streaming services like Netflix or Amazon Prime	411 39%	120 39%	102 36%	95 42%	94 40%	222 38%	189 41%	411 39%	355 39%	55 39%
Videos posted on YouTube by the general public	297 28%	80 26%	75 27%	74 32%	69 30%	154 26%	143 31%	297 28%	260 28%	38 27%
ANY OF THESE	849 81%	261 84% b	217 77%	182 80%	189 81%	478 81%	371 81%	849 81%	737 81%	112 80%

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10. We would now like to ask you some questions about media regulation. 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? (MULTI CODE)

Base : All adults

	Total	SEG						LOCATION		
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
None of these	39 4%	7 2%	17 6% ac	5 2%	10 4%	24 4%	15 3%	39 4%	35 4%	4 3%
Don't know	163 16%	42 14%	48 17%	40 17%	34 15%	90 15%	74 16%	163 16%	139 15%	25 18%

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 28

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q11. We would now like to ask you some questions about news. How interested are you in reading, watching, listening to or following news? Would you say you are... (SINGLE CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
Very interested	440 42%	256 50% b	185 34%	48 30%	63 32%	88 40% c	76 41% c	72 51% cdei	92 62% cdefi	440 42% cd
Quite interested	478 45%	210 41%	268 50% a	83 51% h	94 48% h	103 47% h	89 49% h	58 41%	52 35%	478 45% h
Not very interested	108 10%	36 7%	72 13% a	26 16% fghi	29 15% fh	21 10% h	15 8%	11 8%	5 3%	108 10% h
Not at all interested	18 2%	7 1%	11 2%	4 3%	6 3% gh	5 2%	3 2%	- -%	- -%	18 2%
Don't know	7 1%	2 *%	5 1%	1 1%	4 2%	2 1%	- -%	- -%	- -%	7 1%
SUMMARY CODES										
TOTAL INTERESTED	919 87%	466 91% b	453 84%	131 81%	158 80%	191 87%	165 90% cd	130 92% cd	144 97% cdefi	919 87% cd
TOTAL NOT INTERESTED	126 12%	43 8%	82 15% a	30 19% fghi	35 18% fghi	26 12% h	18 10% h	11 8%	5 3%	126 12% h

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 28

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q11. We would now like to ask you some questions about news. How interested are you in reading, watching, listening to or following news? Would you say you are... (SINGLE CODE)

Base : All adults

	Total	SEG						LOCATION		
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
Very interested	440 42%	157 51% bdfg	116 41% d	100 44% d	67 29%	273 46% df	167 36%	440 42% df	378 42%	62 44%
Quite interested	478 45%	137 44%	126 45%	103 46%	112 48%	263 44%	215 47%	478 45%	417 46%	61 44%
Not very interested	108 10%	12 4%	35 12% ae	18 8% a	43 19% aceg	47 8% a	61 13% ace	108 10% a	94 10%	13 10%
Not at all interested	18 2%	3 1%	4 1%	4 2%	7 3%	7 1%	11 2%	18 2%	16 2%	2 2%
Don't know	7 1%	1 *%	1 *%	2 1%	3 1%	2 *%	5 1%	7 1%	6 1%	1 1%
SUMMARY CODES										
TOTAL INTERESTED	919 87%	294 95% bcdefg	242 86% d	203 90% df	179 77%	536 91% bdf	383 83%	919 87% df	795 87%	123 88%
TOTAL NOT INTERESTED	126 12%	15 5%	39 14% ae	22 10% a	50 22% abceg	54 9% a	72 16% ace	126 12% a	110 12%	16 11%

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 29

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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. (SINGLE CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
Lots of times throughout the day/ constantly	180	121	59	27	29	33	32	31	28	180
	17%	24%	11%	17%	15%	15%	18%	22%	19%	17%
		b								
A few times a day	470	244	226	45	61	96	92	82	94	470
	45%	48%	42%	28%	31%	44%	50%	58%	63%	45%
		b				cd	cd	cdei	cdefi	cd
Once a day	246	93	153	44	59	55	42	23	24	246
	23%	18%	28%	27%	30%	25%	23%	16%	16%	23%
			a	gh	gh	h				h
Every couple of days	70	27	43	21	24	15	6	3	2	70
	7%	5%	8%	13%	12%	7%	3%	2%	1%	7%
				efghi	fghi	h				gh
Weekly	34	12	22	9	11	9	5	-	-	34
	3%	2%	4%	5%	6%	4%	3%	-%	-%	3%
				gh	gh	gh	gh			gh
Less often than weekly	25	5	20	9	6	7	4	-	-	25
	2%	1%	4%	5%	3%	3%	2%	-%	-%	2%
			a	ghi	gh	gh				
I don't ever read, watch or listen to the news	13	5	8	5	2	4	1	1	-	13
	1%	1%	1%	3%	1%	2%	1%	1%	-%	1%
				h						
Don't know	12	3	9	2	5	2	1	2	-	12
	1%	1%	2%	1%	2%	1%	1%	1%	-%	1%
SUMMARY CODES										
EVER FOLLOW NEWS	1026	502	524	155	190	214	181	138	149	1026
	98%	98%	97%	95%	96%	97%	99%	98%	100%	98%
								cde		

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 29

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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. (SINGLE CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
DAILY	896	458	438	116	149	183	166	135	147	896
	85%	90%	81%	72%	76%	84%	91%	96%	99%	85%
		b				cd	cdei	cdei	cdefi	cd
LESS OFTEN THAN DAILY	130	44	85	38	41	30	15	3	2	130
	12%	9%	16%	24%	21%	14%	8%	2%	1%	12%
			a	efghi	fghi	gh	gh			gh
AT LEAST WEEKLY	1001	497	503	146	184	207	177	138	149	1001
	95%	97%	93%	90%	93%	94%	97%	98%	100%	95%
		b					c	c	cdefi	c
NOT DAILY BUT WEEKLY	105	39	65	30	35	24	11	3	2	105
	10%	8%	12%	18%	18%	11%	6%	2%	1%	10%
			a	efghi	efghi	gh	h			gh
A FEW TIMES A DAY/ ONCE A DAY	716	337	379	89	120	151	134	105	118	716
	68%	66%	70%	55%	61%	69%	73%	74%	79%	68%
						c	cd	cd	cdei	cd

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 29

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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. (SINGLE CODE)

Base : All adults

	Total	SEG							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
Lots of times throughout the day/ constantly	180 17%	62 20% d	47 17%	43 19% d	28 12%	109 18% d	71 15%	180 17% d	155 17%	25 18%
A few times a day	470 45%	165 53% bdfg	114 40%	108 48% d	83 36%	279 47% d	191 42%	470 45% d	400 44%	69 49%
Once a day	246 23%	58 19%	75 27% a	48 21%	65 28% a	134 23%	113 25%	246 23%	215 24%	32 23%
Every couple of days	70 7%	12 4%	24 8% a	15 7%	20 9% a	35 6%	35 8% a	70 7%	64 7%	7 5%
Weekly	34 3%	8 3%	10 4%	5 2%	11 5%	18 3%	16 3%	34 3%	33 4%	1 1%
Less often than weekly	25 2%	3 1%	6 2%	3 1%	13 6% abceg	9 1%	16 4% ae	25 2%	22 2%	3 2%
I don't ever read, watch or listen to the news	13 1%	1 *%	2 1%	3 1%	7 3% ae	3 1%	10 2% ae	13 1%	11 1%	2 2%
Don't know	12 1%	1 *%	4 1%	2 1%	5 2% a	5 1%	7 2%	12 1%	11 1%	1 1%
SUMMARY CODES										
EVER FOLLOW NEWS	1026 98%	308 99% df	276 98%	222 98%	220 95%	584 99% df	442 96%	1026 98% d	889 98%	137 98%

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 29

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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. (SINGLE CODE)

Base : All adults

	Total	SEG						LOCATION		
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
DAILY	896	285	237	199	175	522	374	896	770	126
	85%	92%	84%	88%	75%	88%	82%	85%	85%	90%
		bdfg	d	df		df		d		
LESS OFTEN THAN DAILY	130	23	39	23	45	62	68	130	119	11
	12%	7%	14%	10%	19%	10%	15%	12%	13%	8%
			a		aceg		ae	a		
AT LEAST WEEKLY	1001	305	270	219	207	575	426	1001	867	134
	95%	98%	96%	96%	89%	97%	93%	95%	95%	96%
		dfg	d	d		df		df		
NOT DAILY BUT WEEKLY	105	20	33	20	31	53	51	105	97	8
	10%	6%	12%	9%	14%	9%	11%	10%	11%	5%
			a		a		a			
A FEW TIMES A DAY/ ONCE A DAY	716	223	189	156	148	412	304	716	615	101
	68%	72%	67%	69%	64%	70%	66%	68%	68%	72%
		d								

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 30

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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? (MULTI CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
		a	b	c	d	e	f	g	h	i
Significance Level: 95%										
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
News that is balanced/ impartial/ unbiased	693 66%	359 70% b	334 62%	83 52%	111 56%	140 64% c	133 73% cd	114 81% cdei	112 75% cdei	693 66% cd
News that is breaking/ as up-to-date as possible	649 62%	309 60%	340 63%	75 47%	112 57%	151 69% cdfi	107 59% c	94 66% c	110 74% cdfi	649 62% c
News that provides the key facts	618 59%	309 61%	309 57%	76 47%	105 53%	130 59% c	115 63% c	90 64% c	102 68% cdi	618 59% c
News that gives me all the detailed information - so breadth and depth of coverage	409 39%	206 40%	203 38%	60 37%	71 36%	77 35%	73 40%	68 48% cdei	60 40%	409 39%
News that provides an expert opinion	335 32%	202 39% b	134 25%	50 31%	57 29%	68 31%	58 32%	43 30%	59 40% d	335 32%
News that provides an alternative viewpoint	227 22%	118 23%	108 20%	33 21%	39 20%	50 23%	42 23%	32 23%	29 19%	227 22%
ANY OF THESE ARE IMPORTANT	993 94%	487 95%	506 94%	143 88%	181 92%	208 95% c	174 95% c	139 98% cdi	148 99% cdefi	993 94% c
None of these are important to me	29 3%	14 3%	14 3%	8 5% gh	8 4%	7 3%	4 2%	1 1%	1 1%	29 3%

Columns Tested: a,b - c,d,e,f,g,h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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? (MULTI CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE a	FEMALE b	16-24 c	25-34 d	35-44 e	45-54 f	55-64 g	65+ h	
Significance Level: 95%										
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
Don't know	30	9	21	11	8	5	5	1	-	30
	3%	2%	4%	7%	4%	2%	3%	1%	-%	3%
				eghi	h		h			h

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 30

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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? (MULTI CODE)

Base : All adults

	Total	SEG							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
News that is balanced/ impartial/ unbiased	693 66%	227 73% cdfg	187 66%	141 62%	138 59%	414 70% cdf	280 61%	693 66%	598 66%	96 68%
News that is breaking/ as up-to-date as possible	649 62%	196 63%	168 59%	147 65%	138 60%	363 61%	285 62%	649 62%	556 61%	93 66%
News that provides the key facts	618 59%	195 63% df	169 60%	130 57%	125 54%	364 61% d	255 55%	618 59%	535 59%	83 59%
News that gives me all the detailed information - so breadth and depth of coverage	409 39%	141 46% cdfg	116 41% df	80 35%	72 31%	257 43% cdf	152 33%	409 39% df	360 40%	49 35%
News that provides an expert opinion	335 32%	116 37% df	85 30%	69 31%	65 28%	201 34%	134 29%	335 32%	294 32%	41 29%
News that provides an alternative viewpoint	227 22%	79 26% df	58 21%	46 20%	43 18%	137 23%	89 19%	227 22%	196 22%	31 22%
ANY OF THESE ARE IMPORTANT	993 94%	306 99% bcdefg	262 93%	217 96% d	208 89%	568 96% df	425 92%	993 94% d	860 94%	132 94%
None of these are important to me	29 3%	2 1%	8 3% a	4 2%	15 6% aceg	10 2%	19 4% ae	29 3% a	24 3%	5 4%

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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? (MULTI CODE)

Base : All adults

	Total	SEG							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
Don't know	30	2	12	6	10	14	16	30	27	3
	3%	1%	4%	3%	4%	2%	4%	3%	3%	2%
			a	a	a		a	a		

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 31

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q14. And which one of these is the most important to you? (MULTI CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
		a	b	c	d	e	f	g	h	i
Significance Level: 95%										
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
News that is balanced/ impartial/ unbiased	384	208	176	40	55	71	78	71	69	384
	37%	41%	33%	25%	28%	32%	43%	50%	47%	37%
		b					cde	cdei	cdei	cd
News that is breaking/ as up-to-date as possible	259	113	145	30	49	69	41	32	38	259
	25%	22%	27%	18%	25%	31%	22%	23%	26%	25%
						cfi				
News that provides the key facts	176	76	100	27	33	35	28	23	30	176
	17%	15%	19%	17%	17%	16%	15%	16%	20%	17%
News that gives me all the detailed information - so breadth and depth of coverage	93	41	52	19	19	18	22	8	6	93
	9%	8%	10%	12%	10%	8%	12%	6%	4%	9%
				h	h		h			h
News that provides an expert opinion	53	33	20	17	19	11	1	2	3	53
	5%	6%	4%	10%	10%	5%	1%	2%	2%	5%
		b		fghi	fghi	f				f
News that provides an alternative viewpoint	28	16	12	9	7	5	3	3	1	28
	3%	3%	2%	5%	4%	2%	2%	2%	1%	3%
				h						
None of these are important to me	29	14	14	8	8	7	4	1	1	29
	3%	3%	3%	5%	4%	3%	2%	1%	1%	3%
				gh						
Don't know	31	9	22	13	8	5	5	1	-	31
	3%	2%	4%	8%	4%	2%	3%	1%	-%	3%
			a	efghi	h		h			h

Columns Tested: a,b - c,d,e,f,g,h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q14. And which one of these is the most important to you? (MULTI CODE)

Base : All adults

	Total	SEG						LOCATION		
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
News that is balanced/ impartial/ unbiased	384	127	110	69	77	237	146	384	325	59
	37%	41%	39%	31%	33%	40%	32%	37%	36%	42%
		cf	cf			cf				
News that is breaking/ as up-to-date as possible	259	67	58	70	64	124	135	259	224	34
	25%	21%	20%	31%	28%	21%	29%	25%	25%	25%
				abeg	e		abe			
News that provides the key facts	176	51	51	38	35	102	73	176	150	26
	17%	17%	18%	17%	15%	17%	16%	17%	16%	18%
News that gives me all the detailed information - so breadth and depth of coverage	93	31	26	21	15	57	36	93	84	9
	9%	10%	9%	9%	7%	10%	8%	9%	9%	6%
News that provides an expert opinion	53	21	11	11	10	31	21	53	52	1
	5%	7%	4%	5%	4%	5%	5%	5%	6%	1%
									i	
News that provides an alternative viewpoint	28	9	5	8	6	15	13	28	24	3
	3%	3%	2%	3%	2%	2%	3%	3%	3%	2%
None of these are important to me	29	2	8	4	15	10	19	29	24	5
	3%	1%	3%	2%	6%	2%	4%	3%	3%	4%
			a		aceg		ae	a		
Don't know	31	2	13	6	10	15	16	31	28	3
	3%	1%	5%	3%	4%	3%	4%	3%	3%	2%
			a	a	a	a	a	a		

