

Adults' Media Use and Attitudes Report 2019 – 30 May 2019

Produced by: Saville Rossiter-Base

Fieldwork: September to November 2018

Digital media take-up and use

Mobile phone use has increased since 2017; 96% of UK adults now use a mobile phone.

Access to and use of devices by age: 2018

	All adults		16-24		25-34		35-44		45-54		55-64		65-74		75+	
	Access	Use	Access	Use	Access	Use	Access	Use	Access	Use	Access	Use	Access	Use	Access	Use
Mobile phone		96% ↑		99%		99% ↑		100% ↑		98% ↑		96% ↑		92% ↑		81% ↑
Computer	71%	65%	75%	67%	67%	61%	84%	78%	77%	72%	68%	61%	65%	56%	45%	41%
Tablet	68%	59%	75%	65%	74%	64%	80%	71%	75%	66%	58%	51%	57%	51%	42%	31%
Standard TV set	62% ↓	57%	61%	51%	51% ↓	46%	53%	47%	61%	55%	69%	66%	77%	75%	85%	82%
DVR/ Digital Video Recorder	54%	47%	51%	42%	51%	47%	60%	51%	63%	54%	53%	45%	55%	51% ↑	41%	37%
Radio set (DAB or otherwise)	53% ↓	44%	42%	21%	38%	28%	48%	42%	57%	51%	64% ↓	57%	66%	59%	72%	62%
Smart TV set	53% ↑	51% ↑	62% ↑	60% ↑	62% ↑	61% ↑	63%	62%	60%	57%	44%	42%	32%	30%	25%	24%
Games console /games player	41%	25% ↑	69%	58%	55%	37%	54%	30%	50% ↑	24% ↑	21%	10% ↑	7%	2%	2%	1%
Wearable technology	20% ↑	14% ↑	26% ↑	17% ↑	20%	16% ↑	29% ↑	18%	31% ↑	22% ↑	13%	10%	5%	3%	2%	2%
Smart speakers*	17%	14%	22%	17%	24%	21%	20%	16%	25%	21%	7%	6%	7%	5%	4%	4%
ANY TV	96%	94% ↑	96%	91%	93%	91%	96%	94%	97%	95%	97%	95%	96%	95%	99%	97%

Source: Ofcom Adult Media Literacy Tracker 2018

A1/ A2/A3. Can you please look at this list and tell me which of these you have at home? (prompted responses, multi-coded)/ And which of these devices that you just said you had at home do you personally ever use, for any purpose? (prompted responses, multi-coded)/ Do you personally use a mobile phone? (prompted, single code)

Base: All adults aged 16+ (1882 aged 16+, 246 aged 16-24, 256 aged 25-34, 322 aged 35-44, 272 aged 45-54, 309 aged 55-64, 221 aged 65-74, 256 aged 75+)

Arrows show significant changes (95% level) between 2017 and 2018. *Smart speakers were included for the first time in 2018 so no trend data is available.

Since 2017, mobile phone use has increased among both men and women and within each socio-economic group.

Access to and use of devices by socio-economic group and gender: 2018

	All adults		AB		C1		C2		DE		Male		Female	
	Access	Use	Access	Use	Access	Use	Access	Use	Access	Use	Access	Use	Access	Use
Mobile phone		96%↑		97%↑		98%↑		95%↑		93%↑		95%↑		97%↑
Computer	71%	65%	89%	85%	75%	69%	67%	56%	52%	47%	75%	71%	68%↓	59%↓
Tablet	68%	59%	80%	72%	72%	64%	67%	56%	52%	44%	67%↑	58%	70%	60%
Standard TV set	62%↓	57%	63%	56%	60%	55%	59%↓	52%↓	68%	66%	61%↓	55%	64%	60%
DVR/ Digital Video Recorder	54%	47%	67%	59%	56%	50%	52%	44%	41%	35%	57%	50%	52%	45%
Radio set (DAB or otherwise)	53%↓	44%	63%	55%	52%	41%↓	51%	40%	46%	39%	56%	48%	51%↓	41%
Smart TV set	53%↑	51%↑	62%	61%	56%	55%↑	57%↑	53%↑	36%	35%	56%↑	55%↑	50%	47%
Games console /games player	41%	25%↑	39%	25%↑	41%	26%	48%↑	32%↑	35%	18%	42%	32%↑	39%	18%
Wearable technology	20%↑	14%↑	32%↑	24%↑	22%↑	15%	15%↑	9%↑	9%	6%	20%↑	15%↑	20%↑	13%↑
Smart speakers*	17%	14%	24%	20%	19%	16%	16%	12%	9%	7%	17%	14%	16%	14%
ANY TV	96%	94%↑	96%	95%	96%	93%	98%	95%↑	94%↓	92%	97%	95%↑	95%↓	93%

Source: Ofcom Adult Media Literacy Tracker 2018

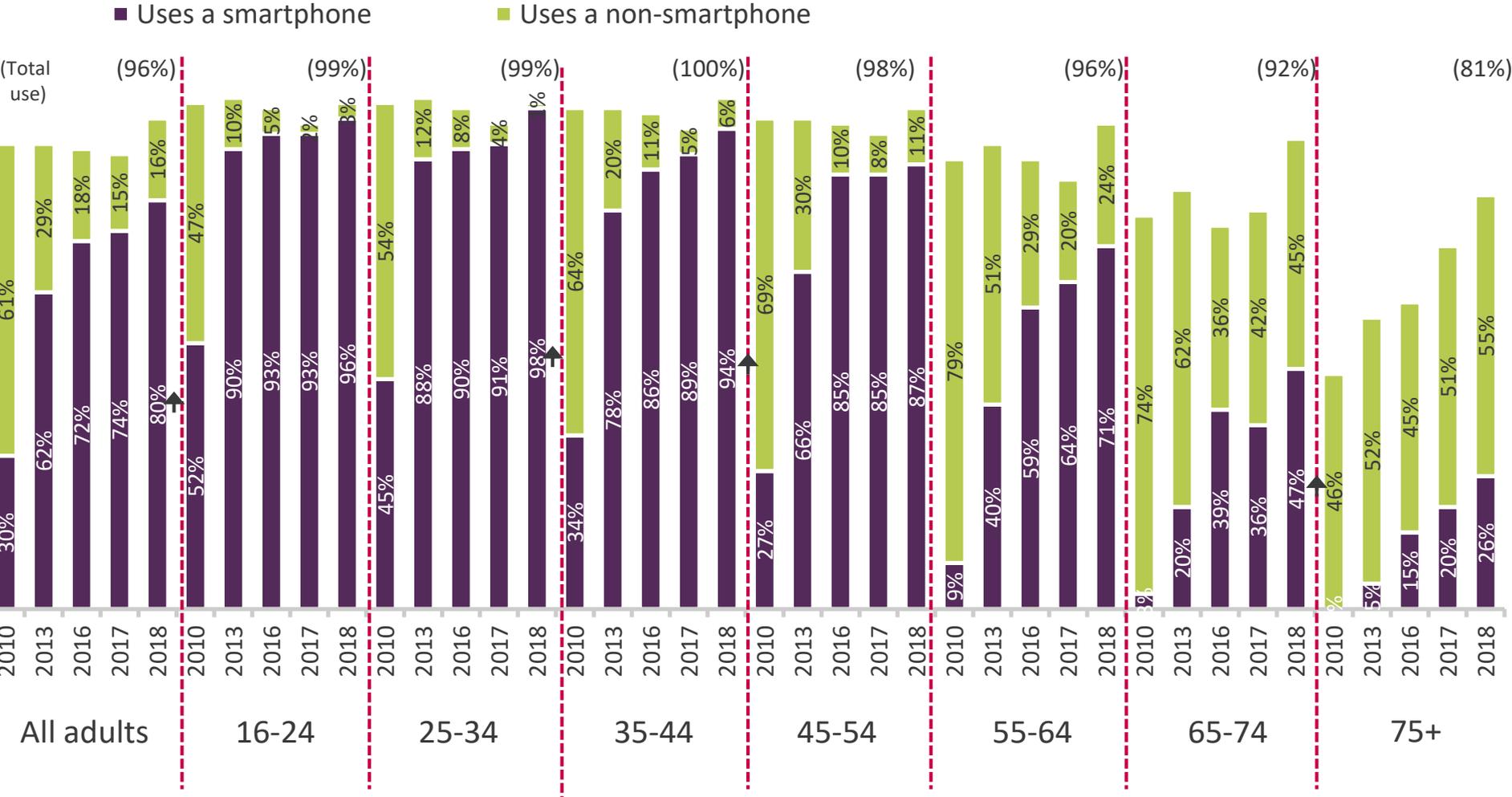
A1/ A2/A3. Can you please look at this list and tell me which of these you have at home? (prompted responses, multi-coded)/ And which of these devices that you just said you had at home do you personally ever use, for any purpose? (prompted responses, multi-coded)/ Do you personally use a mobile phone? (prompted, single code)

Base: All adults aged 16+ (1882 aged 16+, 395 AB, 604 C1, 381 C2, 502 DE, 922 male, 960 female)

Arrows show significant changes (95% level) between 2017 and 2018 *Smart speakers were included for the first time in 2018 so no trend data is available.

Smartphone use has increased since 2017; this increase is attributable to growth in their use among 25-34s, 35-44s and 65-74s.

Mobile phone use, by age: 2010-2018



Source: Ofcom Adult Media Literacy Tracker 2018

A3. Do you personally use a mobile phone? (prompted responses, single coded)/ A4. Is this a smartphone? (prompted responses, single coded)

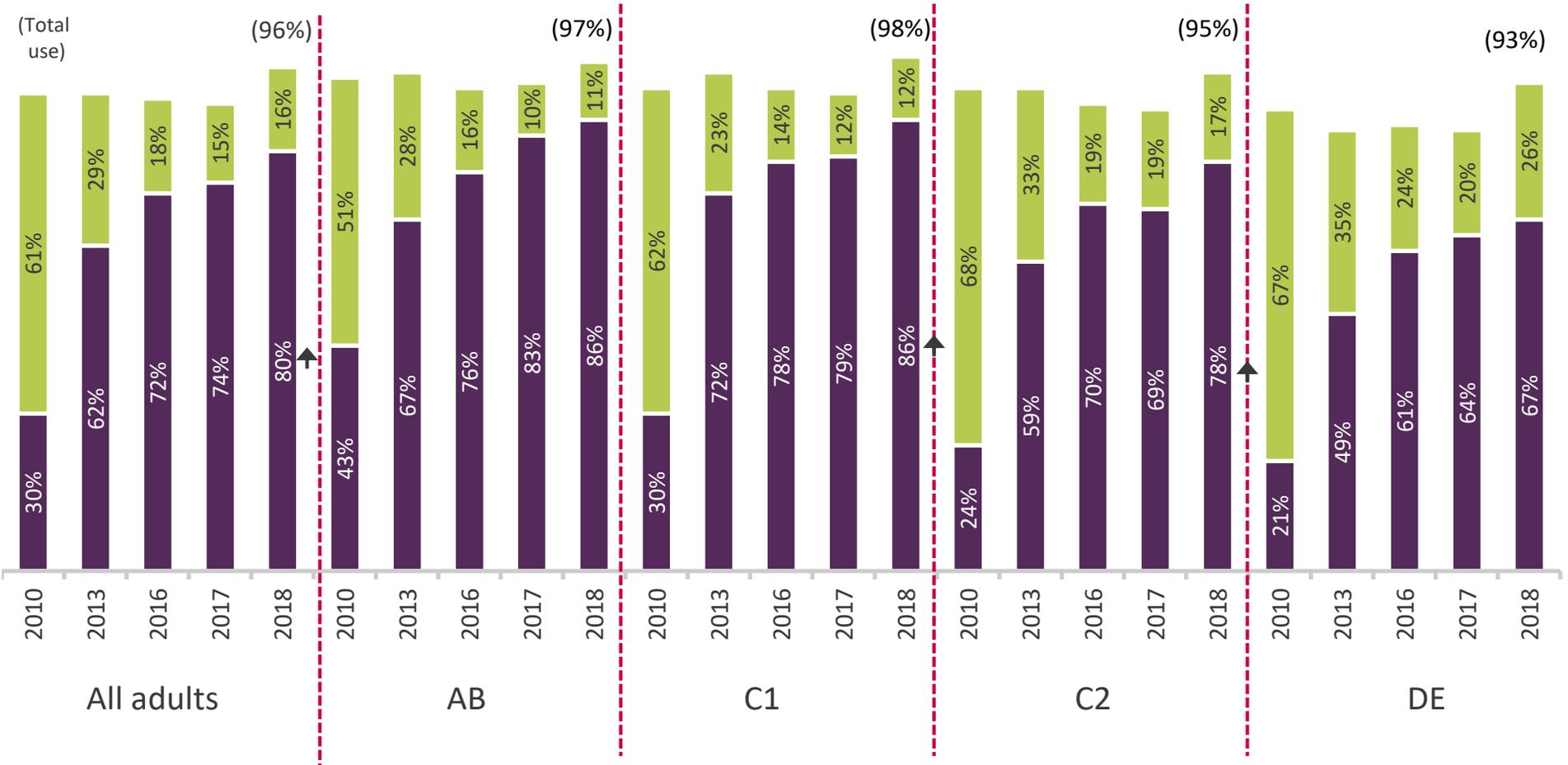
Base: All adults aged 16+ (1882 aged 16+, 246 aged 16-24, 256 aged 25-34, 322 aged 35-44, 272 aged 45-54, 309 aged 55-64, 221 aged 65-74, 256 aged 75+)

Arrows show significant changes (95% level) between 2017 and 2018

Smartphones are increasingly used by adults in C1 and C2 households.

Mobile phone use, by socio-economic group: 2010-2018

■ Uses a smartphone ■ Uses a non-smartphone



Source: Ofcom Adult Media Literacy Tracker 2018

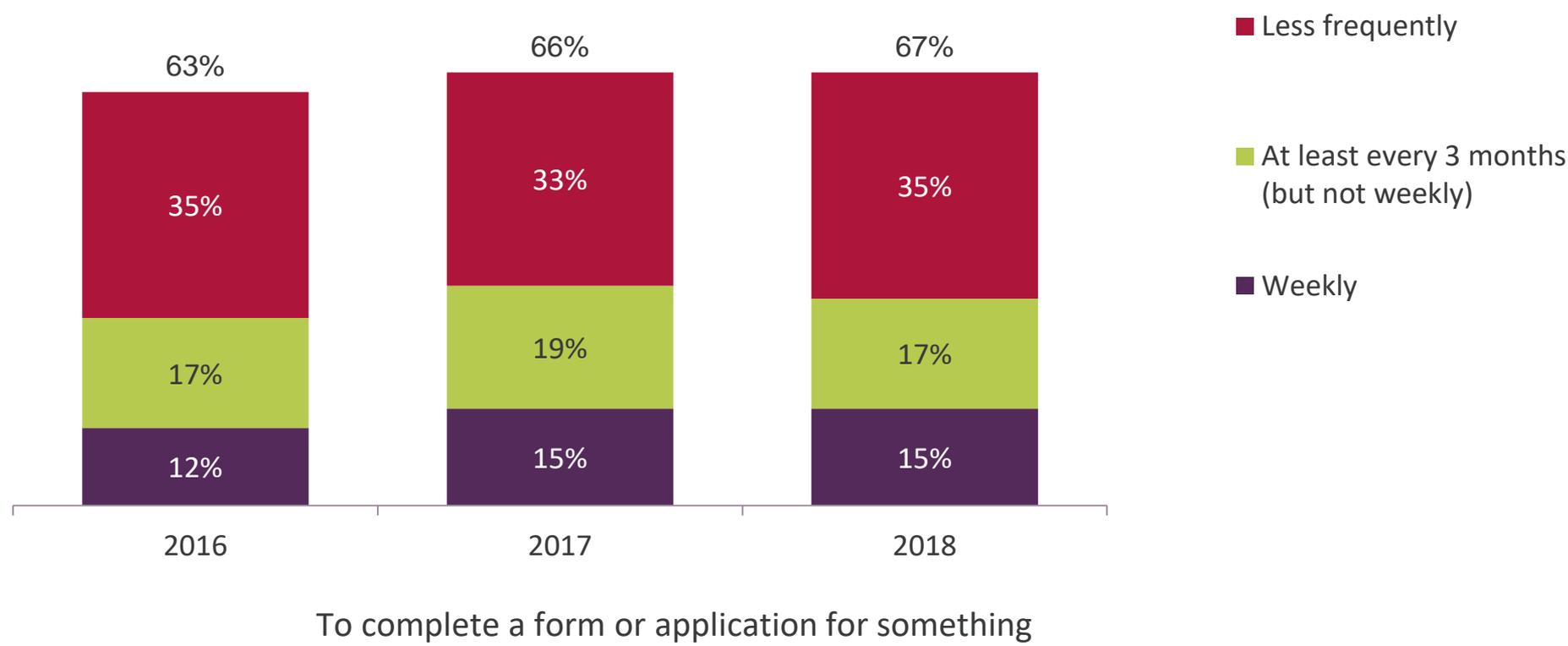
A3. Do you personally use a mobile phone? (prompted responses, single coded)/ A4. Is this a smartphone? (prompted responses, single coded)

Base: All adults aged 16+ (1882 aged 16+, 395 AB, 604 C1, 381 C2, 502 DE)

Arrows show significant changes (95% level) between 2017 and 2018

Two-thirds of adults with a smartphone have ever used their phone to complete online application forms.

Use of a smartphone for completing a form or application: 2016-2018



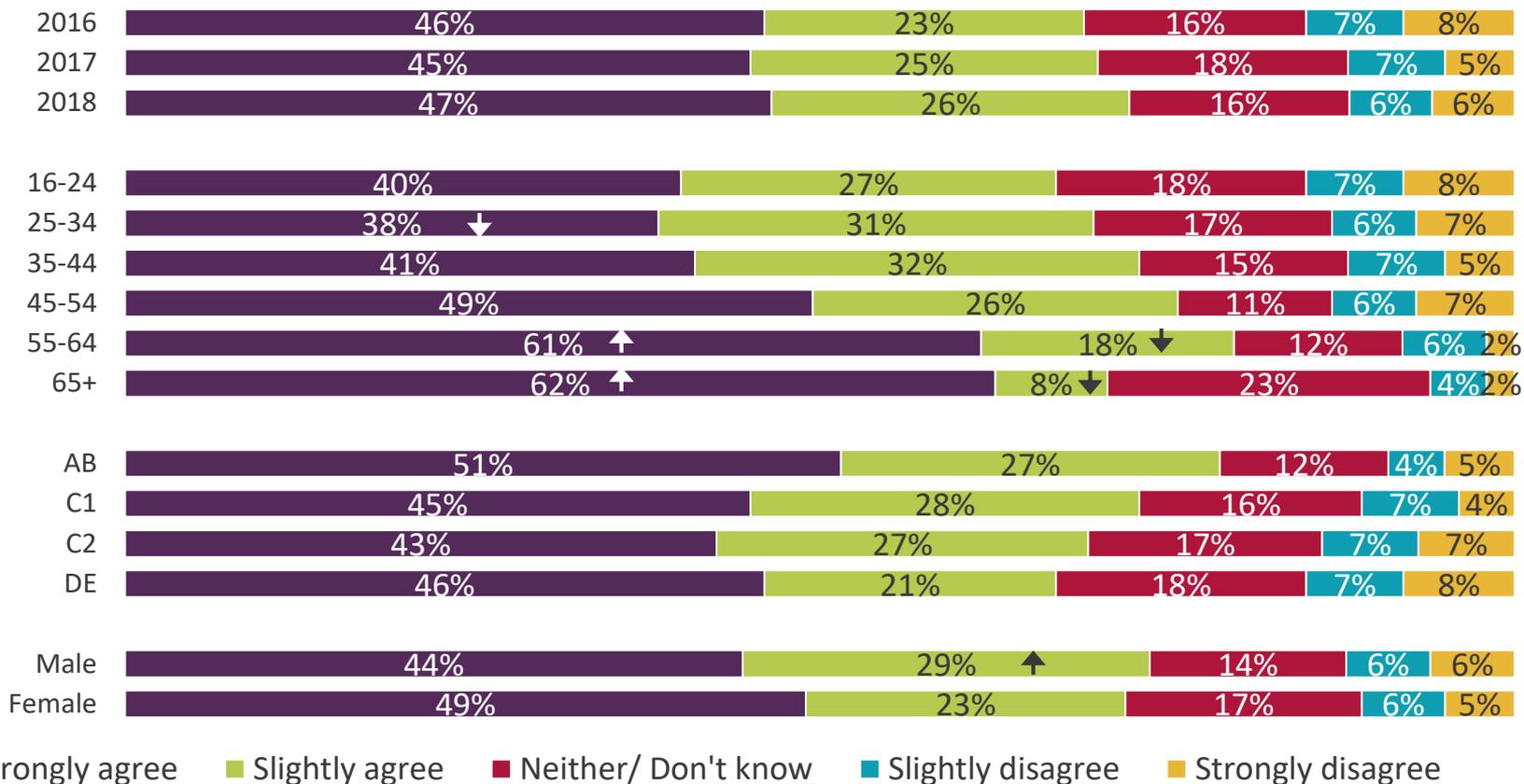
Source: Ofcom Adult Media Literacy Tracker 2018

M7. Using this card please tell me how often you use your mobile phone to complete a form or an application for something on your phone (prompted responses, single coded)

Base: All adults aged 16+ who use a smartphone (1249 in 2016, 1289 in 2017, 1429 in 2018)

More than seven in ten smartphone users agree that “Completing forms and working on documents is more difficult on my smartphone than on a laptop or desktop”.

Agreement with statement: “Completing forms and working on documents is more difficult on my smartphone than on a laptop or desktop”, by age, gender and socio-economic group; and by year: 2016-2018



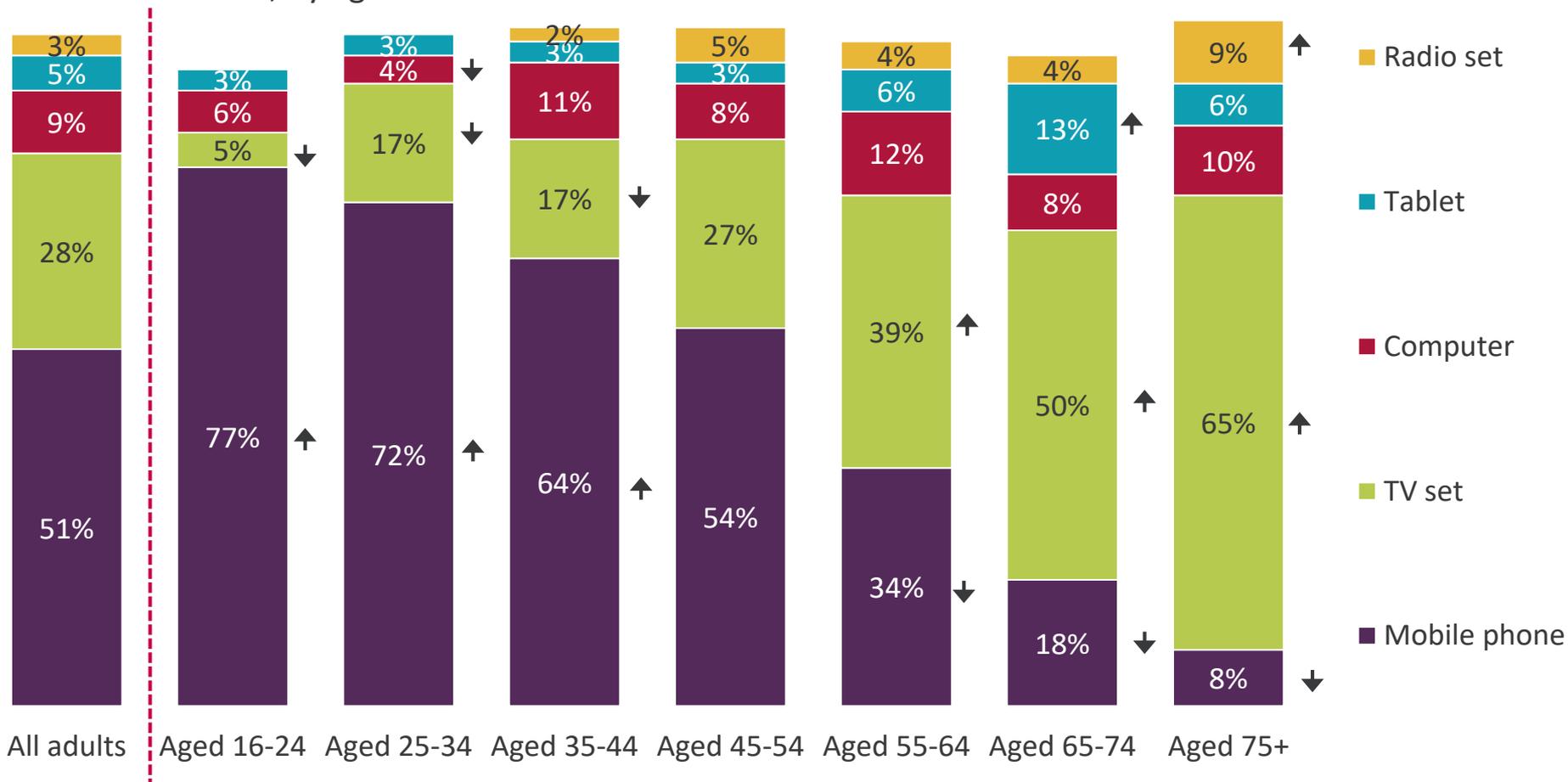
Source: Ofcom Adult Media Literacy Tracker 2018

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

Base: All adults aged 16+ who use a smartphone (1429 aged 16+, 238 aged 16-24, 248 aged 25-34, 299 aged 35-44, 238 aged 45-54, 219 aged 55-64, 187 aged 65+, 324 AB, 503 C1, 285 C2, 317 DE, 696 male, 733 female). Arrows show significant differences (95% level) between 2017 and 2018 at the overall level, and by age / socio-economic group compared to all smartphone users and males compared to females

Over half of adults now say their mobile phone is the device they would miss the most if it was taken away, an increase compared to 2017.

Most-missed device, by age: 2018



Source: Ofcom Adult Media Literacy Tracker 2018

A5. Which one of these things you use would you miss the most if it was taken away? (prompted responses, single coded)

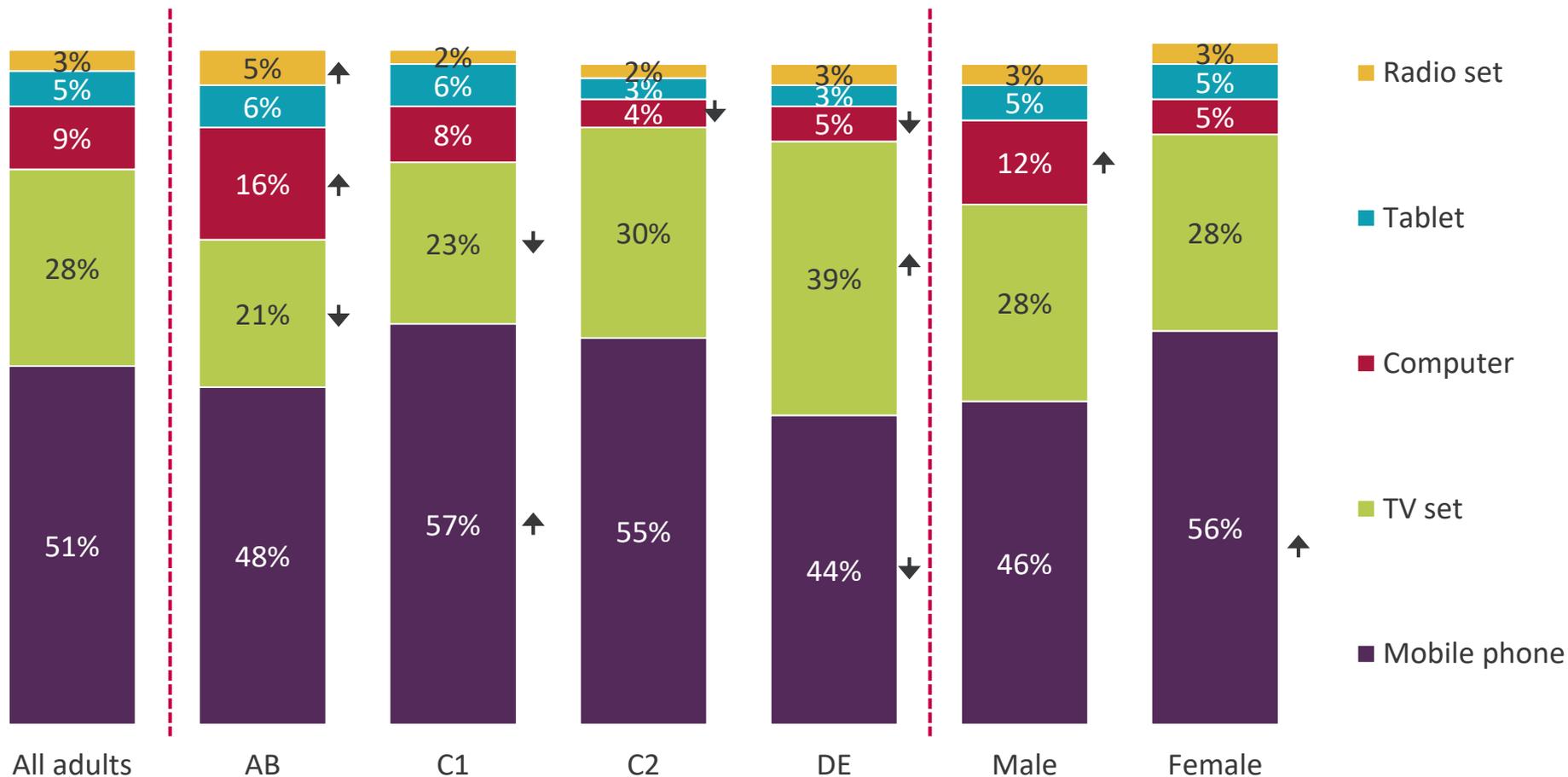
Base: All adults aged 16+ (1882 aged 16+, 246 aged 16-24, 256 aged 25-34, 322 aged 35-44, 272 aged 45-54, 309 aged 55-64, 221 aged 65-74, 256 aged 75+)

Showing responses by >2% of all adults

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

Adults in C1 households are more likely than average to say they would 'most miss' their mobile phone and women are more likely than men to say the same.

