

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

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Base : All who go online (excluding those responding by post)	

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Base : All who go online (excluding those responding by post)	
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Base : All who go online (excluding those responding by post)	
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Base : All who go online (excluding those responding by post) who, ahead of purchase, would consider the price of the product or service	
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Base : All who go online (excluding those responding by post) who, ahead of purchase, would consider the website or app	
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Base : Those who use a smartphone (including those responding by post)	
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Base : Those who use a smartphone (including those responding by post)	
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Base : All respondents (including those responding by post that gave a response)	
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Base : All who play games on any type of gaming device (including those responding by post that gave a response)	

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G3. Many games can be played online. Do you ever play games online with or against other people? (SINGLE CODE)	233
Base : All respondents (including those responding by post that gave a response)	
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Base : All respondents (including those responding by post that gave a response)	
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Base : All respondents (including those responding by post that gave a response)	
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Base : All with children aged under 18 living at home (including those responding by post that gave a response)	
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Base : All respondents (including those responding by post that gave a response)	
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Base : All respondents (including those responding by post that gave a response)	
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Base : All respondents (including those responding by post that gave a response)	
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Base : All respondents (including those responding by post that gave a response)	

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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 99% confidence level.

NATION

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						ALL UK
		16-24	25-34	35-44	45-54	55-64	65+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3015	403	444	519	446	449	730	3015	1508	1468	824	823	525	762	1647	1287	3015
Effective Weighted Sample	1647	293	328	369	296	224	242	1647	762	881	519	585	300	339	1095	639	1647
Total	3105	429	500	502	529	469	626	3105	1541	1515	799	761	656	748	1560	1404	3105
England	2587	370	428	418	435	379	511	2587	1278	1268	691	641	517	618	1332	1134	2587
	83%	86%	86%	83%	82%	81%	82%	83%	83%	84%	87%	84%	79%	83%	85%	81%	83%
Scotland	287	28	38	43	51	58	66	287	147	135	59	68	82	64	127	146	287
	9%	7%	8%	9%	10%	12%	11%	9%	10%	9%	7%	9%	13%	9%	8%	10%	9%
Wales	149	19	22	27	24	21	35	149	74	74	30	35	34	45	65	80	149
	5%	5%	4%	5%	5%	5%	6%	5%	5%	5%	4%	5%	5%	6%	4%	6%	5%
Northern Ireland	82	11	11	14	18	12	14	82	42	38	18	17	23	21	36	43	82
	3%	3%	2%	3%	3%	2%	2%	3%	3%	3%	2%	2%	3%	3%	2%	3%	3%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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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 99% confidence level.

NATION

Base : All respondents

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3015	1960	364	357	334	3015	2663	333	168	2671	2678	244	2924	934	979	1023	2958
Effective Weighted Sample	1647	1277	168	258	186	1647	1432	208	126	1812	1780	81	1705	643	657	713	2028
Total	3105	2587	287	149	82	3105	2697	396	186	2487	2617	311	2931	886	859	1032	2800
England	2587	2587	-	-	-	2587	2289	290	158	2074	2189	263	2454	745	706	871	2343
	83%	100%	-%	-%	-%	83%	85%	73%	85%	83%	84%	85%	84%	84%	82%	84%	84%
		bcde				bcd	g										
Scotland	287	-	287	-	-	287	236	50	13	220	228	32	260	70	81	90	244
	9%	-%	100%	-%	-%	9%	9%	13%	7%	9%	9%	10%	9%	8%	9%	9%	9%
			acde			acd											
Wales	149	-	-	149	-	149	121	28	11	123	126	14	140	46	42	49	137
	5%	-%	-%	100%	-%	5%	4%	7%	6%	5%	5%	4%	5%	5%	5%	5%	5%
				abde		abd											
Northern Ireland	82	-	-	-	82	82	52	28	4	70	74	2	77	24	30	22	76
	3%	-%	-%	-%	100%	3%	2%	7%	2%	3%	3%	1%	3%	3%	3%	2%	3%
					abce	ac		f									

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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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 99% confidence level.

REGION/ NATION

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3015	403	444	519	446	449	730	3015	1508	1468	824	823	525	762	1647	1287	3015
Effective Weighted Sample	1647	293	328	369	296	224	242	1647	762	881	519	585	300	339	1095	639	1647
Total	3105	429	500	502	529	469	626	3105	1541	1515	799	761	656	748	1560	1404	3105
North East	160	21	28	16	15	30	29	160	68	85	15	32	29	64	47	93	160
	5%	5%	6%	3%	3%	6%	5%	5%	4%	6%	2%	4%	4%	9%	3%	7%	5%
														jkn		jn	jn
Yorkshire and Humberside	293	45	43	44	41	26	82	293	143	145	54	79	59	79	133	138	293
	9%	11%	9%	9%	8%	6%	13%	9%	9%	10%	7%	10%	9%	11%	9%	10%	9%
							e										
North West	340	32	74	73	62	41	59	340	162	177	64	96	75	98	160	172	340
	11%	8%	15%	15%	12%	9%	9%	11%	11%	12%	8%	13%	11%	13%	10%	12%	11%
			a	a													
West Midlands	320	53	51	43	62	43	69	320	165	153	74	65	59	94	138	152	320
	10%	12%	10%	9%	12%	9%	11%	10%	11%	10%	9%	9%	9%	13%	9%	11%	10%
East Midlands	235	30	35	33	49	29	50	235	105	121	42	65	61	65	107	126	235
	8%	7%	7%	7%	9%	6%	8%	8%	7%	8%	5%	9%	9%	9%	7%	9%	8%
East of England	234	23	28	33	41	54	53	234	124	107	76	59	39	55	135	94	234
	8%	5%	6%	7%	8%	12%	8%	8%	8%	7%	9%	8%	6%	7%	9%	7%	8%
South West	261	31	22	40	45	50	71	261	126	125	79	53	60	53	132	113	261
	8%	7%	4%	8%	9%	11%	11%	8%	8%	8%	10%	7%	9%	7%	8%	8%	8%
						b	b										
South East	410	61	55	75	85	65	66	410	194	214	145	110	85	63	254	147	410
	13%	14%	11%	15%	16%	14%	11%	13%	13%	14%	18%	14%	13%	8%	16%	11%	13%
											mop	m			mo		
London	334	73	93	60	35	40	33	334	189	139	144	81	51	48	225	99	334
	11%	17%	19%	12%	7%	9%	5%	11%	12%	9%	18%	11%	8%	6%	14%	7%	11%
		defg	defg	f			f				klmop				lmop		o
Scotland	287	28	38	43	51	58	66	287	147	135	59	68	82	64	127	146	287
	9%	7%	8%	9%	10%	12%	11%	9%	10%	9%	7%	9%	13%	9%	8%	10%	9%
Wales	149	19	22	27	24	21	35	149	74	74	30	35	34	45	65	80	149
	5%	5%	4%	5%	5%	5%	6%	5%	5%	5%	4%	5%	5%	6%	4%	6%	5%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

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 99% confidence level.

REGION/ NATION

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3015	403	444	519	446	449	730	3015	1508	1468	824	823	525	762	1647	1287	3015
Effective Weighted Sample	1647	293	328	369	296	224	242	1647	762	881	519	585	300	339	1095	639	1647
Total	3105	429	500	502	529	469	626	3105	1541	1515	799	761	656	748	1560	1404	3105
Northern Ireland	82	11	11	14	18	12	14	82	42	38	18	17	23	21	36	43	82
	3%	3%	2%	3%	3%	2%	2%	3%	3%	3%	2%	2%	3%	3%	2%	3%	3%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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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 99% confidence level.

REGION/ NATION

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 99%																	
Unweighted total	3015	1960	364	357	334	3015	2663	333	168	2671	2678	244	2924	934	979	1023	2958
Effective Weighted Sample	1647	1277	168	258	186	1647	1432	208	126	1812	1780	81	1705	643	657	713	2028
Total	3105	2587	287	149	82	3105	2697	396	186	2487	2617	311	2931	886	859	1032	2800
North East	160	160	-	-	-	160	148	12	8	106	118	25	144	43	26	49	120
	5%	6%	-%	-%	-%	5%	5%	3%	4%	4%	4%	8%	5%	5%	3%	5%	4%
		bcd				bcd											
Yorkshire and Humberside	293	293	-	-	-	293	266	27	23	206	227	30	257	73	89	81	247
	9%	11%	-%	-%	-%	9%	10%	7%	13%	8%	9%	10%	9%	8%	10%	8%	9%
		bcd				bcd											
North West	340	340	-	-	-	340	318	22	28	268	295	31	326	111	87	121	321
	11%	13%	-%	-%	-%	11%	12%	6%	15%	11%	11%	10%	11%	13%	10%	12%	11%
		bcd				bcd	g										
West Midlands	320	320	-	-	-	320	288	30	33	240	267	29	296	89	88	106	286
	10%	12%	-%	-%	-%	10%	11%	8%	18%	10%	10%	9%	10%	10%	10%	10%	10%
		bcd				bcd			i								
East Midlands	235	235	-	-	-	235	209	26	9	191	192	31	222	66	54	83	206
	8%	9%	-%	-%	-%	8%	8%	7%	5%	8%	7%	10%	8%	7%	6%	8%	7%
		bcd				bcd											
East of England	234	234	-	-	-	234	199	35	9	200	200	31	232	85	60	75	220
	8%	9%	-%	-%	-%	8%	7%	9%	5%	8%	8%	10%	8%	10%	7%	7%	8%
		bcd				bcd											
South West	261	261	-	-	-	261	196	65	6	218	209	37	246	65	74	90	231
	8%	10%	-%	-%	-%	8%	7%	16%	3%	9%	8%	12%	8%	7%	9%	9%	8%
		bcd				bcd		f									
South East	410	410	-	-	-	410	339	72	17	372	378	20	398	110	133	152	397
	13%	16%	-%	-%	-%	13%	13%	18%	9%	15%	14%	7%	14%	12%	15%	15%	14%
		bcd				bcd											
London	334	334	-	-	-	334	326	2	24	274	303	28	332	102	95	114	314
	11%	13%	-%	-%	-%	11%	12%	*	13%	11%	12%	9%	11%	12%	11%	11%	11%
		bcd				bcd	g										
Scotland	287	-	287	-	-	287	236	50	13	220	228	32	260	70	81	90	244
	9%	-%	100%	-%	-%	9%	9%	13%	7%	9%	9%	10%	9%	8%	9%	9%	9%
			acde			acd											

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

Table 2

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REGION/ NATION

Base : All respondents

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3015	1960	364	357	334	3015	2663	333	168	2671	2678	244	2924	934	979	1023	2958
Effective Weighted Sample	1647	1277	168	258	186	1647	1432	208	126	1812	1780	81	1705	643	657	713	2028
Total	3105	2587	287	149	82	3105	2697	396	186	2487	2617	311	2931	886	859	1032	2800
Wales	149	-	-	149	-	149	121	28	11	123	126	14	140	46	42	49	137
	5%	-%	-%	100%	-%	5%	4%	7%	6%	5%	5%	4%	5%	5%	5%	5%	5%
				abde		abd											
Northern Ireland	82	-	-	-	82	82	52	28	4	70	74	2	77	24	30	22	76
	3%	-%	-%	-%	100%	3%	2%	7%	2%	3%	3%	1%	3%	3%	3%	2%	3%
					abce	ac		f									

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

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 99% confidence level.

URBANITY

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3015	403	444	519	446	449	730	3015	1508	1468	824	823	525	762	1647	1287	3015
Effective Weighted Sample	1647	293	328	369	296	224	242	1647	762	881	519	585	300	339	1095	639	1647
Total	3105	429	500	502	529	469	626	3105	1541	1515	799	761	656	748	1560	1404	3105
Urban	2697	388	459	445	451	377	528	2697	1340	1319	667	667	573	662	1334	1236	2697
	87%	91%	92%	89%	85%	80%	84%	87%	87%	87%	84%	88%	87%	89%	86%	88%	87%
		e	ef	e				e									
Rural	396	35	37	57	78	92	95	396	194	192	130	92	78	82	222	160	396
	13%	8%	7%	11%	15%	20%	15%	13%	13%	13%	16%	12%	12%	11%	14%	11%	13%
				b		abcb	b	b									
Refused/ unknown	11	5	4	*	-	-	2	11	8	3	2	2	5	3	4	8	11
	*%	1%	1%	*%	-%	-%	*%	*%	1%	*%	*%	*%	1%	*%	*%	1%	*%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

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URBANITY

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 99%																	
Unweighted total	3015	1960	364	357	334	3015	2663	333	168	2671	2678	244	2924	934	979	1023	2958
Effective Weighted Sample	1647	1277	168	258	186	1647	1432	208	126	1812	1780	81	1705	643	657	713	2028
Total	3105	2587	287	149	82	3105	2697	396	186	2487	2617	311	2931	886	859	1032	2800
Urban	2697	2289	236	121	52	2697	2697	-	174	2128	2271	280	2554	772	745	874	2413
	87%	88%	82%	81%	63%	87%	100%	-%	94%	86%	87%	90%	87%	87%	87%	85%	86%
		cd	d	d		d	g										
Rural	396	290	50	28	28	396	-	396	12	348	338	28	366	108	112	153	376
	13%	11%	17%	19%	34%	13%	-%	100%	6%	14%	13%	9%	12%	12%	13%	15%	13%
				ae	abce			f									
Refused/ unknown	11	8	1	*	2	11	-	-	*	11	8	3	11	6	2	4	11
	*%	*%	*%	*%	3%	*%	-%	-%	*%	*%	*%	1%	*%	1%	*%	*%	*%
					ae												

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

Table 4

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HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3009	403	444	519	446	448	725	3009	1506	1464	824	823	525	762	1647	1287	3009
Effective Weighted Sample	1653	293	328	369	296	224	243	1653	768	879	519	585	300	339	1095	639	1653
Total	3090	429	500	502	529	469	611	3090	1529	1513	799	761	656	748	1560	1404	3090
A	122 4%	27 6%	34 7%	16 3%	15 3%	9 2%	21 3%	122 4%	75 5%	43 3%	122 15%	- -%	- -%	- -%	122 8%	- -%	122 4%
			e								klmnop				klmop		klmo
B	677 22%	57 13%	106 21%	121 24%	129 24%	107 23%	156 26%	677 22%	409 27%	265 18%	677 85%	- -%	- -%	- -%	677 43%	- -%	677 22%
			a	a	a	a	a	a	i		klmnop				klmop		klmo
C1	761 25%	165 39%	159 32%	130 26%	120 23%	102 22%	85 14%	761 25%	329 21%	427 28%	- -%	761 100%	- -%	- -%	761 49%	- -%	761 25%
		cdefg	defg	f	f			f		h		jlmnop			jlmop		jlmo
C2	656 21%	92 22%	94 19%	117 23%	141 27%	122 26%	89 15%	656 21%	378 25%	273 18%	- -%	- -%	656 100%	- -%	- -%	656 47%	656 21%
				f	f	f			i				jkmnop			jkmnp	jkmn
D	287 9%	43 10%	48 10%	52 10%	42 8%	58 12%	45 7%	287 9%	111 7%	165 11%	- -%	- -%	- -%	287 38%	- -%	287 20%	287 9%
										h				jklnop		jklnp	jkln
E	461 15%	31 7%	54 11%	54 11%	62 12%	57 12%	182 30%	461 15%	166 11%	282 19%	- -%	- -%	- -%	461 62%	- -%	461 33%	461 15%
						abcdeg		a		h				jklnop		jklnp	jkln
Prefer not to say	126 4%	13 3%	5 1%	11 2%	21 4%	14 3%	34 6%	126 4%	62 4%	58 4%	- -%	- -%	- -%	- -%	- -%	- -%	126 4%
							b	b									ijklmno

SUMMARY CODES

AB	799 26%	84 20%	140 28%	137 27%	143 27%	117 25%	177 29%	799 26%	484 32%	308 20%	799 100%	- -%	- -%	- -%	799 51%	- -%	799 26%
									i		klmnop				klmop		klmo
C1C2	1417 46%	257 60%	253 51%	248 49%	260 49%	223 48%	174 28%	1417 46%	707 46%	700 46%	- -%	761 100%	656 100%	- -%	761 49%	656 47%	1417 46%
		cdefg	f	f	f	f		f				jmnop	jmnop		jm	jm	jm
DE	748 24%	74 17%	102 20%	106 21%	104 20%	115 25%	227 37%	748 24%	276 18%	447 30%	- -%	- -%	- -%	748 100%	- -%	748 53%	748 24%
						abcdeg		a		h				jklnop		jklnp	jkln

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3009	403	444	519	446	448	725	3009	1506	1464	824	823	525	762	1647	1287	3009
Effective Weighted Sample	1653	293	328	369	296	224	243	1653	768	879	519	585	300	339	1095	639	1653
Total	3090	429	500	502	529	469	611	3090	1529	1513	799	761	656	748	1560	1404	3090
ABC1	1560	249	299	268	263	218	262	1560	812	735	799	761	-	-	1560	-	1560
	50%	58%	60%	53%	50%	47%	43%	50%	53%	49%	100%	100%	-%	-%	100%	-%	50%
		ef	efg								lmop	lmop			lmop		lmo
C2DE	1404	166	196	223	244	237	316	1404	655	720	-	-	656	748	-	1404	1404
	45%	39%	39%	44%	46%	51%	52%	45%	43%	48%	-%	-%	100%	100%	-%	100%	45%
						ab	ab						jknp	jknp	jknp	jknp	jknp

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents (including those responding by post that gave a response)

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3009	1957	363	355	334	3009	2657	333	167	2669	2675	243	2920	932	978	1023	2955
Effective Weighted Sample	1653	1281	171	258	186	1653	1438	208	126	1811	1779	81	1706	642	657	713	2026
Total	3090	2579	281	148	82	3090	2683	396	185	2486	2616	306	2924	885	859	1032	2799
A	122 4%	107 4%	5 2%	6 4%	3 4%	122 4%	106 4%	16 4%	18 10% i	100 4%	120 5%	1 *%	121 4%	37 4%	42 5%	42 4%	122 4%
B	677 22%	584 23%	53 19%	24 16%	15 19%	677 22%	561 21%	114 29% f	19 10%	629 25% h	603 23%	61 20%	664 23%	145 16%	188 22%	321 31% mnp	654 23% m
C1	761 25%	641 25%	68 24%	35 24%	17 21%	761 25%	667 25%	92 23%	34 18%	695 28%	719 27% k	32 10%	750 26% k	185 21%	233 27% m	338 33% mp	760 27% m
C2	656 21%	517 20%	82 29% a	34 23%	23 28%	656 21%	573 21%	78 20%	30 16%	548 22%	568 22%	60 20%	628 21%	215 24%	199 23%	192 19%	610 22%
D	287 9%	239 9%	24 9%	17 11%	7 8%	287 9%	255 10%	31 8%	32 17% i	202 8%	237 9%	23 8%	262 9%	89 10%	71 8%	80 8%	243 9%
E	461 15%	378 15%	40 14%	29 19%	14 17%	461 15%	407 15%	51 13%	37 20% i	272 11%	313 12%	78 25% jl	390 13%	175 20% nop	108 13% o	45 4%	339 12% o
Prefer not to say	126 4%	113 4%	8 3%	3 2%	3 3%	126 4%	113 4%	14 3%	16 9% i	41 2%	56 2%	50 17% jl	108 4% j	38 4% o	17 2%	13 1%	70 3%
SUMMARY CODES																	
AB	799 26%	691 27%	59 21%	30 20%	18 22%	799 26%	667 25%	130 33%	36 20%	728 29%	723 28%	62 20%	785 27%	182 21%	230 27% m	363 35% mnp	776 28% m
C1C2	1417 46%	1157 45%	151 54%	69 47%	40 49%	1417 46%	1240 46%	170 43%	63 34%	1243 50% h	1287 49% k	92 30%	1379 47% k	400 45%	432 50%	530 51%	1370 49%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents (including those responding by post that gave a response)

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3009	1957	363	355	334	3009	2657	333	167	2669	2675	243	2920	932	978	1023	2955
Effective Weighted Sample	1653	1281	171	258	186	1653	1438	208	126	1811	1779	81	1706	642	657	713	2026
Total	3090	2579	281	148	82	3090	2683	396	185	2486	2616	306	2924	885	859	1032	2799
DE	748	618	64	45	21	748	662	82	69	474	550	101	652	265	179	125	582
	24%	24%	23%	31%	25%	24%	25%	21%	37%	19%	21%	33%	22%	30%	21%	12%	21%
									i					nop	o		o
ABC1	1560	1332	127	65	36	1560	1334	222	70	1423	1442	94	1535	367	463	701	1536
	50%	52%	45%	44%	44%	50%	50%	56%	38%	57%	55%	31%	53%	41%	54%	68%	55%
										h	k		k		m	mnp	m
C2DE	1404	1134	146	80	43	1404	1236	160	99	1022	1118	161	1281	480	378	317	1192
	45%	44%	52%	54%	53%	45%	46%	41%	53%	41%	43%	53%	44%	54%	44%	31%	43%
				a					i					nop	o		o

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

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 99% confidence level.

RESPONDENT'S AGE

Base : All respondents (including those responding by post that gave a response)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2991	403	444	519	446	449	730	2991	1500	1457	824	822	524	757	1646	1281	2991
Effective Weighted Sample	1662	293	328	369	296	224	242	1662	772	889	519	584	299	347	1095	645	1662
Total	3055	429	500	502	529	469	626	3055	1518	1491	799	761	655	727	1560	1382	3055
16-24	429	429	-	-	-	-	-	429	179	240	84	165	92	74	249	166	429
	14%	100%	-%	-%	-%	-%	-%	14%	12%	16%	11%	22%	14%	10%	16%	12%	14%
		bcdefg						bcdef				jlmnop			jm		
25-34	500	-	500	-	-	-	-	500	240	253	140	159	94	102	299	196	500
	16%	-%	100%	-%	-%	-%	-%	16%	16%	17%	18%	21%	14%	14%	19%	14%	16%
			acdefg					acdef				mo			o		
35-44	502	-	-	502	-	-	-	502	240	257	137	130	117	106	268	223	502
	16%	-%	-%	100%	-%	-%	-%	16%	16%	17%	17%	17%	18%	15%	17%	16%	16%
				abdefg				abdef									
45-54	529	-	-	-	529	-	-	529	253	272	143	120	141	104	263	244	529
	17%	-%	-%	-%	100%	-%	-%	17%	17%	18%	18%	16%	22%	14%	17%	18%	17%
				abcefg				abcef									
55-64	469	-	-	-	-	469	-	469	252	214	117	102	122	115	218	237	469
	15%	-%	-%	-%	-%	100%	-%	15%	17%	14%	15%	13%	19%	16%	14%	17%	15%
						abcdfg		abcdf									
65+	626	-	-	-	-	-	626	626	356	256	177	85	89	227	262	316	626
	20%	-%	-%	-%	-%	-%	100%	20%	23%	17%	22%	11%	14%	31%	17%	23%	20%
							abcdeg	abcde	i		klm			jklmnop	k	klm	kl

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

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 99% confidence level.

RESPONDENT'S AGE

Base : All respondents (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2991	1943	362	357	329	2991	2639	333	159	2665	2665	238	2905	917	979	1022	2940
Effective Weighted Sample	1662	1290	167	258	185	1662	1447	208	119	1809	1771	79	1708	630	657	712	2014
Total	3055	2541	285	149	79	3055	2647	396	177	2484	2605	294	2902	871	859	1031	2784
16-24	429	370	28	19	11	429	388	35	48	361	413	9	422	146	129	148	429
	14%	15%	10%	13%	14%	14%	15%	9%	27%	15%	16%	3%	15%	17%	15%	14%	15%
									i		k		k				
25-34	500	428	38	22	11	500	459	37	45	422	479	7	486	141	115	240	500
	16%	17%	13%	15%	14%	16%	17%	9%	25%	17%	18%	2%	17%	16%	13%	23%	18%
							g				k		k			mnp	n
35-44	502	418	43	27	14	502	445	57	18	466	481	11	493	128	126	240	500
	16%	16%	15%	18%	17%	16%	17%	14%	10%	19%	18%	4%	17%	15%	15%	23%	18%
											k		k			mnp	
45-54	529	435	51	24	18	529	451	78	17	479	495	25	520	116	170	225	514
	17%	17%	18%	16%	23%	17%	17%	20%	9%	19%	19%	9%	18%	13%	20%	22%	18%
										h					m	m	m
55-64	469	379	58	21	12	469	377	92	28	364	397	59	456	140	152	120	413
	15%	15%	20%	14%	15%	15%	14%	23%	16%	15%	15%	20%	16%	16%	18%	12%	15%
								f							o		
65+	626	511	66	35	14	626	528	95	22	392	340	183	525	199	168	58	429
	20%	20%	23%	23%	17%	20%	20%	24%	12%	16%	13%	62%	18%	23%	20%	6%	15%
											jl	j	op	o			o

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

RESPONDENT'S GENDER

Base : All respondents (including those responding by post that gave a response)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3014	403	444	519	446	449	729	3014	1508	1468	824	823	525	761	1647	1286	3014
Effective Weighted Sample	1651	293	328	369	296	224	243	1651	762	881	519	585	300	342	1095	642	1651
Total	3098	429	500	502	529	469	619	3098	1541	1515	799	761	656	741	1560	1398	3098
Male	1541	179	240	240	253	252	356	1541	1541	-	484	329	378	276	812	655	1541
	50%	42%	48%	48%	48%	54%	57%	50%	100%	-%	61%	43%	58%	37%	52%	47%	50%
						a	a		i		kmnop		kmo		km	m	km
Female	1515	240	253	257	272	214	256	1515	-	1515	308	427	273	447	735	720	1515
	49%	56%	51%	51%	51%	46%	41%	49%	-%	100%	39%	56%	42%	60%	47%	52%	49%
		f								h		jlnp		jlnop	j	jl	j
Other/ prefer to use my own term	11	7	2	2	-	-	-	11	-	-	3	3	3	1	6	5	11
	*%	2%	*%	*%	-%	-%	-%	*%	-%	-%	*%	*%	1%	*%	*%	*%	*%
		g															
Prefer not to say	31	2	6	4	4	3	8	31	-	-	3	3	1	16	7	18	31
	1%	1%	1%	1%	1%	1%	1%	1%	-%	-%	*%	*%	*%	2%	*%	1%	1%
													n				

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

RESPONDENT'S GENDER

Base : All respondents (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3014	1959	364	357	334	3014	2662	333	168	2671	2678	243	2923	934	979	1023	2958
Effective Weighted Sample	1651	1280	168	258	186	1651	1436	208	126	1812	1780	81	1711	643	657	713	2028
Total	3098	2581	287	149	82	3098	2691	396	186	2487	2617	305	2925	886	859	1032	2800
Male	1541	1278	147	74	42	1541	1340	194	69	1252	1274	154	1429	416	428	512	1361
	50%	50%	51%	50%	52%	50%	50%	49%	37%	50%	49%	51%	49%	47%	50%	50%	49%
										h							
Female	1515	1268	135	74	38	1515	1319	192	113	1213	1314	146	1463	458	424	509	1403
	49%	49%	47%	50%	47%	49%	49%	49%	61%	49%	50%	48%	50%	52%	49%	49%	50%
										i							
Other/ prefer to use my own term	11	10	-	*	*	11	11	-	*	9	11	-	11	2	3	6	11
	*%	*%	-%	*%	*%	*%	*%	-%	*%	*%	*%	-%	*%	*%	*%	1%	*%
Prefer not to say	31	25	4	*	1	31	21	10	3	13	18	4	22	9	4	5	25
	1%	1%	1%	*%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	*%	1%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

A3. Do you personally use a mobile phone? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3010	403	444	519	446	448	728	3010	1504	1467	824	823	524	760	1647	1284	3010
Effective Weighted Sample	1666	293	328	369	296	231	244	1666	773	887	519	585	306	342	1095	647	1666
Total	3082	429	500	502	529	462	618	3082	1525	1509	799	761	649	741	1560	1389	3082
Yes	2930	422	486	493	520	456	525	2930	1428	1463	785	750	628	652	1535	1281	2930
	95%	98%	97%	98%	98%	99%	85%	95%	94%	97%	98%	99%	97%	88%	98%	92%	95%
		f	f	fg	f	f		f		h	mop	mop	mo		mop		mo
No	145	6	12	6	9	6	93	145	98	41	14	8	18	89	22	106	145
	5%	1%	2%	1%	2%	1%	15%	5%	6%	3%	2%	1%	3%	12%	1%	8%	5%
							abcdeg	ac		i				ijklnp		ijklnp	jkn
Don't know	7	1	2	3	-	-	1	7	-	5	-	2	2	-	2	2	7
	*%	*%	*%	1%	-%	-%	*%	*%	-%	*%	-%	*%	*%	-%	*%	*%	*%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

A3. Do you personally use a mobile phone? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3010	1957	363	356	334	3010	2659	332	168	2670	2678	243	2923	933	978	1023	2956
Effective Weighted Sample	1666	1285	181	257	186	1666	1442	217	126	1812	1780	81	1704	642	657	713	2026
Total	3082	2573	279	149	82	3082	2683	388	186	2487	2617	310	2930	885	858	1032	2799
Yes	2930	2453	260	140	77	2930	2553	366	172	2447	2617	310	2930	836	854	1031	2743
	95%	95%	93%	94%	95%	95%	95%	94%	93%	98%	100%	100%	100%	94%	99%	100%	98%
										h					mp	mp	m
No	145	113	19	9	4	145	124	21	12	36	-	-	-	43	4	*	49
	5%	4%	7%	6%	5%	5%	5%	6%	7%	1%	-%	-%	-%	5%	1%	*%	2%
									i					nop			o
Don't know	7	7	-	-	-	7	6	1	1	4	-	-	-	6	-	-	7
	*%	*%	-%	-%	-%	*%	*%	*%	1%	*%	-%	-%	-%	1%	-%	-%	*%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

A4. Is this a smartphone? (SINGLE CODE)

Base : Those who use a mobile phone (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2921	396	433	509	441	442	682	2921	1454	1431	813	809	514	714	1622	1228	2921
Effective Weighted Sample	1702	288	320	361	300	227	252	1702	802	885	525	575	305	355	1095	657	1702
Total	2927	422	486	492	520	456	523	2927	1428	1460	785	750	628	651	1535	1279	2927
Yes	2617	413	479	481	495	397	340	2617	1274	1314	723	719	568	550	1442	1118	2617
	89%	98%	98%	98%	95%	87%	65%	89%	89%	90%	92%	96%	90%	84%	94%	87%	89%
		efg	efg	efg	efg	f	f	f			mo	lmop			mop		m
No	303	9	7	11	25	55	180	303	151	143	62	32	59	96	94	155	303
	10%	2%	2%	2%	5%	12%	34%	10%	11%	10%	8%	4%	9%	15%	6%	12%	10%
						abcd	abcdeg	abcd					k	jkn		kn	kn
Don't know	7	-	-	-	*	4	3	7	2	4	-	-	1	5	-	6	7
	*%	-%	-%	-%	*%	1%	1%	*%	*%	*%	-%	-%	*%	1%	-%	1%	*%
													n				

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

A4. Is this a smartphone? (SINGLE CODE)

Base : Those who use a mobile phone (including those responding by post that gave a response)

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2921	1902	351	344	324	2921	2582	321	153	2618	2678	243	2921	878	967	1021	2887
Effective Weighted Sample	1702	1311	197	250	191	1702	1473	223	116	1778	1780	81	1702	603	650	712	1980
Total	2927	2451	260	140	76	2927	2550	366	172	2445	2617	310	2927	835	853	1031	2742
Yes	2617	2189	228	126	74	2617	2271	338	157	2310	2617	-	2617	726	814	1015	2577
	89%	89%	88%	90%	97%	89%	89%	92%	91%	94%	100%	-%	89%	87%	96%	98%	94%
					abce						kl		k		m	mnp	m
No	303	258	31	12	2	303	275	26	14	132	-	303	303	103	38	16	158
	10%	11%	12%	9%	3%	10%	11%	7%	8%	5%	-%	98%	10%	12%	4%	2%	6%
		d	d	d	d	d					jl	j	nop	o		o	
Don't know	7	5	1	1	*	7	5	2	2	4	-	7	7	6	-	1	7
	*%	*%	*%	1%	*%	*%	*%	1%	1%	*%	-%	2%	*%	1%	-%	*%	*%
											jl						

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

SUMMARY OF MOBILE PHONE OWNERSHIP

Base : All respondents (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3008	403	444	518	446	448	727	3008	1504	1465	824	823	524	759	1647	1283	3008
Effective Weighted Sample	1664	293	328	368	296	231	243	1664	773	885	519	585	306	341	1095	646	1664
Total	3080	429	500	501	529	462	617	3080	1525	1506	799	761	649	740	1560	1388	3080
SMARTPHONE	2617	413	479	481	495	397	340	2617	1274	1314	723	719	568	550	1442	1118	2617
	85%	96%	96%	96%	94%	86%	55%	85%	84%	87%	91%	94%	88%	74%	92%	81%	85%
		efg	efg	efg	efg	f	f	f	mop	lmop	mo	mo	mo	lmop	lmop	mo	mo
NOT A SMARTPHONE	303	9	7	11	25	55	180	303	151	143	62	32	59	96	94	155	303
	10%	2%	1%	2%	5%	12%	29%	10%	10%	9%	8%	4%	9%	13%	6%	11%	10%
						abcd	abcdeg	abcd					k	kn		kn	kn
UNSURE WHETHER SMARTPHONE	7	-	-	-	*	4	3	7	2	4	-	-	1	5	-	6	7
	*%	-%	-%	-%	*%	1%	*%	*%	*%	*%	-%	-%	*%	1%	-%	*%	*%
USES A MOBILE PHONE	2927	422	486	492	520	456	523	2927	1428	1460	785	750	628	651	1535	1279	2927
	95%	98%	97%	98%	98%	99%	85%	95%	94%	97%	98%	99%	97%	88%	98%	92%	95%
		f	f	fg	f	f	f	f	mop	h	mop	mop	mo	mop	mop	mo	mo
DOES NOT USE A MOBILE PHONE	152	7	14	9	9	6	94	152	98	46	14	11	20	89	24	109	152
	5%	2%	3%	2%	2%	1%	15%	5%	6%	3%	2%	1%	3%	12%	2%	8%	5%
							abcdeg	c	i					jklnp		jklnp	jklnp

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

SUMMARY OF MOBILE PHONE OWNERSHIP

Base : All respondents (including those responding by post that gave a response)

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total	3008	1956	363	356	333	3008	2657	332	168	2669	2678	243	2921	932	977	1023	2955
Effective Weighted Sample	1664	1284	181	257	190	1664	1440	217	126	1811	1780	81	1702	641	656	713	2025
Total	3080	2572	279	149	80	3080	2680	388	186	2485	2617	310	2927	883	857	1032	2797
SMARTPHONE	2617	2189	228	126	74	2617	2271	338	157	2310	2617	-	2617	726	814	1015	2577
	85%	85%	82%	85%	92%	85%	85%	87%	84%	93%	100%	-%	89%	82%	95%	98%	92%
				b					h	kl		k		m	mnp	m	
NOT A SMARTPHONE	303	258	31	12	2	303	275	26	14	132	-	303	303	103	38	16	158
	10%	10%	11%	8%	3%	10%	10%	7%	8%	5%	-%	98%	10%	12%	4%	2%	6%
		d	d	d	d	d					jl	j	nop	o		o	
UNSURE WHETHER SMARTPHONE	7	5	1	1	*	7	5	2	2	4	-	7	7	6	-	1	7
	*%	*%	*%	1%	*%	*%	*%	1%	1%	*%	-%	2%	*%	1%	-%	*%	*%
											jl						
USES A MOBILE PHONE	2927	2451	260	140	76	2927	2550	366	172	2445	2617	310	2927	835	853	1031	2742
	95%	95%	93%	94%	95%	95%	95%	94%	93%	98%	100%	100%	100%	94%	99%	100%	98%
										h					mp	mp	m
DOES NOT USE A MOBILE PHONE	152	120	19	9	4	152	130	23	14	40	-	-	-	49	4	*	56
	5%	5%	7%	6%	5%	5%	5%	6%	7%	2%	-%	-%	-%	6%	1%	*%	2%
									i					nop		no	

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

T4. How would you say BBC TV programmes are mainly funded? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2991	402	444	515	442	447	719	2991	1494	1459	819	822	523	752	1641	1275	2991
Effective Weighted Sample	1658	293	328	365	294	222	244	1658	771	881	528	584	298	340	1106	638	1658
Total	3052	428	500	498	525	466	593	3052	1504	1501	788	760	653	727	1548	1380	3052
The TV Licence fee	2383	201	315	388	455	435	549	2383	1183	1182	624	587	504	575	1211	1079	2383
	78%	47%	63%	78%	87%	94%	93%	78%	79%	79%	79%	77%	77%	79%	78%	78%	78%
			a	ab	abcg	abcg	abcg	ab									
By the Government	182	77	49	23	14	10	10	182	101	75	53	57	33	35	109	69	182
	6%	18%	10%	5%	3%	2%	2%	6%	7%	5%	7%	7%	5%	5%	7%	5%	6%
		bcdefg	cdef					f									
Advertising	148	52	34	34	14	6	9	148	73	64	51	28	35	25	80	60	148
	5%	12%	7%	7%	3%	1%	1%	5%	5%	4%	7%	4%	5%	4%	5%	4%	5%
		defg	ef	ef													
Sponsorship of specific TV programmes	58	19	16	14	6	-	3	58	29	29	18	20	11	10	38	20	58
	2%	5%	3%	3%	1%	-%	*%	2%	2%	2%	2%	3%	2%	1%	2%	1%	2%
		efg	e	e													
By those that choose to pay a subscription to watch the service	57	11	25	13	3	1	5	57	33	24	15	14	17	9	29	26	57
	2%	3%	5%	3%	1%	*%	1%	2%	2%	2%	2%	2%	3%	1%	2%	2%	2%
			defg														
Sales of programmes and services to other channels or countries	47	16	9	2	10	2	7	47	19	27	12	15	8	11	27	19	47
	2%	4%	2%	*%	2%	1%	1%	2%	1%	2%	2%	2%	1%	2%	2%	1%	2%
		ceg															
Magazine/ book/ video/ DVD sales	17	6	5	3	3	-	1	17	6	11	2	6	3	6	8	9	17
	1%	1%	1%	1%	*%	-%	*%	1%	*%	1%	*%	1%	*%	1%	1%	1%	1%
Some other way	8	1	4	1	-	1	-	8	6	2	-	1	2	2	1	5	8
	*%	*%	1%	*%	-%	*%	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%
Don't know	151	44	45	20	20	10	10	151	54	86	12	32	38	54	45	92	151
	5%	10%	9%	4%	4%	2%	2%	5%	4%	6%	2%	4%	6%	7%	3%	7%	5%
		cdefg	cdefg									j	j	jn		jn	jn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

T4. How would you say BBC TV programmes are mainly funded? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Significance Level: 99%																	
Unweighted total	2991	1941	362	356	332	2991	2641	331	167	2654	2665	236	2903	922	975	1020	2939
Effective Weighted Sample	1658	1283	171	257	185	1658	1445	206	125	1799	1770	77	1702	632	654	711	2013
Total	3052	2541	281	148	82	3052	2647	394	185	2468	2603	292	2898	869	856	1030	2779
The TV Licence fee	2383	1958	242	121	63	2383	2055	324	97	1965	2003	255	2262	582	696	849	2136
	78%	77%	86%	81%	77%	78%	78%	82%	52%	80%	77%	87%	78%	67%	81%	82%	77%
			a						h					m	mp	m	
By the Government	182	158	12	8	4	182	158	21	15	157	170	7	176	59	51	69	180
	6%	6%	4%	6%	5%	6%	6%	5%	8%	6%	7%	2%	6%	7%	6%	7%	6%
Advertising	148	131	6	8	3	148	139	9	22	112	130	16	146	46	44	44	135
	5%	5%	2%	5%	4%	5%	5%	2%	12%	5%	5%	6%	5%	5%	5%	4%	5%
									i								
Sponsorship of specific TV programmes	58	53	1	3	1	58	51	4	8	51	50	4	54	31	13	13	58
	2%	2%	1%	2%	1%	2%	2%	1%	4%	2%	2%	1%	2%	4%	2%	1%	2%
														o			
By those that choose to pay a subscription to watch the service	57	49	4	1	3	57	52	5	10	46	53	*	54	31	13	12	57
	2%	2%	1%	1%	3%	2%	2%	1%	6%	2%	2%	1%	2%	4%	2%	1%	2%
									i					o			
Sales of programmes and services to other channels or countries	47	42	3	1	1	47	39	7	5	39	44	3	47	20	15	11	47
	2%	2%	1%	1%	1%	2%	1%	2%	3%	2%	2%	1%	2%	2%	2%	1%	2%
Magazine/ book/ video/ DVD sales	17	16	1	-	1	17	17	-	5	12	16	*	17	13	1	3	17
	1%	1%	1%	0%	1%	1%	1%	0%	3%	1%	1%	1%	1%	1%	1%	1%	1%
			*	-	1%	1%	1%	-	i	*	*	*	1%	n	*	*	1%
Some other way	8	8	-	-	*	8	8	-	2	3	4	1	5	6	-	2	8
	1%	1%	0%	0%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%
					*	*	*	-	i	*	*	*	*	1%	-	*	*
Don't know	151	128	12	6	6	151	127	25	20	83	133	6	138	83	21	25	142
	5%	5%	4%	4%	7%	5%	5%	6%	11%	3%	5%	2%	5%	10%	2%	2%	5%
									i					nop			no

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

T5. How would you say programmes are mainly funded on ITV, Channel 4 and Five? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2994	402	444	515	442	448	722	2994	1495	1460	820	823	522	752	1643	1274	2994
Effective Weighted Sample	1664	293	328	366	294	223	245	1664	771	886	529	585	297	340	1108	637	1664
Total	3052	428	500	497	525	467	598	3052	1505	1498	789	761	650	728	1551	1378	3052
Advertising	2201	182	293	344	422	408	528	2201	1139	1037	600	566	473	482	1167	955	2201
	72%	42%	59%	69%	80%	87%	88%	72%	76%	69%	76%	74%	73%	66%	75%	69%	72%
			a	ab	abcb	abcb	abcb	ab	i		m	m		mo			
The TV Licence fee	314	83	78	72	30	18	26	314	130	179	81	72	58	90	153	148	314
	10%	19%	16%	15%	6%	4%	4%	10%	9%	12%	10%	9%	9%	12%	10%	11%	10%
		defg	defg	def				ef									
Sponsorship of specific TV programmes	126	33	23	23	17	16	14	126	50	72	31	32	29	34	63	63	126
	4%	8%	5%	5%	3%	3%	2%	4%	3%	5%	4%	4%	4%	5%	4%	5%	4%
		fg															
By those that choose to pay a subscription to watch the service	79	28	17	16	9	8	1	79	43	36	17	17	13	21	34	34	79
	3%	6%	3%	3%	2%	2%	*%	3%	3%	2%	2%	2%	2%	3%	2%	2%	3%
		defg	f	f													
By the Government	73	33	26	6	6	-	2	73	40	27	21	16	19	16	37	35	73
	2%	8%	5%	1%	1%	-%	*%	2%	3%	2%	3%	2%	3%	2%	2%	3%	2%
		cdefg	cdefg														
Sales of programmes and services to other channels or countries	35	11	8	3	6	4	4	35	13	21	14	4	8	8	19	16	35
	1%	3%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
Magazine/ book/ video/ DVD sales	12	4	4	1	2	-	*	12	9	3	3	4	2	2	7	5	12
	*%	1%	1%	*%	*%	-%	*%	*%	1%	*%	*%	1%	*%	*%	*%	*%	*%
Some other way	4	1	2	-	-	-	-	4	4	-	-	1	2	-	1	2	4
	*%	*%	*%	-%	-%	-%	-%	*%	*%	-%	-%	*%	*%	-%	*%	*%	*%
Don't know	209	54	48	33	32	14	24	209	78	123	21	48	45	75	69	120	209
	7%	13%	10%	7%	6%	3%	4%	7%	5%	8%	3%	6%	7%	10%	4%	9%	7%
		cdefg	ef									j	j	jn		jn	j

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

T5. How would you say programmes are mainly funded on ITV, Channel 4 and Five? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2994	1947	361	356	330	2994	2642	333	168	2659	2669	236	2907	926	976	1021	2945
Effective Weighted Sample	1664	1288	174	257	204	1664	1449	208	126	1804	1774	77	1710	636	655	712	2018
Total	3052	2549	276	148	78	3052	2644	396	186	2475	2608	288	2899	875	857	1031	2787
Advertising	2201	1816	218	109	58	2201	1870	327	87	1844	1850	235	2086	505	630	844	1985
	72%	71%	79%	73%	74%	72%	71%	83%	47%	75%	71%	81%	72%	58%	73%	82%	71%
								f		h					m	mnp	m
The TV Licence fee	314	282	16	10	6	314	284	28	32	251	293	14	308	130	91	76	299
	10%	11%	6%	7%	7%	10%	11%	7%	17%	10%	11%	5%	11%	15%	11%	7%	11%
														op			o
Sponsorship of specific TV programmes	126	100	15	8	3	126	120	5	12	96	111	9	120	34	45	35	115
	4%	4%	5%	5%	4%	4%	5%	1%	6%	4%	4%	3%	4%	4%	5%	3%	4%
By those that choose to pay a subscription to watch the service	79	68	5	4	2	79	71	8	17	54	68	8	76	44	18	9	72
	3%	3%	2%	2%	3%	3%	3%	2%	9%	2%	3%	3%	3%	5%	2%	1%	3%
									i					nop			o
By the Government	73	61	3	7	2	73	64	6	6	62	64	3	67	32	18	21	71
	2%	2%	1%	5%	3%	2%	2%	2%	3%	3%	2%	1%	2%	4%	2%	2%	3%
Sales of programmes and services to other channels or countries	35	28	3	3	1	35	27	4	3	32	31	2	33	16	7	11	35
	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%
Magazine/ book/ video/ DVD sales	12	9	2	-	*	12	12	-	2	10	11	-	11	6	5	*	12
	*%	*%	1%	-%	1%	*%	*%	-%	1%	*%	*%	-%	*%	1%	1%	*%	*%
Some other way	4	4	-	-	-	4	4	-	2	1	1	-	1	2	-	1	4
	*%	*%	-%	-%	-%	*%	*%	-%	1%	*%	*%	-%	*%	*%	-%	*%	*%
									i								
Don't know	209	181	14	8	6	209	193	16	25	125	178	18	196	106	43	33	194
	7%	7%	5%	6%	7%	7%	7%	4%	14%	5%	7%	6%	7%	12%	5%	3%	7%
									i					nop			o

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

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 99% confidence level.

T6. How is the Sky or Virgin Media TV service mainly funded? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2996	402	444	518	441	446	722	2996	1496	1461	818	822	524	755	1640	1279	2996
Effective Weighted Sample	1655	293	328	369	294	226	241	1655	771	876	527	584	300	342	1106	642	1655
Total	3066	428	500	502	525	460	608	3066	1509	1510	787	760	656	731	1547	1387	3066
By those that choose to pay a subscription to watch the service	1923	147	283	329	367	341	425	1923	965	930	509	497	428	440	1005	868	1923
	63%	34%	57%	66%	70%	74%	70%	63%	64%	62%	65%	65%	65%	60%	65%	63%	63%
			a	a	ab	abg	ab	a									
Advertising	432	77	72	75	84	61	63	432	232	196	144	102	88	85	246	172	432
	14%	18%	14%	15%	16%	13%	10%	14%	15%	13%	18%	13%	13%	12%	16%	12%	14%
		f									mo						
The TV Licence fee	169	75	38	31	8	3	14	169	85	81	42	47	37	41	88	78	169
	6%	17%	8%	6%	2%	1%	2%	6%	6%	5%	5%	6%	6%	6%	6%	6%	6%
		bcdefg	def	de				de									
Sponsorship of specific TV programmes	91	22	18	11	16	8	16	91	38	52	27	24	25	10	51	34	91
	3%	5%	4%	2%	3%	2%	3%	3%	3%	3%	3%	3%	4%	1%	3%	2%	3%
Sales of programmes and services to other channels or countries	71	20	16	15	7	9	4	71	29	41	22	18	8	22	40	31	71
	2%	5%	3%	3%	1%	2%	1%	2%	2%	3%	3%	2%	1%	3%	3%	2%	2%
		f															
By the Government	43	21	15	4	2	-	-	43	23	16	7	15	13	7	22	21	43
	1%	5%	3%	1%	*%	-%	-%	1%	2%	1%	1%	2%	2%	1%	1%	1%	1%
		cdefg	ef														
Magazine/ book/ video/ DVD sales	8	3	-	5	-	-	*	8	4	3	2	5	-	*	7	*	8
	*%	1%	-%	1%	-%	-%	*%	*%	*%	*%	*%	1%	-%	*%	*%	*%	*%
Some other way	10	3	7	-	-	-	1	10	7	3	-	3	4	2	3	6	10
	*%	1%	1%	-%	-%	-%	*%	*%	*%	*%	-%	*%	1%	*%	*%	*%	*%
Don't know	319	60	51	33	41	38	85	319	124	188	35	48	53	124	84	177	319
	10%	14%	10%	6%	8%	8%	14%	10%	8%	12%	4%	6%	8%	17%	5%	13%	10%
		c					c			h				ijklnp		jkn	jkn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

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 99% confidence level.

T6. How is the Sky or Virgin Media TV service mainly funded? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total	2996	1949	360	355	332	2996	2645	332	167	2658	2667	238	2907	926	973	1022	2943
Effective Weighted Sample	1655	1283	170	256	185	1655	1441	207	126	1803	1784	79	1714	637	653	713	2017
Total	3066	2557	280	148	82	3066	2660	395	185	2475	2601	296	2900	878	853	1031	2787
By those that choose to pay a subscription to watch the service	1923 63%	1585 62%	194 69%	96 65%	48 58%	1923 63%	1652 62%	269 68%	79 43%	1622 66% h	1643 63%	184 62%	1828 63%	433 49%	569 67% m	754 73% mnp	1758 63% m
Advertising	432 14%	365 14%	37 13%	21 14%	10 12%	432 14%	366 14%	66 17%	37 20%	372 15%	389 15%	38 13%	427 15%	114 13%	123 14%	173 17%	413 15%
The TV Licence fee	169 6%	151 6%	8 3%	5 4%	5 6%	169 6%	158 6%	8 2%	25 13% i	126 5%	160 6%	4 1%	165 6%	83 9% op	52 6% o	25 2%	162 6% o
Sponsorship of specific TV programmes	91 3%	68 3%	13 5%	7 5%	4 5%	91 3%	79 3%	12 3%	8 4%	70 3%	80 3%	9 3%	89 3%	41 5% o	29 3%	14 1%	85 3%
Sales of programmes and services to other channels or countries	71 2%	64 3%	2 1%	3 2%	2 2%	71 2%	59 2%	11 3%	6 3%	63 3%	67 3%	3 1%	70 2%	42 5% nop	13 1%	16 2%	71 3%
By the Government	43 1%	40 2%	1 *% no	1 1%	1 1%	43 1%	39 1%	- -%	4 2%	37 2%	41 2%	- -%	41 1%	26 3% no	8 1%	9 1%	43 2%
Magazine/ book/ video/ DVD sales	8 *% f	7 *% f	- -%	- -%	1 1%	8 *% f	3 *% f	5 1% f	- -%	8 *% f	8 *% f	- -%	8 *% f	6 1% f	2 *% f	* *% f	8 *% f
Some other way	10 *% f	10 *% f	- -% f	- -% f	- -% f	10 *% f	10 *% f	- -% f	2 1% f	5 *% f	7 *% f	1 *% f	8 *% f	4 1% f	2 *% f	4 *% f	10 *% f
Don't know	319 10%	267 10%	25 9%	15 10%	12 14%	319 10%	295 11%	25 6%	25 13% i	171 7%	207 8%	57 19% jl	264 9%	128 15% nop	57 7% o	36 4%	237 9% o

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

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 99% confidence level.

IN2A. Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone, tablet computer or smartwatch may require you to go online, for example, social media, news or online video apps such as YouTube. (MULTI CODE)

Base : All who go online (excluding those responding by post)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	396	435	505	418	402	620	2776	1394	1350	801	796	493	649	1597	1142	2776
Effective Weighted Sample	1900	288	322	358	293	266	466	1900	906	971	544	565	345	450	1108	766	1900
Total	2641	423	489	487	487	372	383	2641	1288	1320	759	738	583	520	1497	1102	2641
Smartphone (like an iPhone or Samsung Galaxy)	2257	370	444	455	447	315	225	2257	1089	1141	642	654	515	412	1296	927	2257
	85%	87%	91%	93%	92%	85%	59%	85%	85%	86%	85%	89%	88%	79%	87%	84%	85%
		f	f	aefg	fg	f		f				m	m		m		m
Computer - Laptop, desktop or netbook computer (PC or Mac)	1957	288	325	344	380	288	332	1957	1022	919	629	597	400	304	1226	704	1957
	74%	68%	66%	71%	78%	77%	87%	74%	79%	70%	83%	81%	69%	58%	82%	64%	74%
				ab	b	abcdeg	b	i	lmop	lmop	m		lmop		mo		mo
Tablet (like an iPad, Kindle Fire or Google Nexus)	1347	157	233	271	270	202	214	1347	667	666	451	371	278	236	822	514	1347
	51%	37%	48%	56%	55%	54%	56%	51%	52%	50%	59%	50%	48%	45%	55%	47%	51%
		a	a	a	a	a	a	a			klmop				mo		mo
Smart TV (a TV set that connects directly to the internet and doesn't need a computer set-top box or games console to go online)	1084	179	224	244	211	127	99	1084	585	491	361	317	244	151	679	395	1084
	41%	42%	46%	50%	43%	34%	26%	41%	45%	37%	48%	43%	42%	29%	45%	36%	41%
		f	ef	efg	f			f	i		mop	mo	m		mo		m
Games console or handheld games player	559	180	148	126	83	18	5	559	359	196	170	171	130	77	341	206	559
	21%	43%	30%	26%	17%	5%	1%	21%	28%	15%	22%	23%	22%	15%	23%	19%	21%
		bcdefg	defg	def	ef	f		ef	i		m	m	m		m		m
Smart speaker which can respond to voice commands (like Amazon Echo/Alexa, Google Home, Apple Home Pod)	541	97	106	118	121	59	41	541	278	254	176	170	115	75	346	190	541
	20%	23%	22%	24%	25%	16%	11%	20%	22%	19%	23%	23%	20%	14%	23%	17%	20%
		f	f	f	ef			f			mo	mo			mo		m

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

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 99% confidence level.

IN2A. Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone, tablet computer or smartwatch may require you to go online, for example, social media, news or online video apps such as YouTube. (MULTI CODE)

Base : All who go online (excluding those responding by post)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	396	435	505	418	402	620	2776	1394	1350	801	796	493	649	1597	1142	2776
Effective Weighted Sample	1900	288	322	358	293	266	466	1900	906	971	544	565	345	450	1108	766	1900
Total	2641	423	489	487	487	372	383	2641	1288	1320	759	738	583	520	1497	1102	2641
Wearable technology like a smartwatch or fitness tracker (like an Apple Watch, Fitbit)	317	52	81	78	62	30	13	317	164	142	108	101	69	36	209	104	317
	12%	12%	17%	16%	13%	8%	4%	12%	13%	11%	14%	14%	12%	7%	14%	9%	12%
		f	ef	ef	f	f		f			mo	m			mo		m
Other type of device used to go online	14	*	2	2	2	3	5	14	8	5	2	4	3	4	6	7	14
	1%	*%	*%	*%	*%	1%	1%	1%	1%	*%	*%	1%	1%	1%	*%	1%	1%
GOES ONLINE	2641	423	489	487	487	372	383	2641	1288	1320	759	738	583	520	1497	1102	2641
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
ANY USE OF DEVICES OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	2467	407	475	482	464	339	300	2467	1196	1241	710	703	547	470	1412	1017	2467
	93%	96%	97%	99%	95%	91%	78%	93%	93%	94%	93%	95%	94%	91%	94%	92%	93%
		f	efg	defg	f	f		f				m			m		
ONLY USE A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME	684	135	164	143	107	84	51	684	266	401	131	141	183	216	271	399	684
	26%	32%	34%	29%	22%	23%	13%	26%	21%	30%	17%	19%	31%	42%	18%	36%	26%
		df	defg	f	f	f		f		h			jkn	jklnp		jknp	jkn
ONLY USE A SMARTPHONE TO GO ONLINE	264	51	75	61	39	31	7	264	90	169	33	59	72	91	93	163	264
	10%	12%	15%	13%	8%	8%	2%	10%	7%	13%	4%	8%	12%	18%	6%	15%	10%
		f	defg	f	f	f		f		h			jn	jknp		jknp	jn
ONLY USE A TABLET TO GO ONLINE	52	9	7	4	7	8	16	52	21	28	14	12	9	15	26	25	52
	2%	2%	2%	1%	1%	2%	4%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%
							cg										

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

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 99% confidence level.

IN2A. Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone, tablet computer or smartwatch may require you to go online, for example, social media, news or online video apps such as YouTube. (MULTI CODE)

Base : All who go online (excluding those responding by post)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		TYPES OF INTERNET USE EVER MADE				
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	1807	338	323	308	2776	2441	316	122	2548	2537	179	2716	801	945	1010	2776
Effective Weighted Sample	1900	1452	263	242	200	1900	1682	219	94	1728	1741	124	1859	550	633	703	1900
Total	2641	2215	231	126	69	2641	2268	361	143	2387	2453	138	2591	764	832	1021	2641
Smartphone (like an iPhone or Samsung Galaxy)	2257	1885	201	111	60	2257	1951	296	98	2071	2203	35	2238	487	750	1004	2257
	85%	85%	87%	88%	87%	85%	86%	82%	68%	87%	90%	26%	86%	64%	90%	98%	85%
										h	kl		k		mp	mnp	m
Computer - Laptop, desktop or netbook computer (PC or Mac)	1957	1658	163	89	46	1957	1659	289	70	1826	1808	119	1927	411	636	905	1957
	74%	75%	71%	71%	66%	74%	73%	80%	49%	77%	74%	86%	74%	54%	76%	89%	74%
										h		jl			m	mnp	m
Tablet (like an iPad, Kindle Fire or Google Nexus)	1347	1129	120	63	35	1347	1129	213	61	1242	1278	52	1329	281	440	621	1347
	51%	51%	52%	50%	51%	51%	50%	59%	42%	52%	52%	37%	51%	37%	53%	61%	51%
								f			k		k		m	mnp	m
Smart TV (a TV set that connects directly to the internet and doesn't need a computer set-top box or games console to go online)	1084	921	88	46	29	1084	923	153	51	1008	1056	20	1076	150	328	605	1084
	41%	42%	38%	36%	42%	41%	41%	42%	36%	42%	43%	15%	42%	20%	39%	59%	41%
											k		k		m	mnp	m
Games console or handheld games player	559	473	44	31	12	559	490	64	39	507	543	10	553	98	142	319	559
	21%	21%	19%	24%	18%	21%	22%	18%	28%	21%	22%	7%	21%	13%	17%	31%	21%
											k		k			mnp	m

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

Table 13

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IN2A. Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone, tablet computer or smartwatch may require you to go online, for example, social media, news or online video apps such as YouTube. (MULTI CODE)

Base : All who go online (excluding those responding by post)

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		TYPES OF INTERNET USE EVER MADE				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Significance Level: 99%																	
Unweighted total	2776	1807	338	323	308	2776	2441	316	122	2548	2537	179	2716	801	945	1010	2776
Effective Weighted Sample	1900	1452	263	242	200	1900	1682	219	94	1728	1741	124	1859	550	633	703	1900
Total	2641	2215	231	126	69	2641	2268	361	143	2387	2453	138	2591	764	832	1021	2641
Smart speaker which can respond to voice commands (like Amazon Echo/Alexa, Google Home, Apple Home Pod)	541 20%	451 20%	48 21%	26 20%	16 23%	541 20%	461 20%	76 21%	20 14%	511 21%	532 22%	9 6%	540 21%	46 6%	135 16%	358 35%	541 20%
Wearable technology like a smartwatch or fitness tracker (like an Apple Watch, Fitbit)	317 12%	266 12%	21 9%	20 16%	9 13%	317 12%	278 12%	36 10%	12 8%	299 13%	314 13%	2 1%	315 12%	34 5%	69 8%	213 21%	317 12%
Other type of device used to go online	14 1%	12 1%	1 1%	* *%	* 1%	14 1%	11 *%	3 1%	2 1%	12 *%	11 *%	3 2%	14 1%	2 *%	2 *%	9 1%	14 1%
GOES ONLINE	2641 100%	2215 100%	231 100%	126 100%	69 100%	2641 100%	2268 100%	361 100%	143 100%	2387 100%	2453 100%	138 100%	2591 100%	764 100%	832 100%	1021 100%	2641 100%
ANY USE OF DEVICES OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	2467 93%	2066 93%	217 94%	119 95%	65 94%	2467 93%	2130 94%	326 90%	127 89%	2236 94%	2358 96%	76 55%	2434 94%	630 82%	804 97%	1014 99%	2467 93%
ONLY USE A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME	684 26%	556 25%	67 29%	37 29%	23 34%	684 26%	610 27%	71 20%	72 51%	561 23%	645 26%	19 14%	664 26%	354 46%	196 24%	117 11%	684 26%
					a				i		k		k	nop	o	o	

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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IN2A. Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone, tablet computer or smartwatch may require you to go online, for example, social media, news or online video apps such as YouTube. (MULTI CODE)

Base : All who go online (excluding those responding by post)

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		TYPES OF INTERNET USE EVER MADE				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	1807	338	323	308	2776	2441	316	122	2548	2537	179	2716	801	945	1010	2776
Effective Weighted Sample	1900	1452	263	242	200	1900	1682	219	94	1728	1741	124	1859	550	633	703	1900
Total	2641	2215	231	126	69	2641	2268	361	143	2387	2453	138	2591	764	832	1021	2641
ONLY USE A SMARTPHONE TO GO ONLINE	264	221	23	12	8	264	240	22	26	208	254	3	257	147	67	38	264
	10%	10%	10%	10%	12%	10%	11%	6%	18%	9%	10%	2%	10%	19%	8%	4%	10%
									i		k		k	nop	o		o
ONLY USE A TABLET TO GO ONLINE	52	43	4	3	1	52	51	1	7	38	35	10	45	41	8	*	52
	2%	2%	2%	2%	2%	2%	2%	*%	5%	2%	1%	7%	2%	5%	1%	*%	2%
												jl		nop			o

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

SUMMARY OF USE OF PC/ LAPTOP/ NETBOOK AND OF ALTERNATIVE DEVICES TO GO ONLINE

Base : All who go online (excluding those responding by post)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	396	435	505	418	402	620	2776	1394	1350	801	796	493	649	1597	1142	2776
Effective Weighted Sample	1900	288	322	358	293	266	466	1900	906	971	544	565	345	450	1108	766	1900
Total	2641	423	489	487	487	372	383	2641	1288	1320	759	738	583	520	1497	1102	2641
DESKTOP/ LAPTOP/ NETBOOK AND NOT ALTERNATIVE DEVICE	173	16	14	5	23	33	83	173	93	79	50	35	36	49	85	85	173
	7%	4%	3%	1%	5%	9%	22%	7%	7%	6%	7%	5%	6%	9%	6%	8%	7%
				c		bc	abcdeg	bc						kn			
DESKTOP/ LAPTOP/ NETBOOK AND ALTERNATIVE DEVICE	1784	272	311	340	357	255	249	1784	930	840	579	562	364	255	1141	618	1784
	68%	64%	64%	70%	73%	69%	65%	68%	72%	64%	76%	76%	62%	49%	76%	56%	68%
				b					i		lmop	lmop	m		lmop		mo
ALTERNATIVE DEVICE AND NOT DESKTOP/ LAPTOP/ NETBOOK	684	135	164	143	107	84	51	684	266	401	131	141	183	216	271	399	684
	26%	32%	34%	29%	22%	23%	13%	26%	21%	30%	17%	19%	31%	42%	18%	36%	26%
		df	defg	f	f	f	f	f		h			jkn	ijklnp		jknp	jkn
ANY USE OF ALTERNATIVE DEVICE TO GO ONLINE	2467	407	475	482	464	339	300	2467	1196	1241	710	703	547	470	1412	1017	2467
	93%	96%	97%	99%	95%	91%	78%	93%	93%	94%	93%	95%	94%	91%	94%	92%	93%
		f	efg	defg	f	f	f	f				m			m		

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

SUMMARY OF USE OF PC/ LAPTOP/ NETBOOK AND OF ALTERNATIVE DEVICES TO GO ONLINE

Base : All who go online (excluding those responding by post)

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	1807	338	323	308	2776	2441	316	122	2548	2537	179	2716	801	945	1010	2776
Effective Weighted Sample	1900	1452	263	242	200	1900	1682	219	94	1728	1741	124	1859	550	633	703	1900
Total	2641	2215	231	126	69	2641	2268	361	143	2387	2453	138	2591	764	832	1021	2641
DESKTOP/ LAPTOP/ NETBOOK AND NOT ALTERNATIVE DEVICE	173	149	14	7	4	173	138	34	16	150	95	63	158	134	28	8	173
	7%	7%	6%	5%	6%	7%	6%	10%	11%	6%	4%	45%	6%	18%	3%	1%	7%
												j	j	nop	o		no
DESKTOP/ LAPTOP/ NETBOOK AND ALTERNATIVE DEVICE	1784	1510	150	82	42	1784	1520	255	55	1675	1713	56	1769	277	608	897	1784
	68%	68%	65%	65%	61%	68%	67%	71%	38%	70%	70%	41%	68%	36%	73%	88%	68%
										h	k		k		m	mnp	m
ALTERNATIVE DEVICE AND NOT DESKTOP/ LAPTOP/ NETBOOK	684	556	67	37	23	684	610	71	72	561	645	19	664	354	196	117	684
	26%	25%	29%	29%	34%	26%	27%	20%	51%	23%	26%	14%	26%	46%	24%	11%	26%
					a				i		k		k	nop	o		o
ANY USE OF ALTERNATIVE DEVICE TO GO ONLINE	2467	2066	217	119	65	2467	2130	326	127	2236	2358	76	2434	630	804	1014	2467
	93%	93%	94%	95%	94%	93%	94%	90%	89%	94%	96%	55%	94%	82%	97%	99%	93%
											kl		k		mp	mnp	m

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

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 99% confidence level.

IN3. How long ago did you first start going online? Please think about wherever you first started going online – perhaps at home, work, school, college, or anywhere else using any type of device. (SINGLE CODE)

Base : All who go online (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2956	403	444	518	441	440	692	2956	1477	1442	820	822	518	728	1642	1246	2956
Effective Weighted Sample	2026	293	328	368	309	294	526	2026	963	1037	558	584	361	506	1140	836	2026
Total	2798	429	500	500	513	413	429	2798	1361	1402	776	760	609	582	1536	1192	2798
In the past year	30 1%	5 1%	12 2% e	4 1%	1 *% *	* *% *	6 1%	30 1%	11 1%	18 1%	10 1%	1 *% *	8 1%	10 2% k	11 1%	18 2%	30 1%
In the past 2 years	53 2%	13 3% f	13 3% f	5 1%	6 1%	8 2%	2 *% *	53 2%	18 1%	34 2%	10 1%	7 1%	9 2%	19 3% kn	17 1%	29 2%	53 2%
In the past 3-4 years	103 4%	29 7% cd	19 4%	10 2%	10 2%	20 5%	13 3%	103 4%	40 3%	62 4%	17 2%	25 3%	12 2%	40 7% jklmp	43 3%	52 4%	103 4%
In the past 5-9 years	446 16%	136 32% bcdefg	50 10%	64 13%	63 12%	77 19% b	56 13%	446 16% b	209 15%	233 17%	105 13%	101 13%	125 20% jkn	105 18%	206 13%	230 19% jkn	446 16%
Ten years ago or more	2041 73%	225 53% a	373 75% a	402 80% aeg	416 81% aeg	287 69% a	336 78% ae	2041 73% a	1043 77% i	980 70%	624 80% lmop	594 78% lmo	423 69%	370 63% lmop	1218 79% lmop	793 67%	2041 73% mo
Can't remember	125 4%	20 5%	33 7%	16 3%	16 3%	21 5%	15 4%	125 4%	40 3%	75 5% h	11 1%	31 4% j	32 5% j	38 7% jn	43 3%	70 6% jn	125 4% j
SUMMARY CODES																	
IN THE PAST 1-2 YEARS	83 3%	18 4%	25 5% d	8 2%	7 1%	9 2%	8 2%	83 3%	29 2%	52 4%	19 2%	8 1%	18 3%	29 5% kn	28 2%	47 4% kn	83 3%
IN THE PAST 1-4 YEARS	186 7%	48 11% cdfg	45 9% cd	18 4%	17 3%	28 7%	22 5%	186 7%	69 5%	113 8% h	36 5%	34 4%	30 5%	69 12% jklmp	70 5%	99 8% jkn	186 7%
FIVE YEARS AGO OR MORE	2487 89%	361 84%	422 84%	466 93% ab	479 94% ab	364 88%	392 91% ab	2487 89% ab	1252 92% i	1213 87%	728 94% mop	695 91% mo	548 90% m	474 81% mop	1423 93% mop	1022 86%	2487 89% m

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

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 99% confidence level.