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15A. 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 to get the key facts about the news? (SINGLE CODE)

Base : Those who say it is important that the news provides the key facts

	Total	GENDER		AGE							ALL UK
		MALE a	FEMALE b	16-24 ~c	25-34 d	35-44 e	45-54 f	55-64 ~g	65+ h	i	
Significance Level: 95%											
Unweighted total	616	301	315	76	103	132	113	91	101	616	
Effective Weighted Sample	610	298	312	75	102	131	112	90	100	610	
Total	618	309	309	76	105	130	115	90	102	618	
Television (either watching TV news programmes/ bulletins on a TV set or online)	283 46%	150 48%	134 43%	** **	41 39%	50 39%	62 54% de	** **	60 59% dei	283 46%	
Newspaper websites/apps	122 20%	50 16%	72 23% a	** **	26 25% h	30 23% h	17 15%	** **	8 8%	122 20% h	
Other online sources of news / news website or app e.g. Buzzfeed, Huffington Post, YouTube etc.	76 12%	47 15% b	29 9%	** **	10 10%	21 16%	16 14%	** **	11 10%	76 12%	
Radio (either listening through a radio set or online)	49 8%	25 8%	24 8%	** **	8 8%	9 7%	4 4%	** **	14 14% f	49 8%	
Social media sites - e.g. Facebook/ Twitter/ Snapchat etc.	38 6%	15 5%	23 8%	** **	10 10% h	6 5% h	9 8% h	** **	- -%	38 6% h	
Print copies of newspapers	24 4%	11 4%	13 4%	** **	1 1%	8 6% d	3 2%	** **	8 8% d	24 4%	
Word of mouth - talking with friends/ family	13 2%	7 2%	5 2%	** **	6 6% fi	3 2%	- -%	** **	1 1%	13 2%	

Columns Tested: a,b - c,d,e,f,g,h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15A. 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 to get the key facts about the news? (SINGLE CODE)

Base : Those who say it is important that the news provides the key facts

	Total	GENDER		AGE						ALL UK
		MALE a	FEMALE b	16-24 ~c	25-34 d	35-44 e	45-54 f	55-64 ~g	65+ h	
Significance Level: 95%										
Unweighted total	616	301	315	76	103	132	113	91	101	616
Effective Weighted Sample	610	298	312	75	102	131	112	90	100	610
Total	618	309	309	76	105	130	115	90	102	618
Magazines	3	1	2	**	1	1	-	**	-	3
	*%	*%	1%	**	1%	1%	-%	**	-%	*%
ANY OF THESE	607	305	302	**	104	128	112	**	102	607
	98%	99%	98%	**	99%	99%	97%	**	100%	98%
None of these	4	1	3	**	-	2	1	**	-	4
	1%	*%	1%	**	-%	1%	1%	**	-%	1%
Don't know	7	3	4	**	1	-	2	**	-	7
	1%	1%	1%	**	1%	-%	2%	**	-%	1%

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 32

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15A. 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 to get the key facts about the news? (SINGLE CODE)

Base : Those who say it is important that the news provides the key facts

	Total	SEG							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i
Unweighted total	616	193	168	130	125	361	255	616	534	82
Effective Weighted Sample	610	191	166	129	124	358	253	610	529	81
Total	618	195	169	130	125	364	255	618	535	83
Television (either watching TV news programmes/ bulletins on a TV set or online)	283 46%	94 48% b	59 35%	65 50% b	65 52% be	153 42%	131 51% be	283 46% b	238 45%	** **
Newspaper websites/apps	122 20%	37 19%	53 31% acdfg	18 13%	15 12%	90 25% cdf	32 13%	122 20% df	115 21%	** **
Other online sources of news / news website or app e.g. BuzzFeed, Huffington Post, YouTube etc.	76 12%	23 12%	23 14%	16 12%	14 11%	45 13%	30 12%	76 12%	57 11%	** **
Radio (either listening through a radio set or online)	49 8%	18 9%	12 7%	9 7%	9 7%	31 8%	18 7%	49 8%	42 8%	** **
Social media sites - e.g. Facebook/ Twitter/ Snapchat etc.	38 6%	7 4%	12 7%	10 8%	9 7%	19 5%	19 7%	38 6%	36 7%	** **
Print copies of newspapers	24 4%	8 4%	4 2%	7 5%	6 5%	12 3%	13 5%	24 4%	23 4%	** **
Word of mouth - talking with friends/ family	13 2%	3 2%	2 1%	5 4%	2 2%	5 1%	7 3%	13 2%	11 2%	** **
Magazines	3 *%	1 *%	- -%	- -%	2 2%	1 *%	2 1%	3 *%	3 1%	** **
ANY OF THESE	607 98%	191 98%	165 98%	130 100%	122 98%	356 98%	252 99%	607 98%	525 98%	** **

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15A. 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 to get the key facts about the news? (SINGLE CODE)

Base : Those who say it is important that the news provides the key facts

	Total	SEG							LOCATION	
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	URBAN h	RURAL ~i
Significance Level: 95%										
Unweighted total	616	193	168	130	125	361	255	616	534	82
Effective Weighted Sample	610	191	166	129	124	358	253	610	529	81
Total	618	195	169	130	125	364	255	618	535	83
None of these	4	1	1	-	2	2	2	4	3	**
	1%	*%	1%	-%	2%	*%	1%	1%	1%	**
Don't know	7	3	3	-	1	6	1	7	7	**
	1%	2%	2%	-%	1%	2%	*%	1%	1%	**

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15B. 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 to get an expert opinion on the news? (SINGLE CODE)

Base : Those who say it is important that the news provides an expert opinion

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	~h	i
Unweighted total	334	196	138	50	57	69	57	42	59	334
Effective Weighted Sample	331	194	137	49	56	68	56	42	58	331
Total	335	202	134	50	57	68	58	43	59	335
Television (either watching TV news programmes/ bulletins on a TV set or online)	160 48%	98 49%	62 47%	** **	** **	** **	** **	** **	** **	160 48%
Newspaper websites/apps	51 15%	30 15%	21 16%	** **	** **	** **	** **	** **	** **	51 15%
Print copies of newspapers	34 10%	22 11%	12 9%	** **	** **	** **	** **	** **	** **	34 10%
Other online sources of news / news website or app e.g. BuzzFeed, Huffington Post, YouTube etc.	27 8%	20 10%	7 5%	** **	** **	** **	** **	** **	** **	27 8%
Radio (either listening through a radio set or online)	19 6%	7 4%	12 9%	** **	** **	** **	** **	** **	** **	19 6%
Social media sites - e.g. Facebook/ Twitter/ Snapchat etc.	19 6%	15 7%	4 3%	** **	** **	** **	** **	** **	** **	19 6%
Word of mouth - talking with friends/ family	6 2%	4 2%	2 2%	** **	** **	** **	** **	** **	** **	6 2%
Magazines	3 1%	1 1%	2 2%	** **	** **	** **	** **	** **	** **	3 1%
ANY OF THESE	319 95%	197 98%	122 91%	** **	** **	** **	** **	** **	** **	319 95%

Columns Tested: a,b - c,d,e,f,g,h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15B. 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 to get an expert opinion on the news? (SINGLE CODE)

Base : Those who say it is important that the news provides an expert opinion

	Total	GENDER		AGE							ALL UK
		MALE a	FEMALE b	16-24 ~c	25-34 ~d	35-44 ~e	45-54 ~f	55-64 ~g	65+ ~h	i	
Significance Level: 95%											
Unweighted total	334	196	138	50	57	69	57	42	59	334	
Effective Weighted Sample	331	194	137	49	56	68	56	42	58	331	
Total	335	202	134	50	57	68	58	43	59	335	
None of these	7	1	6	**	**	**	**	**	**	7	
	2%	*%	4%	**	**	**	**	**	**	2%	
			a								
Don't know	9	3	6	**	**	**	**	**	**	9	
	3%	2%	4%	**	**	**	**	**	**	3%	

Columns Tested: a,b - c,d,e,f,g,h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15B. 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 to get an expert opinion on the news? (SINGLE CODE)

Base : Those who say it is important that the news provides an expert opinion

	Total	SEG					LOCATION			
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	~b	~c	~d	e	f	g	h	~i
Unweighted total	334	116	84	69	65	200	134	334	294	40
Effective Weighted Sample	331	115	83	68	64	198	133	331	291	40
Total	335	116	85	69	65	201	134	335	294	41
Television (either watching TV news programmes/ bulletins on a TV set or online)	160 48%	55 48%	** **	** **	** **	96 48%	64 48%	160 48%	138 47%	** **
Newspaper websites/apps	51 15%	22 19%	** **	** **	** **	38 19%	13 10%	51 15%	50 17%	** **
		f				f				
Print copies of newspapers	34 10%	12 10%	** **	** **	** **	19 9%	15 11%	34 10%	27 9%	** **
Other online sources of news / news website or app e.g. Buzzfeed, Huffington Post, YouTube etc.	27 8%	7 6%	** **	** **	** **	15 8%	12 9%	27 8%	22 7%	** **
Radio (either listening through a radio set or online)	19 6%	6 5%	** **	** **	** **	11 5%	8 6%	19 6%	17 6%	** **
Social media sites - e.g. Facebook/ Twitter/ Snapchat etc.	19 6%	5 4%	** **	** **	** **	10 5%	9 7%	19 6%	19 6%	** **
Word of mouth - talking with friends/ family	6 2%	3 3%	** **	** **	** **	3 1%	3 2%	6 2%	5 2%	** **
Magazines	3 1%	1 1%	** **	** **	** **	2 1%	1 1%	3 1%	2 1%	** **
ANY OF THESE	319 95%	111 96%	** **	** **	** **	194 96%	126 94%	319 95%	279 95%	** **

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15B. 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 to get an expert opinion on the news? (SINGLE CODE)

Base : Those who say it is important that the news provides an expert opinion

	Total	SEG							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	~b	~c	~d	e	f	g	h	~i
Unweighted total	334	116	84	69	65	200	134	334	294	40
Effective Weighted Sample	331	115	83	68	64	198	133	331	291	40
Total	335	116	85	69	65	201	134	335	294	41
None of these	7	3	**	**	**	4	3	7	6	**
	2%	2%	**	**	**	2%	2%	2%	2%	**
Don't know	9	2	**	**	**	4	5	9	9	**
	3%	2%	**	**	**	2%	4%	3%	3%	**

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15C. 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 to get an alternative viewpoint on the news? (SINGLE CODE)

Base : Those who say it is important that the news provides an alternative viewpoint

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	~h	i
Unweighted total	226	115	111	33	39	51	42	32	29	226
Effective Weighted Sample	224	114	110	33	39	51	42	32	29	224
Total	227	118	108	33	39	50	42	32	29	227
Social media sites - e.g. Facebook/ Twitter/ Snapchat etc.	56 25%	25 21%	30 28%	** **	** **	** **	** **	** **	** **	56 25%
Television (either watching TV news programmes/ bulletins on a TV set or online)	48 21%	25 21%	23 21%	** **	** **	** **	** **	** **	** **	48 21%
Other online sources of news / news website or app e.g. BuzzFeed, Huffington Post, YouTube etc.	39 17%	24 20%	15 14%	** **	** **	** **	** **	** **	** **	39 17%
Newspaper websites/apps	29 13%	15 13%	14 13%	** **	** **	** **	** **	** **	** **	29 13%
Word of mouth - talking with friends/ family	18 8%	9 8%	9 8%	** **	** **	** **	** **	** **	** **	18 8%
Print copies of newspapers	14 6%	8 7%	6 5%	** **	** **	** **	** **	** **	** **	14 6%
Radio (either listening through a radio set or online)	13 6%	8 7%	5 5%	** **	** **	** **	** **	** **	** **	13 6%
Magazines	3 1%	1 1%	2 2%	** **	** **	** **	** **	** **	** **	3 1%
ANY OF THESE	219 97%	115 98%	104 96%	** **	** **	** **	** **	** **	** **	219 97%

Columns Tested: a,b - c,d,e,f,g,h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15C. 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 to get an alternative viewpoint on the news? (SINGLE CODE)

Base : Those who say it is important that the news provides an alternative viewpoint

	Total	GENDER		AGE							ALL UK
		MALE a	FEMALE b	16-24 ~c	25-34 ~d	35-44 ~e	45-54 ~f	55-64 ~g	65+ ~h	i	
Significance Level: 95%											
Unweighted total	226	115	111	33	39	51	42	32	29	226	
Effective Weighted Sample	224	114	110	33	39	51	42	32	29	224	
Total	227	118	108	33	39	50	42	32	29	227	
None of these	1	1	-	**	**	**	**	**	**	1	
	*%	1%	-%	**	**	**	**	**	**	*%	
Don't know	6	2	4	**	**	**	**	**	**	6	
	3%	2%	4%	**	**	**	**	**	**	3%	

Columns Tested: a,b - c,d,e,f,g,h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15C. 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 to get an alternative viewpoint on the news? (SINGLE CODE)

Base : Those who say it is important that the news provides an alternative viewpoint

	Total	SEG							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	e	~f	g	h	~i
Unweighted total	226	79	57	46	44	136	90	226	196	30
Effective Weighted Sample	224	78	56	45	44	135	89	224	194	30
Total	227	79	58	46	43	137	89	227	196	31
Social media sites - e.g. Facebook/ Twitter/ Snapchat etc.	56	**	**	**	**	35	**	56	50	**
	25%	**	**	**	**	25%	**	25%	26%	**
Television (either watching TV news programmes/ bulletins on a TV set or online)	48	**	**	**	**	27	**	48	42	**
	21%	**	**	**	**	19%	**	21%	21%	**
Other online sources of news / news website or app e.g. BuzzFeed, Huffington Post, YouTube etc.	39	**	**	**	**	27	**	39	36	**
	17%	**	**	**	**	20%	**	17%	18%	**
Newspaper websites/apps	29	**	**	**	**	17	**	29	24	**
	13%	**	**	**	**	12%	**	13%	12%	**
Word of mouth - talking with friends/ family	18	**	**	**	**	11	**	18	15	**
	8%	**	**	**	**	8%	**	8%	7%	**
Print copies of newspapers	14	**	**	**	**	9	**	14	9	**
	6%	**	**	**	**	7%	**	6%	5%	**
Radio (either listening through a radio set or online)	13	**	**	**	**	6	**	13	11	**
	6%	**	**	**	**	5%	**	6%	6%	**
Magazines	3	**	**	**	**	1	**	3	3	**
	1%	**	**	**	**	1%	**	1%	2%	**
ANY OF THESE	219	**	**	**	**	133	**	219	191	**
	97%	**	**	**	**	97%	**	97%	97%	**

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15C. 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 to get an alternative viewpoint on the news? (SINGLE CODE)

Base : Those who say it is important that the news provides an alternative viewpoint