Most-missed device, by socio-economic group and gender: 2018



Source: Ofcom Adult Media Literacy Tracker 2018

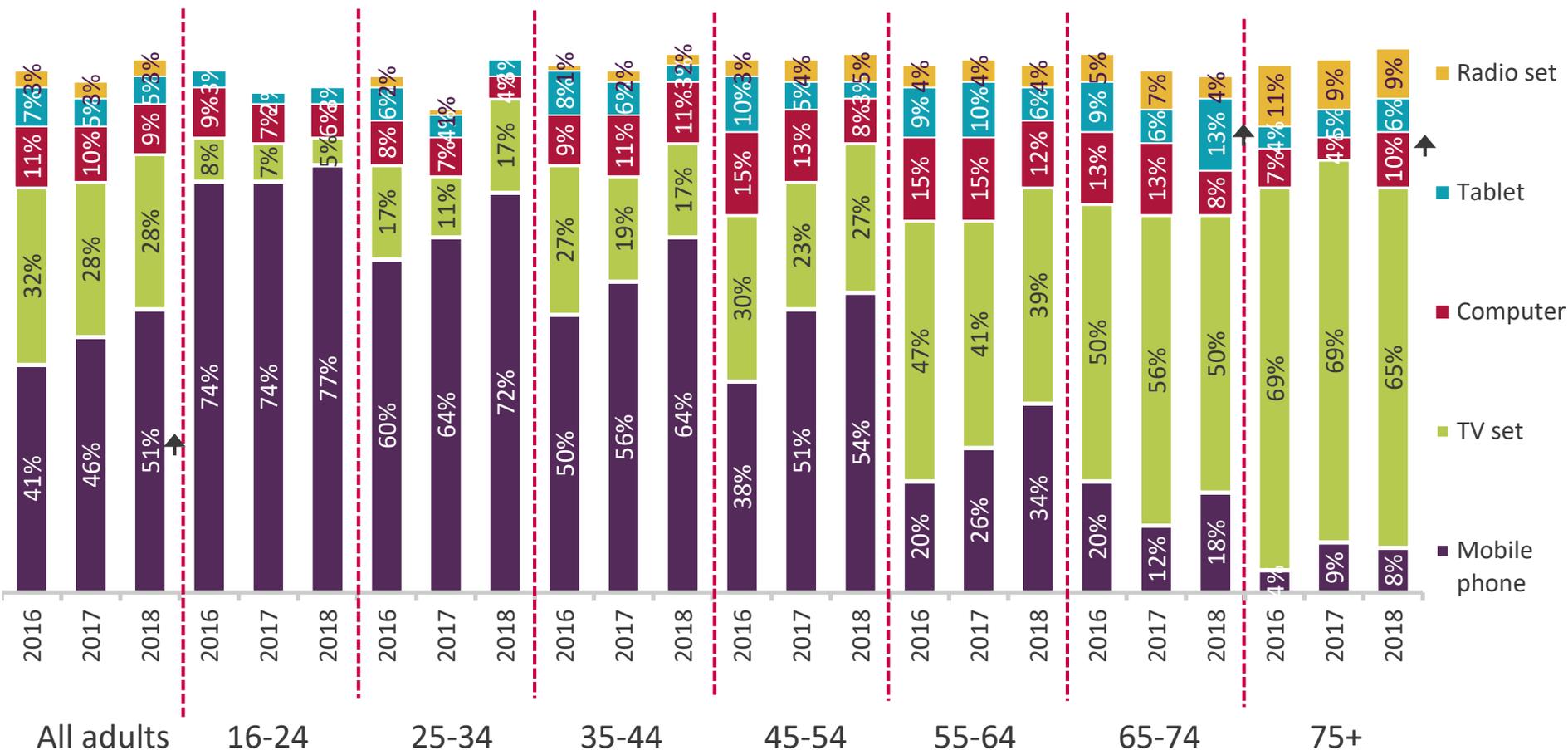
A5. Which one of these things you use would you miss the most if it was taken away? (prompted responses, single coded)

Base: All adults aged 16+ (1882 aged 16+, 395 AB, 604 C1, 381 C2, 502 DE, 922 male, 960 female). Showing responses by >2% of all adults

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

The year-on-year increase in adults who say they would 'most miss' their mobile phone is not attributable to any specific age group.

Most-missed media device, by age: 2016-2018



Source: Ofcom Adult Media Literacy Tracker 2018

A5. Which one of these things you use would you miss the most if it was taken away? (prompted responses, single coded)

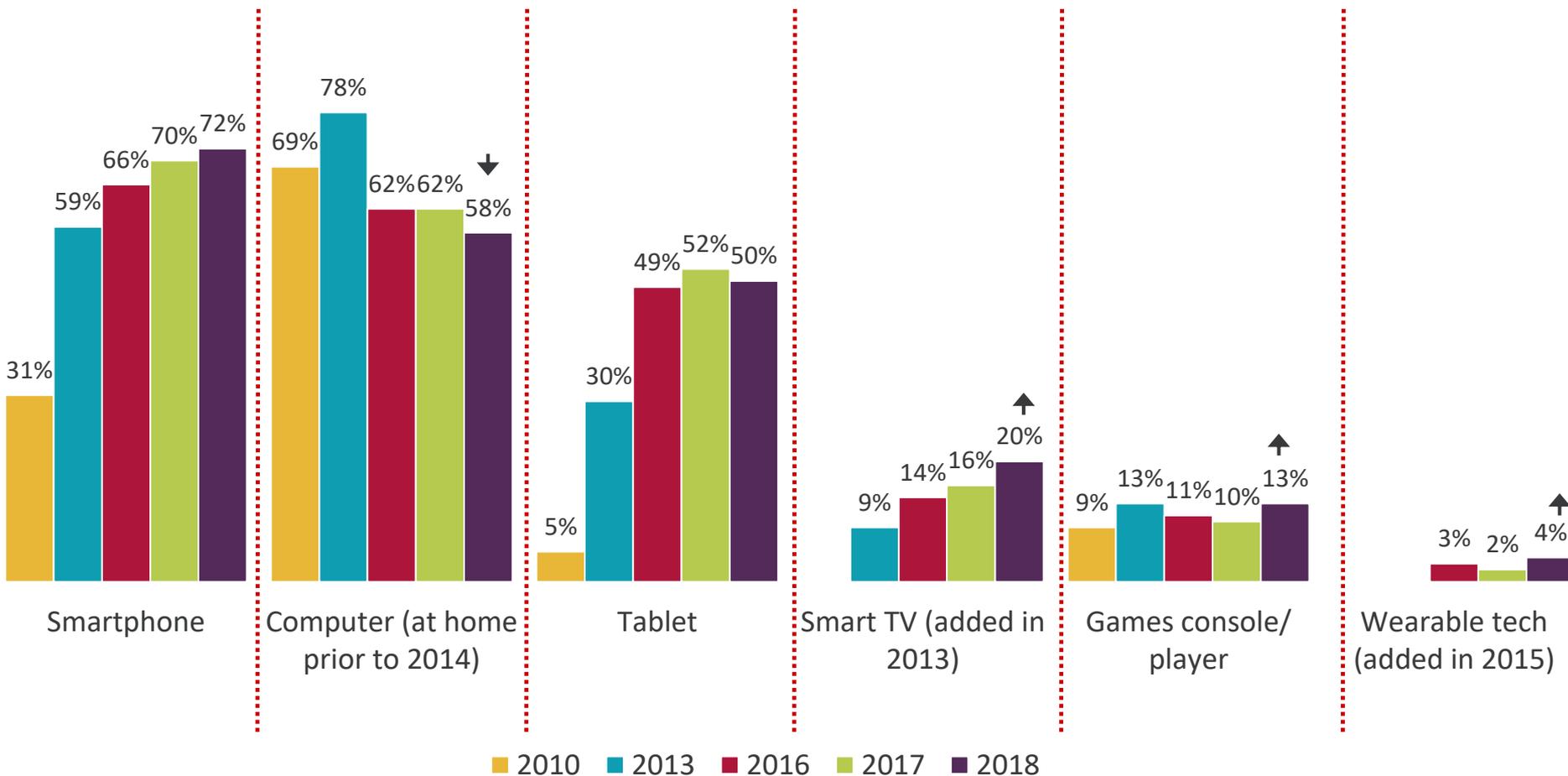
Base: All adults aged 16+ (1882 aged 16+, 246 aged 16-24, 256 aged 25-34, 322 aged 35-44, 272 aged 45-54, 309 aged 55-64, 221 aged 65-74, 256 aged 75+ in 2018)

Showing responses by >2% of all adults in 2018

Arrows show significant changes (95% level) between 2017 and 2018

Going online using a computer is less likely compared to 2017; while using a smart TV, games console/ player or wearable tech to go online are all more likely.

Devices used to go online: 2010-2018



Source: Ofcom Adult Media Literacy Tracker 2018

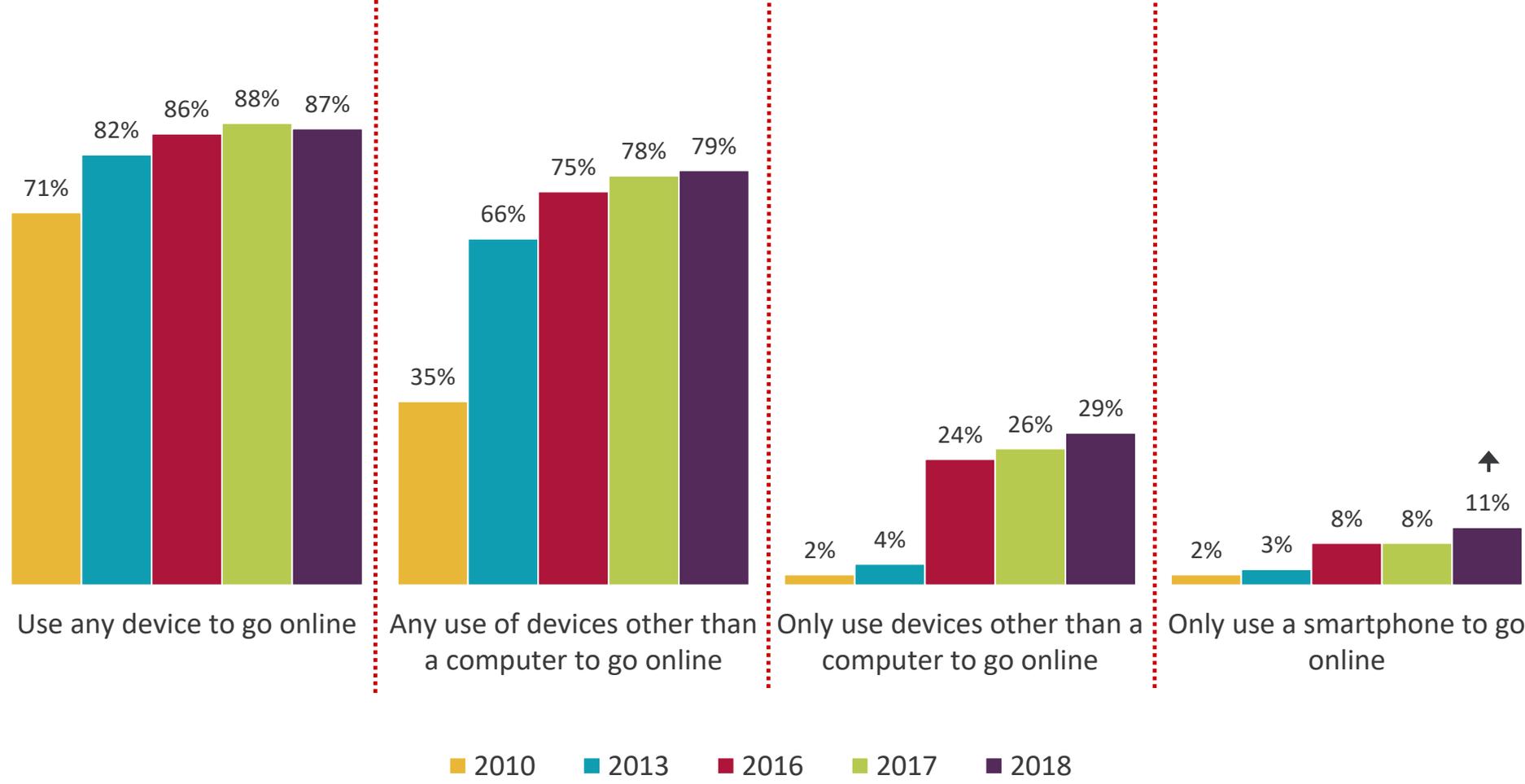
IN2. Do you go online using any of these devices? (prompted responses, multi-coded)

Base: All adults aged 16+ (1875 in 2017, 1882 in 2018)

Arrows show significant changes (95% level) between 2017 and 2018

One in ten adults now only use a smartphone to go online; an increase compared to 2017.

Use of devices other than a computer to go online: 2010-2018



Source: Ofcom Adult Media Literacy Tracker 2018

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

Base: All adults aged 16+ (1875 in 2017, 1882 in 2018)

Arrows show significant changes (95% level) between 2017 and 2018

16-24s and 25-34s are more likely than average to say they only use devices other than a computer to go online.

Devices used to go online, by age of user: 2018

	All adults	16-24	25-34	35-44	45-54	55-64	65-74	75+
Smartphone	72%	94%	96%	90%	81%	58%	29%	14%
Computer	58%↓	59%	57%	69%	65%	58%	45%	39%
Tablet	50%	58%	51%	63%	61%	38%↓	41%	25%
Smart TV	20%↑	33%↑	28%↑	28%	18%	11%	4%	2%
Games console/ player	13%↑	36%	20%	14%	10%↑	2%	0%	0%
Wearable tech	4%↑	8%	6%↑	4%	6%	2%	0%	1%
Goes online	87%	99%	99%	96%	93%	81%	67%	52%
Only use devices other than a computer to go online	29%	39%	43%	27%	28%	22%	23%	13%
Only uses a smartphone to go online	11%↑	12%	22%↑	9%	11%	9%	3%	1%

Source: Ofcom Adult Media Literacy Tracker 2018

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

Base: All adults aged 16+ (1882 aged 16+, 246 aged 16-24, 256 aged 25-34, 322 aged 35-44, 272 aged 45-54, 309 aged 55-64, 221 aged 65-74, 256 aged 75+ in 2018)

Arrows show significant changes (95% level) between 2017 and 2018

Coloured boxes show differences (95% level) in 2018 by age compared to adults overall

Adults in C2 and DE households are more likely than average to say they only use a smartphone to go online.

Devices used to go online, by socio-economic group and gender: 2018

	All adults	AB	C1	C2	DE	Male	Female
Smartphone	72%	81%	79%	70%↑	57%	71% ↑	73%
Computer	58%↓	79%	63% ↓	47%	41%	65%	52% ↓
Tablet	50%	63%	58%	42%	34%	49%	51%
Smart TV	20%↑	26%	21%	21%	11%	23% ↑	17%
Games console/ player	13%↑	12%	15%	15%	9%	17% ↑	9%
Wearable tech	4% ↑	8%	5%	2%	1%↑	6% ↑	3%
Goes online	87%	94%	92%	85%	77%	88%	87%
Only use devices other than a computer to go online	29%	15%	29% ↑	38%↑	35%	24%	34%
Only uses a smartphone to go online	11%↑	4%	7%	16%↑	17%	8%	13%↑

Source: Ofcom Adult Media Literacy Tracker 2018

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

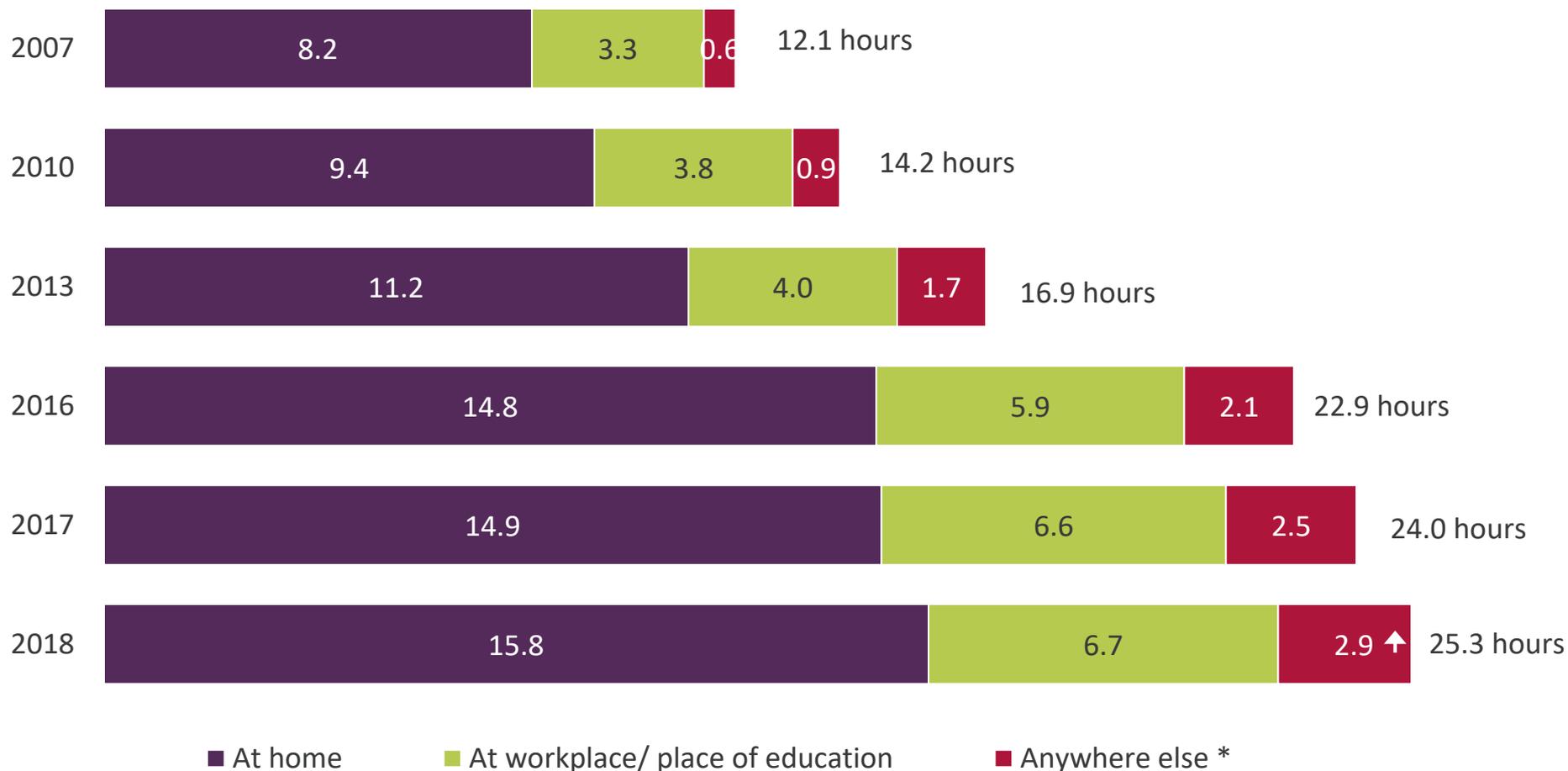
Base: All adults aged 16+ (1882 aged 16+, 395 AB, 604 C1, 381 C2, 502 DE, 922 men, 960 women)

Arrows show significant changes (95% level) between 2017 and 2018

Coloured boxes show differences (95% level) in 2018 by SEG compared to the average and between men and women

Adult internet users estimate they spend more time online while out and about, compared to 2017.

Volume of internet use per week: 2007-2018



Source: Ofcom Adult Media Literacy Tracker 2018

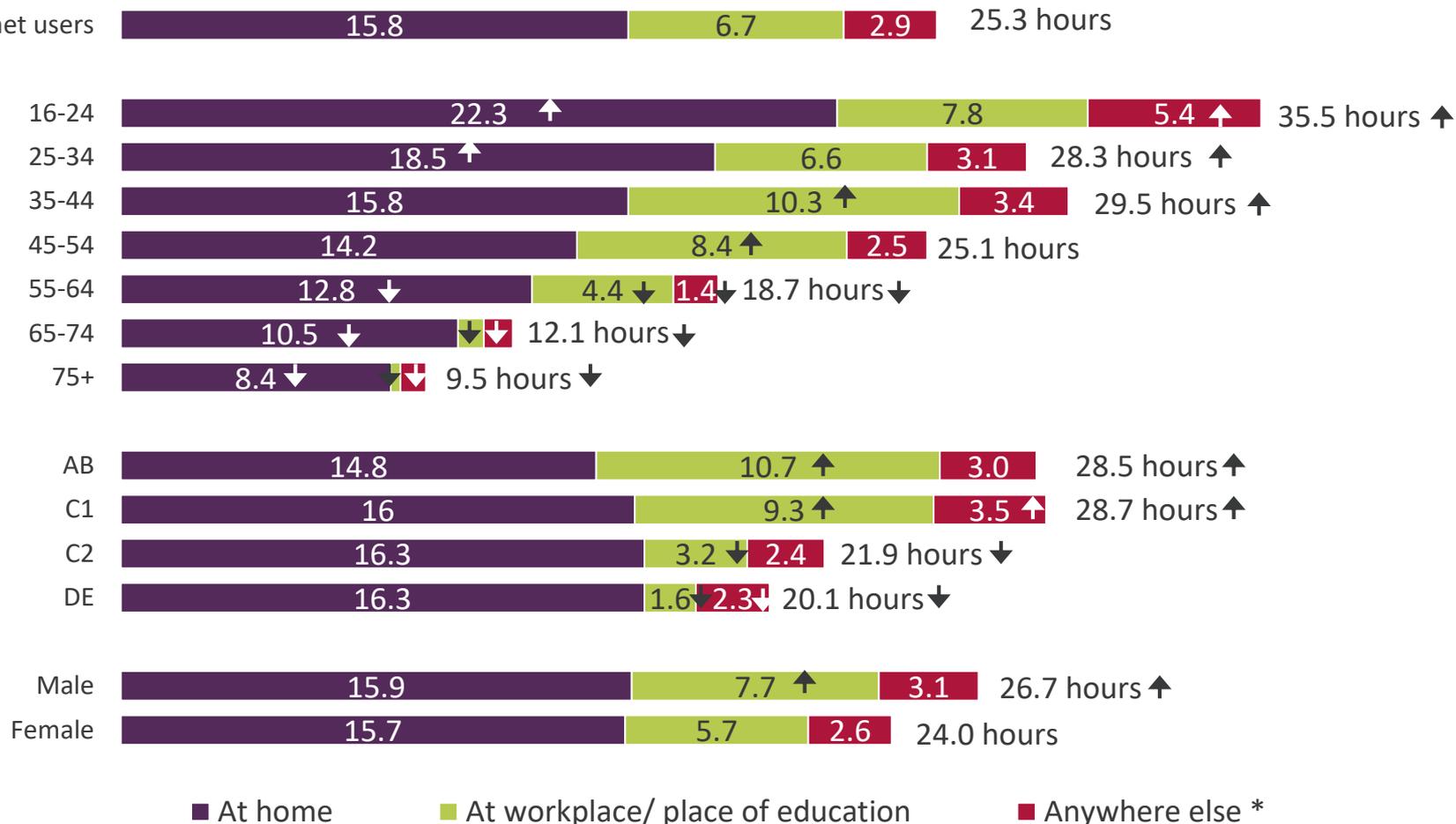
IN5A-C. How many hours in a typical week would you say you go online at home /at your workplace or place of education/ anywhere else? (unprompted responses, single coded) * Definition of 'anywhere else' expanded in 2018 to incorporate time spent going online when commuting, travelling or are out and about more generally.

Base: All adults aged 16+ who go online (1570 in 2017, 1602 in 2018)

Arrows show significant changes (95% level) between 2017 and 2018

The estimated weekly volume of internet use is higher than average among 16-44s and lower among those aged 55 and over.

Volume of internet use per week, by age, socio-economic group and gender: 2018



Source: Ofcom Adult Media Literacy Tracker 2018

IN5A-C. How many hours in a typical week would you say you go online at home /at your workplace or place of education/ anywhere else? (unprompted responses, single coded) Base: All adults aged 16+ who go online (1602 in 2018, varies by demography)

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

Activities the internet is used for, by category

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

Source: Ofcom Technology Tracker 2019

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

Base: All adults aged 16+ who go online (3346 in 2019)

Activities the internet is used for, by category (continued)

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

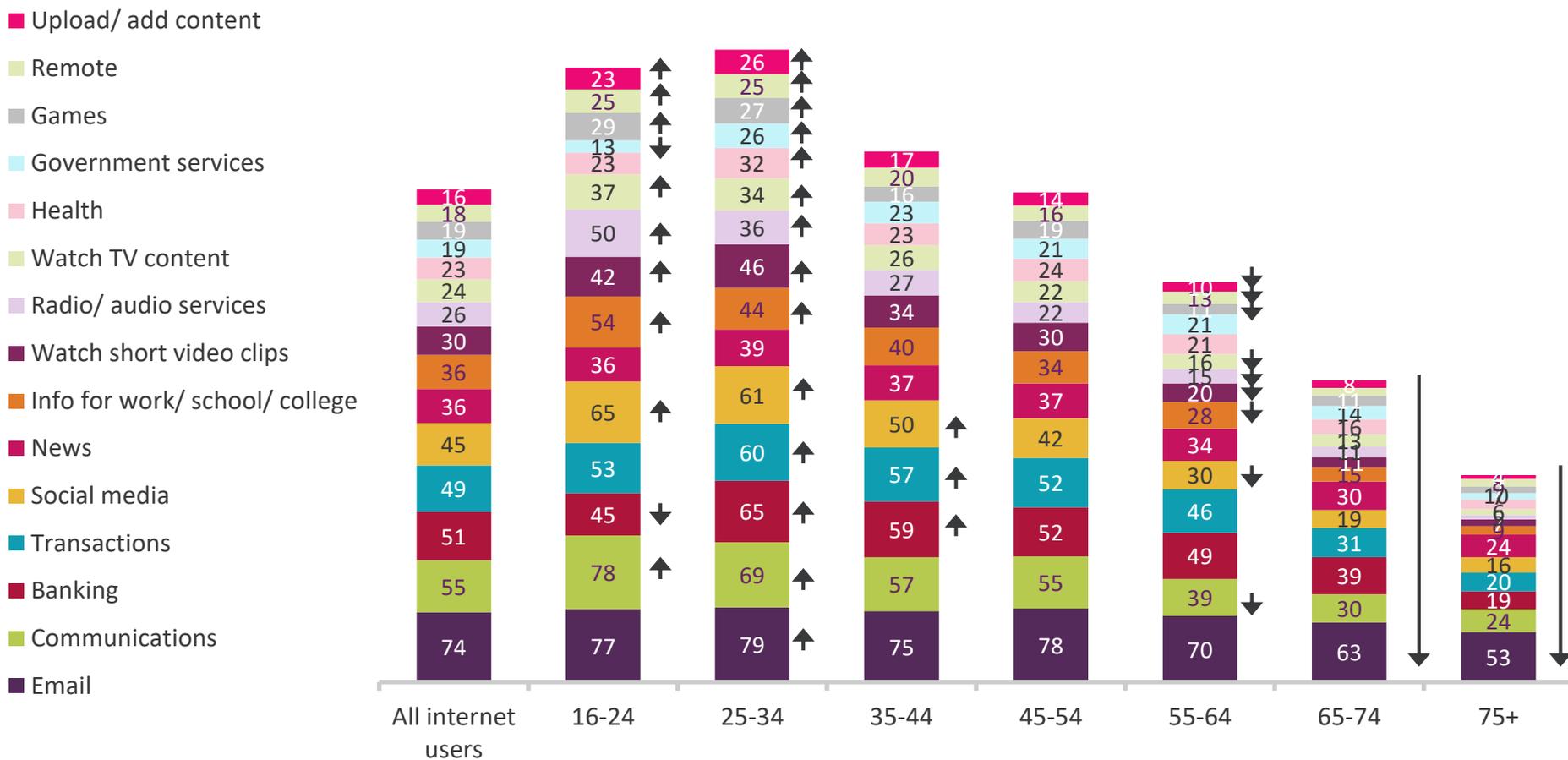
Source: Ofcom Technology Tracker 2019

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

Base: All adults aged 16+ who go online (3346 in 2019)

Internet users aged 25-34 are more likely than average to use the internet for fourteen of the fifteen activities about which we asked.