IN3. How long ago did you first start going online? Please think about wherever you first started going online – perhaps at home, work, school, college, or anywhere else using any type of device. (SINGLE CODE)

Base : All who go online (including those responding by post that gave a response)

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total	2956	1923	357	347	329	2956	2607	330	168	2671	2667	219	2887	932	979	1023	2956
Effective Weighted Sample	2026	1544	277	261	217	2026	1799	230	126	1812	1833	154	1980	641	657	713	2026
Total	2798	2342	244	137	75	2798	2411	376	186	2487	2575	166	2742	883	859	1032	2798
In the past year	30 1%	25 1%	2 1%	3 2%	* 1%	30 1%	28 1%	2 *%	30 16%	- -%	23 1%	2 1%	25 1%	22 2%	5 1%	* *%	30 1%
In the past 2 years	53 2%	46 2%	4 2%	2 1%	1 1%	53 2%	53 2%	- -%	53 28%	- -%	45 2%	5 3%	50 2%	41 5%	9 1%	1 *%	53 2%
In the past 3-4 years	103 4%	87 4%	7 3%	7 5%	2 3%	103 4%	93 4%	10 3%	103 55%	- -%	89 3%	8 5%	97 4%	65 7%	28 3%	10 1%	103 4%
In the past 5-9 years	446 16%	364 16%	40 16%	26 19%	16 22%	446 16%	397 16%	48 13%	- -%	446 18%	405 16%	29 17%	433 16%	211 24%	160 19%	72 7%	446 16%
Ten years ago or more	2041 73%	1710 73%	180 74%	97 71%	54 72%	2041 73%	1731 72%	300 80%	- -%	2041 82%	1905 74%	107 65%	2013 73%	479 54%	622 72%	935 91%	2041 73%
Can't remember	125 4%	110 5%	11 4%	3 2%	1 2%	125 4%	109 5%	16 4%	- -%	- -%	108 4%	14 9%	123 4%	64 7%	35 4%	14 1%	125 4%
SUMMARY CODES																	
IN THE PAST 1-2 YEARS	83 3%	71 3%	6 2%	4 3%	1 2%	83 3%	81 3%	2 *%	83 45%	- -%	68 3%	7 4%	75 3%	63 7%	15 2%	1 *%	83 3%
IN THE PAST 1-4 YEARS	186 7%	158 7%	13 5%	11 8%	4 5%	186 7%	174 7%	12 3%	186 100%	- -%	157 6%	16 9%	172 6%	129 15%	42 5%	11 1%	186 7%
FIVE YEARS AGO OR MORE	2487 89%	2074 89%	220 90%	123 89%	70 94%	2487 89%	2128 88%	348 93%	- -%	2487 100%	2310 90%	136 82%	2447 89%	690 78%	782 91%	1007 98%	2487 89%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

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 99% confidence level.

IN5. TIME SPENT ONLINE IN A TYPICAL WEEK - Please think about the hours that you spend doing things online in a typical week – so both weekdays and at the weekend – maybe to visit a social media site or app, look at a website or use an app, watch a TV programme, film or video clip, play games online or check emails. It could be going online using a computer, laptop, tablet, mobile phone, games console or Smart TV. How many hours in a typical week would you say you spend online – this could be at home, your workplace or place of education, on the move when you are commuting, travelling or out and about, more generally. (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3013	403	444	519	446	448	729	3013	1506	1468	824	823	525	760	1647	1285	3013
Effective Weighted Sample	1645	293	328	369	296	223	242	1645	760	881	519	585	300	338	1095	638	1645
Total	3103	429	500	502	529	469	625	3103	1540	1515	799	761	656	746	1560	1402	3103
None	365	22	14	12	21	59	202	365	206	146	40	13	56	185	53	241	365
	12%	5%	3%	2%	4%	13%	32%	12%	13%	10%	5%	2%	9%	25%	3%	17%	12%
						abcd	abcdeg	abcd			k		kn	jklnop		jklnp	jkln
Up to 2 hours	94	29	21	13	14	5	11	94	33	60	19	18	19	36	37	55	94
	3%	7%	4%	3%	3%	1%	2%	3%	2%	4%	2%	2%	3%	5%	2%	4%	3%
		cefg															
3 to 5 hours	342	50	54	51	61	60	56	342	132	207	77	72	74	99	148	173	342
	11%	12%	11%	10%	11%	13%	9%	11%	9%	14%	10%	9%	11%	13%	10%	12%	11%
										h							
6-8 hours	279	60	58	46	43	33	36	279	106	164	58	85	63	68	143	131	279
	9%	14%	12%	9%	8%	7%	6%	9%	7%	11%	7%	11%	10%	9%	9%	9%	9%
		fg								h							
9-11 hours	311	17	44	65	59	59	65	311	148	160	81	82	72	69	163	142	311
	10%	4%	9%	13%	11%	13%	10%	10%	10%	11%	10%	11%	11%	9%	10%	10%	10%
				a	a	a	a	a									
12-15 hours	195	18	21	40	50	30	37	195	104	88	59	48	50	35	107	85	195
	6%	4%	4%	8%	9%	6%	6%	6%	7%	6%	7%	6%	8%	5%	7%	6%	6%
16-22 hours	301	23	46	47	53	61	71	301	161	137	95	81	71	51	176	123	301
	10%	5%	9%	9%	10%	13%	11%	10%	10%	9%	12%	11%	11%	7%	11%	9%	10%
						a											
Over 22 hours	1174	204	231	221	221	154	141	1174	631	534	366	352	243	193	718	436	1174
	38%	48%	46%	44%	42%	33%	23%	38%	41%	35%	46%	46%	37%	26%	46%	31%	38%
		efg	efg	ef	f			f			mop	lmop	m		lmop		mo
Don't know	42	5	10	8	6	7	6	42	18	19	4	11	8	9	15	17	42
	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

SUMMARY CODES

0 TO 8 HOURS PER WEEK	1080	161	147	122	140	158	305	1080	477	577	194	188	211	389	382	600	1080
	35%	38%	29%	24%	26%	34%	49%	35%	31%	38%	24%	25%	32%	52%	24%	43%	35%
		cd				abcdeg		cd		h			n	jklnop		jklnp	jkln

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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IN5. TIME SPENT ONLINE IN A TYPICAL WEEK - Please think about the hours that you spend doing things online in a typical week – so both weekdays and at the weekend – maybe to visit a social media site or app, look at a website or use an app, watch a TV programme, film or video clip, play games online or check emails. It could be going online using a computer, laptop, tablet, mobile phone, games console or Smart TV. How many hours in a typical week would you say you spend online – this could be at home, your workplace or place of education, on the move when you are commuting, travelling or out and about, more generally. (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3013	403	444	519	446	448	729	3013	1506	1468	824	823	525	760	1647	1285	3013
Effective Weighted Sample	1645	293	328	369	296	223	242	1645	760	881	519	585	300	338	1095	638	1645
Total	3103	429	500	502	529	469	625	3103	1540	1515	799	761	656	746	1560	1402	3103
9 TO 22 HOURS PER WEEK	807	58	112	152	162	150	173	807	413	386	234	211	194	156	446	350	807
	26%	14%	22%	30%	31%	32%	28%	26%	27%	25%	29%	28%	30%	21%	29%	25%	26%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
MORE THAN 22 HOURS PER WEEK	1174	204	231	221	221	154	141	1174	631	534	366	352	243	193	718	436	1174
	38%	48%	46%	44%	42%	33%	23%	38%	41%	35%	46%	46%	37%	26%	46%	31%	38%
		efg	efg	ef	f			f			mop	lmop	m		lmop		mo
Answered	2844	371	449	450	483	441	601	2844	1447	1358	750	704	604	661	1454	1265	2844
Mean number of hours per week	22.2	29.8	26.7	26.9	24.6	18.5	13.3	22.2	23.8	20.9	26.3	27.7	21.4	15.1	27.0	18.1	22.2
		defg	efg	efg	ef	f		ef	i		lmop	lmop	mo		lmop	m	mo
Standard deviation	21.98	28.57	22.13	22.40	21.14	17.62	16.22	21.98	23.48	20.25	21.78	23.17	20.65	19.83	22.46	20.46	21.98
Standard error	.42	1.54	1.10	1.03	1.05	.86	.61	.42	.62	.56	.78	.84	.94	.77	.57	.60	.42

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN5. TIME SPENT ONLINE IN A TYPICAL WEEK - Please think about the hours that you spend doing things online in a typical week – so both weekdays and at the weekend – maybe to visit a social media site or app, look at a website or use an app, watch a TV programme, film or video clip, play games online or check emails. It could be going online using a computer, laptop, tablet, mobile phone, games console or Smart TV. How many hours in a typical week would you say you spend online – this could be at home, your workplace or place of education, on the move when you are commuting, travelling or out and about, more generally. (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3013	1959	363	357	334	3013	2662	332	167	2670	2676	244	2922	933	978	1023	2956
Effective Weighted Sample	1645	1276	167	258	186	1645	1431	207	126	1811	1779	81	1703	642	656	713	2026
Total	3103	2586	286	149	82	3103	2697	395	185	2486	2616	311	2929	885	858	1032	2798
None	365 12%	297 11%	46 16%	15 10%	7 8%	365 12%	343 13%	22 6%	13 7%	38 2%	93 4%	148 48%	243 8%	44 5%	9 1%	3 *	60 2%
							g		i			jl	j	nop			o
Up to 2 hours	94 3%	82 3%	8 3%	3 2%	1 1%	94 3%	86 3%	8 2%	24 13%	56 2%	81 3%	8 3%	90 3%	76 9%	14 2%	3 *	94 3%
									i					nop			o
3 to 5 hours	342 11%	291 11%	22 8%	20 13%	10 12%	342 11%	303 11%	39 10%	64 34%	250 10%	304 12%	27 9%	333 11%	200 23%	90 10%	46 4%	342 12%
									i					nop	o		o
6-8 hours	279 9%	241 9%	18 6%	13 9%	8 10%	279 9%	243 9%	35 9%	26 14%	245 10%	261 10%	13 4%	274 9%	132 15%	79 9%	66 6%	279 10%
														nop			o
9-11 hours	311 10%	260 10%	28 10%	15 10%	8 9%	311 10%	258 10%	53 13%	26 14%	278 11%	275 11%	29 9%	304 10%	90 10%	109 13%	111 11%	311 11%
12-15 hours	195 6%	165 6%	16 6%	9 6%	6 7%	195 6%	164 6%	29 7%	4 2%	186 7%	183 7%	8 3%	191 7%	58 6%	78 9%	59 6%	195 7%
16-22 hours	301 10%	246 10%	30 10%	16 11%	9 11%	301 10%	244 9%	57 14%	8 4%	286 12%	274 10%	23 7%	297 10%	61 7%	127 15%	112 11%	301 11%
														mp			m
Over 22 hours	1174 38%	969 37%	116 40%	56 37%	34 41%	1174 38%	1020 38%	146 37%	17 9%	1130 45%	1107 42%	51 16%	1158 40%	203 23%	345 40%	625 61%	1174 42%
									h		k		k	m	mp		m
Don't know	42 1%	36 1%	3 1%	3 2%	1 1%	42 1%	37 1%	6 1%	2 1%	15 1%	38 1%	3 1%	41 1%	21 2%	8 1%	6 1%	42 2%
														o			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN5. TIME SPENT ONLINE IN A TYPICAL WEEK - Please think about the hours that you spend doing things online in a typical week – so both weekdays and at the weekend – maybe to visit a social media site or app, look at a website or use an app, watch a TV programme, film or video clip, play games online or check emails. It could be going online using a computer, laptop, tablet, mobile phone, games console or Smart TV. How many hours in a typical week would you say you spend online – this could be at home, your workplace or place of education, on the move when you are commuting, travelling or out and about, more generally. (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3013	1959	363	357	334	3013	2662	332	167	2670	2676	244	2922	933	978	1023	2956
Effective Weighted Sample	1645	1276	167	258	186	1645	1431	207	126	1811	1779	81	1703	642	656	713	2026
Total	3103	2586	286	149	82	3103	2697	395	185	2486	2616	311	2929	885	858	1032	2798
SUMMARY CODES																	
0 TO 8 HOURS PER WEEK	1080	910	94	51	25	1080	974	104	128	590	739	197	939	452	192	118	775
	35%	35%	33%	34%	31%	35%	36%	26%	69%	24%	28%	63%	32%	51%	22%	11%	28%
							g		i			jl		nop	o		no
9 TO 22 HOURS PER WEEK	807	671	74	40	22	807	666	139	39	751	732	60	792	208	313	282	807
	26%	26%	26%	27%	27%	26%	25%	35%	21%	30%	28%	19%	27%	24%	37%	27%	29%
								f							mop		m
MORE THAN 22 HOURS PER WEEK	1174	969	116	56	34	1174	1020	146	17	1130	1107	51	1158	203	345	625	1174
	38%	37%	40%	37%	41%	38%	38%	37%	9%	45%	42%	16%	40%	23%	40%	61%	42%
										h	k		k		m	mnp	m
Answered	2844	2362	266	139	76	2844	2462	370	152	2310	2380	298	2681	752	792	985	2539
Mean number of hours per week	22.2	22.3	21.8	22.0	21.9	22.2	22.2	21.5	8.3	26.2	25.0	9.2	23.3	15.5	22.5	34.1	24.9
										h	kl		k		m	mnp	mn
Standard deviation	21.98	22.20	20.62	22.37	19.03	21.98	22.21	17.35	8.57	21.91	22.20	13.74	22.00	16.61	17.51	24.63	21.78
Standard error	.42	.53	1.12	1.22	1.08	.42	.45	.99	.72	.44	.45	.91	.42	.59	.58	.79	.42

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

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 99% confidence level.

IN5. TIME SPENT ONLINE IN A TYPICAL WEEK - Please think about the hours that you spend doing things online in a typical week – so both weekdays and at the weekend – maybe to visit a social media site or app, look at a website or use an app, watch a TV programme, film or video clip, play games online or check emails. It could be going online using a computer, laptop, tablet, mobile phone, games console or Smart TV. How many hours in a typical week would you say you spend online – this could be at home, your workplace or place of education, on the move when you are commuting, travelling or out and about, more generally. (SINGLE CODE)

Base : All who go online (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2956	403	444	518	443	439	691	2956	1475	1444	820	822	519	726	1642	1245	2956
Effective Weighted Sample	2026	293	328	368	310	293	525	2026	961	1039	558	584	361	504	1140	834	2026
Total	2798	429	500	500	514	412	428	2798	1360	1403	776	760	610	581	1536	1190	2798
None	60 2%	22 5%	14 3%	9 2%	6 1%	3 1%	5 1%	60 2%	26 2%	34 2%	17 2%	12 2%	10 2%	19 3%	29 2%	29 2%	60 2%
		defg															
Up to 2 hours	94 3%	29 7%	21 4%	13 3%	14 3%	5 1%	11 3%	94 3%	33 2%	60 4%	19 2%	18 2%	19 3%	36 6%	37 2%	55 5%	94 3%
		cefg												jknp		n	
3 to 5 hours	342 12%	50 12%	54 11%	51 10%	61 12%	60 15%	56 13%	342 12%	132 10%	207 15%	77 10%	72 9%	74 12%	99 17%	148 10%	173 15%	342 12%
										h				jknp		kn	
6-8 hours	279 10%	60 14%	58 12%	46 9%	43 8%	33 8%	36 8%	279 10%	106 8%	164 12%	58 8%	85 11%	63 10%	68 12%	143 9%	131 11%	279 10%
										h							
9-11 hours	311 11%	17 4%	44 9%	65 13%	59 11%	59 14%	65 15%	311 11%	148 11%	160 11%	81 10%	82 11%	72 12%	69 12%	163 11%	142 12%	311 11%
				a	a	a	abg	a									
12-15 hours	195 7%	18 4%	21 4%	40 8%	50 10%	30 7%	37 9%	195 7%	104 8%	88 6%	59 8%	48 6%	50 8%	35 6%	107 7%	85 7%	195 7%
					ab												
16-22 hours	301 11%	23 5%	46 9%	47 9%	53 10%	61 15%	71 17%	301 11%	161 12%	137 10%	95 12%	81 11%	71 12%	51 9%	176 11%	123 10%	301 11%
						a	abcg	a									
Over 22 hours	1174 42%	204 48%	231 46%	221 44%	221 43%	154 37%	141 33%	1174 42%	631 46%	534 38%	366 47%	352 46%	243 40%	193 33%	718 47%	436 37%	1174 42%
		f	f	f	f			f	i		mo	mo			mop		mo
Don't know	42 2%	5 1%	10 2%	8 2%	6 1%	7 2%	6 1%	42 2%	18 1%	19 1%	4 1%	11 1%	8 1%	9 2%	15 1%	17 1%	42 2%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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IN5. TIME SPENT ONLINE IN A TYPICAL WEEK - Please think about the hours that you spend doing things online in a typical week – so both weekdays and at the weekend – maybe to visit a social media site or app, look at a website or use an app, watch a TV programme, film or video clip, play games online or check emails. It could be going online using a computer, laptop, tablet, mobile phone, games console or Smart TV. How many hours in a typical week would you say you spend online – this could be at home, your workplace or place of education, on the move when you are commuting, travelling or out and about, more generally. (SINGLE CODE)

Base : All who go online (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2956	403	444	518	443	439	691	2956	1475	1444	820	822	519	726	1642	1245	2956
Effective Weighted Sample	2026	293	328	368	310	293	525	2026	961	1039	558	584	361	504	1140	834	2026
Total	2798	429	500	500	514	412	428	2798	1360	1403	776	760	610	581	1536	1190	2798
SUMMARY CODES																	
0 TO 8 HOURS PER WEEK	775	161	147	119	125	101	108	775	297	465	172	186	165	223	358	388	775
	28%	38%	29%	24%	24%	25%	25%	28%	22%	33%	22%	25%	27%	38%	23%	33%	28%
		cdefg								h				ijklm		jknp	jn
9 TO 22 HOURS PER WEEK	807	58	112	152	162	150	173	807	413	386	234	211	194	156	446	350	807
	29%	14%	22%	30%	31%	36%	40%	29%	30%	27%	30%	28%	32%	27%	29%	29%	29%
			a	a	a	abg	abcdg	a									
MORE THAN 22 HOURS PER WEEK	1174	204	231	221	221	154	141	1174	631	534	366	352	243	193	718	436	1174
	42%	48%	46%	44%	43%	37%	33%	42%	46%	38%	47%	46%	40%	33%	47%	37%	42%
		f	f	f	f			f	i		mo	mo			mop		mo
Answered	2539	371	449	448	468	385	404	2539	1267	1246	728	703	557	496	1430	1053	2539
Mean number of hours per week	24.9	29.8	26.7	27.0	25.3	21.2	19.8	24.9	27.2	22.8	27.1	27.8	23.2	20.2	27.4	21.8	24.9
		efg	ef	ef	ef			ef	i		lmo	lmop			lmop		mo
Standard deviation	21.78	28.57	22.13	22.38	21.01	17.27	16.20	21.78	23.19	20.11	21.61	23.16	20.51	20.56	22.38	20.58	21.78
Standard error	.42	1.54	1.10	1.03	1.05	.85	.63	.42	.62	.56	.78	.84	.94	.82	.57	.62	.42

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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IN5. TIME SPENT ONLINE IN A TYPICAL WEEK - Please think about the hours that you spend doing things online in a typical week – so both weekdays and at the weekend – maybe to visit a social media site or app, look at a website or use an app, watch a TV programme, film or video clip, play games online or check emails. It could be going online using a computer, laptop, tablet, mobile phone, games console or Smart TV. How many hours in a typical week would you say you spend online – this could be at home, your workplace or place of education, on the move when you are commuting, travelling or out and about, more generally. (SINGLE CODE)

Base : All who go online (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2956	1923	356	347	330	2956	2608	329	167	2670	2667	219	2887	932	978	1023	2956
Effective Weighted Sample	2026	1544	276	261	218	2026	1799	229	126	1811	1833	154	1980	641	656	713	2026
Total	2798	2342	243	137	76	2798	2412	375	185	2486	2575	166	2742	884	858	1032	2798
None	60 2%	53 2%	3 1%	4 3%	1 1%	60 2%	58 2%	2 1%	13 7% i	38 2%	53 2%	3 2%	56 2%	42 5% nop	9 1%	3 *%	60 2% o
Up to 2 hours	94 3%	82 3%	8 3%	3 2%	1 1%	94 3%	86 4%	8 2%	24 13% i	56 2%	81 3%	8 5%	90 3%	76 9% nop	14 2%	3 *%	94 3% o
3 to 5 hours	342 12%	291 12%	22 9%	20 14%	10 13%	342 12%	303 13%	39 10%	64 34% i	250 10%	304 12%	27 17%	333 12%	200 23% nop	90 10% o	46 4%	342 12% o
6-8 hours	279 10%	241 10%	18 7%	13 9%	8 10%	279 10%	243 10%	35 9%	26 14%	245 10%	261 10%	13 8%	274 10%	132 15% nop	79 9%	66 6%	279 10% o
9-11 hours	311 11%	260 11%	28 12%	15 11%	8 10%	311 11%	258 11%	53 14%	26 14%	278 11%	275 11%	29 17%	304 11%	90 10%	109 13%	111 11%	311 11%
12-15 hours	195 7%	165 7%	16 6%	9 6%	6 7%	195 7%	164 7%	29 8%	4 2%	186 7%	183 7%	8 5%	191 7%	58 7%	78 9%	59 6%	195 7%
16-22 hours	301 11%	246 11%	30 12%	16 12%	9 12%	301 11%	244 10%	57 15%	8 4%	286 12%	274 11%	23 14%	297 11%	61 7%	127 15% mp	112 11%	301 11% m
Over 22 hours	1174 42%	969 41%	116 48%	56 41%	34 44%	1174 42%	1020 42%	146 39%	17 9%	1130 45% h	1107 43% k	51 31%	1158 42% k	203 23%	345 40% m	625 61% mnp	1174 42% m
Don't know	42 2%	36 2%	3 1%	3 2%	1 1%	42 2%	37 2%	6 2%	2 1%	15 1%	38 1%	3 2%	41 1%	21 2% o	8 1%	6 1%	42 2%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN5. TIME SPENT ONLINE IN A TYPICAL WEEK - Please think about the hours that you spend doing things online in a typical week – so both weekdays and at the weekend – maybe to visit a social media site or app, look at a website or use an app, watch a TV programme, film or video clip, play games online or check emails. It could be going online using a computer, laptop, tablet, mobile phone, games console or Smart TV. How many hours in a typical week would you say you spend online – this could be at home, your workplace or place of education, on the move when you are commuting, travelling or out and about, more generally. (SINGLE CODE)

Base : All who go online (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2956	1923	356	347	330	2956	2608	329	167	2670	2667	219	2887	932	978	1023	2956
Effective Weighted Sample	2026	1544	276	261	218	2026	1799	229	126	1811	1833	154	1980	641	656	713	2026
Total	2798	2342	243	137	76	2798	2412	375	185	2486	2575	166	2742	884	858	1032	2798
SUMMARY CODES																	
0 TO 8 HOURS PER WEEK	775	666	51	39	19	775	690	84	128	590	699	52	752	451	192	118	775
	28%	28%	21%	28%	25%	28%	29%	22%	69%	24%	27%	31%	27%	51%	22%	11%	28%
		b							i					nop	o		no
9 TO 22 HOURS PER WEEK	807	671	74	40	22	807	666	139	39	751	732	60	792	208	313	282	807
	29%	29%	30%	29%	30%	29%	28%	37%	21%	30%	28%	36%	29%	24%	37%	27%	29%
								f							mop		m
MORE THAN 22 HOURS PER WEEK	1174	969	116	56	34	1174	1020	146	17	1130	1107	51	1158	203	345	625	1174
	42%	41%	48%	41%	44%	42%	42%	39%	9%	45%	43%	31%	42%	23%	40%	61%	42%
									h		k		k		m	mnp	m
Answered	2539	2118	223	127	70	2539	2178	350	152	2310	2340	153	2494	751	792	985	2539
Mean number of hours per week	24.9	24.9	26.0	24.0	23.8	24.9	25.1	22.7	8.3	26.2	25.5	17.9	25.0	15.6	22.5	34.1	24.9
									h		k		k		m	mnp	mn
Standard deviation	21.78	22.04	19.95	22.32	18.66	21.78	22.02	17.03	8.57	21.91	22.15	14.57	21.83	16.61	17.51	24.63	21.78
Standard error	.42	.53	1.10	1.24	1.07	.42	.45	.97	.72	.44	.45	1.02	.42	.59	.58	.79	.42

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

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IN6. Which, if any of these things do you or someone in your household do at home? (MULTI CODE)

Base : All who go online (excluding those responding by post)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 99%																	
Unweighted total	2776	396	435	505	418	402	620	2776	1394	1350	801	796	493	649	1597	1142	2776
Effective Weighted Sample	1900	288	322	358	293	266	466	1900	906	971	544	565	345	450	1108	766	1900
Total	2641	423	489	487	487	372	383	2641	1288	1320	759	738	583	520	1497	1102	2641
Use strong passwords online or on devices used to go online	1666	229	245	277	350	274	290	1666	850	800	544	483	345	278	1027	623	1666
	63%	54%	50%	57%	72%	74%	76%	63%	66%	61%	72%	65%	59%	54%	69%	57%	63%
					abcg	abcg	abcg	ab			lmop	mo			lmop		mo
Use security software such as an anti-virus or anti-spyware package	1541	197	221	253	330	260	281	1541	812	720	520	456	304	239	976	543	1541
	58%	46%	45%	52%	68%	70%	73%	58%	63%	55%	69%	62%	52%	46%	65%	49%	58%
					abcg	abcg	abcg	ab	i		lmop	lmo			lmop		mo
Download the latest software updates onto devices when prompted	1501	180	246	276	303	244	252	1501	815	670	480	455	310	244	935	554	1501
	57%	42%	50%	57%	62%	66%	66%	57%	63%	51%	63%	62%	53%	47%	62%	50%	57%
				a	ab	abg	abcg	a	i		lmop	mo			lmop		mo
Delete cookies from your web browser	1140	122	178	202	254	200	184	1140	620	511	369	329	255	177	698	432	1140
	43%	29%	36%	42%	52%	54%	48%	43%	48%	39%	49%	45%	44%	34%	47%	39%	43%
				a	abcg	abcg	ab	a	i		mo	m	m		mo		m
Use email filters or software that can block unwanted or spam emails	1131	130	201	201	248	188	162	1131	612	512	376	337	230	175	713	405	1131
	43%	31%	41%	41%	51%	51%	42%	43%	47%	39%	49%	46%	39%	34%	48%	37%	43%
			a	a	ag	a	a	a	i		lmop	mo			lmo		mo
Use fingerprint or facial recognition technology to access a device or app or to make purchases online	1123	194	243	232	237	144	74	1123	557	557	341	363	231	170	704	401	1123
	43%	46%	50%	48%	49%	39%	19%	43%	43%	42%	45%	49%	40%	33%	47%	36%	43%
		f	ef	f	f	f		f			mo	lmop			mo		mo
Use a firewall	1049	120	161	177	201	200	191	1049	610	433	354	312	221	149	667	370	1049
	40%	28%	33%	36%	41%	54%	50%	40%	47%	33%	47%	42%	38%	29%	45%	34%	40%
					a	abcdg	abcg	a	i		lmop	mo	m		mop		mo

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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IN6. Which, if any of these things do you or someone in your household do at home? (MULTI CODE)

Base : All who go online (excluding those responding by post)

	Total	AGE						ALL UK	GENDER		SEG						ALL UK
		16-24	25-34	35-44	45-54	55-64	65+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	396	435	505	418	402	620	2776	1394	1350	801	796	493	649	1597	1142	2776
Effective Weighted Sample	1900	288	322	358	293	266	466	1900	906	971	544	565	345	450	1108	766	1900
Total	2641	423	489	487	487	372	383	2641	1288	1320	759	738	583	520	1497	1102	2641
Routinely back-up the information on your devices	948	126	145	153	202	162	160	948	492	451	330	266	198	141	596	340	948
	36%	30%	30%	31%	42%	44%	42%	36%	38%	34%	44%	36%	34%	27%	40%	31%	36%
				abc	abc	abc					lmop	m		mo		m	
Use a virtual private network (VPN)	516	94	100	96	110	79	36	516	295	213	187	158	99	64	345	163	516
	20%	22%	20%	20%	23%	21%	9%	20%	23%	16%	25%	21%	17%	12%	23%	15%	20%
		f	f	f	f	f		f	i		lmop	mo			mo		mo
Install software like NewsGuard on your web browser to flag potentially false/ fake news or disinformation	109	22	24	28	15	14	8	109	52	56	35	22	25	26	57	51	109
	4%	5%	5%	6%	3%	4%	2%	4%	4%	4%	5%	3%	4%	5%	4%	5%	4%
				f													
ANY OF THESE	2382	375	441	438	440	339	349	2382	1201	1160	731	674	515	432	1405	947	2382
	90%	89%	90%	90%	90%	91%	91%	90%	93%	88%	96%	91%	88%	83%	94%	86%	90%
									i		klmop	mo		lmop		mo	
None of these	85	13	12	21	14	10	15	85	31	52	12	25	24	23	36	47	85
	3%	3%	3%	4%	3%	3%	4%	3%	2%	4%	2%	3%	4%	4%	2%	4%	3%
														j		j	
Don't know	174	35	36	28	33	23	19	174	56	107	16	39	44	64	55	108	174
	7%	8%	7%	6%	7%	6%	5%	7%	4%	8%	2%	5%	8%	12%	4%	10%	7%
										h		j	jn	jknp		jknp	jn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN6. Which, if any of these things do you or someone in your household do at home? (MULTI CODE)

Base : All who go online (excluding those responding by post)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	1807	338	323	308	2776	2441	316	122	2548	2537	179	2716	801	945	1010	2776
Effective Weighted Sample	1900	1452	263	242	200	1900	1682	219	94	1728	1741	124	1859	550	633	703	1900
Total	2641	2215	231	126	69	2641	2268	361	143	2387	2453	138	2591	764	832	1021	2641
Use strong passwords online or on devices used to go online	1666	1389	150	83	44	1666	1410	251	40	1594	1563	88	1651	277	582	805	1666
	63%	63%	65%	66%	64%	63%	62%	70%	28%	67%	64%	64%	64%	36%	70%	79%	63%
										h					mp	mnp	m
Use security software such as an anti-virus or anti-spyware package	1541	1290	136	75	40	1541	1306	229	57	1456	1433	87	1520	289	508	743	1541
	58%	58%	59%	59%	58%	58%	58%	63%	40%	61%	58%	63%	59%	38%	61%	73%	58%
										h					m	mnp	m
Download the latest software updates onto devices when prompted	1501	1263	132	67	38	1501	1269	230	45	1423	1417	73	1490	230	498	771	1501
	57%	57%	57%	53%	56%	57%	56%	64%	31%	60%	58%	52%	57%	30%	60%	75%	57%
										h					m	mnp	m
Delete cookies from your web browser	1140	958	98	54	30	1140	968	168	22	1097	1079	53	1132	201	368	571	1140
	43%	43%	43%	43%	44%	43%	43%	47%	16%	46%	44%	38%	44%	26%	44%	56%	43%
										h					m	mnp	m
Use email filters or software that can block unwanted or spam emails	1131	950	100	51	30	1131	940	184	38	1074	1071	48	1119	205	361	561	1131
	43%	43%	43%	41%	43%	43%	41%	51%	26%	45%	44%	35%	43%	27%	43%	55%	43%
								f		h					m	mnp	m
Use fingerprint or facial recognition technology to access a device or app or to make purchases online	1123	946	92	56	29	1123	970	152	29	1073	1103	16	1119	111	331	682	1123
	43%	43%	40%	45%	43%	43%	43%	42%	20%	45%	45%	12%	43%	15%	40%	67%	43%
										h	k		k		m	mnp	m

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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IN6. Which, if any of these things do you or someone in your household do at home? (MULTI CODE)

Base : All who go online (excluding those responding by post)

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Significance Level: 99%																	
Unweighted total	2776	1807	338	323	308	2776	2441	316	122	2548	2537	179	2716	801	945	1010	2776
Effective Weighted Sample	1900	1452	263	242	200	1900	1682	219	94	1728	1741	124	1859	550	633	703	1900
Total	2641	2215	231	126	69	2641	2268	361	143	2387	2453	138	2591	764	832	1021	2641
Use a firewall	1049 40%	864 39%	103 44%	55 44%	27 39%	1049 40%	892 39%	152 42%	38 27%	989 41%	983 40%	60 43%	1043 40%	209 27%	366 44%	473 46%	1049 40%
Routinely back-up the information on your devices	948 36%	791 36%	83 36%	44 35%	30 44%	948 36%	791 35%	156 43%	23 16%	904 38%	888 36%	50 36%	939 36%	135 18%	294 35%	519 51%	948 36%
Use a virtual private network (VPN)	516 20%	440 20%	43 18%	20 16%	14 20%	516 20%	441 19%	71 20%	7 5%	498 21%	500 20%	12 9%	512 20%	67 9%	164 20%	284 28%	516 20%
Install software like NewsGuard on your web browser to flag potentially false/ fake news or disinformation	109 4%	94 4%	9 4%	6 4%	2 2%	109 4%	99 4%	9 2%	9 6%	99 4%	106 4%	2 1%	108 4%	27 4%	33 4%	49 5%	109 4%
ANY OF THESE	2382 90%	1992 90%	210 91%	116 92%	64 92%	2382 90%	2039 90%	331 92%	119 84%	2203 92%	2231 91%	117 85%	2348 91%	605 79%	782 94%	990 97%	2382 90%
None of these	85 3%	69 3%	8 4%	4 3%	4 6%	85 3%	72 3%	13 4%	9 6%	68 3%	69 3%	10 7%	79 3%	53 7%	19 2%	10 1%	85 3%
Don't know	174 7%	154 7%	12 5%	6 5%	2 2%	174 7%	158 7%	16 4%	14 10%	115 5%	153 6%	11 8%	165 6%	106 14%	31 4%	21 2%	174 7%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN8A. Which of these reasons describe why you don't go online? (MULTI CODE)

Base : All who do not go online (responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ ~f	ALL UK ~g	MALE ~h	FEMALE ~i	AB ~j	C1 ~k	C2 ~l	DE ~m	ABC1 ~n	C2DE ~o	ALL UK ~p
Significance Level: 99%																	
Unweighted total	50	-	-	-	3	7	35	50	26	22	4	1	5	29	5	34	50
Effective Weighted Sample	41	-	-	-	2	6	28	41	23	16	3	1	5	24	4	28	41
Total	269	-	-	-	15	43	183	269	152	104	22	1	44	139	24	183	269
It's just not for people for like me/ I don't see the need/ I'm not interested in doing this	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Using the internet or finding your way around on the internet is too complicated	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I don't trust the internet/ being online is not safe/ secure/ there are data privacy issues	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Getting online/ getting connected to the internet is too complicated	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Someone else goes online for me	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The equipment needed to go online is too expensive/ not worth the money	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Being connected to the internet is too expensive/ not worth the money	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN8A. Which of these reasons describe why you don't go online? (MULTI CODE)

Base : All who do not go online (responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ ~f	ALL UK ~g	MALE ~h	FEMALE ~i	AB ~j	C1 ~k	C2 ~l	DE ~m	ABC1 ~n	C2DE ~o	ALL UK ~p
Significance Level: 99%																	
Unweighted total	50	-	-	-	3	7	35	50	26	22	4	1	5	29	5	34	50
Effective Weighted Sample	41	-	-	-	2	6	28	41	23	16	3	1	5	24	4	28	41
Total	269	-	-	-	15	43	183	269	152	104	22	1	44	139	24	183	269
I don't have the right help to know how to start	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I don't have the right equipment	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reason	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY CODES																	
ANY REASONS RELATING TO BEING TOO COMPLICATED	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY REASONS RELATING TO COSTS	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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IN8A. Which of these reasons describe why you don't go online? (MULTI CODE)

Base : All who do not go online (responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p
Significance Level: 99%																	
Unweighted total	50	31	7	9	3	50	47	3	-	-	6	23	30	1	-	-	-
Effective Weighted Sample	41	30	7	9	3	41	38	3	-	-	5	20	24	1	-	-	-
Total	269	212	43	11	4	269	249	20	-	-	26	137	164	1	-	-	-
It's just not for people like me/ I don't see the need/ I'm not interested in doing this	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Using the internet or finding your way around on the internet is too complicated	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I don't trust the internet/ being online is not safe/ secure/ there are data privacy issues	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Getting online/ getting connected to the internet is too complicated	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Someone else goes online for me	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The equipment needed to go online is too expensive/ not worth the money	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN8A. Which of these reasons describe why you don't go online? (MULTI CODE)

Base : All who do not go online (responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK ~e	URBAN ~f	RURAL ~g	UNDER 5 YEARS ~h	5 YEARS+ ~i	SMART- PHONE ~j	NON SMART- PHONE ~k	ALL ~l	NARROW (1-10) ~m	MEDIUM (11-15) ~n	BROAD (16-20) ~o	ALL USERS ~p
Significance Level: 99%																	
Unweighted total	50	31	7	9	3	50	47	3	-	-	6	23	30	1	-	-	-
Effective Weighted Sample	41	30	7	9	3	41	38	3	-	-	5	20	24	1	-	-	-
Total	269	212	43	11	4	269	249	20	-	-	26	137	164	1	-	-	-
Being connected to the internet is too expensive/ not worth the money	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I don't have the right help to know how to start	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I don't have the right equipment	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reason	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY CODES																	
ANY REASONS RELATING TO BEING TOO COMPLICATED	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY REASONS RELATING TO COSTS	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN8B. Which one of the following best describes the main reason why you don't go online? (SINGLE CODE)

Base : All who do not go online (responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p
Unweighted total	43	-	-	-	2	6	31	43	21	20	3	1	4	26	4	30	43
Effective Weighted Sample	36	-	-	-	2	5	25	36	19	15	2	1	4	22	3	25	36
Total	230	-	-	-	13	32	164	230	131	87	15	1	34	132	17	166	230
It's just not for people for like me/ I don't see the need/ I'm not interested in doing this	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I don't trust the internet/ being online is not safe/ secure/ there are data privacy issues	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Someone else goes online for me	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Using the internet or finding your way around on the internet is too complicated	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I don't have the right help to know how to start	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The equipment needed to go online is too expensive/ not worth the money	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Getting online/ getting connected to the internet is too complicated	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN8B. Which one of the following best describes the main reason why you don't go online? (SINGLE CODE)

Base : All who do not go online (responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ ~f	ALL UK ~g	MALE ~h	FEMALE ~i	AB ~j	C1 ~k	C2 ~l	DE ~m	ABC1 ~n	C2DE ~o	ALL UK ~p
Significance Level: 99%																	
Unweighted total	43	-	-	-	2	6	31	43	21	20	3	1	4	26	4	30	43
Effective Weighted Sample	36	-	-	-	2	5	25	36	19	15	2	1	4	22	3	25	36
Total	230	-	-	-	13	32	164	230	131	87	15	1	34	132	17	166	230
Being connected to the internet is too expensive/ not worth the money	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reason	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY CODES																	
ANY REASONS RELATING TO BEING TOO COMPLICATED	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY REASONS RELATING TO COSTS	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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IN8B. Which one of the following best describes the main reason why you don't go online? (SINGLE CODE)

Base : All who do not go online (responding by post that gave a response)

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p
Significance Level: 99%																	
Unweighted total	43	27	6	8	2	43	40	3	-	-	6	21	28	1	-	-	-
Effective Weighted Sample	36	27	6	8	2	36	33	3	-	-	5	18	23	1	-	-	-
Total	230	180	38	10	3	230	210	20	-	-	26	119	147	1	-	-	-
It's just not for people like me/ I don't see the need/ I'm not interested in doing this	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I don't trust the internet/ being online is not safe/ secure/ there are data privacy issues	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Someone else goes online for me	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Using the internet or finding your way around on the internet is too complicated	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I don't have the right help to know how to start	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The equipment needed to go online is too expensive/ not worth the money	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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IN8B. Which one of the following best describes the main reason why you don't go online? (SINGLE CODE)

Base : All who do not go online (responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p
Unweighted total	43	27	6	8	2	43	40	3	-	-	6	21	28	1	-	-	-
Effective Weighted Sample	36	27	6	8	2	36	33	3	-	-	5	18	23	1	-	-	-
Total	230	180	38	10	3	230	210	20	-	-	26	119	147	1	-	-	-
Getting online/ getting connected to the internet is too complicated	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Being connected to the internet is too expensive/ not worth the money	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reason	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY CODES																	
ANY REASONS RELATING TO BEING TOO COMPLICATED	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY REASONS RELATING TO COSTS	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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IN9A. In the past year, have you asked someone else to do something for you on the internet? (SINGLE CODE)

Base : All who do not go online (responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p
Unweighted total	53	-	-	-	3	8	36	53	28	23	4	1	5	31	5	36	53
Effective Weighted Sample	44	-	-	-	2	7	29	44	25	17	3	1	5	26	4	30	44
Total	289	-	-	-	15	50	190	289	165	111	22	1	44	152	24	196	289
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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IN9A. In the past year, have you asked someone else to do something for you on the internet? (SINGLE CODE)

Base : All who do not go online (responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p
Unweighted total	53	34	7	9	3	53	50	3	-	-	6	24	31	1	-	-	-
Effective Weighted Sample	44	33	7	9	3	44	41	3	-	-	5	21	25	1	-	-	-
Total	289	231	43	11	4	289	268	20	-	-	26	144	171	1	-	-	-
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN9B. And when you asked someone else to do something for you on the internet in the past year, was it to do any of the following or to do something else? (MULTI CODE)

Base : All who do not go online (responding by post that gave a response)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p
Unweighted total	53	-	-	-	3	8	36	53	28	23	4	1	5	31	5	36	53
Effective Weighted Sample	44	-	-	-	2	7	29	44	25	17	3	1	5	26	4	30	44
Total	289	-	-	-	15	50	190	289	165	111	22	1	44	152	24	196	289
To buy something/ for shopping	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access other information	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access health services online (e.g. NHS websites, GP or hospital appointments or repeat prescriptions etc.)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access other public services provided by the Government or council (e.g. apply for a bus pass, or passport or get advice about tax etc.)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To get in touch with someone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reason	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN9B. And when you asked someone else to do something for you on the internet in the past year, was it to do any of the following or to do something else? (MULTI CODE)

Base : All who do not go online (responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p
Unweighted total	53	-	-	-	3	8	36	53	28	23	4	1	5	31	5	36	53
Effective Weighted Sample	44	-	-	-	2	7	29	44	25	17	3	1	5	26	4	30	44
Total	289	-	-	-	15	50	190	289	165	111	22	1	44	152	24	196	289
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

SUMMARY

TOTAL HAVE ASKED ANYONE TO DO SOMETHING FOR THEM ONLINE IN PAST YEAR

**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

HAVE NOT ASKED ANYONE TO DO SOMETHING FOR THEM ONLINE IN THE PAST YEAR

**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN9B. And when you asked someone else to do something for you on the internet in the past year, was it to do any of the following or to do something else? (MULTI CODE)

Base : All who do not go online (responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK ~e	URBAN ~f	RURAL ~g	UNDER 5 YEARS ~h	5 YEARS+ ~i	SMART- PHONE ~j	NON SMART- PHONE ~k	ALL ~l	NARROW (1-10) ~m	MEDIUM (11-15) ~n	BROAD (16-20) ~o	ALL USERS ~p
Significance Level: 99%																	
Unweighted total	53	34	7	9	3	53	50	3	-	-	6	24	31	1	-	-	-
Effective Weighted Sample	44	33	7	9	3	44	41	3	-	-	5	21	25	1	-	-	-
Total	289	231	43	11	4	289	268	20	-	-	26	144	171	1	-	-	-
To buy something/ for shopping	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access other information	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access health services online (e.g. NHS websites, GP or hospital appointments or repeat prescriptions etc.)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access other public services provided by the Government or council (e.g. apply for a bus pass, or passport or get advice about tax etc.)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To get in touch with someone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reason	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN9B. And when you asked someone else to do something for you on the internet in the past year, was it to do any of the following or to do something else? (MULTI CODE)

Base : All who do not go online (responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p
Significance Level: 99%																	
Unweighted total	53	34	7	9	3	53	50	3	-	-	6	24	31	1	-	-	-
Effective Weighted Sample	44	33	7	9	3	44	41	3	-	-	5	21	25	1	-	-	-
Total	289	231	43	11	4	289	268	20	-	-	26	144	171	1	-	-	-
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

SUMMARY

TOTAL HAVE ASKED ANYONE TO DO SOMETHING FOR THEM ONLINE IN PAST YEAR

**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

HAVE NOT ASKED ANYONE TO DO SOMETHING FOR THEM ONLINE IN THE PAST YEAR

**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN10. And would any of these reasons prompt you to go online in the next 12 months? (MULTI CODE)

Base : All who do not go online (responding by post that gave a response)

	Total	AGE						ALL UK	GENDER		AB	C1	C2	SEG			ALL UK
		16-24	25-34	35-44	45-54	55-64	65+		MALE	FEMALE				DE	ABC1	C2DE	
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p
Unweighted total	52	-	-	-	3	8	35	52	27	23	4	1	5	30	5	35	52
Effective Weighted Sample	44	-	-	-	2	7	29	44	24	17	3	1	5	25	4	29	44
Total	288	-	-	-	15	50	189	288	164	111	22	1	44	150	24	195	288
If I had someone to help me or to show me how to do it	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To buy something/ for shopping	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
If I no longer had someone I could ask to do things online for me	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access other public services provided by the Government or council (e.g. apply for a bus pass, or passport or get advice about tax etc.)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To get in touch with someone/ to use social media or messaging apps like Facebook, WhatsApp, Twitter or Snapchat etc	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access health services online (e.g. NHS websites, GP or hospital appointments or repeat prescriptions etc.)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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IN10. And would any of these reasons prompt you to go online in the next 12 months? (MULTI CODE)

Base : All who do not go online (responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p
Unweighted total	52	-	-	-	3	8	35	52	27	23	4	1	5	30	5	35	52
Effective Weighted Sample	44	-	-	-	2	7	29	44	24	17	3	1	5	25	4	29	44
Total	288	-	-	-	15	50	189	288	164	111	22	1	44	150	24	195	288
To watch TV shows on catch up or on demand services like Netflix, Now TV, ITV Hub, or All 4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
If I had better equipment or better access to the internet	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To specifically use BBC online services such as the BBC iPlayer or the BBC website	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
If my job required me to go online	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Some other reason	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL - SOMETHING WOULD PROMPT THEM TO GO ONLINE IN THE NEXT 12 MONTHS	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN10. And would any of these reasons prompt you to go online in the next 12 months? (MULTI CODE)

Base : All who do not go online (responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p
Unweighted total	52	-	-	-	3	8	35	52	27	23	4	1	5	30	5	35	52
Effective Weighted Sample	44	-	-	-	2	7	29	44	24	17	3	1	5	25	4	29	44
Total	288	-	-	-	15	50	189	288	164	111	22	1	44	150	24	195	288
Nothing would prompt me to go online in the next 12 months	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN10. And would any of these reasons prompt you to go online in the next 12 months? (MULTI CODE)

Base : All who do not go online (responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK ~e	URBAN ~f	RURAL ~g	UNDER 5 YEARS ~h	5 YEARS+ ~i	SMART- PHONE ~j	NON SMART- PHONE ~k	ALL ~l	NARROW (1-10) ~m	MEDIUM (11-15) ~n	BROAD (16-20) ~o	ALL USERS ~p
Significance Level: 99%																	
Unweighted total	52	34	7	8	3	52	49	3	-	-	6	24	31	1	-	-	-
Effective Weighted Sample	44	33	7	8	3	44	41	3	-	-	5	21	25	1	-	-	-
Total	288	231	43	10	4	288	267	20	-	-	26	144	171	1	-	-	-
If I had someone to help me or to show me how to do it	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To buy something/ for shopping	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
If I no longer had someone I could ask to do things online for me	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access other public services provided by the Government or council (e.g. apply for a bus pass, or passport or get advice about tax etc.)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To get in touch with someone/ to use social media or messaging apps like Facebook, WhatsApp, Twitter or Snapchat etc	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To access health services online (e.g. NHS websites, GP or hospital appointments or repeat prescriptions etc.)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN10. And would any of these reasons prompt you to go online in the next 12 months? (MULTI CODE)

Base : All who do not go online (responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK ~e	URBAN ~f	RURAL ~g	UNDER 5 YEARS ~h	5 YEARS+ ~i	SMART- PHONE ~j	NON SMART- PHONE ~k	ALL ~l	NARROW (1-10) ~m	MEDIUM (11-15) ~n	BROAD (16-20) ~o	ALL USERS ~p
Significance Level: 99%																	
Unweighted total	52	34	7	8	3	52	49	3	-	-	6	24	31	1	-	-	-
Effective Weighted Sample	44	33	7	8	3	44	41	3	-	-	5	21	25	1	-	-	-
Total	288	231	43	10	4	288	267	20	-	-	26	144	171	1	-	-	-
To watch TV shows on catch up or on demand services like Netflix, Now TV, ITV Hub, or All 4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
If I had better equipment or better access to the internet	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To specifically use BBC online services such as the BBC iPlayer or the BBC website	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
If my job required me to go online	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Some other reason	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL - SOMETHING WOULD PROMPT THEM TO GO ONLINE IN THE NEXT 12 MONTHS	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN10. And would any of these reasons prompt you to go online in the next 12 months? (MULTI CODE)

Base : All who do not go online (responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p
Unweighted total	52	34	7	8	3	52	49	3	-	-	6	24	31	1	-	-	-
Effective Weighted Sample	44	33	7	8	3	44	41	3	-	-	5	21	25	1	-	-	-
Total	288	231	43	10	4	288	267	20	-	-	26	144	171	1	-	-	-
Nothing would prompt me to go online in the next 12 months	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

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 99% confidence level.

IN11A. Overall, how confident are you as an internet user? (SINGLE CODE)

Base : All who go online (excluding those responding by post)

	Total	AGE						ALL UK	GENDER		SEG						ALL UK
		16-24	25-34	35-44	45-54	55-64	65+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	396	435	505	418	402	620	2776	1394	1350	801	796	493	649	1597	1142	2776
Effective Weighted Sample	1900	288	322	358	293	266	466	1900	906	971	544	565	345	450	1108	766	1900
Total	2641	423	489	487	487	372	383	2641	1288	1320	759	738	583	520	1497	1102	2641
Very confident	934	197	215	201	153	101	67	934	559	368	311	265	201	145	576	346	934
	35%	47%	44%	41%	31%	27%	17%	35%	43%	28%	41%	36%	35%	28%	38%	31%	35%
		defg	defg	ef	f	f		ef	i		mo	m		mo		m	
Fairly confident	1265	157	213	209	264	202	220	1265	547	702	356	363	293	237	719	530	1265
	48%	37%	44%	43%	54%	54%	57%	48%	42%	53%	47%	49%	50%	46%	48%	48%	48%
				abc	abc	abcg		a		h							
Neither confident nor not confident	294	42	38	66	47	40	60	294	132	158	76	72	65	74	148	139	294
	11%	10%	8%	14%	10%	11%	16%	11%	10%	12%	10%	10%	11%	14%	10%	13%	11%
							bg										
Not very confident	100	19	15	4	18	18	26	100	36	63	13	25	18	42	38	60	100
	4%	4%	3%	1%	4%	5%	7%	4%	3%	5%	2%	3%	3%	8%	3%	5%	4%
		c			c	c	cg	c						jklnp		jn	
Not at all confident	23	3	-	4	3	5	9	23	6	17	3	7	1	13	10	14	23
	1%	1%	-%	1%	1%	1%	2%	1%	*%	1%	*%	1%	*%	2%	1%	1%	1%
							bg							jnp			
Don't know	24	6	7	4	2	5	-	24	8	12	-	6	3	10	6	13	24
	1%	1%	1%	1%	*%	1%	-%	1%	1%	1%	-%	1%	1%	2%	*%	1%	1%
		f	f											jn			
SUMMARY CODES																	
TOTAL CONFIDENT	2199	354	428	409	417	303	287	2199	1106	1070	667	628	495	382	1295	876	2199
	83%	84%	88%	84%	86%	82%	75%	83%	86%	81%	88%	85%	85%	73%	87%	79%	83%
		f	f	f	f			f	i		mop	mo	m	mo		m	
TOTAL NOT CONFIDENT	124	21	15	8	20	23	36	124	42	80	16	32	20	54	48	74	124
	5%	5%	3%	2%	4%	6%	9%	5%	3%	6%	2%	4%	3%	10%	3%	7%	5%
					c	bcdg		c		h				jklnp		jn	j
TOTAL NEITHER/ DON'T KNOW	318	48	46	70	49	45	60	318	141	170	76	78	68	83	154	152	318
	12%	11%	9%	14%	10%	12%	16%	12%	11%	13%	10%	11%	12%	16%	10%	14%	12%
							b							jkn			

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

Table 24

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 99% confidence level.

IN11A. Overall, how confident are you as an internet user? (SINGLE CODE)

Base : All who go online (excluding those responding by post)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 99%																	
Unweighted total	2776	1807	338	323	308	2776	2441	316	122	2548	2537	179	2716	801	945	1010	2776
Effective Weighted Sample	1900	1452	263	242	200	1900	1682	219	94	1728	1741	124	1859	550	633	703	1900
Total	2641	2215	231	126	69	2641	2268	361	143	2387	2453	138	2591	764	832	1021	2641
Very confident	934	794	74	46	19	934	838	95	46	870	903	22	925	174	271	488	934
	35%	36%	32%	37%	28%	35%	37%	26%	32%	36%	37%	16%	36%	23%	33%	48%	35%
							g				k		k		m	mnp	m
Fairly confident	1265	1045	124	59	36	1265	1054	202	46	1169	1182	64	1245	329	459	469	1265
	48%	47%	54%	47%	53%	48%	46%	56%	32%	49%	48%	46%	48%	43%	55%	46%	48%
								f		h					mop		
Neither confident nor not confident	294	246	22	16	9	294	254	40	24	242	257	28	285	156	80	52	294
	11%	11%	10%	13%	14%	11%	11%	11%	17%	10%	10%	20%	11%	20%	10%	5%	11%
												jl		nop	o		o
Not very confident	100	87	6	4	4	100	88	10	17	76	75	18	93	74	16	10	100
	4%	4%	3%	3%	5%	4%	4%	3%	12%	3%	3%	13%	4%	10%	2%	1%	4%
									i			jl		nop			o
Not at all confident	23	21	2	-	1	23	15	8	8	12	17	4	20	19	3	-	23
	1%	1%	1%	-%	1%	1%	1%	2%	5%	1%	1%	3%	1%	2%	***	-%	1%
									i					nop			
Don't know	24	21	3	-	-	24	18	6	2	17	20	3	23	12	4	2	24
	1%	1%	1%	-%	-%	1%	1%	2%	1%	1%	1%	2%	1%	2%	***	***	1%
														o			
SUMMARY CODES																	
TOTAL CONFIDENT	2199	1840	198	106	56	2199	1893	297	92	2039	2084	86	2170	503	730	958	2199
	83%	83%	86%	84%	80%	83%	83%	82%	64%	85%	85%	62%	84%	66%	88%	94%	83%
									h		k		k		mp	mnp	m
TOTAL NOT CONFIDENT	124	108	8	4	4	124	103	18	25	88	92	22	114	93	19	10	124
	5%	5%	3%	3%	6%	5%	5%	5%	17%	4%	4%	16%	4%	12%	2%	1%	5%
									i			jl		nop			no
TOTAL NEITHER/ DON'T KNOW	318	267	25	16	9	318	272	46	26	259	277	31	308	168	84	54	318
	12%	12%	11%	13%	14%	12%	12%	13%	18%	11%	11%	22%	12%	22%	10%	5%	12%
												jl		nop	o		o

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

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 99% confidence level.

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

Base : All who go online (excluding those responding by post)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	396	435	505	418	402	620	2776	1394	1350	801	796	493	649	1597	1142	2776
Effective Weighted Sample	1900	288	322	358	293	266	466	1900	906	971	544	565	345	450	1108	766	1900
Total	2641	423	489	487	487	372	383	2641	1288	1320	759	738	583	520	1497	1102	2641
Very confident	455	122	110	90	64	45	25	455	290	160	147	108	106	85	255	190	455
	17%	29%	23%	19%	13%	12%	6%	17%	23%	12%	19%	15%	18%	16%	17%	17%	17%
		cdefg	def	f	f	f		f	i								
Fairly confident	1151	143	206	240	232	161	169	1151	555	589	340	341	264	198	680	462	1151
	44%	34%	42%	49%	48%	43%	44%	44%	43%	45%	45%	46%	45%	38%	45%	42%	44%
			a	a		a	a					m		m			
Neither confident nor not confident	602	98	105	95	109	89	106	602	290	305	169	163	139	123	332	261	602
	23%	23%	22%	19%	22%	24%	28%	23%	22%	23%	22%	22%	24%	24%	22%	24%	23%
							c										
Not very confident	299	34	47	48	57	54	59	299	107	188	81	87	57	71	168	128	299
	11%	8%	10%	10%	12%	15%	15%	11%	8%	14%	11%	12%	10%	14%	11%	12%	11%
							a			h							
Not at all confident	87	13	10	8	19	16	20	87	31	51	20	19	9	35	40	43	87
	3%	3%	2%	2%	4%	4%	5%	3%	2%	4%	3%	3%	1%	7%	3%	4%	3%
							c							ijklnp			
Don't know	47	14	10	7	5	7	5	47	16	26	3	19	8	9	21	18	47
	2%	3%	2%	1%	1%	2%	1%	2%	1%	2%	*%	3%	1%	2%	1%	2%	2%
												j					
SUMMARY CODES																	
TOTAL CONFIDENT	1606	265	316	330	296	205	193	1606	845	749	486	449	370	283	935	652	1606
	61%	63%	65%	68%	61%	55%	50%	61%	66%	57%	64%	61%	63%	54%	62%	59%	61%
		f	f	ef	f			f	i		m			m			
TOTAL NOT CONFIDENT	386	46	58	56	76	70	79	386	137	239	101	107	66	105	208	171	386
	15%	11%	12%	11%	16%	19%	21%	15%	11%	18%	13%	14%	11%	20%	14%	16%	15%
						ac	abcg			h				jlnp			
TOTAL NEITHER/ DON'T KNOW	649	112	116	101	114	96	110	649	306	332	172	182	147	132	354	279	649
	25%	26%	24%	21%	23%	26%	29%	25%	24%	25%	23%	25%	25%	25%	24%	25%	25%
							c										

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

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 99% confidence level.

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

Base : All who go online (excluding those responding by post)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		TYPES OF INTERNET USE EVER MADE				
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l	NARROW (1-10) m	MEDIUM (11-15) n	BROAD (16-20) o	ALL USERS p
Significance Level: 99%																	
Unweighted total	2776	1807	338	323	308	2776	2441	316	122	2548	2537	179	2716	801	945	1010	2776
Effective Weighted Sample	1900	1452	263	242	200	1900	1682	219	94	1728	1741	124	1859	550	633	703	1900
Total	2641	2215	231	126	69	2641	2268	361	143	2387	2453	138	2591	764	832	1021	2641
Very confident	455 17%	384 17%	38 16%	23 18%	10 15%	455 17%	412 18%	41 12%	38 27%	407 17%	436 18%	13 10%	450 17%	134 18%	138 17%	184 18%	455 17%
Fairly confident	1151 44%	958 43%	108 47%	53 42%	32 46%	1151 44%	983 43%	165 46%	37 26%	1091 46%	1097 45%	42 30%	1139 44%	281 37%	381 46%	486 48%	1151 44%
Neither confident nor not confident	602 23%	506 23%	51 22%	29 23%	16 23%	602 23%	506 22%	90 25%	36 25%	525 22%	551 22%	40 29%	591 23%	184 24%	193 23%	217 21%	602 23%
Not very confident	299 11%	254 11%	21 9%	16 13%	7 10%	299 11%	263 12%	35 10%	15 10%	268 11%	262 11%	26 19%	287 11%	96 13%	90 11%	112 11%	299 11%
Not at all confident	87 3%	70 3%	9 4%	4 3%	4 5%	87 3%	68 3%	19 5%	13 9%	68 3%	69 3%	11 8%	80 3%	45 6%	22 3%	19 2%	87 3%
Don't know	47 2%	42 2%	4 2%	1 **%	* 1%	47 2%	37 2%	11 3%	4 3%	27 1%	38 2%	6 4%	44 2%	24 3%	10 1%	3 **%	47 2%
SUMMARY CODES																	
TOTAL CONFIDENT	1606 61%	1342 61%	146 63%	76 60%	42 61%	1606 61%	1395 61%	207 57%	75 52%	1498 63%	1533 63%	55 40%	1589 61%	415 54%	519 62%	670 66%	1606 61%
TOTAL NOT CONFIDENT	386 15%	325 15%	31 13%	20 16%	11 15%	386 15%	331 15%	54 15%	28 20%	336 14%	331 13%	37 27%	368 14%	141 18%	112 13%	131 13%	386 15%
TOTAL NEITHER/ DON'T KNOW	649 25%	548 25%	54 24%	30 24%	17 24%	649 25%	543 24%	100 28%	40 28%	552 23%	589 24%	46 33%	635 25%	208 27%	202 24%	221 22%	649 25%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

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 99% confidence level.

IN11D. When you see or read things online, how confident are you in recognising what is advertising and what is not? (SINGLE CODE)

Base : All who go online (excluding those responding by post)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	396	435	505	418	402	620	2776	1394	1350	801	796	493	649	1597	1142	2776
Effective Weighted Sample	1900	288	322	358	293	266	466	1900	906	971	544	565	345	450	1108	766	1900
Total	2641	423	489	487	487	372	383	2641	1288	1320	759	738	583	520	1497	1102	2641
Very confident	683	155	138	143	108	74	66	683	403	273	239	195	127	109	434	236	683
	26%	37%	28%	29%	22%	20%	17%	26%	31%	21%	31%	26%	22%	21%	29%	21%	26%
		defg	f	ef			f		i		lmop			lmo			
Fairly confident	1523	196	274	266	297	242	248	1523	701	807	423	425	375	289	848	664	1523
	58%	46%	56%	55%	61%	65%	65%	58%	54%	61%	56%	58%	64%	56%	57%	60%	58%
		a		ac	acg	a			h								
Neither confident nor not confident	301	43	55	62	56	40	45	301	131	167	80	87	55	71	167	126	301
	11%	10%	11%	13%	11%	11%	12%	11%	10%	13%	11%	12%	9%	14%	11%	11%	11%
Not very confident	81	14	13	13	11	10	19	81	37	41	16	16	17	29	32	46	81
	3%	3%	3%	3%	2%	3%	5%	3%	3%	3%	2%	2%	3%	6%	2%	4%	3%
														jknp			
Not at all confident	20	7	-	*	8	3	3	20	9	11	1	6	6	8	7	13	20
	1%	2%	-%	*%	2%	1%	1%	1%	1%	1%	*%	1%	1%	1%	*%	1%	1%
Don't know	32	9	8	4	7	2	2	32	8	21	-	9	4	14	9	18	32
	1%	2%	2%	1%	1%	1%	1%	1%	1%	2%	-%	1%	1%	3%	1%	2%	1%
												j		jn		j	j
SUMMARY CODES																	
TOTAL CONFIDENT	2206	351	412	409	405	316	314	2206	1104	1080	662	620	502	398	1282	900	2206
	84%	83%	84%	84%	83%	85%	82%	84%	86%	82%	87%	84%	86%	77%	86%	82%	84%
											mo	m	m		m		m
TOTAL NOT CONFIDENT	101	21	13	13	19	13	22	101	46	52	17	22	22	37	39	59	101
	4%	5%	3%	3%	4%	4%	6%	4%	4%	4%	2%	3%	4%	7%	3%	5%	4%
														jknp		jn	
TOTAL NEITHER/ DON'T KNOW	333	51	64	65	63	42	48	333	139	187	80	96	58	85	176	143	333
	13%	12%	13%	13%	13%	11%	12%	13%	11%	14%	11%	13%	10%	16%	12%	13%	13%
														jl			

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

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 99% confidence level.