	Total	SEG							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	e	~f	g	h	~i
Unweighted total	226	79	57	46	44	136	90	226	196	30
Effective Weighted Sample	224	78	56	45	44	135	89	224	194	30
Total	227	79	58	46	43	137	89	227	196	31
None of these	1	**	**	**	**	-	**	1	1	**
	%	**	**	**	**	-%	**	%	1%	**
Don't know	6	**	**	**	**	4	**	6	4	**
	3%	**	**	**	**	3%	**	3%	2%	**

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 35

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15D. 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 to get a balanced/ impartial/ unbiased report of the news? (SINGLE CODE)

Base : Those who say it is important that the news is balanced/ impartial/ unbiased

	Total	GENDER		AGE							ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+		
		a	b	~c	d	e	f	g	h	i	
Significance Level: 95%											
Unweighted total	691	349	342	84	110	141	131	114	111	691	
Effective Weighted Sample	684	346	339	83	109	140	130	113	110	684	
Total	693	359	334	83	111	140	133	114	112	693	
Television (either watching TV news programmes/ bulletins on a TV set or online)	345 50%	184 51%	161 48%	** **	38 34%	59 42%	78 59%	68 60%	75 67%	345 50%	
							de	dei	dei	d	
Other online sources of news / news website or app e.g. Buzzfeed, Huffington Post, YouTube etc.	72 10%	42 12%	30 9%	** **	19 17%	14 10%	15 11%	8 7%	2 2%	72 10%	
					ghi	h	h			h	
Newspaper websites/apps	70 10%	35 10%	34 10%	** **	19 17%	15 11%	7 5%	7 6%	6 5%	70 10%	
					fghi						
Radio (either listening through a radio set or online)	40 6%	20 6%	20 6%	** **	1 1%	6 4%	10 8%	9 8%	10 9%	40 6%	
							d	d	d	d	
Social media sites - e.g. Facebook/ Twitter/ Snapchat etc.	39 6%	17 5%	22 7%	** **	10 9%	11 8%	6 5%	7 6%	- -%	39 6%	
					h	h	h	h		h	
Print copies of newspapers	32 5%	16 5%	15 5%	** **	4 3%	7 5%	3 2%	6 5%	10 9%	32 5%	
									f		
Word of mouth - talking with friends/ family	22 3%	13 4%	9 3%	** **	10 9%	8 6%	- -%	2 2%	- -%	22 3%	
					fghi	fh				f	

Columns Tested: a,b - c,d,e,f,g,h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15D. 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 to get a balanced/ impartial/ unbiased report of the news? (SINGLE CODE)

Base : Those who say it is important that the news is balanced/ impartial/ unbiased

	Total	GENDER		AGE						ALL UK
		MALE a	FEMALE b	16-24 ~c	25-34 d	35-44 e	45-54 f	55-64 g	65+ h	
Significance Level: 95%										
Unweighted total	691	349	342	84	110	141	131	114	111	691
Effective Weighted Sample	684	346	339	83	109	140	130	113	110	684
Total	693	359	334	83	111	140	133	114	112	693
Magazines	6 1%	2 1%	4 1%	** **	3 3%	1 1%	1 1%	- -%	- -%	6 1%
ANY OF THESE	625 90%	330 92%	295 88%	** **	104 94%	122 87%	119 90%	107 94%	103 92%	625 90%
None of these	50 7%	23 6%	27 8%	** **	5 5%	12 8%	9 7%	5 4%	8 7%	50 7%
Don't know	18 3%	5 2%	13 4%	** **	2 2%	7 5%	4 3%	2 2%	1 1%	18 3%

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 35

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15D. 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 to get a balanced/ impartial/ unbiased report of the news? (SINGLE CODE)

Base : Those who say it is important that the news is balanced/ impartial/ unbiased

	Total	SEG							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i
Unweighted total	691	225	186	141	139	411	280	691	598	93
Effective Weighted Sample	684	223	184	140	138	407	277	684	593	92
Total	693	227	187	141	138	414	280	693	598	96
Television (either watching TV news programmes/ bulletins on a TV set or online)	345 50%	99 44%	83 44%	81 57%	82 59%	182 44%	163 58%	345 50%	284 48%	** **
				abe	abeg		abeg			
Other online sources of news / news website or app e.g. BuzzFeed, Huffington Post, YouTube etc.	72 10%	27 12%	23 12%	13 9%	9 6%	50 12%	22 8%	72 10%	61 10%	** **
Newspaper websites/apps	70 10%	26 11%	25 14%	12 9%	6 5%	51 12%	19 7%	70 10%	63 11%	** **
		d	df			df	d			
Radio (either listening through a radio set or online)	40 6%	21 9%	9 5%	4 3%	6 4%	30 7%	10 4%	40 6%	37 6%	** **
		cf				f				
Social media sites - e.g. Facebook/ Twitter/ Snapchat etc.	39 6%	11 5%	6 3%	14 10%	8 6%	17 4%	22 8%	39 6%	36 6%	** **
				be			be			
Print copies of newspapers	32 5%	15 7%	6 3%	7 5%	4 3%	21 5%	11 4%	32 5%	31 5%	** **
Word of mouth - talking with friends/ family	22 3%	8 3%	5 3%	5 4%	3 3%	13 3%	9 3%	22 3%	21 3%	** **
Magazines	6 1%	6 3%	- -%	- -%	- -%	6 2%	- -%	6 1%	6 1%	** **
		bcdgf				f				

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15D. 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 to get a balanced/ impartial/ unbiased report of the news? (SINGLE CODE)

Base : Those who say it is important that the news is balanced/ impartial/ unbiased

	Total	AB	C1	C2	SEG	ABC1	C2DE	ALL UK	LOCATION	URBAN	RURAL
		a	b	c	DE	e	f	g	h	~i	
Significance Level: 95%					d						
Unweighted total	691	225	186	141	139	411	280	691	598	93	
Effective Weighted Sample	684	223	184	140	138	407	277	684	593	92	
Total	693	227	187	141	138	414	280	693	598	96	
ANY OF THESE	625	213	158	136	118	371	255	625	538	**	
	90%	94%	84%	96%	86%	90%	91%	90%	90%	**	
		bd		bdefg			b	b			
None of these	50	9	22	3	16	31	19	50	42	**	
	7%	4%	12%	2%	11%	7%	7%	7%	7%	**	
			acg		ac	c		c			
Don't know	18	5	7	2	4	12	6	18	17	**	
	3%	2%	4%	1%	3%	3%	2%	3%	3%	**	

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 36

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15E. 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 to get breaking news/ the most up-to-date news? (SINGLE CODE)

Base : Those who say it is important that the news is breaking/ as up-to-date as possible

	Total	GENDER		AGE							ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+		
		a	b	~c	d	e	f	~g	h	i	
Significance Level: 95%											
Unweighted total	650	302	348	76	111	152	107	94	110	650	
Effective Weighted Sample	644	299	345	75	110	151	106	93	109	644	
Total	649	309	340	75	112	151	107	94	110	649	
Television (either watching TV news programmes/ bulletins on a TV set or online)	312 48%	158 51%	154 45%	** **	41 36%	74 49%	53 50%	** **	74 68%	312 48%	
Newspaper websites/apps	101 16%	38 12%	63 18% a	** **	26 23% hi	24 16% h	18 17% h	** **	6 5%	101 16% h	
Social media sites - e.g. Facebook/ Twitter/ Snapchat etc.	96 15%	34 11%	62 18% a	** **	23 21% h	22 15% h	17 16% h	** **	3 3%	96 15% h	
Other online sources of news / news website or app e.g. BuzzFeed, Huffington Post, YouTube etc.	80 12%	47 15% b	34 10%	** **	11 10%	21 14%	12 11%	** **	11 10%	80 12%	
Radio (either listening through a radio set or online)	39 6%	20 7%	19 5%	** **	5 4%	7 5%	5 5%	** **	12 11% i	39 6%	
Word of mouth - talking with friends/ family	8 1%	2 1%	6 2%	** **	3 3%	1 1%	1 1%	** **	2 2%	8 1%	
Print copies of newspapers	6 1%	4 1%	2 1%	** **	1 1%	1 1%	- -%	** **	- -%	6 1%	

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 36

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15E. 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 to get breaking news/ the most up-to-date news? (SINGLE CODE)

Base : Those who say it is important that the news is breaking/ as up-to-date as possible

	Total	GENDER		AGE						ALL UK
		MALE a	FEMALE b	16-24 ~c	25-34 d	35-44 e	45-54 f	55-64 ~g	65+ h	
Significance Level: 95%										
Unweighted total	650	302	348	76	111	152	107	94	110	650
Effective Weighted Sample	644	299	345	75	110	151	106	93	109	644
Total	649	309	340	75	112	151	107	94	110	649
Magazines	4 1%	3 1%	1 *%	** **	2 2%	- -%	1 1%	** **	- -%	4 1%
ANY OF THESE	645 99%	306 99%	339 100%	** **	112 100%	151 100%	107 100%	** **	109 99%	645 99%
None of these	1 *%	1 *%	- -%	** **	- -%	- -%	- -%	** **	1 1%	1 *%
Don't know	2 *%	1 *%	1 *%	** **	- -%	- -%	- -%	** **	- -%	2 *%

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 36

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15E. 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 to get breaking news/ the most up-to-date news? (SINGLE CODE)

Base : Those who say it is important that the news is breaking/ as up-to-date as possible

	Total	SEG							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i
Unweighted total	650	194	169	148	139	363	287	650	558	92
Effective Weighted Sample	644	192	167	147	138	360	284	644	553	91
Total	649	196	168	147	138	363	285	649	556	93
Television (either watching TV news programmes/ bulletins on a TV set or online)	312 48%	91 46%	73 43%	73 50%	76 55%	163 45%	148 52%	312 48%	249 45%	** **
Newspaper websites/apps	101 16%	31 16%	37 22% cdfg	17 11%	16 12%	68 19% cf	33 12%	101 16%	96 17%	** **
Social media sites - e.g. Facebook/ Twitter/ Snapchat etc.	96 15%	23 12%	25 15%	21 14%	27 19%	48 13%	48 17%	96 15%	88 16%	** **
Other online sources of news / news website or app e.g. BuzzFeed, Huffington Post, YouTube etc.	80 12%	28 14% d	22 13%	21 14% d	9 7%	50 14% d	31 11%	80 12%	69 12%	** **
Radio (either listening through a radio set or online)	39 6%	13 7%	7 4%	11 8%	8 6%	20 6%	19 7%	39 6%	36 6%	** **
Word of mouth - talking with friends/ family	8 1%	4 2%	1 1%	1 1%	2 1%	5 1%	3 1%	8 1%	5 1%	** **
Print copies of newspapers	6 1%	3 1%	1 1%	1 1%	1 1%	4 1%	2 1%	6 1%	6 1%	** **
Magazines	4 1%	2 1%	- -%	2 1%	- -%	2 1%	2 1%	4 1%	4 1%	** **

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15E. 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 to get breaking news/ the most up-to-date news? (SINGLE CODE)

Base : Those who say it is important that the news is breaking/ as up-to-date as possible

	Total	SEG							LOCATION	
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	URBAN h	RURAL ~i
Significance Level: 95%										
Unweighted total	650	194	169	148	139	363	287	650	558	92
Effective Weighted Sample	644	192	167	147	138	360	284	644	553	91
Total	649	196	168	147	138	363	285	649	556	93
ANY OF THESE	645	194	166	147	138	360	285	645	552	**
	99%	99%	99%	100%	100%	99%	100%	99%	99%	**
None of these	1	1	-	-	-	1	-	1	1	**
	*%	1%	-%	-%	-%	*%	-%	*%	*%	**
Don't know	2	1	1	-	-	2	-	2	2	**
	*%	1%	1%	-%	-%	1%	-%	*%	*%	**

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15F. 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 to get all the details about a story - so breadth and depth of coverage? (SINGLE CODE)

Base : Those who say it is important that the news provides detailed information - so breadth and depth of coverage

	Total	GENDER		AGE						ALL UK
		MALE a	FEMALE b	16-24 ~c	25-34 ~d	35-44 ~e	45-54 ~f	55-64 ~g	65+ ~h	
Unweighted total	409	201	208	60	72	78	72	68	59	409
Effective Weighted Sample	405	199	206	59	71	77	71	67	58	405
Total	409	206	203	60	71	77	73	68	60	409
Television (either watching TV news programmes/ bulletins on a TV set or online)	176 43%	93 45%	82 41%	** **	** **	** **	** **	** **	** **	176 43%
Newspaper websites/apps	96 24%	36 18%	60 30%	** **	** **	** **	** **	** **	** **	96 24%
Other online sources of news / news website or app e.g. Buzzfeed, Huffington Post, YouTube etc.	50 12%	31 15%	19 10%	** **	** **	** **	** **	** **	** **	50 12%
Print copies of newspapers	39 10%	23 11%	16 8%	** **	** **	** **	** **	** **	** **	39 10%
Social media sites - e.g. Facebook/ Twitter/ Snapchat etc.	19 5%	11 5%	8 4%	** **	** **	** **	** **	** **	** **	19 5%
Radio (either listening through a radio set or online)	11 3%	4 2%	7 3%	** **	** **	** **	** **	** **	** **	11 3%
Word of mouth - talking with friends/ family	5 1%	3 1%	2 1%	** **	** **	** **	** **	** **	** **	5 1%
Magazines	4 1%	2 1%	2 1%	** **	** **	** **	** **	** **	** **	4 1%
ANY OF THESE	401 98%	204 99%	197 97%	** **	** **	** **	** **	** **	** **	401 98%

Columns Tested: a,b - c,d,e,f,g,h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15F. 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 to get all the details about a story - so breadth and depth of coverage? (SINGLE CODE)

Base : Those who say it is important that the news provides detailed information - so breadth and depth of coverage

	Total	GENDER		AGE							ALL UK
		MALE a	FEMALE b	16-24 ~c	25-34 ~d	35-44 ~e	45-54 ~f	55-64 ~g	65+ ~h	i	
Unweighted total	409	201	208	60	72	78	72	68	59	409	
Effective Weighted Sample	405	199	206	59	71	77	71	67	58	405	
Total	409	206	203	60	71	77	73	68	60	409	
None of these	4	2	2	**	**	**	**	**	**	4	
	1%	1%	1%	**	**	**	**	**	**	1%	
Don't know	4	-	4	**	**	**	**	**	**	4	
	1%	-%	2%	**	**	**	**	**	**	1%	

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 37

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15F. 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 to get all the details about a story - so breadth and depth of coverage? (SINGLE CODE)

Base : Those who say it is important that the news provides detailed information - so breadth and depth of coverage