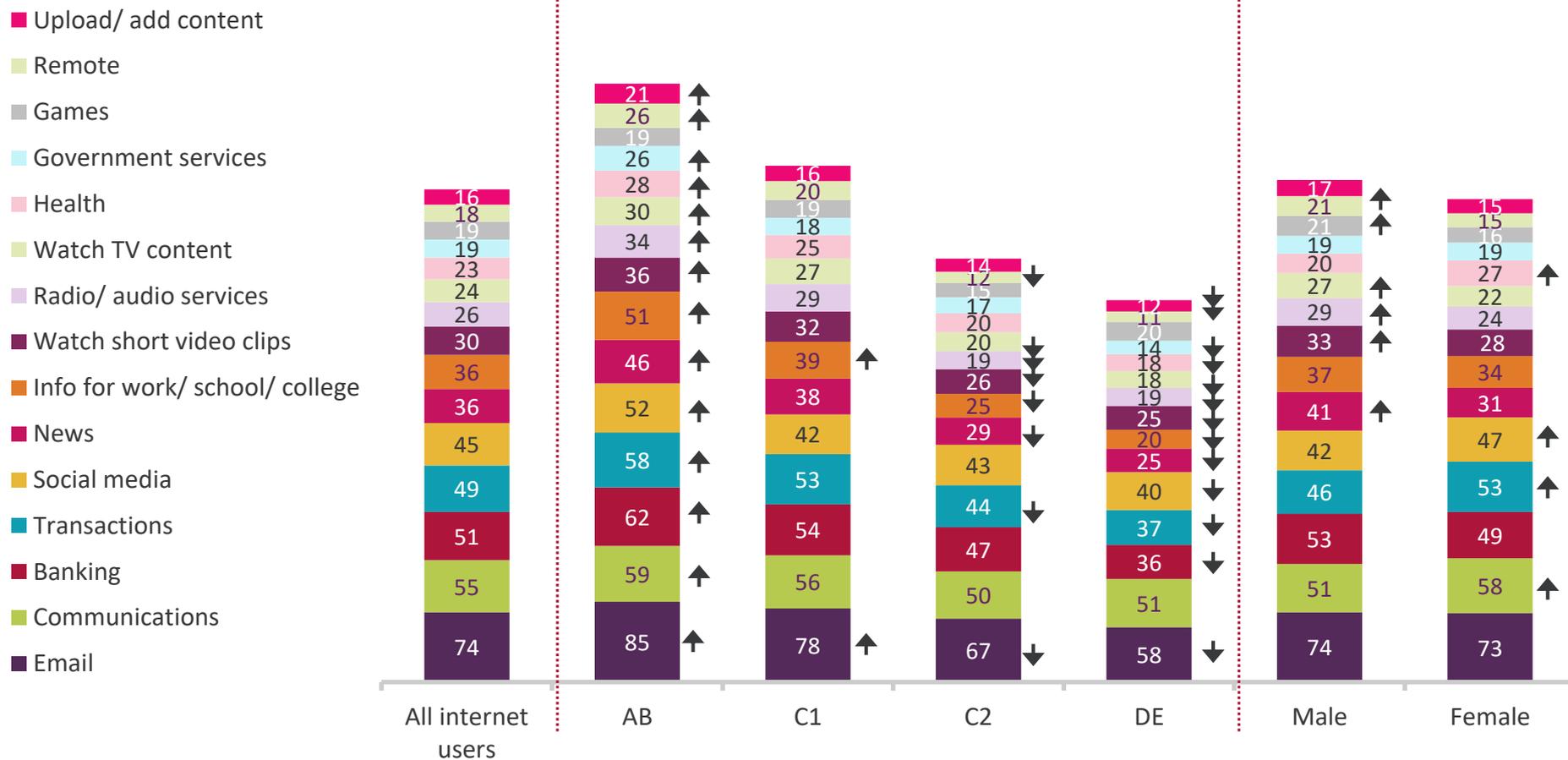
Activities the internet has been used for in the previous week, by age: 2019



Source: Ofcom Technology Tracker 2019
 QE5B. And, which, if any, of these activities have you used the internet for in the last week? (prompted responses, multi-coded)
 Base: All adults who go online (3346 in 2019, 485 aged 16-24, 554 aged 25-34, 603 aged 35-44, 512 aged 45-54, 531 aged 55-64, 390 aged 65-74, 270 aged 75+)
 Arrows show significant differences (95% level) by age compared to all internet users

Internet users from AB households are more likely than average to use the internet for almost all of the activities about which we asked; the reverse is true for those from DE households.

Activities the internet has been used for in the previous week, by socio-economic group and gender: 2019



Source: Ofcom Technology Tracker 2019

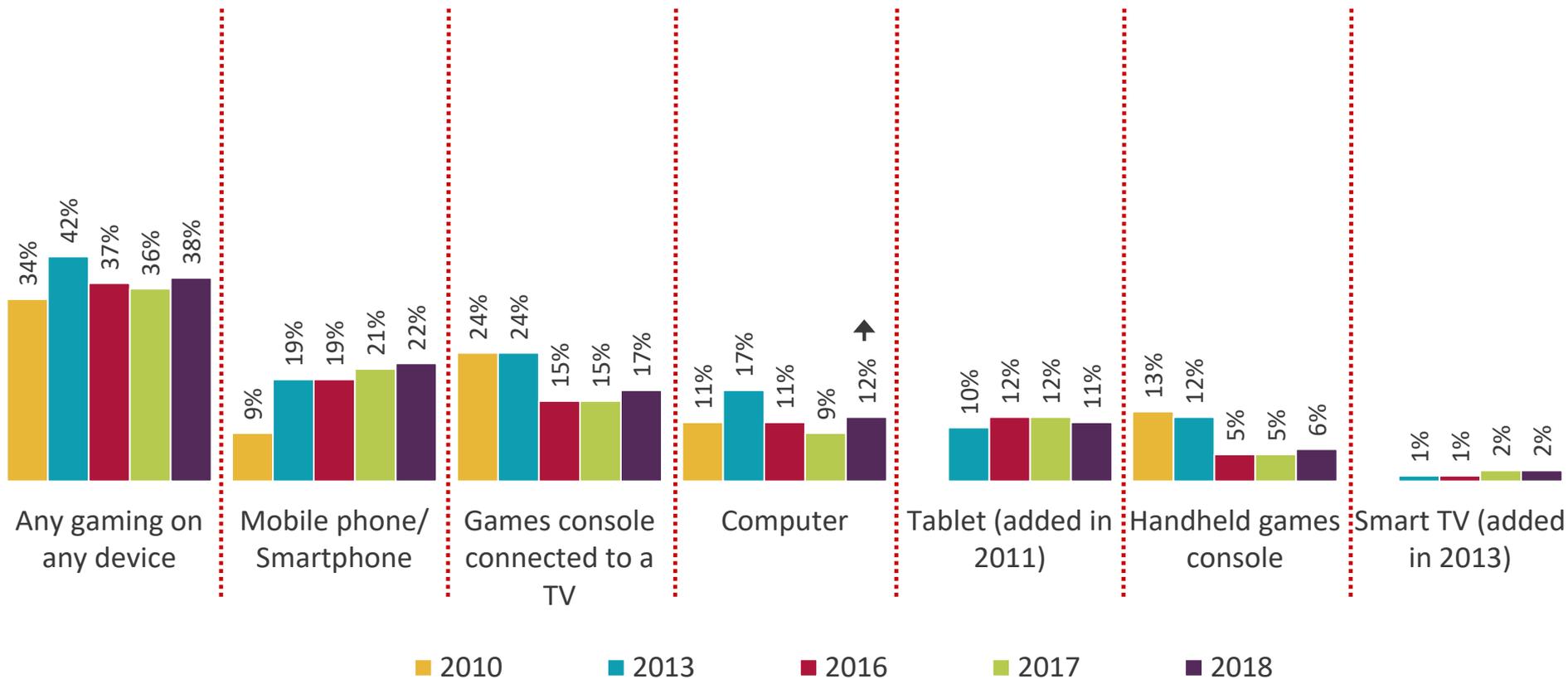
QE5B. And, which, if any, of these activities have you used the internet for in the last week? (prompted responses, multi-coded)

Base: All adults who go online (3346 in 2019, 773 AB, 1088 C1, 684 C2, 794 DE, 1611 male, 1735 female)

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

Just under four in ten adults ever play games (on any device); one in five do this on a smartphone.

Devices used for gaming at home or elsewhere: 2010-2018



Source: Ofcom Adult Media Literacy Tracker 2018

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

Showing responses by >1% of all adults in 2018

Base: All adults aged 16+ (1875 in 2017, 1882 in 2018)

Arrows show significant changes (95% level) between 2017 and 2018

16-24s are more likely than average to play games on seven of the eight devices about which we asked.

Devices used for gaming by age: 2018

	All adults	16-24	25-34	35-44	45-54	55-64	65-74	75+
Any gaming on any device	38%	65% ↑	59% ↑	36%	35%	23% ↓	23% ↓	9% ↓
Mobile phone/ smartphone	22%	40% ↑	41% ↑	19%	19%	12% ↓	4% ↓	1% ↓
Games console connected to a TV	17%	48% ↑	27% ↑	18%	9% ↓	3% ↓	2% ↓	0% ↓
Computer (Desktop / laptop/ netbook)	12%	24% ↑	13%	11%	9%	10%	9%	3% ↓
Tablet	11%	15%	15%	8%	11%	7%	12%	6% ↓
Handheld games console	6%	18% ↑	8%	6%	3%	2% ↓	3% ↓	0% ↓
Smart TV	2%	6% ↑	3%	2%	1%	0% ↓	1%	0% ↓
VR gaming headset/ device	1%	5% ↑	3%	2%	0%	0%	0% ↓	0% ↓
Wearable technology	1%	2% ↑	1%	0%	0%	0%	0% ↓	0% ↓

Source: Ofcom Adult Media Literacy Tracker 2018

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

Base: All adults aged 16+ (1882 aged 16+, 246 aged 16-24, 256 aged 25-34, 322 aged 35-44, 272 aged 45-54, 309 aged 55-64, 221 aged 65-74, 256 aged 75+)

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

Men are more likely than women to play games; and, they are three times as likely to play games on a console connected to a TV.

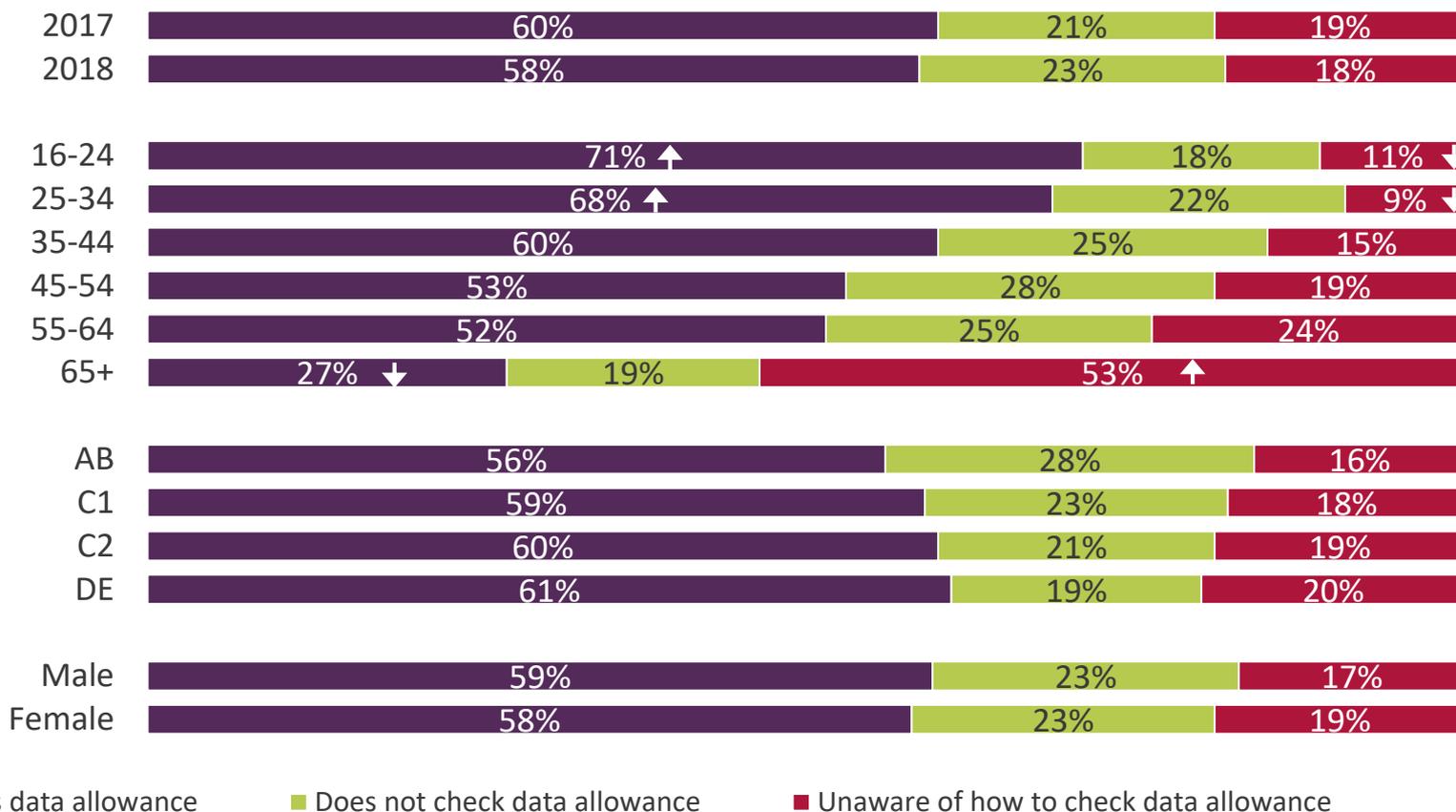
Devices used for gaming, by socio-economic group and gender: 2018

	All adults	AB	C1	C2	DE	Male	Female
Any gaming on any device	38%	35%	41%	43%	34%	44% ↑	32%
Mobile phone/ smartphone	22%	19%	25%	24%	18%	22%	21%
Games console connected to a TV	17%	14%	16%	22% ↑	14%	25% ↑	8%
Computer (Desktop / laptop/ netbook)	12%	11%	15%	10%	10%	15% ↑	9%
Tablet	11%	11%	11%	12%	8%	11%	11%
Handheld games console	6%	6%	8%	4%	6%	8% ↑	4%
Smart TV	2%	3%	1%	3%	1%	3% ↑	1%
VR gaming headset/ device	1%	2%	1%	1%	1%	2% ↑	0%
Wearable technology	1%	0%	1%	1%	0%	1%	0%

Source: Ofcom Adult Media Literacy Tracker 2018
 G1. Do you ever play games at home or elsewhere in any of these ways? (prompted responses, multi-coded)
 Base: All adults aged 16+ (1882 aged 16+, 395 AB, 604 C1, 381 C2, 502 DE, 922 male, 960 female)
 Arrows show significant differences (95% level) by socio-economic group compared to all adults and males compared to females

More than half of smartphone users aged 65 and over do not know how to check their data allowance; nearly three times the average.

Smartphone users checking mobile data allowance, by age, gender and socio-economic group; and by year: 2017-2018



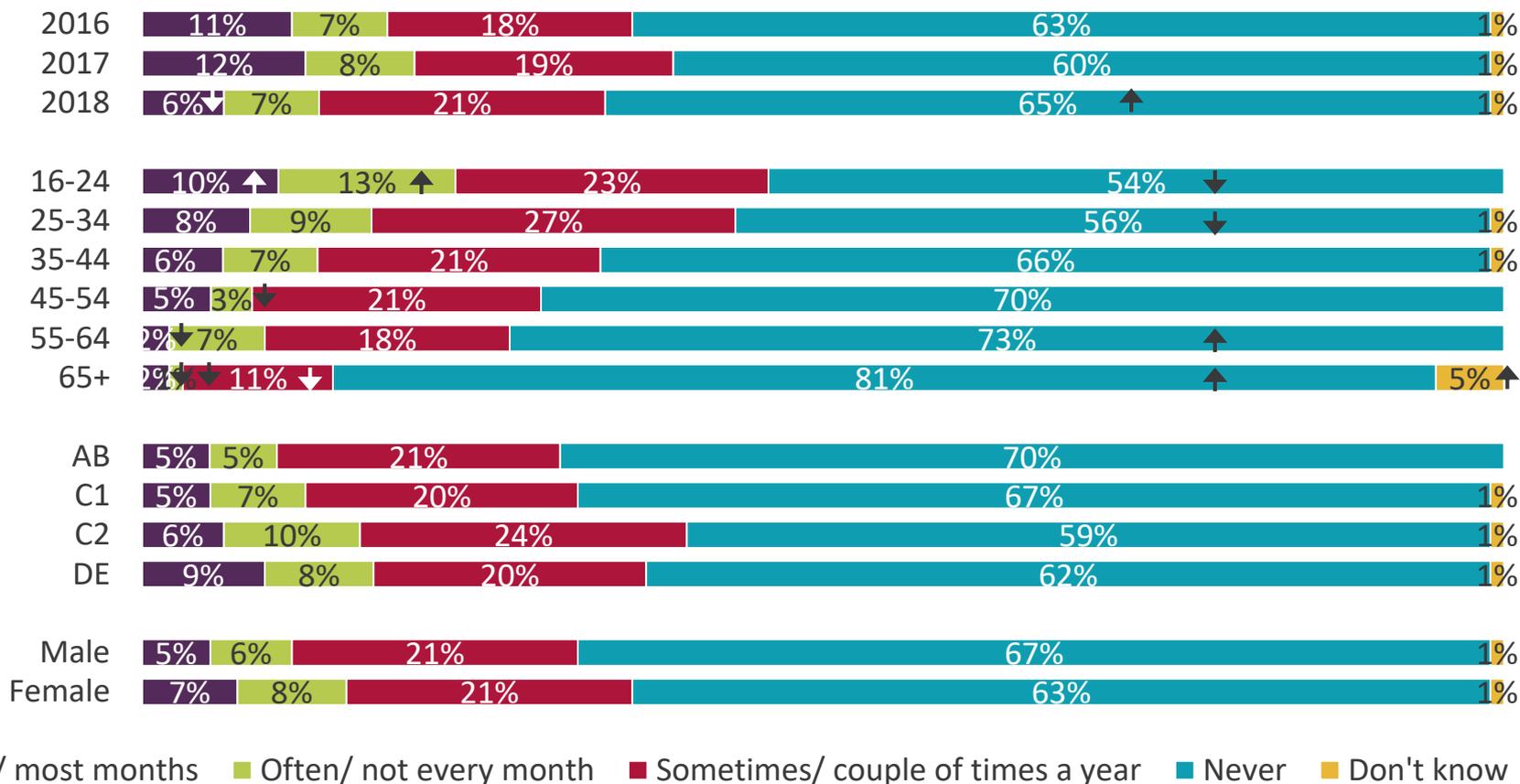
Source: Ofcom Adult Media Literacy Tracker 2018

M2A/ M2B. Do you know how to check your data allowance to see how much data you left?/ Do you ever check your data allowance to see how much data you have left? (prompted responses, single coded).

Base: All adults aged 16+ who use a smartphone (1429 aged 16+, 238 aged 16-24, 248 aged 25-34, 299 aged 35-44, 238 aged 45-54, 219 aged 55-64, 187 aged 65+, 324 AB, 503 C1, 285 C2, 317 DE, 696 male, 733 female). Arrows show significant differences (95% level) by age/ socio-economic group compared to all smartphone users and males compared to females

Compared to 2017, smartphone users are less likely to say they ever use up their data allowance.

Frequency with which smartphone users use up their data allowance, by age, socio-economic group and gender



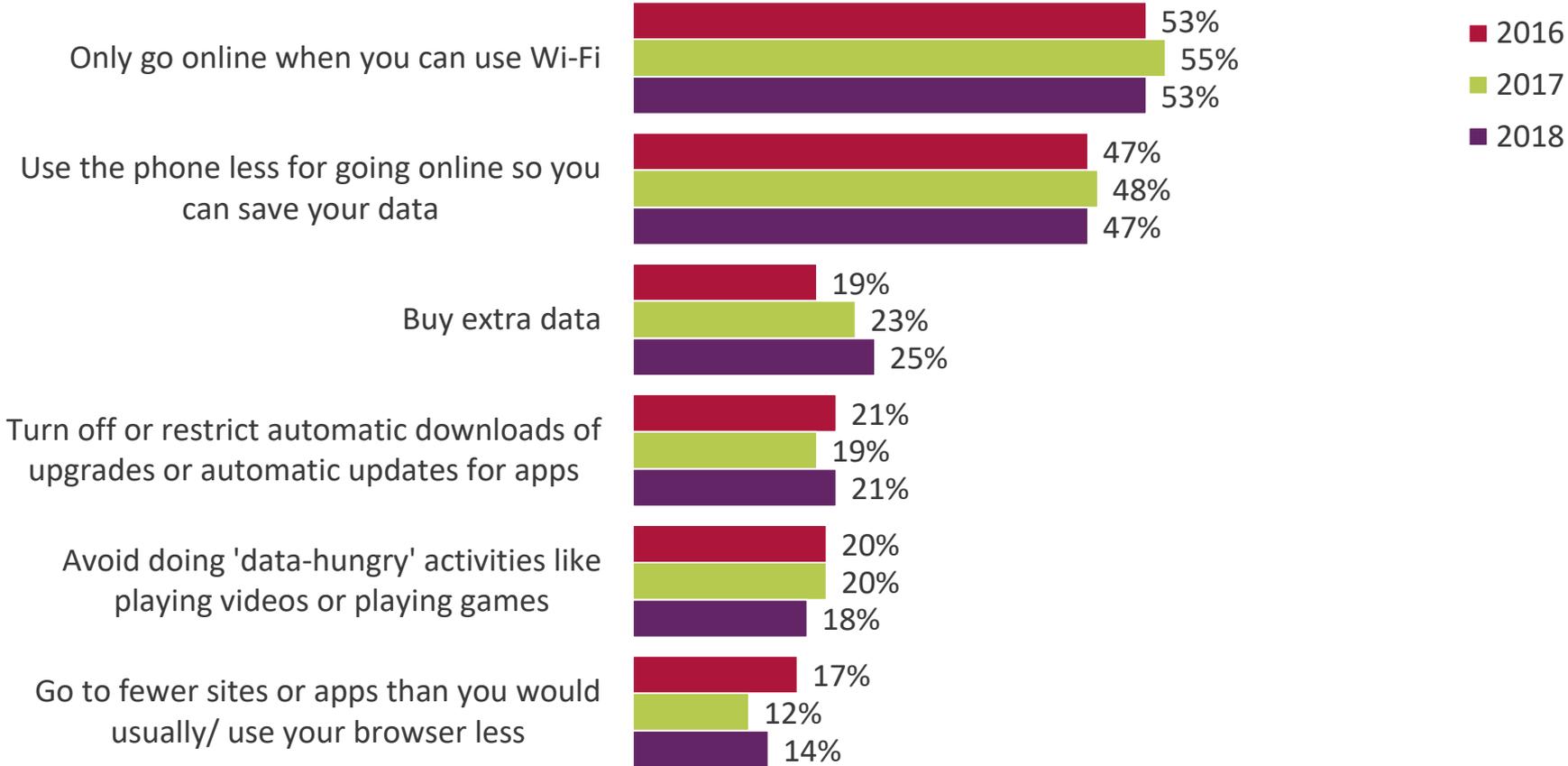
Source: Ofcom Adult Media Literacy Tracker 2018

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

Base: All adults aged 16+ who use a smartphone (1429 aged 16+, 238 aged 16-24, 248 aged 25-34, 299 aged 35-44, 238 aged 45-54, 219 aged 55-64, 187 aged 65+, 324 AB, 503 C1, 285 C2, 317 DE, 696 male, 733 female). Arrows show significant differences (95% level) between 2017 and 2018 at the overall level, and by age / socio-economic group compared to all smartphone users and males compared to females.

A quarter of smartphone users who ever use up their data allowance say they buy extra data when they are at risk of running out.

Actions undertaken when at risk of running out of data: 2016-2018



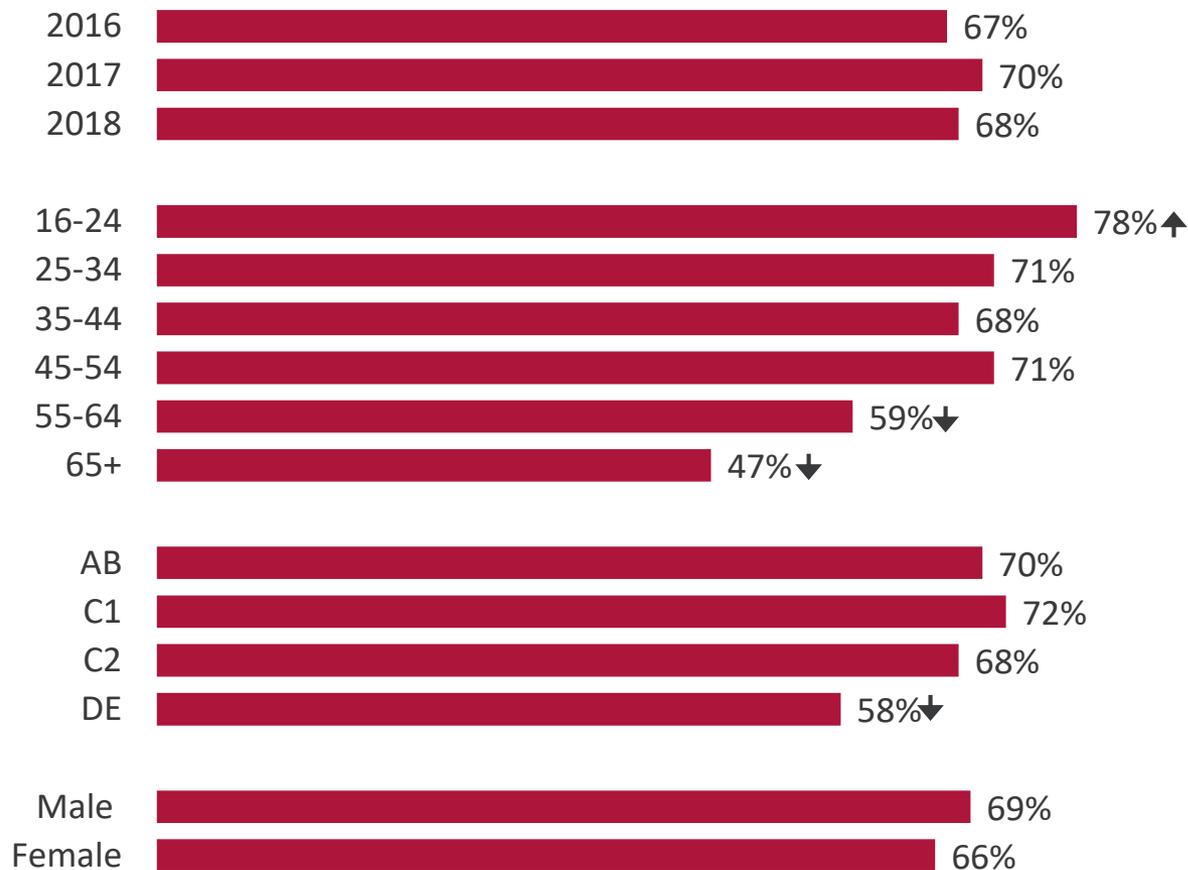
Source: Ofcom Adult Media Literacy Tracker 2018

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

Base: Those with a smartphone who have ever used up their data allowance (493 in 2017, 459 in 2018)

Nearly seven in ten smartphone users use public wi-fi; this is more likely than average among those aged 16-24 and less likely among 55s and over.

Use of public wifi: 2016-2018



Source: Ofcom Adult Media Literacy Tracker 2018

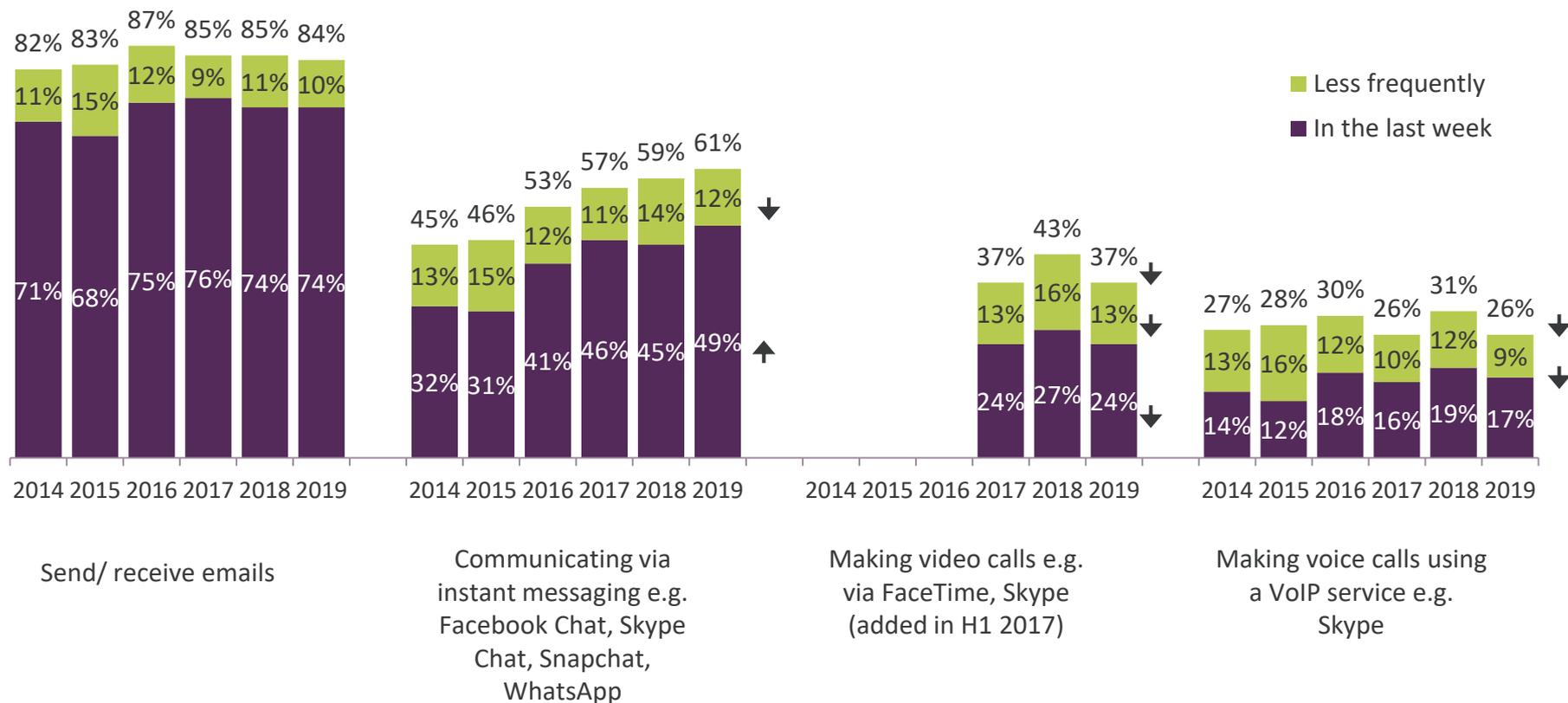
M5. Do you ever use free public wifi? (prompted responses, single coded)

Base: All adults aged 16+ who use a smartphone (1429 aged 16+, 238 aged 16-24, 248 aged 25-34, 299 aged 35-44, 238 aged 45-54, 219 aged 55-64, 187 aged 65+, 324 AB, 503 C1, 285 C2, 317 DE, 696 male, 733 female). Arrows show significant differences (95% level) between 2017 and 2018 at the overall level, and by age / socio-economic group compared to all smartphone users and males compared to females

Engagement and participation

Nearly half of online adults now say they used instant messaging in the last week; up from 45% in 2018.