IN11D. When you see or read things online, how confident are you in recognising what is advertising and what is not? (SINGLE CODE)

Base : All who go online (excluding those responding by post)

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	1807	338	323	308	2776	2441	316	122	2548	2537	179	2716	801	945	1010	2776
Effective Weighted Sample	1900	1452	263	242	200	1900	1682	219	94	1728	1741	124	1859	550	633	703	1900
Total	2641	2215	231	126	69	2641	2268	361	143	2387	2453	138	2591	764	832	1021	2641
Very confident	683	575	57	32	19	683	598	83	32	642	653	21	674	133	199	350	683
	26%	26%	25%	26%	27%	26%	26%	23%	22%	27%	27%	15%	26%	17%	24%	34%	26%
											k		k		m	mnp	m
Fairly confident	1523	1275	134	75	39	1523	1300	216	64	1408	1422	80	1502	376	528	611	1523
	58%	58%	58%	60%	56%	58%	57%	60%	45%	59%	58%	58%	58%	49%	63%	60%	58%
										h					m	m	m
Neither confident nor not confident	301	256	29	11	5	301	257	42	32	241	264	26	290	176	78	43	301
	11%	12%	13%	9%	7%	11%	11%	12%	23%	10%	11%	19%	11%	23%	9%	4%	11%
									i			j		nop	o		o
Not very confident	81	66	5	4	6	81	67	13	10	62	68	8	76	47	20	14	81
	3%	3%	2%	3%	9%	3%	3%	4%	7%	3%	3%	5%	3%	6%	2%	1%	3%
					abce									nop			
Not at all confident	20	18	1	1	-	20	17	4	3	16	19	1	20	15	5	-	20
	1%	1%	*%	1%	-%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	-%	1%
														o			
Don't know	32	25	4	2	*	32	29	3	2	18	27	2	30	17	2	3	32
	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	*%	*%	1%
														no			
SUMMARY CODES																	
TOTAL CONFIDENT	2206	1850	191	108	57	2206	1899	298	96	2050	2075	101	2176	509	728	961	2206
	84%	84%	83%	85%	83%	84%	84%	83%	67%	86%	85%	73%	84%	67%	87%	94%	84%
										h	k		k		m	mnp	m
TOTAL NOT CONFIDENT	101	84	6	5	6	101	84	17	12	79	87	9	96	62	25	14	101
	4%	4%	3%	4%	9%	4%	4%	5%	8%	3%	4%	6%	4%	8%	3%	1%	4%
					abe				i					nop			o
TOTAL NEITHER/ DON'T KNOW	333	281	34	13	5	333	286	45	34	258	291	28	319	193	80	47	333
	13%	13%	15%	11%	8%	13%	13%	13%	24%	11%	12%	20%	12%	25%	10%	5%	13%
									i			jl		nop	o		o

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN12. In the last month, when you have gone online, have you... (SINGLE CODE)

Base : All who go online (excluding those responding by post)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 99%																	
Unweighted total	2776	396	435	505	418	402	620	2776	1394	1350	801	796	493	649	1597	1142	2776
Effective Weighted Sample	1900	288	322	358	293	266	466	1900	906	971	544	565	345	450	1108	766	1900
Total	2641	423	489	487	487	372	383	2641	1288	1320	759	738	583	520	1497	1102	2641
Only used websites or apps that you've used before	793	103	115	126	144	122	181	793	366	418	188	191	189	219	379	408	793
	30%	24%	24%	26%	30%	33%	47%	30%	28%	32%	25%	26%	32%	42%	25%	37%	30%
							abcdeg						n	jklnp		jknp	n
Used maybe one or two websites or apps that you haven't used before	1245	187	254	246	220	181	157	1245	640	594	393	368	270	196	761	466	1245
	47%	44%	52%	51%	45%	49%	41%	47%	50%	45%	52%	50%	46%	38%	51%	42%	47%
			f	f					mo	mo					mo		m
Used lots of websites or apps that you haven't used before	509	108	99	96	109	60	36	509	263	238	168	156	105	72	325	178	509
	19%	26%	20%	20%	22%	16%	9%	19%	20%	18%	22%	21%	18%	14%	22%	16%	19%
		ef	f	f	f	f		f			mo	m			mo		m
Have not gone online in the last month	28	11	6	8	1	-	2	28	7	19	6	8	6	8	13	14	28
	1%	3%	1%	2%	*%	-%	*%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
		ef															
Don't know	66	14	15	11	12	8	7	66	12	51	5	14	13	24	19	37	66
	3%	3%	3%	2%	2%	2%	2%	3%	1%	4%	1%	2%	2%	5%	1%	3%	3%
										h				jn		jn	j

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN12. In the last month, when you have gone online, have you... (SINGLE CODE)

Base : All who go online (excluding those responding by post)

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Significance Level: 99%																	
Unweighted total	2776	1807	338	323	308	2776	2441	316	122	2548	2537	179	2716	801	945	1010	2776
Effective Weighted Sample	1900	1452	263	242	200	1900	1682	219	94	1728	1741	124	1859	550	633	703	1900
Total	2641	2215	231	126	69	2641	2268	361	143	2387	2453	138	2591	764	832	1021	2641
Only used websites or apps that you've used before	793	666	66	39	21	793	698	91	61	697	709	64	773	359	280	150	793
	30%	30%	29%	31%	31%	30%	31%	25%	43%	29%	29%	47%	30%	47%	34%	15%	30%
									i			jl	nop	o			o
Used maybe one or two websites or apps that you haven't used before	1245	1023	122	65	35	1245	1057	186	52	1160	1175	57	1232	253	414	577	1245
	47%	46%	53%	52%	51%	47%	47%	52%	36%	49%	48%	42%	48%	33%	50%	56%	47%
															m	mp	m
Used lots of websites or apps that you haven't used before	509	446	32	19	11	509	433	70	21	477	493	8	501	91	130	288	509
	19%	20%	14%	15%	17%	19%	19%	20%	15%	20%	20%	6%	19%	12%	16%	28%	19%
											k		k			mnp	m
Have not gone online in the last month	28	24	3	1	*	28	23	5	6	18	22	1	23	22	*	3	28
	1%	1%	1%	1%	***	1%	1%	1%	5%	1%	1%	1%	1%	3%	***	***	1%
									i					nop			
Don't know	66	56	7	2	1	66	58	9	2	36	55	7	62	39	8	4	66
	3%	3%	3%	2%	1%	3%	3%	2%	1%	2%	2%	5%	2%	5%	1%	***	3%
														nop			o

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

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 99% confidence level.

IN13. Which if any of these activities have you ever done online? (MULTICODE)

Base : All who go online (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2957	403	444	518	442	440	692	2957	1477	1443	820	822	518	728	1642	1246	2957
Effective Weighted Sample	2027	293	328	368	310	294	526	2027	963	1038	558	584	361	506	1140	836	2027
Total	2800	429	500	500	514	413	429	2800	1361	1403	776	760	609	582	1536	1192	2800
Send/ receive e-mails (COMMUNICATION)	2555	363	437	461	489	391	404	2555	1265	1265	727	712	565	498	1440	1063	2555
	91%	85%	87%	92%	95%	95%	94%	91%	93%	90%	94%	94%	93%	86%	94%	89%	91%
				a	ab	ab	ab	a			mo	mo	m		mo		m
Online shopping (purchasing goods/ services/ tickets etc.) (PURCHASING/ FINANCES)	2367	327	410	428	458	358	380	2367	1126	1215	686	672	503	458	1358	961	2367
	85%	76%	82%	86%	89%	87%	89%	85%	83%	87%	88%	88%	83%	79%	88%	81%	85%
				a	a	a	ab	a			mo	mo			lmop		m
Use chat or messaging sites or apps (e.g. WhatsApp or Facebook Messenger) (COMMUNICATION)	2298	377	453	464	440	298	260	2298	1077	1196	664	653	501	429	1318	930	2298
	82%	88%	91%	93%	86%	72%	61%	82%	79%	85%	86%	86%	82%	74%	86%	78%	82%
		ef	efg	defg	ef	f	ef	ef		h	mo	mo	m		mop		m
Use social media sites/ apps (e.g. Facebook, Twitter, Instagram or Snapchat) (COMMUNICATION)	2248	380	446	453	433	286	242	2248	1069	1157	636	630	506	433	1266	940	2248
	80%	89%	89%	91%	84%	69%	56%	80%	79%	82%	82%	83%	83%	74%	82%	79%	80%
		efg	efg	efg	ef	f	ef	ef			m	m	m		m		m
Online banking (e.g. transferring money between accounts, managing mortgage or other payments) (PURCHASING/ FINANCES)	2190	280	402	417	438	325	322	2190	1075	1096	662	623	468	395	1285	863	2190
	78%	65%	80%	83%	85%	79%	75%	78%	79%	78%	85%	82%	77%	68%	84%	72%	78%
			a	af	afg	a	a	a			lmop	mo	m		lmop		mo

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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IN13. Which if any of these activities have you ever done online? (MULTICODE)

Base : All who go online (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2957	403	444	518	442	440	692	2957	1477	1443	820	822	518	728	1642	1246	2957
Effective Weighted Sample	2027	293	328	368	310	294	526	2027	963	1038	558	584	361	506	1140	836	2027
Total	2800	429	500	500	514	413	429	2800	1361	1403	776	760	609	582	1536	1192	2800
Watch TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go) (ENTERTAINMENT)	2065	334	392	418	409	289	220	2065	1039	1007	606	608	463	360	1214	822	2065
	74%	78%	78%	84%	80%	70%	51%	74%	76%	72%	78%	80%	76%	62%	79%	69%	74%
		f	f	efg	ef	f		f			mo	mop	m		mop	m	mo
Look online for public services information on government sites (e.g. gov.uk/ ni.direct or HMRC) (INFORMATION)	2061	277	373	376	411	311	310	2061	1009	1035	640	597	419	370	1237	790	2061
	74%	65%	75%	75%	80%	75%	72%	74%	74%	74%	82%	79%	69%	64%	81%	66%	74%
			a	a	a	a		a			lmop	lmo			lmop		mo
Make voice or video calls over the internet (e.g. FaceTime, Skype, WhatsApp) (COMMUNICATION)	2021	350	379	379	390	270	246	2021	959	1038	624	587	413	356	1211	769	2021
	72%	82%	76%	76%	76%	65%	57%	72%	70%	74%	80%	77%	68%	61%	79%	65%	72%
		efg	ef	ef	ef			f			lmop	lmo			lmop		mo
Watch short video clips (e.g. on YouTube, Dailymotion, Vimeo, or Facebook) (ENTERTAINMENT)	1976	277	353	362	406	303	271	1976	995	958	579	580	421	361	1159	782	1976
	71%	65%	71%	72%	79%	73%	63%	71%	73%	68%	75%	76%	69%	62%	75%	66%	71%
				f	afg	f		f			mo	mop			mop		mo
Access news websites or websites about politics or current affairs (INFORMATION)	1932	242	332	361	403	299	291	1932	993	916	614	579	385	320	1193	705	1932
	69%	56%	66%	72%	78%	72%	68%	69%	73%	65%	79%	76%	63%	55%	78%	59%	69%
				a	abfg	a	a	a	i		lmop	lmop			lmop		mo

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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IN13. Which if any of these activities have you ever done online? (MULTICODE)

Base : All who go online (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 99%																	
Unweighted total	2957	403	444	518	442	440	692	2957	1477	1443	820	822	518	728	1642	1246	2957
Effective Weighted Sample	2027	293	328	368	310	294	526	2027	963	1038	558	584	361	506	1140	836	2027
Total	2800	429	500	500	514	413	429	2800	1361	1403	776	760	609	582	1536	1192	2800
Pay bills or check bills online (PURCHASING/ FINANCES)	1842	170	334	360	383	305	287	1842	932	892	573	522	389	329	1095	718	1842
	66%	40%	67%	72%	75%	74%	67%	66%	69%	64%	74%	69%	64%	56%	71%	60%	66%
			a	a	ag	ag	a	a			lmop	mo			lmop		mo
Find information for your leisure time including cinema, live music, theatre, museums etc. (INFORMATION)	1796	249	330	330	367	280	237	1796	858	924	559	560	364	290	1120	654	1796
	64%	58%	66%	66%	71%	68%	55%	64%	63%	66%	72%	74%	60%	50%	73%	55%	64%
			f	f	af	f		f			lmop	lmop	m		lmop		mo
Complete government processes online - such as update Universal Credit, renew a driving licence or passport etc. (INFORMATION)	1693	214	293	329	342	252	260	1693	881	801	543	487	340	295	1031	634	1693
	60%	50%	59%	66%	67%	61%	61%	60%	65%	57%	70%	64%	56%	51%	67%	53%	60%
				a	a	a	a	a	i		lmop	mo			lmop		mo
Look at job opportunities or apply for a job online (INFORMATION)	1506	271	328	326	329	189	60	1506	727	762	416	482	333	252	898	585	1506
	54%	63%	66%	65%	64%	46%	14%	54%	53%	54%	54%	63%	55%	43%	58%	49%	54%
		efg	efg	efg	efg	f		f			m	jlmp	m		mo		m
Pay online for your council tax or for another local council service (parking ticket, congestion charge etc.) (PURCHASING/ FINANCES)	1476	157	302	309	312	209	184	1476	750	712	473	429	312	239	903	551	1476
	53%	37%	60%	62%	61%	51%	43%	53%	55%	51%	61%	56%	51%	41%	59%	46%	53%
			afg	aefg	afg	a		af			lmop	mo	m		mop		mo

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

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 99% confidence level.

IN13. Which if any of these activities have you ever done online? (MULTICODE)

Base : All who go online (including those responding by post that gave a response)

	Total	AGE						ALL UK	GENDER		SEG						ALL UK
		16-24	25-34	35-44	45-54	55-64	65+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2957	403	444	518	442	440	692	2957	1477	1443	820	822	518	728	1642	1246	2957
Effective Weighted Sample	2027	293	328	368	310	294	526	2027	963	1038	558	584	361	506	1140	836	2027
Total	2800	429	500	500	514	413	429	2800	1361	1403	776	760	609	582	1536	1192	2800
Use streamed audio services e.g. Spotify or Deezer or Apple Music (ENTERTAINMENT)	1384	293	336	273	266	146	70	1384	706	662	453	424	288	198	878	486	1384
	49%	68%	67%	55%	52%	35%	16%	49%	52%	47%	58%	56%	47%	34%	57%	41%	49%
		cdefg	cdefg	ef	ef	f		ef			lmop	mop	m		lmop		mo
Listen to live, catch-up or on-demand radio through a website or app (e.g. BBC Sounds, RadioPlayer) (ENTERTAINMENT)	1355	223	283	278	270	174	124	1355	719	621	469	404	267	188	873	454	1355
	48%	52%	57%	56%	53%	42%	29%	48%	53%	44%	60%	53%	44%	32%	57%	38%	48%
		f	efg	ef	f	f		f	i		lmop	lmo	m		lmop		mo
Sign an online petition or use a campaigning website such as change.org (INFORMATION)	1232	186	228	218	242	188	169	1232	556	662	387	403	236	190	790	425	1232
	44%	43%	46%	44%	47%	46%	39%	44%	41%	47%	50%	53%	39%	33%	51%	36%	44%
										h	lmo	lmop			lmop		mo
Play games online - with or against other people (ENTERTAINMENT)	989	289	263	198	138	62	39	989	563	414	281	288	225	178	569	403	989
	35%	67%	53%	40%	27%	15%	9%	35%	41%	29%	36%	38%	37%	31%	37%	34%	35%
		bcdefg	cdefg	def	ef			def	i								
Complete a tax return online (whether personal or for business) (PURCHASING/ FINANCES)	621	60	115	129	137	106	73	621	354	260	263	159	118	65	421	183	621
	22%	14%	23%	26%	27%	26%	17%	22%	26%	19%	34%	21%	19%	11%	27%	15%	22%
			a	af	af	af		a	i		klmnop	mo	m		klmop		mo
ANY OF THESE	2775	423	495	495	510	412	424	2775	1355	1390	775	756	607	569	1531	1175	2775
	99%	99%	99%	99%	99%	100%	99%	99%	100%	99%	100%	100%	100%	98%	100%	99%	99%
											m	m			mo		m

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN13. Which if any of these activities have you ever done online? (MULTICODE)

Base : All who go online (including those responding by post that gave a response)

	Total	AGE						ALL UK	GENDER		SEG						ALL UK
		16-24	25-34	35-44	45-54	55-64	65+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2957	403	444	518	442	440	692	2957	1477	1443	820	822	518	728	1642	1246	2957
Effective Weighted Sample	2027	293	328	368	310	294	526	2027	963	1038	558	584	361	506	1140	836	2027
Total	2800	429	500	500	514	413	429	2800	1361	1403	776	760	609	582	1536	1192	2800
None of these	25	6	5	5	4	1	4	25	6	13	1	4	3	13	5	16	25
	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%	*%	*%	*%	2%	*%	1%	1%
														jknp		n	
SUMMARY CODES																	
COMMUNICATION	2747	421	490	491	509	402	419	2747	1341	1377	771	753	597	559	1524	1156	2747
	98%	98%	98%	98%	99%	97%	98%	98%	99%	98%	99%	99%	98%	96%	99%	97%	98%
											mo	mo			mo		m
PURCHASING/FINANCES	2673	409	485	485	493	392	401	2673	1308	1336	766	736	588	528	1501	1117	2673
	95%	95%	97%	97%	96%	95%	93%	95%	96%	95%	99%	97%	97%	91%	98%	94%	95%
											mop	mo	m		mop		m
INFORMATION	2629	405	473	479	489	383	392	2629	1308	1297	760	729	577	512	1489	1089	2629
	94%	95%	95%	96%	95%	93%	91%	94%	96%	92%	98%	96%	95%	88%	97%	91%	94%
									i		lmop	mo	m		mop		m
ENTERTAINMENT	2538	422	467	476	485	356	328	2538	1267	1244	727	717	557	485	1443	1043	2538
	91%	98%	93%	95%	94%	86%	76%	91%	93%	89%	94%	94%	91%	83%	94%	88%	91%
		bdefg	ef	efg	ef	f		f	i		mo	mop	m		mop		m

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN13. Which if any of these activities have you ever done online? (MULTICODE)

Base : All who go online (including those responding by post that gave a response)

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2957	1924	357	347	329	2957	2608	330	168	2671	2668	219	2888	933	979	1023	2957
Effective Weighted Sample	2027	1545	277	261	217	2027	1800	230	126	1812	1834	154	1981	642	657	713	2027
Total	2800	2343	244	137	75	2800	2413	376	186	2487	2576	166	2743	884	859	1032	2800
Send/ receive e-mails (COMMUNICATION)	2555	2132	227	125	70	2555	2188	359	136	2327	2359	153	2514	695	835	1026	2555
	91%	91%	93%	91%	93%	91%	91%	95%	73%	94%	92%	92%	92%	79%	97%	99%	91%
										h					mp	mnp	m
Online shopping (purchasing goods/ services/ tickets etc.) (PURCHASING/ FINANCES)	2367	1973	212	118	64	2367	2021	336	104	2177	2198	133	2332	526	816	1026	2367
	85%	84%	87%	86%	85%	85%	84%	89%	56%	88%	85%	80%	85%	59%	95%	99%	85%
										h					mp	mnp	m
Use chat or messaging sites or apps (e.g. WhatsApp or Facebook Messenger) (COMMUNICATION)	2298	1915	202	114	66	2298	1992	295	131	2086	2197	77	2275	545	742	1010	2298
	82%	82%	83%	83%	88%	82%	83%	79%	71%	84%	85%	46%	83%	62%	86%	98%	82%
										h	k		k		mp	mnp	m
Use social media sites/ apps (e.g. Facebook, Twitter, Instagram or Snapchat) (COMMUNICATION)	2248	1879	197	113	60	2248	1956	283	122	2052	2142	83	2226	539	713	996	2248
	80%	80%	81%	82%	80%	80%	81%	75%	66%	83%	83%	50%	81%	61%	83%	97%	80%
										h	k		k		m	mnp	m
Online banking (e.g. transferring money between accounts, managing mortgage or other payments) (PURCHASING/ FINANCES)	2190	1833	195	105	58	2190	1874	309	91	2033	2077	92	2169	421	745	1025	2190
	78%	78%	80%	76%	77%	78%	78%	82%	49%	82%	81%	55%	79%	48%	87%	99%	78%
										h	k		k		mp	mnp	m

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN13. Which if any of these activities have you ever done online? (MULTICODE)

Base : All who go online (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2957	1924	357	347	329	2957	2608	330	168	2671	2668	219	2888	933	979	1023	2957
Effective Weighted Sample	2027	1545	277	261	217	2027	1800	230	126	1812	1834	154	1981	642	657	713	2027
Total	2800	2343	244	137	75	2800	2413	376	186	2487	2576	166	2743	884	859	1032	2800
Watch TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go) (ENTERTAINMENT)	2065	1731	179	101	54	2065	1796	264	92	1912	1966	80	2048	343	704	1019	2065
	74%	74%	73%	74%	71%	74%	74%	70%	50%	77%	76%	48%	75%	39%	82%	99%	74%
										h	k		k		mp	mnp	m
Look online for public services information on government sites (e.g. gov.uk/ ni.direct or HMRC) (INFORMATION)	2061	1719	189	100	54	2061	1766	290	74	1917	1941	99	2041	338	711	1012	2061
	74%	73%	77%	73%	71%	74%	73%	77%	40%	77%	75%	59%	74%	38%	83%	98%	74%
										h	k		k		mp	mnp	m
Make voice or video calls over the internet (e.g. FaceTime, Skype, WhatsApp) (COMMUNICATION)	2021	1690	180	96	54	2021	1731	279	88	1871	1927	78	2007	336	695	990	2021
	72%	72%	74%	70%	72%	72%	72%	74%	47%	75%	75%	47%	73%	38%	81%	96%	72%
										h	k		k		mp	mnp	m
Watch short video clips (e.g. on YouTube, Dailymotion, Vimeo, or Facebook) (ENTERTAINMENT)	1976	1640	178	102	56	1976	1679	290	64	1853	1855	97	1953	263	708	1005	1976
	71%	70%	73%	74%	74%	71%	70%	77%	34%	75%	72%	58%	71%	30%	82%	97%	71%
										h	k		k		mp	mnp	m
Access news websites or websites about politics or current affairs (INFORMATION)	1932	1614	173	93	51	1932	1644	282	72	1805	1808	91	1901	292	652	988	1932
	69%	69%	71%	68%	68%	69%	68%	75%	39%	73%	70%	55%	69%	33%	76%	96%	69%
										h	k		k		mp	mnp	m

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN13. Which if any of these activities have you ever done online? (MULTICODE)

Base : All who go online (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2957	1924	357	347	329	2957	2608	330	168	2671	2668	219	2888	933	979	1023	2957
Effective Weighted Sample	2027	1545	277	261	217	2027	1800	230	126	1812	1834	154	1981	642	657	713	2027
Total	2800	2343	244	137	75	2800	2413	376	186	2487	2576	166	2743	884	859	1032	2800
Pay bills or check bills online (PURCHASING/ FINANCES)	1842	1536	165	91	50	1842	1555	281	56	1728	1747	73	1820	274	593	975	1842
	66%	66%	68%	66%	67%	66%	64%	75%	30%	69%	68%	44%	66%	31%	69%	95%	66%
								f		h	k		k		m	mnp	m
Find information for your leisure time including cinema, live music, theatre, museums etc. (INFORMATION)	1796	1509	160	83	44	1796	1534	255	64	1675	1700	85	1786	223	582	991	1796
	64%	64%	66%	60%	59%	64%	64%	68%	35%	67%	66%	51%	65%	25%	68%	96%	64%
										h	k		k		m	mnp	m
Complete government processes online - such as update Universal Credit, renew a driving licence or passport etc. (INFORMATION)	1693	1427	143	82	41	1693	1438	250	64	1589	1609	71	1680	220	508	966	1693
	60%	61%	59%	60%	54%	60%	60%	66%	34%	64%	62%	43%	61%	25%	59%	94%	60%
										h	k		k		m	mnp	m
Look at job opportunities or apply for a job online (INFORMATION)	1506	1264	124	78	40	1506	1305	193	53	1406	1457	38	1495	168	423	915	1506
	54%	54%	51%	57%	53%	54%	54%	51%	28%	57%	57%	23%	54%	19%	49%	89%	54%
										h	k		k		m	mnp	m

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN13. Which if any of these activities have you ever done online? (MULTICODE)

Base : All who go online (including those responding by post that gave a response)

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2957	1924	357	347	329	2957	2608	330	168	2671	2668	219	2888	933	979	1023	2957
Effective Weighted Sample	2027	1545	277	261	217	2027	1800	230	126	1812	1834	154	1981	642	657	713	2027
Total	2800	2343	244	137	75	2800	2413	376	186	2487	2576	166	2743	884	859	1032	2800
Pay online for your council tax or for another local council service (parking ticket, congestion charge etc.) (PURCHASING/ FINANCES)	1476 53%	1270 54% bd	109 45%	68 50% d	29 38%	1476 53% d	1255 52%	215 57%	58 31%	1378 55% h	1422 55% k	42 25%	1464 53% k	210 24%	397 46% m	869 84% mnp	1476 53% mn
Use streamed audio services e.g. Spotify or Deezer or Apple Music (ENTERTAINMENT)	1384 49%	1163 50%	117 48%	67 48%	37 49%	1384 49%	1194 50%	182 49%	52 28%	1296 52% h	1357 53% k	20 12%	1377 50% k	142 16%	373 43% m	869 84% mnp	1384 49% mn
Listen to live, catch-up or on-demand radio through a website or app (e.g. BBC Sounds, RadioPlayer) (ENTERTAINMENT)	1355 48%	1138 49%	114 47%	65 48%	38 50%	1355 48%	1153 48%	195 52%	60 32%	1265 51% h	1309 51% k	37 22%	1347 49% k	175 20%	364 42% m	816 79% mnp	1355 48% mn
Sign an online petition or use a campaigning website such as change.org (INFORMATION)	1232 44%	1044 45%	109 45%	52 38%	27 36%	1232 44%	1054 44%	173 46%	27 15%	1178 47% h	1174 46% k	50 30%	1224 45% k	71 8%	337 39% m	824 80% mnp	1232 44% m
Play games online - with or against other people (ENTERTAINMENT)	989 35%	832 36%	83 34%	52 38%	22 29%	989 35%	886 37% g	95 25%	83 44%	876 35%	946 37% k	28 17%	974 35% k	246 28%	284 33%	459 45% mnp	989 35% m

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IN13. Which if any of these activities have you ever done online? (MULTICODE)

Base : All who go online (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l	NARROW (1-10) m	MEDIUM (11-15) n	BROAD (16-20) o	ALL USERS p
Significance Level: 99%																	
Unweighted total	2957	1924	357	347	329	2957	2608	330	168	2671	2668	219	2888	933	979	1023	2957
Effective Weighted Sample	2027	1545	277	261	217	2027	1800	230	126	1812	1834	154	1981	642	657	713	2027
Total	2800	2343	244	137	75	2800	2413	376	186	2487	2576	166	2743	884	859	1032	2800
Complete a tax return online (whether personal or for business) (PURCHASING/ FINANCES)	621 22%	520 22%	50 20%	36 26%	16 21%	621 22%	506 21%	111 30% f	18 10%	593 24% h	594 23%	24 14%	617 23%	35 4%	139 16% m	448 43% mnp	621 22% mn
ANY OF THESE	2775 99%	2323 99%	241 99%	136 99%	75 100%	2775 99%	2390 99%	373 99%	182 98%	2479 100% h	2555 99%	165 99%	2721 99%	884 100%	859 100%	1032 100%	2775 99%
None of these	25 1%	21 1%	3 1%	1 1%	- -%	25 1%	23 1%	2 1%	4 2% i	8 *% h	22 1%	1 1%	23 1%	- -%	- -%	- -%	25 1%
SUMMARY CODES																	
COMMUNICATION	2747 98%	2304 98%	235 96%	134 98%	74 99%	2747 98%	2365 98%	370 99%	176 95%	2459 99% h	2535 98%	162 97%	2698 98%	857 97%	859 100% mp	1032 100% mp	2747 98%
PURCHASING/FINANCES	2673 95%	2239 96%	232 95%	130 95%	72 96%	2673 95%	2297 95%	365 97%	163 87%	2408 97% h	2482 96% k	144 87%	2628 96% k	786 89%	856 100% mp	1032 100% mp	2673 95% m
INFORMATION	2629 94%	2200 94%	232 95%	128 93%	70 93%	2629 94%	2270 94%	349 93%	153 82%	2387 96% h	2438 95% k	148 89%	2587 94% k	742 84%	856 100% mp	1032 100% mp	2629 94% m
ENTERTAINMENT	2538 91%	2117 90%	222 91%	129 94%	71 94%	2538 91%	2191 91%	336 89%	149 80%	2302 93% h	2375 92% k	123 74%	2499 91% k	657 74%	850 99% mp	1032 100% mnp	2538 91% m

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COUNT OF TYPES OF USE OF THE INTERNET EVER MADE

Base : All who go online (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2957	403	444	518	442	440	692	2957	1477	1443	820	822	518	728	1642	1246	2957
Effective Weighted Sample	2027	293	328	368	310	294	526	2027	963	1038	558	584	361	506	1140	836	2027
Total	2800	429	500	500	514	413	429	2800	1361	1403	776	760	609	582	1536	1192	2800
NONE	25	6	5	5	4	1	4	25	6	13	1	4	3	13	5	16	25
	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%	*%	*%	*%	2%	*%	1%	1%
														jknp		n	
NARROW - 1-10 TYPES	884	146	141	128	116	140	198	884	416	457	182	185	215	265	367	480	884
	32%	34%	28%	26%	23%	34%	46%	32%	31%	33%	23%	24%	35%	45%	24%	40%	32%
		d				d	abcdeg	d					jkn	jklnp		jknp	jknp
MEDIUM - 11-15 TYPES	859	129	115	126	170	152	168	859	428	424	230	233	199	179	463	378	859
	31%	30%	23%	25%	33%	37%	39%	31%	31%	30%	30%	31%	33%	31%	30%	32%	31%
					b	bc	abcg	b									
BROAD - 16-20 TYPES	1032	148	240	240	225	120	58	1032	512	509	363	338	192	125	701	317	1032
	37%	34%	48%	48%	44%	29%	14%	37%	38%	36%	47%	44%	32%	21%	46%	27%	37%
		f	aefg	aefg	ef	f		ef			lmop	lmop	m		lmop		mo

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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COUNT OF TYPES OF USE OF THE INTERNET EVER MADE

Base : All who go online (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 99%																	
Unweighted total	2957	1924	357	347	329	2957	2608	330	168	2671	2668	219	2888	933	979	1023	2957
Effective Weighted Sample	2027	1545	277	261	217	2027	1800	230	126	1812	1834	154	1981	642	657	713	2027
Total	2800	2343	244	137	75	2800	2413	376	186	2487	2576	166	2743	884	859	1032	2800
NONE	25 1%	21 1%	3 1%	1 1%	- -%	25 1%	23 1%	2 1%	4 2%	8 *%	22 1%	1 1%	23 1%	- -%	- -%	- -%	25 1%
									i								
NARROW - 1-10 TYPES	884 32%	745 32%	70 29%	46 34%	23 31%	884 32%	771 32%	108 29%	129 69%	690 28%	726 28%	110 66%	836 30%	884 100%	- -%	- -%	884 32%
									i			jl	nop				no
MEDIUM - 11-15 TYPES	859 31%	706 30%	81 33%	42 30%	30 40%	859 31%	745 31%	112 30%	42 23%	782 31%	814 32%	38 23%	854 31%	- -%	859 100%	- -%	859 31%
					ae									mop			mo
BROAD - 16-20 TYPES	1032 37%	871 37%	90 37%	49 35%	22 30%	1032 37%	874 36%	153 41%	11 6%	1007 40%	1015 39%	16 10%	1031 38%	- -%	- -%	1032 100%	1032 37%
									h		k		k			mnp	mn

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

Table 30

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SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN

Base : All who go online (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2957	403	444	518	442	440	692	2957	1477	1443	820	822	518	728	1642	1246	2957
Effective Weighted Sample	2027	293	328	368	310	294	526	2027	963	1038	558	584	361	506	1140	836	2027
Total	2800	429	500	500	514	413	429	2800	1361	1403	776	760	609	582	1536	1192	2800
COMMUNICATIONS	2572	413	477	485	481	364	341	2572	1230	1314	735	718	558	503	1452	1061	2572
	92%	96%	95%	97%	94%	88%	80%	92%	90%	94%	95%	94%	92%	86%	95%	89%	92%
		efg	ef	efg	f	f	f	f		h	mo	mo			mop		m
EMAIL	2555	363	437	461	489	391	404	2555	1265	1265	727	712	565	498	1440	1063	2555
	91%	85%	87%	92%	95%	95%	94%	91%	93%	90%	94%	94%	93%	86%	94%	89%	91%
				a	ab	ab	ab	a			mo	mo	m		mo		m
GOVERNMENT SERVICES	2385	342	443	439	455	345	356	2385	1181	1182	711	661	512	458	1372	970	2385
	85%	80%	89%	88%	89%	83%	83%	85%	87%	84%	92%	87%	84%	79%	89%	81%	85%
			a	a	a						lmop	mo			lmop		m
TRANSACTIONS	2367	327	410	428	458	358	380	2367	1126	1215	686	672	503	458	1358	961	2367
	85%	76%	82%	86%	89%	87%	89%	85%	83%	87%	88%	88%	83%	79%	88%	81%	85%
				a	a	a	ab	a			mo	mo			lmop		m
BANKING	2323	305	426	438	453	347	348	2323	1156	1147	695	653	499	433	1348	933	2323
	83%	71%	85%	88%	88%	84%	81%	83%	85%	82%	89%	86%	82%	74%	88%	78%	83%
			a	a	af	a	a	a			lmop	mo	m		lmop		mo
INFORMATION	2088	319	386	392	425	315	248	2088	1013	1057	612	628	455	363	1240	818	2088
	75%	75%	77%	78%	83%	76%	58%	75%	74%	75%	79%	83%	75%	62%	81%	69%	75%
		f	f	f	fg	f		f			mo	lmop	m		mop		mo
WATCH TV CONTENT	2065	334	392	418	409	289	220	2065	1039	1007	606	608	463	360	1214	822	2065
	74%	78%	78%	84%	80%	70%	51%	74%	76%	72%	78%	80%	76%	62%	79%	69%	74%
		f	f	efg	ef	f		f			mo	mop	m		mop	m	mo
WATCH SHORT VIDEO CLIPS	1976	277	353	362	406	303	271	1976	995	958	579	580	421	361	1159	782	1976
	71%	65%	71%	72%	79%	73%	63%	71%	73%	68%	75%	76%	69%	62%	75%	66%	71%
				f	afg	f		f			mo	mop			mop		mo
NEWS	1932	242	332	361	403	299	291	1932	993	916	614	579	385	320	1193	705	1932
	69%	56%	66%	72%	78%	72%	68%	69%	73%	65%	79%	76%	63%	55%	78%	59%	69%
				a	abfg	a	a	a			lmop	lmop			lmop		mo
RADIO/ AUDIO SERVICES	1837	349	395	356	361	223	150	1837	931	886	590	546	386	280	1136	665	1837
	66%	81%	79%	71%	70%	54%	35%	66%	68%	63%	76%	72%	63%	48%	74%	56%	66%
		cdefg	efg	ef	ef	f		ef			lmop	lmop	m		lmop	m	mo

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SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN

Base : All who go online (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2957	403	444	518	442	440	692	2957	1477	1443	820	822	518	728	1642	1246	2957
Effective Weighted Sample	2027	293	328	368	310	294	526	2027	963	1038	558	584	361	506	1140	836	2027
Total	2800	429	500	500	514	413	429	2800	1361	1403	776	760	609	582	1536	1192	2800
CIVIC	1232	186	228	218	242	188	169	1232	556	662	387	403	236	190	790	425	1232
	44%	43%	46%	44%	47%	46%	39%	44%	41%	47%	50%	53%	39%	33%	51%	36%	44%
										h	lmo	lmop			lmop		mo
PLAYING GAMES	989	289	263	198	138	62	39	989	563	414	281	288	225	178	569	403	989
	35%	67%	53%	40%	27%	15%	9%	35%	41%	29%	36%	38%	37%	31%	37%	34%	35%
		bcdefg	cdefg	def	ef			def	i								
ANY OF THESE	2775	423	495	495	510	412	424	2775	1355	1390	775	756	607	569	1531	1175	2775
	99%	99%	99%	99%	99%	100%	99%	99%	100%	99%	100%	100%	100%	98%	100%	99%	99%
											m	m			mo		m
None of these	25	6	5	5	4	1	4	25	6	13	1	4	3	13	5	16	25
	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%	*%	*%	*%	2%	*%	1%	1%
														jknp		n	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

Table 30

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SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN

Base : All who go online (including those responding by post that gave a response)

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total	2957	1924	357	347	329	2957	2608	330	168	2671	2668	219	2888	933	979	1023	2957
Effective Weighted Sample	2027	1545	277	261	217	2027	1800	230	126	1812	1834	154	1981	642	657	713	2027
Total	2800	2343	244	137	75	2800	2413	376	186	2487	2576	166	2743	884	859	1032	2800
COMMUNICATIONS	2572	2155	221	125	71	2572	2219	342	155	2320	2413	125	2539	704	837	1031	2572
	92%	92%	91%	91%	95%	92%	92%	91%	83%	93%	94%	75%	93%	80%	97%	100%	92%
										h	k		k		mp	mnp	m
EMAIL	2555	2132	227	125	70	2555	2188	359	136	2327	2359	153	2514	695	835	1026	2555
	91%	91%	93%	91%	93%	91%	91%	95%	73%	94%	92%	92%	92%	79%	97%	99%	91%
										h					mp	mnp	m
GOVERNMENT SERVICES	2385	2000	210	115	60	2385	2044	335	112	2190	2240	117	2358	538	816	1032	2385
	85%	85%	86%	84%	80%	85%	85%	89%	60%	88%	87%	70%	86%	61%	95%	100%	85%
										h	k		k		mp	mnp	m
TRANSACTIONS	2367	1973	212	118	64	2367	2021	336	104	2177	2198	133	2332	526	816	1026	2367
	85%	84%	87%	86%	85%	85%	84%	89%	56%	88%	85%	80%	85%	59%	95%	99%	85%
										h					mp	mnp	m
BANKING	2323	1946	203	112	62	2323	1991	324	115	2135	2191	103	2294	504	789	1030	2323
	83%	83%	83%	81%	82%	83%	83%	86%	62%	86%	85%	62%	84%	57%	92%	100%	83%
										h	k		k		mp	mnp	m
INFORMATION	2088	1751	182	101	54	2088	1796	282	91	1927	1971	99	2071	351	717	1020	2088
	75%	75%	74%	74%	72%	75%	74%	75%	49%	77%	76%	59%	75%	40%	84%	99%	75%
										h	k		k		mp	mnp	m
WATCH TV CONTENT	2065	1731	179	101	54	2065	1796	264	92	1912	1966	80	2048	343	704	1019	2065
	74%	74%	73%	74%	71%	74%	74%	70%	50%	77%	76%	48%	75%	39%	82%	99%	74%
										h	k		k		mp	mnp	m
WATCH SHORT VIDEO CLIPS	1976	1640	178	102	56	1976	1679	290	64	1853	1855	97	1953	263	708	1005	1976
	71%	70%	73%	74%	74%	71%	70%	77%	34%	75%	72%	58%	71%	30%	82%	97%	71%
										h	k		k		mp	mnp	m
NEWS	1932	1614	173	93	51	1932	1644	282	72	1805	1808	91	1901	292	652	988	1932
	69%	69%	71%	68%	68%	69%	68%	75%	39%	73%	70%	55%	69%	33%	76%	96%	69%
										h	k		k		mp	mnp	m
RADIO/ AUDIO SERVICES	1837	1548	153	86	50	1837	1589	239	87	1701	1774	49	1824	293	559	986	1837
	66%	66%	63%	62%	67%	66%	66%	64%	47%	68%	69%	29%	66%	33%	65%	96%	66%
										h	k		k		m	mnp	m

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN

Base : All who go online (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2957	1924	357	347	329	2957	2608	330	168	2671	2668	219	2888	933	979	1023	2957
Effective Weighted Sample	2027	1545	277	261	217	2027	1800	230	126	1812	1834	154	1981	642	657	713	2027
Total	2800	2343	244	137	75	2800	2413	376	186	2487	2576	166	2743	884	859	1032	2800
CIVIC	1232	1044	109	52	27	1232	1054	173	27	1178	1174	50	1224	71	337	824	1232
	44%	45%	45%	38%	36%	44%	44%	46%	15%	47%	46%	30%	45%	8%	39%	80%	44%
										h	k		k		m	mnp	m
PLAYING GAMES	989	832	83	52	22	989	886	95	83	876	946	28	974	246	284	459	989
	35%	36%	34%	38%	29%	35%	37%	25%	44%	35%	37%	17%	35%	28%	33%	45%	35%
							g				k		k			mnp	m
ANY OF THESE	2775	2323	241	136	75	2775	2390	373	182	2479	2555	165	2721	884	859	1032	2775
	99%	99%	99%	99%	100%	99%	99%	99%	98%	100%	99%	99%	99%	100%	100%	100%	99%
										h							
None of these	25	21	3	1	-	25	23	2	4	8	22	1	23	-	-	-	25
	1%	1%	1%	1%	-%	1%	1%	1%	2%	*%	1%	1%	1%	-%	-%	-%	1%
									i								

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN21A. Do you have a social media profile or account on sites or apps like Facebook, Twitter, Instagram, Snapchat or YouTube? (SINGLE CODE)

Base : All who go online (excluding those responding by post)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	396	435	505	418	402	620	2776	1394	1350	801	796	493	649	1597	1142	2776
Effective Weighted Sample	1900	288	322	358	293	266	466	1900	906	971	544	565	345	450	1108	766	1900
Total	2641	423	489	487	487	372	383	2641	1288	1320	759	738	583	520	1497	1102	2641
Yes	2166	374	437	441	418	269	226	2166	1034	1112	629	616	495	402	1244	897	2166
	82%	88%	89%	91%	86%	73%	59%	82%	80%	84%	83%	83%	85%	77%	83%	81%	82%
		efg	efg	efg	ef	f		ef					m		m		
No	424	31	41	38	62	99	154	424	239	180	128	112	81	95	240	176	424
	16%	7%	8%	8%	13%	27%	40%	16%	19%	14%	17%	15%	14%	18%	16%	16%	16%
						abcdg	abcdeg	abc		i							
Don't know	50	18	11	8	7	4	3	50	16	28	3	10	7	23	13	30	50
	2%	4%	2%	2%	2%	1%	1%	2%	1%	2%	*%	1%	1%	4%	1%	3%	2%
		f												jklnp		jn	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN21A. Do you have a social media profile or account on sites or apps like Facebook, Twitter, Instagram, Snapchat or YouTube? (SINGLE CODE)

Base : All who go online (excluding those responding by post)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l	NARROW (1-10) m	MEDIUM (11-15) n	BROAD (16-20) o	ALL USERS p
Significance Level: 99%																	
Unweighted total	2776	1807	338	323	308	2776	2441	316	122	2548	2537	179	2716	801	945	1010	2776
Effective Weighted Sample	1900	1452	263	242	200	1900	1682	219	94	1728	1741	124	1859	550	633	703	1900
Total	2641	2215	231	126	69	2641	2268	361	143	2387	2453	138	2591	764	832	1021	2641
Yes	2166	1809	192	108	57	2166	1876	281	101	1997	2072	73	2145	489	692	986	2166
	82%	82%	83%	85%	83%	82%	83%	78%	71%	84%	84%	53%	83%	64%	83%	96%	82%
										h	k		k		m	mnp	m
No	424	362	33	18	12	424	344	77	38	361	338	63	401	242	140	35	424
	16%	16%	14%	14%	17%	16%	15%	21%	26%	15%	14%	45%	15%	32%	17%	3%	16%
									i			jl		nop	o		o
Don't know	50	44	6	1	*	50	48	2	4	29	43	2	46	33	1	1	50
	2%	2%	3%	1%	*%	2%	2%	1%	3%	1%	2%	2%	2%	4%	*%	*%	2%
														nop			no

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN21B. Do you ever use chat or messaging sites or apps like WhatsApp or Facebook Messenger? (SINGLE CODE)

Base : All who go online (excluding those responding by post)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	396	435	505	418	402	620	2776	1394	1350	801	796	493	649	1597	1142	2776
Effective Weighted Sample	1900	288	322	358	293	266	466	1900	906	971	544	565	345	450	1108	766	1900
Total	2641	423	489	487	487	372	383	2641	1288	1320	759	738	583	520	1497	1102	2641
Yes	2217	372	442	455	427	277	245	2217	1049	1146	654	638	490	401	1292	891	2217
	84%	88%	90%	93%	88%	75%	64%	84%	81%	87%	86%	87%	84%	77%	86%	81%	84%
		ef	efg	efg	ef	f	ef	ef		h	m	mo			mo		m
No	385	37	40	28	57	90	134	385	229	147	102	90	86	102	191	188	385
	15%	9%	8%	6%	12%	24%	35%	15%	18%	11%	13%	12%	15%	20%	13%	17%	15%
				c	abcdg	abcdeg	abc		i					jknp	n		
Don't know	39	15	8	4	4	5	4	39	11	26	4	10	7	16	14	23	39
	1%	3%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	3%	1%	2%	1%
														jn			

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN21B. Do you ever use chat or messaging sites or apps like WhatsApp or Facebook Messenger? (SINGLE CODE)

Base : All who go online (excluding those responding by post)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	1807	338	323	308	2776	2441	316	122	2548	2537	179	2716	801	945	1010	2776
Effective Weighted Sample	1900	1452	263	242	200	1900	1682	219	94	1728	1741	124	1859	550	633	703	1900
Total	2641	2215	231	126	69	2641	2268	361	143	2387	2453	138	2591	764	832	1021	2641
Yes	2217	1852	194	109	62	2217	1913	294	108	2035	2127	68	2195	496	720	1000	2217
	84%	84%	84%	87%	89%	84%	84%	81%	76%	85%	87%	49%	85%	65%	86%	98%	84%
											k		k		m	mnp	m
No	385	329	32	16	7	385	322	61	29	334	294	67	361	242	112	21	385
	15%	15%	14%	13%	11%	15%	14%	17%	20%	14%	12%	48%	14%	32%	14%	2%	15%
												jl		nop	o		o
Don't know	39	34	4	*	*	39	34	5	6	18	32	4	36	26	-	-	39
	1%	2%	2%	*%	*%	1%	1%	2%	4%	1%	1%	3%	1%	3%	-%	-%	1%
									i					nop			no

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN21C. Which chat or messaging sites or apps do you use? (MULTI CODE)

Base : All who use chat or messaging sites or apps (excluding those responding by post)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2287	354	397	468	363	311	394	2287	1108	1157	669	685	416	486	1354	902	2287
Effective Weighted Sample	1564	254	292	329	252	202	301	1564	721	829	457	485	287	336	941	603	1564
Total	2217	372	442	455	427	277	245	2217	1049	1146	654	638	490	401	1292	891	2217
WhatsApp	1846	293	384	402	365	232	169	1846	862	968	549	565	404	300	1114	704	1846
	83%	79%	87%	88%	86%	84%	69%	83%	82%	84%	84%	88%	83%	75%	86%	79%	83%
		f	f	af	f	f	f	f			m	mop			mo		m
Facebook Messenger	1630	242	318	350	351	205	165	1630	726	892	451	469	370	322	920	692	1630
	74%	65%	72%	77%	82%	74%	67%	74%	69%	78%	69%	74%	75%	80%	71%	78%	74%
				af	abfg			a		h				jnp		jn	
Skype	635	87	131	152	127	74	63	635	353	279	247	197	114	68	444	182	635
	29%	24%	30%	33%	30%	27%	26%	29%	34%	24%	38%	31%	23%	17%	34%	20%	29%
				a					i		lmop	mo			lmop		mo
Discord	265	120	80	43	14	5	2	265	179	80	81	85	60	32	167	93	265
	12%	32%	18%	10%	3%	2%	1%	12%	17%	7%	12%	13%	12%	8%	13%	10%	12%
		bcdefg	cdefg	def				def	i								
Google Hangouts	187	48	49	34	38	10	7	187	115	71	75	56	36	15	131	51	187
	8%	13%	11%	8%	9%	4%	3%	8%	11%	6%	11%	9%	7%	4%	10%	6%	8%
		ef	ef		f			f	i		mo	m			mo		m
HouseParty	163	64	44	17	25	10	3	163	82	81	79	45	18	18	124	36	163
	7%	17%	10%	4%	6%	4%	1%	7%	8%	7%	12%	7%	4%	4%	10%	4%	7%
		cdefg	cef		f			f			lmop				lmo		o
Viber	112	8	32	37	19	14	3	112	80	32	44	37	17	13	81	30	112
	5%	2%	7%	8%	4%	5%	1%	5%	8%	3%	7%	6%	3%	3%	6%	3%	5%
			af	af				f	i								
Threads (from Instagram)	103	38	29	23	8	3	3	103	53	48	30	36	19	19	66	37	103
	5%	10%	7%	5%	2%	1%	1%	5%	5%	4%	5%	6%	4%	5%	5%	4%	5%
		defg	def	f				f									
WeChat	82	19	20	26	8	6	2	82	58	24	32	22	15	11	54	26	82
	4%	5%	5%	6%	2%	2%	1%	4%	6%	2%	5%	3%	3%	3%	4%	3%	4%
		f	f	f				f	i								
Kik	76	25	22	22	5	*	2	76	43	33	20	18	21	16	38	37	76
	3%	7%	5%	5%	1%	*%	1%	3%	4%	3%	3%	3%	4%	4%	3%	4%	3%
		def	def	ef													

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN21C. Which chat or messaging sites or apps do you use? (MULTI CODE)

Base : All who use chat or messaging sites or apps (excluding those responding by post)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2287	354	397	468	363	311	394	2287	1108	1157	669	685	416	486	1354	902	2287
Effective Weighted Sample	1564	254	292	329	252	202	301	1564	721	829	457	485	287	336	941	603	1564
Total	2217	372	442	455	427	277	245	2217	1049	1146	654	638	490	401	1292	891	2217
Line	69	21	20	14	11	2	1	69	39	30	31	16	10	12	47	22	69
	3%	6%	4%	3%	3%	1%	*%	3%	4%	3%	5%	3%	2%	3%	4%	2%	3%
		ef	ef					f									
Other chat/ messaging site or app	104	30	17	12	23	4	18	104	55	45	39	39	10	12	78	22	104
	5%	8%	4%	3%	5%	1%	7%	5%	5%	4%	6%	6%	2%	3%	6%	2%	5%
		ce					ce				o	lo			lo		
Don't know	13	2	6	2	2	-	2	13	8	4	1	3	3	4	4	7	13
	1%	*%	1%	*%	1%	-%	1%	1%	1%	*%	*%	1%	1%	1%	*%	1%	1%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

Table 33

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 99% confidence level.

IN21C. Which chat or messaging sites or apps do you use? (MULTI CODE)

Base : All who use chat or messaging sites or apps (excluding those responding by post)

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		a	b	c	d	e	f	g	~h	i	j	~k	l	m	n	o	p
Unweighted total	2287	1454	282	281	270	2287	2020	255	92	2125	2179	85	2264	487	810	990	2287
Effective Weighted Sample	1564	1186	221	210	172	1564	1388	177	70	1442	1494	55	1548	341	536	689	1564
Total	2217	1852	194	109	62	2217	1913	294	108	2035	2127	68	2195	496	720	1000	2217
WhatsApp	1846 83%	1539 83%	159 82%	93 85%	55 90%	1846 83%	1600 84%	241 82%	** **	1721 85%	1802 85%	** **	1837 84%	320 64%	602 84%	924 92%	1846 83%
Facebook Messenger	1630 74%	1336 72%	159 82%	91 84%	44 71%	1630 74%	1413 74%	212 72%	** **	1532 75%	1569 74%	** **	1616 74%	286 58%	513 71%	832 83%	1630 74%
Skype	635 29%	539 29%	50 26%	28 26%	18 29%	635 29%	559 29%	70 24%	** **	601 30%	615 29%	** **	633 29%	80 16%	163 23%	392 39%	635 29%
Discord	265 12%	235 13%	14 7%	11 10%	4 7%	265 12%	239 13%	19 6%	** **	243 12%	254 12%	** **	261 12%	58 12%	74 10%	133 13%	265 12%
Google Hangouts	187 8%	167 9%	8 4%	7 6%	5 9%	187 8%	173 9%	11 4%	** **	171 8%	182 9%	** **	183 8%	46 9%	57 8%	84 8%	187 8%
HouseParty	163 7%	149 8%	8 4%	3 3%	3 6%	163 7%	143 7%	18 6%	** **	146 7%	157 7%	** **	163 7%	48 10%	46 6%	70 7%	163 7%
Viber	112 5%	99 5%	7 4%	3 3%	2 4%	112 5%	100 5%	11 4%	** **	102 5%	110 5%	** **	110 5%	26 5%	35 5%	52 5%	112 5%
Threads (from Instagram)	103 5%	92 5%	5 3%	4 4%	3 4%	103 5%	89 5%	12 4%	** **	92 5%	102 5%	** **	103 5%	28 6%	21 3%	54 5%	103 5%
WeChat	82 4%	72 4%	5 2%	2 2%	3 5%	82 4%	75 4%	3 1%	** **	77 4%	79 4%	** **	79 4%	17 3%	27 4%	38 4%	82 4%
Kik	76 3%	65 4%	4 2%	3 3%	4 7%	76 3%	64 3%	7 2%	** **	67 3%	74 3%	** **	76 3%	28 6%	24 3%	24 2%	76 3%
Line	69 3%	60 3%	4 2%	4 3%	1 2%	69 3%	61 3%	5 2%	** **	56 3%	65 3%	** **	65 3%	27 5%	24 3%	18 2%	69 3%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN21C. Which chat or messaging sites or apps do you use? (MULTI CODE)

Base : All who use chat or messaging sites or apps (excluding those responding by post)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l	NARROW (1-10) m	MEDIUM (11-15) n	BROAD (16-20) o	ALL USERS p
Unweighted total	2287	1454	282	281	270	2287	2020	255	92	2125	2179	85	2264	487	810	990	2287
Effective Weighted Sample	1564	1186	221	210	172	1564	1388	177	70	1442	1494	55	1548	341	536	689	1564
Total	2217	1852	194	109	62	2217	1913	294	108	2035	2127	68	2195	496	720	1000	2217
Other chat/ messaging site or app	104 5%	93 5%	5 3%	4 4%	1 2%	104 5%	91 5%	12 4%	** **	100 5%	97 5%	** **	103 5%	5 1%	32 4%	66 7%	104 5%
Don't know	13 1%	13 1%	1 *%	- -%	- -%	13 1%	11 1%	2 1%	** **	9 *%	10 *%	** **	11 1%	8 2%	2 *%	3 *%	13 1%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

Table 34

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 99% confidence level.

IN22. You said you had a profile or account on a social media site or app. Which social media sites or apps do you have a profile or account on that you still use? (MULTI CODE)

Base : All who use social media sites or apps (excluding those responding by post)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2231	356	392	454	356	291	382	2231	1092	1120	637	668	414	489	1305	903	2231
Effective Weighted Sample	1531	257	290	321	248	192	301	1531	715	804	438	475	290	339	910	608	1531
Total	2166	374	437	441	418	269	226	2166	1034	1112	629	616	495	402	1244	897	2166
Facebook	1799	260	353	366	373	242	206	1799	845	942	505	513	427	338	1018	765	1799
	83%	69%	81%	83%	89%	90%	91%	83%	82%	85%	80%	83%	86%	84%	82%	85%	83%
		a	b	a	ab	ab	abcg	a									
Instagram	1228	293	331	276	202	86	41	1228	522	693	354	394	260	200	749	460	1228
	57%	78%	76%	62%	48%	32%	18%	57%	51%	62%	56%	64%	52%	50%	60%	51%	57%
		cdefg	cdefg	def	ef	f	ef			h			lmop		mo		
YouTube	1027	266	234	230	161	76	60	1027	563	452	292	300	235	185	592	419	1027
	47%	71%	53%	52%	39%	28%	27%	47%	54%	41%	46%	49%	47%	46%	48%	47%	47%
		bcdefg	def	def	f		def		i								
Twitter	811	178	158	180	159	86	51	811	436	368	242	265	180	112	507	292	811
	37%	47%	36%	41%	38%	32%	23%	37%	42%	33%	39%	43%	36%	28%	41%	33%	37%
		befg	f	f	f		f		i		m	mo			mo		m
Snapchat	652	269	193	102	69	14	6	652	259	385	147	211	162	120	359	282	652
	30%	72%	44%	23%	16%	5%	3%	30%	25%	35%	23%	34%	33%	30%	29%	31%	30%
		bcdefg	cdefg	ef	ef		def			h		j	j			j	j
LinkedIn	578	80	140	124	128	73	33	578	333	238	257	196	75	44	453	119	578
	27%	22%	32%	28%	31%	27%	15%	27%	32%	21%	41%	32%	15%	11%	36%	13%	27%
		af	f	f	f		f		i		klmop	lmo			lmop		lmo
Pinterest	482	130	109	88	86	44	25	482	133	343	132	171	95	78	302	173	482
	22%	35%	25%	20%	21%	16%	11%	22%	13%	31%	21%	28%	19%	19%	24%	19%	22%
		cdefg	f	f	f		f			h		lmo					
TikTok	462	201	117	77	54	11	3	462	181	273	123	142	112	81	265	193	462
	21%	54%	27%	17%	13%	4%	1%	21%	18%	25%	20%	23%	23%	20%	21%	22%	21%
		bcdefg	cdef	ef	ef		def			h							
Reddit	214	87	68	33	14	8	4	214	145	67	76	71	42	24	147	66	214
	10%	23%	16%	8%	3%	3%	2%	10%	14%	6%	12%	12%	9%	6%	12%	7%	10%
		cdefg	cdefg	f			def		i		mo	m			mo		
Twitch	174	82	53	24	13	2	*	174	124	47	60	60	30	18	121	48	174
	8%	22%	12%	5%	3%	1%	***	8%	12%	4%	10%	10%	6%	5%	10%	5%	8%
		bcdefg	cdef	ef	f		def		i		mo	mo			mo		

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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IN22. You said you had a profile or account on a social media site or app. Which social media sites or apps do you have a profile or account on that you still use? (MULTI CODE)

Base : All who use social media sites or apps (excluding those responding by post)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2231	356	392	454	356	291	382	2231	1092	1120	637	668	414	489	1305	903	2231
Effective Weighted Sample	1531	257	290	321	248	192	301	1531	715	804	438	475	290	339	910	608	1531
Total	2166	374	437	441	418	269	226	2166	1034	1112	629	616	495	402	1244	897	2166
Tumblr	82 4%	42 11%	25 6%	9 2%	2 *%	3 1%	1 1%	82 4%	32 3%	47 4%	23 4%	31 5%	15 3%	11 3%	54 4%	27 3%	82 4%
		cdefg	df					df									
Other social media site or app	22 1%	6 2%	2 *%	* *%	9 2%	3 1%	2 1%	22 1%	14 1%	9 1%	6 1%	6 1%	4 1%	6 1%	12 1%	9 1%	22 1%
Don't know	24 1%	2 1%	7 2%	6 1%	7 2%	1 *%	* *%	24 1%	10 1%	13 1%	2 *%	5 1%	5 1%	8 2%	8 1%	13 1%	24 1%
ONLY USES FACEBOOK	343 16%	6 2%	14 3%	48 11%	75 18%	90 33%	110 49%	343 16%	148 14%	194 17%	89 14%	82 13%	85 17%	86 21%	172 14%	170 19%	343 16%
				ab	ab	abcdg	abcdeg	ab						jkn		n	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

Table 34

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 99% confidence level.

IN22. You said you had a profile or account on a social media site or app. Which social media sites or apps do you have a profile or account on that you still use? (MULTI CODE)

Base : All who use social media sites or apps (excluding those responding by post)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		a	b	c	d	e	f	g	~h	i	j	~k	l	m	n	o	p
Unweighted total	2231	1425	278	273	255	2231	1968	246	82	2085	2110	95	2205	477	790	964	2231
Effective Weighted Sample	1531	1163	215	205	165	1531	1363	168	64	1421	1452	66	1515	336	527	673	1531
Total	2166	1809	192	108	57	2166	1876	281	101	1997	2072	73	2145	489	692	986	2166
Facebook	1799	1488	164	96	50	1799	1564	230	**	1684	1720	**	1783	338	590	871	1799
	83%	82%	86%	90%	87%	83%	83%	82%	**	84%	83%	**	83%	69%	85%	88%	83%
			a											m	mp	m	
Instagram	1228	1040	95	60	33	1228	1071	150	**	1138	1204	**	1219	214	348	666	1228
	57%	57%	49%	56%	58%	57%	57%	53%	**	57%	58%	**	57%	44%	50%	68%	57%
																mnp	m
YouTube	1027	856	91	52	29	1027	904	116	**	947	1000	**	1024	152	294	581	1027
	47%	47%	47%	48%	51%	47%	48%	41%	**	47%	48%	**	48%	31%	43%	59%	47%
														m	mnp	m	
Twitter	811	675	73	40	24	811	705	102	**	767	788	**	808	99	225	488	811
	37%	37%	38%	37%	42%	37%	38%	36%	**	38%	38%	**	38%	20%	33%	49%	37%
														m	mnp	m	
Snapchat	652	534	63	37	19	652	583	65	**	580	641	**	648	133	212	307	652
	30%	29%	33%	34%	34%	30%	31%	23%	**	29%	31%	**	30%	27%	31%	31%	30%
LinkedIn	578	504	38	22	13	578	515	60	**	548	564	**	577	53	138	386	578
	27%	28%	20%	21%	22%	27%	27%	21%	**	27%	27%	**	27%	11%	20%	39%	27%
														m	mnp	mn	
Pinterest	482	408	40	23	10	482	410	68	**	441	471	**	480	64	118	300	482
	22%	23%	21%	21%	18%	22%	22%	24%	**	22%	23%	**	22%	13%	17%	30%	22%
																mnp	m
TikTok	462	385	44	21	12	462	416	43	**	410	455	**	462	104	125	233	462
	21%	21%	23%	20%	20%	21%	22%	15%	**	21%	22%	**	22%	21%	18%	24%	21%
Reddit	214	175	19	13	7	214	196	14	**	201	212	**	213	27	52	135	214
	10%	10%	10%	12%	12%	10%	10%	5%	**	10%	10%	**	10%	6%	8%	14%	10%
																mnp	
Twitch	174	148	15	8	3	174	148	21	**	161	169	**	171	41	44	88	174
	8%	8%	8%	7%	6%	8%	8%	8%	**	8%	8%	**	8%	8%	6%	9%	8%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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IN22. You said you had a profile or account on a social media site or app. Which social media sites or apps do you have a profile or account on that you still use? (MULTI CODE)

Base : All who use social media sites or apps (excluding those responding by post)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l	NARROW (1-10) m	MEDIUM (11-15) n	BROAD (16-20) o	ALL USERS p
Unweighted total	2231	1425	278	273	255	2231	1968	246	82	2085	2110	95	2205	477	790	964	2231
Effective Weighted Sample	1531	1163	215	205	165	1531	1363	168	64	1421	1452	66	1515	336	527	673	1531
Total	2166	1809	192	108	57	2166	1876	281	101	1997	2072	73	2145	489	692	986	2166
Tumblr	82 4%	72 4%	2 1%	4 4%	3 5%	82 4%	74 4%	6 2%	** **	73 4%	81 4%	** **	82 4%	12 3%	23 3%	47 5%	82 4%
Other social media site or app	22 1%	19 1%	1 *%	2 2%	* 1%	22 1%	22 1%	- -%	** **	20 1%	19 1%	** **	22 1%	2 *%	12 2%	8 1%	22 1%
Don't know	24 1%	19 1%	4 2%	1 1%	- -%	24 1%	19 1%	4 2%	** **	21 1%	21 1%	** **	21 1%	12 2%	4 1%	8 1%	24 1%
ONLY USES FACEBOOK	343 16%	279 15%	36 19%	19 18%	8 15%	343 16%	290 15%	52 19%	** **	319 16%	303 15%	** **	338 16%	134 27%	137 20%	72 7%	343 16%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

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 99% confidence level.

IN23. And which one would you say is your main social media site or app – the one you use most often? (SINGLE CODE)

Base : All who use social media sites or apps (excluding those responding by post)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2231	356	392	454	356	291	382	2231	1092	1120	637	668	414	489	1305	903	2231
Effective Weighted Sample	1531	257	290	321	248	192	301	1531	715	804	438	475	290	339	910	608	1531
Total	2166	374	437	441	418	269	226	2166	1034	1112	629	616	495	402	1244	897	2166
Facebook	1226	72	188	267	297	214	187	1226	541	678	328	315	319	254	643	573	1226
	57%	19%	43%	60%	71%	79%	83%	57%	52%	61%	52%	51%	64%	63%	52%	64%	57%
		a	ab	abcg	abcbg	abcbg	abcbg	ab		h			jkn	jkn		jkn	
Instagram	310	88	110	68	35	7	3	310	116	192	116	106	47	39	222	86	310
	14%	24%	25%	15%	8%	3%	1%	14%	11%	17%	18%	17%	10%	10%	18%	10%	14%
		defg	cdefg	ef	ef			ef		h	lmo	lmo			lmo		o
YouTube	168	40	44	32	28	13	11	168	120	48	56	43	37	28	99	65	168
	8%	11%	10%	7%	7%	5%	5%	8%	12%	4%	9%	7%	8%	7%	8%	7%	8%
		f							i								
Twitter	128	17	24	35	26	18	9	128	97	31	33	46	29	18	79	47	128
	6%	5%	6%	8%	6%	7%	4%	6%	9%	3%	5%	7%	6%	5%	6%	5%	6%
									i								
Snapchat	116	78	28	6	3	*	1	116	54	60	20	45	36	16	65	51	116
	5%	21%	6%	1%	1%	*%	1%	5%	5%	5%	3%	7%	7%	4%	5%	6%	5%
		bcdefg	cdef					cdef				j					
TikTok	70	47	10	10	2	-	*	70	20	43	21	23	10	16	43	26	70
	3%	13%	2%	2%	1%	-%	*%	3%	2%	4%	3%	4%	2%	4%	3%	3%	3%
		bcdefg						f									
LinkedIn	41	6	10	4	8	7	6	41	32	9	23	10	3	5	32	7	41
	2%	2%	2%	1%	2%	3%	3%	2%	3%	1%	4%	2%	1%	1%	3%	1%	2%
									i		lo						
Reddit	26	13	5	5	-	3	*	26	17	9	9	7	3	6	17	9	26
	1%	3%	1%	1%	-%	1%	*%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
		dfg															
Pinterest	24	7	3	4	4	4	2	24	8	16	8	7	2	5	15	7	24
	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%
Tumblr	4	2	2	-	-	-	*	4	*	4	-	2	2	*	2	2	4
	*%	1%	*%	-%	-%	-%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%
Twitch	4	1	1	1	2	-	-	4	4	1	3	-	-	1	3	1	4
	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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IN23. And which one would you say is your main social media site or app – the one you use most often? (SINGLE CODE)

Base : All who use social media sites or apps (excluding those responding by post)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2231	356	392	454	356	291	382	2231	1092	1120	637	668	414	489	1305	903	2231
Effective Weighted Sample	1531	257	290	321	248	192	301	1531	715	804	438	475	290	339	910	608	1531
Total	2166	374	437	441	418	269	226	2166	1034	1112	629	616	495	402	1244	897	2166
Other social media site or app	4	1	-	-	1	2	1	4	4	1	2	1	-	1	3	1	4
	*%	*%	-%	-%	*%	1%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
Don't know	43	3	12	10	13	1	5	43	21	20	10	10	6	13	20	19	43
	2%	1%	3%	2%	3%	*%	2%	2%	2%	2%	2%	2%	1%	3%	2%	2%	2%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

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 99% confidence level.