	Total	SEG					LOCATION			
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	~c	~d	e	f	g	h	~i
Unweighted total	409	141	115	80	73	256	153	409	362	47
Effective Weighted Sample	405	140	114	79	72	254	152	405	359	47
Total	409	141	116	80	72	257	152	409	360	49
Television (either watching TV news programmes/ bulletins on a TV set or online)	176 43%	58 41%	42 36%	** **	** **	100 39%	76 50% be	176 43%	149 41%	** **
Newspaper websites/apps	96 24%	37 26%	33 29% f	** **	** **	70 27% f	26 17%	96 24%	89 25%	** **
Other online sources of news / news website or app e.g. BuzzFeed, Huffington Post, YouTube etc.	50 12%	17 12%	18 16%	** **	** **	35 14%	15 10%	50 12%	40 11%	** **
Print copies of newspapers	39 10%	17 12%	8 7%	** **	** **	25 10%	15 10%	39 10%	35 10%	** **
Social media sites - e.g. Facebook/ Twitter/ Snapchat etc.	19 5%	2 2%	6 5%	** **	** **	8 3%	11 7% a	19 5%	19 5%	** **
Radio (either listening through a radio set or online)	11 3%	5 4%	3 2%	** **	** **	8 3%	3 2%	11 3%	11 3%	** **
Word of mouth - talking with friends/ family	5 1%	1 1%	1 1%	** **	** **	2 1%	3 2%	5 1%	5 1%	** **
Magazines	4 1%	2 2%	- -%	** **	** **	2 1%	2 1%	4 1%	4 1%	** **

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15F. 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 to get all the details about a story - so breadth and depth of coverage? (SINGLE CODE)

Base : Those who say it is important that the news provides detailed information - so breadth and depth of coverage

	Total	SEG					LOCATION			
		AB a	C1 b	C2 ~c	DE ~d	ABC1 e	C2DE f	ALL UK g	URBAN h	RURAL ~i
Significance Level: 95%										
Unweighted total	409	141	115	80	73	256	153	409	362	47
Effective Weighted Sample	405	140	114	79	72	254	152	405	359	47
Total	409	141	116	80	72	257	152	409	360	49
ANY OF THESE	401	138	112	**	**	250	151	401	352	**
	98%	98%	97%	**	**	97%	99%	98%	98%	**
None of these	4	1	3	**	**	4	-	4	4	**
	1%	1%	3%	**	**	2%	-%	1%	1%	**
			f							
Don't know	4	2	1	**	**	3	1	4	4	**
	1%	1%	1%	**	**	1%	1%	1%	1%	**

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 38

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q16A. AGREEMENT WITH STATEMENTS ABOUT NEWS - These days I find the news too depressing (SINGLE CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
		a	b	c	d	e	f	g	h	i
Significance Level: 95%										
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
Disagree strongly	45 4%	32 6% b	13 2%	4 3%	5 3%	7 3%	8 5%	7 5%	14 9% cdei	45 4%
Disagree slightly	126 12%	82 16% b	44 8%	12 7%	21 11%	29 13%	27 15% c	18 13%	19 13%	126 12%
Neither disagree nor agree	280 27%	159 31% b	122 23%	36 22%	51 26%	54 25%	50 27%	52 37% cdehi	38 26%	280 27%
Agree slightly	419 40%	168 33%	251 46% a	78 48% egi	80 40%	81 37%	74 40%	48 34%	59 39%	419 40%
Agree strongly	172 16%	66 13%	106 20% a	27 17%	38 19%	48 22% fgh	23 13%	16 12%	19 13%	172 16%
Don't know	9 1%	5 1%	4 1%	5 3% eghi	2 1%	1 *%	1 1%	- -%	- -%	9 1%
SUMMARY CODES										
TOTAL DISAGREE	171 16%	114 22% b	57 11%	16 10%	26 13%	36 16%	35 19% c	25 18% c	33 22% cd	171 16% c
TOTAL AGREE	590 56%	233 46%	357 66% a	105 65% fghi	118 60% g	129 59% g	97 53%	64 46%	77 52%	590 56% g
TOTAL NEITHER/ DON'T KNOW	289 28%	163 32% b	126 23%	41 25%	53 27%	55 25%	51 28%	52 37% cehi	38 26%	289 28%

Columns Tested: a,b - c,d,e,f,g,h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q16A. AGREEMENT WITH STATEMENTS ABOUT NEWS - These days I find the news too depressing (SINGLE CODE)

Base : All adults

	Total	SEG							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
Disagree strongly	45 4%	14 5%	11 4%	13 6%	7 3%	25 4%	20 4%	45 4%	38 4%	7 5%
Disagree slightly	126 12%	43 14%	28 10%	30 13%	25 11%	71 12%	55 12%	126 12%	108 12%	19 13%
Neither disagree nor agree	280 27%	79 26%	76 27%	61 27%	65 28%	155 26%	126 27%	280 27%	237 26%	44 31%
Agree slightly	419 40%	118 38%	123 44%	91 40%	86 37%	242 41%	177 39%	419 40%	367 40%	52 37%
Agree strongly	172 16%	52 17%	42 15%	32 14%	46 20%	94 16%	77 17%	172 16%	153 17%	19 13%
Don't know	9 1%	3 1%	2 1%	- -%	4 2%	5 1%	4 1%	9 1%	9 1%	- -%
SUMMARY CODES										
TOTAL DISAGREE	171 16%	57 18%	39 14%	43 19%	32 14%	96 16%	75 16%	171 16%	146 16%	26 18%
TOTAL AGREE	590 56%	170 55%	165 59%	123 54%	132 57%	336 57%	255 55%	590 56%	520 57%	71 50%
TOTAL NEITHER/ DON'T KNOW	289 28%	82 27%	78 28%	61 27%	69 30%	160 27%	130 28%	289 28%	246 27%	44 31%

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 39

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q16B. AGREEMENT WITH STATEMENTS ABOUT NEWS - I follow the news less than I used to (SINGLE CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
		a	b	c	d	e	f	g	h	i
Significance Level: 95%										
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
Disagree strongly	145 14%	82 16% b	63 12%	15 9%	16 8%	28 13%	25 14%	25 18% cd	36 24% cdefi	145 14%
Disagree slightly	336 32%	176 34%	160 30%	39 24%	51 26%	71 32%	61 33%	59 42% cdi	56 37% cd	336 32%
Neither disagree nor agree	268 25%	130 26%	137 25%	45 27%	46 23%	50 23%	55 30%	34 24%	38 26%	268 25%
Agree slightly	192 18%	81 16%	111 21% a	37 23% fgh	59 30% efghi	37 17%	26 14%	16 12%	17 11%	192 18% h
Agree strongly	104 10%	39 8%	65 12% a	22 14% gh	24 12% gh	33 15% ghi	16 9% h	7 5%	2 1%	104 10% gh
Don't know	7 1%	3 1%	4 1%	4 2% fi	2 1%	1 *%	- -%	- -%	- -%	7 1%
SUMMARY CODES										
TOTAL DISAGREE	481 46%	258 50% b	223 41%	54 33%	66 34%	98 45% cd	86 47% cd	84 60% cdefi	92 62% cdefi	481 46% cd
TOTAL AGREE	296 28%	120 23%	176 33% a	59 37% fghi	83 42% efghi	70 32% fgh	42 23% h	23 16%	19 13%	296 28% gh
TOTAL NEITHER/ DON'T KNOW	275 26%	133 26%	141 26%	48 30%	48 24%	51 23%	55 30%	34 24%	38 26%	275 26%

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 39

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q16B. AGREEMENT WITH STATEMENTS ABOUT NEWS - I follow the news less than I used to (SINGLE CODE)

Base : All adults

	Total	SEG						LOCATION		
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
Disagree strongly	145 14%	50 16%	31 11%	36 16%	28 12%	82 14%	63 14%	145 14%	122 13%	23 17%
Disagree slightly	336 32%	99 32%	101 36% d	71 31%	64 28%	200 34%	136 30%	336 32%	289 32%	47 34%
Neither disagree nor agree	268 25%	70 23%	82 29%	52 23%	64 27%	153 26%	115 25%	268 25%	225 25%	43 30%
Agree slightly	192 18%	56 18%	42 15%	49 22% b	45 19%	98 16%	94 20%	192 18%	172 19%	20 14%
Agree strongly	104 10%	33 11%	23 8%	19 8%	29 12%	57 10%	48 10%	104 10%	97 11% i	7 5%
Don't know	7 1%	1 *%	2 1%	1 *%	3 1%	3 1%	4 1%	7 1%	7 1%	- -%
SUMMARY CODES										
TOTAL DISAGREE	481 46%	149 48% d	133 47%	107 47%	92 40%	282 48% d	199 43%	481 46%	410 45%	71 50%
TOTAL AGREE	296 28%	89 29%	65 23%	68 30%	74 32% b	154 26%	142 31% b	296 28%	269 30% i	27 19%
TOTAL NEITHER/ DON'T KNOW	275 26%	71 23%	84 30%	52 23%	67 29%	156 26%	119 26%	275 26%	232 25%	43 30%

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 40

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q16C. AGREEMENT WITH STATEMENTS ABOUT NEWS - I find it hard to switch off from the negative things I hear about in the news (SINGLE CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
		a	b	c	d	e	f	g	h	i
Significance Level: 95%										
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
Disagree strongly	88 8%	54 11% b	35 6%	8 5%	10 5%	22 10%	22 12% cd	12 9%	15 10%	88 8%
Disagree slightly	233 22%	124 24%	110 20%	32 20%	36 18%	46 21%	35 19%	47 33% cdefi	37 25%	233 22%
Neither disagree nor agree	338 32%	183 36% b	155 29%	41 25%	66 34%	64 29%	66 36% c	47 34%	54 36% c	338 32%
Agree slightly	292 28%	106 21%	186 34% a	53 33% g	64 32% g	62 28%	48 26%	27 19%	38 26%	292 28% g
Agree strongly	86 8%	38 8%	48 9%	22 14% fghi	18 9% h	25 11% gh	11 6%	7 5%	4 3%	86 8% h
Don't know	13 1%	6 1%	7 1%	7 4% efghi	4 2%	2 1%	- -%	- -%	- -%	13 1%
SUMMARY CODES										
TOTAL DISAGREE	322 31%	178 35% b	144 27%	40 25%	45 23%	67 31%	57 31%	59 42% cdefi	53 35% cd	322 31% d
TOTAL AGREE	378 36%	145 28%	234 43% a	75 46% fghi	81 41% gh	86 39% gh	59 32%	34 24%	42 28%	378 36% g
TOTAL NEITHER/ DON'T KNOW	351 33%	188 37% b	163 30%	48 29%	70 36%	66 30%	66 36%	47 34%	54 36%	351 33%

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 40

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q16C. AGREEMENT WITH STATEMENTS ABOUT NEWS - I find it hard to switch off from the negative things I hear about in the news (SINGLE CODE)

Base : All adults

	Total	SEG							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
Disagree strongly	88 8%	23 7%	16 6%	23 10%	27 12% be	39 7%	50 11% be	88 8%	74 8%	15 11%
Disagree slightly	233 22%	75 24%	71 25%	41 18%	46 20%	146 25% f	88 19%	233 22%	200 22%	33 24%
Neither disagree nor agree	338 32%	96 31%	97 35%	74 32%	71 31%	193 33%	145 32%	338 32%	292 32%	46 33%
Agree slightly	292 28%	84 27%	72 26%	71 31%	64 28%	156 26%	136 30%	292 28%	254 28%	38 27%
Agree strongly	86 8%	27 9%	21 7%	18 8%	21 9%	48 8%	39 8%	86 8%	78 9%	8 6%
Don't know	13 1%	5 2%	5 2% c	- -%	3 1%	10 2% c	3 1%	13 1%	13 1%	- -%
SUMMARY CODES										
TOTAL DISAGREE	322 31%	98 32%	86 31%	64 28%	73 32%	185 31%	137 30%	322 31%	274 30%	48 34%
TOTAL AGREE	378 36%	110 36%	93 33%	89 39%	85 37%	204 34%	174 38%	378 36%	332 36%	46 33%
TOTAL NEITHER/ DON'T KNOW	351 33%	101 33%	102 36%	74 32%	74 32%	204 34%	148 32%	351 33%	305 33%	46 33%

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 41

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q16D. AGREEMENT WITH STATEMENTS ABOUT NEWS - I feel bombarded by the news these days - there is too much of it around (SINGLE CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
		a	b	c	d	e	f	g	h	i
Significance Level: 95%										
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
Disagree strongly	101 10%	69 13% b	32 6%	8 5%	11 6%	19 9%	21 12% cd	19 14% cd	21 14% cd	101 10%
Disagree slightly	276 26%	141 28%	135 25%	38 24%	47 24%	59 27%	44 24%	45 32%	43 29%	276 26%
Neither disagree nor agree	343 33%	158 31%	185 34%	45 28%	67 34%	68 31%	62 34%	52 37%	49 33%	343 33%
Agree slightly	225 21%	89 17%	137 25% a	47 29% ghi	49 25% g	46 21% g	43 23% g	16 12%	25 17%	225 21% g
Agree strongly	97 9%	51 10%	46 8%	19 12%	20 10%	26 12%	13 7%	8 6%	11 7%	97 9%
Don't know	9 1%	4 1%	5 1%	5 3% eghi	2 1%	1 *%	1 1%	- -%	- -%	9 1%
SUMMARY CODES										
TOTAL DISAGREE	377 36%	210 41% b	167 31%	47 29%	58 30%	78 36%	65 36%	65 46% cdei	64 43% cd	377 36%
TOTAL AGREE	322 31%	139 27%	183 34% a	66 40% fghi	69 35% gh	72 33% g	55 30% g	24 17%	36 24%	322 31% g
TOTAL NEITHER/ DON'T KNOW	352 33%	161 32%	190 35%	50 31%	69 35%	69 32%	63 34%	52 37%	49 33%	352 33%

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 41

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q16D. AGREEMENT WITH STATEMENTS ABOUT NEWS - I feel bombarded by the news these days - there is too much of it around (SINGLE CODE)

Base : All adults

	Total	SEG						LOCATION		
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
Disagree strongly	101	34	18	24	25	52	49	101	86	15
	10%	11%	6%	11%	11%	9%	11%	10%	9%	10%
		b					b			
Disagree slightly	276	81	77	67	51	159	118	276	233	43
	26%	26%	27%	29%	22%	27%	26%	26%	26%	31%
Neither disagree nor agree	343	100	95	62	85	195	148	343	289	53
	33%	32%	34%	27%	37%	33%	32%	33%	32%	38%
				c						
Agree slightly	225	62	70	51	42	132	93	225	201	25
	21%	20%	25%	23%	18%	22%	20%	21%	22%	18%
Agree strongly	97	29	19	22	26	48	48	97	92	4
	9%	9%	7%	10%	11%	8%	10%	9%	10%	3%
									i	
Don't know	9	2	3	-	4	5	4	9	9	-
	1%	1%	1%	-%	2%	1%	1%	1%	1%	-%
SUMMARY CODES										
TOTAL DISAGREE	377	116	95	91	76	210	167	377	319	58
	36%	37%	34%	40%	33%	36%	36%	36%	35%	41%
TOTAL AGREE	322	92	89	74	68	181	141	322	293	29
	31%	30%	32%	32%	29%	31%	31%	31%	32%	21%
									i	
TOTAL NEITHER/ DON'T KNOW	352	102	98	62	89	200	151	352	298	53
	33%	33%	35%	27%	38%	34%	33%	33%	33%	38%
					c					