Communicating online: 2014-2019



Source: Ofcom Technology Tracker, 2014-2019

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

Base: All adults aged 16+ who go online (3280 in 2018, 3346 in 2019)

Arrows show significant changes (95% level) between 2018 and 2019

Internet users aged 16-34 are more likely than average to have communicated online in at least three of the four ways about which we asked; the reverse is true among 55s and over.

Communicating online in the previous week, by age, socio-economic group and gender: 2019

	All internet users	16-24	25-34	35-44	45-54	55-64	65-74	75+
Send/ receive emails	74%	77%	79% ↑	75%	78%	70%	63% ↓	53% ↓
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	49%	69% ↑	63% ↑	51%	50%	35% ↓	26% ↓	17% ↓
Make video calls e.g. via FaceTime, Skype	24%	40% ↑	36% ↑	25%	20%	12% ↓	7% ↓	10% ↓
Make voice calls e.g. via FaceTime, Skype	17%	27% ↑	27% ↑	20%	14%	9% ↓	6% ↓	2% ↓

	All internet users	AB	C1	C2	DE	Male	Female
Send/ receive emails	74%	85% ↑	78% ↑	67% ↓	58% ↓	74%	73%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	49%	53%	48%	46%	46%	46%	52% ↑
Make video calls e.g. via FaceTime, Skype	24%	29% ↑	25%	19% ↓	19% ↓	22%	25%
Make voice calls e.g. via FaceTime, Skype	17%	21% ↑	19%	13% ↓	12% ↓	17%	17%

Source: Ofcom Technology Tracker 2019

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

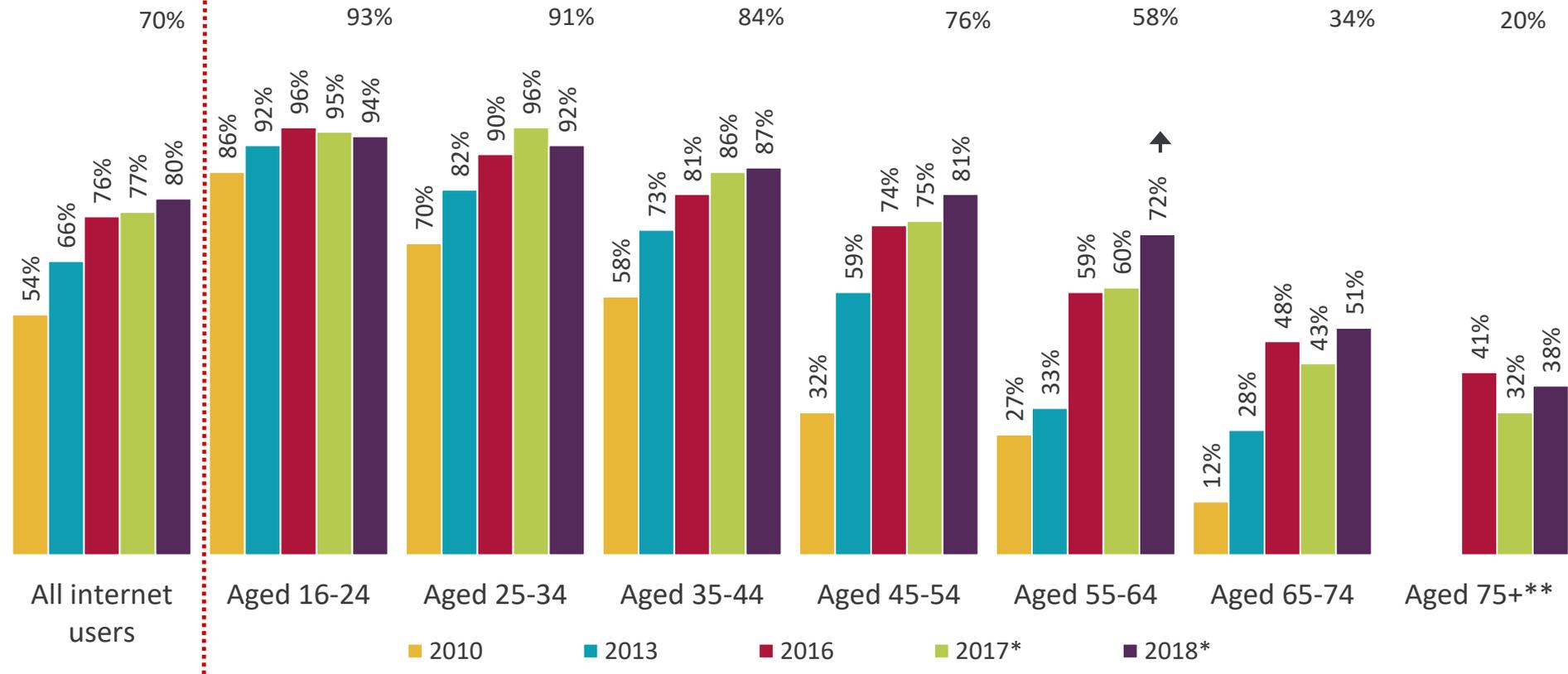
Base: All adults aged 16+ who go online (3346 aged 16+, 485 aged 16-24, 554 aged 25-34, 603 aged 35-44, 512 aged 45-54, 531 aged 55-64, 390 aged 65-74, 270 aged 75+, 773 AB, 1088 C1, 684 C2, 794 DE, 1611 male, 1735 female)

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

Four in five internet users aged 16+ have a social media or messaging profile/ account.

Incidence of having a social media profile/ messaging account among internet users, by age: 2010-2018

Expressed as a %
of all adults
(2018)



Source: Ofcom Adult Media Literacy Tracker 2018

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

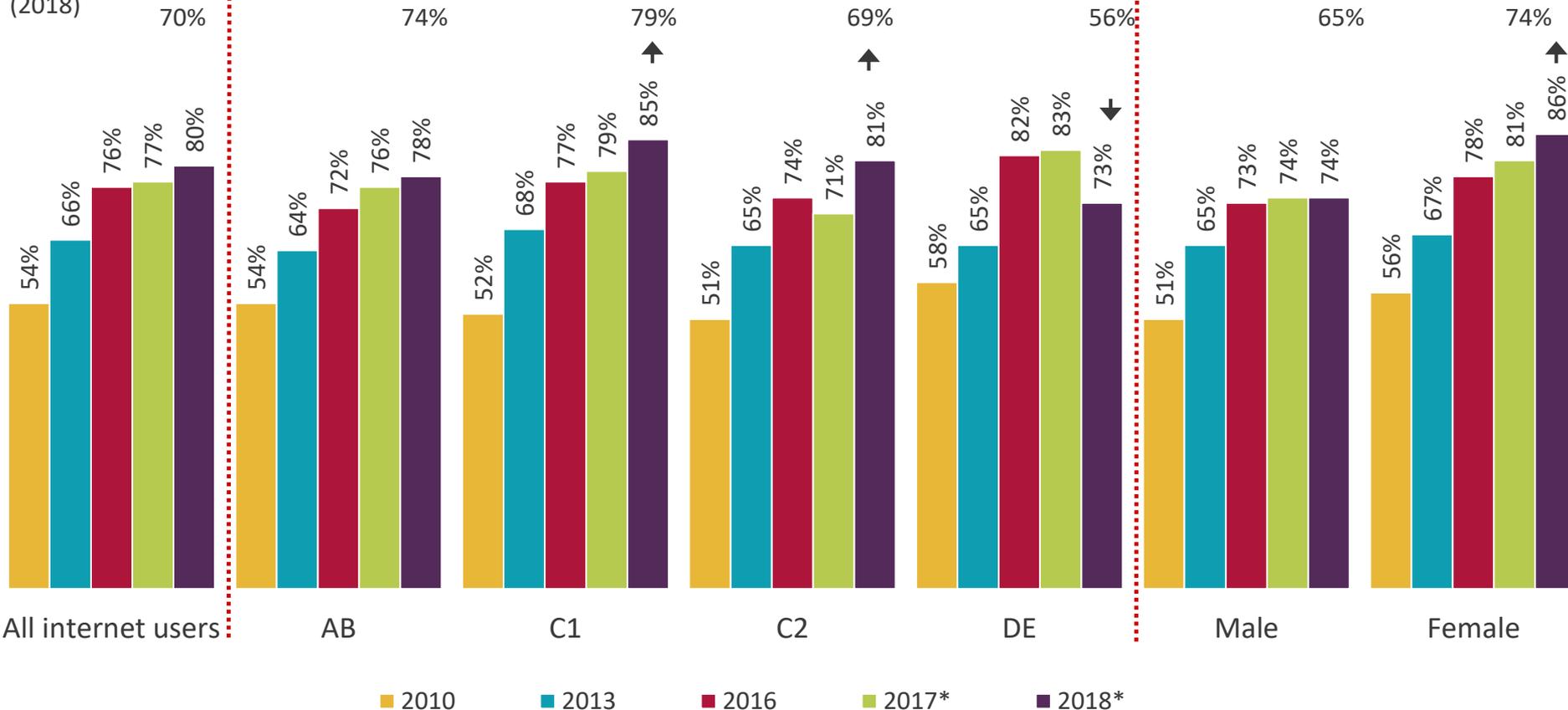
Base: All adults aged 16+ who go online (1602 aged 16+, 243 aged 16-24, 255 aged 25-34, 309 aged 35-44, 254 aged 45-54, 251 aged 55-64, 151 aged 65-74, 139 aged 75+ in 2018)

Arrows show significant changes (95% level) between 2017 and 2018. **Base too low to report for those aged 75+ in 2010 and 2013

Internet users in DE households are less likely than average to have a social media profile, while this is more likely in C1 and C2 households.

Incidence of having a social media profile/ messaging account among internet users, by SEG and gender: 2010-2018

Expressed as a %
of all adults
(2018)



Source: Ofcom Adult Media Literacy Tracker 2018

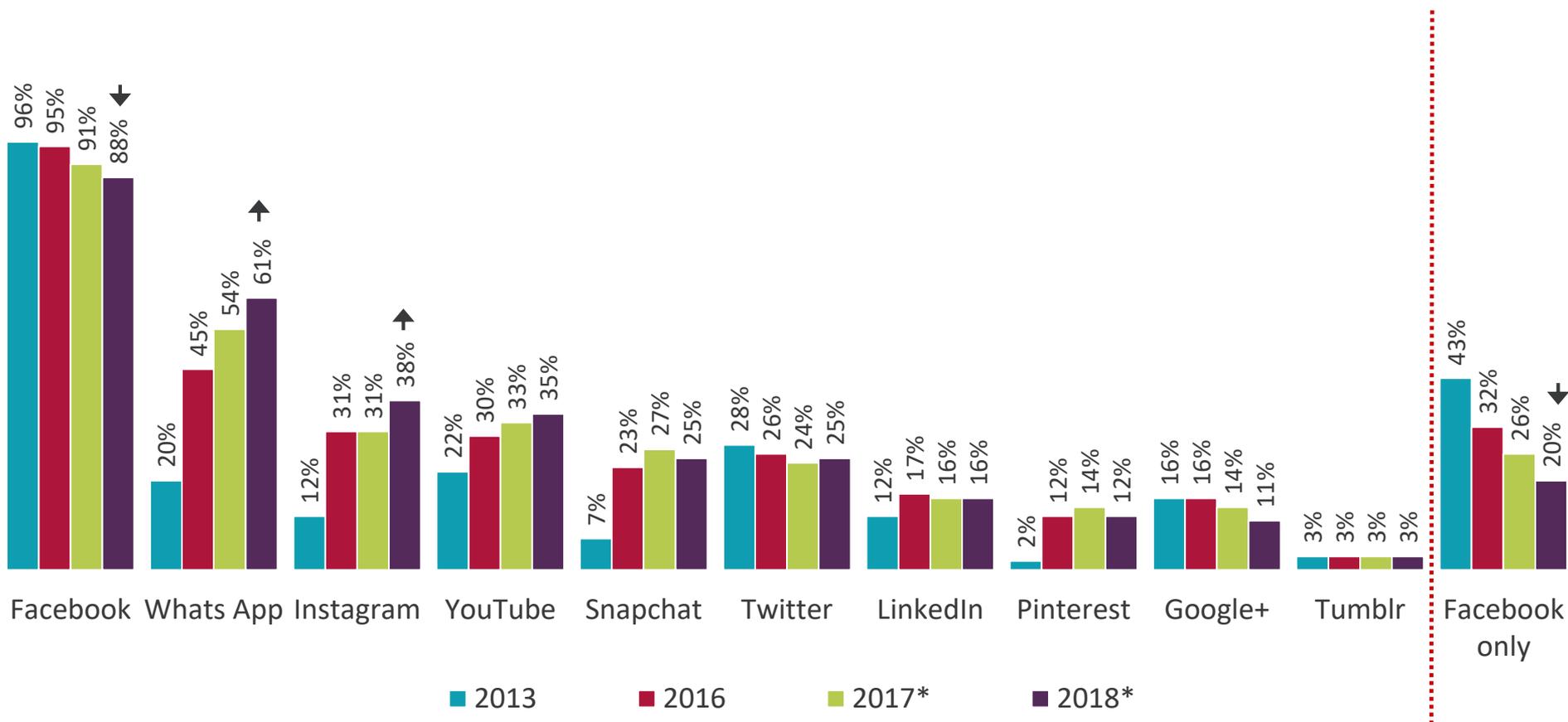
IN21. I'd now like to ask you some questions about your use of social media or messaging sites or apps – so websites or apps like Facebook, Twitter, Instagram, Snapchat, WhatsApp and YouTube. Do you have a social media profile or account on any of these types of sites or apps? (prompted responses, single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

Base: All adults aged 16+ who go online (1602 aged 16+, 367 AB, 548 C1, 316 C2, 371 DE, 797 men, 805 women)

Arrows show significant changes (95% level) between 2017 and 2018

Social media users are more likely than in 2017 to have a profile or account on WhatsApp or Instagram and less likely to have one on Facebook.

Social media sites used: 2013-2018



Source: Ofcom Adult Media Literacy Tracker 2018

IN22. Which social media or messaging sites or apps do you have a profile or account on, that you still use? (prompted responses, multi-coded) – showing responses of 3% or more of adults in 2018 aged 16+ with a social media profile / account * NB – definition expanded since 2017 to also include messaging sites or apps, previously just asked about social media ** NB Showcard amended from 2016 reducing the prompted responses to the top ten most popular social media sites .

Base: All adults aged 16+ with a profile or account on a social media or messaging site/app (1182 in 2017, 1247 in 2018).

Arrows show significant changes (95% level) between 2017 and 2018

Compared to the average, social media users aged 16-24 are more likely to have a profile/ account on seven of the eleven sites or apps about which we asked.

Social media sites use, by age: 2018

	All with a social media profile/ messaging account	16-24	25-34	35-44	45-54	55-64	65+
Facebook	88%	92%	90%	86%	86%	85%	89%
WhatsApp	61%	64%	68%	66%	62%	49%	33%
Instagram	38%	62%	50%	31%	31%	22%	9%
YouTube	35%	54%	43%	29%	27%	25%	14%
Snapchat	25%	59%	42%	13%	12%	4%	0%
Twitter	25%	35%	24%	25%	25%	21%	13%
LinkedIn	16%	13%	18%	19%	20%	11%	6%
Pinterest	12%	16%	16%	11%	12%	8%	5%
Google+	11%	18%	10%	10%	8%	8%	8%
Twitch	3%	9%	2%	4%	0%	1%	0%
Tumblr	3%	6%	4%	3%	1%	0%	0%
Facebook only	20%	8%	14%	20%	25%	30%	43%

Source: Ofcom Adult Media Literacy Tracker 2018

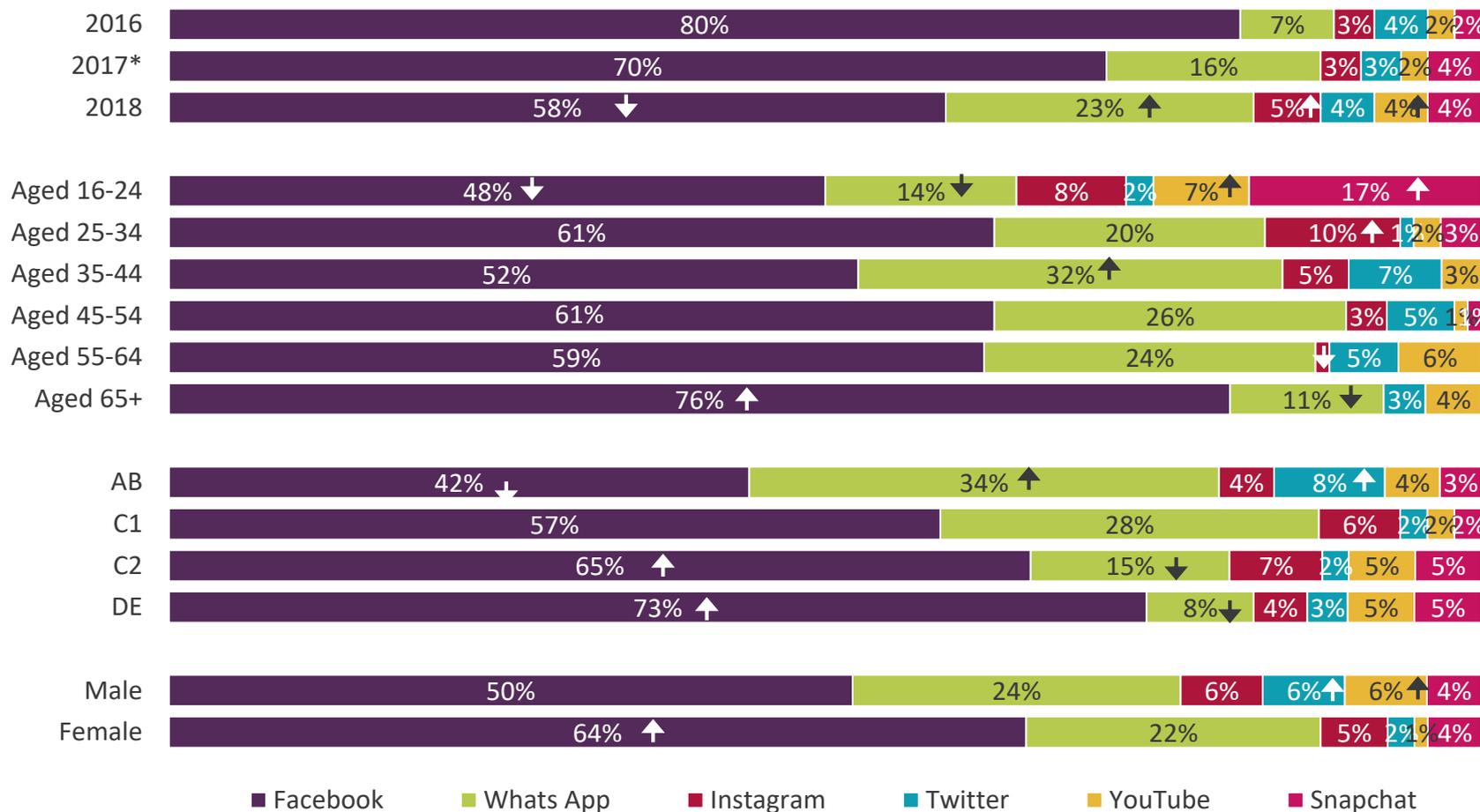
IN22. Which social media or messaging sites or apps do you have a profile or account on, that you still use? (prompted responses, multi-coded) – showing responses of 3% or more of adults in 2018 aged 16+ with a social media profile / account.

Base: All adults aged 16+ with a profile or account on a social media or messaging site/app (1247 in 2018, varies by demography).

Coloured boxes show differences (95% level) in 2018 by age compared to the average

Social media users are less likely than in 2017 to consider Facebook to be their main profile/ account.

Social media service considered as main social media profile/ account, by age, socio-economic group and gender; and by year: 2016-2018



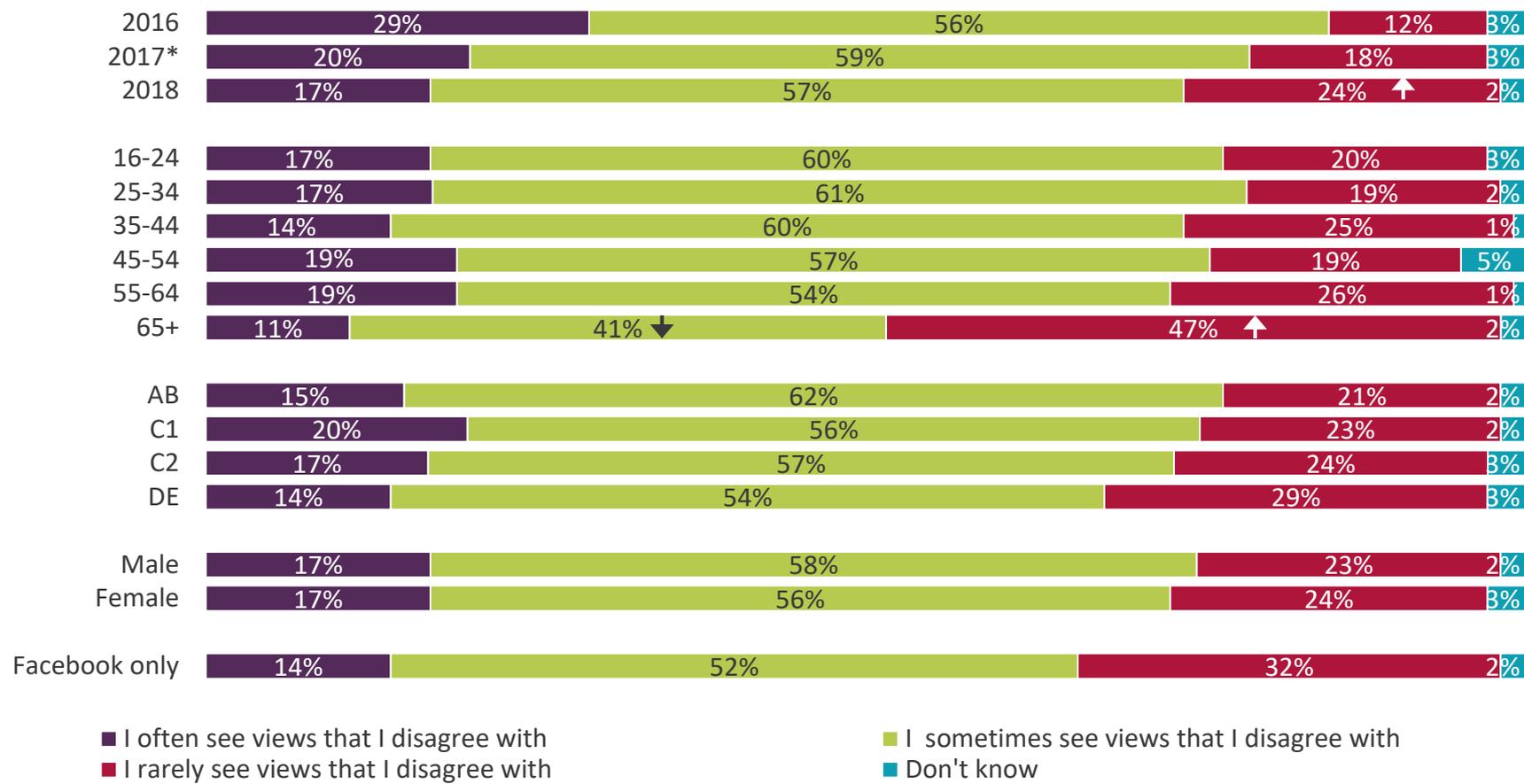
Source: Ofcom Adult Media Literacy Tracker 2018

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

Base: All adults aged 16+ with a profile or account on a social media or messaging site/app (1247 aged 16+ in 2018, varies by demographic). Showing responses of >1% in 2018 among all adults with a profile/ account. * NB – definition expanded since 2017 to also include messaging sites or apps, previously just asked about social media. Arrows show significant differences (95% level) between 2017 and 2018 at the overall level, and by age / socio-economic group compared to all with a social media profile/ account and males compared to females

Compared to 2017, social media users are more likely to say they rarely see views they disagree with.

Extent to which people see views on social media that they disagree with, by age, socio-economic group and gender; and by year: 2016-2018

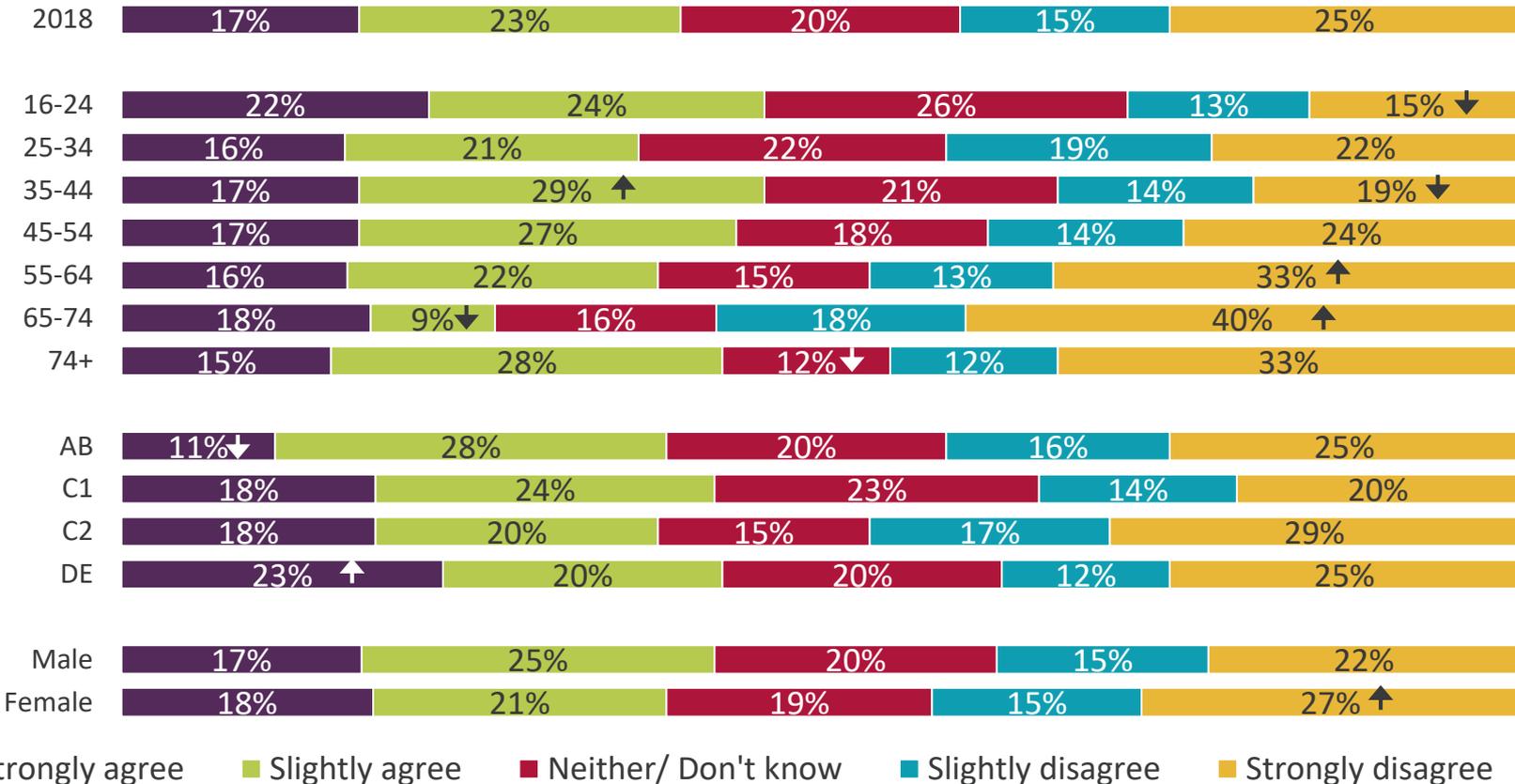


Source: Ofcom Adult Media Literacy Tracker 2018
 IN28. When you use social media, which one of these best applies? (prompted responses, single coded). * NB – definition expanded since 2017 to also include messaging sites or apps, previously just asked about social media.
 Base: All adults aged 16+ with a social media or messaging site profile/ account (1247 aged 16+, varies by demographic)
 Arrows show significant differences (95% level) between 2017 and 2018 at the overall level, and by age / socio-economic group compared to all with a social media profile/ account and males compared to females

Internet users are as likely to agree as disagree that people should have the right to hide their identity online in order to express their views anonymously.