IN23. And which one would you say is your main social media site or app – the one you use most often? (SINGLE CODE)

Base : All who use social media sites or apps (excluding those responding by post)

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		a	b	c	d	e	f	g	~h	i	j	~k	l	m	n	o	p
Significance Level: 99%																	
Unweighted total	2231	1425	278	273	255	2231	1968	246	82	2085	2110	95	2205	477	790	964	2231
Effective Weighted Sample	1531	1163	215	205	165	1531	1363	168	64	1421	1452	66	1515	336	527	673	1531
Total	2166	1809	192	108	57	2166	1876	281	101	1997	2072	73	2145	489	692	986	2166
Facebook	1226 57%	1014 56%	115 60%	64 59%	33 57%	1226 57%	1054 56%	170 61%	** **	1157 58%	1160 56%	** **	1213 57%	263 54%	435 63%	528 54%	1226 57%
Instagram	310 14%	265 15%	26 14%	12 11%	7 12%	310 14%	281 15%	28 10%	** **	286 14%	304 15%	** **	309 14%	48 10%	81 12%	181 18%	310 14%
YouTube	168 8%	139 8%	14 7%	10 9%	6 10%	168 8%	146 8%	22 8%	** **	145 7%	160 8%	** **	167 8%	35 7%	51 7%	82 8%	168 8%
Twitter	128 6%	107 6%	10 5%	9 8%	3 5%	128 6%	107 6%	20 7%	** **	124 6%	124 6%	** **	127 6%	17 3%	31 4%	81 8%	128 6%
Snapchat	116 5%	97 5%	9 5%	6 5%	5 9%	116 5%	104 6%	11 4%	** **	105 5%	114 5%	** **	116 5%	43 9%	36 5%	37 4%	116 5%
TikTok	70 3%	61 3%	4 2%	2 2%	2 4%	70 3%	60 3%	9 3%	** **	50 2%	70 3%	** **	70 3%	30 6%	18 3%	21 2%	70 3%
LinkedIn	41 2%	35 2%	4 2%	2 2%	* 1%	41 2%	36 2%	3 1%	** **	36 2%	40 2%	** **	41 2%	14 3%	12 2%	15 2%	41 2%
Reddit	26 1%	23 1%	2 1%	* 1%	1 2%	26 1%	25 1%	1 1%	** **	23 1%	26 1%	** **	26 1%	7 1%	6 1%	14 1%	26 1%
Pinterest	24 1%	20 1%	2 1%	1 1%	* 1%	24 1%	14 1%	10 3%	** **	24 1%	23 1%	** **	24 1%	11 2%	5 1%	9 1%	24 1%
Tumblr	4 *% *% *% *%	4 *% *% *% *%	- -% -% -%	- -% -% -%	* 1% 1% 1%	4 *% *% *% *%	4 *% *% *% *%	- -% -% -%	** ** ** **	2 *% *% *% *%	4 *% *% *% *%	** ** ** **	4 *% *% *% *%	2 *% *% *% *%	2 *% *% *% *%	* *% *% *% *%	4 *% *% *% *%
Twitch	4 *% *% *% *%	3 *% *% *% *%	* *% *% *%	1 1% 1% 1%	- -% -% -%	4 *% *% *% *%	4 *% *% *% *%	- -% -% -%	** ** ** **	4 *% *% *% *%	3 *% *% *% *%	** ** ** **	3 *% *% *% *%	1 *% *% *% *%	3 *% *% *% *%	- -% -% -%	4 *% *% *% *%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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IN23. And which one would you say is your main social media site or app – the one you use most often? (SINGLE CODE)

Base : All who use social media sites or apps (excluding those responding by post)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	~h	i	j	~k	l	m	n	o	p
Unweighted total	2231	1425	278	273	255	2231	1968	246	82	2085	2110	95	2205	477	790	964	2231
Effective Weighted Sample	1531	1163	215	205	165	1531	1363	168	64	1421	1452	66	1515	336	527	673	1531
Total	2166	1809	192	108	57	2166	1876	281	101	1997	2072	73	2145	489	692	986	2166
Other social media site or app	4	3	*	1	*	4	4	-	**	3	3	**	4	1	2	1	4
	*%	*%	*%	1%	*%	*%	*%	-%	**	*%	*%	**	*%	*%	*%	*%	*%
Don't know	43	38	4	1	*	43	36	7	**	38	41	**	41	17	11	16	43
	2%	2%	2%	1%	*%	2%	2%	3%	**	2%	2%	**	2%	3%	2%	2%	2%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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SUMMARY OF USE OF SOCIAL MEDIA/ CHAT OR MESSAGING SITES/APPS

Base : All who go online (excluding those responding by post)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	396	435	505	418	402	620	2776	1394	1350	801	796	493	649	1597	1142	2776
Effective Weighted Sample	1900	288	322	358	293	266	466	1900	906	971	544	565	345	450	1108	766	1900
Total	2641	423	489	487	487	372	383	2641	1288	1320	759	738	583	520	1497	1102	2641
USES CHAT OR MESSAGING APPS/ SITES	2217	372	442	455	427	277	245	2217	1049	1146	654	638	490	401	1292	891	2217
	84%	88%	90%	93%	88%	75%	64%	84%	81%	87%	86%	87%	84%	77%	86%	81%	84%
		ef	efg	efg	ef	f	ef	ef		h	m	mo			mo		m
HAS A SOCIAL MEDIA PROFILE	2166	374	437	441	418	269	226	2166	1034	1112	629	616	495	402	1244	897	2166
	82%	88%	89%	91%	86%	73%	59%	82%	80%	84%	83%	83%	85%	77%	83%	81%	82%
		efg	efg	efg	ef	f	ef	ef				m			m		
USES BOTH	1990	343	415	427	391	233	180	1990	935	1037	582	572	453	360	1154	813	1990
	75%	81%	85%	88%	80%	63%	47%	75%	73%	79%	77%	78%	78%	69%	77%	74%	75%
		ef	efg	defg	ef	f	ef	ef		h	m	m	m		m		m
USES EITHER	2393	403	464	469	454	313	290	2393	1147	1222	701	682	532	443	1383	975	2393
	91%	95%	95%	96%	93%	84%	76%	91%	89%	93%	92%	92%	91%	85%	92%	88%	91%
		ef	ef	efg	ef	f	ef	ef		h	m	m	m		mo		m
USES NEITHER/ UNSURE	248	20	25	18	33	58	92	248	142	98	59	56	51	77	114	128	248
	9%	5%	5%	4%	7%	16%	24%	9%	11%	7%	8%	8%	9%	15%	8%	12%	9%
						abcdg	abcdeg	c		i				jklnp		n	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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SUMMARY OF USE OF SOCIAL MEDIA/ CHAT OR MESSAGING SITES/APPS

Base : All who go online (excluding those responding by post)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	1807	338	323	308	2776	2441	316	122	2548	2537	179	2716	801	945	1010	2776
Effective Weighted Sample	1900	1452	263	242	200	1900	1682	219	94	1728	1741	124	1859	550	633	703	1900
Total	2641	2215	231	126	69	2641	2268	361	143	2387	2453	138	2591	764	832	1021	2641
USES CHAT OR MESSAGING APPS/ SITES	2217 84%	1852 84%	194 84%	109 87%	62 89%	2217 84%	1913 84%	294 81%	108 76%	2035 85%	2127 87%	68 49%	2195 85%	496 65%	720 86%	1000 98%	2217 84%
HAS A SOCIAL MEDIA PROFILE	2166 82%	1809 82%	192 83%	108 85%	57 83%	2166 82%	1876 83%	281 78%	101 71%	1997 84%	2072 84%	73 53%	2145 83%	489 64%	692 83%	986 96%	2166 82%
USES BOTH	1990 75%	1655 75%	179 77%	102 81%	54 78%	1990 75%	1730 76%	252 70%	88 62%	1844 77%	1924 78%	50 36%	1973 76%	386 51%	637 77%	966 95%	1990 75%
USES EITHER	2393 91%	2006 91%	207 90%	115 91%	65 93%	2393 91%	2058 91%	323 90%	121 85%	2188 92%	2275 93%	91 66%	2366 91%	599 78%	774 93%	1020 100%	2393 91%
USES NEITHER/ UNSURE	248 9%	209 9%	23 10%	11 9%	5 7%	248 9%	210 9%	37 10%	22 15%	199 8%	178 7%	47 34%	225 9%	165 22%	58 7%	2 *%	248 9%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

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 99% confidence level.

IN24. Thinking now about all the social media sites or apps you use, which one of these statements best describes your use of these sites or apps? (SINGLE CODE)

Base : All who use social media sites or apps (excluding those responding by post)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2231	356	392	454	356	291	382	2231	1092	1120	637	668	414	489	1305	903	2231
Effective Weighted Sample	1531	257	290	321	248	192	301	1531	715	804	438	475	290	339	910	608	1531
Total	2166	374	437	441	418	269	226	2166	1034	1112	629	616	495	402	1244	897	2166
I often share, post or comment on social media sites or apps	533	128	132	106	84	52	31	533	228	298	163	137	127	101	300	228	533
	25%	34%	30%	24%	20%	19%	14%	25%	22%	27%	26%	22%	26%	25%	24%	25%	25%
		cdefg	def	f				f									
I sometimes share, post or comment on social media sites or apps	731	104	133	152	182	79	80	731	345	378	228	194	179	123	423	301	731
	34%	28%	31%	34%	43%	30%	36%	34%	33%	34%	36%	32%	36%	31%	34%	34%	34%
					abeg												
TOTAL - SHARE, POST OR COMMENT ON SOCIAL MEDIA SITES OR APPS	1263	232	266	257	266	131	111	1263	573	676	391	331	306	224	723	529	1263
	58%	62%	61%	58%	64%	49%	49%	58%	55%	61%	62%	54%	62%	56%	58%	59%	58%
		ef	ef		ef			f									
I usually just 'like' things on social media sites or apps	428	81	92	85	72	54	44	428	181	244	102	151	93	78	253	170	428
	20%	22%	21%	19%	17%	20%	19%	20%	17%	22%	16%	25%	19%	19%	20%	19%	20%
												j					
I tend to only read things on these sites or apps and rarely like or post anything	436	53	67	89	78	81	68	436	264	169	134	126	82	90	260	172	436
	20%	14%	15%	20%	19%	30%	30%	20%	26%	15%	21%	20%	17%	22%	21%	19%	20%
						abd	abcdg		i								
Don't know	39	8	13	10	3	3	3	39	16	24	1	8	14	11	9	25	39
	2%	2%	3%	2%	1%	1%	1%	2%	2%	2%	0%	1%	3%	3%	1%	3%	2%
												jn	jn			jn	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN24. Thinking now about all the social media sites or apps you use, which one of these statements best describes your use of these sites or apps? (SINGLE CODE)

Base : All who use social media sites or apps (excluding those responding by post)

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		a	b	c	d	e	f	g	~h	i	j	~k	l	m	n	o	p
Unweighted total	2231	1425	278	273	255	2231	1968	246	82	2085	2110	95	2205	477	790	964	2231
Effective Weighted Sample	1531	1163	215	205	165	1531	1363	168	64	1421	1452	66	1515	336	527	673	1531
Total	2166	1809	192	108	57	2166	1876	281	101	1997	2072	73	2145	489	692	986	2166
I often share, post or comment on social media sites or apps	533 25%	451 25%	43 22%	26 25%	12 21%	533 25%	488 26%	42 15%	** **	486 24%	516 25%	** **	527 25%	141 29%	144 21%	248 25%	533 25%
I sometimes share, post or comment on social media sites or apps	731 34%	604 33%	71 37%	35 32%	20 36%	731 34%	614 33%	111 40%	** **	682 34%	708 34%	** **	727 34%	141 29%	243 35%	346 35%	731 34%
TOTAL - SHARE, POST OR COMMENT ON SOCIAL MEDIA SITES OR APPS	1263 58%	1055 58%	114 59%	61 57%	33 57%	1263 58%	1102 59%	153 55%	** **	1168 58%	1224 59%	** **	1254 58%	282 58%	387 56%	594 60%	1263 58%
I usually just 'like' things on social media sites or apps	428 20%	348 19%	41 21%	26 24%	14 24%	428 20%	384 20%	43 15%	** **	393 20%	409 20%	** **	424 20%	88 18%	152 22%	188 19%	428 20%
I tend to only read things on these sites or apps and rarely like or post anything	436 20%	372 21%	34 18%	20 19%	10 18%	436 20%	362 19%	74 26%	** **	408 20%	405 20%	** **	431 20%	92 19%	148 21%	196 20%	436 20%
Don't know	39 2%	35 2%	3 2%	* *%	* *%	39 2%	28 2%	11 4%	** **	28 1%	33 2%	** **	36 2%	27 6%	4 1%	8 1%	39 2%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

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 99% confidence level.

IN27. AGREEMENT WITH STATEMENT ABOUT SOCIAL MEDIA SITES OR APPS - I am confident in using the settings on my social media account to control who sees the photos and videos I share. (SINGLE CODE)

Base : All who use social media sites or apps (excluding those responding by post)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2231	356	392	454	356	291	382	2231	1092	1120	637	668	414	489	1305	903	2231
Effective Weighted Sample	1531	257	290	321	248	192	301	1531	715	804	438	475	290	339	910	608	1531
Total	2166	374	437	441	418	269	226	2166	1034	1112	629	616	495	402	1244	897	2166
Strongly disagree	203 9%	53 14%	41 9%	38 9%	37 9%	13 5%	20 9%	203 9%	103 10%	94 8%	62 10%	57 9%	49 10%	31 8%	119 10%	80 9%	203 9%
		e															
Slightly disagree	237 11%	36 10%	51 12%	39 9%	54 13%	28 11%	28 13%	237 11%	110 11%	125 11%	87 14%	69 11%	46 9%	32 8%	156 13%	78 9%	237 11%
											mo						
Neither agree nor disagree	337 16%	42 11%	55 13%	69 16%	68 16%	52 19%	51 22%	337 16%	182 18%	154 14%	80 13%	72 12%	90 18%	90 22%	151 12%	180 20%	337 16%
							abg						n	jknp		jknp	
Slightly agree	613 28%	75 20%	126 29%	129 29%	131 31%	87 32%	65 29%	613 28%	271 26%	333 30%	189 30%	171 28%	131 26%	118 29%	361 29%	249 28%	613 28%
					a	a	a										
Strongly agree	750 35%	166 44%	160 37%	160 36%	122 29%	85 32%	57 25%	750 35%	356 34%	392 35%	209 33%	242 39%	174 35%	118 29%	451 36%	291 32%	750 35%
		defg	f	f				f				m					
Don't know	26 1%	2 1%	4 1%	5 1%	6 2%	4 1%	4 2%	26 1%	11 1%	14 1%	2 *	4 1%	6 1%	13 3%	6 *	19 2%	26 1%
														jknp		n	
SUMMARY CODES																	
TOTAL DISAGREE	440 20%	89 24%	93 21%	77 18%	91 22%	41 15%	48 21%	440 20%	213 21%	219 20%	149 24%	126 21%	95 19%	63 16%	275 22%	158 18%	440 20%
											m						
TOTAL AGREE	1363 63%	241 64%	286 65%	289 65%	253 61%	172 64%	122 54%	1363 63%	627 61%	725 65%	398 63%	413 67%	304 61%	236 59%	812 65%	540 60%	1363 63%
			f	f				f									
TOTAL NEITHER/ DON'T KNOW	363 17%	44 12%	59 13%	75 17%	74 18%	56 21%	55 24%	363 17%	193 19%	168 15%	81 13%	76 12%	96 19%	103 26%	157 13%	199 22%	363 17%
							abg						kn	jknp		jknp	n

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN27. AGREEMENT WITH STATEMENT ABOUT SOCIAL MEDIA SITES OR APPS - I am confident in using the settings on my social media account to control who sees the photos and videos I share. (SINGLE CODE)

Base : All who use social media sites or apps (excluding those responding by post)

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		a	b	c	d	e	f	g	~h	i	j	~k	l	m	n	o	p
Significance Level: 99%																	
Unweighted total	2231	1425	278	273	255	2231	1968	246	82	2085	2110	95	2205	477	790	964	2231
Effective Weighted Sample	1531	1163	215	205	165	1531	1363	168	64	1421	1452	66	1515	336	527	673	1531
Total	2166	1809	192	108	57	2166	1876	281	101	1997	2072	73	2145	489	692	986	2166
Strongly disagree	203 9%	170 9%	16 8%	13 12%	4 7%	203 9%	181 10%	22 8%	** **	184 9%	188 9%	** **	197 9%	53 11%	52 8%	97 10%	203 9%
Slightly disagree	237 11%	205 11%	21 11%	7 6%	5 8%	237 11%	194 10%	41 15%	** **	223 11%	223 11%	** **	235 11%	71 14%	65 9%	101 10%	237 11%
Neither agree nor disagree	337 16%	279 15%	29 15%	21 20%	8 14%	337 16%	281 15%	55 20%	** **	287 14%	314 15%	** **	330 15%	130 nop	120 o	87 9%	337 16%
Slightly agree	613 28%	513 28%	49 26%	30 28%	21 38%	613 28%	530 28%	82 29%	** **	582 29%	592 29%	** **	612 29%	128 26%	211 30%	274 28%	613 28%
Strongly agree	750 35%	618 34%	76 40%	37 35%	18 32%	750 35%	666 35%	80 29%	** **	702 35%	733 35%	** **	748 35%	89 18%	241 35%	420 43%	750 35%
Don't know	26 1%	25 1%	1 *%	* *%	* 1%	26 1%	25 1%	2 1%	** **	19 1%	22 1%	** **	23 1%	18 4%	3 *%	5 1%	26 1%
SUMMARY CODES																	
TOTAL DISAGREE	440 20%	375 21%	37 19%	19 18%	9 16%	440 20%	375 20%	63 22%	** **	407 20%	411 20%	** **	432 20%	124 25%	118 17%	198 20%	440 20%
TOTAL AGREE	1363 63%	1131 63%	126 65%	67 62%	40 70%	1363 63%	1195 64%	162 58%	** **	1284 64%	1325 64%	** **	1360 63%	216 44%	452 65%	695 71%	1363 63%
TOTAL NEITHER/ DON'T KNOW	363 17%	304 17%	30 15%	21 20%	8 15%	363 17%	306 16%	57 20%	** **	306 15%	336 16%	** **	353 16%	149 30%	122 18%	92 9%	363 17%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN28. When you use social media, which one of these best applies (SINGLE CODE)

Base : All who use social media sites or apps (excluding those responding by post)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2231	356	392	454	356	291	382	2231	1092	1120	637	668	414	489	1305	903	2231
Effective Weighted Sample	1531	257	290	321	248	192	301	1531	715	804	438	475	290	339	910	608	1531
Total	2166	374	437	441	418	269	226	2166	1034	1112	629	616	495	402	1244	897	2166
I often see views that I disagree with	603 28%	99 27%	124 28%	123 28%	129 31%	73 27%	55 25%	603 28%	321 31%	275 25%	190 30%	158 26%	138 28%	107 27%	349 28%	245 27%	603 28%
I sometimes see views that I disagree with	1240 57%	202 54%	242 55%	263 60%	237 57%	166 62%	130 58%	1240 57%	551 53%	681 61%	335 53%	365 59%	285 58%	242 60%	700 56%	528 59%	1240 57%
I rarely see views that I disagree with	235 11%	56 15%	60 14%	42 9%	31 7%	17 6%	31 14%	235 11%	115 11%	118 11%	84 13%	73 12%	45 9%	32 8%	157 13%	78 9%	235 11%
Don't know	87 4%	17 4%	13 3%	13 3%	22 5%	14 5%	9 4%	87 4%	47 5%	39 3%	19 3%	20 3%	27 5%	20 5%	39 3%	47 5%	87 4%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN28. When you use social media, which one of these best applies (SINGLE CODE)

Base : All who use social media sites or apps (excluding those responding by post)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		a	b	c	d	e	f	g	~h	i	j	~k	l	m	n	o	p
Significance Level: 99%																	
Unweighted total	2231	1425	278	273	255	2231	1968	246	82	2085	2110	95	2205	477	790	964	2231
Effective Weighted Sample	1531	1163	215	205	165	1531	1363	168	64	1421	1452	66	1515	336	527	673	1531
Total	2166	1809	192	108	57	2166	1876	281	101	1997	2072	73	2145	489	692	986	2166
I often see views that I disagree with	603 28%	501 28%	58 30%	29 27%	16 28%	603 28%	519 28%	81 29%	** **	573 29%	587 28%	** **	598 28%	106 22%	181 26%	316 32%	603 28%
I sometimes see views that I disagree with	1240 57%	1031 57%	115 60%	61 57%	33 58%	1240 57%	1090 58%	147 52%	** **	1160 58%	1181 57%	** **	1229 57%	240 49%	425 62%	575 58%	1240 57%
I rarely see views that I disagree with	235 11%	199 11%	17 9%	13 12%	6 10%	235 11%	200 11%	33 12%	** **	196 10%	221 11%	** **	232 11%	99 20%	61 9%	75 8%	235 11%
Don't know	87 4%	78 4%	3 1%	4 4%	2 4%	87 4%	66 4%	21 7%	** **	69 3%	82 4%	** **	85 4%	44 9%	24 4%	19 2%	87 4%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN29. When you read or see a news story or article on social media sites or apps which, if any, of these things would you ever do if you wanted to check the information in the article to see if it was true? For example, this might be a news story or article that appears in your news feed, or a link to an article that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit on social media. (MULTI CODE)

Base : All who use social media sites or apps (excluding those responding by post)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2231	356	392	454	356	291	382	2231	1092	1120	637	668	414	489	1305	903	2231
Effective Weighted Sample	1531	257	290	321	248	192	301	1531	715	804	438	475	290	339	910	608	1531
Total	2166	374	437	441	418	269	226	2166	1034	1112	629	616	495	402	1244	897	2166
Check if it was by an organisation I thought was trustworthy	1011	176	228	222	203	101	81	1011	536	470	344	315	199	141	660	340	1011
	47%	47%	52%	50%	49%	37%	36%	47%	52%	42%	55%	51%	40%	35%	53%	38%	47%
		f	ef	ef	f			f	i		lmop	lmo			lmop		mo
Check if it was by an organisation I had heard of	945	178	193	199	196	110	69	945	476	462	318	306	186	123	625	309	945
	44%	48%	44%	45%	47%	41%	31%	44%	46%	41%	51%	50%	38%	31%	50%	35%	44%
		f	f	f	f			f			lmop	lmo			lmop		mo
Look at how professional the article looks, e.g. are there spelling mistakes, do the images or videos look high quality	873	164	194	179	170	93	74	873	447	420	298	292	167	107	590	274	873
	40%	44%	44%	41%	41%	34%	33%	40%	43%	38%	47%	47%	34%	27%	47%	31%	40%
		f	f								lmop	lmop			lmop		mo
Check to see if the same information in the article appears anywhere else	862	140	176	195	183	95	72	862	420	438	280	279	164	127	560	291	862
	40%	38%	40%	44%	44%	35%	32%	40%	41%	39%	45%	45%	33%	32%	45%	32%	40%
				f	f						lmo	lmo			lmo		mo
Look at the comments/ what people have said about the article	812	149	149	165	171	101	77	812	383	421	240	268	171	123	509	294	812
	37%	40%	34%	37%	41%	37%	34%	37%	37%	38%	38%	44%	34%	31%	41%	33%	37%
												mo			mo		

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

Table 40

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IN29. When you read or see a news story or article on social media sites or apps which, if any, of these things would you ever do if you wanted to check the information in the article to see if it was true? For example, this might be a news story or article that appears in your news feed, or a link to an article that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit on social media. (MULTI CODE)

Base : All who use social media sites or apps (excluding those responding by post)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2231	356	392	454	356	291	382	2231	1092	1120	637	668	414	489	1305	903	2231
Effective Weighted Sample	1531	257	290	321	248	192	301	1531	715	804	438	475	290	339	910	608	1531
Total	2166	374	437	441	418	269	226	2166	1034	1112	629	616	495	402	1244	897	2166
Think about what the article is about to assess how likely it is to be true	786 36%	126 34%	143 33%	152 34%	178 43%	109 40%	79 35%	786 36%	417 40%	359 32%	273 43%	242 39%	159 32%	102 25%	514 41%	261 29%	786 36%
									i		lmop	mo			lmo		mo
Think about whether the person who shared it was someone I trusted	684 32%	97 26%	125 29%	134 30%	158 38% af	108 40% abf	62 27%	684 32%	338 33%	344 31%	235 37% mo	211 34% mo	142 29%	88 22%	446 36% mo	230 26%	684 32% mo
Check to see if it is by someone who was there when it happened/ saw it for themselves	396 18%	73 20%	67 15%	82 19%	100 24% f	48 18%	26 12%	396 18% f	207 20%	182 16%	134 21% m	118 19%	82 17%	56 14%	253 20% m	138 15%	396 18%
Some other check	55 3%	9 2%	8 2%	9 2%	13 3%	12 4%	3 1%	55 3%	29 3%	25 2%	22 3%	17 3%	7 1%	9 2%	39 3%	16 2%	55 3%
ANY CHECKS MADE TO SEE IF THE NEWS ON SOCIAL MEDIA IS TRUE	1743 80%	316 85% ef	375 86% ef	366 83% ef	339 81% f	197 73%	148 66%	1743 80% f	849 82%	878 79%	553 88% klmop	493 80% m	395 80%	288 72%	1046 84% mo	683 76%	1743 80% m
I wouldn't tend to check the information in the article to see if it was true	154 7%	12 3%	22 5%	34 8%	29 7%	23 8%	35 15% abcdg	154 7%	69 7%	84 8%	39 6%	50 8%	32 6%	34 8%	89 7%	65 7%	154 7%

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Base : All who use social media sites or apps (excluding those responding by post)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2231	356	392	454	356	291	382	2231	1092	1120	637	668	414	489	1305	903	2231
Effective Weighted Sample	1531	257	290	321	248	192	301	1531	715	804	438	475	290	339	910	608	1531
Total	2166	374	437	441	418	269	226	2166	1034	1112	629	616	495	402	1244	897	2166
I don't see news stories/ articles on social media	102	11	11	8	14	26	31	102	49	51	26	36	12	26	62	38	102
	5%	3%	3%	2%	3%	10%	14%	5%	5%	5%	4%	6%	2%	6%	5%	4%	5%
						abcdg	abcdg										
Don't know	167	35	29	33	35	23	12	167	66	99	11	37	56	54	48	110	167
	8%	9%	7%	8%	8%	9%	5%	8%	6%	9%	2%	6%	11%	13%	4%	12%	8%
											j	jkn	jkn		jkn	jn	
ANY ORGANISATIONAL MEASURE	1257	232	286	271	239	134	94	1257	643	605	418	380	270	177	799	447	1257
	58%	62%	65%	61%	57%	50%	42%	58%	62%	54%	67%	62%	55%	44%	64%	50%	58%
		ef	ef	f	f			f	i		lmop	mo	m		lmop		mo
ANY PEER MEASURES	1032	173	204	207	219	133	96	1032	500	524	321	322	221	156	643	377	1032
	48%	46%	47%	47%	52%	49%	43%	48%	48%	47%	51%	52%	45%	39%	52%	42%	48%
											mo	mo			mo		m

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Base : All who use social media sites or apps (excluding those responding by post)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		TYPES OF INTERNET USE EVER MADE				
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l	NARROW (1-10) m	MEDIUM (11-15) n	BROAD (16-20) o	ALL USERS p
Unweighted total	2231	1425	278	273	255	2231	1968	246	82	2085	2110	95	2205	477	790	964	2231
Effective Weighted Sample	1531	1163	215	205	165	1531	1363	168	64	1421	1452	66	1515	336	527	673	1531
Total	2166	1809	192	108	57	2166	1876	281	101	1997	2072	73	2145	489	692	986	2166
Check if it was by an organisation I thought was trustworthy	1011 47%	848 47%	87 45%	48 45%	28 49%	1011 47%	864 46%	144 51%	** **	963 48%	985 48%	** **	1006 47%	104 21%	298 43% m	609 62% mnp	1011 47% m
Check if it was by an organisation I had heard of	945 44%	789 44%	83 43%	49 45%	24 43%	945 44%	807 43%	134 48%	** **	904 45%	918 44%	** **	939 44%	92 19%	258 37% m	595 60% mnp	945 44% m
Look at how professional the article looks, e.g. are there spelling mistakes, do the images or videos look high quality	873 40%	727 40%	83 43%	41 38%	23 40%	873 40%	751 40%	119 42%	** **	833 42%	854 41%	** **	871 41%	104 21%	223 32% m	546 55% mnp	873 40% mn
Check to see if the same information in the article appears anywhere else	862 40%	722 40%	78 41%	40 37%	21 37%	862 40%	756 40%	105 37%	** **	826 41%	842 41%	** **	860 40%	51 11%	293 42% m	517 52% mnp	862 40% m
Look at the comments/ what people have said about the article	812 37%	685 38%	69 36%	38 35%	20 35%	812 37%	694 37%	114 41%	** **	781 39%	800 39%	** **	811 38%	63 13%	259 37% m	490 50% mnp	812 37% m

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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Base : All who use social media sites or apps (excluding those responding by post)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		TYPES OF INTERNET USE EVER MADE				
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l	NARROW (1-10) m	MEDIUM (11-15) n	BROAD (16-20) o	ALL USERS p
Unweighted total	2231	1425	278	273	255	2231	1968	246	82	2085	2110	95	2205	477	790	964	2231
Effective Weighted Sample	1531	1163	215	205	165	1531	1363	168	64	1421	1452	66	1515	336	527	673	1531
Total	2166	1809	192	108	57	2166	1876	281	101	1997	2072	73	2145	489	692	986	2166
Think about what the article is about to assess how likely it is to be true	786	664	64	40	18	786	683	100	**	753	773	**	786	70	216	501	786
	36%	37%	33%	38%	32%	36%	36%	35%	**	38%	37%	**	37%	14%	31%	51%	36%
															m	mnp	m
Think about whether the person who shared it was someone I trusted	684	571	60	35	18	684	576	105	**	658	665	**	682	56	182	446	684
	32%	32%	31%	32%	31%	32%	31%	37%	**	33%	32%	**	32%	11%	26%	45%	32%
															m	mnp	m
Check to see if it is by someone who was there when it happened/ saw it for themselves	396	335	33	20	8	396	336	60	**	371	386	**	395	42	98	256	396
	18%	19%	17%	19%	14%	18%	18%	21%	**	19%	19%	**	18%	9%	14%	26%	18%
																mnp	m
Some other check	55	49	2	3	1	55	47	8	**	48	52	**	55	7	11	37	55
	3%	3%	1%	2%	2%	3%	2%	3%	**	2%	2%	**	3%	1%	2%	4%	3%
ANY CHECKS MADE TO SEE IF THE NEWS ON SOCIAL MEDIA IS TRUE	1743	1448	158	90	47	1743	1525	209	**	1629	1693	**	1732	321	551	870	1743
	80%	80%	82%	83%	83%	80%	81%	74%	**	82%	82%	**	81%	66%	80%	88%	80%
															m	mnp	m
I wouldn't tend to check the information in the article to see if it was true	154	127	14	9	3	154	126	28	**	146	141	**	153	41	54	59	154
	7%	7%	8%	9%	6%	7%	7%	10%	**	7%	7%	**	7%	8%	8%	6%	7%

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IN29. When you read or see a news story or article on social media sites or apps which, if any, of these things would you ever do if you wanted to check the information in the article to see if it was true? For example, this might be a news story or article that appears in your news feed, or a link to an article that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit on social media. (MULTI CODE)

Base : All who use social media sites or apps (excluding those responding by post)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		TYPES OF INTERNET USE EVER MADE				
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l	NARROW (1-10) m	MEDIUM (11-15) n	BROAD (16-20) o	ALL USERS p
Unweighted total	2231	1425	278	273	255	2231	1968	246	82	2085	2110	95	2205	477	790	964	2231
Effective Weighted Sample	1531	1163	215	205	165	1531	1363	168	64	1421	1452	66	1515	336	527	673	1531
Total	2166	1809	192	108	57	2166	1876	281	101	1997	2072	73	2145	489	692	986	2166
I don't see news stories/ articles on social media	102 5%	86 5%	9 4%	3 2%	4 7%	102 5%	79 4%	22 8%	** **	90 5%	87 4%	** **	99 5%	44 9% op	39 6% o	18 2%	102 5%
Don't know	167 8%	148 8%	11 6%	6 5%	3 5%	167 8%	145 8%	22 8%	** **	132 7%	151 7%	** **	162 8%	82 17% nop	47 7%	38 4%	167 8% o
ANY ORGANISATIONAL MEASURE	1257 58%	1051 58%	111 58%	61 57%	34 60%	1257 58%	1085 58%	166 59%	** **	1190 60%	1219 59%	** **	1248 58%	170 35%	373 54% m	715 73% mnp	1257 58% m
ANY PEER MEASURES	1032 48%	860 48%	92 48%	53 49%	27 47%	1032 48%	884 47%	143 51%	** **	987 49%	1011 49%	** **	1030 48%	100 20%	320 46% m	612 62% mnp	1032 48% m

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

Table 41

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IN31. How do you think the BBC's website is mainly funded? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 99%																	
Unweighted total	3000	402	444	516	446	447	722	3000	1499	1462	819	823	524	755	1642	1279	3000
Effective Weighted Sample	1645	293	328	367	296	222	239	1645	755	887	515	585	299	338	1092	637	1645
Total	3081	428	500	500	529	466	614	3081	1533	1500	795	761	655	736	1556	1391	3081
The TV Licence fee	1871	143	251	328	396	329	403	1871	969	886	542	483	408	389	1025	798	1871
	61%	33%	50%	66%	75%	71%	66%	61%	63%	59%	68%	63%	62%	53%	66%	57%	61%
		a	ab	abg	abg	ab	ab	ab	mop	m					mop		m
Advertising on the website	231	57	41	45	27	28	25	231	125	99	48	54	39	72	102	112	231
	7%	13%	8%	9%	5%	6%	4%	7%	8%	7%	6%	7%	6%	10%	7%	8%	7%
		defg															
By the Government	223	88	66	24	23	11	10	223	123	89	71	70	35	35	142	70	223
	7%	21%	13%	5%	4%	2%	2%	7%	8%	6%	9%	9%	5%	5%	9%	5%	7%
		cdefg	cdefg				ef		o	o					mo		
Sales of programmes and services to other channels or countries	139	31	34	21	11	14	25	139	70	66	30	33	34	37	63	71	139
	5%	7%	7%	4%	2%	3%	4%	5%	5%	4%	4%	4%	5%	5%	4%	5%	5%
		d	d														
Advertisers pay when users click through from sponsored links to their website	69	15	21	11	2	9	10	69	40	29	25	16	12	11	41	23	69
	2%	4%	4%	2%	*%	2%	2%	2%	3%	2%	3%	2%	2%	1%	3%	2%	2%
		d	d														
Advertisers pay to prioritise their entry on the list/ to be first on the list	65	29	11	10	9	*	6	65	32	33	15	14	16	19	30	35	65
	2%	7%	2%	2%	2%	*%	1%	2%	2%	2%	2%	2%	2%	3%	2%	3%	2%
		bcdefg															
Some other way	7	3	3	*	-	1	*	7	2	4	*	2	-	4	2	4	7
	*%	1%	1%	*%	-%	*%	*%	*%	*%	*%	*%	*%	-%	1%	*%	*%	*%
Haven't heard of it	47	7	9	7	2	10	3	47	15	31	1	12	4	19	13	23	47
	2%	2%	2%	1%	*%	2%	1%	2%	1%	2%	*%	2%	1%	3%	1%	2%	2%
														j			

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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IN31. How do you think the BBC's website is mainly funded? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3000	402	444	516	446	447	722	3000	1499	1462	819	823	524	755	1642	1279	3000
Effective Weighted Sample	1645	293	328	367	296	222	239	1645	755	887	515	585	299	338	1092	637	1645
Total	3081	428	500	500	529	466	614	3081	1533	1500	795	761	655	736	1556	1391	3081
Don't know	430	54	64	54	58	65	131	430	155	263	62	77	106	149	139	255	430
	14%	13%	13%	11%	11%	14%	21%	14%	10%	18%	8%	10%	16%	20%	9%	18%	14%
							abcdg			h			jn	jknp		jknp	jn
SUMMARY CODES																	
INCORRECT RESPONSE	733	224	175	112	73	62	77	733	393	319	190	189	137	178	379	315	733
	24%	52%	35%	22%	14%	13%	13%	24%	26%	21%	24%	25%	21%	24%	24%	23%	24%
		bcdefg	cdefg	def				def									
TOTAL NEVER HEARD OF IT/ DON'T KNOW	477	61	74	61	60	74	135	477	170	295	63	89	110	168	152	278	477
	15%	14%	15%	12%	11%	16%	22%	15%	11%	20%	8%	12%	17%	23%	10%	20%	15%
							cd			h			jn	jknp		jkn	jn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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IN31. How do you think the BBC's website is mainly funded? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 99%																	
Unweighted total	3000	1949	361	356	334	3000	2649	332	165	2663	2668	240	2910	925	977	1021	2945
Effective Weighted Sample	1645	1273	170	257	186	1645	1430	207	124	1806	1773	79	1698	636	656	711	2018
Total	3081	2570	280	149	82	3081	2675	395	184	2478	2608	303	2913	875	858	1030	2787
The TV Licence fee	1871	1539	189	92	50	1871	1609	259	77	1633	1661	155	1818	434	583	743	1764
	61%	60%	67%	62%	61%	61%	60%	66%	42%	66%	64%	51%	62%	50%	68%	72%	63%
										h					m	mp	m
Advertising on the website	231	201	16	9	5	231	212	18	21	163	184	28	213	63	64	62	189
	7%	8%	6%	6%	6%	7%	8%	5%	11%	7%	7%	9%	7%	7%	7%	6%	7%
By the Government	223	193	12	12	5	223	197	23	12	191	203	15	218	67	55	92	214
	7%	8%	4%	8%	6%	7%	7%	6%	6%	8%	8%	5%	7%	8%	6%	9%	8%
Sales of programmes and services to other channels or countries	139	117	12	6	4	139	122	15	25	100	115	21	135	60	41	26	127
	5%	5%	4%	4%	4%	5%	5%	4%	14%	4%	4%	7%	5%	7%	5%	2%	5%
										i					o		
Advertisers pay when users click through from sponsored links to their website	69	56	7	3	3	69	62	7	2	59	60	6	65	34	16	13	63
	2%	2%	3%	2%	4%	2%	2%	2%	1%	2%	2%	2%	2%	4%	2%	1%	2%
														o			
Advertisers pay to prioritise their entry on the list/ to be first on the list	65	55	6	2	2	65	57	6	10	50	57	-	57	44	10	5	60
	2%	2%	2%	2%	2%	2%	2%	1%	5%	2%	2%	-%	2%	5%	1%	*%	2%
														nop			o
Some other way	7	7	-	-	*	7	7	-	-	5	7	-	7	4	1	2	7
	*%	*%	-%	-%	*%	*%	*%	-%	-%	*%	*%	-%	*%	*%	*%	*%	*%
Haven't heard of it	47	40	4	1	2	47	36	10	3	17	31	8	39	23	2	4	32
	2%	2%	1%	*%	3%	2%	1%	3%	2%	1%	1%	3%	1%	3%	*%	*%	1%
														nop			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN31. How do you think the BBC's website is mainly funded? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l	NARROW (1-10) m	MEDIUM (11-15) n	BROAD (16-20) o	ALL USERS p
Significance Level: 99%																	
Unweighted total	3000	1949	361	356	334	3000	2649	332	165	2663	2668	240	2910	925	977	1021	2945
Effective Weighted Sample	1645	1273	170	257	186	1645	1430	207	124	1806	1773	79	1698	636	656	711	2018
Total	3081	2570	280	149	82	3081	2675	395	184	2478	2608	303	2913	875	858	1030	2787
Don't know	430	362	34	23	11	430	373	57	35	259	291	71	362	146	86	85	331
	14%	14%	12%	15%	14%	14%	14%	15%	19%	10%	11%	23%	12%	17%	10%	8%	12%
									i			jl		nop			o
SUMMARY CODES																	
INCORRECT RESPONSE	733	629	53	33	18	733	656	68	69	569	625	69	695	273	187	199	660
	24%	24%	19%	22%	22%	24%	25%	17%	38%	23%	24%	23%	24%	31%	22%	19%	24%
									i					nop			
TOTAL NEVER HEARD OF IT/ DON'T KNOW	477	402	38	23	14	477	409	68	38	277	322	79	400	169	87	88	363
	15%	16%	14%	16%	17%	15%	15%	17%	20%	11%	12%	26%	14%	19%	10%	9%	13%
									i			jl		nop			o

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN32. How do you think search engine websites such as Google or Bing are mainly funded? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2996	402	444	516	440	447	725	2996	1494	1463	819	822	523	753	1641	1276	2996
Effective Weighted Sample	1656	293	328	367	293	226	241	1656	763	889	515	584	299	344	1091	643	1656
Total	3062	428	500	499	523	461	613	3062	1512	1502	794	760	654	724	1554	1377	3062
Advertising on the website	1138	125	175	191	206	203	231	1138	590	535	330	283	205	282	612	487	1138
	37%	29%	35%	38%	39%	44%	38%	37%	39%	36%	42%	37%	31%	39%	39%	35%	37%
				a	a	a					l						
Advertisers pay to prioritise their entry on the list/ to be first on the list	696	85	118	130	154	107	94	696	357	336	220	208	150	114	428	264	696
	23%	20%	24%	26%	30%	23%	15%	23%	24%	22%	28%	27%	23%	16%	28%	19%	23%
			f	af			f		mo	mo				mop		m	
Advertisers pay when users click through from sponsored links to their website	364	49	80	59	62	58	54	364	214	148	107	106	79	52	213	131	364
	12%	11%	16%	12%	12%	13%	9%	12%	14%	10%	14%	14%	12%	7%	14%	10%	12%
			f					i	m	m				mo			
Sales of programmes and services to other channels or countries	122	45	27	20	12	2	15	122	49	64	32	35	29	23	67	52	122
	4%	11%	5%	4%	2%	*%	2%	4%	3%	4%	4%	5%	4%	3%	4%	4%	4%
		cdefg	e	e			e										
By the Government	88	42	27	12	5	-	2	88	40	47	17	28	24	19	45	43	88
	3%	10%	5%	2%	1%	-%	*%	3%	3%	3%	2%	4%	4%	3%	3%	3%	3%
		cdefg	def				e										
The TV Licence fee	55	12	17	16	1	2	8	55	23	26	15	14	10	16	29	26	55
	2%	3%	3%	3%	*%	*%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%
		d	de	d													
Some other way	27	2	5	4	5	1	9	27	16	10	13	6	2	3	19	5	27
	1%	*%	1%	1%	1%	*%	2%	1%	1%	1%	2%	1%	*%	*%	1%	*%	1%
Haven't heard of it	53	7	7	7	3	2	13	53	26	25	2	5	11	15	7	26	53
	2%	2%	1%	1%	*%	*%	2%	2%	2%	2%	*%	1%	2%	2%	*%	2%	2%
														n		jn	n

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN32. How do you think search engine websites such as Google or Bing are mainly funded? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2996	402	444	516	440	447	725	2996	1494	1463	819	822	523	753	1641	1276	2996
Effective Weighted Sample	1656	293	328	367	293	226	241	1656	763	889	515	584	299	344	1091	643	1656
Total	3062	428	500	499	523	461	613	3062	1512	1502	794	760	654	724	1554	1377	3062
Don't know	521	61	46	59	75	86	187	521	197	310	58	76	143	201	134	343	521
	17%	14%	9%	12%	14%	19%	30%	17%	13%	21%	7%	10%	22%	28%	9%	25%	17%
						b	abcdeg	b		h			jkn	jkn		jkn	jkn
SUMMARY CODES																	
CORRECT RESPONSES	1502	173	254	250	268	261	285	1502	804	683	437	388	285	334	825	618	1502
	49%	41%	51%	50%	51%	57%	47%	49%	53%	45%	55%	51%	44%	46%	53%	45%	49%
			a		a	a		a	i		lo				lo		
INCORRECT RESPONSES	987	186	193	183	177	112	128	987	485	484	298	290	215	174	588	389	987
	32%	44%	39%	37%	34%	24%	21%	32%	32%	32%	37%	38%	33%	24%	38%	28%	32%
		efg	ef	ef	f			f			mo	mop			mop		m
TOTAL NEVER HEARD OF IT/ DON'T KNOW	573	68	52	67	78	88	200	573	223	335	59	81	154	215	140	370	573
	19%	16%	10%	13%	15%	19%	33%	19%	15%	22%	7%	11%	24%	30%	9%	27%	19%
						b	abcdeg	b		h			jkn	jkn		jkn	jkn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN32. How do you think search engine websites such as Google or Bing are mainly funded? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 99%																	
Unweighted total	2996	1948	359	357	332	2996	2644	333	168	2659	2665	240	2907	928	973	1021	2944
Effective Weighted Sample	1656	1280	174	258	185	1656	1441	208	126	1804	1782	79	1708	638	653	712	2018
Total	3062	2556	275	149	82	3062	2655	396	186	2475	2599	299	2901	879	853	1031	2787
Advertising on the website	1138	955	96	56	32	1138	987	150	68	960	1008	100	1109	291	354	408	1056
	37%	37%	35%	37%	39%	37%	37%	38%	37%	39%	39%	33%	38%	33%	42%	40%	38%
Advertisers pay to prioritise their entry on the list/ to be first on the list	696	584	66	30	15	696	584	107	20	646	648	37	686	136	211	336	682
	23%	23%	24%	20%	19%	23%	22%	27%	11%	26%	25%	12%	24%	15%	25%	33%	24%
										h					m	mnp	m
Advertisers pay when users click through from sponsored links to their website	364	301	32	19	11	364	313	47	15	325	321	26	347	79	112	158	350
	12%	12%	12%	13%	14%	12%	12%	12%	8%	13%	12%	9%	12%	9%	13%	15%	13%
																m	
Sales of programmes and services to other channels or countries	122	106	7	5	4	122	113	8	14	106	114	6	119	51	41	28	120
	4%	4%	3%	3%	5%	4%	4%	2%	7%	4%	4%	2%	4%	6%	5%	3%	4%
														o			
By the Government	88	79	4	3	2	88	71	14	10	76	80	4	84	49	22	16	88
	3%	3%	1%	2%	2%	3%	3%	3%	5%	3%	3%	1%	3%	6%	3%	2%	3%
														nop			
The TV Licence fee	55	47	5	1	1	55	47	8	12	34	46	7	53	29	11	9	49
	2%	2%	2%	1%	2%	2%	2%	2%	7%	1%	2%	2%	2%	3%	1%	1%	2%
									i					o			
Some other way	27	25	-	1	1	27	23	3	-	17	19	1	19	6	2	11	19
	1%	1%	-%	*%	1%	1%	1%	1%	-%	1%	1%	*%	1%	1%	*%	1%	1%
Haven't heard of it	53	43	7	1	1	53	43	9	4	15	24	19	43	17	3	5	28
	2%	2%	3%	1%	1%	2%	2%	2%	2%	1%	1%	6%	1%	2%	*%	*%	1%
												jl		no			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN32. How do you think search engine websites such as Google or Bing are mainly funded? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2996	1948	359	357	332	2996	2644	333	168	2659	2665	240	2907	928	973	1021	2944
Effective Weighted Sample	1656	1280	174	258	185	1656	1441	208	126	1804	1782	79	1708	638	653	712	2018
Total	3062	2556	275	149	82	3062	2655	396	186	2475	2599	299	2901	879	853	1031	2787
Don't know	521	415	57	33	15	521	472	49	43	296	340	101	440	220	96	59	395
	17%	16%	21%	22%	18%	17%	18%	12%	23%	12%	13%	34%	15%	25%	11%	6%	14%
									i			jl		nop	o		o
SUMMARY CODES																	
CORRECT RESPONSES	1502	1257	128	75	43	1502	1300	198	83	1285	1329	126	1456	370	467	566	1406
	49%	49%	46%	50%	53%	49%	49%	50%	45%	52%	51%	42%	50%	42%	55%	55%	50%
															m	m	m
INCORRECT RESPONSES	987	841	83	40	23	987	839	140	56	879	906	54	962	271	287	400	958
	32%	33%	30%	27%	28%	32%	32%	35%	30%	36%	35%	18%	33%	31%	34%	39%	34%
											k		k			m	
TOTAL NEVER HEARD OF IT/ DON'T KNOW	573	459	64	34	16	573	515	58	47	311	363	119	483	238	99	64	423
	19%	18%	23%	23%	19%	19%	19%	15%	25%	13%	14%	40%	17%	27%	12%	6%	15%
									i			jl		nop	o		o

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

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 99% confidence level.

IN33. How do you think the BBC's iPlayer service is mainly funded? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3006	402	444	517	444	448	727	3006	1501	1467	820	823	523	760	1643	1283	3006
Effective Weighted Sample	1648	293	328	368	294	223	243	1648	758	880	516	585	298	341	1093	640	1648
Total	3085	428	500	501	525	467	614	3085	1528	1515	795	761	652	741	1556	1393	3085
The TV Licence fee	1954	175	295	337	405	341	387	1954	1022	915	547	533	407	410	1080	817	1954
	63%	41%	59%	67%	77%	73%	63%	63%	67%	60%	69%	70%	62%	55%	69%	59%	63%
			a	a	abcfg	abg	a	a	i		mo	mop			mop		m
Sales of programmes and services to other channels or countries	208	42	48	27	20	32	38	208	95	112	69	33	43	50	103	93	208
	7%	10%	10%	5%	4%	7%	6%	7%	6%	7%	9%	4%	7%	7%	7%	7%	7%
		d	d								k						
Advertising on the website	193	60	47	38	15	8	18	193	106	84	48	46	42	56	94	98	193
	6%	14%	9%	8%	3%	2%	3%	6%	7%	6%	6%	6%	6%	8%	6%	7%	6%
		cdefg	def	def				e									
By the Government	134	61	25	18	11	11	8	134	61	69	34	45	22	30	79	52	134
	4%	14%	5%	4%	2%	2%	1%	4%	4%	5%	4%	6%	3%	4%	5%	4%	4%
		bcdefg	f														
Advertisers pay to prioritise their entry on the list/ to be first on the list	69	14	15	21	7	4	2	69	41	28	18	13	15	22	30	37	69
	2%	3%	3%	4%	1%	1%	0%	2%	3%	2%	2%	2%	2%	3%	2%	3%	2%
		f	f	f													
Advertisers pay when users click through from sponsored links to their website	62	25	12	6	7	3	10	62	23	37	13	16	16	12	29	28	62
	2%	6%	2%	1%	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
		cdefg															
Some other way	3	1	1	*	-	-	-	3	1	1	-	1	-	2	1	2	3
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Haven't heard of it	51	3	7	7	3	2	15	51	29	22	4	11	12	10	15	22	51
	2%	1%	1%	1%	1%	0%	2%	2%	2%	1%	1%	1%	2%	1%	1%	2%	2%
Don't know	410	47	49	48	56	67	137	410	151	245	63	63	96	148	125	244	410
	13%	11%	10%	10%	11%	14%	22%	13%	10%	16%	8%	8%	15%	20%	8%	17%	13%
							abcdg			h			jkn	jkn		jkn	jkn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN33. How do you think the BBC's iPlayer service is mainly funded? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3006	402	444	517	444	448	727	3006	1501	1467	820	823	523	760	1643	1283	3006
Effective Weighted Sample	1648	293	328	368	294	223	243	1648	758	880	516	585	298	341	1093	640	1648
Total	3085	428	500	501	525	467	614	3085	1528	1515	795	761	652	741	1556	1393	3085
SUMMARY CODES																	
INCORRECT RESPONSE	670	204	149	110	61	57	75	670	326	332	181	154	138	173	335	311	670
	22%	48%	30%	22%	12%	12%	12%	22%	21%	22%	23%	20%	21%	23%	22%	22%	22%
		bcdefg	defg	def				def									
TOTAL NEVER HEARD OF IT/ DON'T KNOW	461	49	56	55	59	69	151	461	180	268	67	74	107	158	141	265	461
	15%	12%	11%	11%	11%	15%	25%	15%	12%	18%	8%	10%	16%	21%	9%	19%	15%
							abcdeg			h			jkn	jknp		jkn	jkn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN33. How do you think the BBC's iPlayer service is mainly funded? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3006	1954	361	357	334	3006	2654	333	168	2665	2671	242	2915	932	976	1021	2951
Effective Weighted Sample	1648	1276	170	258	186	1648	1433	208	126	1808	1775	80	1709	642	655	711	2023
Total	3085	2574	280	149	82	3085	2678	396	186	2479	2609	300	2911	882	856	1030	2792
The TV Licence fee	1954	1597	204	99	55	1954	1672	279	78	1702	1734	143	1880	413	623	798	1837
	63%	62%	73%	66%	67%	63%	62%	71%	42%	69%	66%	48%	65%	47%	73%	77%	66%
			a							h	k		k		mp	mp	m
Sales of programmes and services to other channels or countries	208	184	13	7	4	208	182	24	21	161	182	22	203	81	49	57	187
	7%	7%	5%	5%	5%	7%	7%	6%	11%	6%	7%	7%	7%	9%	6%	6%	7%
Advertising on the website	193	175	8	6	4	193	173	17	22	149	165	19	184	75	43	56	174
	6%	7%	3%	4%	5%	6%	6%	4%	12%	6%	6%	6%	6%	9%	5%	5%	6%
									i								
By the Government	134	121	4	7	3	134	119	13	14	109	125	7	132	44	37	47	128
	4%	5%	2%	4%	3%	4%	4%	3%	8%	4%	5%	2%	5%	5%	4%	5%	5%
Advertisers pay to prioritise their entry on the list/ to be first on the list	69	61	3	2	3	69	68	*	8	50	59	1	59	45	11	6	63
	2%	2%	1%	1%	4%	2%	3%	*%	4%	2%	2%	*%	2%	5%	1%	1%	2%
														nop			o
Advertisers pay when users click through from sponsored links to their website	62	44	12	4	2	62	55	7	3	54	55	6	61	30	12	15	57
	2%	2%	4%	3%	3%	2%	2%	2%	2%	2%	2%	2%	2%	3%	1%	1%	2%
Some other way	3	3	-	-	*	3	3	-	-	3	3	-	3	2	-	1	3
	*%	*%	-%	-%	*%	*%	*%	-%	-%	*%	*%	-%	*%	*%	-%	*%	*%
Haven't heard of it	51	46	2	1	2	51	45	6	2	18	19	21	40	19	2	2	25
	2%	2%	1%	*%	2%	2%	2%	2%	1%	1%	1%	7%	1%	2%	*%	*%	1%
												jl		no			
Don't know	410	342	34	25	8	410	361	49	38	234	268	80	348	173	79	49	317
	13%	13%	12%	17%	10%	13%	13%	12%	20%	9%	10%	27%	12%	20%	9%	5%	11%
									i			jl		nop	o		o

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN33. How do you think the BBC's iPlayer service is mainly funded? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l	NARROW (1-10) m	MEDIUM (11-15) n	BROAD (16-20) o	ALL USERS p
Significance Level: 99%																	
Unweighted total	3006	1954	361	357	334	3006	2654	333	168	2665	2671	242	2915	932	976	1021	2951
Effective Weighted Sample	1648	1276	170	258	186	1648	1433	208	126	1808	1775	80	1709	642	655	711	2023
Total	3085	2574	280	149	82	3085	2678	396	186	2479	2609	300	2911	882	856	1030	2792
SUMMARY CODES																	
INCORRECT RESPONSE	670 22%	588 23%	41 14%	25 17%	16 20%	670 22%	599 22%	62 16%	69 37% i	526 21%	588 23%	55 18%	643 22%	277 31% nop	152 18%	182 18%	612 22%
TOTAL NEVER HEARD OF IT/ DON'T KNOW	461 15%	389 15%	36 13%	26 17%	10 12%	461 15%	406 15%	55 14%	40 21% i	251 10%	287 11%	101 34% jl	388 13%	192 22% nop	81 9% o	50 5%	342 12% o

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN34. How do you think the YouTube is mainly funded? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2999	403	444	517	441	446	725	2999	1497	1463	820	821	522	756	1641	1278	2999
Effective Weighted Sample	1657	293	328	368	294	233	240	1657	767	885	516	583	304	344	1091	648	1657
Total	3073	429	500	500	525	453	623	3073	1519	1506	795	758	646	734	1553	1380	3073
Advertising on the website	1568	217	265	293	292	244	239	1568	844	709	457	452	322	296	908	618	1568
	51%	51%	53%	59%	56%	54%	38%	51%	56%	47%	57%	60%	50%	40%	58%	45%	51%
		f	f	fg	f	f	f	f	i		mo	lmop			lmop		mo
Advertisers pay when users click through from sponsored links to their website	429	47	86	71	80	77	65	429	195	229	128	110	95	86	238	181	429
	14%	11%	17%	14%	15%	17%	10%	14%	13%	15%	16%	15%	15%	12%	15%	13%	14%
Advertisers pay to prioritise their entry on the list/ to be first on the list	257	51	40	50	45	31	38	257	121	129	69	63	51	65	132	116	257
	8%	12%	8%	10%	9%	7%	6%	8%	8%	9%	9%	8%	8%	9%	8%	8%	8%
Sales of programmes and services to other channels or countries	97	24	23	8	16	7	18	97	51	46	29	23	18	24	51	42	97
	3%	6%	5%	2%	3%	1%	3%	3%	3%	3%	4%	3%	3%	3%	3%	3%	3%
		ce															
The TV Licence fee	72	24	20	18	9	1	1	72	30	41	20	20	14	18	40	32	72
	2%	6%	4%	4%	2%	*%	*%	2%	2%	3%	2%	3%	2%	2%	3%	2%	2%
		efg	ef	ef													
By the Government	48	25	16	4	3	-	1	48	18	29	19	14	8	8	33	16	48
	2%	6%	3%	1%	*%	-%	*%	2%	1%	2%	2%	2%	1%	1%	2%	1%	2%
		cdefg	ef														
Some other way	13	2	-	1	-	2	8	13	8	5	7	1	2	3	8	4	13
	*%	*%	-%	*%	-%	*%	1%	*%	1%	*%	1%	*%	*%	*%	1%	*%	*%
Haven't heard of it	56	6	8	7	9	2	11	56	34	22	4	7	16	13	11	29	56
	2%	1%	2%	1%	2%	1%	2%	2%	2%	1%	*%	1%	2%	2%	1%	2%	2%
												n					
Don't know	533	32	42	49	70	89	242	533	217	296	64	68	121	220	131	341	533
	17%	8%	8%	10%	13%	20%	39%	17%	14%	20%	8%	9%	19%	30%	8%	25%	17%
						abc	abcdeg	abc		h			jkn	jklnp		jknp	jkn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN34. How do you think the YouTube is mainly funded? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2999	403	444	517	441	446	725	2999	1497	1463	820	821	522	756	1641	1278	2999
Effective Weighted Sample	1657	293	328	368	294	233	240	1657	767	885	516	583	304	344	1091	648	1657
Total	3073	429	500	500	525	453	623	3073	1519	1506	795	758	646	734	1553	1380	3073
SUMMARY CODES																	
INCORRECT RESPONSES	916	173	186	152	153	118	131	916	424	479	271	232	187	204	503	391	916
	30%	40%	37%	30%	29%	26%	21%	30%	28%	32%	34%	31%	29%	28%	32%	28%	30%
		cdefg	efg	f				f									
TOTAL NEVER HEARD OF IT/ DON'T KNOW	589	38	50	56	79	91	253	589	251	318	67	75	137	233	142	370	589
	19%	9%	10%	11%	15%	20%	41%	19%	17%	21%	8%	10%	21%	32%	9%	27%	19%
						abc	abcdeg	abc					jkn	jklnp		jknp	jkn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN34. How do you think the YouTube is mainly funded? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total	2999	1951	361	355	332	2999	2648	332	168	2660	2668	241	2911	929	973	1021	2945
Effective Weighted Sample	1657	1279	180	256	185	1657	1433	217	126	1805	1784	80	1703	639	653	712	2019
Total	3073	2566	278	148	82	3073	2673	388	186	2477	2602	309	2914	881	853	1031	2789
Advertising on the website	1568	1315	132	78	43	1568	1339	222	67	1415	1439	93	1533	302	509	703	1519
	51%	51%	48%	52%	53%	51%	50%	57%	36%	57%	55%	30%	53%	34%	60%	68%	54%
									h		k		k		m	mnp	m
Advertisers pay when users click through from sponsored links to their website	429	360	40	19	11	429	367	62	19	371	390	26	416	97	138	168	403
	14%	14%	14%	13%	14%	14%	14%	16%	10%	15%	15%	9%	14%	11%	16%	16%	14%
															m	m	
Advertisers pay to prioritise their entry on the list/ to be first on the list	257	212	22	12	11	257	230	27	19	217	227	17	245	101	68	76	243
	8%	8%	8%	8%	14%	8%	9%	7%	10%	9%	9%	5%	8%	11%	8%	7%	9%
					e												
Sales of programmes and services to other channels or countries	97	68	19	8	2	97	94	2	15	73	82	6	87	46	18	26	90
	3%	3%	7%	5%	3%	3%	4%	1%	8%	3%	3%	2%	3%	5%	2%	3%	3%
			ae						i					n			
The TV Licence fee	72	65	3	2	2	72	64	8	15	51	71	1	71	48	13	10	72
	2%	3%	1%	1%	2%	2%	2%	2%	8%	2%	3%	1%	2%	5%	2%	1%	3%
									i					nop			
By the Government	48	43	-	4	1	48	40	6	5	41	45	2	46	28	10	10	48
	2%	2%	-%	2%	1%	2%	1%	2%	3%	2%	2%	1%	2%	3%	1%	1%	2%
														o			
Some other way	13	12	-	1	*	13	13	-	1	6	5	1	6	2	3	2	6
	*%	*%	-%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%
Haven't heard of it	56	50	5	-	2	56	47	9	3	16	25	31	56	17	1	4	25
	2%	2%	2%	-%	2%	2%	2%	2%	2%	1%	1%	10%	2%	2%	*%	*%	1%
												jl		no			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN34. How do you think the YouTube is mainly funded? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2999	1951	361	355	332	2999	2648	332	168	2660	2668	241	2911	929	973	1021	2945
Effective Weighted Sample	1657	1279	180	256	185	1657	1433	217	126	1805	1784	80	1703	639	653	712	2019
Total	3073	2566	278	148	82	3073	2673	388	186	2477	2602	309	2914	881	853	1031	2789
Don't know	533	440	57	26	9	533	480	52	43	286	320	133	454	240	94	32	383
	17%	17%	20%	18%	12%	17%	18%	14%	23%	12%	12%	43%	16%	27%	11%	3%	14%
									i			jl	j	nop	o		o
SUMMARY CODES																	
INCORRECT RESPONSES	916	761	84	44	28	916	808	104	73	759	819	51	871	321	249	292	862
	30%	30%	30%	30%	34%	30%	30%	27%	39%	31%	31%	17%	30%	36%	29%	28%	31%
											k			nop			
TOTAL NEVER HEARD OF IT/ DON'T KNOW	589	490	62	26	11	589	527	62	46	303	345	165	510	257	95	36	408
	19%	19%	22%	18%	14%	19%	20%	16%	25%	12%	13%	53%	17%	29%	11%	3%	15%
									i			jl	j	nop	o		o

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

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 99% confidence level.

IN35A. AGREEMENT WITH STATEMENT ABOUT THE INTERNET: Internet users must be protected from seeing inappropriate or offensive content (SINGLE CODE)

Base : All who go online (excluding those responding by post)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	396	435	505	418	402	620	2776	1394	1350	801	796	493	649	1597	1142	2776
Effective Weighted Sample	1900	288	322	358	293	266	466	1900	906	971	544	565	345	450	1108	766	1900
Total	2641	423	489	487	487	372	383	2641	1288	1320	759	738	583	520	1497	1102	2641
Strongly disagree	243 9%	48 11%	37 8%	48 10%	42 9%	32 9%	36 9%	243 9%	134 10%	104 8%	58 8%	73 10%	59 10%	49 9%	130 9%	108 10%	243 9%
Slightly disagree	271 10%	73 17%	56 11%	37 8%	51 10%	28 8%	26 7%	271 10%	135 10%	135 10%	91 12%	88 12%	47 8%	42 8%	179 12%	89 8%	271 10%
Neither agree nor disagree	473 18%	87 21%	106 22%	82 17%	84 17%	63 17%	51 13%	473 18%	266 21%	198 15%	121 16%	104 14%	130 22%	112 22%	225 15%	242 22%	473 18%
Slightly agree	629 24%	103 24%	135 28%	133 27%	94 19%	81 22%	83 22%	629 24%	324 25%	299 23%	185 24%	215 29%	121 21%	100 19%	400 27%	220 20%	629 24%
Strongly agree	977 37%	99 23%	145 30%	181 37%	205 42%	161 43%	186 49%	977 37%	413 32%	557 42%	301 40%	250 34%	218 37%	197 38%	550 37%	415 38%	977 37%
Don't know	48 2%	13 3%	10 2%	7 1%	10 2%	7 2%	1 *	48 2%	16 1%	27 2%	4 1%	9 1%	7 1%	20 4%	13 1%	27 2%	48 2%
SUMMARY CODES																	
TOTAL DISAGREE	514 19%	121 29%	93 19%	85 17%	93 19%	60 16%	62 16%	514 19%	270 21%	239 18%	149 20%	160 22%	106 18%	91 17%	309 21%	197 18%	514 19%
TOTAL AGREE	1606 61%	201 48%	280 57%	314 64%	300 62%	242 65%	269 70%	1606 61%	737 57%	856 65%	486 64%	464 63%	338 58%	297 57%	950 63%	636 58%	1606 61%
TOTAL NEITHER/ DON'T KNOW	521 20%	100 24%	116 24%	89 18%	95 19%	70 19%	52 13%	521 20%	282 22%	225 17%	125 16%	113 15%	138 24%	132 25%	238 16%	270 24%	521 20%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN35A. AGREEMENT WITH STATEMENT ABOUT THE INTERNET: Internet users must be protected from seeing inappropriate or offensive content (SINGLE CODE)

Base : All who go online (excluding those responding by post)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l	NARROW (1-10) m	MEDIUM (11-15) n	BROAD (16-20) o	ALL USERS p
Significance Level: 99%																	
Unweighted total	2776	1807	338	323	308	2776	2441	316	122	2548	2537	179	2716	801	945	1010	2776
Effective Weighted Sample	1900	1452	263	242	200	1900	1682	219	94	1728	1741	124	1859	550	633	703	1900
Total	2641	2215	231	126	69	2641	2268	361	143	2387	2453	138	2591	764	832	1021	2641
Strongly disagree	243 9%	207 9%	19 8%	12 10%	5 7%	243 9%	220 10%	20 6%	11 8%	225 9%	225 9%	12 9%	238 9%	79 10%	68 8%	95 9%	243 9%
Slightly disagree	271 10%	237 11%	19 8%	9 7%	7 10%	271 10%	226 10%	43 12%	9 7%	254 11%	250 10%	16 11%	265 10%	82 11%	62 7%	127 12%	271 10%
Neither agree nor disagree	473 18%	392 18%	49 21%	21 17%	10 15%	473 18%	399 18%	72 20%	41 29%	405 17%	441 18%	20 14%	461 18%	169 22%	137 16%	159 16%	473 18%
Slightly agree	629 24%	526 24%	57 25%	31 24%	16 23%	629 24%	557 25%	69 19%	19 14%	595 25%	588 24%	30 22%	619 24%	156 20%	190 23%	283 28%	629 24%
Strongly agree	977 37%	811 37%	85 37%	50 40%	30 44%	977 37%	824 36%	151 42%	58 41%	878 37%	910 37%	55 40%	965 37%	248 32%	370 44%	356 35%	977 37%
Don't know	48 2%	42 2%	3 1%	3 2%	1 1%	48 2%	42 2%	6 2%	3 2%	29 1%	39 2%	5 4%	44 2%	30 4%	5 1%	2 *%	48 2%
SUMMARY CODES																	
TOTAL DISAGREE	514 19%	444 20%	37 16%	21 16%	12 17%	514 19%	446 20%	63 17%	20 14%	479 20%	475 19%	28 20%	503 19%	161 21%	130 16%	222 22%	514 19%
TOTAL AGREE	1606 61%	1337 60%	142 61%	81 64%	46 67%	1606 61%	1381 61%	220 61%	77 54%	1474 62%	1498 61%	86 62%	1584 61%	404 53%	560 67%	638 62%	1606 61%
TOTAL NEITHER/ DON'T KNOW	521 20%	434 20%	52 22%	24 19%	11 16%	521 20%	442 19%	78 22%	45 31%	434 18%	480 20%	25 18%	505 19%	199 26%	142 17%	161 16%	521 20%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN35B. AGREEMENT WITH STATEMENT ABOUT THE INTERNET: As long as the internet provides good websites and apps it doesn't really matter who owns the websites or apps or how they're funded (SINGLE CODE)

Base : All who go online (excluding those responding by post)

	Total	AGE						ALL UK	GENDER		SEG						ALL UK
		16-24	25-34	35-44	45-54	55-64	65+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	396	435	505	418	402	620	2776	1394	1350	801	796	493	649	1597	1142	2776
Effective Weighted Sample	1900	288	322	358	293	266	466	1900	906	971	544	565	345	450	1108	766	1900
Total	2641	423	489	487	487	372	383	2641	1288	1320	759	738	583	520	1497	1102	2641
Strongly disagree	446 17%	57 13%	74 15%	80 16%	94 19%	74 20%	67 18%	446 17%	207 16%	233 18%	141 19%	141 19%	77 13%	80 15%	282 19% o	157 14%	446 17%
Slightly disagree	660 25%	89 21%	129 26%	127 26%	125 26%	102 27%	87 23%	660 25%	328 25%	325 25%	209 28% m	204 28% mo	131 23%	106 20%	414 28% mo	237 22%	660 25%
Neither agree nor disagree	734 28%	122 29%	112 23%	136 28%	152 31%	100 27%	112 29%	734 28%	335 26%	389 29%	180 24%	185 25%	192 33% jn	169 32% jkn	365 24% jkn	360 33% jkn	734 28%
Slightly agree	462 18%	80 19%	97 20% d	83 17%	57 12%	64 17%	81 21% d	462 18%	250 19%	212 16%	150 20%	137 19%	95 16%	76 15%	287 19%	171 16%	462 18%
Strongly agree	231 9%	53 13% def	60 12% def	49 10%	30 6%	18 5%	21 6%	231 9%	121 9%	106 8%	68 9%	48 7%	60 10%	50 10%	117 8%	110 10%	231 9%
Don't know	108 4%	22 5%	16 3%	12 2%	29 6%	15 4%	14 4%	108 4%	47 4%	55 4%	11 1%	22 3%	28 5% j	39 7% jknp	33 2%	66 6% jn	108 4% jn
SUMMARY CODES																	
TOTAL DISAGREE	1106 42%	146 35%	204 42%	207 43%	219 45%	175 47% a	155 40%	1106 42%	536 42%	558 42%	350 46% lmo	345 47% lmo	208 36%	186 36%	696 46% lmo	394 36%	1106 42% o
TOTAL AGREE	693 26%	133 31% d	157 32% de	132 27% d	87 18%	81 22%	102 27% d	693 26% d	371 29%	318 24%	219 29%	185 25%	156 27%	126 24%	404 27%	282 26%	693 26%
TOTAL NEITHER/ DON'T KNOW	842 32%	144 34%	128 26%	148 30%	181 37% b	115 31%	126 33%	842 32%	382 30%	444 34%	190 25%	207 28%	219 38% jkn	207 40% jknp	397 27%	426 39% jknp	842 32% jn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN35B. AGREEMENT WITH STATEMENT ABOUT THE INTERNET: As long as the internet provides good websites and apps it doesn't really matter who owns the websites or apps or how they're funded (SINGLE CODE)

Base : All who go online (excluding those responding by post)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 99%																	
Unweighted total	2776	1807	338	323	308	2776	2441	316	122	2548	2537	179	2716	801	945	1010	2776
Effective Weighted Sample	1900	1452	263	242	200	1900	1682	219	94	1728	1741	124	1859	550	633	703	1900
Total	2641	2215	231	126	69	2641	2268	361	143	2387	2453	138	2591	764	832	1021	2641
Strongly disagree	446 17%	370 17%	44 19%	21 17%	10 15%	446 17%	380 17%	62 17%	15 10%	421 18%	416 17%	24 17%	440 17%	93 12%	131 16%	222 22%	446 17%
Slightly disagree	660 25%	557 25%	65 28%	23 19%	15 21%	660 25%	559 25%	97 27%	24 17%	611 26%	613 25%	35 25%	648 25%	130 17%	195 23%	334 33%	660 25%
Neither agree nor disagree	734 28%	618 28%	58 25%	37 29%	22 31%	734 28%	633 28%	100 28%	54 38%	630 26%	682 28%	39 28%	721 28%	243 32%	252 30%	232 23%	734 28%
Slightly agree	462 18%	387 17%	39 17%	26 20%	12 17%	462 18%	396 17%	65 18%	24 17%	436 18%	433 18%	20 15%	454 18%	153 20%	149 18%	159 16%	462 18%
Strongly agree	231 9%	189 9%	19 8%	14 11%	10 14%	231 9%	206 9%	23 7%	21 15%	208 9%	220 9%	8 6%	229 9%	85 11%	81 10%	65 6%	231 9%
Don't know	108 4%	95 4%	6 3%	5 4%	2 2%	108 4%	94 4%	13 4%	6 4%	80 3%	89 4%	12 8%	100 4%	61 8%	24 3%	9 1%	108 4%
SUMMARY CODES																	
TOTAL DISAGREE	1106 42%	927 42%	109 47%	45 36%	25 36%	1106 42%	939 41%	159 44%	39 27%	1032 43%	1029 42%	59 42%	1088 42%	223 29%	326 39%	556 54%	1106 42%
TOTAL AGREE	693 26%	575 26%	57 25%	39 31%	21 31%	693 26%	602 27%	88 24%	45 32%	644 27%	653 27%	29 21%	682 26%	237 31%	230 28%	224 22%	693 26%
TOTAL NEITHER/ DON'T KNOW	842 32%	713 32%	64 28%	42 33%	23 34%	842 32%	728 32%	113 31%	59 41%	710 30%	771 31%	51 37%	822 32%	304 40%	276 33%	241 24%	842 32%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

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 99% confidence level.