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 42

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q16E. AGREEMENT WITH STATEMENTS ABOUT NEWS - There is enough news coverage of the things I am interested in (SINGLE CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE a	FEMALE b	16-24 c	25-34 d	35-44 e	45-54 f	55-64 g	65+ h	
Significance Level: 95%										
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
Disagree strongly	26 2%	10 2%	16 3%	5 3%	7 3%	8 4%	3 2%	2 1%	1 1%	26 2%
Disagree slightly	69 7%	34 7%	35 6%	12 7%	11 6%	12 5%	14 8%	7 5%	13 9%	69 7%
Neither disagree nor agree	306 29%	142 28%	165 30%	45 28%	57 29%	76 35% h	56 31%	39 27%	33 22%	306 29%
Agree slightly	444 42%	215 42%	229 42%	66 41%	89 45% e	78 36%	69 38%	67 48% e	74 50% ef	444 42%
Agree strongly	192 18%	104 20%	88 16%	26 16%	28 14%	44 20%	39 22%	26 18%	28 19%	192 18%
Don't know	15 1%	6 1%	9 2%	7 4% efghi	5 3%	2 1%	1 1%	- -%	- -%	15 1%
SUMMARY CODES										
TOTAL DISAGREE	95 9%	44 9%	51 9%	17 10%	18 9%	20 9%	17 9%	9 6%	14 9%	95 9%
TOTAL AGREE	635 60%	319 62%	316 59%	93 57%	117 59%	122 56%	108 59%	93 66% e	102 68% ce	635 60%
TOTAL NEITHER/ DON'T KNOW	321 31%	147 29%	174 32%	52 32%	62 31%	78 35% h	57 31%	39 27%	33 22%	321 31% h

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 42

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q16E. AGREEMENT WITH STATEMENTS ABOUT NEWS - There is enough news coverage of the things I am interested in (SINGLE CODE)

Base : All adults

	Total	SEG							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
Disagree strongly	26 2%	10 3%	5 2%	5 2%	6 2%	15 3%	11 2%	26 2%	24 3%	2 1%
Disagree slightly	69 7%	29 9%	14 5%	12 5%	15 6%	43 7%	26 6%	69 7%	61 7%	8 6%
Neither disagree nor agree	306 29%	88 28%	82 29%	71 31%	66 29%	169 29%	137 30%	306 29%	262 29%	45 32%
Agree slightly	444 42%	124 40%	121 43%	99 44%	99 43%	246 41%	198 43%	444 42%	385 42%	59 42%
Agree strongly	192 18%	57 18%	54 19%	38 17%	42 18%	111 19%	80 18%	192 18%	165 18%	27 19%
Don't know	15 1%	2 1%	6 2%	2 1%	5 2%	8 1%	7 1%	15 1%	15 2%	- -%
SUMMARY CODES										
TOTAL DISAGREE	95 9%	39 12% bf	19 7%	17 7%	20 9%	58 10%	37 8%	95 9%	85 9%	10 7%
TOTAL AGREE	635 60%	181 59%	175 62%	138 61%	141 61%	357 60%	279 61%	635 60%	549 60%	86 61%
TOTAL NEITHER/ DON'T KNOW	321 31%	90 29%	88 31%	73 32%	71 31%	178 30%	144 31%	321 31%	277 30%	45 32%

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 43

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q16F. AGREEMENT WITH STATEMENTS ABOUT NEWS - I value being able to check the news whenever I want (SINGLE CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
		a	b	c	d	e	f	g	h	i
Significance Level: 95%										
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
Disagree strongly	11 1%	7 1%	4 1%	1 1%	5 3%	2 1%	2 1%	- -%	1 1%	11 1%
Disagree slightly	31 3%	19 4%	12 2%	9 6% e	4 2%	2 1%	4 2%	7 5% e	4 3%	31 3%
Neither disagree nor agree	180 17%	78 15%	102 19%	30 19%	34 17%	41 19%	30 17%	27 19%	17 12%	180 17%
Agree slightly	429 41%	208 41%	221 41%	67 41%	93 47% f	84 38%	66 36%	57 41%	61 41%	429 41%
Agree strongly	386 37%	194 38%	192 36%	49 30%	56 29%	88 40% cd	80 44% cd	49 35%	64 43% cd	386 37% d
Don't know	14 1%	5 1%	9 2%	6 4% fhi	4 2%	3 1%	- -%	1 1%	- -%	14 1%
SUMMARY CODES										
TOTAL DISAGREE	43 4%	27 5%	16 3%	10 6% e	10 5%	4 2%	6 3%	7 5%	5 4%	43 4%
TOTAL AGREE	815 78%	402 79%	413 76%	116 71%	149 76%	172 78%	146 80%	106 75%	126 85% cdgi	815 78%
TOTAL NEITHER/ DON'T KNOW	194 18%	82 16%	111 21%	36 22% h	38 19%	44 20% h	30 17%	28 20%	17 12%	194 18% h

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 43

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q16F. AGREEMENT WITH STATEMENTS ABOUT NEWS - I value being able to check the news whenever I want (SINGLE CODE)

Base : All adults

	Total	SEG							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
Disagree strongly	11 1%	3 1%	2 1%	4 2%	2 1%	5 1%	6 1%	11 1%	11 1%	- -%
Disagree slightly	31 3%	9 3%	11 4%	5 2%	6 2%	21 3%	11 2%	31 3%	26 3%	5 4%
Neither disagree nor agree	180 17%	55 18%	44 16%	27 12%	53 23%	100 17%	80 17%	180 17%	153 17%	27 19%
					bcg					
Agree slightly	429 41%	112 36%	125 44%	96 42%	96 41%	238 40%	191 42%	429 41%	368 40%	61 43%
			a							
Agree strongly	386 37%	125 40%	95 34%	94 41%	72 31%	221 37%	165 36%	386 37%	339 37%	47 34%
		d		d						
Don't know	14 1%	4 1%	4 1%	1 *%	5 2%	8 1%	6 1%	14 1%	14 2%	- -%
SUMMARY CODES										
TOTAL DISAGREE	43 4%	13 4%	13 5%	9 4%	8 3%	26 4%	17 4%	43 4%	37 4%	5 4%
TOTAL AGREE	815 78%	238 77%	221 78%	190 83%	167 72%	458 77%	357 78%	815 78%	707 78%	108 77%
				dg						
TOTAL NEITHER/ DON'T KNOW	194 18%	59 19%	48 17%	28 12%	57 25%	108 18%	86 19%	194 18%	167 18%	27 19%
		c			bceg		c	c		

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 44

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q16G. AGREEMENT WITH STATEMENTS ABOUT NEWS - I can't get enough of the news (SINGLE CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
		a	b	c	d	e	f	g	h	i
Significance Level: 95%										
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
Disagree strongly	118 11%	45 9%	72 13% a	19 12% h	18 9%	29 13% h	26 14% h	19 13% h	7 4%	118 11% h
Disagree slightly	248 24%	104 20%	144 27% a	43 26%	47 24%	45 21%	42 23%	28 20%	43 29%	248 24%
Neither disagree nor agree	392 37%	201 39%	190 35%	44 27%	62 32%	83 38% c	70 39% c	69 49% cdei	63 43% cd	392 37% c
Agree slightly	203 19%	107 21%	95 18%	31 19%	55 28% cfghi	44 20%	29 16%	19 13%	24 16%	203 19%
Agree strongly	80 8%	49 10% b	31 6%	20 12% dg	12 6%	16 7%	15 8%	6 4%	11 7%	80 8%
Don't know	11 1%	4 1%	7 1%	5 3% fhi	2 1%	3 1%	- -%	1 1%	- -%	11 1%
SUMMARY CODES										
TOTAL DISAGREE	366 35%	149 29%	216 40% a	62 38%	65 33%	74 34%	68 37%	46 33%	50 34%	366 35%
TOTAL AGREE	283 27%	156 31% b	127 23%	51 31% g	67 34% fghi	60 27% g	45 24%	25 18%	35 24%	283 27% g
TOTAL NEITHER/ DON'T KNOW	403 38%	205 40%	198 37%	49 30%	64 33%	85 39%	70 39%	70 50% cdefi	63 43% c	403 38%

Columns Tested: a,b - c,d,e,f,g,h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q16G. AGREEMENT WITH STATEMENTS ABOUT NEWS - I can't get enough of the news (SINGLE CODE)

Base : All adults

	Total	SEG							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
Disagree strongly	118	19	37	21	41	56	62	118	101	16
	11%	6%	13%	9%	18%	9%	13%	11%	11%	12%
			a		aceg		ae	a		
Disagree slightly	248	71	74	46	57	144	104	248	212	36
	24%	23%	26%	20%	25%	24%	23%	24%	23%	26%
Neither disagree nor agree	392	123	93	91	84	217	175	392	332	60
	37%	40%	33%	40%	36%	37%	38%	37%	36%	43%
Agree slightly	203	64	60	47	31	124	79	203	184	19
	19%	21%	21%	21%	14%	21%	17%	19%	20%	13%
		d	d	d		d		d		
Agree strongly	80	30	14	22	14	45	35	80	70	10
	8%	10%	5%	10%	6%	8%	8%	8%	8%	7%
		b								
Don't know	11	3	3	-	5	6	5	11	11	-
	1%	1%	1%	-%	2%	1%	1%	1%	1%	-%
					c					
SUMMARY CODES										
TOTAL DISAGREE	366	90	111	67	98	200	165	366	314	52
	35%	29%	39%	30%	42%	34%	36%	35%	34%	37%
			ac		aceg		a			
TOTAL AGREE	283	94	75	69	45	169	114	283	254	28
	27%	30%	27%	30%	19%	28%	25%	27%	28%	20%
		d		d		d		d		
TOTAL NEITHER/ DON'T KNOW	403	126	97	91	89	223	180	403	343	60
	38%	41%	34%	40%	38%	38%	39%	38%	38%	43%

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 45

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q17. Broadly speaking, which one of these statements best applies about your news preferences? I tend to prefer following/ reading/ watching/ listening to news that... (SINGLE CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
...challenges my point of view	138 13%	87 17% b	51 9%	29 18% egh	33 17% g	24 11%	25 14%	13 9%	14 10%	138 13%
...supports my point of view	131 12%	72 14%	59 11%	32 20% fghi	32 16% fgh	32 14% gh	17 9%	9 7%	8 6%	131 12%
It depends - sometimes I want news that supports and sometimes I want news that challenges my point of view	655 62%	308 60%	348 64%	80 49%	104 53%	139 63% cd	118 65% cd	98 70% cd	116 78% cdefi	655 62% cd
Don't know	127 12%	44 9%	83 15% a	21 13%	27 14% h	26 12%	22 12%	21 15% h	10 7%	127 12% h

Columns Tested: a,b - c,d,e,f,g,h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q17. Broadly speaking, which one of these statements best applies about your news preferences? I tend to prefer following/ reading/ watching/ listening to news that... (SINGLE CODE)

Base : All adults

	Total	SEG							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
...challenges my point of view	138	45	35	31	27	80	58	138	125	13
	13%	15%	12%	14%	12%	13%	13%	13%	14%	9%
...supports my point of view	131	45	31	34	21	76	55	131	117	14
	12%	15%	11%	15%	9%	13%	12%	12%	13%	10%
		d		d						
It depends - sometimes I want news that supports and sometimes I want news that challenges my point of view	655	197	181	141	136	378	277	655	557	98
	62%	64%	64%	62%	59%	64%	60%	62%	61%	70%
Don't know	127	22	35	21	49	57	70	127	111	16
	12%	7%	12%	9%	21%	10%	15%	12%	12%	12%
		a			abceg		ace	a		

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 46

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18A. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - I spend too much time online (SINGLE CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
Disagree strongly	77 7%	40 8%	37 7%	5 3%	8 4%	14 7%	13 7%	17 12% cdi	19 13% cdei	77 7%
Disagree slightly	201 19%	114 22% b	87 16%	16 10%	30 15%	43 20% c	34 19% c	35 25% cd	43 29% cdefi	201 19% c
Neither disagree nor agree	338 32%	163 32%	175 32%	44 27%	54 28%	65 30%	68 37%	56 40% cd	52 35%	338 32%
Agree slightly	300 29%	143 28%	157 29%	65 40% efghi	67 34% gh	64 29% gh	51 28% g	24 17%	28 19%	300 29% gh
Agree strongly	121 12%	47 9%	74 14% a	30 18% fghi	32 16% fgh	28 13% gh	16 9%	8 6%	7 5%	121 12% gh
Don't know	14 1%	4 1%	10 2%	2 1%	5 3%	5 2%	1 1%	1 1%	- -%	14 1%
SUMMARY CODES										
TOTAL DISAGREE	278 26%	154 30% b	125 23%	21 13%	38 19%	58 26% c	47 26% c	52 37% cdefi	62 42% cdefi	278 26% cd
TOTAL AGREE	421 40%	190 37%	231 43%	95 59% efghi	100 51% fghi	92 42% gh	67 37% gh	32 23%	35 24%	421 40% gh
TOTAL NEITHER/ DON'T KNOW	352 33%	167 33%	185 34%	46 28%	59 30%	70 32%	69 37%	57 40% c	52 35%	352 33%

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 46

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18A. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - I spend too much time online (SINGLE CODE)

Base : All adults

	Total	SEG							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
Disagree strongly	77 7%	26 8%	15 5%	18 8%	18 8%	41 7%	36 8%	77 7%	62 7%	15 11%
Disagree slightly	201 19%	56 18%	53 19%	43 19%	49 21%	109 18%	93 20%	201 19%	167 18%	34 24%
Neither disagree nor agree	338 32%	96 31%	90 32%	71 31%	82 35%	186 31%	152 33%	338 32%	281 31%	57 41% h
Agree slightly	300 29%	89 29%	87 31%	66 29%	57 25%	176 30%	124 27%	300 29%	274 30% i	26 19%
Agree strongly	121 12%	39 13%	31 11%	27 12%	24 10%	70 12%	51 11%	121 12%	113 12% i	8 6%
Don't know	14 1%	4 1%	6 2%	2 1%	2 1%	10 2%	4 1%	14 1%	14 2%	- -%
SUMMARY CODES										
TOTAL DISAGREE	278 26%	82 27%	67 24%	61 27%	67 29%	149 25%	129 28%	278 26%	229 25%	49 35% h
TOTAL AGREE	421 40%	128 41%	119 42%	93 41%	81 35%	247 42%	174 38%	421 40%	387 42% i	34 24%
TOTAL NEITHER/ DON'T KNOW	352 33%	100 32%	96 34%	73 32%	84 36%	196 33%	156 34%	352 33%	295 32%	57 41%