Agreement with the statement: 'I think people should have the right to hide their identity online in order to express their views anonymously', by age and demographic group: 2018



Source: Ofcom Adult Media Literacy Tracker 2018

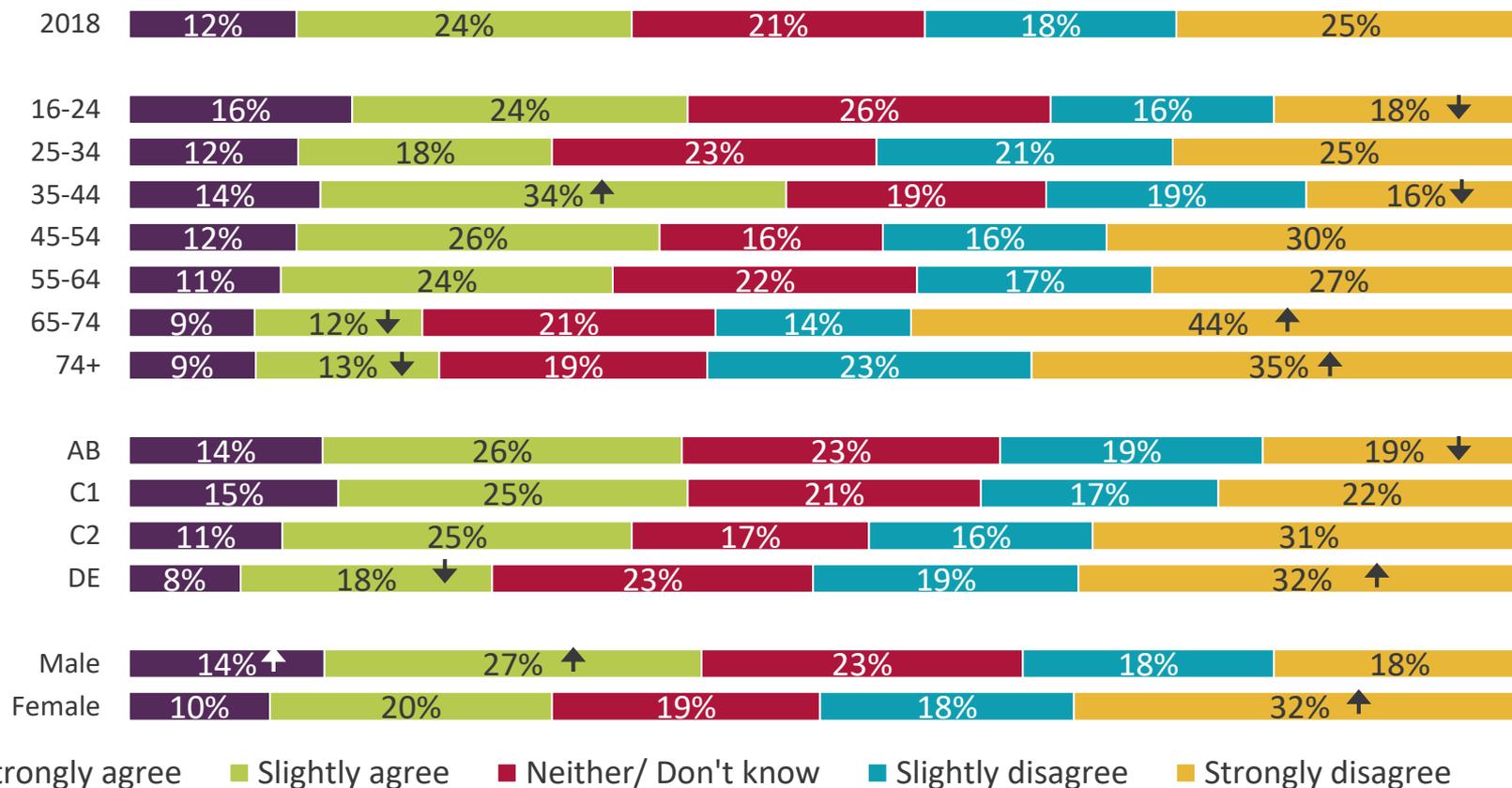
IN35C. I'm going to read out some things that other people have said about being online. Please use this card to tell me the extent to which you agree or disagree with each statement I read out – I think people should have the right to hide their identity online in order to express their views anonymously.

Base: Adults aged 16+ who go online (1602 aged 16+, varies by demographic).

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

Internet users are more likely to disagree than agree that people should be allowed to say what they want online, even if it is controversial or harmful.

Agreement with the statement: 'I think it is important that people can say what they want online even if it is controversial or hurtful to others.', by age, demographic group and gender: 2018



Source: Ofcom Adult Media Literacy Tracker 2018

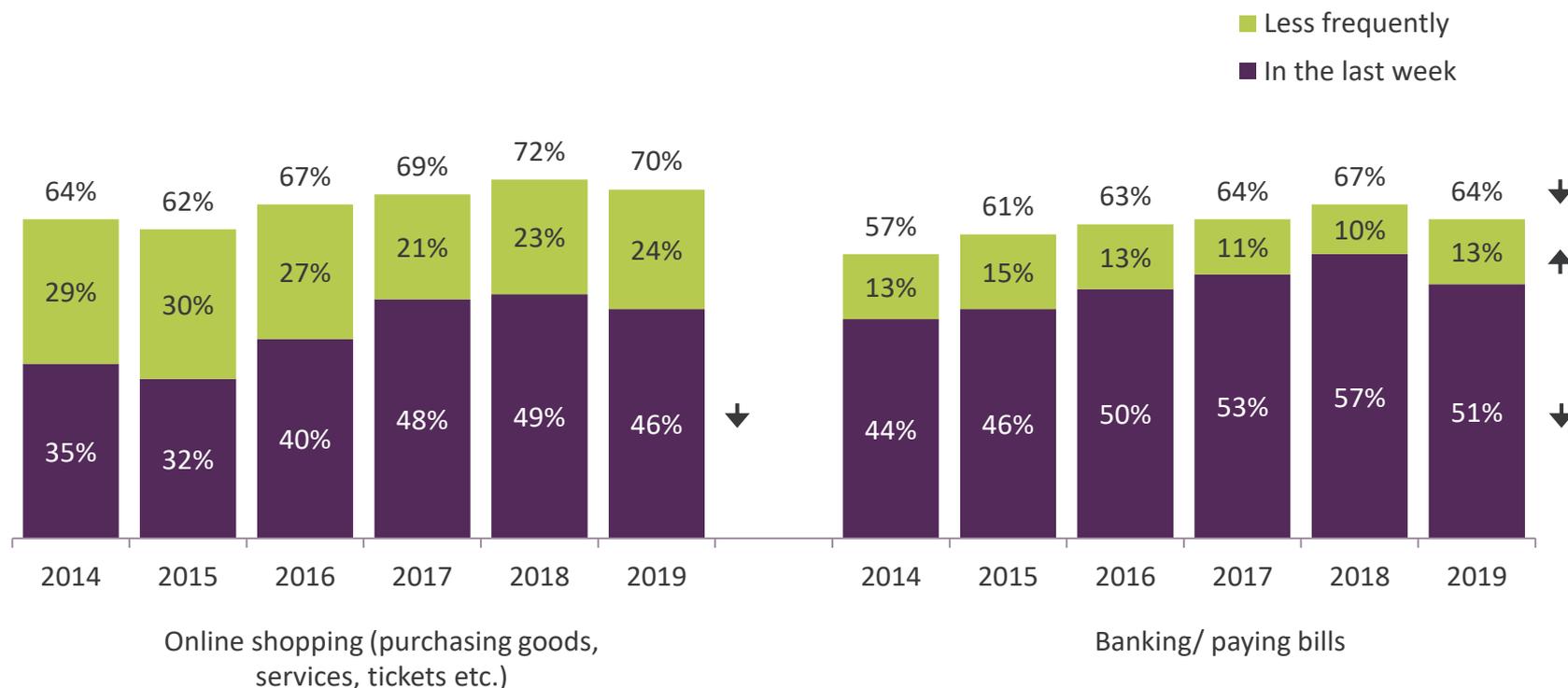
IN35D. I'm going to read out some things that other people have said about being online. Please use this card to tell me the extent to which you agree or disagree with each statement I read out – I think it is important that people can say what they want online even if it is controversial or hurtful to others.

Base: Adults aged 16+ who go online (1602 aged 16+, varies by demographic).

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

In 2019, half of adult internet users say they have been online in the last week to do their banking or to pay bills.

Transacting online: 2014-2019



Source: Ofcom Technology Tracker, 2014-2019

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

Base: All adults aged 16+ who go online (3280 in 2018, 3346 in 2019)

Arrows show significant changes (95% level) between 2018 and 2019

Internet users aged 65 and over and those in DE households are less likely than average to do their banking/pay bills online or to shop online.

Transacting online in the previous week, by age, socio-economic group and gender: 2019

All internet users		16-24	25-34	35-44	45-54	55-64	65-74	75+
Banking/ paying bills	51%	45% ↓	65% ↑	59% ↑	52%	49%	39% ↓	19% ↓
Online shopping (purchasing goods, services, tickets, etc.)	46%	50%	55% ↑	53% ↑	48%	42%	29% ↓	18% ↓

All internet users		AB	C1	C2	DE	Male	Female
Banking/ paying bills	51%	62% ↑	54%	47%	36% ↓	53%	49%
Online shopping (purchasing goods, services, tickets, etc.)	46%	55% ↑	50%	40% ↓	34% ↓	42%	50% ↑

Source: Ofcom Technology Tracker 2019

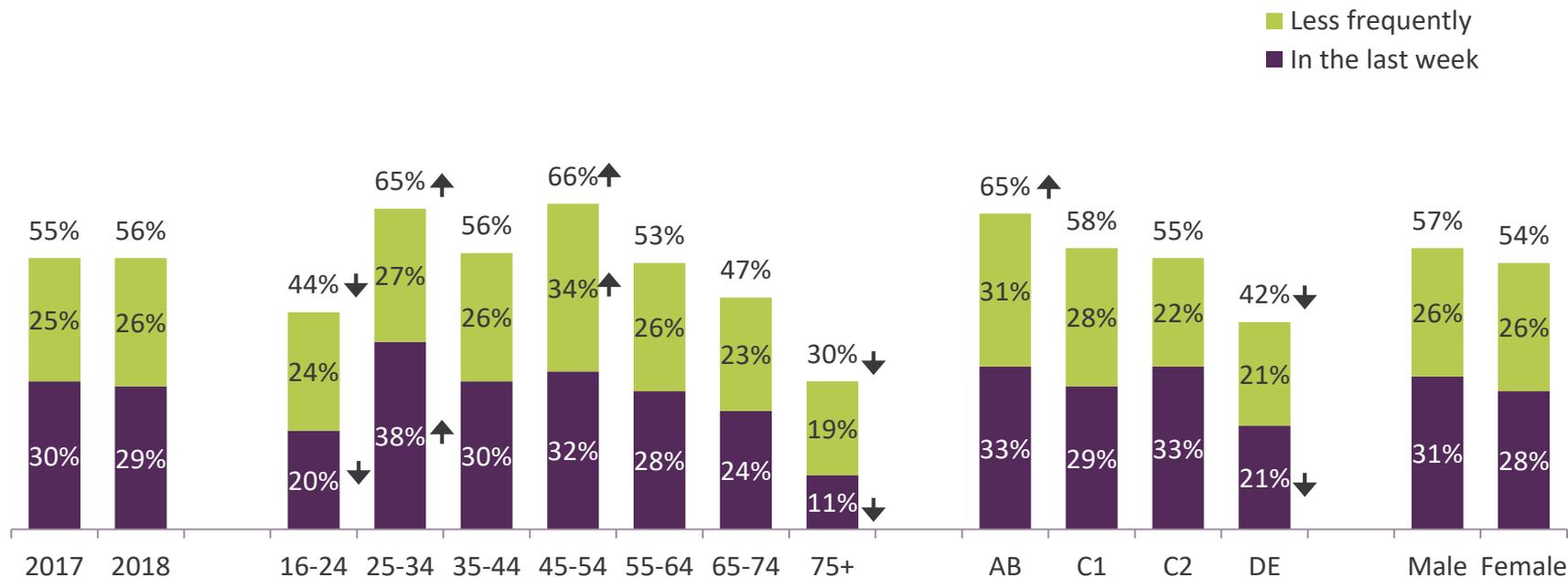
QE5B. And, which, if any, of these activities have you used the internet for in the last week? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (3346 aged 16+, 485 aged 16-24, 554 aged 25-34, 603 aged 35-44, 512 aged 45-54, 531 aged 55-64, 390 aged 65-74, 270 aged 75+, 773 AB, 1088 C1, 684 C2, 794 DE, 1611 male, 1735 female)

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

As in 2017, more than half of internet users have ever paid or checked bills online, with three in ten having done this in the previous week.

Paying or checking bills online: 2017-2018



Source: Ofcom Adult Media Literacy Tracker 2018

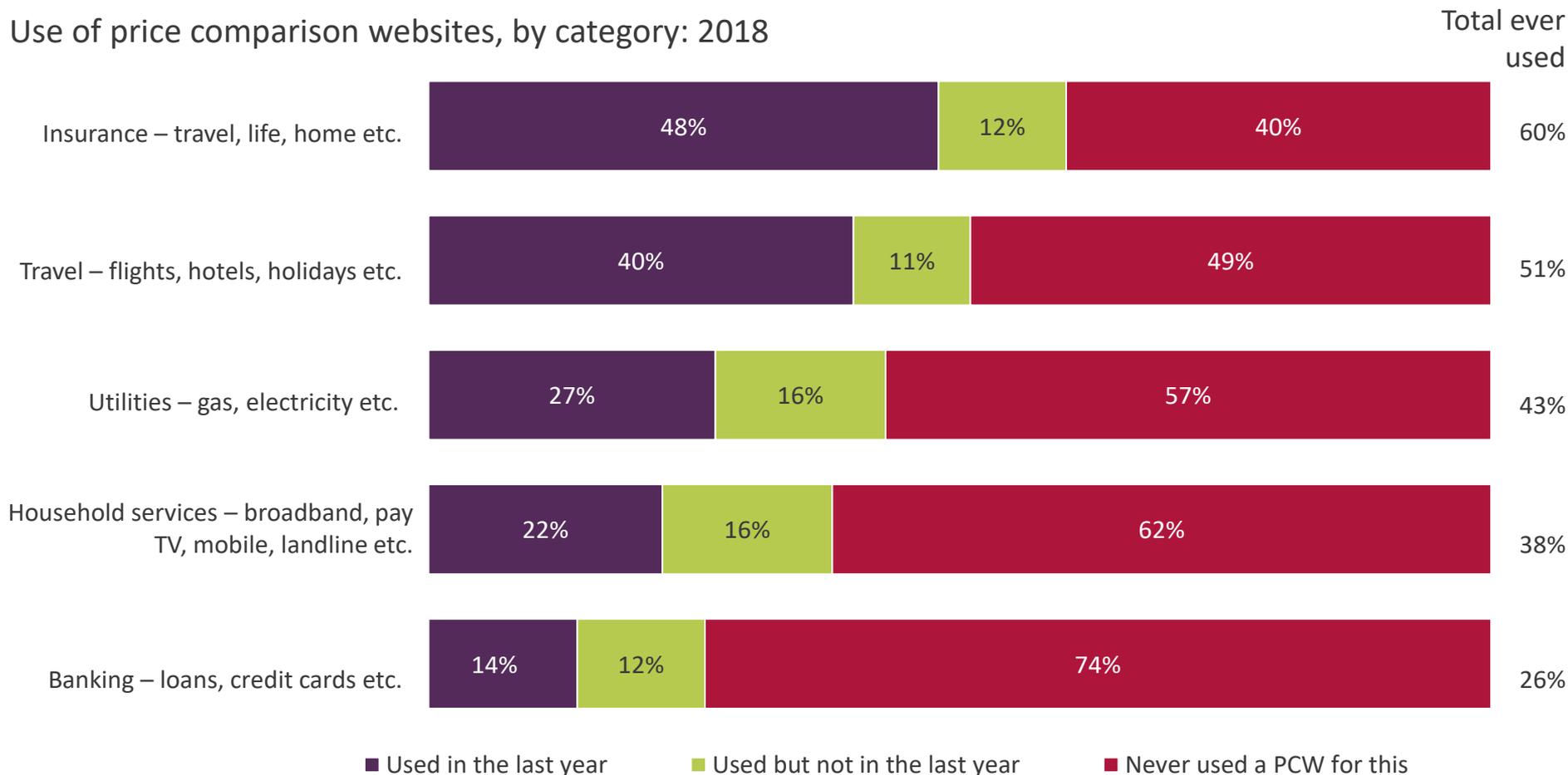
IN13/ IN14. Which if any of these activities have you ever done online?/ And which if any of these activities have you used the internet for in the last week? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (1602 aged 16+, varies by demographic)

Arrows show significant differences (95% level) between 2017 and 2018 and by age/ socio-economic group compared to all with a social media profile/ account and males compared to females

Two in five internet users have ever used a price comparison website to look for information on household services.

Use of price comparison websites, by category: 2018



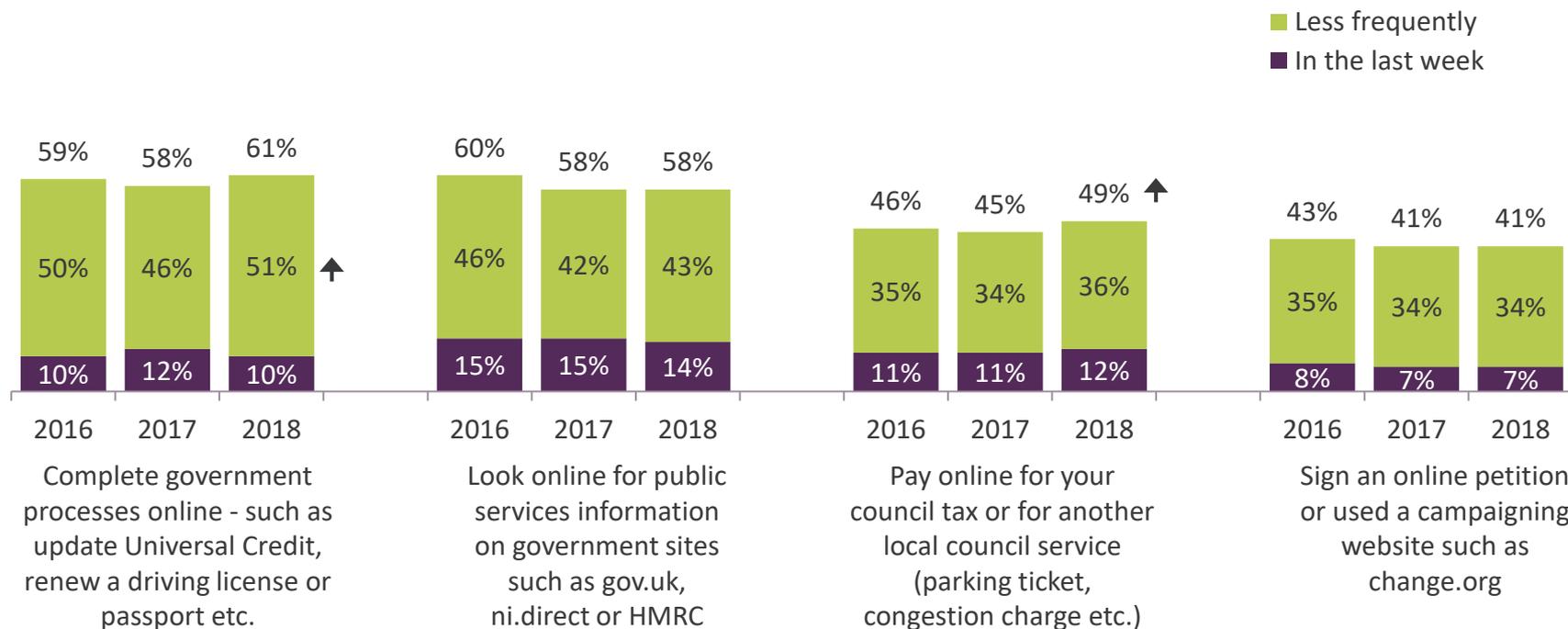
Source: Ofcom Adult Media Literacy Tracker 2018

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: MoneySuperMarket.com, PriceRunner, USwitch, CompareTheMarket.com, Go Compare, Kelkoo etc. . (prompted responses, single coded)/ IN56. And for which, if any, of these types of products or services have you used a price comparison website for in the past 12 months? (prompted responses, single coded).

Base: All adults aged 16+ who go online (1602)

Around six in ten internet users have ever completed government processes online and looked online for public services information on government sites.

Use of public or civic services online, by activity type: 2016-2018



Source: Ofcom Adult Media Literacy Tracker 2018

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

Base: All adults aged 16+ who go online (1553 in 2016, 1570 in 2017, 1602 in 2018)

Arrows show significant changes (95% level) between 2017 and 2018

Internet users aged 65 and over are less likely than average to have undertaken all four public or civic activities about which we asked online.

Use of public or civic services online, by age: 2018

	All internet users	16-24	25-34	35-44	45-54	55-64	65-74	75+
Complete government processes online – such as update Universal Credit, renew a driving licence or passport etc.	61%	47% ↓	62%	70% ↑	71% ↑	59%	48% ↓	38% ↓
Look online for public services information on government sites such as gov.uk, ni.direct or HMRC	58%	42% ↓	57%	64%	70% ↑	61%	48% ↓	37% ↓
Pay online for your council tax or for another local council service (parking ticket, congestion charge etc.)	49%	35% ↓	54%	62% ↑	51%	46%	35% ↓	26% ↓
Sign an online petition or used a campaigning website such as change.org	41%	34%	46%	42%	52% ↑	38%	29% ↓	25% ↓

Source: Ofcom Adult Media Literacy Tracker 2018

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

Base: All adults aged 16+ who go online (1602 Aged 16+, 243 aged 16-24, 255 aged 25-34, 309 aged 35-44, 254 aged 45-54, 251 aged 55-64, 151 aged 65-74, 139 aged 75+)

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

Internet users in AB households are more likely than average to have ever undertaken all four public or civic activities about which we asked online; while those in DE households are less likely to have done the same.

Use of public or civic services online, by socio-economic group and gender: 2018

	All internet users	AB	C1	C2	DE	Male	Female
Complete government processes online – such as update Universal Credit, renew a driving licence or passport etc.	61%	75% ↑	61%	56%	45% ↓	63% ↑	58%
Look online for public services information on government sites such as gov.uk, ni.direct or HMRC	58%	74% ↑	57%	53%	41% ↓	59%	56%
Pay online for your council tax or for another local council service (parking ticket, congestion charge etc.)	49%	63% ↑	52%	44%	31% ↓	50%	47%
Sign an online petition or used a campaigning website such as change.org	41%	50% ↑	43%	38%	28% ↓	40%	42%

Source: Ofcom Adult Media Literacy Tracker 2018

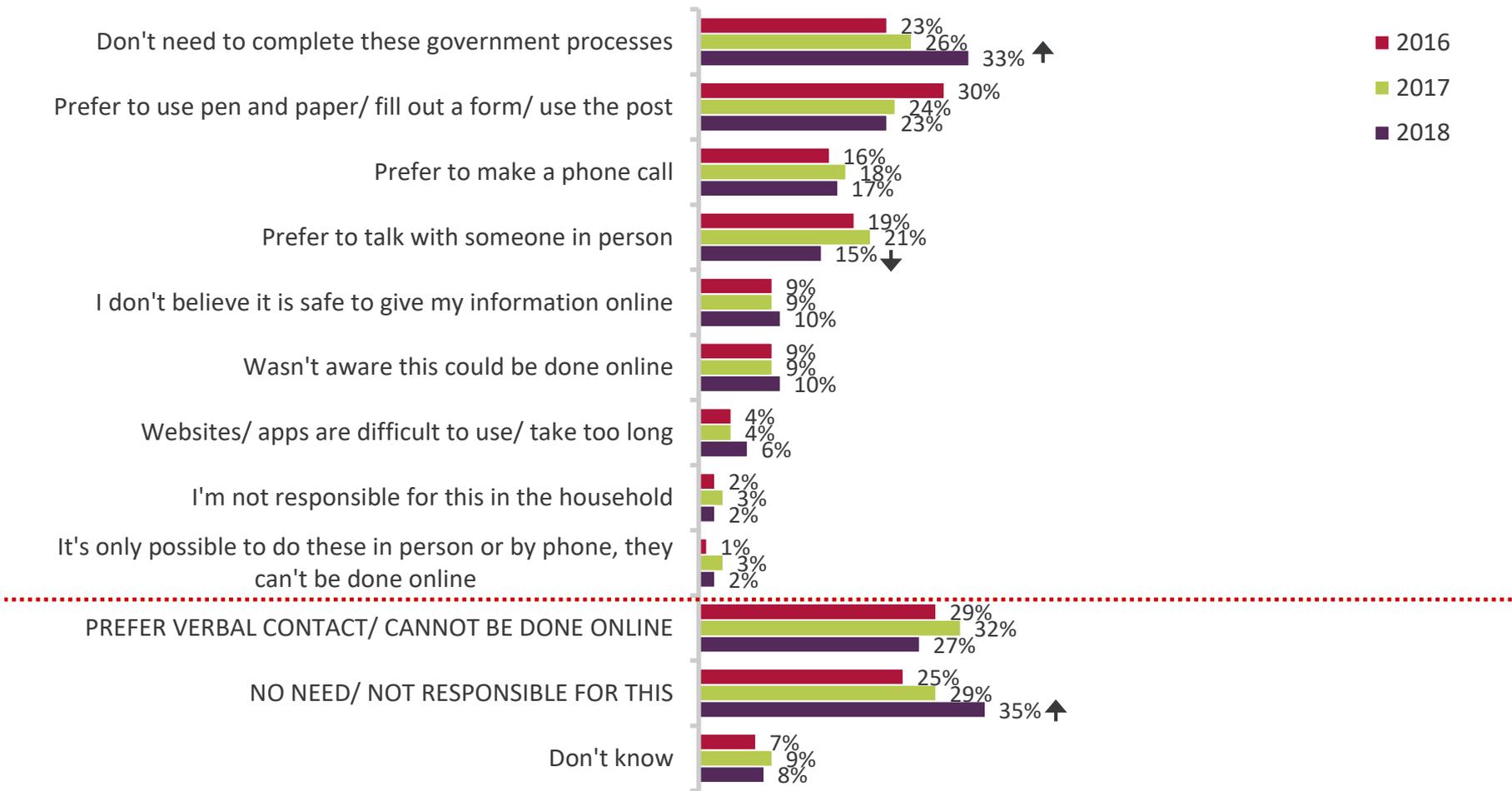
IN13. Which if any of these activities have you ever done online? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (1602 aged 16+, 367 AB, 548 C1, 316 C2, 371 DE, 797 male, 805 female)

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

Nearly a quarter of those who have never completed government processes online say it is because they prefer to use pen and paper/ fill out a form/ use the post.

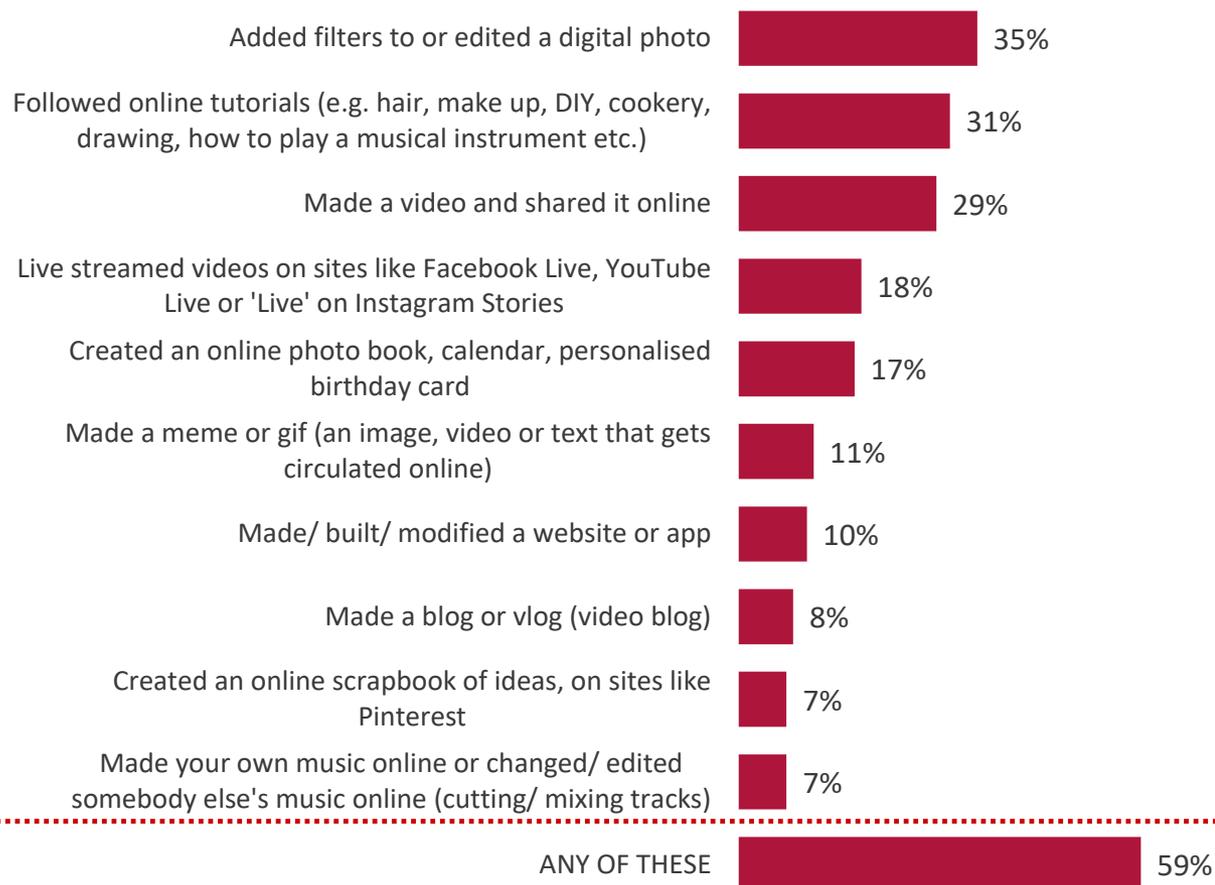
Reasons for not completing Government processes online: 2016-2018



Source: Ofcom Adult Media Literacy Tracker 2018
 IN15. You said earlier that you don't go online to complete Government processes such as updating Universal Credit, renewing a driving licence or a passport. Which of these are reasons why you don't do this online? (prompted responses, multi-coded)
 Base: Adult internet users aged 16+ who have never completed Government processes online (670 in 2016, 727 in 2017, 731 in 2018)
 Arrows show significant changes (95% level) between 2017 and 2018

Three in five internet users have ever undertaken at least one of the ten online creative activities about which we asked.