IN35C. AGREEMENT WITH STATEMENT ABOUT THE INTERNET: I think people should have the right to hide their identity online in order to express their views anonymously (SINGLE CODE)

Base : All who go online (excluding those responding by post)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	396	435	505	418	402	620	2776	1394	1350	801	796	493	649	1597	1142	2776
Effective Weighted Sample	1900	288	322	358	293	266	466	1900	906	971	544	565	345	450	1108	766	1900
Total	2641	423	489	487	487	372	383	2641	1288	1320	759	738	583	520	1497	1102	2641
Strongly disagree	419 16%	35 8%	63 13%	62 13%	92 19%	77 21%	90 23%	419 16%	201 16%	216 16%	141 19%	126 17%	60 10%	89 17%	266 18%	149 14%	419 16%
				a	ac	abcg	a				l	l		l	l		l
Slightly disagree	488 18%	71 17%	88 18%	90 18%	111 23%	66 18%	62 16%	488 18%	217 17%	271 21%	158 21%	147 20%	111 19%	66 13%	305 20%	176 16%	488 18%
									m	m	m	m		m	m		m
Neither agree nor disagree	652 25%	113 27%	104 21%	124 26%	127 26%	95 26%	88 23%	652 25%	314 24%	329 25%	161 21%	188 26%	167 29%	125 24%	350 23%	292 27%	652 25%
Slightly agree	553 21%	96 23%	122 25%	118 24%	81 17%	66 18%	69 18%	553 21%	278 22%	264 20%	162 21%	152 21%	130 22%	104 20%	315 21%	235 21%	553 21%
Strongly agree	450 17%	93 22%	103 21%	77 16%	62 13%	50 13%	65 17%	450 17%	251 19%	195 15%	126 17%	113 15%	94 16%	110 21%	239 16%	204 18%	450 17%
		de	d						i								
Don't know	78 3%	15 4%	9 2%	15 3%	14 3%	17 5%	8 2%	78 3%	27 2%	45 3%	12 2%	12 2%	20 3%	26 5%	23 2%	46 4%	78 3%
														jkn		jkn	
SUMMARY CODES																	
TOTAL DISAGREE	908 34%	106 25%	151 31%	152 31%	203 42%	144 39%	152 40%	908 34%	418 32%	487 37%	298 39%	273 37%	171 29%	154 30%	571 38%	325 30%	908 34%
				abc	a	a	a				lmo	o			lmo		
TOTAL AGREE	1003 38%	190 45%	225 46%	195 40%	143 29%	116 31%	134 35%	1003 38%	529 41%	459 35%	288 38%	265 36%	224 39%	214 41%	553 37%	438 40%	1003 38%
		def	defg	d			d		i								
TOTAL NEITHER/ DON'T KNOW	730 28%	128 30%	113 23%	139 29%	141 29%	112 30%	97 25%	730 28%	341 26%	373 28%	173 23%	200 27%	187 32%	151 29%	373 25%	338 31%	730 28%
													jn			jn	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

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 99% confidence level.

IN35C. AGREEMENT WITH STATEMENT ABOUT THE INTERNET: I think people should have the right to hide their identity online in order to express their views anonymously (SINGLE CODE)

Base : All who go online (excluding those responding by post)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 99%																	
Unweighted total	2776	1807	338	323	308	2776	2441	316	122	2548	2537	179	2716	801	945	1010	2776
Effective Weighted Sample	1900	1452	263	242	200	1900	1682	219	94	1728	1741	124	1859	550	633	703	1900
Total	2641	2215	231	126	69	2641	2268	361	143	2387	2453	138	2591	764	832	1021	2641
Strongly disagree	419 16%	351 16%	39 17%	16 13%	14 20%	419 16%	337 15%	77 21%	17 12%	392 16%	395 16%	21 15%	416 16%	80 10%	147 18%	193 19%	419 16%
Slightly disagree	488 18%	411 19%	45 19%	22 17%	10 15%	488 18%	420 19%	68 19%	15 10%	456 19%	454 18%	24 18%	478 18%	120 16%	153 18%	216 21%	488 18%
Neither agree nor disagree	652 25%	550 25%	52 23%	36 29%	14 20%	652 25%	574 25%	77 21%	39 28%	575 24%	598 24%	39 28%	637 25%	205 27%	205 25%	231 23%	652 25%
Slightly agree	553 21%	468 21%	45 19%	23 19%	17 24%	553 21%	475 21%	73 20%	27 19%	514 22%	526 21%	21 15%	547 21%	157 21%	184 22%	212 21%	553 21%
Strongly agree	450 17%	369 17%	45 19%	24 19%	13 19%	450 17%	396 17%	53 15%	37 26%	389 16%	419 17%	25 18%	445 17%	154 20%	134 16%	159 16%	450 17%
Don't know	78 3%	66 3%	6 3%	4 3%	2 3%	78 3%	66 3%	12 3%	7 5%	60 3%	61 2%	8 6%	69 3%	48 6%	10 1%	10 1%	78 3%
SUMMARY CODES																	
TOTAL DISAGREE	908 34%	762 34%	83 36%	38 30%	24 35%	908 34%	757 33%	145 40%	32 22%	848 36%	849 35%	45 32%	894 34%	200 26%	300 36%	408 40%	908 34%
TOTAL AGREE	1003 38%	837 38%	89 39%	47 37%	30 43%	1003 38%	871 38%	127 35%	64 45%	903 38%	945 39%	47 34%	992 38%	311 41%	318 38%	371 36%	1003 38%
TOTAL NEITHER/ DON'T KNOW	730 28%	615 28%	58 25%	41 32%	15 22%	730 28%	640 28%	89 25%	47 33%	636 27%	659 27%	47 34%	706 27%	253 33%	215 26%	242 24%	730 28%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

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 99% confidence level.

IN35D. AGREEMENT WITH STATEMENT ABOUT THE INTERNET: I think it is important that people can say what they want online even if it is controversial or hurtful to others (SINGLE CODE)

Base : All who go online (excluding those responding by post)

	Total	AGE						ALL UK	GENDER		SEG						ALL UK
		16-24	25-34	35-44	45-54	55-64	65+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	396	435	505	418	402	620	2776	1394	1350	801	796	493	649	1597	1142	2776
Effective Weighted Sample	1900	288	322	358	293	266	466	1900	906	971	544	565	345	450	1108	766	1900
Total	2641	423	489	487	487	372	383	2641	1288	1320	759	738	583	520	1497	1102	2641
Strongly disagree	633 24%	73 17%	113 23%	85 17%	136 28%	106 29%	120 31%	633 24%	247 19%	380 29%	174 23%	190 26%	129 22%	132 25%	364 24%	262 24%	633 24%
Slightly disagree	619 23%	84 20%	102 21%	105 22%	114 23%	112 30%	103 27%	619 23%	300 23%	319 24%	203 27%	179 24%	127 22%	105 20%	382 26%	231 21%	619 23%
Neither agree nor disagree	553 21%	102 24%	114 23%	123 25%	95 19%	53 14%	67 17%	553 21%	277 21%	264 20%	131 17%	145 20%	145 25%	123 24%	276 18%	268 24%	553 21%
Slightly agree	496 19%	103 24%	97 20%	90 18%	88 18%	61 16%	57 15%	496 19%	270 21%	221 17%	153 20%	151 20%	104 18%	84 16%	304 20%	188 17%	496 19%
Strongly agree	282 11%	41 10%	52 11%	79 16%	46 9%	33 9%	31 8%	282 11%	177 14%	104 8%	95 12%	62 8%	63 11%	55 11%	156 10%	119 11%	282 11%
Don't know	57 2%	20 5%	12 2%	5 1%	8 2%	7 2%	5 1%	57 2%	18 1%	33 2%	3 *	11 2%	15 3%	20 4%	14 1%	35 3%	57 2%
SUMMARY CODES																	
TOTAL DISAGREE	1253 47%	157 37%	214 44%	190 39%	251 51%	218 59%	223 58%	1253 47%	546 42%	698 53%	377 50%	369 50%	256 44%	237 46%	746 50%	493 45%	1253 47%
TOTAL AGREE	778 29%	145 34%	149 30%	169 35%	133 27%	93 25%	88 23%	778 29%	447 35%	325 25%	248 33%	212 29%	167 29%	140 27%	460 31%	307 28%	778 29%
TOTAL NEITHER/ DON'T KNOW	610 23%	122 29%	126 26%	128 26%	103 21%	60 16%	71 19%	610 23%	295 23%	297 23%	134 18%	156 21%	160 27%	142 27%	291 19%	302 27%	610 23%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

Table 48

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IN35D. AGREEMENT WITH STATEMENT ABOUT THE INTERNET: I think it is important that people can say what they want online even if it is controversial or hurtful to others (SINGLE CODE)

Base : All who go online (excluding those responding by post)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	1807	338	323	308	2776	2441	316	122	2548	2537	179	2716	801	945	1010	2776
Effective Weighted Sample	1900	1452	263	242	200	1900	1682	219	94	1728	1741	124	1859	550	633	703	1900
Total	2641	2215	231	126	69	2641	2268	361	143	2387	2453	138	2591	764	832	1021	2641
Strongly disagree	633 24%	534 24%	48 21%	32 25%	20 28%	633 24%	540 24%	91 25%	23 16%	584 24%	585 24%	37 27%	623 24%	146 19%	218 26% m	269 26% m	633 24%
Slightly disagree	619 23%	526 24%	53 23%	26 21%	14 20%	619 23%	506 22%	110 31% f	23 16%	577 24%	574 23%	38 27%	612 24%	154 20%	191 23%	275 27% m	619 23%
Neither agree nor disagree	553 21%	467 21%	54 23%	22 17%	11 15%	553 21%	496 22%	57 16%	47 33% i	473 20%	513 21%	29 21%	542 21%	185 24%	174 21%	186 18%	553 21%
Slightly agree	496 19%	403 18%	47 20%	30 24%	17 24%	496 19%	435 19%	57 16%	28 19%	455 19%	467 19%	21 15%	488 19%	157 20%	152 18%	186 18%	496 19%
Strongly agree	282 11%	234 11%	27 12%	13 11%	8 11%	282 11%	244 11%	36 10%	18 12%	259 11%	266 11%	10 7%	276 11%	94 12%	84 10%	102 10%	282 11%
Don't know	57 2%	51 2%	2 1%	3 2%	1 1%	57 2%	47 2%	9 3%	4 3%	38 2%	48 2%	3 2%	51 2%	29 4% o	13 2%	3 *% o	57 2% o

SUMMARY CODES

TOTAL DISAGREE	1253 47%	1059 48%	102 44%	58 46%	34 49%	1253 47%	1046 46%	202 56% f	46 32%	1161 49% h	1159 47%	75 54%	1235 48%	299 39%	409 49% m	544 53% mp	1253 47% m
TOTAL AGREE	778 29%	637 29%	73 32%	43 34%	24 35%	778 29%	679 30%	93 26%	45 32%	715 30%	733 30%	31 23%	764 29%	251 33%	236 28%	287 28%	778 29%
TOTAL NEITHER/ DON'T KNOW	610 23%	518 23%	56 24%	25 20%	11 16%	610 23%	544 24%	66 18%	51 36% i	510 21%	561 23%	32 23%	593 23%	214 28% o	187 22%	190 19%	610 23%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN35E. AGREEMENT WITH STATEMENT ABOUT THE INTERNET: When I visit websites or apps, I usually accept the terms & conditions without reading them (SINGLE CODE)

Base : All who go online (excluding those responding by post)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 99%																	
Unweighted total	2776	396	435	505	418	402	620	2776	1394	1350	801	796	493	649	1597	1142	2776
Effective Weighted Sample	1900	288	322	358	293	266	466	1900	906	971	544	565	345	450	1108	766	1900
Total	2641	423	489	487	487	372	383	2641	1288	1320	759	738	583	520	1497	1102	2641
Strongly disagree	154 6%	29 7%	28 6%	19 4%	29 6%	29 8%	21 6%	154 6%	71 6%	82 6%	46 6%	31 4%	39 7%	35 7%	77 5%	74 7%	154 6%
Slightly disagree	261 10%	44 10%	32 7%	53 11%	49 10%	33 9%	50 13%	261 10%	121 9%	134 10%	85 11%	65 9%	60 10%	46 9%	149 10%	106 10%	261 10%
Neither agree nor disagree	436 17%	73 17%	77 16%	75 15%	74 15%	74 20%	63 16%	436 17%	196 15%	234 18%	106 14%	124 17%	104 18%	94 18%	230 15%	198 18%	436 17%
Slightly agree	886 34%	113 27%	173 35%	161 33%	158 32%	123 33%	158 41%	886 34%	446 35%	434 33%	265 35%	230 31%	207 36%	175 34%	495 33%	382 35%	886 34%
Strongly agree	855 32%	148 35%	171 35%	175 36%	172 35%	101 27%	88 23%	855 32%	445 35%	403 31%	255 34%	280 38%	164 28%	145 28%	535 36%	309 28%	855 32%
Don't know	49 2%	16 4%	9 2%	5 1%	4 1%	11 3%	3 1%	49 2%	10 1%	33 2%	2 *%	7 1%	8 1%	25 5%	9 1%	33 3%	49 2%
		f	f	f	f	f	f	f	h	h		lmo		lmo	jknp	jknp	n
SUMMARY CODES																	
TOTAL DISAGREE	415 16%	72 17%	60 12%	71 15%	79 16%	62 17%	71 19%	415 16%	192 15%	215 16%	131 17%	96 13%	99 17%	81 16%	227 15%	180 16%	415 16%
TOTAL AGREE	1741 66%	262 62%	344 70%	336 69%	329 68%	224 60%	246 64%	1741 66%	891 69%	837 63%	520 68%	511 69%	371 64%	320 62%	1031 69%	691 63%	1741 66%
TOTAL NEITHER/ DON'T KNOW	484 18%	89 21%	86 18%	80 16%	79 16%	86 23%	66 17%	484 18%	206 16%	267 20%	109 14%	131 18%	112 19%	119 23%	240 16%	231 21%	484 18%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN35E. AGREEMENT WITH STATEMENT ABOUT THE INTERNET: When I visit websites or apps, I usually accept the terms & conditions without reading them (SINGLE CODE)

Base : All who go online (excluding those responding by post)

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total	2776	1807	338	323	308	2776	2441	316	122	2548	2537	179	2716	801	945	1010	2776
Effective Weighted Sample	1900	1452	263	242	200	1900	1682	219	94	1728	1741	124	1859	550	633	703	1900
Total	2641	2215	231	126	69	2641	2268	361	143	2387	2453	138	2591	764	832	1021	2641
Strongly disagree	154 6%	139 6%	9 4%	3 2%	3 4%	154 6%	139 6%	12 3%	10 7%	135 6%	140 6%	9 6%	149 6%	61 8%	53 6%	39 4%	154 6%
Slightly disagree	261 10%	216 10%	28 12%	13 10%	5 7%	261 10%	213 9%	48 13%	21 15%	231 10%	241 10%	13 10%	254 10%	93 12%	86 10%	82 8%	261 10%
Neither agree nor disagree	436 17%	381 17%	28 12%	20 16%	7 10%	436 17%	377 17%	56 16%	34 24%	364 15%	391 16%	37 27%	427 16%	207 27%	125 15%	97 10%	436 17%
Slightly agree	886 34%	719 32%	96 42%	43 34%	28 41%	886 34%	766 34%	114 32%	33 23%	829 35%	828 34%	46 33%	874 34%	224 29%	302 36%	358 35%	886 34%
Strongly agree	855 32%	717 32%	68 30%	45 35%	26 37%	855 32%	731 32%	123 34%	40 28%	795 33%	813 33%	28 20%	841 32%	151 20%	257 31%	444 43%	855 32%
Don't know	49 2%	44 2%	2 1%	2 2%	* *%	49 2%	42 2%	7 2%	5 3%	33 1%	41 2%	5 4%	46 2%	28 4%	8 1%	* *%	49 2%
SUMMARY CODES																	
TOTAL DISAGREE	415 16%	355 16%	37 16%	16 12%	8 12%	415 16%	352 16%	60 17%	31 21%	366 15%	381 16%	22 16%	403 16%	154 20%	140 17%	121 12%	415 16%
TOTAL AGREE	1741 66%	1435 65%	164 71%	88 70%	54 78%	1741 66%	1497 66%	238 66%	73 51%	1624 68%	1641 67%	74 53%	1715 66%	375 49%	559 67%	803 79%	1741 66%
TOTAL NEITHER/ DON'T KNOW	484 18%	425 19%	30 13%	23 18%	7 10%	484 18%	419 18%	63 17%	39 27%	397 17%	431 18%	42 30%	473 18%	235 31%	133 16%	98 10%	484 18%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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SUMMARY OF AGREEMENT WITH STATEMENTS ABOUT THE INTERNET

Base : All who go online (excluding those responding by post)

	Total	AGE						ALL UK	GENDER		SEG						ALL UK
		16-24	25-34	35-44	45-54	55-64	65+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	396	435	505	418	402	620	2776	1394	1350	801	796	493	649	1597	1142	2776
Effective Weighted Sample	1900	288	322	358	293	266	466	1900	906	971	544	565	345	450	1108	766	1900
Total	2641	423	489	487	487	372	383	2641	1288	1320	759	738	583	520	1497	1102	2641
AGREEMENT WITH STATEMENT: As long as the internet provides good websites and apps it doesn't really matter who owns the websites or apps or how they're funded	693	133	157	132	87	81	102	693	371	318	219	185	156	126	404	282	693
	26%	31%	32%	27%	18%	22%	27%	26%	29%	24%	29%	25%	27%	24%	27%	26%	26%
		d	de	d			d	d									
AGREEMENT WITH STATEMENT: I think people should have the right to hide their identity online in order to express their views anonymously	1003	190	225	195	143	116	134	1003	529	459	288	265	224	214	553	438	1003
	38%	45%	46%	40%	29%	31%	35%	38%	41%	35%	38%	36%	39%	41%	37%	40%	38%
		def	defg	d				d	i								
AGREEMENT WITH STATEMENT: I think it is important that people can say what they want online even if it is controversial or hurtful to others	778	145	149	169	133	93	88	778	447	325	248	212	167	140	460	307	778
	29%	34%	30%	35%	27%	25%	23%	29%	35%	25%	33%	29%	29%	27%	31%	28%	29%
		f		f				f	i								
AGREE WITH ANY OF THESE	1532	279	304	289	240	202	217	1532	803	713	463	424	339	288	887	627	1532
	58%	66%	62%	59%	49%	54%	57%	58%	62%	54%	61%	57%	58%	55%	59%	57%	58%
		deg	d	d				d	i								
AGREE WITH NONE OF THESE	1109	144	185	198	247	170	166	1109	486	607	296	314	244	231	610	475	1109
	42%	34%	38%	41%	51%	46%	43%	42%	38%	46%	39%	43%	42%	45%	41%	43%	42%
					abcg	a		a		h							

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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SUMMARY OF AGREEMENT WITH STATEMENTS ABOUT THE INTERNET

Base : All who go online (excluding those responding by post)

	Total	AGE						GENDER		SEG							
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	396	435	505	418	402	620	2776	1394	1350	801	796	493	649	1597	1142	2776
Effective Weighted Sample	1900	288	322	358	293	266	466	1900	906	971	544	565	345	450	1108	766	1900
Total	2641	423	489	487	487	372	383	2641	1288	1320	759	738	583	520	1497	1102	2641
AGREE WITH ALL OF THESE	240	51	64	60	24	18	22	240	145	94	84	56	50	47	141	97	240
	9%	12%	13%	12%	5%	5%	6%	9%	11%	7%	11%	8%	9%	9%	9%	9%	9%
		def	def	def					i								

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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SUMMARY OF AGREEMENT WITH STATEMENTS ABOUT THE INTERNET

Base : All who go online (excluding those responding by post)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l	NARROW (1-10) m	MEDIUM (11-15) n	BROAD (16-20) o	ALL USERS p
Significance Level: 99%																	
Unweighted total	2776	1807	338	323	308	2776	2441	316	122	2548	2537	179	2716	801	945	1010	2776
Effective Weighted Sample	1900	1452	263	242	200	1900	1682	219	94	1728	1741	124	1859	550	633	703	1900
Total	2641	2215	231	126	69	2641	2268	361	143	2387	2453	138	2591	764	832	1021	2641
AGREEMENT WITH STATEMENT: As long as the internet provides good websites and apps it doesn't really matter who owns the websites or apps or how they're funded	693 26%	575 26%	57 25%	39 31%	21 31%	693 26%	602 27%	88 24%	45 32%	644 27%	653 27%	29 21%	682 26%	237 31% o	230 28%	224 22%	693 26%
AGREEMENT WITH STATEMENT: I think people should have the right to hide their identity online in order to express their views anonymously	1003 38%	837 38%	89 39%	47 37%	30 43%	1003 38%	871 38%	127 35%	64 45%	903 38%	945 39%	47 34%	992 38%	311 41%	318 38%	371 36%	1003 38%
AGREEMENT WITH STATEMENT: I think it is important that people can say what they want online even if it is controversial or hurtful to others	778 29%	637 29%	73 32%	43 34%	24 35%	778 29%	679 30%	93 26%	45 32%	715 30%	733 30%	31 23%	764 29%	251 33%	236 28%	287 28%	778 29%
AGREE WITH ANY OF THESE	1532 58%	1271 57%	139 60%	76 61%	46 66%	1532 58%	1322 58%	204 56%	84 59%	1401 59%	1434 58%	75 54%	1509 58%	462 60%	484 58%	580 57%	1532 58%
AGREE WITH NONE OF THESE	1109 42%	944 43%	92 40%	50 39%	23 34%	1109 42%	946 42%	157 44%	59 41%	986 41%	1019 42%	63 46%	1082 42%	302 40%	348 42%	442 43%	1109 42%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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SUMMARY OF AGREEMENT WITH STATEMENTS ABOUT THE INTERNET

Base : All who go online (excluding those responding by post)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l	NARROW (1-10) m	MEDIUM (11-15) n	BROAD (16-20) o	ALL USERS p
Significance Level: 99%																	
Unweighted total	2776	1807	338	323	308	2776	2441	316	122	2548	2537	179	2716	801	945	1010	2776
Effective Weighted Sample	1900	1452	263	242	200	1900	1682	219	94	1728	1741	124	1859	550	633	703	1900
Total	2641	2215	231	126	69	2641	2268	361	143	2387	2453	138	2591	764	832	1021	2641
AGREE WITH ALL OF THESE	240	197	22	14	7	240	212	26	21	217	235	3	238	99	74	67	240
	9%	9%	9%	11%	11%	9%	9%	7%	15%	9%	10%	2%	9%	13%	9%	7%	9%
											k		k	op			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN37A. Thinking generally, when you find factual information online, perhaps on search engines like Google, do you ever think about whether the information you find is truthful? (SINGLE CODE)

Base : All who go online (excluding those responding by post)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	396	435	505	418	402	620	2776	1394	1350	801	796	493	649	1597	1142	2776
Effective Weighted Sample	1900	288	322	358	293	266	466	1900	906	971	544	565	345	450	1108	766	1900
Total	2641	423	489	487	487	372	383	2641	1288	1320	759	738	583	520	1497	1102	2641
Yes	2017	315	379	365	370	290	299	2017	1012	986	630	583	424	353	1212	778	2017
	76%	75%	77%	75%	76%	78%	78%	76%	79%	75%	83%	79%	73%	68%	81%	71%	76%
											lmop	mo			lmop	mo	
No	417	67	72	88	67	64	58	417	197	214	98	113	109	96	211	205	417
	16%	16%	15%	18%	14%	17%	15%	16%	15%	16%	13%	15%	19%	18%	14%	19%	16%
																jn	
Don't know	207	41	38	34	50	17	27	207	79	119	32	42	49	71	74	120	207
	8%	10%	8%	7%	10%	5%	7%	8%	6%	9%	4%	6%	8%	14%	5%	11%	8%
													j	jknp	jkn	jn	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN37A. Thinking generally, when you find factual information online, perhaps on search engines like Google, do you ever think about whether the information you find is truthful? (SINGLE CODE)

Base : All who go online (excluding those responding by post)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l	NARROW (1-10) m	MEDIUM (11-15) n	BROAD (16-20) o	ALL USERS p
Significance Level: 99%																	
Unweighted total	2776	1807	338	323	308	2776	2441	316	122	2548	2537	179	2716	801	945	1010	2776
Effective Weighted Sample	1900	1452	263	242	200	1900	1682	219	94	1728	1741	124	1859	550	633	703	1900
Total	2641	2215	231	126	69	2641	2268	361	143	2387	2453	138	2591	764	832	1021	2641
Yes	2017 76%	1692 76%	172 75%	100 79%	53 77%	2017 76%	1721 76%	286 79%	102 71%	1866 78%	1896 77%	92 67%	1988 77%	488 64%	666 80%	861 84%	2017 76%
No	417 16%	345 16%	44 19%	16 13%	12 17%	417 16%	371 16%	45 12%	20 14%	371 16%	383 16%	26 19%	409 16%	174 23%	117 14%	124 12%	417 16%
Don't know	207 8%	178 8%	14 6%	10 8%	4 6%	207 8%	176 8%	30 8%	21 15%	150 6%	174 7%	20 15%	194 7%	102 13%	48 6%	37 4%	207 8%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN37B. And do you believe that all the information you find online is truthful, most of it is truthful or just some of it is truthful? (SINGLE CODE)

Base : All who go online (excluding those responding by post) who consider the truthfulness of online information

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2140	303	338	389	316	313	481	2140	1095	1026	668	629	364	455	1297	819	2140
Effective Weighted Sample	1457	220	247	274	223	203	362	1457	711	735	452	446	252	314	897	544	1457
Total	2017	315	379	365	370	290	299	2017	1012	986	630	583	424	353	1212	778	2017
All is truthful	87	31	26	21	5	3	*	87	51	33	34	14	23	13	49	36	87
	4%	10%	7%	6%	1%	1%	%	4%	5%	3%	5%	2%	5%	4%	4%	5%	4%
		defg	def	def				f									
Most is truthful	798	133	145	125	130	132	133	798	442	356	268	226	186	112	494	298	798
	40%	42%	38%	34%	35%	46%	45%	40%	44%	36%	43%	39%	44%	32%	41%	38%	40%
							c		i		m		m		m		m
Some is truthful	1084	148	195	210	224	148	160	1084	497	572	318	332	200	216	650	417	1084
	54%	47%	51%	57%	61%	51%	53%	54%	49%	58%	51%	57%	47%	61%	54%	54%	54%
					a					h				jl			
Don't know	48	4	13	9	11	7	5	48	22	25	9	11	15	12	19	27	48
	2%	1%	4%	2%	3%	2%	2%	2%	2%	3%	1%	2%	4%	3%	2%	3%	2%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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IN37B. And do you believe that all the information you find online is truthful, most of it is truthful or just some of it is truthful? (SINGLE CODE)

Base : All who go online (excluding those responding by post) who consider the truthfulness of online information

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	p
Significance Level: 99%																	
Unweighted total	2140	1386	252	256	246	2140	1880	245	85	2004	1982	121	2103	522	753	863	2140
Effective Weighted Sample	1457	1113	195	190	167	1457	1290	170	64	1356	1352	86	1433	355	508	595	1457
Total	2017	1692	172	100	53	2017	1721	286	102	1866	1896	92	1988	488	666	861	2017
All is truthful	87 4%	73 4%	5 3%	7 7%	2 3%	87 4%	76 4%	10 4%	** **	61 3%	84 4%	2 2%	86 4%	46 10%	23 4%	17 2%	87 4%
														nop			
Most is truthful	798 40%	680 40%	65 38%	32 32%	21 39%	798 40%	682 40%	111 39%	** **	740 40%	744 39%	45 49%	789 40%	207 42%	283 42%	307 36%	798 40%
Some is truthful	1084 54%	898 53%	101 58%	56 56%	29 55%	1084 54%	920 53%	159 56%	** **	1023 55%	1026 54%	40 43%	1066 54%	217 44%	349 52%	517 60%	1084 54%
																mnp	m
Don't know	48 2%	41 2%	1 1%	5 5%	1 2%	48 2%	43 2%	5 2%	** **	42 2%	42 2%	6 6%	47 2%	17 4%	12 2%	19 2%	48 2%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN37B. And do you believe that all the information you find online is truthful, most of it is truthful or just some of it is truthful? (SINGLE CODE)

Base : All who go online (excluding those responding by post)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	396	435	505	418	402	620	2776	1394	1350	801	796	493	649	1597	1142	2776
Effective Weighted Sample	1900	288	322	358	293	266	466	1900	906	971	544	565	345	450	1108	766	1900
Total	2641	423	489	487	487	372	383	2641	1288	1320	759	738	583	520	1497	1102	2641
All is truthful	87	31	26	21	5	3	*	87	51	33	34	14	23	13	49	36	87
	3%	7%	5%	4%	1%	1%	%	3%	4%	2%	5%	2%	4%	3%	3%	3%	3%
		defg	def	ef				f									
Most is truthful	798	133	145	125	130	132	133	798	442	356	268	226	186	112	494	298	798
	30%	31%	30%	26%	27%	36%	35%	30%	34%	27%	35%	31%	32%	21%	33%	27%	30%
				c		c			i		mo	m	m		mo		m
Some is truthful	1084	148	195	210	224	148	160	1084	497	572	318	332	200	216	650	417	1084
	41%	35%	40%	43%	46%	40%	42%	41%	39%	43%	42%	45%	34%	42%	43%	38%	41%
				a								lo			l		
Don't know	48	4	13	9	11	7	5	48	22	25	9	11	15	12	19	27	48
	2%	1%	3%	2%	2%	2%	1%	2%	2%	2%	1%	1%	3%	2%	1%	2%	2%
DON'T THINK ABOUT/ UNSURE WHETHER THINK ABOUT WHETHER THE INFORMATION IS TRUTHFUL	623	108	110	122	117	82	84	623	277	333	130	155	158	166	285	325	623
	24%	25%	23%	25%	24%	22%	22%	24%	21%	25%	17%	21%	27%	32%	19%	29%	24%
												jn	jkn		jkn		jn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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IN37B. And do you believe that all the information you find online is truthful, most of it is truthful or just some of it is truthful? (SINGLE CODE)

Base : All who go online (excluding those responding by post)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l	NARROW (1-10) m	MEDIUM (11-15) n	BROAD (16-20) o	ALL USERS p
Significance Level: 99%																	
Unweighted total	2776	1807	338	323	308	2776	2441	316	122	2548	2537	179	2716	801	945	1010	2776
Effective Weighted Sample	1900	1452	263	242	200	1900	1682	219	94	1728	1741	124	1859	550	633	703	1900
Total	2641	2215	231	126	69	2641	2268	361	143	2387	2453	138	2591	764	832	1021	2641
All is truthful	87 3%	73 3%	5 2%	7 6%	2 3%	87 3%	76 3%	10 3%	25 18% i	61 3%	84 3%	2 1%	86 3%	46 6% nop	23 3%	17 2%	87 3%
Most is truthful	798 30%	680 31%	65 28%	32 25%	21 31%	798 30%	682 30%	111 31%	43 30%	740 31%	744 30%	45 33%	789 30%	207 27%	283 34%	307 30%	798 30%
Some is truthful	1084 41%	898 41%	101 44%	56 44%	29 42%	1084 41%	920 41%	159 44%	33 23% h	1023 43% h	1026 42% k	40 29% k	1066 41% k	217 28% m	349 42% m	517 51% mnp	1084 41% m
Don't know	48 2%	41 2%	1 *% b	5 4% b	1 2%	48 2%	43 2%	5 2%	* *% i	42 2%	42 2%	6 4%	47 2%	17 2% nop	12 1%	19 2%	48 2%
DON'T THINK ABOUT/ UNSURE WHETHER THINK ABOUT WHETHER THE INFORMATION IS TRUTHFUL	623 24%	523 24%	58 25%	26 21%	16 23%	623 24%	548 24%	75 21%	41 29%	521 22%	557 23%	46 33% j	603 23%	276 36% nop	166 20%	160 16%	623 24% o

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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IN38. When you find factual information online, perhaps through search engines like Google, do you check if the information is truthful in any of these ways? (MULTI CODE)

Base : All who go online (excluding those responding by post) who consider the truthfulness of online information

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2140	303	338	389	316	313	481	2140	1095	1026	668	629	364	455	1297	819	2140
Effective Weighted Sample	1457	220	247	274	223	203	362	1457	711	735	452	446	252	314	897	544	1457
Total	2017	315	379	365	370	290	299	2017	1012	986	630	583	424	353	1212	778	2017
Check different websites to see if the same information appears on them all	1160	181	221	213	237	170	138	1160	600	550	387	380	216	163	766	379	1160
	58%	57%	58%	58%	64%	59%	46%	58%	59%	56%	61%	65%	51%	46%	63%	49%	58%
			f	f	f	f		f			lmo	lmop			lmop		mo
Check that the website address looks genuine	989	171	209	164	166	143	137	989	510	470	352	318	175	133	670	308	989
	49%	54%	55%	45%	45%	49%	46%	49%	50%	48%	56%	55%	41%	38%	55%	40%	49%
			f					f			lmo	lmo			lmop		mo
Check the credibility of the information (authors name or link to original publication)	834	123	149	161	168	126	107	834	444	385	304	275	135	106	579	241	834
	41%	39%	39%	44%	45%	43%	36%	41%	44%	39%	48%	47%	32%	30%	48%	31%	41%
											lmop	lmo			lmop		lmo
Check whether the site looks professional	678	118	148	113	129	91	78	678	355	318	224	248	110	84	473	194	678
	34%	38%	39%	31%	35%	31%	26%	34%	35%	32%	36%	43%	26%	24%	39%	25%	34%
		f	f					f			lmo	lmop			lmop		mo
Check whether the site is regularly updated	537	95	110	101	100	67	63	537	274	256	184	173	93	75	358	168	537
	27%	30%	29%	28%	27%	23%	21%	27%	27%	26%	29%	30%	22%	21%	30%	22%	27%
											o	mo			mo		
Check whether people I trust use the site or sites	507	87	111	102	91	64	50	507	297	203	167	150	104	77	317	181	507
	25%	28%	29%	28%	25%	22%	17%	25%	29%	21%	27%	26%	25%	22%	26%	23%	25%
		f	f	f				f	i								
Make checks in other ways	50	5	7	5	14	9	10	50	32	18	33	10	-	6	43	6	50
	2%	2%	2%	1%	4%	3%	3%	2%	3%	2%	5%	2%	-%	2%	4%	1%	2%
											klmop				lo		

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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Base : All who go online (excluding those responding by post) who consider the truthfulness of online information

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2140	303	338	389	316	313	481	2140	1095	1026	668	629	364	455	1297	819	2140
Effective Weighted Sample	1457	220	247	274	223	203	362	1457	711	735	452	446	252	314	897	544	1457
Total	2017	315	379	365	370	290	299	2017	1012	986	630	583	424	353	1212	778	2017
ANY CHECKS MADE	1743	298	339	314	320	241	230	1743	900	828	571	523	362	264	1094	626	1743
	86%	94%	90%	86%	86%	83%	77%	86%	89%	84%	91%	90%	85%	75%	90%	80%	86%
		cdefg	f	f	f		f	f	i		mo	mo	m		mop		mo
I don't make any checks	184	8	16	31	34	38	57	184	73	111	41	42	37	64	83	101	184
	9%	3%	4%	9%	9%	13%	19%	9%	7%	11%	7%	7%	9%	18%	7%	13%	9%
				a	a	ab	abcdg	ab		h				jklnp		jkn	
Don't know	90	9	24	19	16	10	12	90	40	47	17	18	26	25	35	51	90
	4%	3%	6%	5%	4%	4%	4%	4%	4%	5%	3%	3%	6%	7%	3%	7%	4%
														jn		jn	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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Base : All who go online (excluding those responding by post) who consider the truthfulness of online information

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	p
Significance Level: 99%																	
Unweighted total	2140	1386	252	256	246	2140	1880	245	85	2004	1982	121	2103	522	753	863	2140
Effective Weighted Sample	1457	1113	195	190	167	1457	1290	170	64	1356	1352	86	1433	355	508	595	1457
Total	2017	1692	172	100	53	2017	1721	286	102	1866	1896	92	1988	488	666	861	2017
Check different websites to see if the same information appears on them all	1160	971	102	59	29	1160	971	184	**	1102	1114	37	1151	153	385	622	1160
	58%	57%	59%	59%	53%	58%	56%	64%	**	59%	59%	40%	58%	31%	58%	72%	58%
											k		k		m	mnp	m
Check that the website address looks genuine	989	839	79	46	23	989	837	146	**	930	949	34	983	152	304	532	989
	49%	50%	46%	46%	44%	49%	49%	51%	**	50%	50%	37%	49%	31%	46%	62%	49%
															m	mnp	m
Check the credibility of the information (authors name or link to original publication)	834	694	77	40	24	834	706	122	**	803	803	24	828	105	253	476	834
	41%	41%	44%	40%	44%	41%	41%	43%	**	43%	42%	27%	42%	22%	38%	55%	41%
											k		k		m	mnp	m
Check whether the site looks professional	678	571	65	26	17	678	570	105	**	645	655	21	676	74	203	401	678
	34%	34%	37%	26%	31%	34%	33%	37%	**	35%	35%	22%	34%	15%	30%	47%	34%
															m	mnp	m
Check whether the site is regularly updated	537	442	54	28	13	537	451	83	**	500	515	22	536	98	156	283	537
	27%	26%	32%	28%	24%	27%	26%	29%	**	27%	27%	24%	27%	20%	23%	33%	27%
																mnp	
Check whether people I trust use the site or sites	507	432	43	16	15	507	435	72	**	476	487	16	503	91	136	278	507
	25%	26%	25%	16%	29%	25%	25%	25%	**	25%	26%	18%	25%	19%	20%	32%	25%
		c			c	c										mnp	
Make checks in other ways	50	47	2	2	*	50	46	4	**	49	48	2	50	5	16	30	50
	2%	3%	1%	2%	1%	2%	3%	2%	**	3%	3%	2%	3%	1%	2%	3%	2%

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Base : All who go online (excluding those responding by post) who consider the truthfulness of online information

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l	NARROW (1-10) m	MEDIUM (11-15) n	BROAD (16-20) o	ALL USERS p
Significance Level: 99%																	
Unweighted total	2140	1386	252	256	246	2140	1880	245	85	2004	1982	121	2103	522	753	863	2140
Effective Weighted Sample	1457	1113	195	190	167	1457	1290	170	64	1356	1352	86	1433	355	508	595	1457
Total	2017	1692	172	100	53	2017	1721	286	102	1866	1896	92	1988	488	666	861	2017
ANY CHECKS MADE	1743	1454	156	85	47	1743	1486	246	**	1626	1656	66	1722	381	573	788	1743
	86%	86%	90%	85%	89%	86%	86%	86%	**	87%	87%	72%	87%	78%	86%	92%	86%
											k		k		m	mnp	m
I don't make any checks	184	158	13	9	4	184	156	28	**	161	163	17	180	69	71	44	184
	9%	9%	8%	9%	8%	9%	9%	10%	**	9%	9%	18%	9%	14%	11%	5%	9%
												jl		op	o		o
Don't know	90	79	3	6	2	90	79	11	**	79	78	9	87	38	23	28	90
	4%	5%	2%	6%	3%	4%	5%	4%	**	4%	4%	10%	4%	8%	3%	3%	4%
														no			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)

Base : All who go online (excluding those responding by post)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	396	435	505	418	402	620	2776	1394	1350	801	796	493	649	1597	1142	2776
Effective Weighted Sample	1900	288	322	358	293	266	466	1900	906	971	544	565	345	450	1108	766	1900
Total	2641	423	489	487	487	372	383	2641	1288	1320	759	738	583	520	1497	1102	2641
If the site looks secure (has the padlock symbol or uses 'https')	1790	248	293	328	361	284	277	1790	856	920	538	525	373	338	1063	710	1790
	68%	59%	60%	67%	74%	77%	72%	68%	66%	70%	71%	71%	64%	65%	71%	64%	68%
				ab	abg	ab	ab	ab							o		
If I'm familiar with the company or brand	1598	205	261	301	335	241	254	1598	790	793	512	488	313	266	1000	579	1598
	61%	49%	53%	62%	69%	65%	66%	61%	61%	60%	67%	66%	54%	51%	67%	53%	61%
			a	abg	ab	ab	ab	a			lmop	lmo			lmop		mo
If there is a link to another reputable service like PayPal	1280	189	225	233	257	179	196	1280	628	640	373	396	264	229	768	493	1280
	48%	45%	46%	48%	53%	48%	51%	48%	49%	49%	49%	54%	45%	44%	51%	45%	48%
												mo			mo		
If there is a guarantee my details won't be shared with anyone else	1002	157	169	180	178	155	163	1002	492	501	333	262	223	166	595	389	1002
	38%	37%	35%	37%	37%	42%	43%	38%	38%	38%	44%	36%	38%	32%	40%	35%	38%
											kmo				m		
If the site is recommended by friends/family	534	108	106	91	99	70	58	534	252	277	149	165	106	98	314	204	534
	20%	26%	22%	19%	20%	19%	15%	20%	20%	21%	20%	22%	18%	19%	21%	19%	20%
		f															
If the site is listed by a search engine such as Google or Bing	391	91	65	66	71	45	52	391	204	175	120	126	67	71	246	138	391
	15%	22%	13%	14%	15%	12%	14%	15%	16%	13%	16%	17%	11%	14%	16%	13%	15%
		bcefg															
If it's the only way to get the service or product I want	340	79	63	67	65	35	31	340	177	158	110	107	61	54	217	115	340
	13%	19%	13%	14%	13%	9%	8%	13%	14%	12%	15%	15%	10%	10%	15%	10%	13%
		efg						f							o		

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IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)

Base : All who go online (excluding those responding by post)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	396	435	505	418	402	620	2776	1394	1350	801	796	493	649	1597	1142	2776
Effective Weighted Sample	1900	288	322	358	293	266	466	1900	906	971	544	565	345	450	1108	766	1900
Total	2641	423	489	487	487	372	383	2641	1288	1320	759	738	583	520	1497	1102	2641
Something else	47	7	12	9	7	5	8	47	20	26	19	17	4	7	37	11	47
	2%	2%	2%	2%	1%	1%	2%	2%	2%	2%	3%	2%	1%	1%	2%	1%	2%
I enter my credit or debit card details online whenever they are required	62	4	13	5	16	10	14	62	35	26	18	21	14	9	39	23	62
	2%	1%	3%	1%	3%	3%	4%	2%	3%	2%	2%	3%	2%	2%	3%	2%	2%
I don't buy things online	61	8	5	5	12	14	15	61	29	30	7	12	15	24	20	39	61
	2%	2%	1%	1%	2%	4%	4%	2%	2%	2%	1%	2%	3%	5%	1%	4%	2%
							c							jkn		j	
Don't know	82	16	25	16	11	7	6	82	26	51	5	18	17	35	23	52	82
	3%	4%	5%	3%	2%	2%	2%	3%	2%	4%	1%	2%	3%	7%	2%	5%	3%
			f											jkn		j	j

SUMMARY CODES

ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED

670	138	121	119	126	77	88	670	350	305	213	213	119	112	426	231	670
25%	33%	25%	25%	26%	21%	23%	25%	27%	23%	28%	29%	20%	22%	28%	21%	25%
	efg									o	lmo			lmo		

ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED

1828	260	338	346	337	274	273	1828	883	934	534	494	432	349	1028	781	1828
69%	62%	69%	71%	69%	74%	71%	69%	69%	71%	70%	67%	74%	67%	69%	71%	69%
					a	a	a									

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)

Base : All who go online (excluding those responding by post)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	1807	338	323	308	2776	2441	316	122	2548	2537	179	2716	801	945	1010	2776
Effective Weighted Sample	1900	1452	263	242	200	1900	1682	219	94	1728	1741	124	1859	550	633	703	1900
Total	2641	2215	231	126	69	2641	2268	361	143	2387	2453	138	2591	764	832	1021	2641
If the site looks secure (has the padlock symbol or uses 'https')	1790	1491	167	87	46	1790	1524	264	55	1682	1680	94	1774	319	624	848	1790
	68%	67%	72%	69%	66%	68%	67%	73%	39%	70%	68%	68%	68%	42%	75%	83%	68%
										h					mp	mnp	m
If I'm familiar with the company or brand	1598	1340	146	70	41	1598	1362	234	49	1508	1510	71	1581	265	526	807	1598
	61%	60%	63%	56%	60%	61%	60%	65%	35%	63%	62%	51%	61%	35%	63%	79%	61%
										h					m	mnp	m
If there is a link to another reputable service like PayPal	1280	1065	115	63	37	1280	1090	182	44	1202	1206	63	1270	219	428	632	1280
	48%	48%	50%	50%	54%	48%	48%	51%	31%	50%	49%	46%	49%	29%	51%	62%	48%
										h					m	mnp	m
If there is a guarantee my details won't be shared with anyone else	1002	841	91	48	23	1002	856	143	49	936	942	49	992	217	337	448	1002
	38%	38%	39%	38%	33%	38%	38%	40%	34%	39%	38%	36%	38%	28%	41%	44%	38%
															m	mp	m
If the site is recommended by friends/family	534	447	49	25	13	534	445	85	23	495	509	22	530	93	153	287	534
	20%	20%	21%	20%	18%	20%	20%	24%	16%	21%	21%	16%	20%	12%	18%	28%	20%
															m	mnp	m
If the site is listed by a search engine such as Google or Bing	391	321	41	19	10	391	339	50	22	356	376	12	389	67	130	194	391
	15%	14%	18%	15%	15%	15%	15%	14%	15%	15%	15%	9%	15%	9%	16%	19%	15%
															m	mp	m

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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Base : All who go online (excluding those responding by post)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	1807	338	323	308	2776	2441	316	122	2548	2537	179	2716	801	945	1010	2776
Effective Weighted Sample	1900	1452	263	242	200	1900	1682	219	94	1728	1741	124	1859	550	633	703	1900
Total	2641	2215	231	126	69	2641	2268	361	143	2387	2453	138	2591	764	832	1021	2641
If it's the only way to get the service or product I want	340	283	33	15	9	340	302	38	22	315	323	16	339	77	103	161	340
	13%	13%	14%	12%	13%	13%	13%	10%	16%	13%	13%	12%	13%	10%	12%	16%	13%
Something else	47	41	3	4	*	47	45	2	4	43	45	2	46	10	10	27	47
	2%	2%	1%	3%	*%	2%	2%	1%	3%	2%	2%	1%	2%	1%	1%	3%	2%
I enter my credit or debit card details online whenever they are required	62	58	*	1	3	62	50	13	4	54	55	5	60	26	26	10	62
	2%	3%	*%	1%	4%	2%	2%	3%	3%	2%	2%	4%	2%	3%	3%	1%	2%
I don't buy things online	61	53	5	3	-	61	50	11	7	41	46	9	55	50	5	3	61
	2%	2%	2%	2%	-%	2%	2%	3%	5%	2%	2%	6%	2%	7%	1%	*%	2%
Don't know	82	73	4	4	1	82	75	7	7	52	76	3	79	44	11	9	82
	3%	3%	2%	3%	1%	3%	3%	2%	5%	2%	3%	2%	3%	6%	1%	1%	3%
														nop			o

SUMMARY CODES

ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED

670	559	60	31	19	670	581	86	40	612	633	32	665	161	227	282	670
25%	25%	26%	25%	28%	25%	26%	24%	28%	26%	26%	23%	26%	21%	27%	28%	25%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)

Base : All who go online (excluding those responding by post)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l	NARROW (1-10) m	MEDIUM (11-15) n	BROAD (16-20) o	ALL USERS p
Significance Level: 99%																	
Unweighted total	2776	1807	338	323	308	2776	2441	316	122	2548	2537	179	2716	801	945	1010	2776
Effective Weighted Sample	1900	1452	263	242	200	1900	1682	219	94	1728	1741	124	1859	550	633	703	1900
Total	2641	2215	231	126	69	2641	2268	361	143	2387	2453	138	2591	764	832	1021	2641
ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED	1828 69%	1531 69%	161 70%	88 70%	49 71%	1828 69%	1563 69%	257 71%	89 62%	1682 70%	1697 69%	94 68%	1792 69%	509 67%	589 71%	728 71%	1828 69%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

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 99% confidence level.

IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)

Base : All who go online (excluding those responding by post) who say they buy things online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2712	388	430	499	408	393	594	2712	1364	1318	791	783	483	621	1574	1104	2712
Effective Weighted Sample	1854	282	318	353	286	259	443	1854	886	947	537	555	337	429	1091	740	1854
Total	2580	415	484	482	475	357	367	2580	1260	1290	752	726	568	496	1477	1063	2580
If the site looks secure (has the padlock symbol or uses 'https')	1790	248	293	328	361	284	277	1790	856	920	538	525	373	338	1063	710	1790
	69%	60%	60%	68%	76%	80%	75%	69%	68%	71%	72%	72%	66%	68%	72%	67%	69%
					ab	abcb	ab	ab									
If I'm familiar with the company or brand	1598	205	261	301	335	241	254	1598	790	793	512	488	313	266	1000	579	1598
	62%	50%	54%	62%	70%	67%	69%	62%	63%	61%	68%	67%	55%	54%	68%	54%	62%
				a	abg	ab	abg	ab			lmop	lmo			lmop		mo
If there is a link to another reputable service like PayPal	1280	189	225	233	257	179	196	1280	628	640	373	396	264	229	768	493	1280
	50%	46%	46%	48%	54%	50%	53%	50%	50%	50%	50%	55%	46%	46%	52%	46%	50%
												o					
If there is a guarantee my details won't be shared with anyone else	1002	157	169	180	178	155	163	1002	492	501	333	262	223	166	595	389	1002
	39%	38%	35%	37%	38%	43%	44%	39%	39%	39%	44%	36%	39%	34%	40%	37%	39%
							b				kmo						
If the site is recommended by friends/family	534	108	106	91	99	70	58	534	252	277	149	165	106	98	314	204	534
	21%	26%	22%	19%	21%	20%	16%	21%	20%	21%	20%	23%	19%	20%	21%	19%	21%
		f															
If the site is listed by a search engine such as Google or Bing	391	91	65	66	71	45	52	391	204	175	120	126	67	71	246	138	391
	15%	22%	14%	14%	15%	13%	14%	15%	16%	14%	16%	17%	12%	14%	17%	13%	15%
		bcefg															
If it's the only way to get the service or product I want	340	79	63	67	65	35	31	340	177	158	110	107	61	54	217	115	340
	13%	19%	13%	14%	14%	10%	9%	13%	14%	12%	15%	15%	11%	11%	15%	11%	13%
		efg						f									

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)

Base : All who go online (excluding those responding by post) who say they buy things online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2712	388	430	499	408	393	594	2712	1364	1318	791	783	483	621	1574	1104	2712
Effective Weighted Sample	1854	282	318	353	286	259	443	1854	886	947	537	555	337	429	1091	740	1854
Total	2580	415	484	482	475	357	367	2580	1260	1290	752	726	568	496	1477	1063	2580
Something else	47	7	12	9	7	5	8	47	20	26	19	17	4	7	37	11	47
	2%	2%	2%	2%	1%	1%	2%	2%	2%	2%	3%	2%	1%	1%	2%	1%	2%
I enter my credit or debit card details online whenever they are required	62	4	13	5	16	10	14	62	35	26	18	21	14	9	39	23	62
	2%	1%	3%	1%	3%	3%	4%	2%	3%	2%	2%	3%	2%	2%	3%	2%	2%
Don't know	82	16	25	16	11	7	6	82	26	51	5	18	17	35	23	52	82
	3%	4%	5%	3%	2%	2%	2%	3%	2%	4%	1%	3%	3%	7%	2%	5%	3%
			f									j	jknp		jn	jn	

SUMMARY CODES

ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED

670	138	121	119	126	77	88	670	350	305	213	213	119	112	426	231	670
26%	33%	25%	25%	27%	22%	24%	26%	28%	24%	28%	29%	21%	23%	29%	22%	26%
	efg									o	lo			lo		

ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED

1828	260	338	346	337	274	273	1828	883	934	534	494	432	349	1028	781	1828
71%	63%	70%	72%	71%	77%	74%	71%	70%	72%	71%	68%	76%	70%	70%	73%	71%
					a	a	a					k				

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)

Base : All who go online (excluding those responding by post) who say they buy things online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2712	1757	330	317	308	2712	2384	309	115	2502	2492	168	2660	748	940	1008	2712
Effective Weighted Sample	1854	1415	256	237	200	1854	1642	213	89	1696	1709	115	1819	512	629	702	1854
Total	2580	2162	226	123	69	2580	2218	350	136	2345	2407	129	2536	714	828	1018	2580
If the site looks secure (has the padlock symbol or uses 'https')	1790	1491	167	87	46	1790	1524	264	55	1682	1680	94	1774	319	624	848	1790
	69%	69%	74%	71%	66%	69%	69%	76%	41%	72% h	70%	73%	70%	45%	75% mp	83% mnp	69% m
If I'm familiar with the company or brand	1598	1340	146	70	41	1598	1362	234	49	1508	1510	71	1581	265	526	807	1598
	62%	62%	65%	57%	60%	62%	61%	67%	36%	64% h	63%	55%	62%	37%	63% m	79% mnp	62% m
If there is a link to another reputable service like PayPal	1280	1065	115	63	37	1280	1090	182	44	1202	1206	63	1270	219	428	632	1280
	50%	49%	51%	51%	54%	50%	49%	52%	33%	51% h	50%	49%	50%	31%	52% m	62% mnp	50% m
If there is a guarantee my details won't be shared with anyone else	1002	841	91	48	23	1002	856	143	49	936	942	49	992	217	337	448	1002
	39%	39%	40%	39%	33%	39%	39%	41%	36%	40%	39%	38%	39%	30%	41% m	44% m	39% m
If the site is recommended by friends/family	534	447	49	25	13	534	445	85	23	495	509	22	530	93	153	287	534
	21%	21%	22%	21%	18%	21%	20%	24%	17%	21%	21%	17%	21%	13%	18%	28% mnp	21% m
If the site is listed by a search engine such as Google or Bing	391	321	41	19	10	391	339	50	22	356	376	12	389	67	130	194	391
	15%	15%	18%	15%	15%	15%	15%	14%	16%	15%	16%	10%	15%	9%	16% m	19% m	15% m

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)

Base : All who go online (excluding those responding by post) who say they buy things online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 99%																	
Unweighted total	2712	1757	330	317	308	2712	2384	309	115	2502	2492	168	2660	748	940	1008	2712
Effective Weighted Sample	1854	1415	256	237	200	1854	1642	213	89	1696	1709	115	1819	512	629	702	1854
Total	2580	2162	226	123	69	2580	2218	350	136	2345	2407	129	2536	714	828	1018	2580
If it's the only way to get the service or product I want	340	283	33	15	9	340	302	38	22	315	323	16	339	77	103	161	340
	13%	13%	15%	12%	13%	13%	14%	11%	16%	13%	13%	13%	13%	11%	12%	16%	13%
Something else	47	41	3	4	*	47	45	2	4	43	45	2	46	10	10	27	47
	2%	2%	1%	3%	*%	2%	2%	1%	3%	2%	2%	1%	2%	1%	1%	3%	2%
I enter my credit or debit card details online whenever they are required	62	58	*	1	3	62	50	13	4	54	55	5	60	26	26	10	62
	2%	3%	*%	1%	4%	2%	2%	4%	3%	2%	2%	4%	2%	4%	3%	1%	2%
					b									o	o		
Don't know	82	73	4	4	1	82	75	7	7	52	76	3	79	44	11	9	82
	3%	3%	2%	3%	1%	3%	3%	2%	5%	2%	3%	3%	3%	6%	1%	1%	3%
														nop			o
SUMMARY CODES																	
ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED	670	559	60	31	19	670	581	86	40	612	633	32	665	161	227	282	670
	26%	26%	27%	25%	28%	26%	26%	25%	29%	26%	26%	24%	26%	22%	27%	28%	26%
ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED	1828	1531	161	88	49	1828	1563	257	89	1682	1697	94	1792	509	589	728	1828
	71%	71%	71%	71%	71%	71%	70%	73%	66%	72%	71%	73%	71%	71%	71%	71%	71%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN40. Lots of websites and apps now ask you to register your personal details with them, which if any of these things do you do before registering personal details online? By personal details we mean things like your email address, your home address or phone number, your date of birth and place of birth and so on. I look to see... (MULTI CODE)

Base : All who go online (excluding those responding by post)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	396	435	505	418	402	620	2776	1394	1350	801	796	493	649	1597	1142	2776
Effective Weighted Sample	1900	288	322	358	293	266	466	1900	906	971	544	565	345	450	1108	766	1900
Total	2641	423	489	487	487	372	383	2641	1288	1320	759	738	583	520	1497	1102	2641
If the site looks secure (has the padlock symbol or uses 'https')	1709	246	258	316	346	268	275	1709	825	866	521	498	341	333	1019	674	1709
	65%	58%	53%	65%	71%	72%	72%	65%	64%	66%	69%	68%	58%	64%	68%	61%	65%
			b	ab	ab	abg	b		lo	l				lo			
If I'm familiar with the company or brand	1496	207	239	264	309	231	246	1496	753	730	473	469	295	238	942	533	1496
	57%	49%	49%	54%	64%	62%	64%	57%	58%	55%	62%	64%	51%	46%	63%	48%	57%
				ab	ab	abcg			lmo	lmop				lmop		mo	
If there is a guarantee my details won't be shared with anyone else	1211	185	192	221	222	190	200	1211	586	610	394	344	247	211	738	458	1211
	46%	44%	39%	45%	46%	51%	52%	46%	45%	46%	52%	47%	42%	41%	49%	42%	46%
						b	b		lmo						mo		
If there is a link to another reputable service like PayPal	1037	159	176	180	200	150	171	1037	526	503	313	294	216	200	607	416	1037
	39%	38%	36%	37%	41%	40%	45%	39%	41%	38%	41%	40%	37%	39%	41%	38%	39%
If the site is recommended by friends/family	533	101	100	99	100	75	58	533	239	288	135	190	109	89	325	198	533
	20%	24%	20%	20%	20%	20%	15%	20%	19%	22%	18%	26%	19%	17%	22%	18%	20%
		f										jmop					
If it's the only way to get the service or product I want	402	72	53	78	92	63	44	402	233	167	131	117	95	55	247	150	402
	15%	17%	11%	16%	19%	17%	12%	15%	18%	13%	17%	16%	16%	11%	17%	14%	15%
				bf					i		m				m		
If the site is listed by a search engine such as Google or Bing	329	68	48	63	69	40	41	329	178	150	100	104	56	63	204	119	329
	12%	16%	10%	13%	14%	11%	11%	12%	14%	11%	13%	14%	10%	12%	14%	11%	12%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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IN40. Lots of websites and apps now ask you to register your personal details with them, which if any of these things do you do before registering personal details online? By personal details we mean things like your email address, your home address or phone number, your date of birth and place of birth and so on. I look to see... (MULTI CODE)

Base : All who go online (excluding those responding by post)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	396	435	505	418	402	620	2776	1394	1350	801	796	493	649	1597	1142	2776
Effective Weighted Sample	1900	288	322	358	293	266	466	1900	906	971	544	565	345	450	1108	766	1900
Total	2641	423	489	487	487	372	383	2641	1288	1320	759	738	583	520	1497	1102	2641
Something else	38	10	1	9	4	7	8	38	19	18	14	9	8	7	24	14	38
	1%	2%	*%	2%	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%
I register my details online whenever they are required	82	10	22	5	23	10	13	82	42	39	19	25	21	18	44	39	82
	3%	2%	5%	1%	5%	3%	3%	3%	3%	3%	2%	3%	4%	3%	3%	3%	3%
			c		c												
Don't know	151	26	42	30	18	22	13	151	57	86	18	37	38	47	54	84	151
	6%	6%	9%	6%	4%	6%	3%	6%	4%	7%	2%	5%	6%	9%	4%	8%	6%
			f									j	jnp		jn	j	j
SUMMARY CODES																	
ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED	707	126	109	122	162	100	87	707	389	314	220	211	156	111	431	268	707
	27%	30%	22%	25%	33%	27%	23%	27%	30%	24%	29%	29%	27%	21%	29%	24%	27%
				bf					i		m	m			m		
ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED	1783	271	338	336	307	249	282	1783	842	920	521	490	389	361	1012	750	1783
	68%	64%	69%	69%	63%	67%	74%	68%	65%	70%	69%	66%	67%	70%	68%	68%	68%
							adg										

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN40. Lots of websites and apps now ask you to register your personal details with them, which if any of these things do you do before registering personal details online? By personal details we mean things like your email address, your home address or phone number, your date of birth and place of birth and so on. I look to see... (MULTI CODE)

Base : All who go online (excluding those responding by post)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		TYPES OF INTERNET USE EVER MADE				
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l	NARROW (1-10) m	MEDIUM (11-15) n	BROAD (16-20) o	ALL USERS p
Unweighted total	2776	1807	338	323	308	2776	2441	316	122	2548	2537	179	2716	801	945	1010	2776
Effective Weighted Sample	1900	1452	263	242	200	1900	1682	219	94	1728	1741	124	1859	550	633	703	1900
Total	2641	2215	231	126	69	2641	2268	361	143	2387	2453	138	2591	764	832	1021	2641
If the site looks secure (has the padlock symbol or uses 'https')	1709 65%	1434 65%	151 66%	81 64%	43 62%	1709 65%	1442 64%	263 73% f	66 47%	1590 67% h	1593 65%	98 71%	1692 65%	343 45%	587 70% mp	779 76% mp	1709 65% m
If I'm familiar with the company or brand	1496 57%	1252 57%	136 59%	69 55%	39 57%	1496 57%	1280 56%	215 60%	44 31%	1412 59% h	1408 57%	74 53%	1481 57%	270 35%	501 60% m	725 71% mnp	1496 57% m
If there is a guarantee my details won't be shared with anyone else	1211 46%	1007 45%	119 51%	56 45%	29 43%	1211 46%	1032 45%	174 48%	43 30%	1145 48% h	1140 46%	61 44%	1200 46%	226 30%	419 50% m	566 55% mp	1211 46% m
If there is a link to another reputable service like PayPal	1037 39%	855 39%	94 41%	56 45%	31 46%	1037 39%	885 39%	149 41%	42 29%	972 41%	978 40%	52 38%	1030 40%	204 27%	373 45% m	458 45% mp	1037 39% m
If the site is recommended by friends/family	533 20%	446 20%	50 21%	23 19%	14 20%	533 20%	456 20%	73 20%	23 16%	496 21%	506 21%	23 17%	530 20%	102 13%	181 22% m	250 24% m	533 20% m
If it's the only way to get the service or product I want	402 15%	340 15%	33 14%	16 13%	12 18%	402 15%	351 15%	50 14%	15 11%	380 16%	383 16%	17 12%	400 15%	75 10%	123 15%	203 20% mp	402 15% m

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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IN40. Lots of websites and apps now ask you to register your personal details with them, which if any of these things do you do before registering personal details online? By personal details we mean things like your email address, your home address or phone number, your date of birth and place of birth and so on. I look to see... (MULTI CODE)

Base : All who go online (excluding those responding by post)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		TYPES OF INTERNET USE EVER MADE				
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l	NARROW (1-10) m	MEDIUM (11-15) n	BROAD (16-20) o	ALL USERS p
Unweighted total	2776	1807	338	323	308	2776	2441	316	122	2548	2537	179	2716	801	945	1010	2776
Effective Weighted Sample	1900	1452	263	242	200	1900	1682	219	94	1728	1741	124	1859	550	633	703	1900
Total	2641	2215	231	126	69	2641	2268	361	143	2387	2453	138	2591	764	832	1021	2641
If the site is listed by a search engine such as Google or Bing	329 12%	272 12%	34 15%	13 10%	10 15%	329 12%	276 12%	52 14%	18 13%	304 13%	314 13%	12 9%	326 13%	57 7%	106 13% m	166 16% m	329 12% m
Something else	38 1%	34 2%	3 1%	1 1%	* 1%	38 1%	37 2%	1 *%	2 2%	36 2%	36 1%	1 1%	37 1%	8 1%	12 1%	17 2%	38 1%
I register my details online whenever they are required	82 3%	75 3%	4 2%	2 1%	2 3%	82 3%	68 3%	14 4%	3 2%	73 3%	74 3%	4 3%	78 3%	33 4%	25 3%	24 2%	82 3%
Don't know	151 6%	134 6%	10 4%	6 5%	1 2%	151 6%	134 6%	17 5%	22 15% i	102 4%	131 5%	10 7%	140 5%	78 10% nop	25 3%	28 3%	151 6% no

SUMMARY CODES

ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED

707 27%	598 27%	61 26%	28 22%	20 29%	707 27%	608 27%	98 27%	30 21%	660 28%	667 27%	31 22%	698 27%	153 20%	220 26% m	334 33% mp	707 27% m
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ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED

1783 68%	1483 67%	160 69%	92 73%	48 69%	1783 68%	1527 67%	245 68%	91 64%	1626 68%	1655 67%	98 71%	1753 68%	533 70%	588 71%	660 65%	1783 68%
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Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN45. Have you used search engines such as Google or Bing in the last year? (SINGLE CODE)