Columns Tested: a,b,c,d,e,f,g - h,i

OF COM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 47

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18B. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - Other people think/ tell me I spend too much time online (SINGLE CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
		a	b	c	d	e	f	g	h	i
Significance Level: 95%										
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
Disagree strongly	196 19%	92 18%	104 19%	18 11%	24 12%	33 15%	41 23% cd	42 30% cdei	38 25% cde	196 19% cd
Disagree slightly	268 26%	123 24%	145 27%	36 22%	45 23%	60 27%	48 26%	31 22%	48 32%	268 26%
Neither disagree nor agree	284 27%	143 28%	141 26%	32 20%	54 28%	66 30% c	50 27%	49 35% ch	32 22%	284 27%
Agree slightly	194 18%	96 19%	99 18%	46 28% efghi	44 23% g	39 18% g	27 15%	14 10%	24 16%	194 18% g
Agree strongly	84 8%	45 9%	38 7%	25 15% efghi	19 10% gh	17 8% h	13 7%	6 4%	4 3%	84 8% h
Don't know	25 2%	12 2%	13 2%	6 3% g	9 4% g	5 2%	3 2%	- -%	3 2%	25 2%
SUMMARY CODES										
TOTAL DISAGREE	464 44%	215 42%	249 46%	54 33%	70 35%	93 42%	90 49% cd	73 51% cd	85 57% cdei	464 44% cd
TOTAL AGREE	278 26%	141 28%	137 25%	70 43% defghi	64 32% fgh	56 25% g	40 22%	20 14%	28 19%	278 26% gh
TOTAL NEITHER/ DON'T KNOW	309 29%	155 30%	154 29%	38 23%	63 32%	71 32%	53 29%	49 35% ch	35 24%	309 29%

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 47

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18B. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - Other people think/ tell me I spend too much time online (SINGLE CODE)

Base : All adults

	Total	SEG						LOCATION		
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
Disagree strongly	196 19%	57 18%	46 16%	42 18%	51 22%	104 18%	92 20%	196 19%	163 18%	34 24%
Disagree slightly	268 26%	69 22%	86 30%	50 22%	64 27%	154 26%	114 25%	268 26%	227 25%	41 29%
Neither disagree nor agree	284 27%	86 28%	71 25%	66 29%	61 26%	157 26%	127 28%	284 27%	246 27%	38 27%
Agree slightly	194 18%	61 20%	57 20%	48 21%	29 12%	118 20%	76 17%	194 18%	175 19%	20 14%
Agree strongly	84 8%	27 9%	15 5%	20 9%	21 9%	43 7%	41 9%	84 8%	77 8%	7 5%
Don't know	25 2%	10 3%	7 2%	2 1%	7 3%	16 3%	9 2%	25 2%	24 3%	1 1%
SUMMARY CODES										
TOTAL DISAGREE	464 44%	126 41%	132 47%	91 40%	115 49%	258 44%	206 45%	464 44%	390 43%	75 53%
TOTAL AGREE	278 26%	88 28%	73 26%	68 30%	50 21%	161 27%	117 26%	278 26%	251 28%	27 19%
TOTAL NEITHER/ DON'T KNOW	309 29%	96 31%	77 27%	68 30%	68 29%	173 29%	136 30%	309 29%	270 30%	39 28%

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 48

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18C. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - I would like to cut down on the amount of time I spend online (SINGLE CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
		a	b	c	d	e	f	g	h	i
Significance Level: 95%										
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
Disagree strongly	110 10%	61 12%	48 9%	11 7%	9 4%	28 13%	20 11%	21 15%	21 14%	110 10%
						d	d	cd	cd	d
Disagree slightly	236 22%	116 23%	120 22%	27 17%	41 21%	43 20%	40 22%	47 33%	38 26%	236 22%
								cdefi	c	
Neither disagree nor agree	371 35%	181 35%	190 35%	39 24%	61 31%	69 31%	78 43%	55 39%	69 46%	371 35%
							cde	c	cdei	c
Agree slightly	229 22%	98 19%	131 24%	54 34%	60 30%	54 25%	29 16%	17 12%	15 10%	229 22%
			a	fghi	fghi	fgh				gh
Agree strongly	98 9%	52 10%	46 9%	27 17%	24 12%	23 11%	16 9%	2 1%	6 4%	98 9%
				fghi	gh	gh	g			gh
Don't know	8 1%	3 1%	5 1%	3 2%	3 2%	2 1%	- -%	- -%	- -%	8 1%
SUMMARY CODES										
TOTAL DISAGREE	345 33%	177 35%	168 31%	38 24%	49 25%	72 33%	60 33%	67 48%	59 40%	345 33%
								cdefi	cd	cd
TOTAL AGREE	327 31%	149 29%	177 33%	82 50%	83 42%	77 35%	45 25%	19 13%	21 14%	327 31%
				efghi	fghi	fgh	gh			gh
TOTAL NEITHER/ DON'T KNOW	379 36%	184 36%	195 36%	42 26%	64 33%	71 32%	78 43%	55 39%	69 46%	379 36%
							ce	c	cdei	c

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 48

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18C. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - I would like to cut down on the amount of time I spend online (SINGLE CODE)

Base : All adults

	Total	SEG							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
Disagree strongly	110 10%	27 9%	18 6%	38 17%	27 11%	45 8%	65 14%	110 10%	93 10%	16 12%
				abeg	b		abeg	b		
Disagree slightly	236 22%	71 23%	79 28%	34 15%	51 22%	150 25%	86 19%	236 22%	203 22%	33 23%
		c	cfg			cf		c		
Neither disagree nor agree	371 35%	110 36%	84 30%	83 37%	93 40%	195 33%	176 38%	371 35%	307 34%	64 46%
					b		b			h
Agree slightly	229 22%	66 21%	74 26%	47 21%	42 18%	140 24%	88 19%	229 22%	208 23%	21 15%
			df						i	
Agree strongly	98 9%	34 11%	23 8%	24 10%	18 8%	57 10%	41 9%	98 9%	92 10%	6 4%
									i	
Don't know	8 1%	2 1%	3 1%	1 *	2 1%	5 1%	3 1%	8 1%	8 1%	- -%
SUMMARY CODES										
TOTAL DISAGREE	345 33%	98 32%	97 34%	72 32%	78 34%	195 33%	150 33%	345 33%	296 33%	49 35%
TOTAL AGREE	327 31%	99 32%	97 35%	71 31%	59 25%	197 33%	130 28%	327 31%	300 33%	27 19%
			d			d			i	
TOTAL NEITHER/ DON'T KNOW	379 36%	112 36%	87 31%	84 37%	95 41%	200 34%	179 39%	379 36%	315 35%	64 46%
					b		b			h

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 49

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18D. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - If I couldn't go online for a day I would feel like I was missing out on things (SINGLE CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
Disagree strongly	117 11%	67 13% b	50 9%	11 7%	15 8%	15 7%	17 9%	33 23% cdefi	26 17% cdefi	117 11%
Disagree slightly	180 17%	86 17%	94 17%	19 12%	40 20% ce	26 12%	38 21% ce	22 16%	35 23% ce	180 17%
Neither disagree nor agree	224 21%	117 23%	107 20%	38 23%	42 21%	45 21%	40 22%	27 19%	32 21%	224 21%
Agree slightly	336 32%	150 29%	186 34%	63 39% h	65 33% h	77 35% h	56 30% h	44 31% h	31 21%	336 32% h
Agree strongly	181 17%	84 17%	96 18%	28 17%	30 15%	52 24% dgi	32 17%	15 11%	25 17%	181 17%
Don't know	13 1%	6 1%	8 1%	4 2% f	5 3% f	4 2%	- -%	- -%	1 1%	13 1%
SUMMARY CODES										
TOTAL DISAGREE	297 28%	154 30%	143 27%	30 18%	55 28% ce	41 19%	55 30% ce	55 39% cdei	61 41% cdefi	297 28% ce
TOTAL AGREE	517 49%	235 46%	282 52% a	91 56% gh	95 48% h	129 59% dfghi	88 48%	59 42%	56 37%	517 49% h
TOTAL NEITHER/ DON'T KNOW	237 23%	123 24%	115 21%	42 26%	47 24%	49 22%	40 22%	27 19%	32 22%	237 23%

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 49

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18D. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - If I couldn't go online for a day I would feel like I was missing out on things (SINGLE CODE)

Base : All adults

	Total	SEG							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
Disagree strongly	117 11%	42 14% d	29 10%	28 12%	18 8%	71 12%	46 10%	117 11%	95 10%	22 15%
Disagree slightly	180 17%	49 16%	60 21% cf	30 13%	41 18%	109 18%	70 15%	180 17%	156 17%	23 17%
Neither disagree nor agree	224 21%	59 19%	59 21%	45 20%	61 26%	118 20%	106 23%	224 21%	186 20%	38 27%
Agree slightly	336 32%	106 34%	87 31%	74 33%	69 30%	193 33%	143 31%	336 32%	301 33%	35 25%
Agree strongly	181 17%	50 16%	44 15%	46 20%	41 18%	94 16%	87 19%	181 17%	161 18%	20 14%
Don't know	13 1%	3 1%	3 1%	5 2%	3 1%	6 1%	8 2%	13 1%	12 1%	2 1%
SUMMARY CODES										
TOTAL DISAGREE	297 28%	92 30%	89 32%	57 25%	59 25%	181 31%	116 25%	297 28%	252 28%	45 32%
TOTAL AGREE	517 49%	156 50%	131 46%	120 53%	110 47%	287 48%	230 50%	517 49%	462 51% i	55 40%
TOTAL NEITHER/ DON'T KNOW	237 23%	62 20%	62 22%	49 22%	64 27% ae	124 21%	113 25%	237 23%	197 22%	40 28%

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 50

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18E. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - Being online makes me feel like I'm always at work (SINGLE CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE a	FEMALE b	16-24 c	25-34 d	35-44 e	45-54 f	55-64 g	65+ h	
Significance Level: 95%										
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
Disagree strongly	227 22%	113 22%	115 21%	25 16%	28 14%	49 22% d	39 21%	43 31% cdi	43 29% cdi	227 22% d
Disagree slightly	314 30%	142 28%	172 32%	42 26%	61 31%	61 28%	59 32%	39 28%	52 35%	314 30%
Neither disagree nor agree	276 26%	147 29%	129 24%	39 24%	51 26%	58 26%	47 26%	43 31%	37 25%	276 26%
Agree slightly	153 15%	68 13%	85 16%	41 25% efghi	37 19% fgh	33 15% h	18 10%	13 9%	11 7%	153 15% h
Agree strongly	70 7%	38 7%	32 6%	14 9% gh	15 8% g	15 7% g	18 10% gh	2 1%	5 3%	70 7% g
Don't know	11 1%	4 1%	7 1%	1 1%	3 2%	5 2%	2 1%	- -%	- -%	11 1%
SUMMARY CODES										
TOTAL DISAGREE	541 51%	254 50%	287 53%	67 41%	89 45%	109 50%	97 53% c	83 59% cd	95 64% cdefi	541 51% c
TOTAL AGREE	223 21%	106 21%	118 22%	55 34% efghi	53 27% gh	48 22% gh	36 20% gh	15 11%	16 11%	223 21% gh
TOTAL NEITHER/ DON'T KNOW	287 27%	151 30%	136 25%	40 25%	55 28%	62 28%	49 27%	43 31%	37 25%	287 27%

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 50

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18E. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - Being online makes me feel like I'm always at work (SINGLE CODE)

Base : All adults

	Total	SEG							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
Disagree strongly	227	65	52	58	52	117	110	227	191	36
	22%	21%	18%	26%	22%	20%	24%	22%	21%	26%
Disagree slightly	314	90	94	57	74	184	130	314	269	45
	30%	29%	33%	25%	32%	31%	28%	30%	30%	32%
			c							
Neither disagree nor agree	276	74	80	60	62	154	122	276	238	38
	26%	24%	28%	27%	27%	26%	27%	26%	26%	27%
Agree slightly	153	52	40	34	26	92	61	153	138	15
	15%	17%	14%	15%	11%	16%	13%	15%	15%	11%
Agree strongly	70	26	13	16	15	39	31	70	64	6
	7%	8%	5%	7%	6%	7%	7%	7%	7%	4%
Don't know	11	3	3	1	4	6	5	11	11	-
	1%	1%	1%	*%	2%	1%	1%	1%	1%	-%
SUMMARY CODES										
TOTAL DISAGREE	541	155	146	115	126	301	241	541	460	81
	51%	50%	52%	51%	54%	51%	52%	51%	51%	58%
TOTAL AGREE	223	78	53	51	41	131	92	223	202	21
	21%	25%	19%	22%	18%	22%	20%	21%	22%	15%
		d								
TOTAL NEITHER/ DON'T KNOW	287	77	83	61	66	160	127	287	248	38
	27%	25%	29%	27%	28%	27%	28%	27%	27%	27%

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18F. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - Being able to go online means I am rarely bored (SINGLE CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
		a	b	c	d	e	f	g	h	i
Significance Level: 95%										
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
Disagree strongly	40 4%	23 5%	16 3%	9 5%	7 4%	5 2%	6 3%	6 4%	7 5%	40 4%
Disagree slightly	108 10%	50 10%	57 11%	23 14% h	28 14% h	18 8%	20 11%	11 8%	8 5%	108 10%
Neither disagree nor agree	269 26%	141 28%	128 24%	35 22%	45 23%	54 25%	53 29%	39 28%	43 29%	269 26%
Agree slightly	412 39%	189 37%	223 41%	55 34%	83 42%	83 38%	68 37%	62 44%	61 41%	412 39%
Agree strongly	214 20%	103 20%	112 21%	38 23%	30 15%	57 26% dg	36 20%	23 16%	30 20%	214 20%
Don't know	8 1%	4 1%	4 1%	2 1%	3 2%	2 1%	1 1%	- -%	- -%	8 1%
SUMMARY CODES										
TOTAL DISAGREE	147 14%	74 14%	74 14%	32 20% eh	35 18% eh	23 10%	26 14%	17 12%	15 10%	147 14%
TOTAL AGREE	627 60%	292 57%	334 62%	93 58%	114 58%	140 64%	103 56%	85 60%	91 61%	627 60%
TOTAL NEITHER/ DON'T KNOW	277 26%	145 28%	132 24%	37 23%	48 24%	56 26%	54 29%	39 28%	43 29%	277 26%

Columns Tested: a,b - c,d,e,f,g,h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18F. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - Being able to go online means I am rarely bored (SINGLE CODE)

Base : All adults

	Total	SEG							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
Disagree strongly	40 4%	11 4%	14 5%	5 2%	9 4%	26 4%	14 3%	40 4%	32 3%	8 6%
Disagree slightly	108 10%	35 11%	32 11%	18 8%	23 10%	67 11%	41 9%	108 10%	96 11%	11 8%
Neither disagree nor agree	269 26%	78 25%	73 26%	56 25%	62 27%	151 26%	118 26%	269 26%	227 25%	42 30%
Agree slightly	412 39%	111 36%	117 42%	99 43%	86 37%	228 39%	184 40%	412 39%	361 40%	52 37%
Agree strongly	214 20%	72 23%	43 15%	48 21%	50 22%	116 20%	99 21%	214 20%	187 21%	27 19%
Don't know	8 1%	2 1%	2 1%	1 *%	3 1%	4 1%	4 1%	8 1%	8 1%	- -%
SUMMARY CODES										
TOTAL DISAGREE	147 14%	47 15%	46 16%	23 10%	32 14%	93 16%	54 12%	147 14%	128 14%	19 14%
TOTAL AGREE	627 60%	183 59%	160 57%	147 65%	136 58%	344 58%	283 62%	627 60%	548 60%	78 56%
TOTAL NEITHER/ DON'T KNOW	277 26%	80 26%	75 27%	57 25%	65 28%	155 26%	122 27%	277 26%	235 26%	42 30%