Creative activities undertaken online: 2018



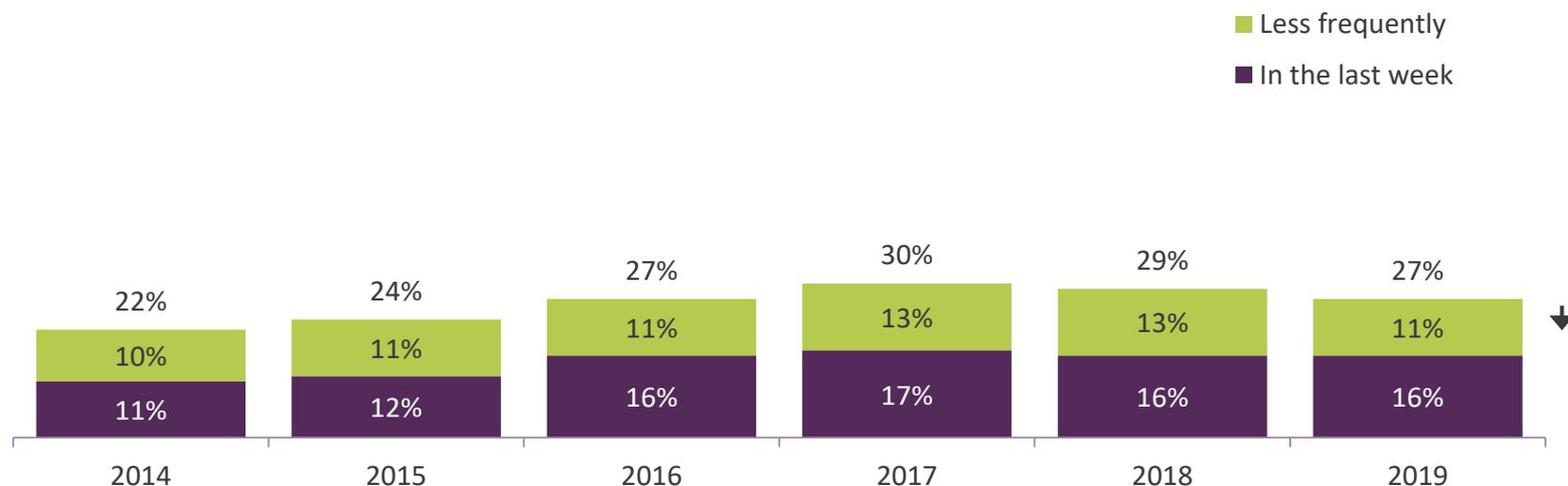
Source: Ofcom Adult Media Literacy Tracker 2018

IN54. Which if any of the following things have you ever done online? (prompted responses, multi coded)

Base: All adults aged 16+ who go online (1602)

Just over a quarter of internet users ever upload content to the internet.

Uploading content online: 2014 - 2019



Uploading/ adding content to the internet e.g. photos, videos, blog posts

Source: Ofcom Technology Tracker, 2014-2019

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

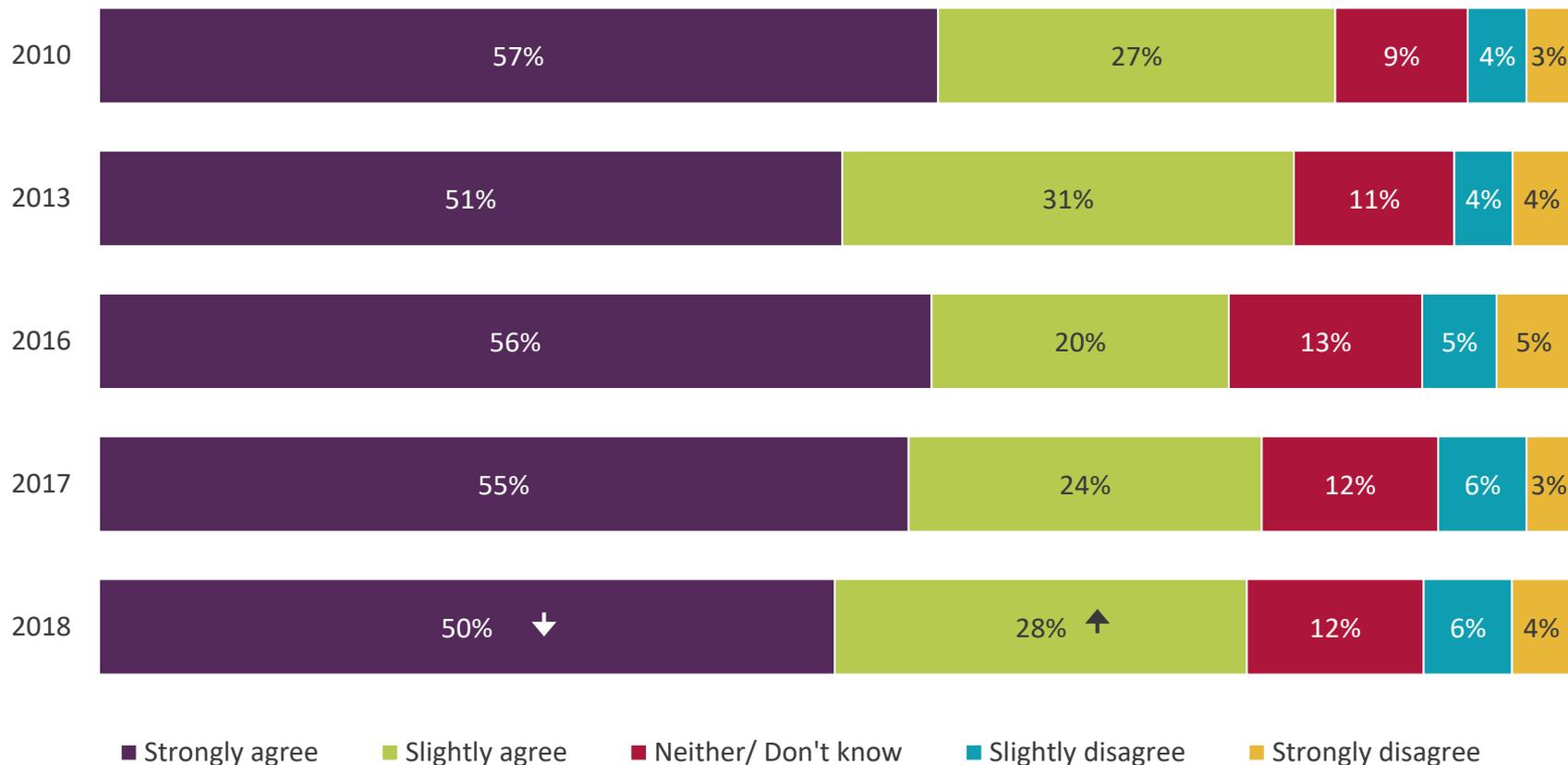
Base: All adults aged 16+ who go online (3280 in 2018, 3346 in 2019)

Arrows show significant changes (95% level) between 2018 and 2019

Content

Four in five internet users agree that “Internet users must be protected from seeing inappropriate or offensive content”.

Agreement with the statement: “Internet users must be protected from seeing inappropriate or offensive content”:
2010 - 2018



Source: Ofcom Adult Media Literacy Tracker 2018

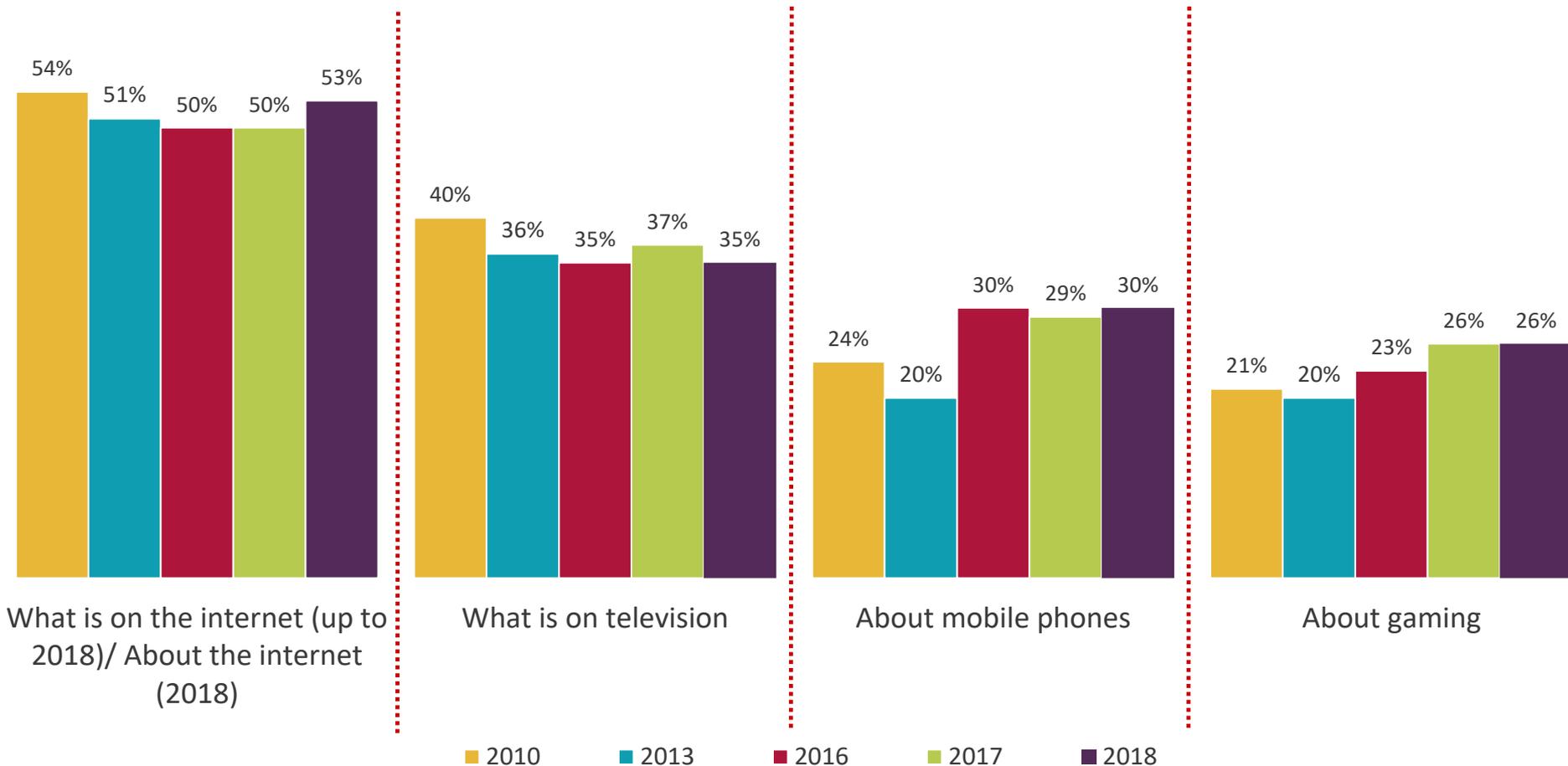
IN35A. I'm going to read out some things that other people have said about being online. Please use this card to tell me the extent to which you agree or disagree with each statement I read out – Internet users must be protected from seeing inappropriate or offensive content (prompted responses, single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

Base: Adults aged 16+ who go online (1570 in 2017, 1602 in 2018)

Arrows show significant changes (95% level) between 2017 and 2018

More than half of internet users say they have any concerns about the internet; consistent with 2017.

Concerns about media among users: 2010-2018



Source: Ofcom Adult Media Literacy Tracker 2018

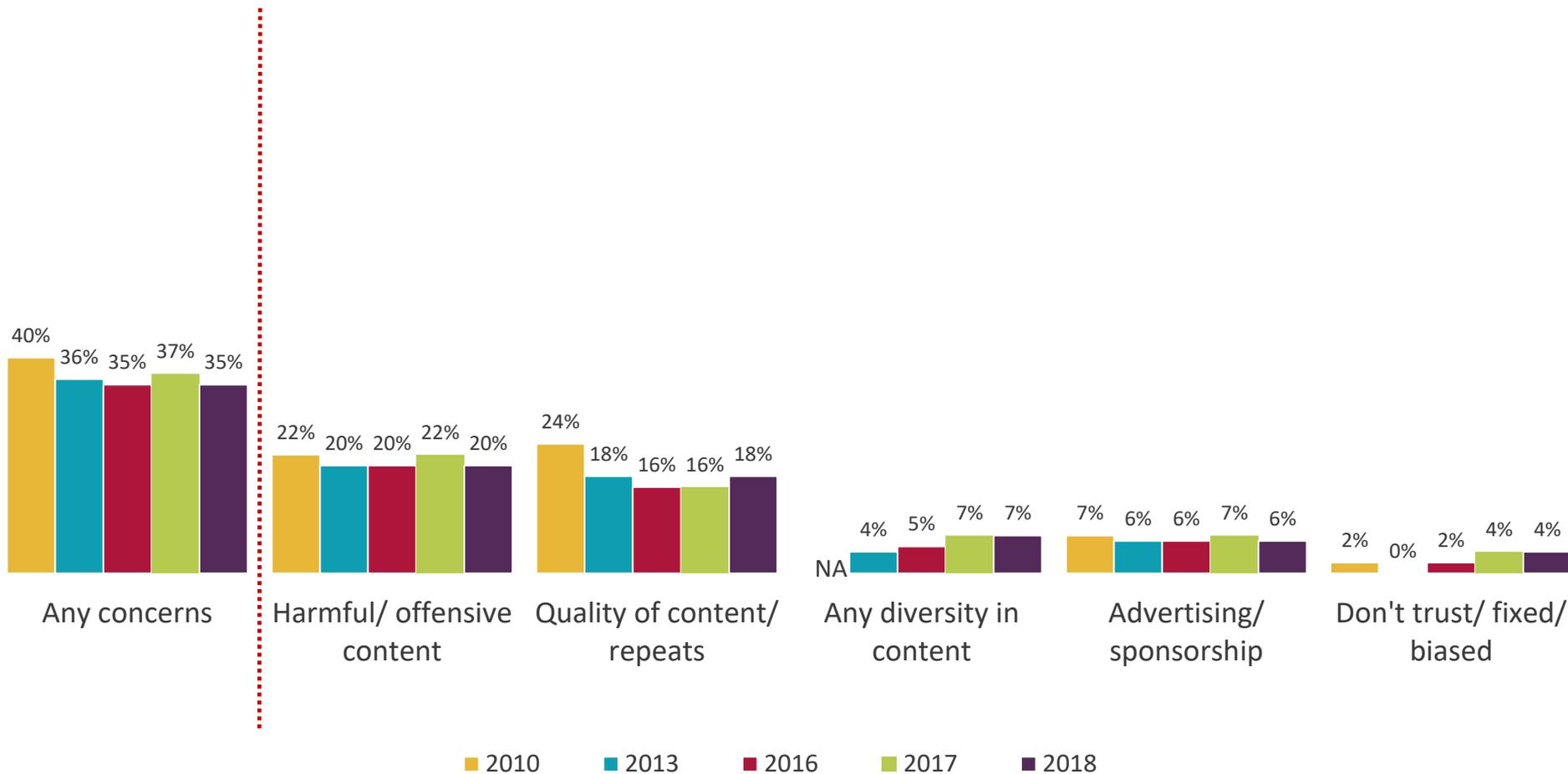
IN17/ T7/ M1/ G2. Can you tell me if you have any concerns about the internet/ about what is on TV. Do you have any concerns about mobile phones/ gaming? (unprompted responses, multi-coded)

Base: All adults aged 16+ who use each platform (variable base)

Note: Ofcom has conducted a quantitative online harms research project (fieldwork in Spring 2019). This research, among adults aged 16+ and children aged 12-15, explores concerns about using the internet, reported experience of potential harms (including frequency and impact) and sources of potential harms. A higher level of unprompted concern was found in our 2019 online harms research than in our 2018 media literacy research. This is probably due to a difference in the question wording (the 2019 survey prompted respondents to think about apps, social media, online gaming and video clips) and news stories relating to social media sites before and during the 2019 fieldwork. The 2019 online harms research can be found: https://www.ofcom.org.uk/_data/assets/pdf_file/0028/149068/online-harms-chart-pack.pdf

Around a third of adults with a TV set had concerns about harmful or offensive TV content; in line with 2017.

Concerns about television among users: 2010-2018



Source: Ofcom Adult Media Literacy Tracker 2018

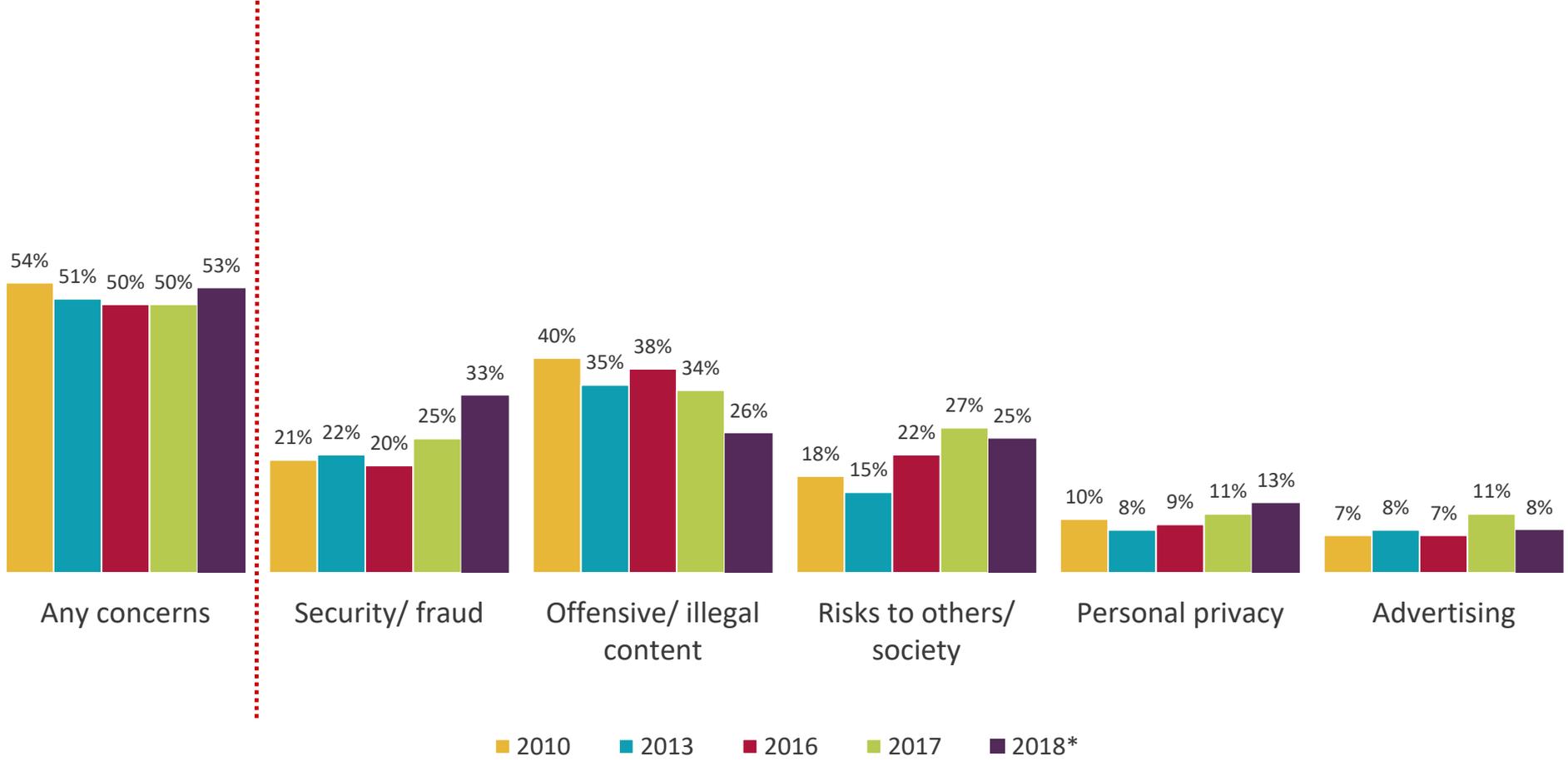
T7. Can you tell me if you have any concerns about what is on TV? (unprompted responses, multi-coded)

Base: Adults aged 16+ with any TVs in the household (1830 in 2017, 1815 in 2018)

Just over half of adult internet users have concerns about the internet.



Concerns about the internet among users: 2010-2018*

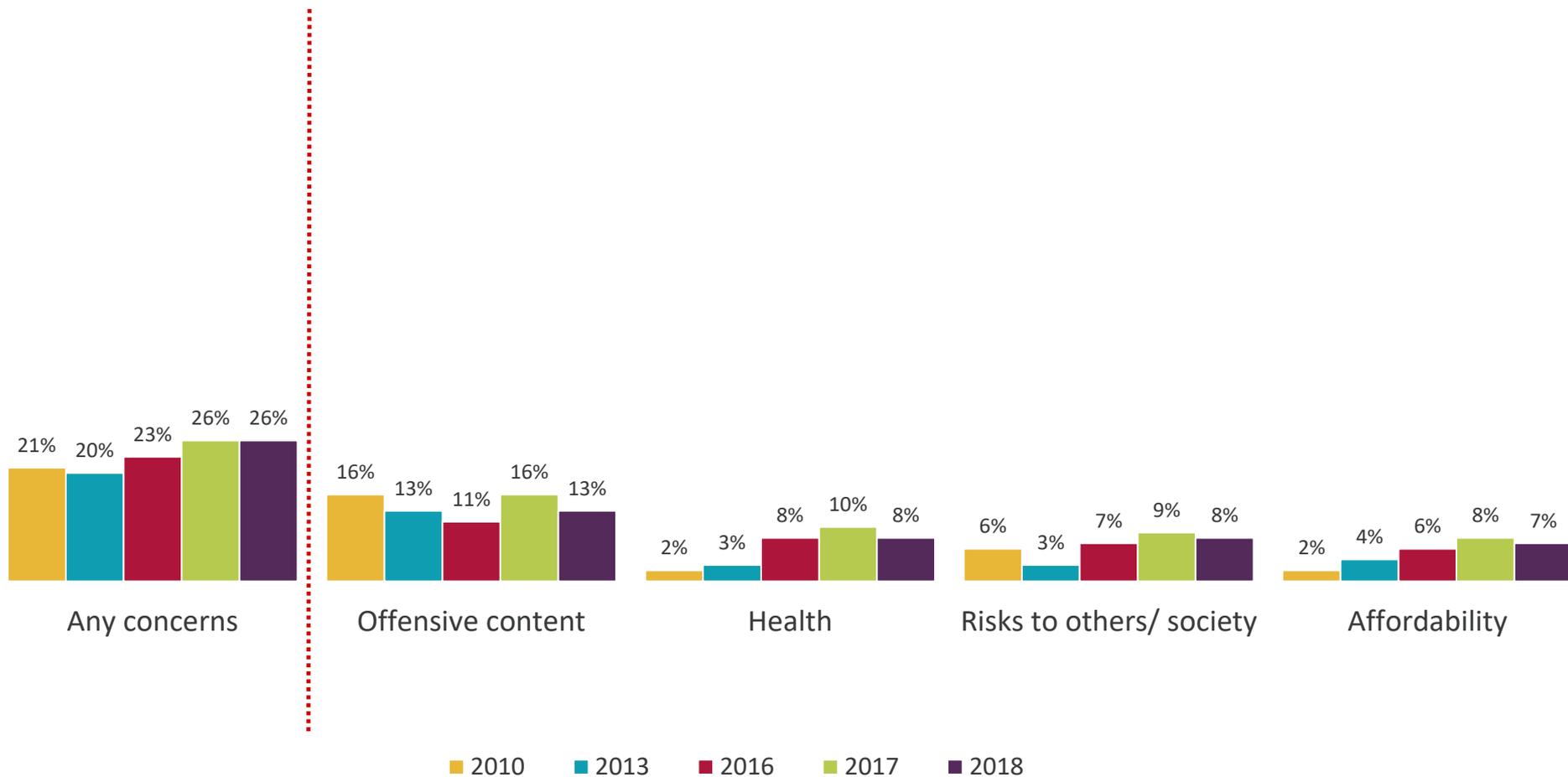


Source: Ofcom Adult Media Literacy Tracker 2018
 IN17. Can you tell me if you have any concerns about what is on the internet (up to 2018)/ Can you tell me if you have any concerns about the internet (since 2018)? (unprompted responses, multi-coded). Base: Adults aged 16+ who go online (1570 in 2017, 1602 in 2018). *Changes were made to the precodes for this question in 2018 so year on year significance testing has not been conducted.

Note: Ofcom has conducted a quantitative online harms research project (fieldwork in Spring 2019). This research, among adults aged 16+ and children aged 12-15, explores concerns about using the internet, reported experience of potential harms (including frequency and impact) and sources of potential harms. A higher level of unprompted concern was found in our 2019 online harms research than in our 2018 media literacy research. This is probably due to a difference in the question wording (the 2019 survey prompted respondents to think about apps, social media, online gaming and video clips) and news stories relating to social media sites before and during the 2019 fieldwork. The 2019 online harms research can be found: https://www.ofcom.org.uk/data/assets/pdf_file/0028/149068/online-harms-chart-pack.pdf

Around one in four adults who ever play games say they had at least one concern about gaming; unchanged since 2017.

Concerns about gaming among users: 2010-2018



Source: Ofcom Adult Media Literacy Tracker 2018

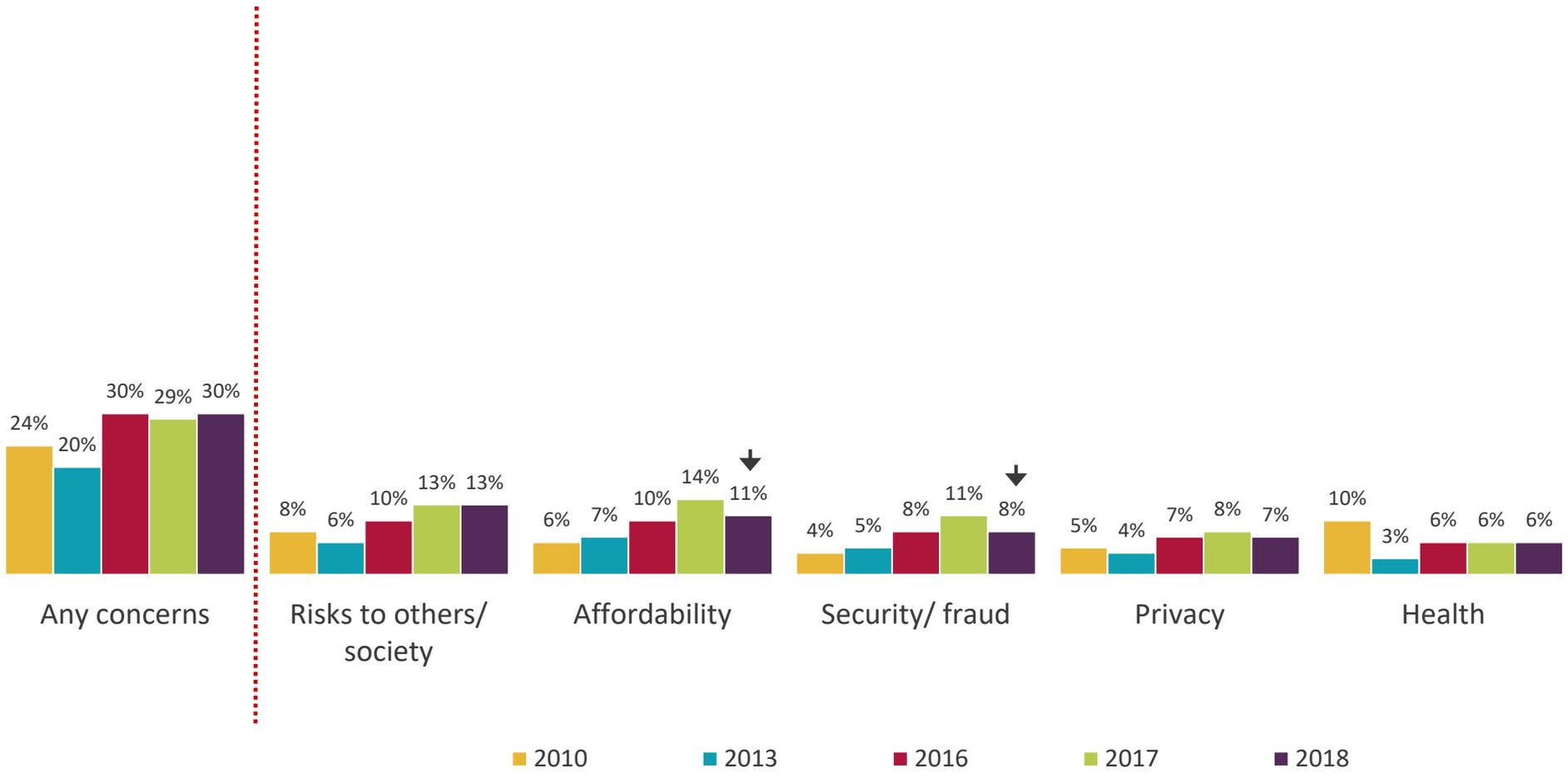
G2. Can you tell me if you have any concerns about gaming? (unprompted responses, multi-coded)

Base: Adults aged 16+ who play games (632 in 2017, 649 in 2018)

Mobile phone users are less likely to have concerns about affordability and security/ fraud than in 2017.