Base : All who go online (excluding those responding by post)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	396	435	505	418	402	620	2776	1394	1350	801	796	493	649	1597	1142	2776
Effective Weighted Sample	1900	288	322	358	293	266	466	1900	906	971	544	565	345	450	1108	766	1900
Total	2641	423	489	487	487	372	383	2641	1288	1320	759	738	583	520	1497	1102	2641
Yes	2461	378	439	466	463	355	359	2461	1215	1219	735	696	547	453	1431	1000	2461
	93%	89%	90%	96%	95%	96%	94%	93%	94%	92%	97%	94%	94%	87%	96%	91%	93%
				ab		ab					mop	m	m		mop		m
No	120	30	27	16	15	13	20	120	56	63	21	29	22	42	51	65	120
	5%	7%	6%	3%	3%	3%	5%	5%	4%	5%	3%	4%	4%	8%	3%	6%	5%
														jknp		j	
Don't know	59	15	23	5	9	4	3	59	17	38	3	12	13	25	15	38	59
	2%	4%	5%	1%	2%	1%	1%	2%	1%	3%	*%	2%	2%	5%	1%	3%	2%
		f	cef									j	jknp		jn	j	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN45. Have you used search engines such as Google or Bing in the last year? (SINGLE CODE)

Base : All who go online (excluding those responding by post)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l	NARROW (1-10) m	MEDIUM (11-15) n	BROAD (16-20) o	ALL USERS p
Significance Level: 99%																	
Unweighted total	2776	1807	338	323	308	2776	2441	316	122	2548	2537	179	2716	801	945	1010	2776
Effective Weighted Sample	1900	1452	263	242	200	1900	1682	219	94	1728	1741	124	1859	550	633	703	1900
Total	2641	2215	231	126	69	2641	2268	361	143	2387	2453	138	2591	764	832	1021	2641
Yes	2461	2056	220	118	66	2461	2105	347	110	2265	2305	120	2424	636	806	1011	2461
	93%	93%	95%	94%	96%	93%	93%	96%	77%	95%	94%	86%	94%	83%	97%	99%	93%
										h	k		k		mp	mnp	m
No	120	105	9	4	3	120	109	9	21	88	98	15	113	89	18	7	120
	5%	5%	4%	3%	4%	5%	5%	2%	14%	4%	4%	11%	4%	12%	2%	1%	5%
									i			jl		nop			no
Don't know	59	53	2	4	*	59	55	5	12	33	51	4	55	39	8	3	59
	2%	2%	1%	3%	1%	2%	2%	1%	9%	1%	2%	3%	2%	5%	1%	*%	2%
									i					nop			o

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN46. When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which one of these is closest to your opinion about the level of accuracy or bias of the information detailed in the websites that appear in the results pages? (SINGLE CODE)

Base : All who go online (excluding those responding by post) who have used search engines in the last year

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2603	362	397	483	398	387	576	2603	1318	1259	774	760	463	578	1534	1041	2603
Effective Weighted Sample	1775	260	293	342	278	254	434	1775	859	899	526	536	325	398	1061	696	1775
Total	2461	378	439	466	463	355	359	2461	1215	1219	735	696	547	453	1431	1000	2461
I think that if they have been listed by the search engine, these websites will have accurate and unbiased information	442	118	104	84	62	34	38	442	217	217	147	96	105	92	243	196	442
	18%	31%	24%	18%	13%	10%	11%	18%	18%	18%	20%	14%	19%	20%	17%	20%	18%
		cdefg	def	ef				ef			k			k		k	
I think that some of the websites will be accurate or unbiased and some won't be	1600	202	271	298	319	252	258	1600	821	773	500	502	338	242	1002	580	1600
	65%	53%	62%	64%	69%	71%	72%	65%	68%	63%	68%	72%	62%	53%	70%	58%	65%
				a	a	a	abg	a			mo	lmop			lmop		mo
I don't really think about whether or not they have accurate or unbiased information, I just use the sites I like the look of	253	30	34	55	56	39	38	253	132	115	70	62	61	57	132	118	253
	10%	8%	8%	12%	12%	11%	11%	10%	11%	9%	9%	9%	11%	13%	9%	12%	10%
Don't know	166	27	30	29	25	30	25	166	45	115	18	36	43	62	55	105	166
	7%	7%	7%	6%	5%	9%	7%	7%	4%	9%	3%	5%	8%	14%	4%	10%	7%
										h			jn	jknp		jknp	jn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN46. When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which one of these is closest to your opinion about the level of accuracy or bias of the information detailed in the websites that appear in the results pages? (SINGLE CODE)

Base : All who go online (excluding those responding by post) who have used search engines in the last year

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		TYPES OF INTERNET USE EVER MADE				
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l	NARROW (1-10) m	MEDIUM (11-15) n	BROAD (16-20) o	ALL USERS p
Unweighted total	2603	1682	322	305	294	2603	2283	305	96	2422	2400	157	2557	674	922	1000	2603
Effective Weighted Sample	1775	1349	251	227	190	1775	1566	211	74	1638	1639	110	1744	458	618	697	1775
Total	2461	2056	220	118	66	2461	2105	347	110	2265	2305	120	2424	636	806	1011	2461
I think that if they have been listed by the search engine, these websites will have accurate and unbiased information	442 18%	363 18%	42 19%	21 18%	16 24%	442 18%	397 19%	37 11%	** **	375 17%	422 18%	14 12%	436 18%	180 28%	141 18%	119 12%	442 18%
I think that some of the websites will be accurate or unbiased and some won't be	1600 65%	1341 65%	144 65%	75 63%	41 63%	1600 65%	1347 64%	251 72%	** **	1527 67%	1507 65%	79 66%	1586 65%	301 47%	529 66%	769 76%	1600 65%
I don't really think about whether or not they have accurate or unbiased information, I just use the sites I like the look of	253 10%	209 10%	24 11%	13 11%	7 10%	253 10%	208 10%	45 13%	** **	231 10%	231 10%	16 13%	247 10%	71 11%	92 11%	89 9%	253 10%
Don't know	166 7%	144 7%	11 5%	9 8%	2 3%	166 7%	152 7%	14 4%	** **	133 6%	144 6%	11 9%	156 6%	84 13%	43 5%	33 3%	166 7%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN47. Here's an image from a Google search for 'walking boots'. Do any of these apply to the first four results that are listed on the left? (MULTI CODE)

Base : All who go online (excluding those responding by post) who have used search engines in the last year

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2603	362	397	483	398	387	576	2603	1318	1259	774	760	463	578	1534	1041	2603
Effective Weighted Sample	1775	260	293	342	278	254	434	1775	859	899	526	536	325	398	1061	696	1775
Total	2461	378	439	466	463	355	359	2461	1215	1219	735	696	547	453	1431	1000	2461
These are adverts/ sponsored links/ paid to appear here	1865	265	320	356	375	288	261	1865	946	900	580	572	393	302	1153	695	1865
	76%	70%	73%	76%	81%	81%	73%	76%	78%	74%	79%	82%	72%	67%	81%	69%	76%
				a	a						mo	lmop			lmop		mo
These are the best results/ the most relevant results	515	101	111	103	97	43	59	515	262	251	161	132	111	104	293	215	515
	21%	27%	25%	22%	21%	12%	16%	21%	22%	21%	22%	19%	20%	23%	20%	22%	21%
		ef	ef	e	e			e									
These are most popular results used by other people	437	95	83	78	60	52	68	437	211	220	129	118	92	94	248	186	437
	18%	25%	19%	17%	13%	15%	19%	18%	17%	18%	18%	17%	17%	21%	17%	19%	18%
		deg															
Something else	15	4	*	3	2	3	3	15	8	7	10	4	-	1	14	1	15
	1%	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%	1%	-%	*%	1%	*%	1%
											o						
ONLY SELECTED THE CORRECT RESPONSE - ADVERTS/ SPONSORED LINKS/ PAID TO APPEAR	1525	203	259	290	315	250	210	1525	768	740	476	459	335	241	934	576	1525
	62%	54%	59%	62%	68%	70%	58%	62%	63%	61%	65%	66%	61%	53%	65%	58%	62%
				a	a	abf					m	mo			mo		m
Don't know	148	13	20	27	24	21	42	148	56	90	22	30	40	48	52	88	148
	6%	4%	5%	6%	5%	6%	12%	6%	5%	7%	3%	4%	7%	11%	4%	9%	6%
							abcdeg						jn	jknp		jkn	jn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN47. Here's an image from a Google search for 'walking boots'. Do any of these apply to the first four results that are listed on the left? (MULTI CODE)

Base : All who go online (excluding those responding by post) who have used search engines in the last year

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	p
Unweighted total	2603	1682	322	305	294	2603	2283	305	96	2422	2400	157	2557	674	922	1000	2603
Effective Weighted Sample	1775	1349	251	227	190	1775	1566	211	74	1638	1639	110	1744	458	618	697	1775
Total	2461	2056	220	118	66	2461	2105	347	110	2265	2305	120	2424	636	806	1011	2461
These are adverts/ sponsored links/ paid to appear here	1865 76%	1563 76%	166 75%	92 78%	44 67%	1865 76%	1583 75%	277 80%	** **	1753 77%	1766 77%	82 69%	1848 76%	352 55%	613 76% m	897 89% mnp	1865 76% m
These are the best results/ the most relevant results	515 21%	432 21%	44 20%	19 16%	19 29% c	515 21%	458 22%	54 16%	** **	472 21%	487 21%	21 17%	508 21%	149 23%	183 23%	181 18%	515 21%
These are most popular results used by other people	437 18%	370 18%	36 16%	19 16%	11 17%	437 18%	386 18%	45 13%	** **	398 18%	411 18%	20 16%	431 18%	114 18%	157 20%	165 16%	437 18%
Something else	15 1%	13 1%	1 1%	* *%	* *%	15 1%	14 1%	1 *%	** **	13 1%	14 1%	- -%	14 1%	1 *%	7 1%	7 1%	15 1%
ONLY SELECTED THE CORRECT RESPONSE - ADVERTS/ SPONSORED LINKS/ PAID TO APPEAR	1525 62%	1273 62%	138 63%	77 66%	37 55%	1525 62%	1282 61%	242 70%	** **	1428 63%	1443 63%	67 56%	1510 62%	302 48%	496 62% m	723 72% mnp	1525 62% m
Don't know	148 6%	123 6%	14 6%	6 5%	4 6%	148 6%	123 6%	25 7%	** **	122 5%	119 5%	22 18%	140 6%	92 14%	31 4%	21 2%	148 6% o

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

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

Base : All who go online (excluding those responding by post)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	396	435	505	418	402	620	2776	1394	1350	801	796	493	649	1597	1142	2776
Effective Weighted Sample	1900	288	322	358	293	266	466	1900	906	971	544	565	345	450	1108	766	1900
Total	2641	423	489	487	487	372	383	2641	1288	1320	759	738	583	520	1497	1102	2641
Everyone will see exactly the same adverts as me	485	106	97	95	64	48	74	485	257	224	147	98	124	111	245	235	485
	18%	25%	20%	19%	13%	13%	19%	18%	20%	17%	19%	13%	21%	21%	16%	21%	18%
		deg									k		k	k		kn	k
Some people might see different adverts from the ones that I see	1809	297	340	334	367	267	203	1809	912	878	536	563	379	310	1099	689	1809
	68%	70%	70%	68%	75%	72%	53%	68%	71%	67%	71%	76%	65%	60%	73%	62%	68%
		f	f	f	f	f		f			mo	lmop			lmop		mo
Don't know	347	20	51	59	56	56	106	347	119	218	77	76	80	99	153	179	347
	13%	5%	11%	12%	11%	15%	28%	13%	9%	16%	10%	10%	14%	19%	10%	16%	13%
			a	a	a	a	abcdeg	a		h				jkn		jkn	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

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

Base : All who go online (excluding those responding by post)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	1807	338	323	308	2776	2441	316	122	2548	2537	179	2716	801	945	1010	2776
Effective Weighted Sample	1900	1452	263	242	200	1900	1682	219	94	1728	1741	124	1859	550	633	703	1900
Total	2641	2215	231	126	69	2641	2268	361	143	2387	2453	138	2591	764	832	1021	2641
Everyone will see exactly the same adverts as me	485	415	34	22	15	485	430	48	67	404	450	20	470	229	164	92	485
	18%	19%	15%	18%	21%	18%	19%	13%	47%	17%	18%	14%	18%	30%	20%	9%	18%
									i					nop	o		o
Some people might see different adverts from the ones that I see	1809	1504	167	88	51	1809	1546	258	49	1704	1728	69	1797	362	582	861	1809
	68%	68%	72%	70%	73%	68%	68%	72%	34%	71%	70%	50%	69%	47%	70%	84%	68%
									h	h	k		k		m	mnp	m
Don't know	347	297	31	16	4	347	293	54	27	279	275	49	324	173	87	68	347
	13%	13%	13%	13%	6%	13%	13%	15%	19%	12%	11%	36%	13%	23%	10%	7%	13%
		d	d			d						jl		nop			o

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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

Base : All who go online (excluding those responding by post)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	396	435	505	418	402	620	2776	1394	1350	801	796	493	649	1597	1142	2776
Effective Weighted Sample	1900	288	322	358	293	266	466	1900	906	971	544	565	345	450	1108	766	1900
Total	2641	423	489	487	487	372	383	2641	1288	1320	759	738	583	520	1497	1102	2641
Using cookies to collect information about the websites people visit or what products and services interest them	2034	280	350	370	396	315	324	2034	1036	981	627	595	415	375	1222	790	2034
	77%	66%	72%	76%	81%	85%	85%	77%	80%	74%	83%	81%	71%	72%	82%	72%	77%
				a	ab	abcg	abcg	a	i		lmop	lmo			lmop		o
Collecting information from social media accounts – i.e. about users' interests, "likes", location, preferences and so on	1697	257	286	310	348	270	225	1697	866	817	568	498	341	273	1066	614	1697
	64%	61%	58%	64%	71%	73%	59%	64%	67%	62%	75%	68%	58%	53%	71%	56%	64%
				abf	abfg						klmop	lmo			lmop		mo
Asking customers to 'register' with a website or app and to opt in/ opt out of receiving further information from them or their partners	1605	219	251	295	324	255	259	1605	802	793	525	493	322	246	1018	569	1605
	61%	52%	51%	61%	67%	69%	68%	61%	62%	60%	69%	67%	55%	47%	68%	52%	61%
					ab	ab	abg	ab			lmop	lmop			lmop		mo
Using apps on smartphones to collect data on users' locations or what products and services interest them	1385	176	225	245	312	228	200	1385	725	651	456	440	268	202	897	470	1385
	52%	42%	46%	50%	64%	61%	52%	52%	56%	49%	60%	60%	46%	39%	60%	43%	52%
					abcfg	abcg	a	a	i		lmop	lmop			lmop		mo

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

Base : All who go online (excluding those responding by post)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	396	435	505	418	402	620	2776	1394	1350	801	796	493	649	1597	1142	2776
Effective Weighted Sample	1900	288	322	358	293	266	466	1900	906	971	544	565	345	450	1108	766	1900
Total	2641	423	489	487	487	372	383	2641	1288	1320	759	738	583	520	1497	1102	2641
TOTAL - AWARE OF ANY OF THESE WAYS THAT COMPANIES CAN COLLECT INFORMATION ABOUT ME	2405	383	436	448	442	346	351	2405	1204	1178	734	680	519	441	1414	961	2405
	91%	90%	89%	92%	91%	93%	92%	91%	93%	89%	97%	92%	89%	85%	94%	87%	91%
									i		klmop	mo		lmop		mo	
TOTAL - AWARE OF ALL OF THESE WAYS	1056	120	166	177	254	189	151	1056	559	491	364	358	186	138	723	324	1056
	40%	28%	34%	36%	52%	51%	39%	40%	43%	37%	48%	49%	32%	27%	48%	29%	40%
					abcfg	abcfg	a	a	i		lmop	lmop			lmop		lmo
Not aware of any of these / Not aware that companies collect information about what people do online	54	9	13	7	10	6	10	54	29	25	7	14	15	17	22	32	54
	2%	2%	3%	2%	2%	2%	3%	2%	2%	2%	1%	2%	3%	3%	1%	3%	2%
Don't know	181	32	40	31	36	20	22	181	56	117	18	43	48	62	61	110	181
	7%	8%	8%	6%	7%	5%	6%	7%	4%	9%	2%	6%	8%	12%	4%	10%	7%
										h		j	jn	jknp		jknp	jn

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

Base : All who go online (excluding those responding by post)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	1807	338	323	308	2776	2441	316	122	2548	2537	179	2716	801	945	1010	2776
Effective Weighted Sample	1900	1452	263	242	200	1900	1682	219	94	1728	1741	124	1859	550	633	703	1900
Total	2641	2215	231	126	69	2641	2268	361	143	2387	2453	138	2591	764	832	1021	2641
Using cookies to collect information about the websites people visit or what products and services interest them	2034	1696	180	104	54	2034	1724	305	68	1915	1908	102	2009	413	682	939	2034
	77%	77%	78%	83%	79%	77%	76%	85%	48%	80%	78%	74%	78%	54%	82%	92%	77%
								f		h					mp	mnp	m
Collecting information from social media accounts – i.e. about users' interests, "likes", location, preferences and so on	1697	1428	143	79	46	1697	1435	252	61	1597	1613	66	1680	308	558	829	1697
	64%	64%	62%	63%	66%	64%	63%	70%	43%	67%	66%	48%	65%	40%	67%	81%	64%
										h	k		k		m	mnp	m
Asking customers to 'register' with a website or app and to opt in/ opt out of receiving further information from them or their partners	1605	1343	151	70	41	1605	1361	242	53	1511	1517	72	1589	271	534	799	1605
	61%	61%	65%	56%	59%	61%	60%	67%	37%	63%	62%	52%	61%	35%	64%	78%	61%
										h					m	mnp	m
Using apps on smartphones to collect data on users' locations or what products and services interest them	1385	1162	125	64	34	1385	1179	201	43	1320	1330	50	1380	180	438	767	1385
	52%	52%	54%	51%	50%	52%	52%	56%	30%	55%	54%	36%	53%	24%	53%	75%	52%
										h	k		k		m	mnp	m

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

Base : All who go online (excluding those responding by post)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	1807	338	323	308	2776	2441	316	122	2548	2537	179	2716	801	945	1010	2776
Effective Weighted Sample	1900	1452	263	242	200	1900	1682	219	94	1728	1741	124	1859	550	633	703	1900
Total	2641	2215	231	126	69	2641	2268	361	143	2387	2453	138	2591	764	832	1021	2641
TOTAL - AWARE OF ANY OF THESE WAYS THAT COMPANIES CAN COLLECT INFORMATION ABOUT ME	2405	2011	212	119	63	2405	2056	337	115	2225	2257	114	2371	626	787	991	2405
	91%	91%	92%	95%	91%	91%	91%	93%	80%	93%	92%	82%	91%	82%	95%	97%	91%
										h	k		k		mp	mp	m
TOTAL - AWARE OF ALL OF THESE WAYS	1056	883	99	46	28	1056	880	175	19	1018	1020	33	1053	95	318	642	1056
	40%	40%	43%	36%	40%	40%	39%	49%	13%	43%	42%	24%	41%	12%	38%	63%	40%
								f		h	k		k		m	mnp	m
Not aware of any of these / Not aware that companies collect information about what people do online	54	47	4	1	2	54	45	9	9	37	41	11	51	30	17	7	54
	2%	2%	2%	1%	3%	2%	2%	2%	7%	2%	2%	8%	2%	4%	2%	1%	2%
									i			jl		o			
Don't know	181	157	15	5	4	181	167	15	18	125	156	14	169	109	29	23	181
	7%	7%	7%	4%	6%	7%	7%	4%	13%	5%	6%	10%	7%	14%	3%	2%	7%
									i					nop			no

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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Base : All who go online (excluding those responding by post)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	396	435	505	418	402	620	2776	1394	1350	801	796	493	649	1597	1142	2776
Effective Weighted Sample	1900	288	322	358	293	266	466	1900	906	971	544	565	345	450	1108	766	1900
Total	2641	423	489	487	487	372	383	2641	1288	1320	759	738	583	520	1497	1102	2641
I can choose to opt-out at any point and they will stop using my data	1149	167	184	198	242	174	185	1149	570	573	373	381	213	170	754	384	1149
	44%	40%	38%	41%	50%	47%	48%	44%	44%	43%	49%	52%	37%	33%	50%	35%	44%
				b			b				lmo	lmop			lmop		mo
They are clear about how they will use my information	1041	161	174	179	207	159	161	1041	524	512	343	335	204	144	678	348	1041
	39%	38%	35%	37%	42%	43%	42%	39%	41%	39%	45%	45%	35%	28%	45%	32%	39%
											lmo	lmo			lmop		mo
They reassure me they will not share my information with other companies	1004	136	162	165	206	161	175	1004	478	520	317	336	181	153	653	334	1004
	38%	32%	33%	34%	42%	43%	46%	38%	37%	39%	42%	46%	31%	29%	44%	30%	38%
						a	abcg				lmo	lmop			lmop		mo
They use it to send me relevant special offers/ discounts for products/ services they think I might like	760	148	136	141	147	99	88	760	384	368	228	225	173	120	453	293	760
	29%	35%	28%	29%	30%	27%	23%	29%	30%	28%	30%	30%	30%	23%	30%	27%	29%
		f										m			m		
I get something like access to a free service in return - like access to their public WiFi network	709	149	153	124	135	87	61	709	370	337	241	238	119	106	480	225	709
	27%	35%	31%	26%	28%	23%	16%	27%	29%	26%	32%	32%	20%	20%	32%	20%	27%
		cefg	f	f	f			f			lmo	lmo			lmop		mo

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

Table 63

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IN53. Please read the full list of statements below about how people feel about online companies collecting and using their personal information (e.g. their name, address, telephone number etc). If you agree with any of these statements, please just select them. I am happy for companies to collect and use my personal information if... (MULTI CODE)

Base : All who go online (excluding those responding by post)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	396	435	505	418	402	620	2776	1394	1350	801	796	493	649	1597	1142	2776
Effective Weighted Sample	1900	288	322	358	293	266	466	1900	906	971	544	565	345	450	1108	766	1900
Total	2641	423	489	487	487	372	383	2641	1288	1320	759	738	583	520	1497	1102	2641
I get a personalised service in return – like a weather update on my phone (based on my location)	673	141	148	132	124	79	49	673	394	273	247	207	121	94	453	215	673
	25%	33%	30%	27%	25%	21%	13%	25%	31%	21%	33%	28%	21%	18%	30%	20%	25%
		efg	f	f	f	f		f	i		lmop	mo			lmop		mo
They use it to show me adverts or information that might be more relevant to me	493	92	107	92	112	44	46	493	262	225	152	132	124	79	285	203	493
	19%	22%	22%	19%	23%	12%	12%	19%	20%	17%	20%	18%	21%	15%	19%	18%	19%
		ef	ef	f	ef			ef									
TOTAL - HAPPY FOR COMPANIES TO COLLECT AND USE MY PERSONAL INFORMATION	1917	350	376	353	352	237	248	1917	945	958	590	554	418	330	1144	748	1917
	73%	83%	77%	73%	72%	64%	65%	73%	73%	73%	78%	75%	72%	63%	76%	68%	73%
		cdefg	ef					ef			mo	mo			mo		m
I am not happy for companies to collect and use my personal information	549	39	72	93	108	118	119	549	280	256	153	143	116	129	296	245	549
	21%	9%	15%	19%	22%	32%	31%	21%	22%	19%	20%	19%	20%	25%	20%	22%	21%
				a	a	abcbg	abcdg	a									
Don't know	175	35	41	41	27	17	15	175	63	106	17	41	49	60	58	109	175
	7%	8%	8%	8%	6%	4%	4%	7%	5%	8%	2%	6%	8%	12%	4%	10%	7%
			f	f						h		j	jn	jknp		jknp	jn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

Table 63

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Base : All who go online (excluding those responding by post)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		TYPES OF INTERNET USE EVER MADE				
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l	NARROW (1-10) m	MEDIUM (11-15) n	BROAD (16-20) o	ALL USERS p
Unweighted total	2776	1807	338	323	308	2776	2441	316	122	2548	2537	179	2716	801	945	1010	2776
Effective Weighted Sample	1900	1452	263	242	200	1900	1682	219	94	1728	1741	124	1859	550	633	703	1900
Total	2641	2215	231	126	69	2641	2268	361	143	2387	2453	138	2591	764	832	1021	2641
I can choose to opt-out at any point and they will stop using my data	1149 44%	968 44%	101 44%	50 40%	31 44%	1149 44%	975 43%	171 47%	29 20%	1097 46% h	1083 44%	57 42%	1141 44%	167 22%	374 45% m	608 60% mnp	1149 44% m
They are clear about how they will use my information	1041 39%	872 39%	95 41%	46 37%	29 41%	1041 39%	893 39%	144 40%	25 18%	991 42% h	981 40%	52 37%	1032 40%	152 20%	336 40% m	553 54% mnp	1041 39% m
They reassure me they will not share my information with other companies	1004 38%	846 38%	94 41%	40 32%	24 35%	1004 38%	853 38%	145 40%	27 19%	954 40% h	936 38%	60 44%	996 38%	139 18%	343 41% m	521 51% mnp	1004 38% m
They use it to send me relevant special offers/ discounts for products/ services they think I might like	760 29%	655 30%	51 22%	31 24%	23 33%	760 29%	648 29%	107 30%	35 25%	702 29%	722 29%	32 23%	754 29%	132 17%	244 29% m	384 38% mnp	760 29% m
I get something like access to a free service in return - like access to their public WiFi network	709 27%	609 28%	53 23%	31 24%	16 23%	709 27%	613 27%	96 27%	31 21%	667 28%	678 28% k	22 16%	700 27% k	119 16%	219 26% m	372 36% mnp	709 27% m

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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Base : All who go online (excluding those responding by post)

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		TYPES OF INTERNET USE EVER MADE				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Significance Level: 99%																	
Unweighted total	2776	1807	338	323	308	2776	2441	316	122	2548	2537	179	2716	801	945	1010	2776
Effective Weighted Sample	1900	1452	263	242	200	1900	1682	219	94	1728	1741	124	1859	550	633	703	1900
Total	2641	2215	231	126	69	2641	2268	361	143	2387	2453	138	2591	764	832	1021	2641
I get a personalised service in return – like a weather update on my phone (based on my location)	673 25%	576 26%	47 20%	32 26%	17 25%	673 25%	579 26%	91 25%	34 24%	632 26%	653 27% k	14 10%	667 26% k	117 15%	196 24% m	359 35% mnp	673 25% m
They use it to show me adverts or information that might be more relevant to me	493 19%	419 19%	40 17%	20 16%	14 20%	493 19%	435 19%	55 15%	38 26%	449 19%	464 19%	20 15%	484 19%	121 16%	140 17%	232 23% mn	493 19%
TOTAL - HAPPY FOR COMPANIES TO COLLECT AND USE MY PERSONAL INFORMATION	1917 73%	1617 73%	159 69%	88 70%	52 76%	1917 73%	1659 73%	247 68%	104 73%	1762 74%	1802 73% k	86 62%	1889 73%	500 65%	605 73% m	811 79% mnp	1917 73% m
I am not happy for companies to collect and use my personal information	549 21%	445 20%	58 25%	31 25%	14 20%	549 21%	452 20%	96 27%	25 18%	496 21%	497 20%	39 28%	536 21%	172 22%	195 23% o	178 17%	549 21%
Don't know	175 7%	152 7%	13 6%	7 6%	3 4%	175 7%	157 7%	18 5%	14 10%	129 5%	153 6%	14 10%	167 6%	93 12% nop	33 4%	32 3%	175 7% o

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

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 99% confidence level.

IN55. Now thinking specifically about price comparison websites. Have you ever used a price comparison website or app to look for information about the best deals available for any of the following types of products or services? Some of the most popular price comparison websites/ apps are: Confused.com, MoneySuperMarket, USwitch, Compare the Market, Go Compare etc. (MULTI CODE)

Base : All who go online (excluding those responding by post)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	396	435	505	418	402	620	2776	1394	1350	801	796	493	649	1597	1142	2776
Effective Weighted Sample	1900	288	322	358	293	266	466	1900	906	971	544	565	345	450	1108	766	1900
Total	2641	423	489	487	487	372	383	2641	1288	1320	759	738	583	520	1497	1102	2641
Insurance (e.g. travel, life, home or car/van)	1570	132	256	304	366	264	247	1570	789	768	501	479	340	233	980	573	1570
	59%	31%	52%	62%	75%	71%	65%	59%	61%	58%	66%	65%	58%	45%	65%	52%	59%
			a	ab	abcfg	abg	ab	a			mop	mo	m		mop		mo
Utilities (e.g. gas, electricity, water)	1223	114	219	233	261	204	192	1223	624	588	411	359	247	191	770	438	1223
	46%	27%	45%	48%	54%	55%	50%	46%	48%	45%	54%	49%	42%	37%	51%	40%	46%
			a	a	a	ag	a	a			lmop	mo			lmop		mo
Travel (e.g. flights, hotels, holidays)	1078	163	225	194	217	153	126	1078	564	508	385	357	198	129	742	326	1078
	41%	38%	46%	40%	44%	41%	33%	41%	44%	39%	51%	48%	34%	25%	50%	30%	41%
			f		f			f			lmop	lmop	m		lmop		mo
Household communications services (e.g. broadband, pay TV, mobile phone, landline, postal services)	1070	168	197	205	231	145	122	1070	569	493	339	328	226	171	667	397	1070
	41%	40%	40%	42%	48%	39%	32%	41%	44%	37%	45%	44%	39%	33%	45%	36%	41%
				f	f			f	i		mo	mo			mo		m
Banking (e.g. loans, credit cards or mortgages)	755	120	195	158	142	84	56	755	382	366	241	248	151	109	488	261	755
	29%	28%	40%	33%	29%	22%	15%	29%	30%	28%	32%	34%	26%	21%	33%	24%	29%
		f	adefg	ef	f	f		f			mo	mo			mo		mo
Something else	39	5	6	8	10	1	9	39	23	15	11	14	7	7	25	14	39
	1%	1%	1%	2%	2%	*	2%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%
EVER USED A PRICE COMPARISON WEBSITE	2167	323	421	420	411	302	289	2167	1099	1048	665	641	475	360	1306	835	2167
	82%	76%	86%	86%	84%	81%	76%	82%	85%	79%	88%	87%	81%	69%	87%	76%	82%
			af	af	f			f	i		mop	mop	m		lmop		mo

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN55. Now thinking specifically about price comparison websites. Have you ever used a price comparison website or app to look for information about the best deals available for any of the following types of products or services? Some of the most popular price comparison websites/ apps are: Confused.com, MoneySuperMarket, USwitch, Compare the Market, Go Compare etc. (MULTI CODE)

Base : All who go online (excluding those responding by post)

	Total	AGE						GENDER		SEG							
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	396	435	505	418	402	620	2776	1394	1350	801	796	493	649	1597	1142	2776
Effective Weighted Sample	1900	288	322	358	293	266	466	1900	906	971	544	565	345	450	1108	766	1900
Total	2641	423	489	487	487	372	383	2641	1288	1320	759	738	583	520	1497	1102	2641
Have never used a price comparison website	359	64	42	42	61	62	89	359	161	192	86	75	84	108	161	192	359
	14%	15%	9%	9%	12%	17%	23%	14%	13%	15%	11%	10%	14%	21%	11%	17%	14%
		c				bc	abcdg	c						jknp		jknp	
Don't know	115	36	27	25	15	8	4	115	28	79	7	22	24	51	30	76	115
	4%	8%	6%	5%	3%	2%	1%	4%	2%	6%	1%	3%	4%	10%	2%	7%	4%
		defg	f	f				f		h			j	jklnp		jknp	jn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN55. Now thinking specifically about price comparison websites. Have you ever used a price comparison website or app to look for information about the best deals available for any of the following types of products or services? Some of the most popular price comparison websites/ apps are: Confused.com, MoneySuperMarket, USwitch, Compare the Market, Go Compare etc. (MULTI CODE)

Base : All who go online (excluding those responding by post)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	1807	338	323	308	2776	2441	316	122	2548	2537	179	2716	801	945	1010	2776
Effective Weighted Sample	1900	1452	263	242	200	1900	1682	219	94	1728	1741	124	1859	550	633	703	1900
Total	2641	2215	231	126	69	2641	2268	361	143	2387	2453	138	2591	764	832	1021	2641
Insurance (e.g. travel, life, home or car/ van)	1570	1315	135	76	42	1570	1311	258	37	1488	1483	72	1554	253	507	810	1570
	59%	59%	59%	61%	61%	59%	58%	71%	26%	62%	60%	52%	60%	33%	61%	79%	59%
							f	g	h	h	j	k	l	m	m	mnp	m
Utilities (e.g. gas, electricity, water)	1223	1037	107	61	19	1223	1034	182	44	1149	1155	60	1215	206	349	669	1223
	46%	47%	46%	48%	28%	46%	46%	50%	31%	48%	47%	44%	47%	27%	42%	65%	46%
		d	d	d	d	d				h					m	mnp	m
Travel (e.g. flights, hotels, holidays)	1078	912	86	49	32	1078	917	155	31	1027	1036	38	1073	139	302	637	1078
	41%	41%	37%	39%	46%	41%	40%	43%	21%	43%	42%	27%	41%	18%	36%	62%	41%
										h	k		k		m	mnp	m
Household communications services (e.g. broadband, pay TV, mobile phone, landline, postal services)	1070	912	81	50	26	1070	926	141	49	1000	1026	35	1060	185	320	564	1070
	41%	41%	35%	40%	38%	41%	41%	39%	35%	42%	42%	25%	41%	24%	38%	55%	41%
											k		k		m	mnp	m
Banking (e.g. loans, credit cards or mortgages)	755	637	65	33	20	755	652	99	45	694	728	20	748	129	196	430	755
	29%	29%	28%	26%	28%	29%	29%	28%	32%	29%	30%	14%	29%	17%	24%	42%	29%
											k		k		m	mnp	m
Something else	39	35	2	1	*	39	34	4	1	37	36	2	38	5	17	16	39
	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	2%	2%	1%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN55. Now thinking specifically about price comparison websites. Have you ever used a price comparison website or app to look for information about the best deals available for any of the following types of products or services? Some of the most popular price comparison websites/ apps are: Confused.com, MoneySuperMarket, USwitch, Compare the Market, Go Compare etc. (MULTI CODE)

Base : All who go online (excluding those responding by post)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2776	1807	338	323	308	2776	2441	316	122	2548	2537	179	2716	801	945	1010	2776
Effective Weighted Sample	1900	1452	263	242	200	1900	1682	219	94	1728	1741	124	1859	550	633	703	1900
Total	2641	2215	231	126	69	2641	2268	361	143	2387	2453	138	2591	764	832	1021	2641
EVER USED A PRICE COMPARISON WEBSITE	2167	1814	190	107	56	2167	1852	304	107	2000	2037	98	2135	546	670	950	2167
	82%	82%	82%	85%	81%	82%	82%	84%	75%	84%	83%	71%	82%	71%	81%	93%	82%
											k		k		m	mnp	m
Have never used a price comparison website	359	300	34	14	12	359	310	49	25	309	311	35	347	158	139	59	359
	14%	14%	15%	11%	17%	14%	14%	14%	18%	13%	13%	26%	13%	21%	17%	6%	14%
												jl		op	o		o
Don't know	115	101	8	5	2	115	107	8	10	78	104	5	110	61	23	13	115
	4%	5%	3%	4%	2%	4%	5%	2%	7%	3%	4%	4%	4%	8%	3%	1%	4%
														nop			o

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN57. Which of the following options could apply to the deals listed first in the search results returned by Price Comparison websites or apps? When I use a price comparison website, I think that the deal or deals that are listed first could be... (MULTI CODE)

Base : All who go online (excluding those responding by post) who have ever used a price comparison website

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2252	304	370	427	350	330	471	2252	1169	1063	682	682	410	456	1364	866	2252
Effective Weighted Sample	1539	220	276	302	246	218	345	1539	764	762	465	483	284	312	946	576	1539
Total	2167	323	421	420	411	302	289	2167	1099	1048	665	641	475	360	1306	835	2167
...the deals considered most suitable for my needs based on the information I provide	1008	155	193	191	233	130	108	1008	535	465	305	337	221	140	643	360	1008
	47%	48%	46%	45%	57%	43%	37%	47%	49%	44%	46%	53%	47%	39%	49%	43%	47%
				cefg			f				mo			m			
...the cheapest deals	995	159	218	219	188	115	96	995	511	472	297	274	226	186	571	412	995
	46%	49%	52%	52%	46%	38%	33%	46%	46%	45%	45%	43%	48%	52%	44%	49%	46%
		f	ef	ef	f		f										
...there because companies may have paid for their deal to appear first	868	114	137	143	177	147	151	868	479	384	310	277	152	121	586	273	868
	40%	35%	32%	34%	43%	49%	52%	40%	44%	37%	47%	43%	32%	34%	45%	33%	40%
				abc	abcg		i		lmo	lmo				lmo			o
None of these	38	9	10	4	8	4	3	38	20	17	5	13	10	9	18	18	38
	2%	3%	2%	1%	2%	1%	1%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%
Don't know	62	8	11	6	7	13	16	62	19	43	20	20	6	16	40	21	62
	3%	3%	3%	1%	2%	4%	5%	3%	2%	4%	3%	3%	1%	4%	3%	3%	3%
							c			h							

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN57. Which of the following options could apply to the deals listed first in the search results returned by Price Comparison websites or apps? When I use a price comparison website, I think that the deal or deals that are listed first could be... (MULTI CODE)

Base : All who go online (excluding those responding by post) who have ever used a price comparison website

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		TYPES OF INTERNET USE EVER MADE				
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l	NARROW (1-10) m	MEDIUM (11-15) n	BROAD (16-20) o	ALL USERS p
Unweighted total	2252	1449	274	274	255	2252	1974	260	89	2104	2094	123	2217	558	760	933	2252
Effective Weighted Sample	1539	1173	212	203	168	1539	1356	183	68	1429	1434	85	1516	380	511	650	1539
Total	2167	1814	190	107	56	2167	1852	304	107	2000	2037	98	2135	546	670	950	2167
...the deals considered most suitable for my needs based on the information I provide	1008 47%	853 47%	86 46%	42 39%	27 48%	1008 47%	862 47%	142 47%	** **	946 47%	959 47%	40 41%	1000 47%	175 32%	312 47%	521 55%	1008 47%
...the cheapest deals	995 46%	841 46%	76 40%	51 48%	27 48%	995 46%	864 47%	128 42%	** **	917 46%	937 46%	42 43%	980 46%	242 44%	304 45%	450 47%	995 46%
...there because companies may have paid for their deal to appear first	868 40%	727 40%	76 40%	44 41%	21 38%	868 40%	715 39%	150 49%	** **	818 41%	823 40%	39 40%	862 40%	174 32%	249 37%	444 47%	868 40%
None of these	38 2%	33 2%	2 1%	2 2%	1 1%	38 2%	33 2%	3 1%	** **	29 1%	31 2%	5 5%	36 2%	23 4%	9 1%	6 1%	38 2%
Don't know	62 3%	51 3%	8 4%	2 2%	1 1%	62 3%	50 3%	12 4%	** **	60 3%	56 3%	5 6%	61 3%	22 4%	22 3%	18 2%	62 3%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

Table 66

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 99% confidence level.

IN64A. When you are thinking about buying a product or service online, which, if any, of the following things would you consider before deciding whether to go ahead with the purchase? (MULTI CODE)

Base : All who go online (excluding those responding by post) who purchase online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2433	314	368	442	374	370	565	2433	1207	1204	736	724	416	529	1460	945	2433
Effective Weighted Sample	1651	225	269	311	262	242	425	1651	778	857	492	508	290	367	1000	634	1651
Total	2269	322	404	415	441	334	352	2269	1084	1161	673	653	488	423	1327	910	2269
The price of the product or service	1879	237	310	346	389	285	313	1879	927	940	561	579	384	331	1140	715	1879
	83%	74%	77%	83%	88%	85%	89%	83%	86%	81%	83%	89%	79%	78%	86%	79%	83%
				a	ab	a	abg	a				lmop			lmo		
The positive and negative comments that are written as part of a review or rating	1371	175	215	227	297	227	229	1371	641	724	418	426	285	222	844	507	1371
	60%	54%	53%	55%	67%	68%	65%	60%	59%	62%	62%	65%	58%	53%	64%	56%	60%
				abc	abc	abc					m	mo			mo		m
The number of ratings or reviews that I can find about the product or service	1366	199	257	238	298	200	175	1366	624	729	414	421	285	225	836	510	1366
	60%	62%	63%	57%	67%	60%	50%	60%	58%	63%	62%	64%	58%	53%	63%	56%	60%
		f	f		f			f				mo			mo		
The website or app selling the product or service	1362	182	253	219	300	194	214	1362	662	685	462	417	254	213	879	467	1362
	60%	57%	63%	53%	68%	58%	61%	60%	61%	59%	69%	64%	52%	50%	66%	51%	60%
				ac							lmop	lmo			lmop		mo
The number of five star ratings or reviews that I can find about the product or service	962	136	183	148	219	140	136	962	431	527	315	284	186	163	599	349	962
	42%	42%	45%	36%	50%	42%	39%	42%	40%	45%	47%	43%	38%	39%	45%	38%	42%
				cf							o				o		
ANY OF THESE	2189	310	386	398	430	320	345	2189	1046	1120	661	638	463	397	1298	860	2189
	96%	96%	96%	96%	97%	96%	98%	96%	97%	96%	98%	98%	95%	94%	98%	94%	96%
											lmo	mo			lmo		
None of these	29	5	4	7	4	4	4	29	12	16	6	5	4	14	11	18	29
	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	2%	1%
														knp			

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN64A. When you are thinking about buying a product or service online, which, if any, of the following things would you consider before deciding whether to go ahead with the purchase? (MULTI CODE)

Base : All who go online (excluding those responding by post) who purchase online

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MALE h	FEMALE i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 99%																	
Unweighted total	2433	314	368	442	374	370	565	2433	1207	1204	736	724	416	529	1460	945	2433
Effective Weighted Sample	1651	225	269	311	262	242	425	1651	778	857	492	508	290	367	1000	634	1651
Total	2269	322	404	415	441	334	352	2269	1084	1161	673	653	488	423	1327	910	2269
Don't know	52	7	14	10	7	10	4	52	25	25	7	11	21	12	18	33	52
	2%	2%	3%	2%	2%	3%	1%	2%	2%	2%	1%	2%	4%	3%	1%	4%	2%
													jn			jn	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN64A. When you are thinking about buying a product or service online, which, if any, of the following things would you consider before deciding whether to go ahead with the purchase? (MULTI CODE)

Base : All who go online (excluding those responding by post) who purchase online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	p
Significance Level: 99%																	
Unweighted total	2433	1572	299	293	269	2433	2130	292	72	2284	2238	153	2391	522	904	1007	2433
Effective Weighted Sample	1651	1255	231	218	174	1651	1456	200	54	1542	1524	103	1624	349	604	702	1651
Total	2269	1896	202	111	60	2269	1930	329	84	2109	2119	117	2235	463	790	1016	2269
The price of the product or service	1879	1573	167	89	50	1879	1584	294	**	1778	1767	92	1858	294	648	938	1879
	83%	83%	83%	81%	83%	83%	82%	89%	**	84%	83%	79%	83%	63%	82%	92%	83%
								f							m	mnp	m
The positive and negative comments that are written as part of a review or rating	1371	1162	114	61	34	1371	1145	223	**	1313	1300	61	1361	162	469	740	1371
	60%	61%	56%	55%	57%	60%	59%	68%	**	62%	61%	52%	61%	35%	59%	73%	60%
															m	mnp	m
The number of ratings or reviews that I can find about the product or service	1366	1144	120	65	36	1366	1170	193	**	1296	1313	46	1358	153	445	767	1366
	60%	60%	60%	59%	60%	60%	61%	59%	**	61%	62%	39%	61%	33%	56%	76%	60%
											k		k		m	mnp	m
The website or app selling the product or service	1362	1138	125	65	34	1362	1152	203	**	1295	1281	69	1350	179	434	749	1362
	60%	60%	62%	59%	56%	60%	60%	62%	**	61%	60%	59%	60%	39%	55%	74%	60%
															m	mnp	m
The number of five star ratings or reviews that I can find about the product or service	962	817	78	43	24	962	822	136	**	904	922	33	955	122	293	546	962
	42%	43%	39%	39%	39%	42%	43%	41%	**	43%	43%	28%	43%	26%	37%	54%	42%
											k		k		m	mnp	m
ANY OF THESE	2189	1825	197	107	59	2189	1855	324	**	2047	2046	113	2159	427	759	1003	2189
	96%	96%	98%	97%	98%	96%	96%	98%	**	97%	97%	97%	97%	92%	96%	99%	96%
																mnp	m

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN64A. When you are thinking about buying a product or service online, which, if any, of the following things would you consider before deciding whether to go ahead with the purchase? (MULTI CODE)

Base : All who go online (excluding those responding by post) who purchase online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	p
Unweighted total	2433	1572	299	293	269	2433	2130	292	72	2284	2238	153	2391	522	904	1007	2433
Effective Weighted Sample	1651	1255	231	218	174	1651	1456	200	54	1542	1524	103	1624	349	604	702	1651
Total	2269	1896	202	111	60	2269	1930	329	84	2109	2119	117	2235	463	790	1016	2269
None of these	29 1%	24 1%	2 1%	2 2%	1 1%	29 1%	25 1%	3 1%	** **	20 1%	26 1%	2 2%	27 1%	12 3%	11 1%	5 1%	29 1%
Don't know	52 2%	47 2%	3 2%	2 1%	* 1%	52 2%	50 3%	2 1%	** **	42 2%	47 2%	2 1%	48 2%	24 5%	20 3%	7 1%	52 2%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN65A. IMPORTANCE IN PURCHASE DECISION MAKING - On a scale of 1 to 10 where 1 means not at all important and 10 means extremely important, how important are each of the following in your decision about whether to purchase a product or service online? - The price of the product or service (SINGLE CODE)

Base : All who go online (excluding those responding by post) who, ahead of purchase, would consider the price of the product or service

	Total	AGE							GENDER		SEG							
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MALE h	FEMALE i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p	
Significance Level: 99%																		
Unweighted total	2037	240	287	371	322	315	502	2037	1029	994	622	646	329	421	1268	750	2037	
Effective Weighted Sample	1382	174	210	262	229	203	380	1382	669	703	414	452	231	293	866	505	1382	
Total	1879	237	310	346	389	285	313	1879	927	940	561	579	384	331	1140	715	1879	
1 - Not at all important	(1.0)	12 1%	6 2%	2 1%	3 1%	- -%	- -%	1 *%	12 1%	8 1%	4 *%	4 1%	3 1%	1 *%	3 1%	7 1%	5 1%	12 1%
2	(2.0)	6 *%	* *%	3 1%	- -%	1 *%	- -%	1 *%	6 *%	4 *%	2 *%	4 1%	* *%	1 *%	1 *%	4 *%	2 *%	6 *%
3	(3.0)	3 *%	- -%	* *%	* *%	2 *%	1 *%	* *%	3 *%	3 *%	1 *%	3 *%	* *%	* *%	- -%	3 *%	* *%	3 *%
4	(4.0)	4 *%	1 *%	2 1%	1 *%	* *%	- -%	1 *%	4 *%	2 *%	3 *%	1 *%	1 *%	* *%	3 1%	1 *%	3 *%	4 *%
5	(5.0)	46 2%	3 1%	4 1%	9 3%	15 4%	6 2%	9 3%	46 2%	29 3%	17 2%	17 3%	8 1%	15 4%	6 2%	25 2%	21 3%	46 2%
6	(6.0)	43 2%	10 4%	9 3%	4 1%	5 1%	4 2%	11 4%	43 2%	20 2%	23 2%	13 2%	15 3%	7 2%	4 1%	28 2%	12 2%	43 2%
7	(7.0)	149 8%	24 10%	30 10%	26 8%	21 5%	21 7%	26 8%	149 8%	69 7%	80 8%	49 9%	51 9%	27 7%	19 6%	100 9%	47 7%	149 8%
8	(8.0)	430 23%	70 29%	69 22%	60 17%	90 23%	64 23%	78 25%	430 23%	233 25%	195 21%	164 29%	141 24%	70 18%	53 16%	305 27%	123 17%	430 23%
9	(9.0)	308 16%	28 12%	59 19%	53 15%	55 14%	52 18%	60 19%	308 16%	162 17%	141 15%	102 18%	102 18%	46 12%	54 16%	204 18%	100 14%	308 16%
10 - Extremely important	(10.0)	878 47%	95 40%	133 43%	190 55%	200 51%	136 48%	125 40%	878 47%	398 43%	476 51%	204 36%	258 45%	215 56%	188 57%	462 41%	404 56%	878 47%
Don't know		1 *%	- -%	- -%	- -%	- -%	1 *%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%
NOT IMPORTANT (1-4)		25 1%	7 3%	7 2%	4 1%	3 1%	1 *%	4 1%	25 1%	16 2%	9 1%	11 2%	5 1%	3 1%	7 2%	16 1%	10 1%	25 1%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN65A. IMPORTANCE IN PURCHASE DECISION MAKING - On a scale of 1 to 10 where 1 means not at all important and 10 means extremely important, how important are each of the following in your decision about whether to purchase a product or service online? - The price of the product or service (SINGLE CODE)

Base : All who go online (excluding those responding by post) who, ahead of purchase, would consider the price of the product or service

	Total	AGE						GENDER		SEG							
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2037	240	287	371	322	315	502	2037	1029	994	622	646	329	421	1268	750	2037
Effective Weighted Sample	1382	174	210	262	229	203	380	1382	669	703	414	452	231	293	866	505	1382
Total	1879	237	310	346	389	285	313	1879	927	940	561	579	384	331	1140	715	1879
NEUTRAL (5-6)	89	12	13	13	19	10	20	89	49	39	30	23	23	10	53	32	89
	5%	5%	4%	4%	5%	4%	7%	5%	5%	4%	5%	4%	6%	3%	5%	5%	5%
IMPORTANT (7-10)	1765	217	291	329	366	273	289	1765	862	891	520	551	359	314	1071	673	1765
	94%	92%	94%	95%	94%	96%	92%	94%	93%	95%	93%	95%	93%	95%	94%	94%	94%
Answered	1879	237	310	346	389	284	313	1879	927	940	561	579	384	331	1139	715	1879
Mean score	8.8	8.5	8.7	9.0	8.9	9.0	8.7	8.8	8.7	8.9	8.6	8.8	9.0	9.0	8.7	9.0	8.8
				af	a	a	a	a			j	j	j	jn	jn	jn	j
Standard deviation	1.50	1.79	1.57	1.46	1.42	1.26	1.48	1.50	1.58	1.41	1.57	1.38	1.49	1.53	1.48	1.51	1.50
Standard error	.03	.12	.09	.08	.08	.07	.07	.03	.05	.04	.06	.05	.08	.07	.04	.06	.03

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN65A. IMPORTANCE IN PURCHASE DECISION MAKING - On a scale of 1 to 10 where 1 means not at all important and 10 means extremely important, how important are each of the following in your decision about whether to purchase a product or service online? - The price of the product or service (SINGLE CODE)

Base : All who go online (excluding those responding by post) who, ahead of purchase, would consider the price of the product or service

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		TYPES OF INTERNET USE EVER MADE					
		Total	ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l	NARROW (1-10) m	MEDIUM (11-15) n	BROAD (16-20) o	ALL USERS p
Significance Level: 99%																		
Unweighted total		2037	1324	252	234	227	2037	1772	260	43	1940	1882	126	2008	364	753	920	2037
Effective Weighted Sample		1382	1053	195	175	146	1382	1210	179	33	1312	1283	84	1363	241	505	644	1382
Total		1879	1573	167	89	50	1879	1584	294	49	1778	1767	92	1858	294	648	938	1879
1 - Not at all important	(1.0)	12 1%	12 1%	- -%	- -%	* *%	12 1%	12 1%	- -%	** **	5 *%	12 1%	- -%	12 1%	5 2%	4 1%	3 *%	12 1%
2	(2.0)	6 *%	5 *%	1 *%	* *%	- -%	6 *%	6 *%	- -%	** **	4 *%	6 *%	- -%	6 *%	1 *%	4 1%	1 *%	6 *%
3	(3.0)	3 *%	1 *%	2 1%	- -%	* *%	3 *%	3 *%	- -%	** **	3 *%	3 *%	- -%	3 *%	- -%	3 *%	* *%	3 *%
4	(4.0)	4 *%	3 *%	1 *%	* *%	* 1%	4 *%	4 *%	- -%	** **	4 *%	4 *%	- -%	4 *%	2 1%	1 *%	2 *%	4 *%
5	(5.0)	46 2%	43 3%	1 *%	1 2%	1 2%	46 2%	38 2%	7 3%	** **	45 3%	42 2%	3 3%	44 2%	9 3%	18 3%	19 2%	46 2%
6	(6.0)	43 2%	36 2%	4 2%	3 3%	1 2%	43 2%	37 2%	6 2%	** **	43 2%	40 2%	3 3%	43 2%	11 4%	19 3%	14 1%	43 2%
7	(7.0)	149 8%	119 8%	17 10%	9 10%	4 8%	149 8%	127 8%	22 7%	** **	137 8%	142 8%	6 7%	148 8%	25 9%	54 8%	69 7%	149 8%
8	(8.0)	430 23%	364 23%	35 21%	20 23%	11 22%	430 23%	371 23%	59 20%	** **	414 23%	407 23%	20 21%	427 23%	48 16%	147 23%	235 25%	430 23%
9	(9.0)	308 16%	255 16%	31 19%	12 13%	10 20%	308 16%	248 16%	59 20%	** **	299 17%	283 16%	19 21%	302 16%	54 18%	106 16%	147 16%	308 16%
10 - Extremely important	(10.0)	878 47%	736 47%	76 46%	44 49%	22 45%	878 47%	737 47%	140 48%	** **	824 46%	827 47%	41 45%	869 47%	138 47%	293 45%	447 48%	878 47%
Don't know		1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	** **	1 *%	1 *%	- -%	1 *%	1 *%	- -%	- -%	1 *%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN65A. IMPORTANCE IN PURCHASE DECISION MAKING - On a scale of 1 to 10 where 1 means not at all important and 10 means extremely important, how important are each of the following in your decision about whether to purchase a product or service online? - The price of the product or service (SINGLE CODE)

Base : All who go online (excluding those responding by post) who, ahead of purchase, would consider the price of the product or service

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		TYPES OF INTERNET USE EVER MADE				
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	p
Unweighted total	2037	1324	252	234	227	2037	1772	260	43	1940	1882	126	2008	364	753	920	2037
Effective Weighted Sample	1382	1053	195	175	146	1382	1210	179	33	1312	1283	84	1363	241	505	644	1382
Total	1879	1573	167	89	50	1879	1584	294	49	1778	1767	92	1858	294	648	938	1879
NOT IMPORTANT (1-4)	25 1%	20 1%	3 2%	1 1%	1 1%	25 1%	25 2%	- -%	** **	16 1%	25 1%	- -%	25 1%	8 3%	11 2%	6 1%	25 1%
NEUTRAL (5-6)	89 5%	78 5%	4 3%	4 5%	2 5%	89 5%	75 5%	14 5%	** **	87 5%	82 5%	5 6%	88 5%	19 7%	36 6%	33 4%	89 5%
IMPORTANT (7-10)	1765 94%	1474 94%	159 95%	84 95%	47 94%	1765 94%	1483 94%	280 95%	** **	1675 94%	1659 94%	86 94%	1746 94%	266 90%	600 93%	898 96%	1765 94%
Answered	1879	1573	167	89	50	1879	1583	294	**	1777	1766	92	1858	293	648	938	1879
Mean score	8.8	8.8	8.8	8.9	8.8	8.8	8.8	9.0	**	8.8	8.8	8.9	8.8	8.7	8.7	8.9	8.8
Standard deviation	1.50	1.52	1.44	1.39	1.42	1.50	1.54	1.26	**	1.41	1.51	1.30	1.50	1.78	1.58	1.34	1.50
Standard error	.03	.04	.09	.09	.09	.03	.04	.08	**	.03	.03	.12	.03	.09	.06	.04	.03

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN65B. IMPORTANCE IN PURCHASE DECISION MAKING - On a scale of 1 to 10 where 1 means not at all important and 10 means extremely important, how important are each of the following in your decision about whether to purchase a product or service online? - The website or app selling the product or service (SINGLE CODE)

Base : All who go online (excluding those responding by post) who, ahead of purchase, would consider the website or app

	Total	AGE						GENDER		SEG								
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MALE h	FEMALE i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p	
Significance Level: 99%																		
Unweighted total	1464	174	238	251	238	217	346	1464	737	714	492	462	220	276	954	496	1464	
Effective Weighted Sample	995	128	175	172	172	144	258	995	483	503	334	329	150	186	662	323	995	
Total	1362	182	253	219	300	194	214	1362	662	685	462	417	254	213	879	467	1362	
1 - Not at all important	(1.0)	4 *%	- -%	- -%	* *%	2 1%	- -%	1 1%	4 *%	3 *%	* *%	- -%	2 1%	1 *%	* *%	2 *%	2 *%	4 *%
2	(2.0)	2 *%	- -%	2 1%	- -%	- -%	- -%	- -%	2 *%	2 *%	- -%	- -%	* *%	2 1%	- -%	* *%	2 *%	2 *%
3	(3.0)	20 1%	8 5%	4 2%	3 1%	1 *%	1 1%	3 1%	20 1%	7 1%	10 1%	6 1%	3 1%	7 3%	3 2%	9 1%	10 2%	20 1%
4	(4.0)	18 1%	4 2%	5 2%	1 1%	3 1%	2 1%	2 1%	18 1%	7 1%	11 2%	6 1%	4 1%	2 1%	4 2%	11 1%	6 1%	18 1%
5	(5.0)	83 6%	17 10%	8 3%	11 5%	24 8%	4 2%	19 9%	83 6%	48 7%	35 5%	21 5%	25 6%	20 8%	18 8%	46 5%	38 8%	83 6%
6	(6.0)	99 7%	22 12%	28 11%	14 6%	14 5%	11 6%	11 5%	99 7%	37 6%	60 9%	31 7%	38 9%	16 6%	14 6%	69 8%	29 6%	99 7%
7	(7.0)	189 14%	37 20%	39 15%	29 13%	43 14%	23 12%	19 9%	189 14%	94 14%	95 14%	75 16%	57 14%	35 14%	22 11%	132 15%	57 12%	189 14%
8	(8.0)	324 24%	34 19%	55 22%	51 23%	76 25%	57 29%	51 24%	324 24%	172 26%	149 22%	115 25%	112 27%	50 20%	45 21%	226 26%	94 20%	324 24%
9	(9.0)	223 16%	27 15%	51 20%	39 18%	41 14%	30 16%	34 16%	223 16%	105 16%	114 17%	89 19%	68 16%	28 11%	33 16%	158 18%	61 13%	223 16%
10 - Extremely important	(10.0)	399 29%	33 18%	61 24%	70 32%	95 32%	67 34%	73 34%	399 29%	187 28%	210 31%	118 26%	107 26%	95 37%	73 35%	225 26%	168 36%	399 29%
Don't know		1 *%	- -%	- -%	- -%	* *%	1 1%	1 *%	1 *%	1 *%	* *%	1 *%	- -%	- -%	* *%	1 *%	* *%	1 *%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN65B. IMPORTANCE IN PURCHASE DECISION MAKING - On a scale of 1 to 10 where 1 means not at all important and 10 means extremely important, how important are each of the following in your decision about whether to purchase a product or service online? - The website or app selling the product or service (SINGLE CODE)

Base : All who go online (excluding those responding by post) who, ahead of purchase, would consider the website or app

	Total	AGE						GENDER		SEG							
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1464	174	238	251	238	217	346	1464	737	714	492	462	220	276	954	496	1464
Effective Weighted Sample	995	128	175	172	172	144	258	995	483	503	334	329	150	186	662	323	995
Total	1362	182	253	219	300	194	214	1362	662	685	462	417	254	213	879	467	1362
NOT IMPORTANT (1-4)	44	13	11	4	6	2	6	44	19	21	12	10	12	8	22	20	44
	3%	7%	4%	2%	2%	1%	3%	3%	3%	3%	3%	2%	5%	4%	3%	4%	3%
NEUTRAL (5-6)	183	40	36	25	38	15	30	183	85	95	52	63	35	32	115	67	183
	13%	22%	14%	11%	13%	8%	14%	13%	13%	14%	11%	15%	14%	15%	13%	14%	13%
IMPORTANT (7-10)	1134	130	206	190	256	177	177	1134	557	568	396	344	207	173	741	380	1134
	83%	71%	81%	87%	85%	91%	83%	83%	84%	83%	86%	83%	81%	82%	84%	81%	83%
Answered	1361	182	253	219	300	194	213	1361	662	684	460	417	254	213	877	467	1361
Mean score	8.1	7.5	8.0	8.3	8.2	8.5	8.2	8.1	8.1	8.2	8.2	8.1	8.1	8.2	8.1	8.1	8.1
				a	a	ab	a	a									
Standard deviation	1.75	1.91	1.75	1.65	1.75	1.44	1.83	1.75	1.76	1.72	1.61	1.69	2.00	1.85	1.65	1.93	1.75
Standard error	.05	.15	.11	.10	.11	.10	.10	.05	.06	.06	.07	.08	.13	.11	.05	.09	.05

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN65B. IMPORTANCE IN PURCHASE DECISION MAKING - On a scale of 1 to 10 where 1 means not at all important and 10 means extremely important, how important are each of the following in your decision about whether to purchase a product or service online? - The website or app selling the product or service (SINGLE CODE)

Base : All who go online (excluding those responding by post) who, ahead of purchase, would consider the website or app

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		TYPES OF INTERNET USE EVER MADE					
		Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		a	b	c	d	e	f	g	~h	i	j	~k	l	m	n	o	p	
Significance Level: 99%																		
Unweighted total		1464	951	188	173	152	1464	1278	178	29	1398	1361	87	1448	214	519	731	1464
Effective Weighted Sample		995	757	145	125	95	995	874	123	22	946	927	60	985	142	340	517	995
Total		1362	1138	125	65	34	1362	1152	203	33	1295	1281	69	1350	179	434	749	1362
1 - Not at all important	(1.0)	4	4	-	-	-	4	4	-	**	4	4	**	4	-	1	3	4
		*%	*%	-%	-%	-%	*%	*%	-%	**	*%	*%	**	*%	-%	*%	*%	*%
2	(2.0)	2	2	-	-	*	2	2	-	**	2	*	**	2	2	*	-	2
		*%	*%	-%	-%	*%	*%	*%	-%	**	*%	*%	**	*%	1%	*%	-%	*%
3	(3.0)	20	19	*	-	-	20	17	3	**	16	18	**	19	1	5	13	20
		1%	2%	*%	-%	-%	1%	1%	1%	**	1%	1%	**	1%	1%	1%	2%	1%
4	(4.0)	18	15	1	2	1	18	16	2	**	18	17	**	18	5	8	6	18
		1%	1%	1%	3%	2%	1%	1%	1%	**	1%	1%	**	1%	3%	2%	1%	1%
5	(5.0)	83	73	7	3	1	83	69	12	**	78	75	**	82	21	25	38	83
		6%	6%	5%	5%	3%	6%	6%	6%	**	6%	6%	**	6%	11%	6%	5%	6%
6	(6.0)	99	90	6	2	1	99	83	14	**	88	94	**	96	11	32	56	99
		7%	8%	4%	4%	4%	7%	7%	7%	**	7%	7%	**	7%	6%	7%	7%	7%
7	(7.0)	189	155	16	12	5	189	155	33	**	182	180	**	189	21	54	113	189
		14%	14%	13%	19%	15%	14%	13%	16%	**	14%	14%	**	14%	12%	13%	15%	14%
8	(8.0)	324	266	35	14	9	324	274	50	**	318	307	**	323	24	109	191	324
		24%	23%	28%	22%	27%	24%	24%	24%	**	25%	24%	**	24%	14%	25%	25%	24%
															m	m	m	
9	(9.0)	223	182	22	13	6	223	187	34	**	209	205	**	219	28	64	131	223
		16%	16%	17%	19%	19%	16%	16%	17%	**	16%	16%	**	16%	15%	15%	17%	16%
10 - Extremely important	(10.0)	399	331	39	19	10	399	344	55	**	380	381	**	396	65	134	199	399
		29%	29%	31%	29%	29%	29%	30%	27%	**	29%	30%	**	29%	36%	31%	27%	29%
Don't know		1	1	-	*	-	1	1	-	**	1	1	**	1	1	*	-	1
		*%	*%	-%	*%	-%	*%	*%	-%	**	*%	*%	**	*%	*%	*%	-%	*%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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IN65B. IMPORTANCE IN PURCHASE DECISION MAKING - On a scale of 1 to 10 where 1 means not at all important and 10 means extremely important, how important are each of the following in your decision about whether to purchase a product or service online? - The website or app selling the product or service (SINGLE CODE)

Base : All who go online (excluding those responding by post) who, ahead of purchase, would consider the website or app

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		TYPES OF INTERNET USE EVER MADE				
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	~h	i	j	~k	l	m	n	o	p
Unweighted total	1464	951	188	173	152	1464	1278	178	29	1398	1361	87	1448	214	519	731	1464
Effective Weighted Sample	995	757	145	125	95	995	874	123	22	946	927	60	985	142	340	517	995
Total	1362	1138	125	65	34	1362	1152	203	33	1295	1281	69	1350	179	434	749	1362
NOT IMPORTANT (1-4)	44 3%	40 4%	1 1%	2 3%	1 2%	44 3%	39 3%	5 2%	** **	39 3%	39 3%	** **	43 3%	8 4%	14 3%	21 3%	44 3%
NEUTRAL (5-6)	183 13%	162 14%	12 10%	6 9%	3 7%	183 13%	152 13%	26 13%	** **	166 13%	169 13%	** **	179 13%	32 18%	57 13%	94 13%	183 13%
IMPORTANT (7-10)	1134 83%	934 82%	112 89%	58 89%	30 91%	1134 83%	959 83%	172 85%	** **	1088 84%	1072 84%	** **	1127 83%	138 77%	362 83%	634 85%	1134 83%
Answered	1361	1137	125	65	34	1361	1151	203	**	1293	1280	**	1349	178	433	749	1361
Mean score	8.1	8.1	8.4	8.3	8.4	8.1	8.1	8.1	**	8.1	8.1	**	8.1	8.1	8.2	8.1	8.1
Standard deviation	1.75	1.79	1.50	1.59	1.52	1.75	1.77	1.65	**	1.73	1.73	**	1.75	2.01	1.74	1.69	1.75
Standard error	.05	.06	.11	.12	.12	.05	.05	.12	**	.05	.05	**	.05	.14	.08	.06	.05

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

Table 69

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 99% confidence level.