Columns Tested: a,b,c,d,e,f,g - h,i

OFCEM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 52

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18G. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - Being online inspires me to try new things like travel, new restaurants or recipes, new experiences or entertainment (SINGLE CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
Disagree strongly	37 4%	25 5% b	12 2%	2 1%	6 3%	4 2%	9 5%	8 6% ce	9 6% ce	37 4%
Disagree slightly	78 7%	46 9%	33 6%	13 8%	9 4%	12 5%	12 7%	14 10%	19 13% dei	78 7%
Neither disagree nor agree	285 27%	146 29%	140 26%	39 24%	52 26%	62 28%	53 29%	40 29%	39 26%	285 27%
Agree slightly	431 41%	194 38%	237 44%	63 39%	87 44%	98 44%	68 37%	60 42%	57 38%	431 41%
Agree strongly	212 20%	98 19%	113 21%	43 27% g	41 21%	42 19%	41 22%	20 14%	26 18%	212 20%
Don't know	7 1%	2 *%	5 1%	2 1%	3 2%	2 1%	- -%	- -%	- -%	7 1%
SUMMARY CODES										
TOTAL DISAGREE	116 11%	71 14% b	45 8%	15 9%	15 7%	16 7%	21 11%	22 15% de	27 18% cdei	116 11%
TOTAL AGREE	643 61%	292 57%	351 65% a	106 65%	127 65%	139 64%	109 60%	79 56%	83 56%	643 61%
TOTAL NEITHER/ DON'T KNOW	292 28%	148 29%	145 27%	41 25%	55 28%	64 29%	53 29%	40 29%	39 26%	292 28%

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 52

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18G. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - Being online inspires me to try new things like travel, new restaurants or recipes, new experiences or entertainment (SINGLE CODE)

Base : All adults

	Total	SEG						LOCATION		
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
Disagree strongly	37 4%	11 4%	9 3%	8 3%	10 4%	20 3%	18 4%	37 4%	29 3%	8 6%
Disagree slightly	78 7%	22 7%	20 7%	14 6%	22 9%	42 7%	36 8%	78 7%	71 8%	7 5%
Neither disagree nor agree	285 27%	79 25%	68 24%	58 25%	81 35%	147 25%	139 30%	285 27%	243 27%	42 30%
					abceg					
Agree slightly	431 41%	125 40%	129 46% d	98 43% d	79 34%	254 43% d	177 39%	431 41%	376 41%	56 40%
Agree strongly	212 20%	71 23%	55 19%	48 21%	38 17%	125 21%	87 19%	212 20%	185 20%	27 19%
Don't know	7 1%	2 1%	2 1%	1 *%	2 1%	4 1%	3 1%	7 1%	7 1%	- -%
SUMMARY CODES										
TOTAL DISAGREE	116 11%	33 11%	29 10%	22 10%	32 14%	62 10%	54 12%	116 11%	100 11%	16 11%
TOTAL AGREE	643 61%	196 63% d	184 65% df	146 64% d	118 51%	379 64% df	264 57%	643 61% d	561 62%	82 59%
TOTAL NEITHER/ DON'T KNOW	292 28%	81 26%	70 25%	59 26%	83 36%	151 25%	142 31%	292 28%	250 27%	42 30%
					abceg					

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18H. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - I think I have a good balance between being online and doing other things (SINGLE CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
		a	b	c	d	e	f	g	h	i
Significance Level: 95%										
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
Disagree strongly	13 1%	8 2%	5 1%	6 4% efgi	4 2%	1 *%	1 *%	- -%	1 1%	13 1%
Disagree slightly	81 8%	40 8%	41 8%	21 13% efghi	25 13% efghi	10 5%	16 9% h	6 4%	2 1%	81 8% h
Neither disagree nor agree	235 22%	122 24%	113 21%	43 27% h	42 22% h	58 26% h	46 25% h	26 19%	19 13%	235 22% h
Agree slightly	442 42%	205 40%	237 44%	64 39%	91 46% f	91 42%	59 32%	68 48% f	69 46% f	442 42% f
Agree strongly	267 25%	130 25%	138 25%	26 16%	30 15%	55 25% cd	60 33% cdi	40 29% cd	56 38% cdei	267 25% cd
Don't know	13 1%	5 1%	8 1%	3 2%	4 2%	4 2%	1 1%	- -%	1 1%	13 1%
SUMMARY CODES										
TOTAL DISAGREE	94 9%	48 9%	46 8%	27 17% efghi	29 15% efghi	11 5%	17 9% h	6 4%	3 2%	94 9% h
TOTAL AGREE	709 67%	335 66%	374 69%	89 55%	121 62%	146 67% c	119 65% c	109 77% cdefi	125 84% cdefi	709 67% c
TOTAL NEITHER/ DON'T KNOW	248 24%	128 25%	120 22%	46 28% gh	46 24% h	62 28% gh	47 26% h	26 19%	20 14%	248 24% h

Columns Tested: a,b - c,d,e,f,g,h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18H. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - I think I have a good balance between being online and doing other things (SINGLE CODE)

Base : All adults

	Total	SEG						LOCATION		
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
Disagree strongly	13 1%	4 1%	4 1%	2 1%	3 1%	8 1%	5 1%	13 1%	12 1%	1 1%
Disagree slightly	81 8%	33 11% cf	25 9% c	8 4%	16 7%	57 10% cf	24 5%	81 8% c	77 8% i	4 3%
Neither disagree nor agree	235 22%	55 18%	64 23%	52 23%	65 28% ae	119 20%	117 25% ae	235 22%	205 23%	30 21%
Agree slightly	442 42%	137 44%	127 45%	86 38%	92 39%	264 45%	178 39%	442 42%	379 42%	63 45%
Agree strongly	267 25%	81 26%	59 21%	75 33% bdeg	53 23%	139 24%	128 28% b	267 25%	227 25%	41 29%
Don't know	13 1%	1 *%	4 1%	4 2%	4 2%	5 1%	8 2%	13 1%	12 1%	1 1%
SUMMARY CODES										
TOTAL DISAGREE	94 9%	37 12% cf	28 10% c	10 4%	19 8%	65 11% cf	29 6%	94 9% c	89 10% i	5 4%
TOTAL AGREE	709 67%	218 70%	186 66%	161 71% d	145 62%	404 68%	306 67%	709 67%	606 66%	104 74%
TOTAL NEITHER/ DON'T KNOW	248 24%	56 18%	68 24%	56 25%	69 30% ae	123 21%	125 27% ae	248 24% a	217 24%	31 22%

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 54

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18I. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - The benefits of being online outweigh any disadvantages (SINGLE CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
		a	b	c	d	e	f	g	h	i
Significance Level: 95%										
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
Disagree strongly	15 1%	9 2%	6 1%	1 1%	5 3%	2 1%	3 2%	2 2%	2 1%	15 1%
Disagree slightly	68 7%	34 7%	34 6%	14 9% h	19 10% eh	10 4%	13 7% h	10 7% h	3 2%	68 7% h
Neither disagree nor agree	302 29%	129 25%	173 32% a	48 30%	57 29%	65 30%	51 28%	44 31%	36 24%	302 29%
Agree slightly	420 40%	211 41%	209 39%	63 39%	72 36%	100 46% f	64 35%	50 36%	71 48% dfg	420 40%
Agree strongly	232 22%	124 24%	108 20%	31 19%	40 20%	39 18%	51 28% e	35 25%	36 24%	232 22%
Don't know	13 1%	3 1%	10 2%	4 3%	3 2%	4 2%	1 1%	- -%	1 1%	13 1%
SUMMARY CODES										
TOTAL DISAGREE	84 8%	44 9%	40 7%	15 9% h	24 12% ehi	11 5%	16 9%	12 9%	5 3%	84 8% h
TOTAL AGREE	652 62%	335 66% b	318 59%	95 58%	112 57%	139 64%	115 63%	85 60%	107 72% cdgi	652 62%
TOTAL NEITHER/ DON'T KNOW	315 30%	132 26%	183 34% a	53 32%	60 31%	69 31%	52 29%	44 31%	37 25%	315 30%

Columns Tested: a,b - c,d,e,f,g,h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18I. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - The benefits of being online outweigh any disadvantages (SINGLE CODE)

Base : All adults

	Total	SEG						LOCATION		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	URBAN h	RURAL i
Significance Level: 95%										
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
Disagree strongly	15 1%	4 1%	3 1%	2 1%	6 2%	7 1%	8 2%	15 1%	14 2%	1 1%
Disagree slightly	68 7%	21 7%	16 6%	16 7%	16 7%	37 6%	32 7%	68 7%	63 7%	5 4%
Neither disagree nor agree	302 29%	86 28%	83 29%	59 26%	74 32%	169 29%	133 29%	302 29%	257 28%	45 32%
Agree slightly	420 40%	123 40%	118 42%	93 41%	86 37%	241 41%	179 39%	420 40%	363 40%	57 41%
Agree strongly	232 22%	73 24%	57 20%	55 24%	47 20%	130 22%	102 22%	232 22%	202 22%	30 22%
Don't know	13 1%	2 1%	5 2%	2 1%	4 2%	7 1%	6 1%	13 1%	12 1%	1 1%
SUMMARY CODES										
TOTAL DISAGREE	84 8%	25 8%	19 7%	18 8%	21 9%	44 7%	39 9%	84 8%	77 8%	7 5%
TOTAL AGREE	652 62%	196 63%	175 62%	148 65%	133 57%	371 63%	281 61%	652 62%	565 62%	87 62%
TOTAL NEITHER/ DON'T KNOW	315 30%	88 28%	88 31%	61 27%	78 33%	176 30%	139 30%	315 30%	269 30%	46 33%

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 55

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18J. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - New communication methods have made life easier e.g. online shopping and online banking save time and effort (SINGLE CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
		a	b	c	d	e	f	g	h	i
Significance Level: 95%										
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
Disagree strongly	9 1%	5 1%	4 1%	2 1%	1 *%	- -%	3 2%	2 1%	1 1%	9 1%
Disagree slightly	25 2%	15 3%	10 2%	7 4%	6 3%	3 1%	5 3%	2 1%	2 1%	25 2%
Neither disagree nor agree	181 17%	99 19%	83 15%	31 19%	40 20%	47 21%	36 20%	14 10%	14 9%	181 17%
				gh	gh	gh	gh			gh
Agree slightly	406 39%	197 39%	208 39%	56 35%	76 39%	82 38%	57 31%	62 44%	72 49%	406 39%
								f	cefi	
Agree strongly	420 40%	190 37%	230 43%	63 39%	71 36%	85 39%	80 44%	61 43%	59 40%	420 40%
Don't know	11 1%	5 1%	6 1%	3 2%	3 2%	2 1%	2 1%	- -%	1 1%	11 1%
SUMMARY CODES										
TOTAL DISAGREE	34 3%	20 4%	13 2%	9 5%	7 4%	3 1%	8 4%	4 3%	3 2%	34 3%
				e						
TOTAL AGREE	826 79%	387 76%	438 81%	120 74%	147 75%	168 76%	137 75%	123 87%	131 88%	826 79%
			a					cdefi	cdefi	
TOTAL NEITHER/ DON'T KNOW	192 18%	103 20%	89 16%	34 21%	43 22%	49 22%	38 21%	14 10%	15 10%	192 18%
				gh	gh	gh	gh			gh

Columns Tested: a,b - c,d,e,f,g,h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18J. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - New communication methods have made life easier e.g. online shopping and online banking save time and effort (SINGLE CODE)

Base : All adults

	Total	SEG						LOCATION		
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
Disagree strongly	9 1%	5 2%	2 1%	2 1%	- -%	7 1%	2 *%	9 1%	8 1%	1 1%
Disagree slightly	25 2%	6 2%	7 2%	3 1%	9 4%	13 2%	12 3%	25 2%	18 2%	7 5%
Neither disagree nor agree	181 17%	52 17%	45 16%	43 19%	42 18%	97 16%	84 18%	181 17%	159 17%	22 16%
Agree slightly	406 39%	118 38%	117 41%	82 36%	89 38%	235 40%	171 37%	406 39%	350 38%	56 40%
Agree strongly	420 40%	128 41%	108 38%	94 41%	90 39%	236 40%	184 40%	420 40%	365 40%	54 39%
Don't know	11 1%	1 *%	4 1%	3 1%	3 1%	5 1%	6 1%	11 1%	11 1%	- -%
SUMMARY CODES										
TOTAL DISAGREE	34 3%	11 3%	9 3%	5 2%	9 4%	20 3%	14 3%	34 3%	26 3%	7 5%
TOTAL AGREE	826 79%	246 79%	224 80%	177 78%	179 77%	470 80%	355 77%	826 79%	715 79%	110 79%
TOTAL NEITHER/ DON'T KNOW	192 18%	53 17%	49 17%	45 20%	45 19%	102 17%	90 20%	192 18%	170 19%	22 16%

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Do you have any long-standing illness, disability or infirmity? IF NECESSARY: By long-standing we mean anything that has troubled you over a period of time or that is likely to affect you over a period of time? (SINGLE CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE a	FEMALE b	16-24 c	25-34 d	35-44 e	45-54 f	55-64 g	65+ h	
Significance Level: 95%										
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
Yes	286 27%	143 28%	143 26%	39 24%	52 26%	49 22%	50 27%	46 32% e	51 34% e	286 27%
No	735 70%	356 70%	379 70%	117 72%	136 69%	163 74%	131 72%	92 65%	96 65%	735 70%
Don't know	18 2%	6 1%	13 2%	5 3% f	8 4% fi	3 1%	- -%	1 1%	2 1%	18 2%
Refused	12 1%	6 1%	6 1%	1 1%	1 1%	5 2%	2 1%	3 2%	- -%	12 1%

Columns Tested: a,b - c,d,e,f,g,h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Do you have any long-standing illness, disability or infirmity? IF NECESSARY: By long-standing we mean anything that has troubled you over a period of time or that is likely to affect you over a period of time? (SINGLE CODE)

Base : All adults

	Total	SEG						LOCATION		
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
Yes	286	85	60	57	84	145	141	286	249	37
	27%	27%	21%	25%	36%	24%	31%	27%	27%	26%
					abceg		be	b		
No	735	220	214	162	138	434	300	735	635	99
	70%	71%	76%	71%	59%	73%	65%	70%	70%	71%
		d	dfg	d		df		d		
Don't know	18	3	6	5	5	9	10	18	17	2
	2%	1%	2%	2%	2%	1%	2%	2%	2%	1%
Refused	12	2	2	3	5	4	8	12	10	2
	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. Does this illness, disability or infirmity limit your activities in any way? (SINGLE CODE)

Base : Those with a long standing illness/ disability or infirmity

	Total	GENDER		AGE						ALL UK	
		MALE a	FEMALE b	16-24 ~c	25-34 ~d	35-44 ~e	45-54 ~f	55-64 ~g	65+ ~h		i
Significance Level: 95%											
Unweighted total	287	139	148	39	52	49	50	46	51	287	
Effective Weighted Sample	284	138	147	39	52	49	50	46	50	284	
Total	286	143	143	39	52	49	50	46	51	286	
Yes	189	92	97	**	**	**	**	**	**	189	
	66%	64%	68%	**	**	**	**	**	**	66%	
No	91	48	44	**	**	**	**	**	**	91	
	32%	33%	30%	**	**	**	**	**	**	32%	
Don't know	6	3	3	**	**	**	**	**	**	6	
	2%	2%	2%	**	**	**	**	**	**	2%	