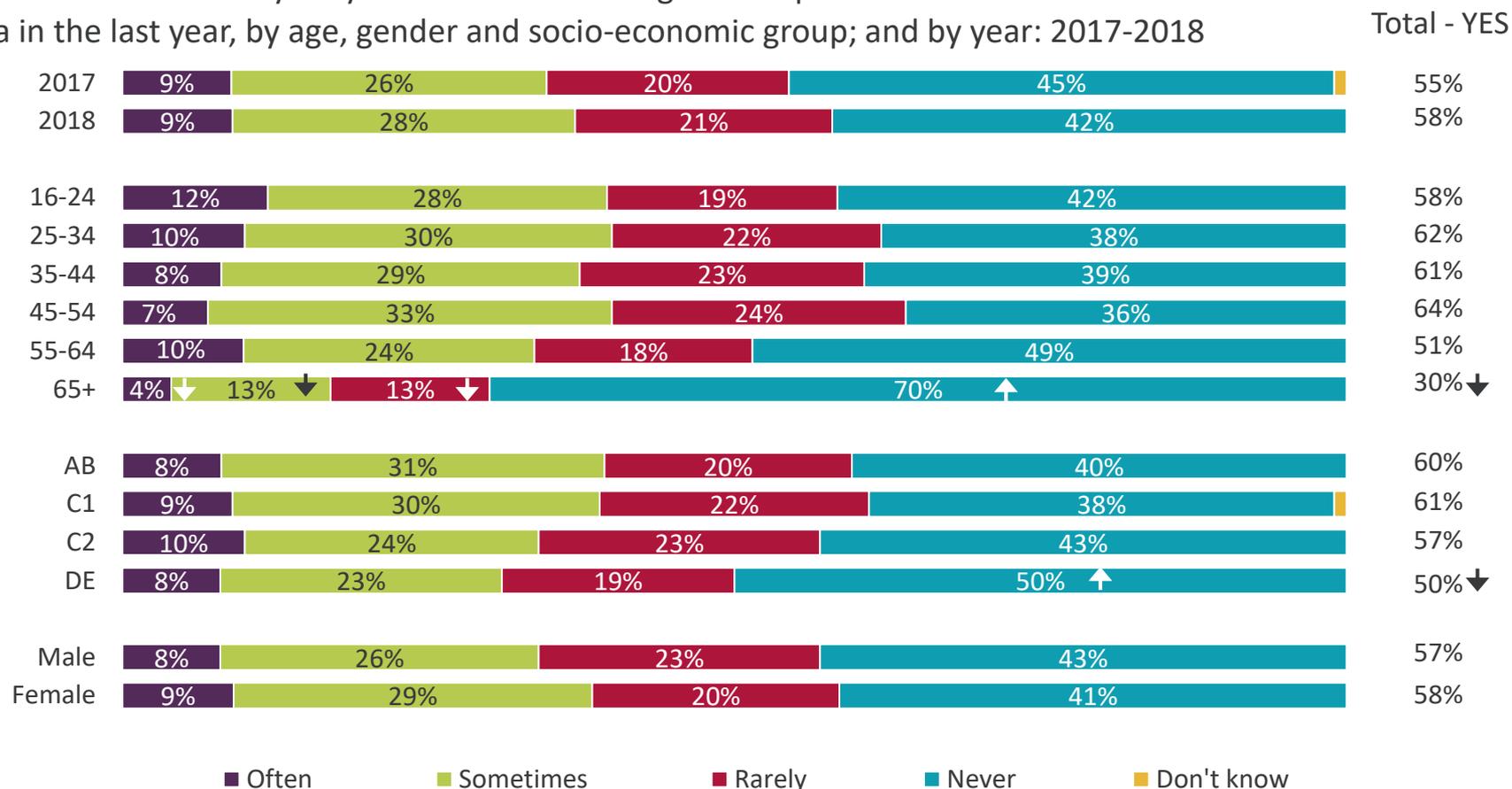
Concerns about mobile phones among users: 2010-2018



Source: Ofcom Adult Media Literacy Tracker 2018
 M1. Can you tell me if you have any concerns about mobile phones? (unprompted responses, multi-coded)
 Base: Adults aged 16+ who personally use a mobile phone (1623 in 2017, 1785 in 2018)
 Arrows show significant changes (95% level) between 2017 and 2018

Three in five social media users say they have seen something on social media sites that has upset or offended them in the past 12 months.

Frequency with which users say they have seen something which upset or offended them on social media in the last year, by age, gender and socio-economic group; and by year: 2017-2018



Source: Ofcom Adult Media Literacy Tracker 2018

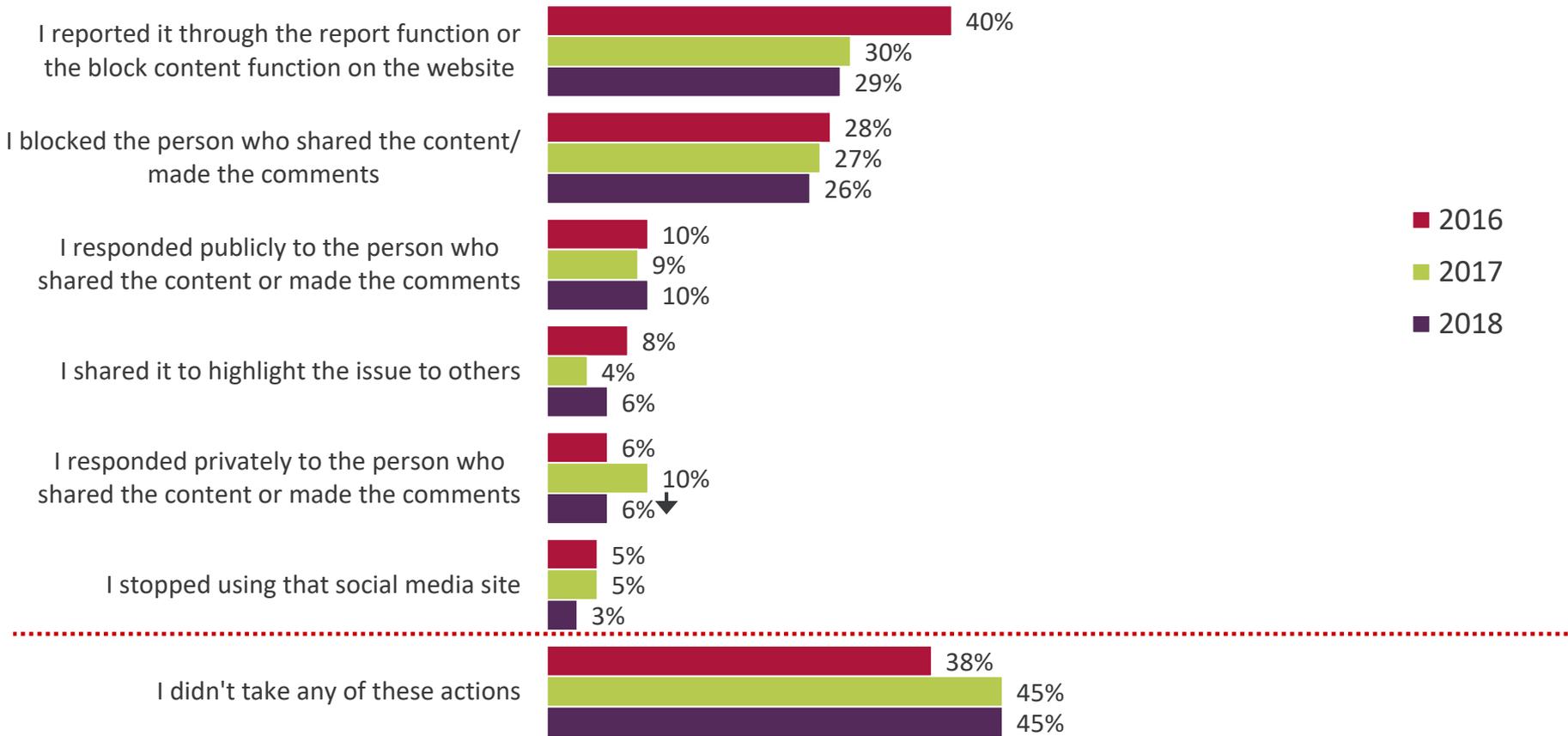
IN30A. Have you seen anything that upset or offended you in the last 12 months on any of the social media sites you use? (prompted responses, single coded) .

Base: All adults aged 16+ with a social media profile/ account (1247 aged 16+, varies by demographic)

Arrows show significant differences (95% level) between 2017 and 2018 at the overall level and by age/ socio-economic group compared to all with a social media profile/ account and males compared to females

Three in ten social media users who saw upsetting or offensive content on social media/ messaging sites reported it to the site.

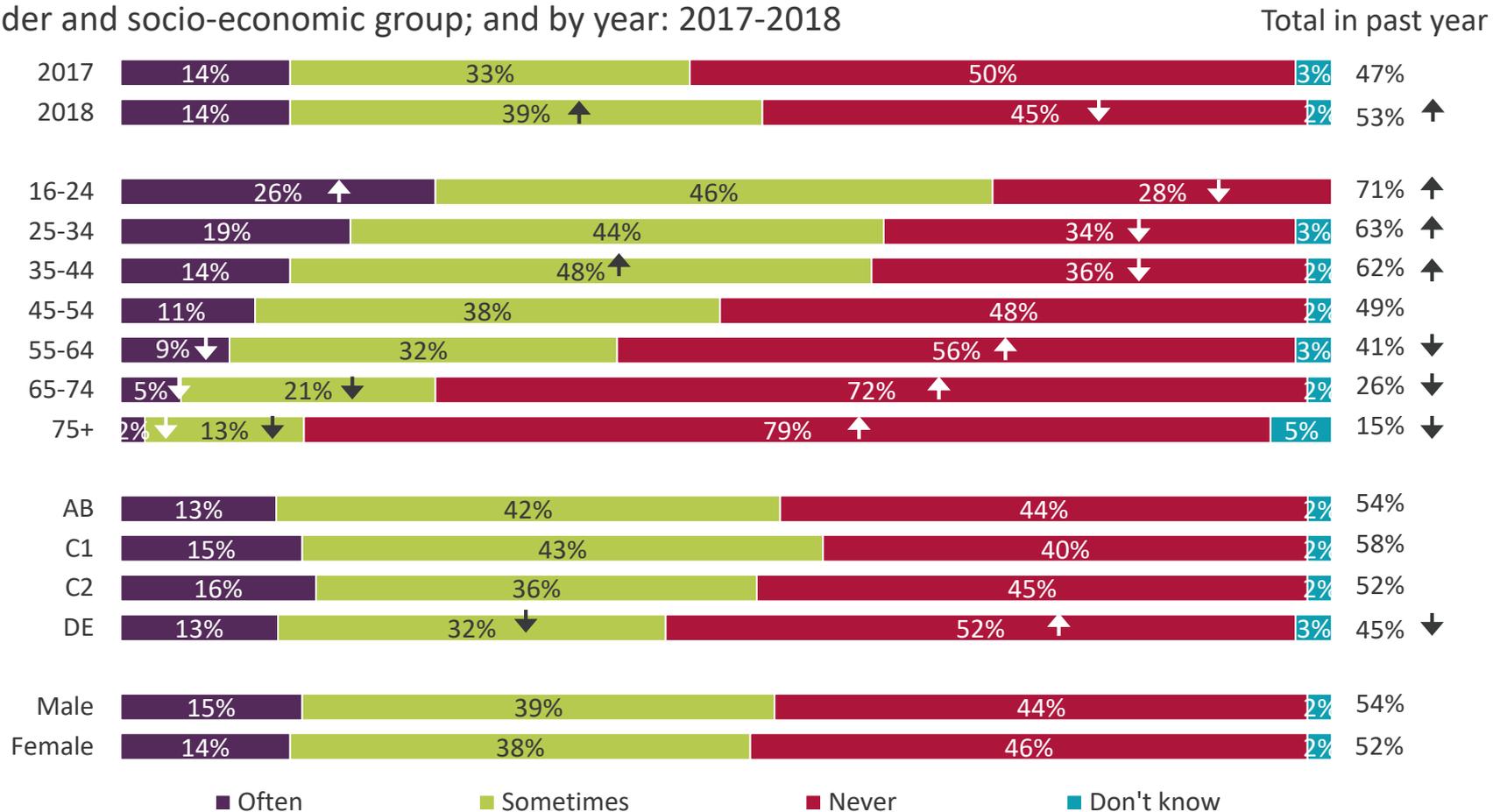
Action taken as a result of seeing something upsetting or offensive on social media in last year: 2016-2018



Source: Ofcom Adult Media Literacy Tracker 2018
 IN30B. Did you take any of the following actions as a result of seeing this upsetting or offensive content? (prompted responses, multi-coded)
 Base: All who have seen something upsetting or offensive on the social media sites they use in the past 12 months (644 in 2017, 702 in 2018)
 Arrows show significant changes (95% level) between 2017 and 2018

More than half of internet users say they have seen hateful content online in the past year; an increase compared to 2017.

Internet users who say they have encountered hateful content online in last year, by age, gender and socio-economic group; and by year: 2017-2018



Source: Ofcom Adult Media Literacy Tracker 2018

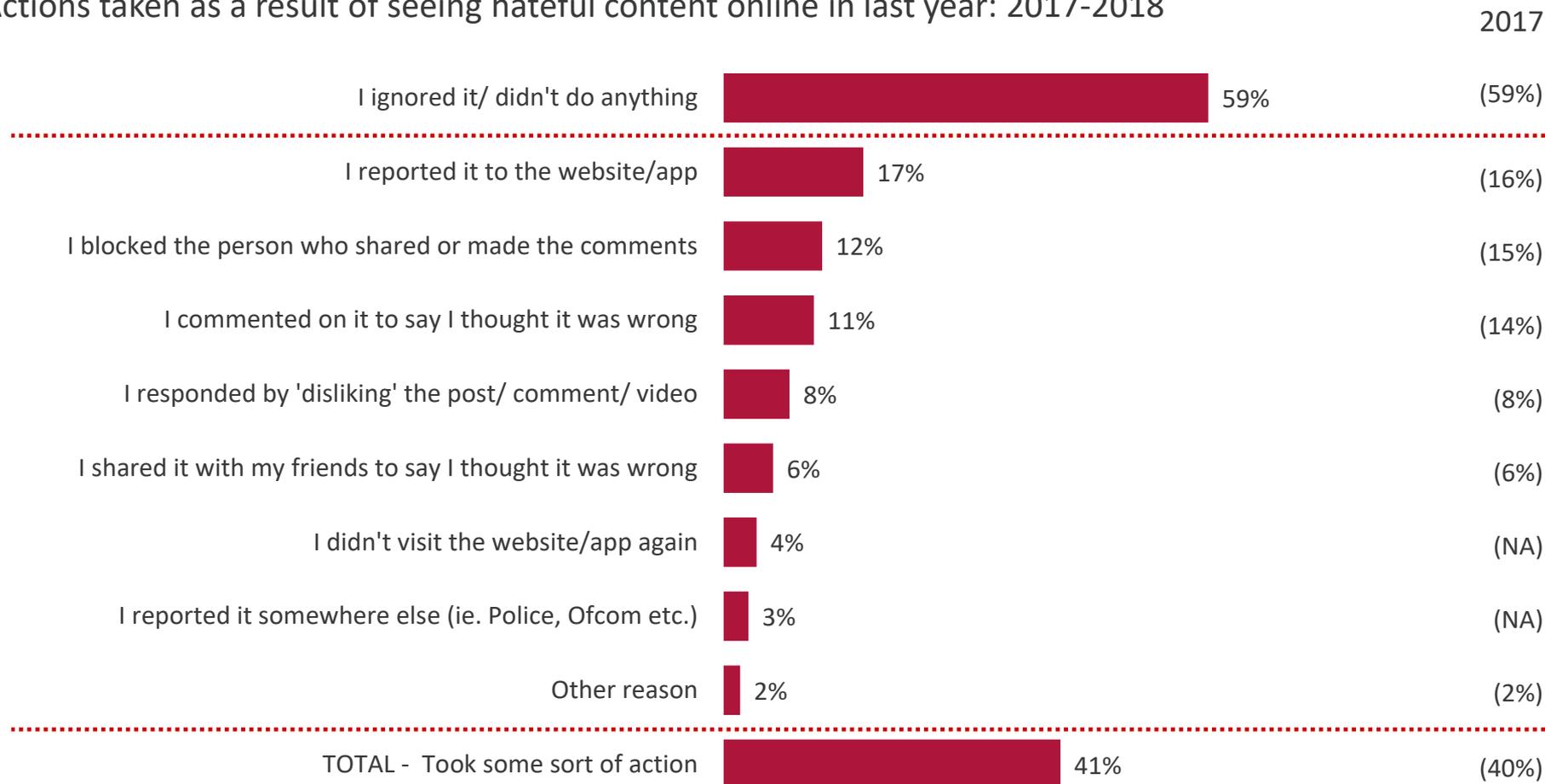
IN18A . In the past year have you seen anything hateful on the internet that has been directed at a particular group of people, based on for instance their gender, religion, disability, sexuality or gender identity? Examples of these sorts of things might be cruel or hateful comments or images that have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

Base: All adults aged 16+ who go online (1602 aged 16+ in 2018, varies by demographic)

Arrows show significant differences (95% level) between 2017 and 2018 at the overall level and by age/ socio-economic group compared to all internet users and males compared to females

Two in five internet users who have seen something hateful online in the past 12 months say they did something about it.

Actions taken as a result of seeing hateful content online in last year: 2017-2018



Source: Ofcom Adult Media Literacy Tracker 2018

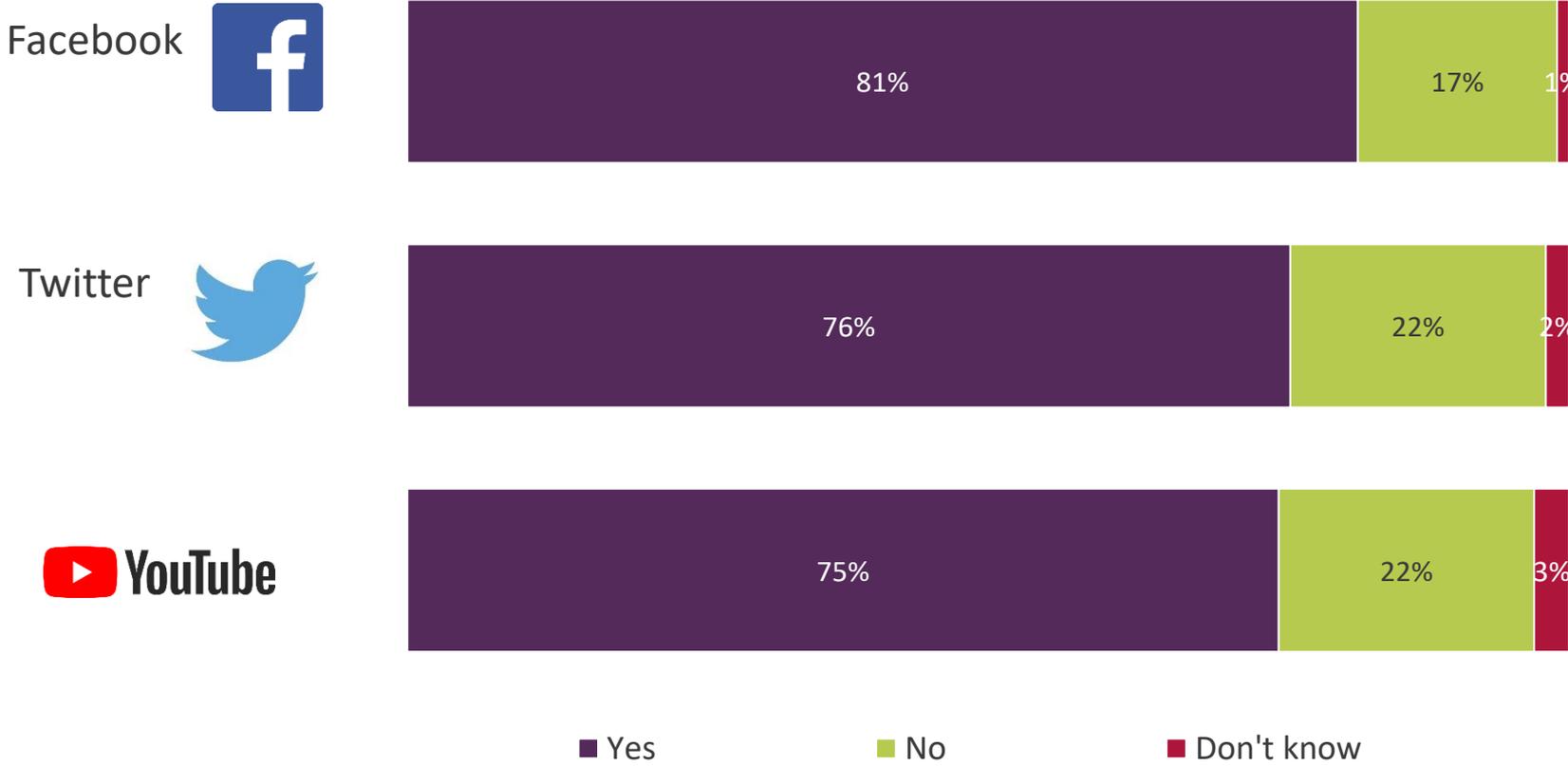
IN18B. What if anything did you do after you saw the most recent example of something hateful online? (prompted responses, multi-coded)

Base: All who have seen hateful content online in the past 12 months (786 in 2018)

At least three in four users of Facebook, Twitter or YouTube are aware of the reporting functionality on these sites or apps.



Awareness of reporting function on video sharing sites: 2018

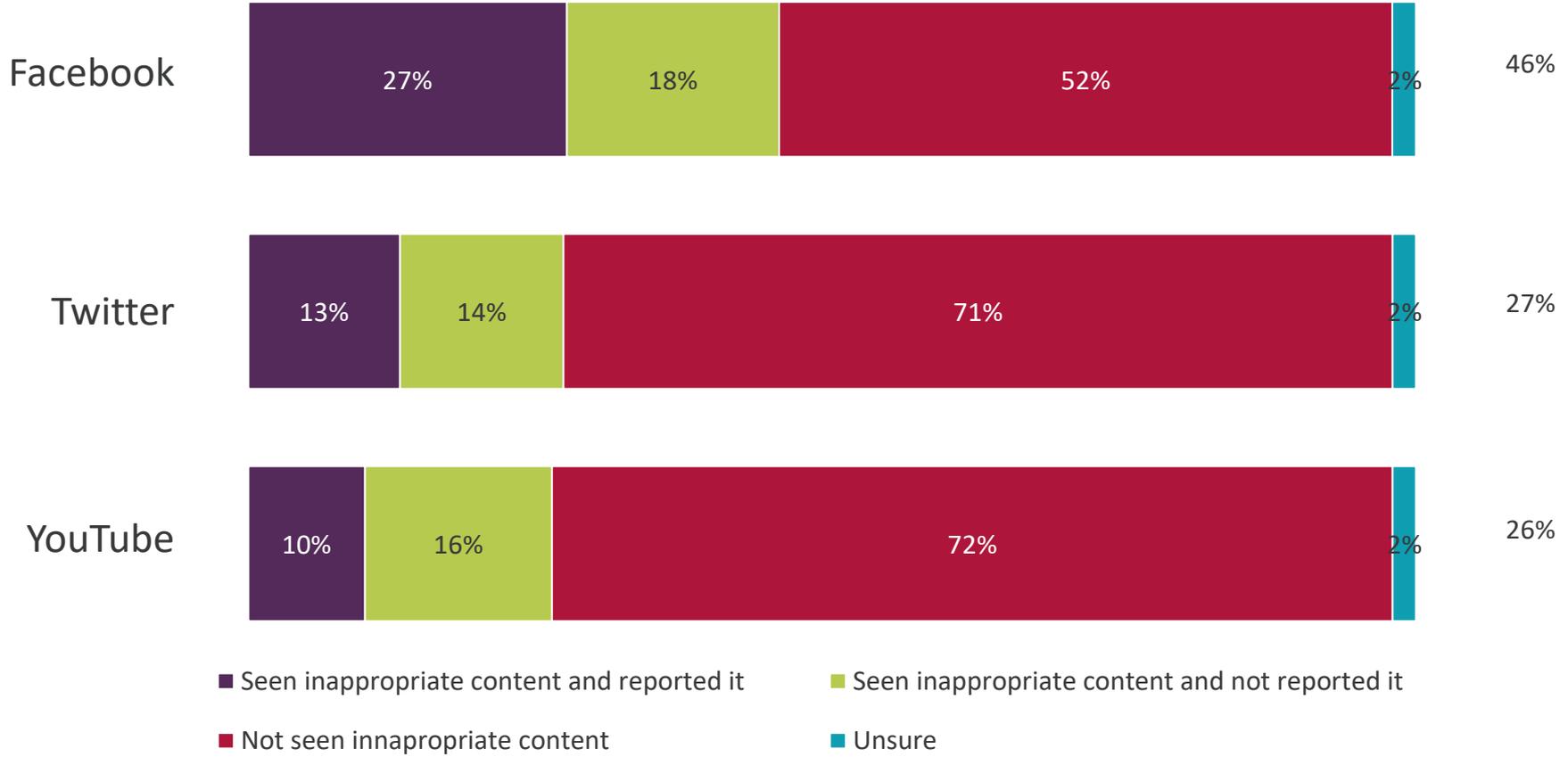


Source: Ofcom Adult Media Literacy Tracker 2018
IN58A/ IN59A/ IN60A. You said earlier you ever watch videos on sites or apps like YouTube/ used Facebook/ used Twitter. Did you know there is a reporting button or flag on [YouTube/ Facebook/ Twitter] which can be used to report inappropriate content? (prompted responses, single coded)
Base: Adults aged 16+ using video sharing sites like YouTube (1179) / using Facebook (1103)/ Twitter (289)

Close to half of Facebook users say they have ever seen inappropriate content on Facebook and more than half of these say they have ever reported this type of content.