IN65C. IMPORTANCE IN PURCHASE DECISION MAKING - On a scale of 1 to 10 where 1 means not at all important and 10 means extremely important, how important are each of the following in your decision about whether to purchase a product or service online? - The number of ratings or reviews that I can find about the product or service (SINGLE CODE)

Base : All who go online (excluding those responding by post) who, ahead of purchase, would consider the number of ratings or reviews about the product or service

	Total	AGE						GENDER		SEG								
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MALE h	FEMALE i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p	
Significance Level: 99%																		
Unweighted total	1422	196	237	263	230	213	283	1422	675	737	443	462	232	270	905	502	1422	
Effective Weighted Sample	974	143	175	184	168	142	212	974	442	526	299	331	165	185	628	339	974	
Total	1366	199	257	238	298	200	175	1366	624	729	414	421	285	225	836	510	1366	
1 - Not at all important	(1.0)	4 *%	2 1%	- -%	- -%	1 *%	1 *%	- -%	4 *%	2 *%	2 *%	3 1%	- -%	- -%	1 *%	3 *%	1 *%	4 *%
2	(2.0)	4 *%	1 1%	1 *%	1 1%	- -%	* *%	- -%	4 *%	2 *%	2 *%	2 *%	1 *%	* *%	1 *%	3 *%	1 *%	4 *%
3	(3.0)	11 1%	5 3%	4 1%	1 1%	- -%	1 *%	- -%	11 1%	3 1%	8 1%	5 1%	2 1%	3 1%	- -%	8 1%	3 1%	11 1%
4	(4.0)	26 2%	6 3%	7 3%	4 2%	3 1%	1 1%	4 2%	26 2%	15 2%	10 1%	4 1%	17 4%	* *%	4 2%	21 3%	4 1%	26 2%
5	(5.0)	95 7%	15 8%	17 7%	11 5%	26 9%	15 8%	10 6%	95 7%	49 8%	45 6%	34 8%	28 7%	16 6%	14 6%	63 8%	29 6%	95 7%
6	(6.0)	141 10%	27 13%	22 8%	29 12%	34 11%	16 8%	15 8%	141 10%	68 11%	73 10%	46 11%	43 10%	30 10%	19 9%	89 11%	49 10%	141 10%
7	(7.0)	243 18%	41 21%	38 15%	42 18%	53 18%	31 15%	38 22%	243 18%	119 19%	124 17%	95 23%	80 19%	47 16%	19 8%	175 21%	65 13%	243 18%
8	(8.0)	372 27%	48 24%	76 30%	60 25%	78 26%	56 28%	52 30%	372 27%	179 29%	188 26%	109 26%	110 26%	88 31%	60 27%	219 26%	148 29%	372 27%
9	(9.0)	179 13%	30 15%	47 18%	30 13%	22 7%	26 13%	24 14%	179 13%	75 12%	101 14%	53 13%	57 13%	31 11%	35 16%	109 13%	66 13%	179 13%
10 - Extremely important	(10.0)	291 21%	23 11%	45 17%	58 25%	81 27%	52 26%	32 18%	291 21%	113 18%	176 24%	63 15%	82 20%	70 25%	72 32%	145 17%	142 28%	291 21%
					a	a	a	a						jknp		jn		

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN65C. IMPORTANCE IN PURCHASE DECISION MAKING - On a scale of 1 to 10 where 1 means not at all important and 10 means extremely important, how important are each of the following in your decision about whether to purchase a product or service online? - The number of ratings or reviews that I can find about the product or service (SINGLE CODE)

Base : All who go online (excluding those responding by post) who, ahead of purchase, would consider the number of ratings or reviews about the product or service

	Total	AGE						GENDER		SEG							
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1422	196	237	263	230	213	283	1422	675	737	443	462	232	270	905	502	1422
Effective Weighted Sample	974	143	175	184	168	142	212	974	442	526	299	331	165	185	628	339	974
Total	1366	199	257	238	298	200	175	1366	624	729	414	421	285	225	836	510	1366
NOT IMPORTANT (1-4)	45	15	12	7	4	3	4	45	22	22	15	20	4	6	35	10	45
	3%	7%	5%	3%	1%	2%	2%	3%	3%	3%	4%	5%	1%	2%	4%	2%	3%
		d															
NEUTRAL (5-6)	237	42	39	40	60	31	25	237	117	118	80	72	46	33	151	78	237
	17%	21%	15%	17%	20%	16%	14%	17%	19%	16%	19%	17%	16%	15%	18%	15%	17%
IMPORTANT (7-10)	1084	142	206	191	234	165	147	1084	486	589	320	329	236	186	649	422	1084
	79%	72%	80%	80%	79%	83%	84%	79%	78%	81%	77%	78%	83%	83%	78%	83%	79%
						a											
Answered	1366	199	257	238	298	200	175	1366	624	729	414	421	285	225	836	510	1366
Mean score	7.8	7.3	7.8	7.9	7.9	8.0	7.9	7.8	7.7	7.9	7.5	7.7	8.0	8.2	7.6	8.1	7.8
				a	a	a	a	a				j	jknp		jknp		
Standard deviation	1.71	1.87	1.69	1.68	1.71	1.68	1.52	1.71	1.68	1.72	1.73	1.71	1.59	1.72	1.72	1.65	1.71
Standard error	.05	.13	.11	.10	.11	.12	.09	.05	.06	.06	.08	.08	.10	.10	.06	.07	.05

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN65C. IMPORTANCE IN PURCHASE DECISION MAKING - On a scale of 1 to 10 where 1 means not at all important and 10 means extremely important, how important are each of the following in your decision about whether to purchase a product or service online? - The number of ratings or reviews that I can find about the product or service (SINGLE CODE)

Base : All who go online (excluding those responding by post) who, ahead of purchase, would consider the number of ratings or reviews about the product or service

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		TYPES OF INTERNET USE EVER MADE					
		Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		a	b	c	d	e	f	g	~h	i	j	~k	l	m	n	o	p	
Significance Level: 99%																		
Unweighted total		1422	917	180	166	159	1422	1247	172	33	1356	1352	57	1409	184	489	749	1422
Effective Weighted Sample		974	742	142	122	104	974	863	116	26	924	929	39	967	118	333	525	974
Total		1366	1144	120	65	36	1366	1170	193	37	1296	1313	46	1358	153	445	767	1366
1 - Not at all important	(1.0)	4	4	-	-	-	4	4	-	**	3	4	**	4	2	1	1	4
		*%	*%	-%	-%	-%	*%	*%	-%	**	*%	*%	**	*%	1%	*%	*%	*%
2	(2.0)	4	3	-	*	*	4	4	-	**	4	4	**	4	2	-	2	4
		*%	*%	-%	*%	1%	*%	*%	-%	**	*%	*%	**	*%	1%	-%	*%	*%
3	(3.0)	11	10	1	-	*	11	11	-	**	11	11	**	11	2	2	7	11
		1%	1%	1%	-%	*%	1%	1%	-%	**	1%	1%	**	1%	1%	*%	1%	1%
4	(4.0)	26	24	2	-	*	26	21	5	**	25	25	**	25	6	5	14	26
		2%	2%	1%	-%	1%	2%	2%	3%	**	2%	2%	**	2%	4%	1%	2%	2%
5	(5.0)	95	82	9	2	2	95	81	15	**	92	94	**	95	8	31	57	95
		7%	7%	7%	3%	6%	7%	7%	8%	**	7%	7%	**	7%	5%	7%	7%	7%
6	(6.0)	141	126	5	6	4	141	110	29	**	127	135	**	141	12	45	84	141
		10%	11%	4%	9%	11%	10%	9%	15%	**	10%	10%	**	10%	8%	10%	11%	10%
7	(7.0)	243	202	21	13	8	243	211	31	**	231	232	**	242	16	89	138	243
		18%	18%	17%	19%	22%	18%	18%	16%	**	18%	18%	**	18%	10%	20%	18%	18%
8	(8.0)	372	306	40	17	8	372	318	54	**	357	358	**	368	38	126	208	372
		27%	27%	34%	26%	23%	27%	27%	28%	**	28%	27%	**	27%	25%	28%	27%	27%
9	(9.0)	179	149	15	11	4	179	150	28	**	174	171	**	177	28	48	103	179
		13%	13%	13%	16%	12%	13%	13%	15%	**	13%	13%	**	13%	19%	11%	13%	13%
10 - Extremely important	(10.0)	291	239	27	17	8	291	260	31	**	273	279	**	290	38	99	154	291
		21%	21%	22%	26%	24%	21%	22%	16%	**	21%	21%	**	21%	25%	22%	20%	21%
NOT IMPORTANT (1-4)		45	41	3	*	1	45	40	5	**	43	44	**	44	13	8	24	45
		3%	4%	2%	*%	2%	3%	3%	3%	**	3%	3%	**	3%	8%	2%	3%	3%

nop

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

IN65C. IMPORTANCE IN PURCHASE DECISION MAKING - On a scale of 1 to 10 where 1 means not at all important and 10 means extremely important, how important are each of the following in your decision about whether to purchase a product or service online? - The number of ratings or reviews that I can find about the product or service (SINGLE CODE)

Base : All who go online (excluding those responding by post) who, ahead of purchase, would consider the number of ratings or reviews about the product or service

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		TYPES OF INTERNET USE EVER MADE				
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l	NARROW (1-10) m	MEDIUM (11-15) n	BROAD (16-20) o	ALL USERS p
Significance Level: 99%																	
Unweighted total	1422	917	180	166	159	1422	1247	172	33	1356	1352	57	1409	184	489	749	1422
Effective Weighted Sample	974	742	142	122	104	974	863	116	26	924	929	39	967	118	333	525	974
Total	1366	1144	120	65	36	1366	1170	193	37	1296	1313	46	1358	153	445	767	1366
NEUTRAL (5-6)	237	208	14	8	6	237	191	43	**	218	229	**	236	20	76	141	237
	17%	18%	12%	12%	17%	17%	16%	22%	**	17%	17%	**	17%	13%	17%	18%	17%
IMPORTANT (7-10)	1084	895	103	57	29	1084	939	145	**	1035	1040	**	1078	121	361	602	1084
	79%	78%	86%	87%	81%	79%	80%	75%	**	80%	79%	**	79%	79%	81%	79%	79%
Answered	1366	1144	120	65	36	1366	1170	193	**	1296	1313	**	1358	153	445	767	1366
Mean score	7.8	7.8	8.0	8.2	7.9	7.8	7.8	7.7	**	7.8	7.8	**	7.8	7.9	7.9	7.8	7.8
Standard deviation	1.71	1.73	1.60	1.47	1.69	1.71	1.73	1.60	**	1.70	1.72	**	1.71	2.06	1.62	1.69	1.71
Standard error	.05	.06	.12	.11	.13	.05	.05	.12	**	.05	.05	**	.05	.15	.07	.06	.05

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

Table 70

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 99% confidence level.

IN65D. IMPORTANCE IN PURCHASE DECISION MAKING - On a scale of 1 to 10 where 1 means not at all important and 10 means extremely important, how important are each of the following in your decision about whether to purchase a product or service online? - The number of five star ratings or reviews that I can find about the product or service (SINGLE CODE)

Base : All who go online (excluding those responding by post) who, ahead purchase, would consider the number of five star ratings or reviews about the product or service

	Total	AGE						GENDER		SEG								
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MALE h	FEMALE i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p	
Significance Level: 99%																		
Unweighted total	990	132	155	168	168	142	225	990	466	519	319	309	159	192	628	351	990	
Effective Weighted Sample	676	97	118	117	122	96	167	676	304	369	214	221	111	128	433	235	676	
Total	962	136	183	148	219	140	136	962	431	527	315	284	186	163	599	349	962	
1 - Not at all important	(1.0)	2 *%	- -%	1 1%	* *%	* *%	* *%	- -%	2 *%	- -%	2 *%	- -%	- -%	1 1%	1 1%	- -%	2 1%	2 *%
2	(2.0)	2 *%	2 1%	1 *%	- -%	- -%	- -%	- -%	2 *%	- -%	2 *%	2 1%	- -%	- -%	- -%	2 *%	- -%	2 *%
3	(3.0)	4 *%	* *%	- -%	3 2%	- -%	- -%	* *%	4 *%	1 *%	2 *%	1 *%	1 1%	- -%	- -%	2 *%	- -%	4 *%
4	(4.0)	16 2%	4 3%	6 3%	- -%	5 2%	- -%	2 1%	16 2%	9 2%	7 1%	2 1%	11 4%	2 1%	1 1%	13 2%	3 1%	16 2%
5	(5.0)	59 6%	16 12%	9 5%	12 8%	8 4%	7 5%	8 6%	59 6%	33 8%	27 5%	23 7%	20 7%	7 4%	5 3%	43 7%	12 3%	59 6%
6	(6.0)	60 6%	13 10%	12 6%	7 5%	9 4%	8 6%	11 8%	60 6%	36 8%	24 4%	18 6%	24 8%	11 6%	6 4%	42 7%	17 5%	60 6%
7	(7.0)	206 21%	35 26%	35 19%	29 20%	59 27%	25 18%	23 17%	206 21%	100 23%	104 20%	85 27%	61 21%	36 19%	22 13%	146 24%	58 17%	206 21%
8	(8.0)	252 26%	28 21%	49 27%	32 22%	62 28%	45 32%	37 27%	252 26%	104 24%	148 28%	90 29%	78 28%	47 25%	37 23%	168 28%	84 24%	252 26%
9	(9.0)	147 15%	17 13%	38 21%	24 16%	18 8%	21 15%	29 21%	147 15%	65 15%	82 16%	53 17%	45 16%	21 11%	28 17%	98 16%	49 14%	147 15%
10 - Extremely important	(10.0)	207 22%	21 15%	31 17%	38 26%	58 26%	33 24%	26 19%	207 22%	80 18%	126 24%	40 13%	44 16%	56 30%	62 38%	84 14%	118 34%	207 22%
Don't know		5 *%	* *%	2 1%	2 1%	- -%	- -%	* *%	5 *%	3 1%	2 *%	- -%	- -%	4 2%	* *%	- -%	5 1%	5 *%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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IN65D. IMPORTANCE IN PURCHASE DECISION MAKING - On a scale of 1 to 10 where 1 means not at all important and 10 means extremely important, how important are each of the following in your decision about whether to purchase a product or service online? - The number of five star ratings or reviews that I can find about the product or service (SINGLE CODE)

Base : All who go online (excluding those responding by post) who, ahead purchase, would consider the number of five star ratings or reviews about the product or service

	Total	AGE						GENDER			SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	990	132	155	168	168	142	225	990	466	519	319	309	159	192	628	351	990
Effective Weighted Sample	676	97	118	117	122	96	167	676	304	369	214	221	111	128	433	235	676
Total	962	136	183	148	219	140	136	962	431	527	315	284	186	163	599	349	962
NOT IMPORTANT (1-4)	25	6	8	4	5	*	2	25	11	14	5	12	4	2	17	6	25
	3%	4%	4%	2%	2%	*%	2%	3%	2%	3%	2%	4%	2%	1%	3%	2%	3%
NEUTRAL (5-6)	120	29	20	19	18	15	19	120	69	50	42	44	18	11	86	29	120
	12%	21%	11%	13%	8%	11%	14%	12%	16%	10%	13%	15%	10%	7%	14%	8%	12%
		d															
IMPORTANT (7-10)	812	101	152	124	197	124	115	812	348	460	268	228	160	149	496	309	812
	84%	75%	83%	84%	90%	89%	84%	84%	81%	87%	85%	80%	86%	92%	83%	89%	84%
					a	a								k			
Answered	957	136	180	146	219	140	136	957	428	525	315	284	181	162	599	344	957
Mean score	7.9	7.4	7.9	8.0	8.0	8.2	8.0	7.9	7.8	8.1	7.7	7.7	8.2	8.6	7.7	8.4	7.9
					a	a	a	a					jkn	jknp		jknp	
Standard deviation	1.62	1.76	1.67	1.74	1.53	1.44	1.52	1.62	1.60	1.63	1.49	1.62	1.64	1.53	1.55	1.60	1.62
Standard error	.05	.15	.13	.13	.12	.12	.10	.05	.07	.07	.08	.09	.13	.11	.06	.09	.05

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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IN65D. IMPORTANCE IN PURCHASE DECISION MAKING - On a scale of 1 to 10 where 1 means not at all important and 10 means extremely important, how important are each of the following in your decision about whether to purchase a product or service online? - The number of five star ratings or reviews that I can find about the product or service (SINGLE CODE)

Base : All who go online (excluding those responding by post) who, ahead purchase, would consider the number of five star ratings or reviews about the product or service

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		TYPES OF INTERNET USE EVER MADE					
		Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		a	b	c	d	e	f	g	~h	i	j	~k	l	m	n	o	p	
Significance Level: 99%																		
Unweighted total		990	660	115	111	104	990	872	115	31	938	938	43	981	148	327	515	990
Effective Weighted Sample		676	527	87	80	66	676	598	80	25	637	644	28	671	102	214	365	676
Total		962	817	78	43	24	962	822	136	40	904	922	33	955	122	293	546	962
1 - Not at all important	(1.0)	2	*	1	1	-	2	2	-	**	2	2	**	2	*	2	*	2
		*%	*%	2%	1%	-%	*%	*%	-%	**	*%	*%	**	*%	*%	1%	*%	*%
			a															
2	(2.0)	2	2	-	-	-	2	2	-	**	2	2	**	2	2	-	1	2
		*%	*%	-%	-%	-%	*%	*%	-%	**	*%	*%	**	*%	2%	-%	*%	*%
3	(3.0)	4	3	1	*	*	4	2	2	**	4	4	**	4	1	1	2	4
		*%	*%	1%	1%	1%	*%	*%	1%	**	*%	*%	**	*%	1%	*%	*%	*%
4	(4.0)	16	15	1	*	*	16	14	2	**	16	14	**	16	2	4	10	16
		2%	2%	1%	1%	1%	2%	2%	2%	**	2%	2%	**	2%	2%	1%	2%	2%
5	(5.0)	59	52	3	2	2	59	48	11	**	56	56	**	59	9	20	31	59
		6%	6%	4%	5%	9%	6%	6%	8%	**	6%	6%	**	6%	7%	7%	6%	6%
6	(6.0)	60	49	5	3	3	60	55	5	**	59	58	**	60	5	17	38	60
		6%	6%	7%	7%	11%	6%	7%	4%	**	7%	6%	**	6%	4%	6%	7%	6%
7	(7.0)	206	181	9	10	5	206	172	32	**	192	198	**	204	27	47	131	206
		21%	22%	12%	24%	21%	21%	21%	24%	**	21%	22%	**	21%	22%	16%	24%	21%
8	(8.0)	252	214	25	9	5	252	206	45	**	240	247	**	252	22	86	144	252
		26%	26%	32%	21%	20%	26%	25%	33%	**	27%	27%	**	26%	18%	29%	26%	26%
9	(9.0)	147	123	15	6	4	147	124	23	**	141	140	**	146	19	40	88	147
		15%	15%	19%	14%	16%	15%	15%	17%	**	16%	15%	**	15%	16%	14%	16%	15%
10 - Extremely important	(10.0)	207	174	18	10	5	207	191	16	**	187	197	**	207	32	74	100	207
		22%	21%	23%	24%	20%	22%	23%	12%	**	21%	21%	**	22%	26%	25%	18%	22%
Don't know		5	4	-	*	*	5	5	-	**	2	2	**	2	2	2	-	5
		*%	1%	-%	1%	1%	*%	1%	-%	**	*%	*%	**	*%	2%	1%	-%	*%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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IN65D. IMPORTANCE IN PURCHASE DECISION MAKING - On a scale of 1 to 10 where 1 means not at all important and 10 means extremely important, how important are each of the following in your decision about whether to purchase a product or service online? - The number of five star ratings or reviews that I can find about the product or service (SINGLE CODE)

Base : All who go online (excluding those responding by post) who, ahead purchase, would consider the number of five star ratings or reviews about the product or service

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		TYPES OF INTERNET USE EVER MADE				
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	~h	i	j	~k	l	m	n	o	p
Unweighted total	990	660	115	111	104	990	872	115	31	938	938	43	981	148	327	515	990
Effective Weighted Sample	676	527	87	80	66	676	598	80	25	637	644	28	671	102	214	365	676
Total	962	817	78	43	24	962	822	136	40	904	922	33	955	122	293	546	962
NOT IMPORTANT (1-4)	25 3%	20 3%	3 3%	1 3%	* 1%	25 3%	21 3%	4 3%	** **	25 3%	23 2%	** **	25 3%	5 4%	6 2%	14 3%	25 3%
NEUTRAL (5-6)	120 12%	101 12%	8 11%	5 13%	5 21%	120 12%	103 13%	17 12%	** **	115 13%	115 12%	** **	119 12%	14 12%	36 12%	69 13%	120 12%
IMPORTANT (7-10)	812 84%	692 85%	67 86%	36 83%	18 77%	812 84%	693 84%	116 85%	** **	761 84%	782 85%	** **	808 85%	101 82%	249 85%	463 85%	812 84%
Answered	957	813	78	43	23	957	817	136	**	901	919	**	952	120	291	546	957
Mean score	7.9	7.9	8.1	7.9	7.8	7.9	8.0	7.7	**	7.9	7.9	**	7.9	7.9	8.1	7.9	7.9
Standard deviation	1.62	1.60	1.76	1.81	1.68	1.62	1.64	1.51	**	1.63	1.61	**	1.62	1.86	1.65	1.55	1.62
Standard error	.05	.06	.16	.17	.17	.05	.06	.14	**	.05	.05	**	.05	.15	.09	.07	.05

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

Table 71

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 99% confidence level.

IN65E. IMPORTANCE IN PURCHASE DECISION MAKING - On a scale of 1 to 10 where 1 means not at all important and 10 means extremely important, how important are each of the following in your decision about whether to purchase a product or service online? - The positive and negative comments that are written as part of a review or rating (SINGLE CODE)

Base : All who go online (excluding those responding by post) who, ahead of purchase, would consider the positive and negative comments that are written as part of a review or rating

	Total	AGE						GENDER		SEG								
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MALE h	FEMALE i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p	
Significance Level: 99%																		
Unweighted total	1459	167	201	251	242	234	364	1459	696	756	454	469	238	283	923	521	1459	
Effective Weighted Sample	1001	125	150	178	173	158	269	1001	459	538	307	337	170	194	642	351	1001	
Total	1371	175	215	227	297	227	229	1371	641	724	418	426	285	222	844	507	1371	
1 - Not at all important	(1.0)	4 *%	1 1%	1 *%	- -%	- -%	- -%	2 1%	4 *%	2 *%	2 *%	- -%	2 1%	- -%	2 1%	2 *%	2 *%	4 *%
2	(2.0)	1 *%	1 1%	- -%	- -%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	- -%	- -%	1 *%	- -%	1 *%
3	(3.0)	5 *%	2 1%	- -%	* *%	- -%	3 1%	- -%	5 *%	4 1%	1 *%	* *%	2 1%	2 1%	- -%	3 *%	2 *%	5 *%
4	(4.0)	12 1%	1 1%	5 2%	1 1%	1 *%	- -%	3 1%	12 1%	5 1%	6 1%	3 1%	6 1%	2 1%	1 *%	9 1%	3 1%	12 1%
5	(5.0)	79 6%	10 6%	14 6%	10 5%	15 5%	13 6%	16 7%	79 6%	43 7%	34 5%	28 7%	20 5%	19 7%	11 5%	49 6%	30 6%	79 6%
6	(6.0)	106 8%	22 13%	13 6%	18 8%	19 6%	15 6%	19 8%	106 8%	53 8%	53 7%	36 9%	41 10%	9 3%	16 7%	77 9%	25 5%	106 8%
7	(7.0)	261 19%	31 18%	41 19%	43 19%	71 24%	33 14%	42 18%	261 19%	127 20%	133 18%	98 23%	75 18%	61 22%	23 10%	173 21%	84 17%	261 19%
8	(8.0)	360 26%	40 23%	61 28%	57 25%	80 27%	60 26%	62 27%	360 26%	170 27%	189 26%	117 28%	120 28%	71 25%	51 23%	237 28%	122 24%	360 26%
9	(9.0)	220 16%	30 17%	45 21%	32 14%	37 12%	35 16%	43 19%	220 16%	96 15%	124 17%	64 15%	55 13%	50 17%	47 21%	119 14%	97 19%	220 16%
10 - Extremely important	(10.0)	322 23%	36 21%	35 16%	66 29%	75 25%	68 30%	41 18%	322 23%	139 22%	180 25%	71 17%	102 24%	72 25%	72 32%	173 21%	144 28%	322 23%
Don't know		1 *%	* *%	- -%	- -%	- -%	- -%	* *%	1 *%	- -%	1 *%	* *%	- -%	* *%	- -%	* *%	* *%	1 *%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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Base : All who go online (excluding those responding by post) who, ahead of purchase, would consider the positive and negative comments that are written as part of a review or rating

	Total	AGE						GENDER			SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MALE h	FEMALE i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 99%																	
Unweighted total	1459	167	201	251	242	234	364	1459	696	756	454	469	238	283	923	521	1459
Effective Weighted Sample	1001	125	150	178	173	158	269	1001	459	538	307	337	170	194	642	351	1001
Total	1371	175	215	227	297	227	229	1371	641	724	418	426	285	222	844	507	1371
NOT IMPORTANT (1-4)	22 2%	6 3%	6 3%	2 1%	1 *%	3 1%	5 2%	22 2%	12 2%	10 1%	4 1%	12 3%	3 1%	3 1%	15 2%	6 1%	22 2%
NEUTRAL (5-6)	185 14%	33 19%	27 13%	29 13%	34 11%	28 12%	35 15%	185 14%	96 15%	87 12%	64 15%	62 15%	28 10%	27 12%	126 15%	54 11%	185 14%
IMPORTANT (7-10)	1163 85%	137 78%	182 84%	197 87%	263 88%	196 86%	189 82%	1163 85%	532 83%	626 86%	350 84%	352 83%	254 89%	193 87%	702 83%	447 88%	1163 85%
Answered	1371	175	215	227	297	227	228	1371	641	723	418	426	285	222	844	507	1371
Mean score	8.0	7.8	7.9	8.2	8.1	8.2	7.9	8.0	7.9	8.1	7.8	8.0	8.2	8.4 jknp	7.9	8.3 jn	8.0
Standard deviation	1.59	1.80	1.58	1.53	1.45	1.60	1.62	1.59	1.62	1.55	1.47	1.68	1.53	1.62	1.58	1.57	1.59
Standard error	.04	.14	.11	.10	.09	.10	.09	.04	.06	.06	.07	.08	.10	.10	.05	.07	.04

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

IN65E. IMPORTANCE IN PURCHASE DECISION MAKING - On a scale of 1 to 10 where 1 means not at all important and 10 means extremely important, how important are each of the following in your decision about whether to purchase a product or service online? - The positive and negative comments that are written as part of a review or rating (SINGLE CODE)

Base : All who go online (excluding those responding by post) who, ahead of purchase, would consider the positive and negative comments that are written as part of a review or rating

		NATION					LOCATION		USING INTERNET		MOBILE PHONE		TYPES OF INTERNET USE EVER MADE					
		Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		a	b	c	d	e	f	g	~h	i	j	~k	l	m	n	o	p	
Significance Level: 99%																		
Unweighted total		1459	975	175	161	148	1459	1263	193	24	1403	1364	78	1442	197	538	724	1459
Effective Weighted Sample		1001	776	137	120	90	1001	873	135	18	960	938	55	991	135	359	512	1001
Total		1371	1162	114	61	34	1371	1145	223	28	1313	1300	61	1361	162	469	740	1371
1 - Not at all important	(1.0)	4	2	2	-	-	4	2	2	**	4	3	**	4	2	2	-	4
		*%	*%	1%	-%	-%	*%	*%	1%	**	*%	*%	**	*%	2%	*%	-%	*%
														o				
2	(2.0)	1	1	-	-	-	1	1	-	**	1	1	**	1	-	-	1	1
		*%	*%	-%	-%	-%	*%	*%	-%	**	*%	*%	**	*%	-%	-%	*%	*%
3	(3.0)	5	5	*	*	-	5	3	3	**	5	5	**	5	2	-	3	5
		*%	*%	*%	*%	-%	*%	*%	1%	**	*%	*%	**	*%	1%	-%	*%	*%
4	(4.0)	12	10	1	1	*	12	10	1	**	10	12	**	12	2	2	7	12
		1%	1%	1%	1%	1%	1%	1%	1%	**	1%	1%	**	1%	2%	*%	1%	1%
5	(5.0)	79	69	5	3	2	79	62	17	**	77	75	**	77	14	20	45	79
		6%	6%	5%	4%	6%	6%	5%	8%	**	6%	6%	**	6%	9%	4%	6%	6%
6	(6.0)	106	90	9	6	1	106	88	18	**	103	102	**	106	13	34	58	106
		8%	8%	8%	10%	4%	8%	8%	8%	**	8%	8%	**	8%	8%	7%	8%	8%
7	(7.0)	261	229	18	10	5	261	217	42	**	250	240	**	258	26	83	152	261
		19%	20%	16%	16%	14%	19%	19%	19%	**	19%	18%	**	19%	16%	18%	20%	19%
8	(8.0)	360	303	29	18	11	360	301	59	**	351	346	**	359	34	121	206	360
		26%	26%	25%	29%	31%	26%	26%	27%	**	27%	27%	**	26%	21%	26%	28%	26%
9	(9.0)	220	184	22	10	4	220	174	46	**	214	209	**	219	26	82	112	220
		16%	16%	19%	17%	12%	16%	15%	21%	**	16%	16%	**	16%	16%	17%	15%	16%
10 - Extremely important	(10.0)	322	269	29	13	10	322	286	35	**	297	306	**	320	42	126	154	322
		23%	23%	25%	22%	31%	23%	25%	16%	**	23%	24%	**	24%	26%	27%	21%	23%
Don't know		1	*	-	-	*	1	1	-	**	-	1	**	1	-	*	*	1
		*%	*%	-%	-%	1%	*%	*%	-%	**	-%	*%	**	*%	-%	*%	*%	*%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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Base : All who go online (excluding those responding by post) who, ahead of purchase, would consider the positive and negative comments that are written as part of a review or rating

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		TYPES OF INTERNET USE EVER MADE				
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS ~h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l	NARROW (1-10) m	MEDIUM (11-15) n	BROAD (16-20) o	ALL USERS p
Unweighted total	1459	975	175	161	148	1459	1263	193	24	1403	1364	78	1442	197	538	724	1459
Effective Weighted Sample	1001	776	137	120	90	1001	873	135	18	960	938	55	991	135	359	512	1001
Total	1371	1162	114	61	34	1371	1145	223	28	1313	1300	61	1361	162	469	740	1371
NOT IMPORTANT (1-4)	22 2%	18 2%	3 3%	1 1%	* 1%	22 2%	17 1%	6 2%	** **	21 2%	21 2%	** **	22 2%	7 4% n	4 1%	12 2%	22 2%
NEUTRAL (5-6)	185 14%	159 14%	14 12%	9 14%	3 10%	185 14%	150 13%	35 16%	** **	179 14%	177 14%	** **	182 13%	27 17%	54 12%	104 14%	185 14%
IMPORTANT (7-10)	1163 85%	984 85%	97 85%	52 84%	30 88%	1163 85%	977 85%	183 82%	** **	1112 85%	1101 85%	** **	1155 85%	128 79%	411 88%	624 84%	1163 85%
Answered	1371	1162	114	61	34	1371	1144	223	**	1313	1299	**	1360	162	469	740	1371
Mean score	8.0	8.0	8.1	8.1	8.3	8.0	8.1	7.8	**	8.0	8.0	**	8.0	7.9	8.2	8.0	8.0
Standard deviation	1.59	1.58	1.73	1.51	1.53	1.59	1.57	1.66	**	1.58	1.59	**	1.59	1.94	1.52	1.54	1.59
Standard error	.04	.05	.13	.12	.13	.04	.04	.12	**	.04	.04	**	.04	.14	.07	.06	.04

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

M6. AGREEMENT WITH STATEMENT ABOUT SMARTPHONE USE: Completing forms and working on documents is more difficult on my smartphone than on a laptop or desktop (SINGLE CODE)

Base : Those who use a smartphone (including those responding by post)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2678	388	425	499	424	408	521	2678	1330	1317	748	767	484	626	1515	1110	2678
Effective Weighted Sample	1780	282	315	356	297	246	302	1780	836	926	510	546	335	363	1055	696	1780
Total	2617	413	479	481	495	397	340	2617	1274	1314	723	719	568	550	1442	1118	2617
Strongly disagree	103 4%	18 4%	25 5%	25 5%	17 3%	11 3%	7 2%	103 4%	56 4%	44 3%	19 3%	31 4%	31 5%	20 4%	50 3%	51 5%	103 4%
Slightly disagree	158 6%	45 11%	26 6%	35 7%	29 6%	12 3%	12 3%	158 6%	89 7%	67 5%	48 7%	36 5%	38 7%	34 6%	84 6%	72 6%	158 6%
Neither agree nor disagree	397 15%	86 21%	85 18%	73 15%	81 16%	48 12%	23 7%	397 15%	199 16%	194 15%	78 11%	90 13%	104 18%	116 21%	168 12%	221 20%	397 15%
Slightly agree	777 30%	145 35%	185 39%	175 36%	139 28%	75 19%	54 16%	777 30%	327 26%	443 34%	213 30%	237 33%	181 32%	136 25%	450 31%	317 28%	777 30%
Strongly agree	1058 40%	101 24%	143 30%	161 33%	216 44%	230 58%	206 61%	1058 40%	549 43%	501 38%	344 48%	310 43%	192 34%	185 34%	655 45%	377 34%	1058 40%
Don't know	124 5%	19 4%	15 3%	13 3%	14 3%	22 5%	37 11%	124 5%	55 4%	65 5%	20 3%	14 2%	22 4%	58 11%	35 2%	80 7%	124 5%
SUMMARY CODES																	
TOTAL DISAGREE	261 10%	63 15%	52 11%	60 12%	45 9%	22 6%	19 6%	261 10%	145 11%	111 8%	67 9%	67 9%	69 12%	55 10%	134 9%	123 11%	261 10%
TOTAL AGREE	1835 70%	245 59%	328 68%	335 70%	355 72%	305 77%	261 77%	1835 70%	875 69%	944 72%	557 77%	547 76%	373 66%	321 58%	1104 77%	694 62%	1835 70%
TOTAL NEITHER/ DON'T KNOW	521 20%	105 25%	100 21%	86 18%	95 19%	70 18%	60 18%	521 20%	254 20%	259 20%	98 14%	105 15%	127 22%	174 32%	203 14%	301 27%	521 20%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

M6. AGREEMENT WITH STATEMENT ABOUT SMARTPHONE USE: Completing forms and working on documents is more difficult on my smartphone than on a laptop or desktop (SINGLE CODE)

Base : Those who use a smartphone (including those responding by post)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		a	b	c	d	e	f	g	h	i	j	~k	l	m	n	o	p
Unweighted total	2678	1722	324	321	311	2678	2367	295	136	2432	2678	-	2678	732	915	1002	2669
Effective Weighted Sample	1780	1357	237	238	183	1780	1576	202	103	1656	1780	-	1780	505	615	701	1834
Total	2617	2189	228	126	74	2617	2271	338	157	2310	2617	-	2617	726	814	1015	2577
Strongly disagree	103 4%	89 4%	8 4%	4 3%	2 3%	103 4%	91 4%	12 4%	8 5%	89 4%	103 4%	** **	103 4%	35 5%	30 4%	37 4%	103 4%
Slightly disagree	158 6%	137 6%	11 5%	7 5%	4 5%	158 6%	140 6%	16 5%	15 9%	135 6%	158 6%	** **	158 6%	69 10%	34 4%	55 5%	158 6%
Neither agree nor disagree	397 15%	331 15%	38 17%	18 14%	9 13%	397 15%	368 16%	27 8%	32 20%	332 14%	397 15%	** **	397 15%	177 24%	109 13%	101 10%	391 15%
Slightly agree	777 30%	658 30%	55 24%	41 33%	23 31%	777 30%	697 31%	78 23%	37 24%	720 31%	777 30%	** **	777 30%	179 25%	238 29%	358 35%	777 30%
Strongly agree	1058 40%	866 40%	108 47%	49 39%	34 46%	1058 40%	864 38%	193 57%	51 32%	966 42%	1058 40%	** **	1058 40%	202 28%	384 47%	456 45%	1044 41%
Don't know	124 5%	109 5%	8 3%	6 5%	2 2%	124 5%	111 5%	13 4%	15 10%	67 3%	124 5%	** **	124 5%	63 9%	20 2%	7 1%	103 4%
SUMMARY CODES																	
TOTAL DISAGREE	261 10%	225 10%	19 9%	11 9%	5 7%	261 10%	231 10%	28 8%	22 14%	224 10%	261 10%	** **	261 10%	104 14%	65 8%	92 9%	261 10%
TOTAL AGREE	1835 70%	1524 70%	163 71%	91 72%	57 78%	1835 70%	1561 69%	270 80%	88 56%	1687 73%	1835 70%	** **	1835 70%	381 52%	622 76%	815 80%	1822 71%
TOTAL NEITHER/ DON'T KNOW	521 20%	440 20%	46 20%	24 19%	11 15%	521 20%	479 21%	40 12%	47 30%	399 17%	521 20%	** **	521 20%	240 33%	128 16%	108 11%	494 19%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

M7. How often do you complete a form or an application for something on your mobile phone? (SINGLE CODE)

Base : Those who use a smartphone (including those responding by post)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2678	388	425	499	424	408	521	2678	1330	1317	748	767	484	626	1515	1110	2678
Effective Weighted Sample	1780	282	315	356	297	246	302	1780	836	926	510	546	335	363	1055	696	1780
Total	2617	413	479	481	495	397	340	2617	1274	1314	723	719	568	550	1442	1118	2617
Most days	185 7%	46 11%	62 13%	54 11%	18 4%	4 1%	1 *	185 7%	95 7%	88 7%	61 8%	36 5%	49 9%	34 6%	97 7%	83 7%	185 7%
		def	defg	defg	f			ef									
Once or twice a week	563 21%	132 32%	144 30%	127 26%	99 20%	41 10%	19 6%	563 21%	302 24%	257 20%	171 24%	172 24%	124 22%	88 16%	343 24%	211 19%	563 21%
		defg	defg	ef	ef			ef			m	m			m		
At least every 3 months	658 25%	130 32%	153 32%	139 29%	131 26%	72 18%	32 9%	658 25%	312 24%	344 26%	190 26%	207 29%	133 23%	121 22%	397 28%	254 23%	658 25%
		ef	ef	ef	f	f		f									
Less often	758 29%	87 21%	101 21%	139 29%	165 33%	149 38%	110 32%	758 29%	325 25%	418 32%	183 25%	222 31%	170 30%	163 30%	405 28%	333 30%	758 29%
					ab	abg	ab	ab			h						
Never	454 17%	18 4%	18 4%	22 4%	82 17%	131 33%	178 52%	454 17%	241 19%	207 16%	117 16%	82 11%	92 16%	144 26%	200 14%	237 21%	454 17%
					abc	abcdg	abcdeg	abc						jklnp		kn	k
SUMMARY CODES																	
EVER DO THIS	2163 83%	395 96%	460 96%	460 96%	413 83%	267 67%	162 48%	2163 83%	1034 81%	1106 84%	606 84%	636 89%	476 84%	406 74%	1242 86%	882 79%	2163 83%
		defg	defg	defg	ef	f		ef			m	mop	m		mo		m
AT LEAST WEEKLY	748 29%	178 43%	206 43%	181 38%	117 24%	45 11%	20 6%	748 29%	397 31%	345 26%	232 32%	208 29%	173 30%	122 22%	440 30%	295 26%	748 29%
		defg	defg	defg	ef			ef			m				m		
AT LEAST QUARTERLY	1406 54%	309 75%	359 75%	320 67%	248 50%	117 30%	52 15%	1406 54%	709 56%	689 52%	422 58%	414 58%	306 54%	243 44%	837 58%	549 49%	1406 54%
		defg	defg	defg	ef	f		ef			mo	mo			mo		m
EVER DO THIS - BUT LESS FREQUENTLY THAN WEEKLY	1416 54%	217 53%	255 53%	279 58%	296 60%	221 56%	142 42%	1416 54%	637 50%	762 58%	374 52%	429 60%	303 53%	284 52%	802 56%	587 52%	1416 54%
		f	f	f	f	f		f		h		j					

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

Table 73

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 99% confidence level.

M7. How often do you complete a form or an application for something on your mobile phone? (SINGLE CODE)

Base : Those who use a smartphone (including those responding by post)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		a	b	c	d	e	f	g	h	i	j	~k	l	m	n	o	p
Significance Level: 99%																	
Unweighted total	2678	1722	324	321	311	2678	2367	295	136	2432	2678	-	2678	732	915	1002	2669
Effective Weighted Sample	1780	1357	237	238	183	1780	1576	202	103	1656	1780	-	1780	505	615	701	1834
Total	2617	2189	228	126	74	2617	2271	338	157	2310	2617	-	2617	726	814	1015	2577
Most days	185	160	13	8	4	185	174	11	22	156	185	**	185	41	60	84	185
	7%	7%	6%	6%	5%	7%	8%	3%	14%	7%	7%	**	7%	6%	7%	8%	7%
									i								
Once or twice a week	563	492	32	23	16	563	494	66	25	527	563	**	563	122	145	296	563
	21%	22%	14%	18%	21%	21%	22%	20%	16%	23%	21%	**	21%	17%	18%	29%	22%
		b			b											mnp	
At least every 3 months	658	553	54	32	19	658	579	77	42	605	658	**	658	154	182	321	658
	25%	25%	24%	25%	26%	25%	25%	23%	27%	26%	25%	**	25%	21%	22%	32%	26%
																mnp	
Less often	758	607	83	41	26	758	639	114	37	669	758	**	758	197	294	261	755
	29%	28%	36%	32%	36%	29%	28%	34%	24%	29%	29%	**	29%	27%	36%	26%	29%
			a												mop		
Never	454	376	46	22	9	454	385	69	30	352	454	**	454	211	133	53	415
	17%	17%	20%	18%	13%	17%	17%	21%	19%	15%	17%	**	17%	29%	16%	5%	16%
														nop	o		o
SUMMARY CODES																	
EVER DO THIS	2163	1813	182	104	65	2163	1887	268	127	1957	2163	**	2163	514	681	962	2161
	83%	83%	80%	82%	87%	83%	83%	79%	81%	85%	83%	**	83%	71%	84%	95%	84%
															m	mnp	m
AT LEAST WEEKLY	748	653	45	31	20	748	668	77	47	683	748	**	748	163	205	380	748
	29%	30%	20%	25%	26%	29%	29%	23%	30%	30%	29%	**	29%	22%	25%	37%	29%
		b			b											mnp	m
AT LEAST QUARTERLY	1406	1206	99	63	38	1406	1247	155	89	1288	1406	**	1406	317	387	700	1406
	54%	55%	43%	50%	52%	54%	55%	46%	57%	56%	54%	**	54%	44%	48%	69%	55%
		b			b											mnp	mn
EVER DO THIS - BUT LESS FREQUENTLY THAN WEEKLY	1416	1161	137	73	45	1416	1218	191	80	1274	1416	**	1416	351	476	582	1414
	54%	53%	60%	58%	61%	54%	54%	57%	51%	55%	54%	**	54%	48%	58%	57%	55%
														m	m	m	m

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

Table 74

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 99% confidence level.

G1. Do you ever play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3013	403	444	519	446	448	730	3013	1507	1467	824	823	525	760	1647	1285	3013
Effective Weighted Sample	1651	293	328	369	296	224	242	1651	761	887	519	585	300	342	1095	642	1651
Total	3098	429	500	502	529	469	626	3098	1541	1509	799	761	656	741	1560	1397	3098
On a mobile phone or smartphone (such as an iPhone or Samsung Galaxy)	1196	249	255	256	236	123	75	1196	545	643	306	359	267	237	665	504	1196
	39%	58%	51%	51%	45%	26%	12%	39%	35%	43%	38%	47%	41%	32%	43%	36%	39%
		defg	efg	efg	ef	f		ef		h		jmop			mo		
On a games console connected to a TV (such as Xbox/ Sony PlayStation/ Nintendo Wii)	821	209	220	188	138	47	18	821	493	320	233	254	182	138	486	320	821
	26%	49%	44%	37%	26%	10%	3%	26%	32%	21%	29%	33%	28%	19%	31%	23%	26%
		cdefg	defg	defg	ef	f		ef	i		m	mop	m		mop		m
On a desktop computer, laptop, or netbook	764	161	146	145	109	89	110	764	446	312	225	240	147	126	464	273	764
	25%	38%	29%	29%	21%	19%	18%	25%	29%	21%	28%	31%	22%	17%	30%	20%	25%
		defg	ef	ef					i		mo	lmop			mop		mo
On a tablet computer (such as an iPad)	621	98	98	113	140	85	85	621	281	336	198	171	127	119	370	245	621
	20%	23%	20%	23%	26%	18%	14%	20%	18%	22%	25%	23%	19%	16%	24%	18%	20%
		f		f	f						mo				mo		
On a hand-held games console (such as Sony PS Vita/ Nintendo DS or 3DS)	354	106	85	91	51	12	7	354	187	163	100	123	66	60	223	126	354
	11%	25%	17%	18%	10%	3%	1%	11%	12%	11%	12%	16%	10%	8%	14%	9%	11%
		defg	defg	defg	ef			ef				mop			mo		
Through an app on a smart TV	177	51	51	40	23	7	6	177	103	72	59	45	42	28	104	70	177
	6%	12%	10%	8%	4%	2%	1%	6%	7%	5%	7%	6%	6%	4%	7%	5%	6%
		defg	defg	ef	f			ef									
On a virtual reality gaming headset / device	90	30	16	21	15	7	2	90	52	37	33	31	12	14	63	27	90
	3%	7%	3%	4%	3%	1%	*	3%	3%	2%	4%	4%	2%	2%	4%	2%	3%
		efg	f	f	f												

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

G1. Do you ever play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3013	403	444	519	446	448	730	3013	1507	1467	824	823	525	760	1647	1285	3013
Effective Weighted Sample	1651	293	328	369	296	224	242	1651	761	887	519	585	300	342	1095	642	1651
Total	3098	429	500	502	529	469	626	3098	1541	1509	799	761	656	741	1560	1397	3098
Using wearable technology like a smartwatch (such as an Apple Watch)	55	17	16	15	3	3	1	55	25	29	18	19	3	14	37	18	55
	2%	4%	3%	3%	1%	1%	0%	2%	2%	2%	2%	2%	0%	2%	2%	1%	2%
		def	f	f													
TOTAL - EVER PLAY GAMES	1914	394	409	380	329	202	191	1914	938	957	516	565	417	373	1080	790	1914
	62%	92%	82%	76%	62%	43%	30%	62%	61%	63%	65%	74%	64%	50%	69%	57%	62%
		bcdefg	defg	defg	ef	f		ef			mo	jlmp	m		mop		m
No, I never play games	1184	34	91	122	200	267	435	1184	603	552	283	196	239	368	479	607	1184
	38%	8%	18%	24%	38%	57%	70%	38%	39%	37%	35%	26%	36%	50%	31%	43%	38%
			a	a	abc	abcdg	abcdeg	abc			k		k	ijklnp		jkn	kn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

G1. Do you ever play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMARTPHONE	NON SMARTPHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3013	1959	364	356	334	3013	2661	333	168	2670	2677	244	2923	933	979	1023	2957
Effective Weighted Sample	1651	1280	168	257	186	1651	1436	208	126	1812	1780	81	1704	642	657	713	2027
Total	3098	2581	287	149	82	3098	2691	396	186	2487	2617	311	2931	885	859	1032	2800
On a mobile phone or smartphone (such as an iPhone or Samsung Galaxy)	1196	1008	104	57	27	1196	1075	120	69	1084	1153	29	1182	228	340	613	1183
	39%	39%	36%	38%	33%	39%	40%	30%	37%	44%	44%	9%	40%	26%	40%	59%	42%
							g				k		k		m	mnp	m
On a games console connected to a TV (such as Xbox/ Sony PlayStation/ Nintendo Wii)	821	676	79	46	20	821	728	89	60	735	788	19	808	164	232	425	821
	26%	26%	28%	31%	25%	26%	27%	22%	32%	30%	30%	6%	28%	19%	27%	41%	29%
											k		k		m	mnp	m
On a desktop computer, laptop, or netbook	764	648	61	39	16	764	662	99	39	696	708	35	744	167	219	370	757
	25%	25%	21%	26%	19%	25%	25%	25%	21%	28%	27%	11%	25%	19%	26%	36%	27%
											k		k		m	mnp	m
On a tablet computer (such as an iPad)	621	525	57	28	11	621	531	86	36	565	588	25	613	123	199	298	620
	20%	20%	20%	19%	13%	20%	20%	22%	19%	23%	22%	8%	21%	14%	23%	29%	22%
											k		k		m	mp	m
On a hand-held games console (such as Sony PS Vita/ Nintendo DS or 3DS)	354	286	35	22	11	354	323	30	34	314	342	7	349	76	93	185	354
	11%	11%	12%	15%	13%	11%	12%	8%	18%	13%	13%	2%	12%	9%	11%	18%	13%
											k		k			mnp	m
Through an app on a smart TV	177	148	18	7	4	177	161	16	26	149	171	3	173	45	57	75	177
	6%	6%	6%	5%	5%	6%	6%	4%	14%	6%	7%	1%	6%	5%	7%	7%	6%
									i								

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

G1. Do you ever play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3013	1959	364	356	334	3013	2661	333	168	2670	2677	244	2923	933	979	1023	2957
Effective Weighted Sample	1651	1280	168	257	186	1651	1436	208	126	1812	1780	81	1704	642	657	713	2027
Total	3098	2581	287	149	82	3098	2691	396	186	2487	2617	311	2931	885	859	1032	2800
On a virtual reality gaming headset / device	90 3%	74 3%	9 3%	5 3%	1 2%	90 3%	79 3%	9 2%	12 6%	78 3%	85 3%	1 *%	87 3%	18 2%	18 2%	54 5%	90 3%
Using wearable technology like a smartwatch (such as an Apple Watch)	55 2%	50 2%	2 1%	2 2%	1 1%	55 2%	52 2%	2 1%	9 5%	43 2%	53 2%	1 *%	54 2%	11 1%	13 2%	30 3%	55 2%
TOTAL - EVER PLAY GAMES	1914 62%	1600 62%	165 58%	99 67%	49 60%	1914 62%	1683 63%	220 56%	128 69%	1703 68%	1800 69%	77 25%	1879 64%	538 61%	561 65%	798 77%	1899 68%
No, I never play games	1184 38%	981 38%	121 42%	49 33%	33 40%	1184 38%	1008 37%	176 44%	58 31%	783 32%	817 31%	234 75%	1052 36%	347 39%	298 35%	234 23%	900 32%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

G3. Many games can be played online. Do you ever play games online with or against other people? (SINGLE CODE)

Base : All who play games on any type of gaming device (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1937	363	368	390	288	221	297	1937	971	948	511	586	358	443	1097	801	1937
Effective Weighted Sample	1312	265	271	277	197	134	180	1312	628	673	354	422	247	289	775	526	1312
Total	1912	394	409	380	328	202	190	1912	938	955	516	565	417	371	1080	788	1912
Yes	989	289	263	198	138	62	39	989	563	414	281	288	225	178	569	403	989
	52%	73%	64%	52%	42%	31%	21%	52%	60%	43%	54%	51%	54%	48%	53%	51%	52%
		cdefg	cdefg	ef	f			ef		i							
No	890	94	135	174	189	140	149	890	360	523	233	266	184	184	500	368	890
	47%	24%	33%	46%	58%	69%	78%	47%	38%	55%	45%	47%	44%	50%	46%	47%	47%
		ab	abg	abcg	abcdg	ab		h									
Don't know	33	11	11	7	1	*	2	33	15	18	1	11	8	9	12	17	33
	2%	3%	3%	2%	*%	*%	1%	2%	2%	2%	*%	2%	2%	2%	1%	2%	2%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

G3. Many games can be played online. Do you ever play games online with or against other people? (SINGLE CODE)

Base : All who play games on any type of gaming device (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE ~k	ALL l	NARROW (1-10) m	MEDIUM (11-15) n	BROAD (16-20) o	ALL USERS p
Significance Level: 99%																	
Unweighted total	1937	1233	238	240	226	1937	1731	188	108	1767	1816	86	1903	514	635	783	1934
Effective Weighted Sample	1312	997	182	177	151	1312	1178	131	85	1206	1258	47	1305	360	428	550	1336
Total	1912	1599	165	99	49	1912	1681	220	127	1703	1800	76	1877	536	561	798	1897
Yes	989 52%	832 52%	83 51%	52 52%	22 45%	989 52%	886 53%	95 43%	83 65%	876 51%	946 53%	** **	974 52%	246 46%	284 51%	459 58%	989 52%
No	890 47%	739 46%	79 48%	45 46%	26 54%	890 47%	764 45%	122 56%	41 32%	801 47%	825 46%	** **	872 46%	264 49%	273 49%	336 42%	875 46%
Don't know	33 2%	27 2%	3 2%	2 2%	* 1%	33 2%	31 2%	2 1%	3 3%	26 2%	29 2%	** **	31 2%	26 5%	4 1%	3 *%	33 2%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

G3. Many games can be played online. Do you ever play games online with or against other people? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3010	403	444	519	445	447	729	3010	1507	1464	824	823	525	757	1647	1282	3010
Effective Weighted Sample	1650	293	328	369	295	223	242	1650	761	885	519	585	300	340	1095	640	1650
Total	3096	429	500	502	528	469	625	3096	1541	1507	799	761	656	739	1560	1395	3096
Yes	989 32%	289 67%	263 53%	198 39%	138 26%	62 13%	39 6%	989 32%	563 37%	414 27%	281 35%	288 38%	225 34%	178 24%	569 36%	403 29%	989 32%
		bcdefg	cdefg	defg	ef	f	g	ef	i		m	mo	m		mo		m
No	890 29%	94 22%	135 27%	174 35%	189 36%	140 30%	149 24%	890 29%	360 23%	523 35%	233 29%	266 35%	184 28%	184 25%	500 32%	368 26%	890 29%
				af	af					h		mop					
Don't know	33 1%	11 3%	11 2%	7 1%	1 *	* *	2 *	33 1%	15 1%	18 1%	1 *%	11 1%	8 1%	9 1%	12 1%	17 1%	33 1%
		d															
DO NOT PLAY GAMES	1184 38%	34 8%	91 18%	122 24%	200 38%	267 57%	435 70%	1184 38%	603 39%	552 37%	283 35%	196 26%	239 36%	368 50%	479 31%	607 44%	1184 38%
			a	a	abc	abcdg	abcdeg	abc			k		k	jklnp		jkn	kn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

G3. Many games can be played online. Do you ever play games online with or against other people? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l	NARROW (1-10) m	MEDIUM (11-15) n	BROAD (16-20) o	ALL USERS p
Significance Level: 99%																	
Unweighted total	3010	1958	364	354	334	3010	2658	333	167	2668	2675	243	2920	930	979	1023	2954
Effective Weighted Sample	1650	1280	168	255	186	1650	1434	208	125	1811	1779	81	1703	641	657	713	2025
Total	3096	2580	287	148	82	3096	2689	396	185	2486	2616	310	2929	883	859	1032	2798
Yes	989 32%	832 32%	83 29%	52 35%	22 27%	989 32%	886 33%	95 24%	83 45%	876 35%	946 36% k	28 9%	974 33% k	246 28%	284 33%	459 45% mnp	989 35% m
No	890 29%	739 29%	79 27%	45 30%	26 32%	890 29%	764 28%	122 31%	41 22%	801 32%	825 32% k	46 15%	872 30% k	264 30%	273 32%	336 33%	875 31%
Don't know	33 1%	27 1%	3 1%	2 1%	* 1%	33 1%	31 1%	2 1%	3 2%	26 1%	29 1%	2 1%	31 1%	26 3% nop	4 *%	3 *%	33 1%
DO NOT PLAY GAMES	1184 38%	981 38%	121 42%	49 33%	33 40%	1184 38%	1008 37%	176 44%	58 31%	783 32%	817 31%	234 76% jl	1052 36% j	347 39% op	298 35% o	234 23%	900 32% o

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

C2. How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3008	402	444	519	446	449	726	3008	1505	1464	823	823	525	759	1646	1284	3008
Effective Weighted Sample	1650	293	328	369	296	224	241	1650	760	887	518	585	300	338	1095	638	1650
Total	3094	428	500	502	529	469	624	3094	1540	1506	798	761	656	746	1559	1402	3094
1	496	21	43	35	64	125	196	496	285	197	90	90	103	185	179	288	496
	16%	5%	9%	7%	12%	27%	31%	16%	19%	13%	11%	12%	16%	25%	12%	21%	16%
					a	abcdg	abcdg	abc	i				ijklp		jkn	jn	
2	1000	88	155	93	107	198	344	1000	496	494	268	249	177	249	517	426	1000
	32%	21%	31%	18%	20%	42%	55%	32%	32%	33%	34%	33%	27%	33%	33%	30%	32%
			acd			abcdg	abcdg	acd									
3	657	84	144	140	149	76	60	657	347	309	174	178	168	125	352	294	657
	21%	20%	29%	28%	28%	16%	10%	21%	23%	21%	22%	23%	26%	17%	23%	21%	21%
		f	aefg	efg	efg			f					m				
4	597	119	108	147	156	50	17	597	265	318	194	157	125	108	351	233	597
	19%	28%	22%	29%	30%	11%	3%	19%	17%	21%	24%	21%	19%	14%	22%	17%	19%
		efg	ef	efg	efg	f		ef			mo				mo		
5-6	272	85	46	79	46	14	3	272	119	146	62	71	73	61	133	134	272
	9%	20%	9%	16%	9%	3%	1%	9%	8%	10%	8%	9%	11%	8%	9%	10%	9%
		bdefg	ef	bdefg	ef			ef									
7-9	45	28	3	8	5	-	1	45	24	22	9	15	7	8	24	16	45
	1%	7%	1%	2%	1%	0%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%
		bcdefg															
10 or more	3	3	-	*	-	-	-	3	*	3	2	-	-	1	2	1	3
	1%	1%	0%	1%	0%	0%	0%	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%
Prefer not to say	23	-	1	-	2	8	3	23	4	17	-	2	3	8	2	11	23
	1%	0%	1%	0%	1%	2%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

C2. How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 99%																	
Unweighted total	3008	1955	364	356	333	3008	2657	332	166	2667	2675	241	2918	929	978	1023	2952
Effective Weighted Sample	1650	1280	168	257	185	1650	1436	207	125	1809	1778	81	1710	640	656	713	2024
Total	3094	2577	287	149	82	3094	2687	395	185	2484	2615	303	2920	883	858	1032	2796
1	496 16%	403 16%	59 21%	23 15%	12 14%	496 16%	440 16%	55 14%	16 9%	331 13%	334 13%	85 28% jl	419 14%	139 16% o	114 13%	102 10%	361 13%
2	1000 32%	825 32%	102 36%	49 33%	23 29%	1000 32%	849 32%	151 38%	52 28%	780 31%	801 31%	147 48% jl	948 32%	298 34%	273 32%	301 29%	877 31%
3	657 21%	533 21%	65 23%	44 30% ade	14 18%	657 21%	564 21%	87 22%	45 25%	558 22%	597 23%	42 14%	640 22%	183 21%	184 21%	258 25%	633 23%
4	597 19%	520 20%	43 15%	23 16%	11 14%	597 19%	532 20%	65 16%	41 22%	538 22%	564 22% k	14 5%	579 20% k	153 17%	180 21%	256 25% m	591 21%
5-6	272 9%	236 9%	16 5%	8 5%	12 15% bce	272 9%	237 9%	35 9%	23 12%	233 9%	262 10% k	4 1%	267 9%	76 9%	90 10%	103 10%	272 10%
7-9	45 1%	40 2%	1 *%	1 1%	4 4% abe	45 1%	40 1%	2 1%	1 *%	40 2%	43 2%	1 *%	44 2%	20 2%	17 2%	9 1%	45 2%
10 or more	3 *%	2 *%	- -%	- -%	* 1%	3 *%	3 *%	* *%	2 1% i	* *%	3 *%	- -%	3 *%	1 *%	* *%	1 *%	3 *%
Prefer not to say	23 1%	18 1%	1 *%	- -%	4 5% abce	23 1%	23 1%	- -%	5 3% i	4 *%	10 *%	10 3% j	21 1%	13 1% no	* *%	1 *%	14 *%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

C3. Do you have any children aged under 18 who live at home with you - where you are their parent or guardian? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2989	402	444	518	445	449	710	2989	1496	1454	822	818	520	753	1640	1273	2989
Effective Weighted Sample	1644	293	328	368	296	224	235	1644	757	885	518	582	297	334	1092	631	1644
Total	3070	427	500	500	528	469	604	3070	1528	1494	798	759	651	741	1557	1391	3070
None	1919	276	223	121	267	414	584	1919	1005	887	466	470	396	497	937	893	1919
	62%	65%	45%	24%	51%	88%	97%	62%	66%	59%	58%	62%	61%	67%	60%	64%	62%
		bcd	c		c	abcdg	abcdeg	bcd		i							
1	593	93	155	152	138	37	17	593	273	310	158	159	134	128	317	263	593
	19%	22%	31%	30%	26%	8%	3%	19%	18%	21%	20%	21%	21%	17%	20%	19%	19%
		ef	aefg	efg	efg			ef									
2	387	33	85	156	98	11	2	387	175	205	143	90	81	62	233	143	387
	13%	8%	17%	31%	19%	2%	0%	13%	11%	14%	18%	12%	12%	8%	15%	10%	13%
		ef	aef	abdefg	aefg			ef			kmop				mo		
3	127	21	25	52	23	5	1	127	56	66	20	36	32	37	56	69	127
	4%	5%	5%	10%	4%	1%	0%	4%	4%	4%	3%	5%	5%	5%	4%	5%	4%
		f	ef	abdefg	f			f									
4	27	2	9	14	2	-	*	27	10	17	8	2	5	11	11	17	27
	1%	1%	2%	3%	0%	0%	0%	1%	1%	1%	1%	0%	1%	2%	1%	1%	1%
				efg													
5 or more	10	2	2	5	1	-	-	10	5	5	2	2	2	4	3	7	10
	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Prefer not to say	7	-	-	-	-	1	-	7	3	4	-	*	-	*	*	*	7
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

C3. Do you have any children aged under 18 who live at home with you - where you are their parent or guardian? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 99%																	
Unweighted total	2989	1945	359	356	329	2989	2642	328	168	2652	2665	234	2901	918	976	1022	2937
Effective Weighted Sample	1644	1274	173	257	203	1644	1432	205	126	1799	1772	77	1707	632	655	712	2013
Total	3070	2569	275	149	77	3070	2666	393	186	2475	2608	289	2899	876	857	1030	2786
None	1919	1593	186	94	46	1919	1655	262	95	1468	1503	273	1777	528	536	562	1641
	62%	62%	68%	63%	59%	62%	62%	67%	51%	59%	58%	94%	61%	60%	63%	55%	59%
												jl			o		
1	593	496	55	28	13	593	506	81	41	515	571	5	577	187	173	220	586
	19%	19%	20%	19%	17%	19%	19%	21%	22%	21%	22%	2%	20%	21%	20%	21%	21%
											k		k				
2	387	333	23	21	10	387	348	38	33	346	370	10	380	108	99	180	387
	13%	13%	8%	14%	13%	13%	13%	10%	18%	14%	14%	3%	13%	12%	12%	18%	14%
											k					mn	
3	127	109	10	4	5	127	117	10	8	114	122	*	122	36	34	54	127
	4%	4%	4%	2%	6%	4%	4%	3%	4%	5%	5%	0%	4%	4%	4%	5%	5%
4	27	23	1	3	1	27	26	*	4	23	25	-	25	7	12	8	27
	1%	1%	0%	2%	1%	1%	1%	0%	2%	1%	1%	0%	1%	1%	1%	1%	1%
5 or more	10	9	-	-	2	10	6	2	-	9	10	-	10	2	3	5	10
	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
					ae												
Prefer not to say	7	6	-	-	1	7	7	-	5	1	6	1	7	7	-	-	7
	0%	0%	0%	0%	1%	0%	0%	0%	3%	0%	0%	0%	0%	1%	0%	0%	0%
					e				i								

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

C4. And what age is this child/ are these children? (MULTI CODE)

Base : All with children aged under 18 living at home (including those responding by post that gave a response)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		~a	b	c	d	~e	~f	g	h	i	j	k	l	m	n	o	p
Unweighted total	875	97	192	331	186	40	24	875	409	454	246	221	180	208	467	388	875
Effective Weighted Sample	649	80	153	249	137	28	7	649	292	356	187	172	131	145	358	275	649
Total	1145	152	277	379	261	51	20	1145	522	602	331	289	255	241	620	496	1145
Under 1 year old	69 6%	** **	28 10% cd	13 3%	3 1%	** **	** **	69 6%	30 6%	39 6%	11 3%	19 7%	20 8%	17 7%	30 5%	37 7%	69 6%
1-4 years old	311 27%	** **	137 50% cdg	109 29% d	21 8%	** **	** **	311 27% d	143 27%	166 28%	84 25%	79 27%	67 26%	78 32%	163 26%	145 29%	311 27%
5-7 years old	304 27%	** **	94 34% d	128 34% d	48 18%	** **	** **	304 27%	156 30%	147 24%	96 29%	68 23%	76 30%	60 25%	164 26%	136 27%	304 27%
8-11 years old	340 30%	** **	57 21%	160 42% bg	81 31%	** **	** **	340 30%	164 31%	172 29%	103 31%	92 32%	71 28%	74 31%	195 31%	145 29%	340 30%
12-15 years old	379 33%	** **	55 20%	124 33% b	129 49% bcg	** **	** **	379 33% b	173 33%	204 34%	119 36%	93 32%	86 34%	75 31%	213 34%	161 32%	379 33%
16-17 years old	195 17%	** **	15 5%	64 17% b	64 24% b	** **	** **	195 17% b	59 11%	126 21% h	40 12%	50 17%	48 19%	45 19%	89 14%	93 19%	195 17%
Prefer not to say	33 3%	** **	3 1%	9 2%	8 3%	** **	** **	33 3%	10 2%	19 3%	7 2%	3 1%	3 1%	13 5%	10 2%	16 3%	33 3%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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C4. And what age is this child/ are these children? (MULTI CODE)

Base : All with children aged under 18 living at home (including those responding by post that gave a response)

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 99%																	
Unweighted total	875	549	100	104	122	875	775	85	62	780	838	13	852	244	269	355	874
Effective Weighted Sample	649	502	85	81	86	649	589	59	50	577	631	8	640	189	195	266	655
Total	1145	971	89	54	31	1145	1005	130	88	1004	1099	15	1115	341	321	468	1139
Under 1 year old	69 6%	60 6%	3 3%	5 10%	1 4%	69 6%	65 7%	** **	** **	63 6%	65 6%	** **	66 6%	24 7%	17 5%	28 6%	69 6%
1-4 years old	311 27%	269 28%	18 20%	16 30%	7 24%	311 27%	281 28%	** **	** **	280 28%	297 27%	** **	303 27%	89 26%	69 21%	153 33%	311 27%
5-7 years old	304 27%	265 27%	14 15%	16 28%	11 35%	304 27%	256 25%	** **	** **	266 27%	291 26%	** **	302 27%	82 24%	74 23%	147 31%	304 27%
8-11 years old	340 30%	279 29%	31 35%	17 31%	14 44%	340 30%	309 31%	** **	** **	318 32%	328 30%	** **	331 30%	95 28%	94 29%	147 31%	340 30%
12-15 years old	379 33%	316 33%	32 37%	19 35%	12 40%	379 33%	341 34%	** **	** **	336 34%	373 34%	** **	374 34%	105 31%	125 39%	149 32%	379 33%
16-17 years old	195 17%	169 17%	13 15%	9 16%	3 11%	195 17%	167 17%	** **	** **	164 16%	184 17%	** **	184 16%	46 13%	61 19%	82 18%	188 17%
Prefer not to say	33 3%	30 3%	2 2%	* 1%	* 1%	33 3%	33 3%	** **	** **	20 2%	31 3%	** **	31 3%	13 4%	12 4%	4 1%	33 3%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - ADULTS - 6th October 2020 to 23rd January 2021.

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 99% confidence level.