Columns Tested: a,b - c,d,e,f,g,h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. Does this illness, disability or infirmity limit your activities in any way? (SINGLE CODE)

Base : Those with a long standing illness/ disability or infirmity

	Total	SEG						LOCATION		
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	~i
Unweighted total	287	85	59	58	85	144	143	287	251	36
Effective Weighted Sample	284	84	58	58	84	142	142	284	249	36
Total	286	85	60	57	84	145	141	286	249	37
Yes	189	**	**	**	**	96	93	189	160	**
	66%	**	**	**	**	66%	65%	66%	64%	**
No	91	**	**	**	**	43	48	91	83	**
	32%	**	**	**	**	30%	34%	32%	33%	**
Don't know	6	**	**	**	**	5	1	6	6	**
	2%	**	**	**	**	4%	1%	2%	2%	**

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
		a	b	c	d	e	f	g	h	i
Significance Level: 95%										
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
WHITE										
British	533	248	285	75	108	115	99	70	66	533
	51%	49%	53%	46%	55%	52%	54%	50%	44%	51%
English	298	152	146	35	39	52	60	50	62	298
	28%	30%	27%	22%	20%	24%	33%	35%	41%	28%
							cde	cde	cdei	d
Scottish	55	29	26	4	10	13	6	10	12	55
	5%	6%	5%	2%	5%	6%	3%	7%	8%	5%
									c	
Welsh	24	10	14	7	7	1	5	4	-	24
	2%	2%	3%	4%	4%	*%	3%	3%	-%	2%
				eh	eh		h	h		
Irish	17	12	6	2	1	6	1	1	6	17
	2%	2%	1%	1%	*%	3%	1%	1%	4%	2%
									dfi	
Any other white background	33	9	24	10	11	10	1	1	-	33
	3%	2%	4%	6%	5%	4%	1%	1%	-%	3%
			a	fghi	fgh	fgh				h
MIXED/MULTIPLE ETHNIC GROUPS										
White and Black Caribbean	3	-	3	2	-	1	-	-	-	3
	*%	-%	1%	1%	-%	1%	-%	-%	-%	*%
White and Black African	3	2	1	1	1	1	-	-	-	3
	*%	*%	*%	1%	*%	*%	-%	-%	-%	*%
White and Asian	5	1	4	2	1	1	1	-	-	5
	*%	*%	1%	1%	*%	*%	1%	-%	-%	*%
Any other mixed/ multiple ethnic background	4	2	2	-	2	2	-	-	-	4
	*%	*%	*%	-%	1%	1%	-%	-%	-%	*%

Columns Tested: a,b - c,d,e,f,g,h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
ASIAN AND ASIAN BRITISH										
Indian	21 2%	15 3% b	6 1%	3 2%	6 3%	5 2%	3 2%	2 2%	1 1%	21 2%
Pakistani	8 1%	5 1%	3 1%	6 4% defghi	1 1%	1 *%	- -%	- -%	- -%	8 1%
Bangladeshi	3 *%	3 1%	- -%	2 1%	1 1%	- -%	- -%	- -%	- -%	3 *%
Any other Asian background	14 1%	6 1%	8 1%	8 5% efghi	3 2%	2 1%	1 1%	- -%	- -%	14 1%
BLACK/AFRICAN/CARIBBEAN/BLACK BRITISH										
Caribbean	8 1%	2 *%	6 1%	2 1%	1 *%	2 1%	2 1%	- -%	1 1%	8 1%
African	4 *%	4 1% b	- -%	2 1%	1 1%	1 *%	- -%	- -%	- -%	4 *%
ANY OTHER BACKGROUND	10 1%	7 1%	3 1%	1 1%	3 2%	2 1%	1 1%	3 2%	- -%	10 1%
Refused	8 1%	3 1%	5 1%	- -%	1 *%	4 2%	2 1%	- -%	1 1%	8 1%

Columns Tested: a,b - c,d,e,f,g,h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All adults

	Total	SEG							LOCATION	
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	URBAN h	RURAL i
Significance Level: 95%										
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
WHITE										
British	533 51%	167 54%	133 47%	120 53%	113 49%	300 51%	233 51%	533 51%	455 50%	77 55%
English	298 28%	76 24%	89 31%	67 30%	66 28%	165 28%	133 29%	298 28%	251 28%	47 33%
Scottish	55 5%	13 4%	11 4%	15 7%	17 7%	24 4%	32 7%	55 5%	46 5%	9 6%
Welsh	24 2%	4 1%	4 1%	6 3%	10 4%	8 1%	16 3%	24 2%	22 2%	2 1%
Irish	17 2%	7 2%	4 2%	1 *%	5 2%	11 2%	6 1%	17 2%	13 1%	4 3%
Any other white background	33 3%	11 4%	12 4%	5 2%	5 2%	23 4%	10 2%	33 3%	32 3%	1 1%
MIXED/MULTIPLE ETHNIC GROUPS										
White and Black Caribbean	3 *%	2 1%	1 *%	- -%	- -%	3 1%	- -%	3 *%	3 *%	- -%
White and Black African	3 *%	1 *%	- -%	- -%	2 1%	1 *%	2 *%	3 *%	3 *%	- -%
White and Asian	5 *%	1 *%	1 *%	1 *%	2 1%	2 *%	3 1%	5 *%	5 1%	- -%
Any other mixed/ multiple ethnic background	4 *%	2 1%	2 1%	- -%	- -%	4 1%	- -%	4 *%	4 *%	- -%
Columns Tested: a,b,c,d,e,f,g - h,i										

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All adults

	Total	SEG						LOCATION		
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	URBAN h	RURAL i
Significance Level: 95%										
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
ASIAN AND ASIAN BRITISH										
Indian	21 2%	8 3%	6 2%	3 1%	3 1%	14 2%	6 1%	21 2%	21 2%	- -%
Pakistani	8 1%	4 1%	2 1%	2 1%	- -%	6 1%	2 *%	8 1%	8 1%	- -%
Bangladeshi	3 *%	- -%	1 *%	2 1%	- -%	1 *%	2 *%	3 *%	3 *%	- -%
Any other Asian background	14 1%	2 1%	2 1%	5 2%	5 2%	4 1%	10 2%	14 1%	14 2%	- -%
BLACK/AFRICAN/CARIBBEAN/BLACK BRITISH										
Caribbean	8 1%	4 1%	3 1%	- -%	1 *%	7 1%	1 *%	8 1%	8 1%	- -%
African	4 *%	3 1%	1 *%	- -%	- -%	4 1%	- -%	4 *%	4 *%	- -%
ANY OTHER BACKGROUND	10 1%	2 1%	6 2% cf	- -%	2 1%	8 1%	2 *%	10 1%	10 1%	- -%
Refused	8 1%	2 1%	4 1%	- -%	2 1%	6 1%	2 *%	8 1%	8 1%	- -%

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 59

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. How long ago did you first start going online? Wherever you first started going online - perhaps at home, work, school, college, or anywhere else using any type of device. (SINGLE CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
		a	b	c	d	e	f	g	h	i
Significance Level: 95%										
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
Base for %	986	489	497	149	178	206	175	133	145	986
In the past year	27 3%	17 3%	10 2%	10 7% efghi	6 4% g	5 3%	4 2%	- -%	1 1%	27 3%
In the past 2 years	22 2%	14 3%	8 2%	10 7% efghi	6 3% h	3 1%	1 1%	2 2%	- -%	22 2%
In the past 3-4 years	59 6%	30 6%	30 6%	19 13% efghi	12 7%	7 3%	7 4%	7 5%	7 5%	59 6%
In the past 5-9 years	201 20%	76 16%	124 25% a	46 31% efgi	39 22% g	38 18%	26 15% cdi	15 11% cdhi	37 26% fg	201 20% g
Ten years ago or more	677 69%	353 72% b	325 65%	63 42%	114 64% c	154 74% cd	137 78% cdi	110 82% cdhi	99 69% c	677 69% c
Can't remember	64 6%	21 4%	43 9% a	13 9% h	18 10% fn	13 6%	8 4%	8 6%	4 3%	64 6%
Refused	1 *%	1 *%	- -%	- -%	1 1%	- -%	- -%	- -%	- -%	1 *%
SUMMARY CODES										
IN THE PAST 1-2 YEARS	49 5%	30 6%	19 4%	20 14% defghi	12 7% gh	8 4%	5 3%	2 2%	1 1%	49 5% h
IN THE PAST 1-4 YEARS	109 11%	60 12%	49 10%	40 27% defghi	25 14% efgh	15 7%	12 7%	9 7%	8 6%	109 11%

Columns Tested: a,b - c,d,e,f,g,h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. How long ago did you first start going online? Wherever you first started going online - perhaps at home, work, school, college, or anywhere else using any type of device. (SINGLE CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
FIVE YEARS AGO OR MORE	878	429	449	109	153	191	163	124	137	878
	84%	84%	83%	67%	78%	87%	89%	88%	92%	84%
					c	cd	cd	cd	cdi	c

Columns Tested: a,b - c,d,e,f,g,h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 59

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. How long ago did you first start going online? Wherever you first started going online - perhaps at home, work, school, college, or anywhere else using any type of device. (SINGLE CODE)

Base : All adults

	Total	SEG							LOCATION	
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
Base for %	986	297	265	205	220	561	425	986	854	133
In the past year	27 3%	12 4%	4 2%	5 3%	5 2%	17 3%	10 2%	27 3%	25 3%	2 2%
In the past 2 years	22 2%	6 2%	2 1%	8 4% be	6 3%	8 1%	14 3% be	22 2%	21 2%	1 1%
In the past 3-4 years	59 6%	19 6%	11 4%	14 7%	15 7%	30 5%	30 7%	59 6%	49 6%	10 8%
In the past 5-9 years	201 20%	46 16%	51 19%	45 22%	58 26% ae	98 17%	103 24% ae	201 20%	177 21%	24 18%
Ten years ago or more	677 69%	213 72% df	197 74% cdf	132 64%	136 62%	409 73% cdf	268 63%	677 69% df	581 68%	96 72%
Can't remember	64 6%	13 4%	17 7%	21 10% ae	12 6%	31 5%	33 8%	64 6%	56 7%	7 6%
Refused	1 *%	- -%	- -%	1 *%	- -%	- -%	1 *%	1 *%	1 *%	- -%
SUMMARY CODES										
IN THE PAST 1-2 YEARS	49 5%	19 6% b	6 2%	13 6% b	11 5%	25 4%	25 6% b	49 5%	46 5%	3 2%
IN THE PAST 1-4 YEARS	109 11%	38 13% b	17 6%	28 13% b	27 12% b	54 10%	54 13% b	109 11% b	95 11%	13 10%

Columns Tested: a,b,c,d,e,f,g - h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. How long ago did you first start going online? Wherever you first started going online - perhaps at home, work, school, college, or anywhere else using any type of device. (SINGLE CODE)

Base : All adults

	Total	SEG							LOCATION	
		AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	URBAN h	RURAL i
Significance Level: 95%										
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
FIVE YEARS AGO OR MORE	878	259	248	178	193	507	371	878	758	120
	84%	84%	88%	78%	83%	86%	81%	84%	83%	85%
			cf			cf				

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM ONLINE SURVEY WITH ADULTS - 31st October to 13th November 2017.

Table 60

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. How frequently do you go online either at home or elsewhere, in a typical day? Please think about any reason you may have for going online - maybe for work, to visit a social media site or app, watch a TV programme or video clip, play games online or check emails. (SINGLE CODE)

Base : All adults

	Total	GENDER		AGE						ALL UK
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	498	552	161	196	222	181	141	149	1050
Effective Weighted Sample	1040	494	547	159	194	220	179	140	148	1040
Total	1051	511	541	162	197	219	183	141	149	1051
Less than 1 hour per day	39 4%	23 4%	17 3%	6 4%	9 4%	6 3%	6 3%	6 4%	6 4%	39 4%
1 hour per day	79 7%	36 7%	42 8%	13 8%	11 6%	17 8%	13 7%	11 8%	14 9%	79 7%
Up to 2 hours per day	232 22%	133 26% b	99 18%	27 17%	35 18%	49 22%	38 21%	34 24%	49 33% cdefi	232 22%
Up to 3 hours per day	221 21%	109 21%	112 21%	29 18%	38 19%	49 22%	41 23%	30 21%	34 23%	221 21%
Up to 4 hours per day	162 15%	78 15%	84 16%	24 15%	28 14%	27 13%	32 17%	26 18%	26 17%	162 15%
Up to 5 hours per day	110 10%	46 9%	64 12%	16 10%	28 14% h	21 9%	23 13% h	16 11% h	7 5%	110 10% h
More than 5 hours per day	191 18%	81 16%	110 20%	41 26% fghi	46 23% gh	46 21% gh	29 16% h	16 12%	12 8%	191 18% h
Don't know	16 2%	4 1%	13 2% a	6 4% f	3 2%	5 2%	- -%	2 1%	1 1%	16 2%

Columns Tested: a,b - c,d,e,f,g,h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. How frequently do you go online either at home or elsewhere, in a typical day? Please think about any reason you may have for going online - maybe for work, to visit a social media site or app, watch a TV programme or video clip, play games online or check emails. (SINGLE CODE)

Base : All adults

	Total	SEG						LOCATION		
		AB	C1	C2	DE	ABC1	C2DE	ALL UK	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i
Unweighted total	1050	308	281	227	234	589	461	1050	912	138
Effective Weighted Sample	1040	306	278	225	232	584	457	1040	904	137
Total	1051	310	282	227	232	592	459	1051	911	140
Less than 1 hour per day	39 4%	20 6% bfg	5 2%	7 3%	7 3%	25 4%	14 3%	39 4%	30 3%	10 7% h
1 hour per day	79 7%	18 6%	16 6%	26 11% abe	19 8%	34 6%	45 10% be	79 7%	67 7%	11 8%
Up to 2 hours per day	232 22%	80 26% d	61 22%	49 22%	42 18%	141 24%	91 20%	232 22%	200 22%	32 23%
Up to 3 hours per day	221 21%	62 20%	57 20%	54 24%	48 20%	119 20%	102 22%	221 21%	192 21%	29 21%
Up to 4 hours per day	162 15%	44 14%	49 17%	28 12%	42 18%	93 16%	70 15%	162 15%	141 16%	21 15%
Up to 5 hours per day	110 10%	36 12% c	34 12% c	15 7%	24 10%	71 12% c	39 9%	110 10%	98 11%	11 8%
More than 5 hours per day	191 18%	47 15%	55 19%	46 20%	44 19%	101 17%	90 20%	191 18%	168 18%	23 16%
Don't know	16 2%	3 1%	5 2%	3 1%	6 3%	8 1%	9 2%	16 2%	14 2%	2 2%

Columns Tested: a,b,c,d,e,f,g - h,i