C5. What is your working status? Please note - if currently 'on furlough' please respond based on your usual employment status (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3011	402	444	518	446	449	728	3011	1506	1466	823	823	525	760	1646	1285	3011
Effective Weighted Sample	1657	293	328	368	296	224	246	1657	766	886	518	585	300	341	1095	641	1657
Total	3090	428	500	501	529	469	612	3090	1534	1508	798	761	656	740	1559	1397	3090
Working full time (30hrs/wk+)	1332	131	320	315	318	218	29	1332	818	504	462	386	360	107	848	467	1332
	43%	31%	64%	63%	60%	46%	5%	43%	53%	33%	58%	51%	55%	14%	54%	33%	43%
		f	aefg	aefg	aefg	af		af	i		mop	mop	mop		mop	m	mo
Working part time (8-29 hrs/wk)	500	111	83	85	95	92	34	500	136	354	110	134	122	123	244	245	500
	16%	26%	17%	17%	18%	20%	6%	16%	9%	23%	14%	18%	19%	17%	16%	18%	16%
		bcfg	f	f	f	f		f		h							
Not working (i.e. under 8hrs/wk) - retired	565	3	3	4	3	52	486	565	338	224	163	91	83	191	253	274	565
	18%	1%	1%	1%	1%	11%	79%	18%	22%	15%	20%	12%	13%	26%	16%	20%	18%
						abcd	abcdeg	abcde	i		kl			klnp		kl	k
Not working (i.e. under 8hrs/wk) - unemployed (registered/ not registered but looking for work)	144	36	23	21	29	27	2	144	66	76	19	18	24	79	37	103	144
	5%	8%	5%	4%	6%	6%	0%	5%	4%	5%	2%	2%	4%	11%	2%	7%	5%
		fg	f	f	f	f		f						jklnp		jknp	n
Not working (i.e. under 8hrs/wk) - student	164	120	21	14	2	*	-	164	75	87	14	101	20	25	115	45	164
	5%	28%	4%	3%	0%	0%	0%	5%	5%	6%	2%	13%	3%	3%	7%	3%	5%
		bcdefg	def	ef				def				jlmnop			jlmno		j
Not working (i.e. under 8hrs/wk) - housewife/ disabled/ other	311	14	46	55	72	71	51	311	75	219	27	24	47	197	51	244	311
	10%	3%	9%	11%	14%	15%	8%	10%	5%	15%	3%	3%	7%	27%	3%	17%	10%
		a	a	a	a	a		a		h			kn	jklnop	jklnp	jkln	jkln
Don't know	46	13	4	6	2	9	10	46	16	26	3	8	-	17	11	17	46
	1%	3%	1%	1%	0%	2%	2%	1%	1%	2%	0%	1%	0%	2%	1%	1%	1%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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C5. What is your working status? Please note - if currently 'on furlough' please respond based on your usual employment status (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3011	402	444	518	446	449	728	3011	1506	1466	823	823	525	760	1646	1285	3011
Effective Weighted Sample	1657	293	328	368	296	224	246	1657	766	886	518	585	300	341	1095	641	1657
Total	3090	428	500	501	529	469	612	3090	1534	1508	798	761	656	740	1559	1397	3090
Prefer not to say	28	-	-	1	7	1	1	28	9	17	-	-	-	2	-	2	28
	1%	-%	-%	*%	1%	*%	*%	1%	1%	1%	-%	-%	-%	*%	-%	*%	1%
WORKING STATUS SUMMARY																	
WORKING	1832	241	403	400	413	310	62	1832	954	858	572	520	482	229	1092	711	1832
	59%	56%	81%	80%	78%	66%	10%	59%	62%	57%	72%	68%	73%	31%	70%	51%	59%
		f	aefg	aefg	aefg	f		f			mop	mop	mop		mop	m	mo
NOT WORKING	1184	173	92	94	107	149	539	1184	554	607	223	234	174	492	457	667	1184
	38%	40%	18%	19%	20%	32%	88%	38%	36%	40%	28%	31%	27%	67%	29%	48%	38%
		bcd				bcd	abcdeg	bcd						jklnop		jklnp	jkln
PREFER NOT TO SAY/ DON'T KNOW	74	13	4	7	9	10	11	74	25	43	3	8	-	18	11	18	74
	2%	3%	1%	1%	2%	2%	2%	2%	2%	3%	*%	1%	-%	2%	1%	1%	2%
														jin			jin

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

C5. What is your working status? Please note - if currently 'on furlough' please respond based on your usual employment status (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3011	1957	363	357	334	3011	2659	333	168	2669	2675	244	2921	933	978	1023	2956
Effective Weighted Sample	1657	1285	167	258	186	1657	1442	208	126	1811	1789	81	1710	642	656	713	2026
Total	3090	2573	286	149	82	3090	2682	396	186	2485	2609	311	2923	885	858	1032	2798
Working full time (30hrs/wk+)	1332	1109	121	62	41	1332	1174	147	71	1219	1276	42	1318	320	361	637	1322
	43%	43%	42%	41%	50%	43%	44%	37%	38%	49%	49%	13%	45%	36%	42%	62%	47%
											k		k			mnp	m
Working part time (8-29 hrs/wk)	500	435	33	22	10	500	424	76	38	426	469	23	494	151	168	167	491
	16%	17%	12%	14%	12%	16%	16%	19%	20%	17%	18%	7%	17%	17%	20%	16%	18%
Not working (i.e. under 8hrs/wk) - retired	565	455	64	35	11	565	484	81	18	367	311	167	478	172	155	66	395
	18%	18%	23%	24%	13%	18%	18%	20%	10%	15%	12%	54%	16%	19%	18%	6%	14%
				d								jl	j	op	o		o
Not working (i.e. under 8hrs/wk) - unemployed (registered/ not registered but looking for work)	144	112	23	5	4	144	115	29	13	99	117	9	126	58	32	33	125
	5%	4%	8%	3%	5%	5%	4%	7%	7%	4%	4%	3%	4%	7%	4%	3%	4%
														o			
Not working (i.e. under 8hrs/wk) - student	164	140	15	6	3	164	147	17	11	143	151	4	155	33	50	75	158
	5%	5%	5%	4%	4%	5%	5%	4%	6%	6%	6%	1%	5%	4%	6%	7%	6%
																m	
Not working (i.e. under 8hrs/wk) - housewife/ disabled/ other	311	255	26	19	11	311	265	46	24	212	249	39	288	120	88	49	262
	10%	10%	9%	13%	13%	10%	10%	12%	13%	9%	10%	12%	10%	14%	10%	5%	9%
														op	o		o
Don't know	46	42	3	-	1	46	46	-	6	14	27	10	36	18	4	4	32
	1%	2%	1%	-%	1%	1%	2%	-%	3%	1%	1%	3%	1%	2%	-%	-%	1%
									i					o			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

C5. What is your working status? Please note - if currently 'on furlough' please respond based on your usual employment status (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3011	1957	363	357	334	3011	2659	333	168	2669	2675	244	2921	933	978	1023	2956
Effective Weighted Sample	1657	1285	167	258	186	1657	1442	208	126	1811	1789	81	1710	642	656	713	2026
Total	3090	2573	286	149	82	3090	2682	396	186	2485	2609	311	2923	885	858	1032	2798
Prefer not to say	28	25	1	-	2	28	28	-	6	5	9	18	28	12	1	1	13
	1%	1%	*%	-%	3%	1%	1%	-%	3%	*%	*%	6%	1%	1%	*%	*%	*%
									i			jl		no			
WORKING STATUS SUMMARY																	
WORKING	1832	1544	154	83	51	1832	1598	223	109	1645	1745	65	1812	471	529	804	1813
	59%	60%	54%	56%	62%	59%	60%	56%	58%	66%	67%	21%	62%	53%	62%	78%	65%
											kl		k		m	mnp	m
NOT WORKING	1184	962	128	66	28	1184	1010	173	66	822	828	219	1047	383	324	223	940
	38%	37%	45%	44%	35%	38%	38%	44%	35%	33%	32%	70%	36%	43%	38%	22%	34%
												jl		op	o		o
PREFER NOT TO SAY/ DON'T KNOW	74	67	4	-	3	74	74	-	12	19	36	27	64	31	5	5	45
	2%	3%	1%	-%	4%	2%	3%	-%	6%	1%	1%	9%	2%	3%	1%	*%	2%
		c			c				i			jl		nop			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

C6. Which one of these – if any – is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3002	403	444	519	446	447	720	3002	1505	1458	824	823	524	757	1647	1281	3002
Effective Weighted Sample	1684	293	328	369	296	241	242	1684	768	921	519	585	315	343	1095	658	1684
Total	3058	429	500	502	529	458	596	3058	1529	1481	799	761	646	733	1560	1378	3058
I have no formal qualifications (and I am not still studying)	270	11	26	9	31	53	138	270	145	123	18	19	59	143	36	202	270
	9%	3%	5%	2%	6%	12%	23%	9%	9%	8%	2%	2%	9%	20%	2%	15%	9%
				c	abc	abcdeg	ac						jkn	jklnp		jknp	jkn
Entry level qualification such as ESOL, ELC or Skills for Life	57	19	14	11	6	3	3	57	20	35	10	5	18	22	14	40	57
	2%	4%	3%	2%	1%	1%	1%	2%	1%	2%	1%	1%	3%	3%	1%	3%	2%
		efg										k	kn		kn		
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	218	32	36	40	47	27	28	218	110	105	31	39	74	73	70	147	218
	7%	7%	7%	8%	9%	6%	5%	7%	7%	7%	4%	5%	11%	10%	5%	11%	7%
													jkn	jkln		jknp	jn
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	410	58	56	59	72	81	84	410	204	203	79	103	113	105	182	218	410
	13%	13%	11%	12%	14%	18%	14%	13%	13%	14%	10%	14%	17%	14%	12%	16%	13%
													jn			j	
Level 1-2 vocational qualification or intermediate apprenticeship	108	22	19	18	23	11	15	108	59	49	5	25	46	29	30	75	108
	4%	5%	4%	4%	4%	2%	2%	4%	4%	3%	1%	3%	7%	4%	2%	5%	4%
												j	jknp	j		jn	j

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

C6. Which one of these – if any – is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3002	403	444	519	446	447	720	3002	1505	1458	824	823	524	757	1647	1281	3002
Effective Weighted Sample	1684	293	328	369	296	241	242	1684	768	921	519	585	315	343	1095	658	1684
Total	3058	429	500	502	529	458	596	3058	1529	1481	799	761	646	733	1560	1378	3058
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	298	87	37	43	45	37	49	298	132	160	64	117	57	55	181	112	298
	10%	20%	7%	9%	8%	8%	8%	10%	9%	11%	8%	15%	9%	8%	12%	8%	10%
		bcdefg										jlmp					
Level 3 vocational qualification or advanced apprenticeship	197	31	24	37	29	32	38	197	96	100	33	43	75	39	76	114	197
	6%	7%	5%	7%	6%	7%	6%	6%	6%	7%	4%	6%	12%	5%	5%	8%	6%
													jkmp			jn	
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	216	18	33	36	63	33	33	216	94	121	57	60	55	41	118	96	216
	7%	4%	7%	7%	12%	7%	5%	7%	6%	8%	7%	8%	9%	6%	8%	7%	7%
					afg												
Level 4-5 vocational qualification or higher apprenticeship	81	9	12	13	18	17	12	81	43	38	19	27	18	16	46	35	81
	3%	2%	2%	3%	3%	4%	2%	3%	3%	3%	2%	4%	3%	2%	3%	3%	3%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	581	59	140	116	94	77	93	581	289	288	259	198	67	50	458	117	581
	19%	14%	28%	23%	18%	17%	16%	19%	19%	19%	32%	26%	10%	7%	29%	8%	19%
			adefg	a							lmop	lmop			lmop		lmo
Level 6 vocational qualification or degree apprenticeship	50	3	8	9	5	10	15	50	36	14	32	5	5	7	37	12	50
	2%	1%	2%	2%	1%	2%	3%	2%	2%	1%	4%	1%	1%	1%	2%	1%	2%
											klmp						

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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C6. Which one of these – if any – is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3002	403	444	519	446	447	720	3002	1505	1458	824	823	524	757	1647	1281	3002
Effective Weighted Sample	1684	293	328	369	296	241	242	1684	768	921	519	585	315	343	1095	658	1684
Total	3058	429	500	502	529	458	596	3058	1529	1481	799	761	646	733	1560	1378	3058
University higher degree (e.g. Masters, PhD or equivalent)	315	34	75	77	51	36	41	315	179	131	176	81	23	31	258	53	315
	10%	8%	15%	15%	10%	8%	7%	10%	12%	9%	22%	11%	4%	4%	17%	4%	10%
			aef	aefg							klmnop	lmo		klmnop		lmo	
Still studying/ still at school	34	28	-	6	-	1	-	34	17	17	6	20	6	2	26	8	34
	1%	7%	-%	1%	-%	*%	-%	1%	1%	1%	1%	3%	1%	*%	2%	1%	1%
		bcdefg										mop					
Prefer not to say	154	12	11	20	41	30	20	154	69	75	5	16	18	78	22	96	154
	5%	3%	2%	4%	8%	7%	3%	5%	4%	5%	1%	2%	3%	11%	1%	7%	5%
					ab									ijklnp		ijkln	jkn
Don't know	68	7	8	8	2	8	28	68	38	21	3	3	14	41	6	54	68
	2%	2%	2%	2%	*%	2%	5%	2%	2%	1%	*%	*%	2%	6%	*%	4%	2%
							d						n	jknp		jkn	jkn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

C6. Which one of these – if any – is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l	NARROW (1-10) m	MEDIUM (11-15) n	BROAD (16-20) o	ALL USERS p
Unweighted total	3002	1951	362	355	334	3002	2651	332	165	2668	2675	238	2915	928	979	1023	2952
Effective Weighted Sample	1684	1304	175	257	186	1684	1470	207	124	1810	1789	81	1740	638	657	713	2023
Total	3058	2552	276	147	82	3058	2651	395	184	2484	2608	288	2899	881	859	1032	2795
I have no formal qualifications (and I am not still studying)	270 9%	217 9%	29 10%	15 10%	9 11%	270 9%	259 10%	11 3%	26 14%	122 5%	154 6%	68 24%	223 8%	104 12%	42 5%	16 2%	164 6%
Entry level qualification such as ESOL, ELC or Skills for Life	57 2%	49 2%	5 2%	1 *%	2 2%	57 2%	53 2%	4 1%	11 6%	42 2%	56 2%	* *%	56 2%	29 3%	21 2%	7 1%	57 2%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	218 7%	178 7%	16 6%	14 10%	9 11%	218 7%	200 8%	16 4%	17 9%	178 7%	185 7%	9 3%	194 7%	99 11%	63 7%	42 4%	203 7%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	410 13%	346 14%	35 13%	19 13%	10 13%	410 13%	357 13%	53 13%	24 13%	346 14%	362 14%	32 11%	395 14%	152 17%	130 15%	104 10%	389 14%
Level 1-2 vocational qualification or intermediate apprenticeship	108 4%	95 4%	6 2%	5 4%	2 2%	108 4%	94 4%	14 4%	10 6%	89 4%	96 4%	12 4%	107 4%	41 5%	39 5%	28 3%	108 4%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

C6. Which one of these – if any – is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l	NARROW (1-10) m	MEDIUM (11-15) n	BROAD (16-20) o	ALL USERS p
Significance Level: 99%																	
Unweighted total	3002	1951	362	355	334	3002	2651	332	165	2668	2675	238	2915	928	979	1023	2952
Effective Weighted Sample	1684	1304	175	257	186	1684	1470	207	124	1810	1789	81	1740	638	657	713	2023
Total	3058	2552	276	147	82	3058	2651	395	184	2484	2608	288	2899	881	859	1032	2795
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	298 10%	249 10%	30 11%	12 8%	7 8%	298 10%	243 9%	52 13%	9 5%	265 11%	268 10%	20 7%	288 10%	59 7%	104 12% m	121 12% m	285 10% m
Level 3 vocational qualification or advanced apprenticeship	197 6%	165 6%	18 7%	11 8%	2 3%	197 6%	169 6%	28 7%	6 3%	167 7%	172 7%	15 5%	187 6%	49 6%	52 6%	78 8%	180 6%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	216 7%	162 6%	31 11%	16 11%	7 8%	216 7%	177 7%	38 10%	5 3%	202 8%	202 8%	12 4%	214 7%	51 6%	72 8%	91 9%	216 8%
Level 4-5 vocational qualification or higher apprenticeship	81 3%	70 3%	7 2%	3 2%	1 2%	81 3%	66 2%	15 4%	7 4%	74 3%	75 3%	4 2%	80 3%	23 3%	30 3%	29 3%	81 3%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	581 19%	498 20%	44 16%	23 16%	16 19%	581 19%	499 19%	80 20%	20 11%	538 22% h	528 20%	40 14%	569 20%	107 12%	151 18% m	307 30% mnp	567 20% m
Level 6 vocational qualification or degree apprenticeship	50 2%	45 2%	3 1%	2 2%	* 1%	50 2%	42 2%	8 2%	4 2%	39 2%	40 2%	10 4%	50 2%	16 2%	11 1%	16 2%	43 2%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

C6. Which one of these – if any – is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 99%																	
Unweighted total	3002	1951	362	355	334	3002	2651	332	165	2668	2675	238	2915	928	979	1023	2952
Effective Weighted Sample	1684	1304	175	257	186	1684	1470	207	124	1810	1789	81	1740	638	657	713	2023
Total	3058	2552	276	147	82	3058	2651	395	184	2484	2608	288	2899	881	859	1032	2795
University higher degree (e.g. Masters, PhD or equivalent)	315	267	23	14	11	315	261	50	14	289	295	11	306	49	91	168	309
	10%	10%	8%	9%	14%	10%	10%	13%	8%	12%	11%	4%	11%	6%	11%	16%	11%
															m	mn	m
Still studying/ still at school	34	26	6	1	2	34	30	5	5	29	34	-	34	12	9	13	34
	1%	1%	2%	1%	2%	1%	1%	1%	3%	1%	1%	-%	1%	1%	1%	1%	1%
Prefer not to say	154	130	15	6	3	154	136	18	14	79	97	41	139	62	35	7	113
	5%	5%	5%	4%	4%	5%	5%	5%	7%	3%	4%	14%	5%	7%	4%	1%	4%
												jl		op	o		o
Don't know	68	54	7	6	*	68	64	4	11	25	45	13	58	27	10	3	45
	2%	2%	3%	4%	1%	2%	2%	1%	6%	1%	2%	4%	2%	3%	1%	3%	2%
									i					o			o

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

C7. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3013	403	444	518	446	449	729	3013	1507	1468	824	823	524	761	1647	1285	3013
Effective Weighted Sample	1650	293	328	368	296	224	243	1650	761	881	519	585	299	342	1095	641	1650
Total	3096	429	500	500	529	469	619	3096	1539	1515	799	761	654	741	1560	1395	3096
Very confident	2210 71%	254 59%	305 61%	352 70%	391 74%	371 79%	508 82%	2210 71%	1112 72%	1079 71%	649 81%	561 74%	468 72%	451 61%	1210 78%	919 66%	2210 71%
			ab	ab	ab	ab	ab	ab			klmop	mo	m		mop		m
Fairly confident	569 18%	89 21%	130 26%	88 18%	93 18%	76 16%	83 13%	569 18%	270 18%	289 19%	101 13%	136 18%	126 19%	177 24%	237 15%	304 22%	569 18%
			cefg											jn		jn	j
Neither confident nor not confident	164 5%	53 12%	36 7%	37 7%	18 3%	10 2%	9 1%	164 5%	89 6%	74 5%	35 4%	40 5%	44 7%	41 6%	75 5%	85 6%	164 5%
		defg	ef	ef				f									
Not very confident	73 2%	15 4%	12 2%	15 3%	17 3%	9 2%	4 1%	73 2%	39 3%	33 2%	9 1%	14 2%	6 1%	26 4%	23 1%	32 2%	73 2%
		f															
Not at all confident	38 1%	7 2%	7 1%	3 1%	6 1%	- -%	13 2%	38 1%	20 1%	16 1%	2 *%	3 *%	6 1%	25 3%	5 *%	32 2%	38 1%
														jknp		jknp	
Don't know	7 *%	5 1%	1 *%	1 *%	- -%	- -%	- -%	7 *%	1 *%	4 *%	2 *%	3 *%	* *%	1 *%	5 *%	1 *%	7 *%
Prefer not to say	35 1%	5 1%	8 2%	3 1%	3 1%	4 1%	3 *%	35 1%	9 1%	20 1%	- -%	6 1%	3 *%	20 3%	6 *%	23 2%	35 1%
														jn		jn	
SUMMARY CODES																	
TOTAL CONFIDENT	2779 90%	343 80%	435 87%	440 88%	485 92%	447 95%	591 95%	2779 90%	1381 90%	1368 90%	750 94%	697 92%	595 91%	628 85%	1447 93%	1223 88%	2779 90%
			a	a	a	ab	ab	a			mop	m			mop		m
TOTAL NOT CONFIDENT	111 4%	23 5%	20 4%	18 4%	23 4%	9 2%	17 3%	111 4%	59 4%	49 3%	11 1%	16 2%	12 2%	52 7%	28 2%	64 5%	111 4%
														jklnp		jn	n
TOTAL NEITHER/ DON'T KNOW	171 6%	58 14%	37 7%	38 8%	18 3%	10 2%	9 1%	171 6%	90 6%	78 5%	38 5%	42 6%	44 7%	42 6%	80 5%	86 6%	171 6%
		defg	ef	ef				f									

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

C7. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 99%																	
Unweighted total	3013	1959	364	357	333	3013	2661	333	168	2671	2677	243	2922	934	979	1023	2958
Effective Weighted Sample	1650	1280	168	258	201	1650	1435	208	126	1812	1779	81	1710	643	657	713	2028
Total	3096	2581	287	149	80	3096	2689	396	186	2487	2615	305	2922	886	859	1032	2800
Very confident	2210	1832	217	105	57	2210	1900	309	94	1848	1886	221	2109	508	638	862	2013
	71%	71%	76%	70%	71%	71%	71%	78%	51%	74%	72%	73%	72%	57%	74%	84%	72%
										h					m	mnp	m
Fairly confident	569	476	48	30	16	569	500	64	40	444	478	51	529	205	153	145	504
	18%	18%	17%	20%	20%	18%	19%	16%	21%	18%	18%	17%	18%	23%	18%	14%	18%
														op			
Neither confident nor not confident	164	141	12	8	4	164	146	16	28	120	148	5	154	90	48	18	162
	5%	5%	4%	5%	5%	5%	5%	4%	15%	5%	6%	2%	5%	10%	6%	2%	6%
									i					nop	o		o
Not very confident	73	65	1	6	2	73	66	5	10	41	51	21	72	44	10	4	58
	2%	3%	*%	4%	2%	2%	2%	1%	5%	2%	2%	7%	2%	5%	1%	*%	2%
				b					i			j		nop			o
Not at all confident	38	31	6	*	1	38	38	-	7	16	24	*	25	19	6	2	27
	1%	1%	2%	*%	1%	1%	1%	-%	4%	1%	1%	*%	1%	2%	1%	*%	1%
									i					o			
Don't know	7	6	1	-	*	7	7	-	1	5	5	1	6	6	-	-	7
	*%	*%	*%	-%	*%	*%	*%	-%	1%	*%	*%	*%	*%	1%	-%	-%	*%
Prefer not to say	35	31	3	*	1	35	32	2	7	14	24	4	28	13	4	-	28
	1%	1%	1%	*%	1%	1%	1%	1%	4%	1%	1%	1%	1%	2%	*%	-%	1%
									i					o			o
SUMMARY CODES																	
TOTAL CONFIDENT	2779	2307	264	135	73	2779	2399	373	134	2292	2364	273	2638	713	791	1007	2518
	90%	89%	92%	90%	91%	90%	89%	94%	72%	92%	90%	89%	90%	81%	92%	98%	90%
									h					m	mnp	m	
TOTAL NOT CONFIDENT	111	96	7	6	2	111	104	5	17	57	75	22	97	63	16	6	85
	4%	4%	2%	4%	3%	4%	4%	1%	9%	2%	3%	7%	3%	7%	2%	1%	3%
									i					nop			o

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

C7. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l	NARROW (1-10) m	MEDIUM (11-15) n	BROAD (16-20) o	ALL USERS p
Significance Level: 99%																	
Unweighted total	3013	1959	364	357	333	3013	2661	333	168	2671	2677	243	2922	934	979	1023	2958
Effective Weighted Sample	1650	1280	168	258	201	1650	1435	208	126	1812	1779	81	1710	643	657	713	2028
Total	3096	2581	287	149	80	3096	2689	396	186	2487	2615	305	2922	886	859	1032	2800
TOTAL NEITHER/ DON'T KNOW	171	147	13	8	4	171	153	16	29	125	152	6	160	96	48	18	169
	6%	6%	5%	5%	5%	6%	6%	4%	15%	5%	6%	2%	5%	11%	6%	2%	6%
									i					nop	o		o

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

C8. Do you consider English to be your first or main language? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3014	403	444	519	446	449	729	3014	1508	1468	824	823	525	761	1647	1286	3014
Effective Weighted Sample	1651	293	328	369	296	224	243	1651	762	881	519	585	300	342	1095	642	1651
Total	3098	429	500	502	529	469	619	3098	1541	1515	799	761	656	741	1560	1398	3098
Yes – English is first/ main language	2900	396	443	442	501	456	613	2900	1451	1417	764	703	614	688	1468	1301	2900
	94%	92%	89%	88%	95%	97%	99%	94%	94%	94%	96%	92%	93%	93%	94%	93%	94%
					bc	bc	abcdg	bc									
No	174	29	47	52	27	12	6	174	83	87	33	55	38	42	87	80	174
	6%	7%	9%	10%	5%	3%	1%	6%	5%	6%	4%	7%	6%	6%	6%	6%	6%
		f	efg	efg	f			f									
Prefer not to say	25	4	9	9	1	1	1	25	7	11	2	3	5	12	5	17	25
	1%	1%	2%	2%	*%	*%	*%	1%	*%	1%	*%	*%	1%	2%	*%	1%	1%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

C8. Do you consider English to be your first or main language? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l	NARROW (1-10) m	MEDIUM (11-15) n	BROAD (16-20) o	ALL USERS p
Significance Level: 99%																	
Unweighted total	3014	1959	364	357	334	3014	2662	333	168	2671	2678	243	2923	934	979	1023	2958
Effective Weighted Sample	1651	1280	168	258	186	1651	1436	208	126	1812	1780	81	1711	643	657	713	2028
Total	3098	2581	287	149	82	3098	2691	396	186	2487	2617	305	2925	886	859	1032	2800
Yes – English is first/ main language	2900 94%	2407 93%	278 97%	138 93%	77 94%	2900 94%	2507 93%	382 97%	160 86%	2338 94%	2435 93%	301 99%	2739 94%	806 91%	816 95%	971 94%	2604 93%
No	174 6%	150 6%	8 3%	11 7%	5 6%	174 6%	163 6%	11 3%	23 12%	135 5%	166 6%	2 1%	168 6%	69 8%	43 5%	57 6%	171 6%
Prefer not to say	25 1%	23 1%	1 *%	- -%	* *%	25 1%	22 1%	3 1%	3 2%	14 1%	16 1%	2 1%	18 1%	10 1%	- -%	4 *%	25 1%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

C9. Which one of these options applies to your home? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3014	403	444	519	446	449	729	3014	1507	1468	824	823	525	761	1647	1286	3014
Effective Weighted Sample	1651	293	328	369	296	224	243	1651	765	881	519	585	300	342	1095	642	1651
Total	3098	429	500	502	529	469	619	3098	1535	1515	799	761	656	741	1560	1398	3098
Owned outright by the household	987	80	67	66	112	203	449	987	545	433	341	188	215	202	529	417	987
	32%	19%	13%	13%	21%	43%	72%	32%	36%	29%	43%	25%	33%	27%	34%	30%	32%
				c	abcdg	abcdeg	abcd		i		klmnop			k			
Being bought on mortgage	895	94	186	203	255	131	26	895	461	429	310	285	208	78	595	286	895
	29%	22%	37%	40%	48%	28%	4%	29%	30%	28%	39%	37%	32%	10%	38%	20%	29%
		f	afg	aefg	abefg	f	f				mop	mop	mo		mop	m	mo
Rented from Local Authority/ Housing Association/ Trust	584	92	101	105	85	87	87	584	269	297	43	98	114	285	141	399	584
	19%	21%	20%	21%	16%	18%	14%	19%	18%	20%	5%	13%	17%	38%	9%	29%	19%
												j	jn	jklmnop		jklnp	jkn
Rented from private landlord	480	111	121	115	49	40	42	480	209	265	85	146	104	128	231	233	480
	15%	26%	24%	23%	9%	9%	7%	15%	14%	17%	11%	19%	16%	17%	15%	17%	15%
		defg	defg	defg				def				j		j		j	j
Something else	34	7	14	2	10	-	1	34	17	16	6	16	1	10	22	11	34
	1%	2%	3%	*%	2%	-%	*%	1%	1%	1%	1%	2%	*%	1%	1%	1%	1%
			cef														
Don't know	92	45	11	12	12	3	9	92	24	57	13	27	9	31	40	40	92
	3%	11%	2%	2%	2%	1%	1%	3%	2%	4%	2%	4%	1%	4%	3%	3%	3%
		bcdefg								h							
Prefer not to say	28	-	-	-	7	6	5	28	10	18	1	1	3	8	1	11	28
	1%	-%	-%	-%	1%	1%	1%	1%	1%	1%	*%	*%	*%	1%	*%	1%	1%
																	n

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

C9. Which one of these options applies to your home? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3014	1959	364	357	334	3014	2662	333	168	2671	2677	244	2923	934	979	1023	2958
Effective Weighted Sample	1651	1280	168	258	186	1651	1436	208	126	1812	1790	81	1711	643	657	713	2028
Total	3098	2581	287	149	82	3098	2691	396	186	2487	2611	311	2925	886	859	1032	2800
Owned outright by the household	987	818	96	50	22	987	806	176	61	748	731	180	911	311	303	222	838
	32%	32%	34%	33%	27%	32%	30%	45%	33%	30%	28%	58%	31%	35%	35%	21%	30%
								f				jl		o	o		o
Being bought on mortgage	895	750	81	36	28	895	786	107	31	831	860	16	876	191	272	418	881
	29%	29%	28%	24%	34%	29%	29%	27%	17%	33%	33%	5%	30%	22%	32%	40%	31%
										h	k		k		m	mnp	m
Rented from Local Authority/ Housing Association/ Trust	584	475	66	29	13	584	541	39	55	394	462	74	537	222	130	129	486
	19%	18%	23%	20%	15%	19%	20%	10%	30%	16%	18%	24%	18%	25%	15%	12%	17%
							g		i				nop				o
Rented from private landlord	480	396	37	31	15	480	424	55	20	430	440	18	458	108	123	231	463
	15%	15%	13%	21%	19%	15%	16%	14%	11%	17%	17%	6%	16%	12%	14%	22%	17%
											k					mnp	m
Something else	34	32	1	-	*	34	23	11	-	33	31	3	34	2	12	20	34
	1%	1%	*%	-%	*%	1%	1%	3%	-%	1%	1%	1%	1%	*%	1%	2%	1%
																m	
Don't know	92	85	3	2	1	92	84	8	11	49	76	4	81	40	19	12	85
	3%	3%	1%	2%	1%	3%	3%	2%	6%	2%	3%	1%	3%	5%	2%	1%	3%
									i					o			o
Prefer not to say	28	25	1	-	3	28	28	-	7	3	10	16	28	13	1	-	13
	1%	1%	*%	-%	3%	1%	1%	-%	4%	*%	*%	5%	1%	1%	*%	-%	*%
					ce				i			jl		no			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

C12. Which of these – if any – impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3012	403	444	519	446	448	728	3012	1508	1466	823	823	524	761	1646	1285	3012
Effective Weighted Sample	1672	293	328	369	296	241	243	1672	762	907	518	585	315	342	1095	656	1672
Total	3087	429	500	502	529	459	619	3087	1541	1504	798	761	646	741	1559	1387	3087
Hearing? Poor hearing, partial hearing, or are deaf	223	20	18	15	31	32	100	223	135	87	53	34	36	72	87	109	223
	7%	5%	4%	3%	6%	7%	16%	7%	9%	6%	7%	4%	6%	10%	6%	8%	7%
							abcdeg	c						kn			
Eyesight? Poor vision, colour blindness, partial sight, or are blind	221	59	36	25	23	22	49	221	122	95	57	33	57	50	90	107	221
	7%	14%	7%	5%	4%	5%	8%	7%	8%	6%	7%	4%	9%	7%	6%	8%	7%
													k				
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	284	37	25	22	43	40	108	284	114	169	53	48	44	113	101	157	284
	9%	9%	5%	4%	8%	9%	17%	9%	7%	11%	7%	6%	7%	15%	6%	11%	9%
							abcdeg	c		h				ijklnp		jkn	
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	103	14	18	13	16	13	27	103	49	53	22	12	31	34	34	66	103
	3%	3%	4%	3%	3%	3%	4%	3%	3%	4%	3%	2%	5%	5%	2%	5%	3%
													k			kn	
Breathing? Breathlessness or chest pains	183	13	16	16	21	29	81	183	99	84	31	24	39	72	55	111	183
	6%	3%	3%	3%	4%	6%	13%	6%	6%	6%	4%	3%	6%	10%	4%	8%	6%
							abcdg							jkn		jkn	n

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

C12. Which of these – if any – impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3012	403	444	519	446	448	728	3012	1508	1466	823	823	524	761	1646	1285	3012
Effective Weighted Sample	1672	293	328	369	296	241	243	1672	762	907	518	585	315	342	1095	656	1672
Total	3087	429	500	502	529	459	619	3087	1541	1504	798	761	646	741	1559	1387	3087
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	114 4%	27 6%	25 5%	23 5%	12 2%	8 2%	17 3%	114 4%	41 3%	70 5%	15 2%	15 2%	24 4%	57 8%	30 2%	81 6%	114 4%
		e											jknp		jkn	n	
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	56 2%	18 4%	7 1%	18 4%	10 2%	2 *	1 *	56 2%	27 2%	26 2%	23 3%	12 2%	10 1%	11 2%	34 2%	21 2%	56 2%
		efg		ef													
Your mental health? Anxiety, depression, or trauma-related conditions, for example	385 12%	93 22%	69 14%	68 14%	65 12%	43 9%	39 6%	385 12%	171 11%	204 14%	76 9%	73 10%	72 11%	151 20%	148 10%	223 16%	385 12%
		bcdefg	f	f			f						jklnp		jkn		
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	230 7%	14 3%	23 5%	23 5%	51 10%	45 10%	74 12%	230 7%	88 6%	135 9%	36 4%	39 5%	51 8%	101 14%	75 5%	152 11%	230 7%
					a	a	abc	a						jknp		jknp	n
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	1055 34%	180 42%	145 29%	130 26%	156 29%	127 28%	300 48%	1055 34%	516 33%	522 35%	235 29%	184 24%	226 35%	346 47%	419 27%	573 41%	1055 34%
		bcdeg					bcdeg	c					kn	jklnp		jknp	kn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

C12. Which of these – if any – impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3012	403	444	519	446	448	728	3012	1508	1466	823	823	524	761	1646	1285	3012
Effective Weighted Sample	1672	293	328	369	296	241	243	1672	762	907	518	585	315	342	1095	656	1672
Total	3087	429	500	502	529	459	619	3087	1541	1504	798	761	646	741	1559	1387	3087
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1586	144	250	298	312	276	293	1586	819	766	483	462	327	282	945	609	1586
	51%	34%	50%	59%	59%	60%	47%	51%	53%	51%	61%	61%	51%	38%	61%	44%	51%
		a	b	afg	af	afg	a	a			lmop	lmop	m		lmop		mo
Prefer not to say	398	89	94	68	56	47	26	398	184	191	68	102	84	107	170	191	398
	13%	21%	19%	14%	11%	10%	4%	13%	12%	13%	9%	13%	13%	14%	11%	14%	13%
		defg	defg	f	f	f		f				j		j		j	j
Don't know	48	16	10	7	6	8	-	48	23	25	11	13	9	5	24	15	48
	2%	4%	2%	1%	1%	2%	-%	2%	2%	2%	1%	2%	1%	1%	2%	1%	2%
		f	f														

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

C12. Which of these – if any – impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 99%																	
Unweighted total	3012	1957	364	357	334	3012	2660	333	168	2670	2678	241	2921	933	979	1023	2957
Effective Weighted Sample	1672	1297	168	258	186	1672	1457	208	126	1811	1780	83	1737	642	657	713	2027
Total	3087	2570	287	149	82	3087	2680	396	186	2486	2617	293	2913	885	859	1032	2799
Hearing? Poor hearing, partial hearing, or are deaf	223	183	17	16	7	223	203	20	18	147	147	52	199	74	54	38	167
	7%	7%	6%	11%	9%	7%	8%	5%	9%	6%	6%	18%	7%	8%	6%	4%	6%
												jl		o			
Eyesight? Poor vision, colour blindness, partial sight, or are blind	221	182	26	9	4	221	187	30	22	171	179	30	208	87	49	59	195
	7%	7%	9%	6%	5%	7%	7%	8%	12%	7%	7%	10%	7%	10%	6%	6%	7%
														no			
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	284	231	29	14	10	284	243	41	28	183	183	61	244	112	63	42	219
	9%	9%	10%	10%	12%	9%	9%	10%	15%	7%	7%	21%	8%	13%	7%	4%	8%
									i			jl		nop	o		o
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	103	85	4	9	5	103	92	8	16	71	77	20	97	46	23	21	90
	3%	3%	1%	6%	6%	3%	3%	2%	8%	3%	3%	7%	3%	5%	3%	2%	3%
									i					o			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

C12. Which of these – if any – impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 99%																	
Unweighted total	3012	1957	364	357	334	3012	2660	333	168	2670	2678	241	2921	933	979	1023	2957
Effective Weighted Sample	1672	1297	168	258	186	1672	1457	208	126	1811	1780	83	1737	642	657	713	2027
Total	3087	2570	287	149	82	3087	2680	396	186	2486	2617	293	2913	885	859	1032	2799
Breathing? Breathlessness or chest pains	183 6%	156 6%	16 6%	6 4%	5 6%	183 6%	170 6%	13 3%	10 5%	114 5%	125 5%	42 14% jl	167 6%	47 5%	46 5%	35 3%	128 5%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	114 4%	88 3%	13 4%	6 4%	7 9% ae	114 4%	100 4%	14 3%	11 6%	83 3%	95 4%	3 1%	98 3%	33 4%	41 5%	25 2%	99 4%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	56 2%	47 2%	3 1%	2 2%	3 4%	56 2%	43 2%	10 2%	4 2%	52 2%	52 2%	3 1%	55 2%	23 3%	10 1%	22 2%	56 2%
Your mental health? Anxiety, depression, or trauma-related conditions, for example	385 12%	317 12%	36 13%	21 14%	11 14%	385 12%	341 13%	42 11%	22 12%	299 12%	324 12%	24 8%	348 12%	79 9%	109 13%	144 14% m	333 12%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	230 7%	175 7%	32 11%	17 11%	5 7%	230 7%	204 8%	25 6%	10 5%	170 7%	174 7%	42 14% j	216 7%	67 8%	65 8%	54 5%	185 7%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

C12. Which of these – if any – impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l	NARROW (1-10) m	MEDIUM (11-15) n	BROAD (16-20) o	ALL USERS p
Significance Level: 99%																	
Unweighted total	3012	1957	364	357	334	3012	2660	333	168	2670	2678	241	2921	933	979	1023	2957
Effective Weighted Sample	1672	1297	168	258	186	1672	1457	208	126	1811	1780	83	1737	642	657	713	2027
Total	3087	2570	287	149	82	3087	2680	396	186	2486	2617	293	2913	885	859	1032	2799
ANY ISSUES THAT IMPACT DAILY ACTIVIITES OR WORK DONE	1055 34%	856 33%	114 40%	58 39%	27 34%	1055 34%	915 34%	131 33%	67 36%	766 31%	795 30%	152 52%	946 32%	336 38%	260 30%	260 25%	858 31%
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1586 51%	1329 52%	141 49%	73 49%	43 53%	1586 51%	1367 51%	219 55%	68 36%	1400 56%	1440 55%	107 36%	1548 53%	382 43%	483 56%	650 63%	1520 54%
Prefer not to say	398 13%	345 13%	29 10%	16 11%	8 10%	398 13%	352 13%	44 11%	45 24%	291 12%	344 13%	27 9%	372 13%	151 17%	104 12%	112 11%	383 14%
Don't know	48 2%	40 2%	3 1%	2 1%	3 3%	48 2%	46 2%	2 *%	6 3%	29 1%	39 2%	8 3%	47 2%	17 2%	12 1%	9 1%	39 1%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

C14. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3015	403	444	519	446	449	730	3015	1508	1468	824	823	525	762	1647	1287	3015
Effective Weighted Sample	1647	293	328	369	296	224	242	1647	762	881	519	585	300	339	1095	639	1647
Total	3105	429	500	502	529	469	626	3105	1541	1515	799	761	656	748	1560	1404	3105
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2452 79%	267 62%	354 71%	352 70%	450 85%	394 84%	586 94%	2452 79%	1213 79%	1225 81%	661 83%	571 75%	518 79%	599 80%	1232 79%	1117 80%	2452 79%
WHITE - Irish	31 1%	3 1%	6 1%	6 1%	5 1%	6 1%	4 1%	31 1%	17 1%	13 1%	7 1%	10 1%	6 1%	6 1%	17 1%	12 1%	31 1%
WHITE - Gypsy, Traveller or Irish Traveller	* *%	- -%	- -%	- -%	- -%	- -%	* *%	* *%	* *%	- -%	- -%	- -%	- -%	* *%	- -%	* *%	* *%
WHITE - Any other white background	95 3%	7 2%	17 3%	41 8%	12 2%	10 2%	7 1%	95 3%	41 3%	52 3%	25 3%	25 3%	19 3%	26 3%	50 3%	45 3%	95 3%
MIXED - White and Black Caribbean	23 1%	9 2%	4 1%	6 1%	1 *%	2 *%	1 *%	23 1%	8 1%	12 1%	6 1%	6 1%	7 1%	4 1%	12 1%	11 1%	23 1%
MIXED - White and Black African	13 *%	4 1%	5 1%	4 1%	- -%	- -%	* *%	13 *%	6 *%	6 *%	5 1%	2 *%	4 1%	2 *%	7 *%	6 *%	13 *%
MIXED - White and Asian	26 1%	7 2%	2 *%	2 *%	1 *%	6 1%	8 1%	26 1%	10 1%	8 1%	8 1%	7 1%	3 *%	9 1%	15 1%	11 1%	26 1%
MIXED - Any other mixed/ multiple ethnic background	21 1%	8 2%	5 1%	1 *%	2 *%	6 1%	* *%	21 1%	7 *%	14 1%	6 1%	8 1%	4 1%	4 *%	14 1%	8 1%	21 1%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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C14. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3015	403	444	519	446	449	730	3015	1508	1468	824	823	525	762	1647	1287	3015
Effective Weighted Sample	1647	293	328	369	296	224	242	1647	762	881	519	585	300	339	1095	639	1647
Total	3105	429	500	502	529	469	626	3105	1541	1515	799	761	656	748	1560	1404	3105
ASIAN AND BRITISH ASIAN - Indian	38 1%	8 2%	10 2% f	13 3% df	1 *% d	6 1%	* *% f	38 1%	25 2%	12 1%	6 1%	23 3% jop	3 1%	5 1%	29 2%	8 1%	38 1%
ASIAN AND BRITISH ASIAN - Pakistani	41 1%	10 2%	7 1%	13 3% e	9 2%	- -%	2 *% e	41 1%	19 1%	22 1%	5 1%	14 2%	13 2%	9 1%	19 1%	22 2%	41 1%
ASIAN AND BRITISH ASIAN - Bangladeshi	23 1%	8 2%	6 1%	4 1%	5 1%	- -%	1 *% e	23 1%	11 1%	11 1%	5 1%	7 1%	3 *% e	4 1%	12 1%	7 1%	23 1%
ASIAN AND BRITISH ASIAN - Chinese	19 1%	5 1%	8 2%	3 1%	2 *% e	- -%	1 *% e	19 1%	13 1%	7 *% e	5 1%	6 1%	5 1%	3 *% e	11 1%	8 1%	19 1%
ASIAN AND BRITISH ASIAN - Any other Asian background	19 1%	6 1%	6 1%	2 *% e	3 1%	1 *% e	1 *% e	19 1%	9 1%	9 1%	4 *% e	7 1%	6 1%	1 *% e	10 1%	8 1%	19 1%
BLACK AND BLACK BRITISH - Caribbean	21 1%	- -%	4 1%	4 1%	- -%	7 1%	6 1%	21 1%	17 1%	4 *% e	4 1%	2 *% e	1 *% e	6 1%	6 *% e	8 1%	21 1%
BLACK AND BLACK BRITISH - African	45 1%	16 4% efg	9 2%	9 2% f	9 2%	2 *% e	- -%	45 1%	27 2%	18 1%	12 2%	13 2%	9 1%	9 1%	25 2%	19 1%	45 1%
BLACK AND BLACK BRITISH - Any other black/ African/ Caribbean background	6 *% e	2 *% e	2 *% e	- -%	* *% e	2 *% e	- -%	6 *% e	4 *% e	1 *% e	- -%	1 *% e	3 *% e	2 *% e	1 *% e	5 *% e	6 *% e
OTHER ETHNIC GROUP - Arab	10 *% e	6 1%	- -%	2 *% e	2 *% e	- -%	* *% e	10 *% e	7 *% e	3 *% e	2 *% e	4 1%	3 *% e	* *% e	5 *% e	3 *% e	10 *% e

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

C14. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3015	403	444	519	446	449	730	3015	1508	1468	824	823	525	762	1647	1287	3015
Effective Weighted Sample	1647	293	328	369	296	224	242	1647	762	881	519	585	300	339	1095	639	1647
Total	3105	429	500	502	529	469	626	3105	1541	1515	799	761	656	748	1560	1404	3105
OTHER ETHNIC GROUP - Any other ethnic background	12	2	3	3	1	3	1	12	7	5	5	5	-	2	10	2	12
	*%	*%	1%	1%	*%	1%	*%	*%	*%	*%	1%	1%	-%	*%	1%	*%	*%
Prefer not to say	210	61	52	38	26	24	8	210	99	92	33	51	49	55	83	105	210
	7%	14%	10%	8%	5%	5%	1%	7%	6%	6%	4%	7%	8%	7%	5%	7%	7%
		cdefg	f	f	f	f	f	f									

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

C14. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 99%																	
Unweighted total	3015	1960	364	357	334	3015	2663	333	168	2671	2678	244	2924	934	979	1023	2958
Effective Weighted Sample	1647	1277	168	258	186	1647	1432	208	126	1812	1780	81	1705	643	657	713	2028
Total	3105	2587	287	149	82	3105	2697	396	186	2487	2617	311	2931	886	859	1032	2800
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2452 79%	2009 78%	256 89% ade	130 87% ade	57 70% d	2452 79% d	2109 78%	336 85%	117 63%	1971 79% h	2016 77% j	284 91% jl	2301 79%	669 76%	695 81%	800 78%	2172 78%
WHITE - Irish	31 1%	14 1%	1 *%	2 1%	15 18% abce	31 1%	23 1%	7 2%	2 1%	25 1%	27 1%	* *%	29 1%	12 1%	7 1%	11 1%	29 1%
WHITE - Gypsy, Traveller or Irish Traveller	* *0%	- -0%	- -0%	- -0%	* *0%	* *0%	- -0%	- -0%	- -0%	* *0%	- -0%	- -0%	- -0%	* *0%	- -0%	- -0%	* *0%
WHITE - Any other white background	95 3%	82 3%	8 3%	1 1%	4 4%	95 3%	88 3%	7 2%	2 1%	84 3%	94 4%	1 *%	95 3%	19 2%	28 3%	45 4%	93 3%
MIXED - White and Black Caribbean	23 1%	21 1%	2 1%	* *0%	* *0%	23 1%	19 1%	2 *0%	3 1%	20 1%	23 1%	- -0%	23 1%	11 1%	4 *0%	9 1%	23 1%
MIXED - White and Black African	13 *0%	13 *0%	- -0%	- -0%	* *0%	13 *0%	13 *0%	- -0%	2 1%	11 *0%	13 *0%	- -0%	13 *0%	5 1%	7 1%	1 *0%	13 *0%
MIXED - White and Asian	26 1%	25 1%	- -0%	1 1%	1 1%	26 1%	20 1%	6 2%	3 2%	15 1%	20 1%	- -0%	20 1%	8 1%	8 1%	3 *0%	20 1%
MIXED - Any other mixed/ multiple ethnic background	21 1%	21 1%	- -0%	- -0%	* *0%	21 1%	20 1%	2 *0%	1 1%	20 1%	21 1%	- -0%	21 1%	4 *0%	4 *0%	14 1%	21 1%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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C14. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3015	1960	364	357	334	3015	2663	333	168	2671	2678	244	2924	934	979	1023	2958
Effective Weighted Sample	1647	1277	168	258	186	1647	1432	208	126	1812	1780	81	1705	643	657	713	2028
Total	3105	2587	287	149	82	3105	2697	396	186	2487	2617	311	2931	886	859	1032	2800
ASIAN AND BRITISH ASIAN - Indian	38 1%	36 1%	- -%	1 1%	1 1%	38 1%	33 1%	5 1%	4 2%	34 1%	37 1%	1 *%	38 1%	10 1%	15 2%	13 1%	38 1%
ASIAN AND BRITISH ASIAN - Pakistani	41 1%	41 2%	- -%	- -%	* *%	41 1%	41 2%	- -%	5 2%	35 1%	40 2%	- -%	40 1%	13 1%	14 2%	13 1%	41 1%
ASIAN AND BRITISH ASIAN - Bangladeshi	23 1%	22 1%	- -%	* *%	* *%	23 1%	23 1%	- -%	2 1%	19 1%	23 1%	- -%	23 1%	6 1%	8 1%	8 1%	23 1%
ASIAN AND BRITISH ASIAN - Chinese	19 1%	16 1%	1 *%	1 1%	* 1%	19 1%	19 1%	* *%	3 2%	14 1%	17 1%	2 1%	18 1%	6 1%	3 *%	9 1%	19 1%
ASIAN AND BRITISH ASIAN - Any other Asian background	19 1%	17 1%	- -%	2 1%	* *%	19 1%	16 1%	2 1%	3 2%	15 1%	18 1%	1 *%	19 1%	11 1%	3 *%	5 *%	19 1%
BLACK AND BLACK BRITISH - Caribbean	21 1%	21 1%	- -%	- -%	- -%	21 1%	21 1%	- -%	2 1%	5 *%	14 1%	7 2%	21 1%	- -%	3 *%	4 *%	7 *%
BLACK AND BLACK BRITISH - African	45 1%	41 2%	2 1%	2 1%	1 1%	45 1%	43 2%	2 1%	6 3%	39 2%	43 2%	2 1%	45 2%	18 2%	12 1%	16 2%	45 2%
BLACK AND BLACK BRITISH - Any other black/ African/ Caribbean background	6 *%	5 *%	- -%	- -%	* *%	6 *%	6 *%	- -%	- -%	6 *%	5 *%	1 *%	6 *%	2 *%	3 *%	1 *%	6 *%
OTHER ETHNIC GROUP - Arab	10 *%	8 *%	1 *%	- -%	* *%	10 *%	10 *%	- -%	- -%	10 *%	9 *%	- -%	9 *%	4 *%	3 *%	2 *%	10 *%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

C14. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l	NARROW (1-10) m	MEDIUM (11-15) n	BROAD (16-20) o	ALL USERS p
Significance Level: 99%																	
Unweighted total	3015	1960	364	357	334	3015	2663	333	168	2671	2678	244	2924	934	979	1023	2958
Effective Weighted Sample	1647	1277	168	258	186	1647	1432	208	126	1812	1780	81	1705	643	657	713	2028
Total	3105	2587	287	149	82	3105	2697	396	186	2487	2617	311	2931	886	859	1032	2800
OTHER ETHNIC GROUP - Any other ethnic background	12	12	-	1	-	12	12	-	1	10	12	-	12	1	3	9	12
	*%	*%	-%	*%	-%	*%	*%	-%	1%	*%	*%	-%	*%	*%	*%	1%	*%
Prefer not to say	210	184	16	8	2	210	183	27	28	154	186	13	199	86	39	68	209
	7%	7%	6%	5%	3%	7%	7%	7%	15%	6%	7%	4%	7%	10%	5%	7%	7%
									i					n			n

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

C15. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3005	403	444	519	445	447	723	3005	1501	1465	822	823	525	757	1645	1282	3005
Effective Weighted Sample	1661	293	328	369	295	222	246	1661	774	878	517	585	300	343	1094	643	1661
Total	3074	429	500	502	528	466	599	3074	1515	1511	797	761	656	731	1558	1388	3074
Universal Credit (and household has other earnings)	235	61	49	55	39	26	4	235	100	134	39	61	62	72	100	134	235
	8%	14%	10%	11%	7%	5%	1%	8%	7%	9%	5%	8%	9%	10%	6%	10%	8%
		defg	f	f	f	f	f	f						j		j	
Personal Independence Payment (PIP)	197	21	28	19	46	42	34	197	93	103	21	38	44	88	59	132	197
	6%	5%	6%	4%	9%	9%	6%	6%	6%	7%	3%	5%	7%	12%	4%	9%	6%
				c	c								j	jknp		jknp	jn
Employment and Support Allowance (ESA)	156	21	30	16	35	35	12	156	74	81	19	28	26	79	47	105	156
	5%	5%	6%	3%	7%	8%	2%	5%	5%	5%	2%	4%	4%	11%	3%	8%	5%
			f		f	f								jklnp		jknp	
Universal Credit (and household has no other earnings)	131	30	38	23	28	11	1	131	51	76	13	21	22	71	34	93	131
	4%	7%	8%	5%	5%	2%	*%	4%	3%	5%	2%	3%	3%	10%	2%	7%	4%
		f	efg	f	f			f						jklnp		jknp	jn
Income Support	114	51	33	17	5	6	2	114	65	49	29	29	23	33	58	57	114
	4%	12%	7%	3%	1%	1%	*%	4%	4%	3%	4%	4%	4%	5%	4%	4%	4%
		cdefg	def	f				f									
Carer's allowance	101	19	16	22	10	16	18	101	48	51	25	20	25	30	45	55	101
	3%	4%	3%	4%	2%	3%	3%	3%	3%	3%	3%	3%	4%	4%	3%	4%	3%
Pensions Credit (Guaranteed Credit)	97	13	8	3	6	6	55	97	53	38	9	7	16	64	16	81	97
	3%	3%	2%	1%	1%	1%	9%	3%	3%	3%	1%	1%	2%	9%	1%	6%	3%
							abcde	c						jklnp		jknp	kn
Income-based Jobseeker's Allowance	72	27	15	8	2	9	1	72	32	40	19	18	10	15	37	24	72
	2%	6%	3%	2%	*%	2%	*%	2%	2%	3%	2%	2%	1%	2%	2%	2%	2%
		cd	f														

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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 99% confidence level.

C15. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3005	403	444	519	445	447	723	3005	1501	1465	822	823	525	757	1645	1282	3005
Effective Weighted Sample	1661	293	328	369	295	222	246	1661	774	878	517	585	300	343	1094	643	1661
Total	3074	429	500	502	528	466	599	3074	1515	1511	797	761	656	731	1558	1388	3074
Pensions Credit (no Guaranteed Credit)	30	9	6	5	-	2	8	30	16	15	4	11	3	11	16	14	30
	1%	2%	1%	1%	-%	*%	1%	1%	1%	1%	1%	2%	*%	1%	1%	1%	1%
		d															
SPONTANEOUS RESPONSES																	
Child benefit	39	4	7	12	12	3	-	39	18	21	2	20	8	9	22	17	39
	1%	1%	1%	2%	2%	1%	-%	1%	1%	1%	*%	3%	1%	1%	1%	1%	1%
				f	f							j					
Disabilty living allowance	17	-	-	2	6	-	9	17	9	8	10	4	1	2	14	3	17
	1%	-%	-%	*%	1%	-%	1%	1%	1%	1%	1%	*%	*%	*%	1%	*%	1%
Working Tax Credit	16	*	-	11	4	*	-	16	*	15	1	10	3	2	11	4	16
	1%	*%	-%	2%	1%	*%	-%	1%	*%	1%	*%	1%	*%	*%	1%	*%	1%
				bfg						h							
(Child) tax credits	9	-	1	1	6	-	-	9	3	5	*	4	3	1	5	4	9
	*%	-%	*%	*%	1%	-%	-%	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%
Other type of benefit	49	1	-	1	4	4	38	49	20	29	10	8	4	19	18	23	49
	2%	*%	-%	*%	1%	1%	6%	2%	1%	2%	1%	1%	1%	3%	1%	2%	2%
							abcdeg										
RECEIVES ANY OF THESE BENEFITS	948	184	160	155	163	111	149	948	436	497	161	194	198	366	355	564	948
	31%	43%	32%	31%	31%	24%	25%	31%	29%	33%	20%	25%	30%	50%	23%	41%	31%
		bcdefg											jn	jklnop		jklnp	jn
None of these - Do not receive any of these benefits	1816	150	288	292	329	323	417	1816	944	854	596	489	396	286	1086	681	1816
	59%	35%	58%	58%	62%	69%	69%	59%	62%	57%	75%	64%	60%	39%	70%	49%	59%
			a	a	a	abcg	abcg	a			klmop	mo	mo		lmop	m	mo
Don't know	111	64	13	17	5	8	4	111	54	55	21	37	28	13	58	41	111
	4%	15%	3%	3%	1%	2%	1%	4%	4%	4%	3%	5%	4%	2%	4%	3%	4%
		bcdefg															

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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C15. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3005	403	444	519	445	447	723	3005	1501	1465	822	823	525	757	1645	1282	3005
Effective Weighted Sample	1661	293	328	369	295	222	246	1661	774	878	517	585	300	343	1094	643	1661
Total	3074	429	500	502	528	466	599	3074	1515	1511	797	761	656	731	1558	1388	3074
Prefer not to say	198	31	39	38	31	23	29	198	80	104	19	41	34	67	59	102	198
	6%	7%	8%	8%	6%	5%	5%	6%	5%	7%	2%	5%	5%	9%	4%	7%	6%
												j		jn		jn	jn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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C15. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3005	1952	363	356	334	3005	2653	333	167	2667	2673	241	2916	928	979	1023	2952
Effective Weighted Sample	1661	1286	171	257	186	1661	1446	208	126	1809	1787	80	1710	639	657	713	2024
Total	3074	2562	281	149	82	3074	2666	396	186	2482	2606	305	2913	880	859	1032	2794
Universal Credit (and household has other earnings)	235	200	18	12	5	235	217	17	21	207	223	9	232	76	69	89	234
	8%	8%	6%	8%	6%	8%	8%	4%	11%	8%	9%	3%	8%	9%	8%	9%	8%
Personal Independence Payment (PIP)	197	160	16	12	9	197	168	28	9	158	163	20	184	65	64	44	175
	6%	6%	6%	8%	11%	6%	6%	7%	5%	6%	6%	7%	6%	7%	7%	4%	6%
Employment and Support Allowance (ESA)	156	123	17	9	7	156	131	23	12	106	126	10	136	57	35	29	121
	5%	5%	6%	6%	9%	5%	5%	6%	6%	4%	5%	3%	5%	7%	4%	3%	4%
Universal Credit (and household has no other earnings)	131	106	11	10	4	131	118	12	17	104	120	6	126	56	34	40	131
	4%	4%	4%	7%	5%	4%	4%	3%	9%	4%	5%	2%	4%	6%	4%	4%	5%
Income Support	114	96	9	4	5	114	104	10	27	79	104	6	110	66	31	16	114
	4%	4%	3%	3%	6%	4%	4%	3%	15%	3%	4%	2%	4%	7%	4%	2%	4%
Carer's allowance	101	79	11	7	4	101	85	17	10	79	84	16	100	35	30	26	93
	3%	3%	4%	5%	5%	3%	3%	4%	6%	3%	3%	5%	3%	4%	4%	3%	3%
Pensions Credit (Guaranteed Credit)	97	76	10	8	3	97	89	5	12	52	54	28	82	39	13	12	66
	3%	3%	4%	5%	4%	3%	3%	1%	7%	2%	2%	9%	3%	4%	2%	1%	2%
Income-based Jobseeker's Allowance	72	58	10	3	1	72	72	-	15	42	63	8	71	25	21	14	61
	2%	2%	4%	2%	2%	2%	3%	-%	8%	2%	2%	3%	2%	3%	2%	1%	2%

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C15. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All respondents (including those responding by post that gave a response)

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	NARROW (1-10)	MEDIUM (11-15)	BROAD (16-20)	ALL USERS
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 99%																	
Unweighted total	3005	1952	363	356	334	3005	2653	333	167	2667	2673	241	2916	928	979	1023	2952
Effective Weighted Sample	1661	1286	171	257	186	1661	1446	208	126	1809	1787	80	1710	639	657	713	2024
Total	3074	2562	281	149	82	3074	2666	396	186	2482	2606	305	2913	880	859	1032	2794
Pensions Credit (no Guaranteed Credit)	30 1%	25 1%	2 1%	1 1%	2 2%	30 1%	24 1%	5 1%	6 3%	24 1%	27 1%	2 1%	29 1%	16 2%	9 1%	5 *%	30 1%
SPONTANEOUS RESPONSES																	
Child benefit	39 1%	37 1%	1 *%	* *%	* 1%	39 1%	34 1%	5 1%	1 1%	38 2%	39 1%	- -%	39 1%	4 1%	9 1%	26 3%	39 1%
Disabilty living allowance	17 1%	16 1%	- -%	* *%	1 1%	17 1%	5 *%	12 3%	- -%	17 1%	14 1%	1 *%	15 1%	5 1%	9 1%	3 *%	17 1%
Working Tax Credit	16 1%	12 *%	1 *%	2 1%	- -%	16 1%	12 *%	4 1%	- -%	16 1%	16 1%	- -%	16 1%	2 *%	3 *%	11 1%	16 1%
(Child) tax credits	9 *%	8 *%	- -%	1 1%	- -%	9 *%	8 *%	1 *%	- -%	9 *%	9 *%	- -%	9 *%	- -%	3 *%	6 1%	9 *%
Other type of benefit	49 2%	36 1%	8 3%	5 3%	* 1%	49 2%	41 2%	9 2%	1 1%	34 1%	27 1%	15 5%	43 1%	14 2%	14 2%	7 1%	35 1%
RECEIVES ANY OF THESE BENEFITS	948 31%	775 30%	88 31%	56 38%	28 35%	948 31%	834 31%	107 27%	99 53%	711 29%	794 30%	100 33%	894 31%	352 40%	247 29%	238 23%	841 30%
None of these - Do not receive any of these benefits	1816 59%	1509 59%	177 63%	84 56%	47 57%	1816 59%	1556 58%	256 65%	66 35%	1546 62%	1560 60%	167 55%	1728 59%	424 48%	537 63%	710 69%	1676 60%
Don't know	111 4%	95 4%	10 3%	5 3%	2 3%	111 4%	99 4%	12 3%	2 1%	96 4%	99 4%	10 3%	109 4%	28 3%	30 4%	44 4%	104 4%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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C15. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			TYPES OF INTERNET USE EVER MADE			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l	NARROW (1-10) m	MEDIUM (11-15) n	BROAD (16-20) o	ALL USERS p
Significance Level: 99%																	
Unweighted total	3005	1952	363	356	334	3005	2653	333	167	2667	2673	241	2916	928	979	1023	2952
Effective Weighted Sample	1661	1286	171	257	186	1661	1446	208	126	1809	1787	80	1710	639	657	713	2024
Total	3074	2562	281	149	82	3074	2666	396	186	2482	2606	305	2913	880	859	1032	2794
Prefer not to say	198	183	6	4	5	198	177	21	19	129	153	27	182	76	45	39	172
	6%	7%	2%	3%	6%	6%	7%	5%	10%	5%	6%	9%	6%	9%	5%	4%	6%
														o			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p

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 99% confidence level.

C16. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3010	403	444	519	446	449	725	3010	1505	1467	824	823	525	759	1647	1284	3010
Effective Weighted Sample	1665	293	328	369	296	224	247	1665	770	884	519	585	300	348	1095	647	1665
Total	3075	429	500	502	529	469	597	3075	1524	1510	799	761	656	729	1560	1385	3075
Up to £199 per week / Up to £10,399 per year	253	60	48	28	38	45	34	253	121	132	36	37	52	123	73	175	253
	8%	14%	10%	6%	7%	10%	6%	8%	8%	9%	4%	5%	8%	17%	5%	13%	8%
		cdfg												ijklnp		jknp	jkn
From £200 to £299 per week / From £10,400 to £15,599 per year	319	52	46	56	39	34	90	319	137	179	22	62	64	165	84	229	319
	10%	12%	9%	11%	7%	7%	15%	10%	9%	12%	3%	8%	10%	23%	5%	17%	10%
							de					j	jn	ijklnp		ijklnp	jn
From £300 to £499 per week / From £15,600 to £25,999 per year	485	49	62	95	62	87	123	485	242	243	86	133	135	131	219	266	485
	16%	11%	12%	19%	12%	18%	21%	16%	16%	16%	11%	17%	21%	18%	14%	19%	16%
				a			ad					j	jn	j		jn	j
From £500 to £699 per week / From £26,000 to £36,399 per year	427	50	67	69	89	72	80	427	226	202	111	120	143	49	231	192	427
	14%	12%	13%	14%	17%	15%	13%	14%	15%	13%	14%	16%	22%	7%	15%	14%	14%
											m	m	jmnp		m	m	m
From £700 to £999 per week / From £36,400 to £51,999 per year	420	34	103	84	83	51	65	420	222	193	181	133	79	24	314	103	420
	14%	8%	21%	17%	16%	11%	11%	14%	15%	13%	23%	17%	12%	3%	20%	7%	14%
			aefg	a	a			a			lmop	mo	m		lmop	m	mo
£1,000 and above per week / £52,000 and above per year	453	35	90	96	117	87	28	453	281	170	268	121	49	13	389	62	453
	15%	8%	18%	19%	22%	19%	5%	15%	18%	11%	34%	16%	7%	2%	25%	5%	15%
			af	af	afg	af		af	i		klmnop	lmo	m		klmop		lmo
Don't know/ Prefer not to say	718	147	84	74	101	93	176	718	295	393	96	155	134	224	251	358	718
	23%	34%	17%	15%	19%	20%	30%	23%	19%	26%	12%	20%	20%	31%	16%	26%	23%
		bcdeg					bcd	c		h		j	j	ijklnp		jn	jn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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C16. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All respondents (including those responding by post that gave a response)

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		TYPES OF INTERNET USE EVER MADE				
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	UNDER 5 YEARS h	5 YEARS+ i	SMART- PHONE j	NON SMART- PHONE k	ALL l	NARROW (1-10) m	MEDIUM (11-15) n	BROAD (16-20) o	ALL USERS p
Unweighted total	3010	1957	362	357	334	3010	2658	333	168	2671	2677	241	2920	934	979	1023	2958
Effective Weighted Sample	1665	1288	175	258	186	1665	1450	208	126	1812	1790	79	1724	643	657	713	2028
Total	3075	2568	276	149	82	3075	2668	396	186	2487	2611	294	2908	886	859	1032	2800
Up to £199 per week / Up to £10,399 per year	253 8%	205 8%	27 10%	13 9%	7 9%	253 8%	230 9%	20 5%	32 17% i	190 8%	218 8%	22 8%	240 8%	120 14% nop	63 7%	52 5%	236 8% o
From £200 to £299 per week / From £10,400 to £15,599 per year	319 10%	259 10%	27 10%	23 16%	10 12%	319 10%	283 11%	35 9%	23 13%	252 10%	262 10%	32 11%	295 10%	119 13% o	92 11% o	69 7%	282 10% o
From £300 to £499 per week / From £15,600 to £25,999 per year	485 16%	413 16%	29 10%	30 20% b	13 16%	485 16%	431 16%	53 13%	24 13%	408 16%	410 16%	46 15%	456 16%	173 19% o	152 18% o	126 12%	453 16%
From £500 to £699 per week / From £26,000 to £36,399 per year	427 14%	330 13%	57 21% a	25 17%	16 19%	427 14%	358 13%	66 17%	35 19%	368 15%	395 15%	20 7%	415 14%	142 16%	124 14%	150 15%	416 15%
From £700 to £999 per week / From £36,400 to £51,999 per year	420 14%	349 14%	43 15%	16 11%	11 14%	420 14%	364 14%	54 14%	8 4%	393 16% h	385 15%	30 10%	415 14%	83 9%	112 13%	211 20% mnp	406 14% m
£1,000 and above per week / £52,000 and above per year	453 15% c	400 16% c	27 10%	14 9%	12 15%	453 15%	369 14%	83 21% f	13 7%	436 18% h	441 17% k	10 3%	451 16% k	51 6%	134 16% m	268 26% mnp	453 16% m
Don't know/ Prefer not to say	718 23% d	612 24% d	67 24%	27 18%	12 14%	718 23% d	633 24%	85 21%	51 28% i	441 18%	500 19%	135 46% jl	637 22%	199 22% o	182 21% o	156 15%	554 20% o

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l - m,n,o,p