Exposure to and reporting of inappropriate content on video sharing sites: 2018

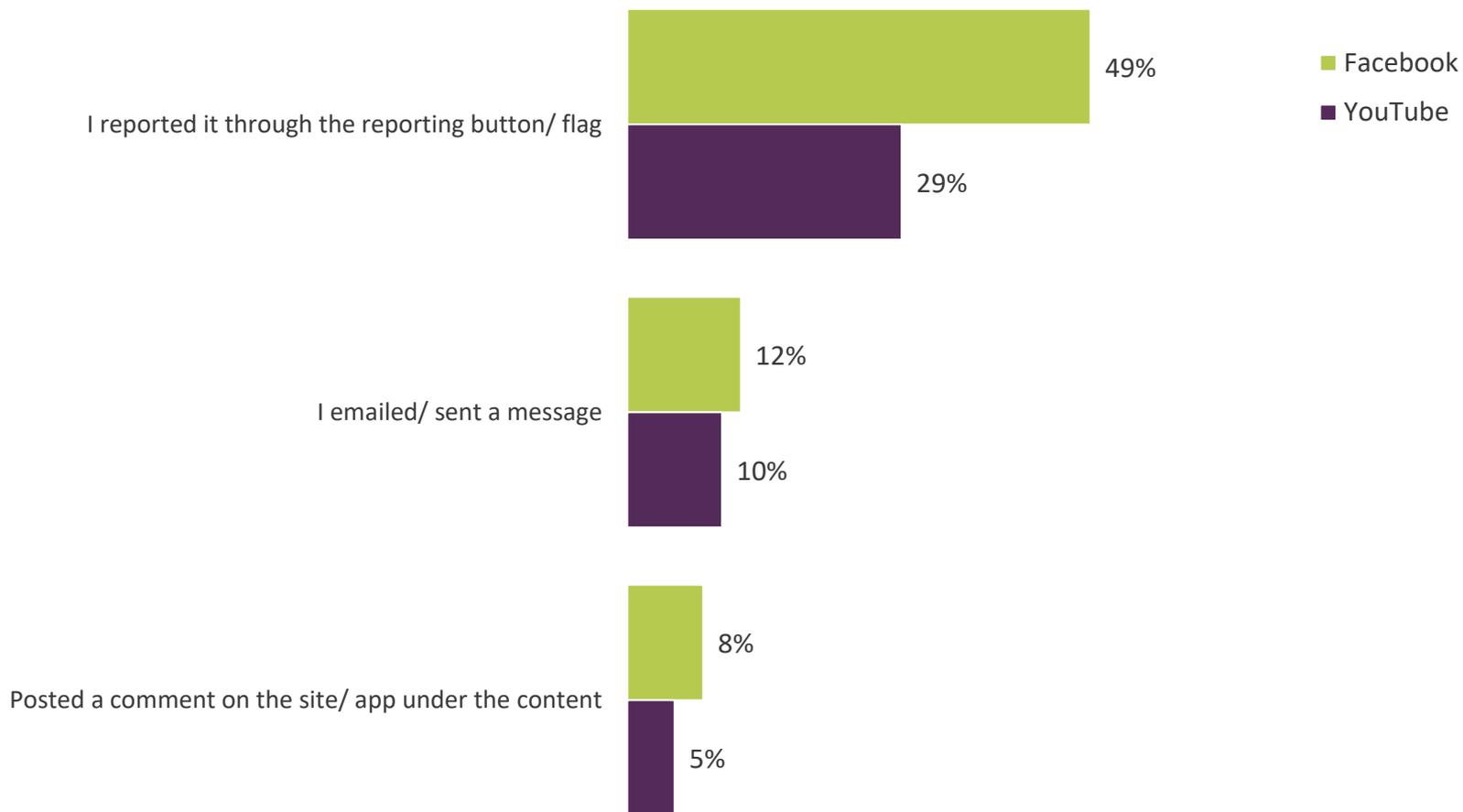
TOTAL SEEN
INAPPROPRIATE
CONTENT



Source: Ofcom Adult Media Literacy Tracker 2018
 IN58B/ IN59B/ IN60B. Have you ever seen something on YouTube/ Facebook/ Twitter that you considered inappropriate? (prompted responses, single coded)
 IN61/ IN62/ IN63. Have you ever reported inappropriate content to YouTube/ Facebook/ Twitter?
 Base: Adults aged 16+ using video sharing sites like YouTube (1179) / using Facebook (1103)/ Twitter (289)

Half of Facebook users and three in ten YouTube users who had seen inappropriate content on these sites reported it by using the reporting button or flag.

Method of reporting inappropriate content to Facebook and YouTube: 2018



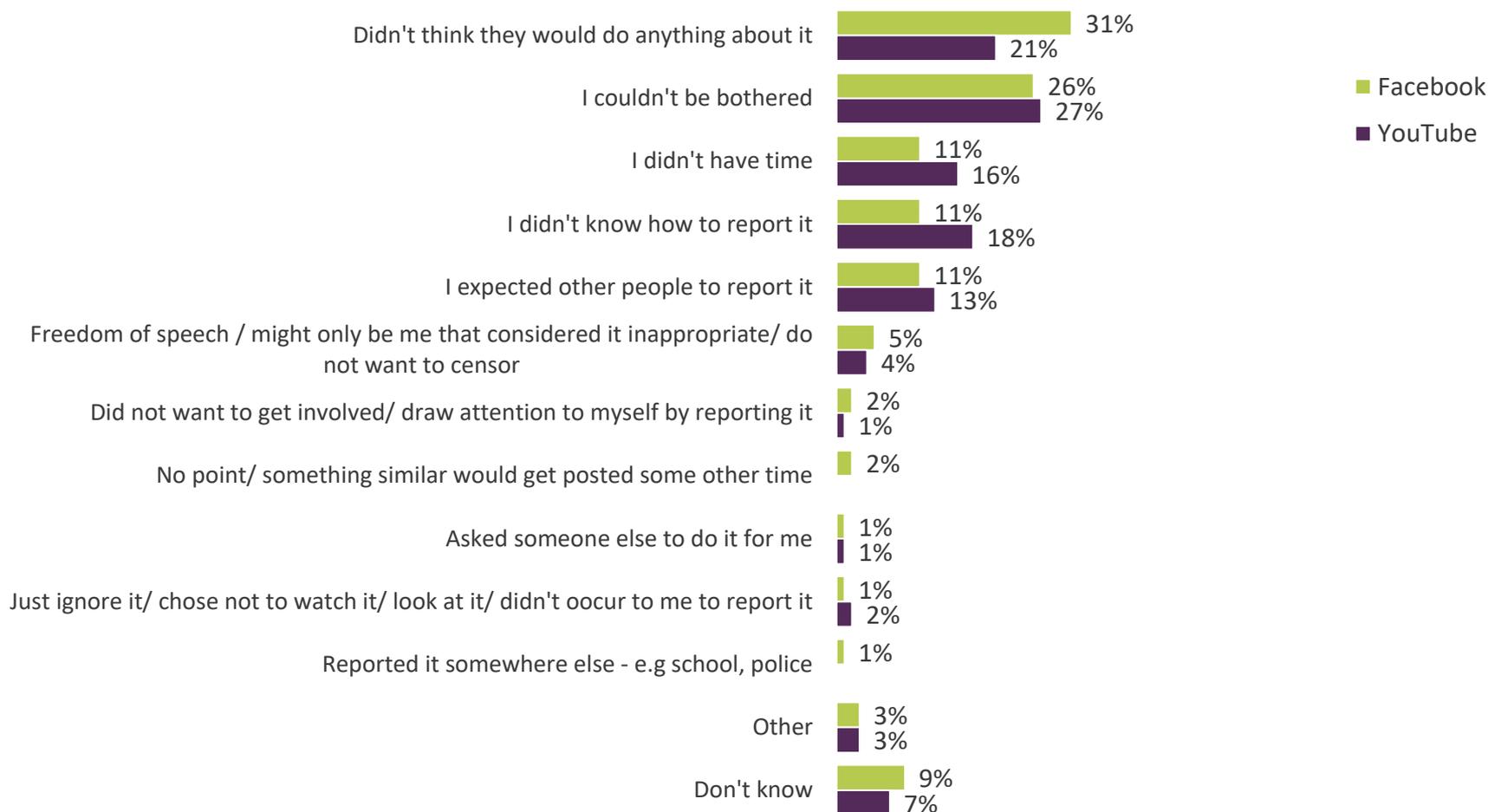
Source: Ofcom Adult Media Literacy Tracker 2018

IN61/ IN62. Have you ever reported inappropriate content to YouTube/ Facebook? IF YES - (SHOWCARD) How did you report this inappropriate content to YouTube/ Facebook (prompted responses, multi-coded)

Base: All aged 16+ who ever seen something inappropriate on Facebook (464)/ on video sharing sites like YouTube (281) . NB Base too low (<100 interviews) to show results for Twitter

The top two reasons for not reporting inappropriate content among Facebook and YouTube users who have seen this type of content are: apathy and a belief that nothing would be done about it.

Reasons for not reporting inappropriate content to Facebook and YouTube: 2018



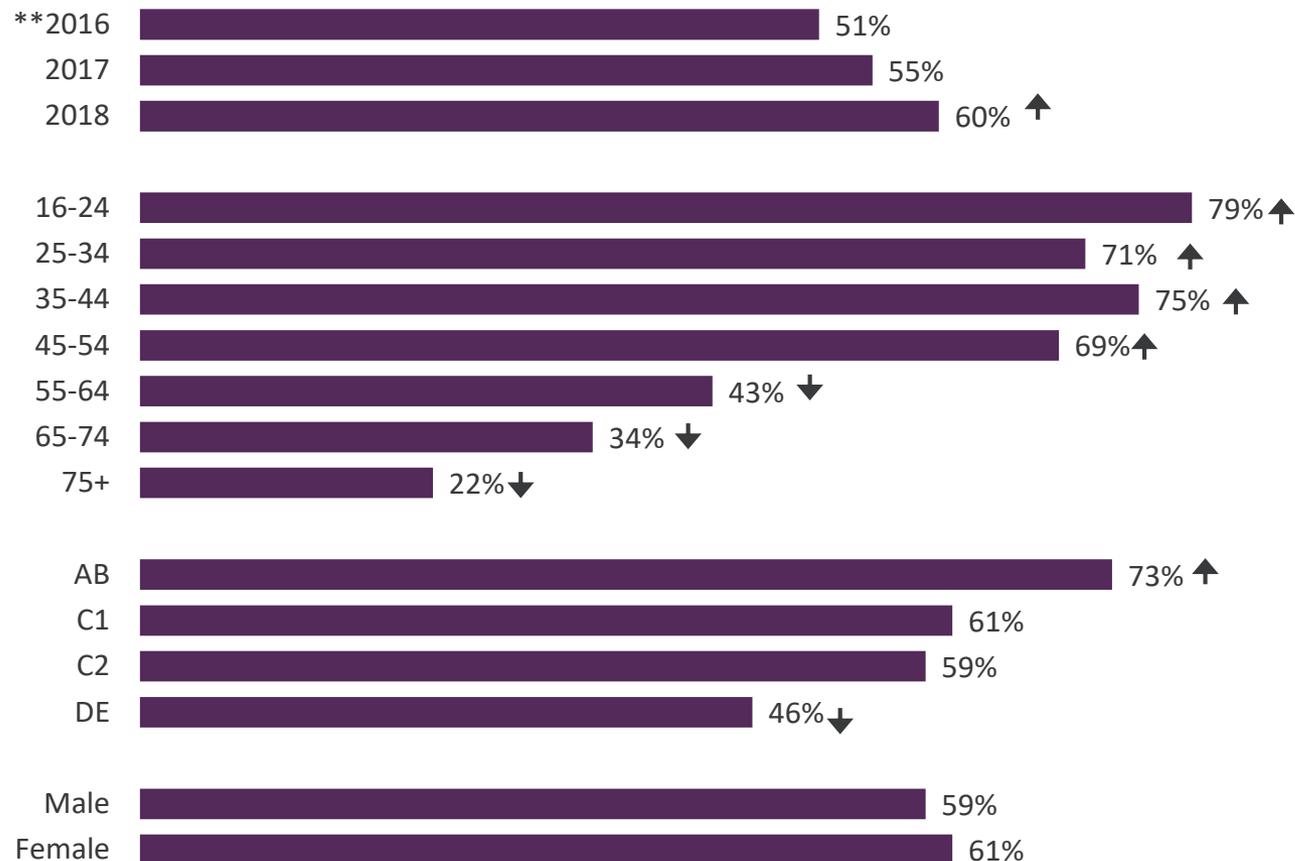
Source: Ofcom Adult Media Literacy Tracker 2018

IN64/ IN65. Why did you not report the inappropriate content to YouTube/ Facebook? (unprompted responses, multi-coded)

Base: All aged 16+ who ever seen something inappropriate on Facebook and not reported it (197) / on video sharing sites like YouTube and not reported it (177) . NB Base too low (<100 interviews) to show results for Twitter

Three in five adults say they watch on-demand or streaming content; an increase since 2017.

Incidence of watching on-demand or streaming content, by age, gender and socio-economic group; and by year: 2016-2018



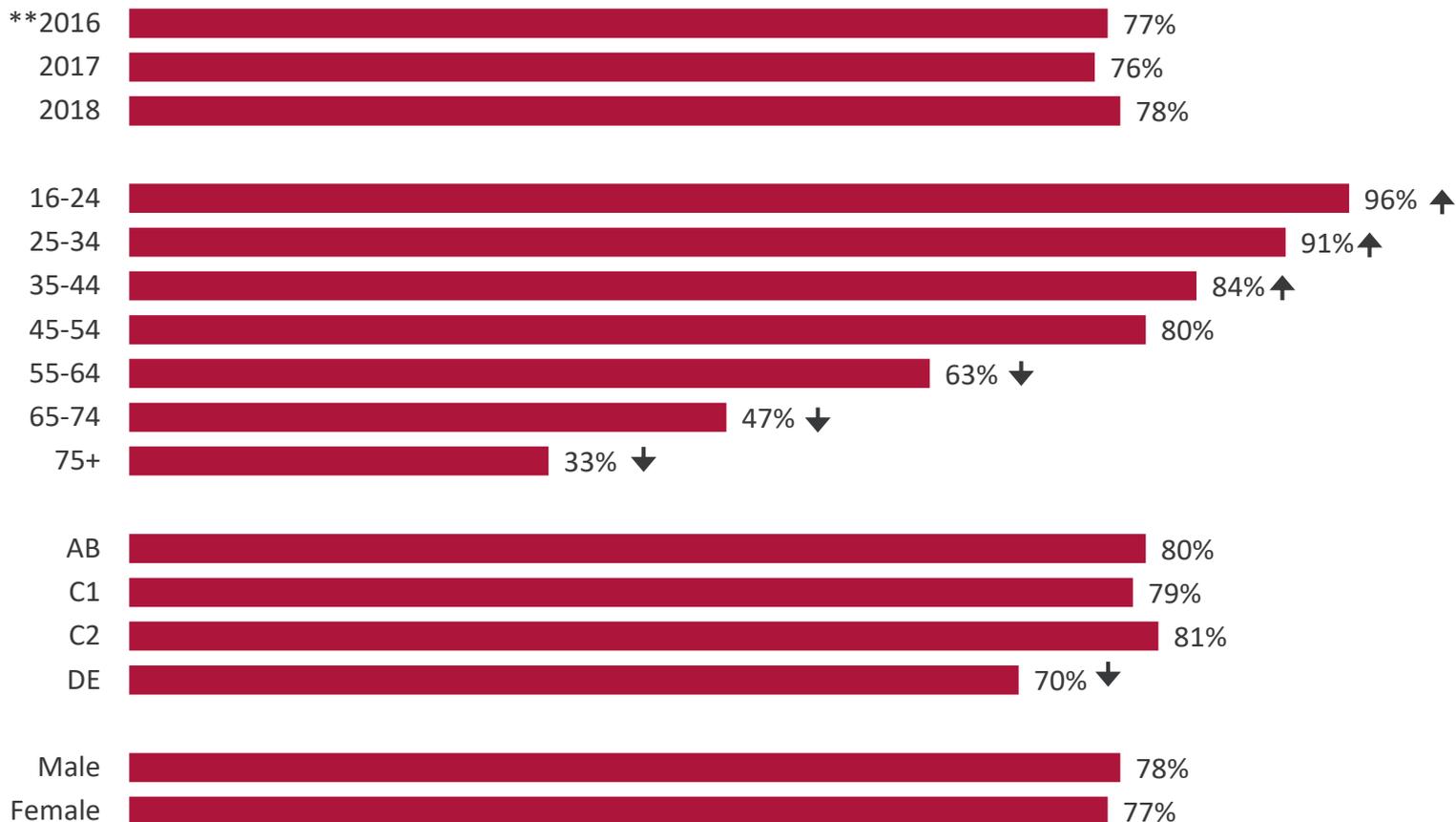
Source: Ofcom Adult Media Literacy Tracker 2018

T1. Do you ever watch TV programmes or films via on-demand or streaming services? By on-demand or streaming services I mean watching TV programmes or films via online services such as BBC iPlayer, Netflix, Amazon Prime Video, Sky Go and so on. This could be through your television service or on any device you use to go online (prompted responses, single coded). **. In 2016 the question did not specifically reference streaming services and instead asked: Do you ever watch TV programmes or films on-demand? By on-demand we mean watching TV programmes or films via online services such as BBC iPlayer, Netflix, Amazon Prime, Sky Go etc. This could be through your television service or on any device you use to go online. Results over time should be seen as indicative only

Base: All adults aged 16+ (1875 in 2017, 1882 in 2018, varies by demographic). Arrows show significant differences (95% level) between 2017 and 2018 at the overall level and by age/ socio-economic group compared to

Internet users aged 16-44 are more likely than average to say they ever watch content on video-sharing sites, while those aged 55+ and in the DE socio-economic group are less likely.

Incidence of watching content on video-sharing sites, by age, gender and socio-economic group; and by year: 2016-2018



Source: Ofcom Adult Media Literacy Tracker 2018

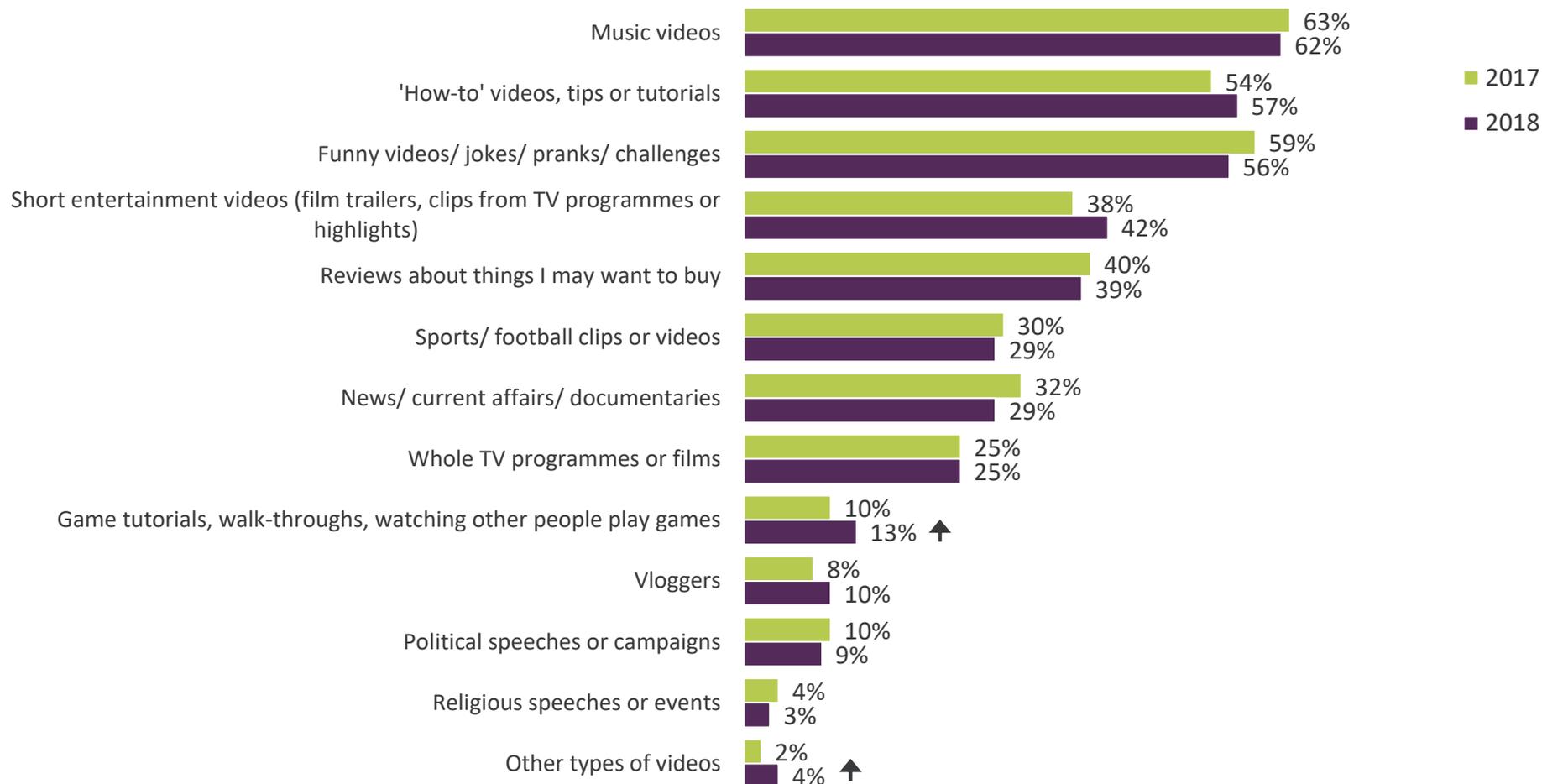
IN19A. Do you ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook? (prompted responses, single coded). ** In 2016, the definition only referenced YouTube and Vimeo. Since 2017 this definition was expanded to include Snapchat and Facebook

Base: All adults aged 16+ who go online (1570 in 2017, 1602 in 2018, varies by demographic).

Arrows show significant differences (95% level) between 2017 and 2018 at the overall level and by age/ socio-economic group compared to all internet users and males compared to females

Users of video-sharing sites are most likely to use these sites to watch music videos, tips/ tutorials and funny videos/ pranks.

Type of content watched on video-sharing sites: 2016-2018



Source: Ofcom Adult Media Literacy Tracker 2018

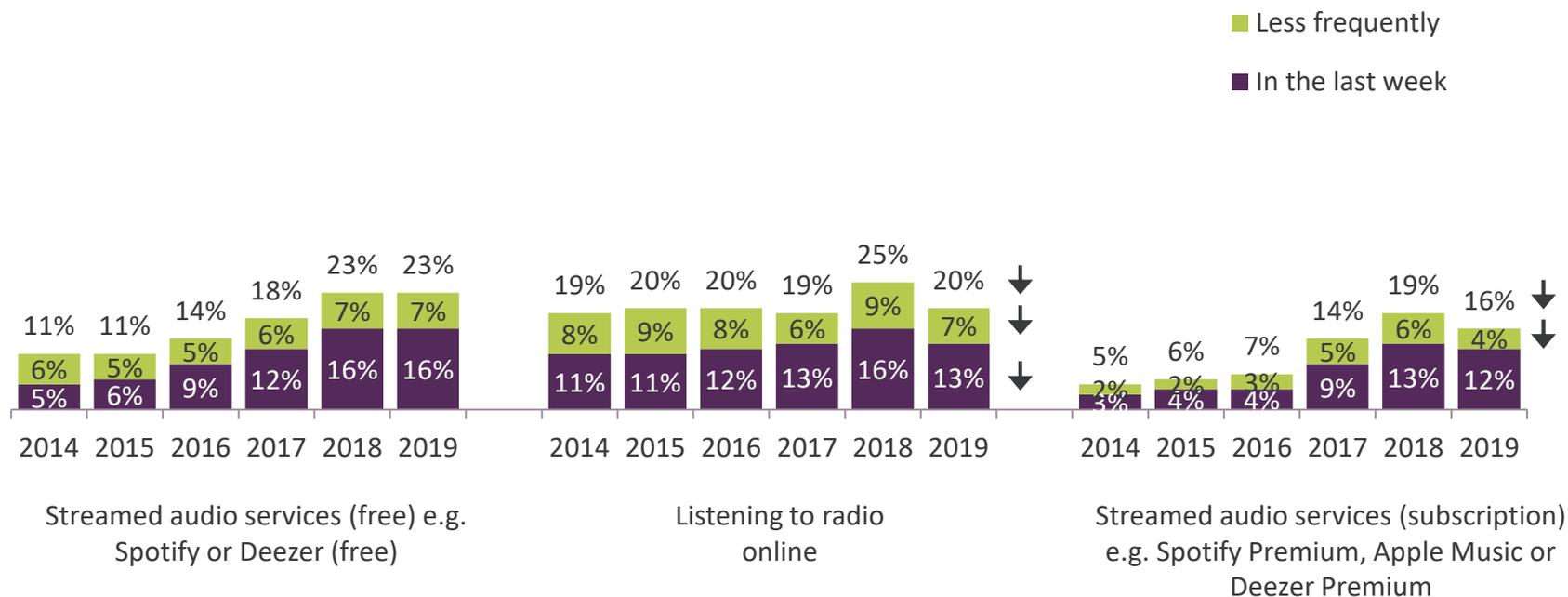
IN19B. And what types of videos do you tend to watch on these sites or apps? (prompted responses, multi-coded)

Base: All aged 16+ who ever watch content on video sharing sites (1161 in 2017, 1179 in 2018)

Arrows show significant changes (95% level) between 2017 and 2018

Among adult internet users there has been a drop in listening to radio online and use of paid-for streamed audio services, compared to 2018.

Listening to audio services online: 2014-2019



Source: Ofcom Technology Tracker, 2014-2019

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

Base: All adults aged 16+ who go online (3280 in 2018, 3346 in 2019)

Arrows show significant changes (95% level) between 2018 and 2019

Men who go online are more likely than women who go online to say that in the last week they have listened to each of the three types of online audio service about which we asked.

Listening to audio services online in the previous week, by age, socio-economic group and gender: 2019

All internet users		16-24	25-34	35-44	45-54	55-64	65-74	75+
Streamed audio services (free) e.g. Spotify or Deezer (free)	16%	36% ↑	25% ↑	17%	10% ↓	6% ↓	1% ↓	1% ↓
Listening to radio online	13%	15%	16%	15%	14%	11%	10%	4% ↓
Streamed audio services (subscription) e.g. Spotify Premium, Apple Music or Deezer Premium	12%	26% ↑	21% ↑	11%	7% ↓	6% ↓	1% ↓	0% ↓

All internet users		AB	C1	C2	DE	Male	Female
Streamed audio services (free) e.g. Spotify or Deezer (free)	16%	19%	19% ↑	12%	11% ↓	18% ↑	13%
Listening to radio online	13%	18% ↑	14%	10% ↓	11%	15% ↑	12%
Streamed audio services (subscription) e.g. Spotify Premium, Apple Music or Deezer Premium	12%	18% ↑	13%	7% ↓	7% ↓	14% ↑	10%

Source: Ofcom Technology Tracker 2019

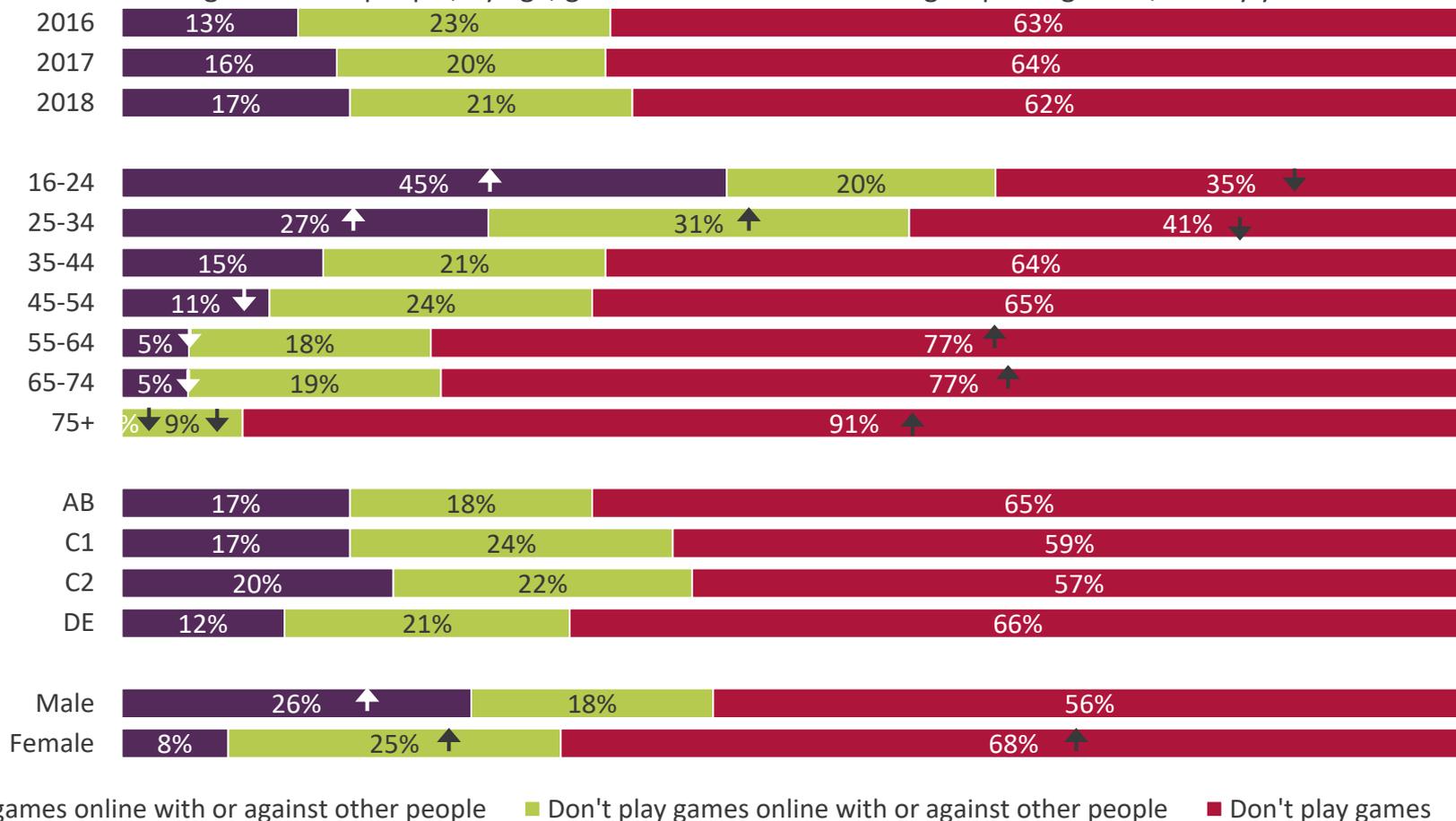
QE5B. And, which, if any, of these activities have you used the internet for in the last week? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (3346 aged 16+, 485 aged 16-24, 554 aged 25-34, 603 aged 35-44, 512 aged 45-54, 531 aged 55-64, 390 aged 65-74, 270 aged 75+, 773 AB, 1088 C1, 684 C2, 794 DE, 1611 male, 1735 female)

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

Men are more than three times as likely to play games online with or against other people than women.

Playing games online with or against other people, by age, gender and socio-economic group and gender; and by year: 2016-2018



Source: Ofcom Adult Media Literacy Tracker 2018

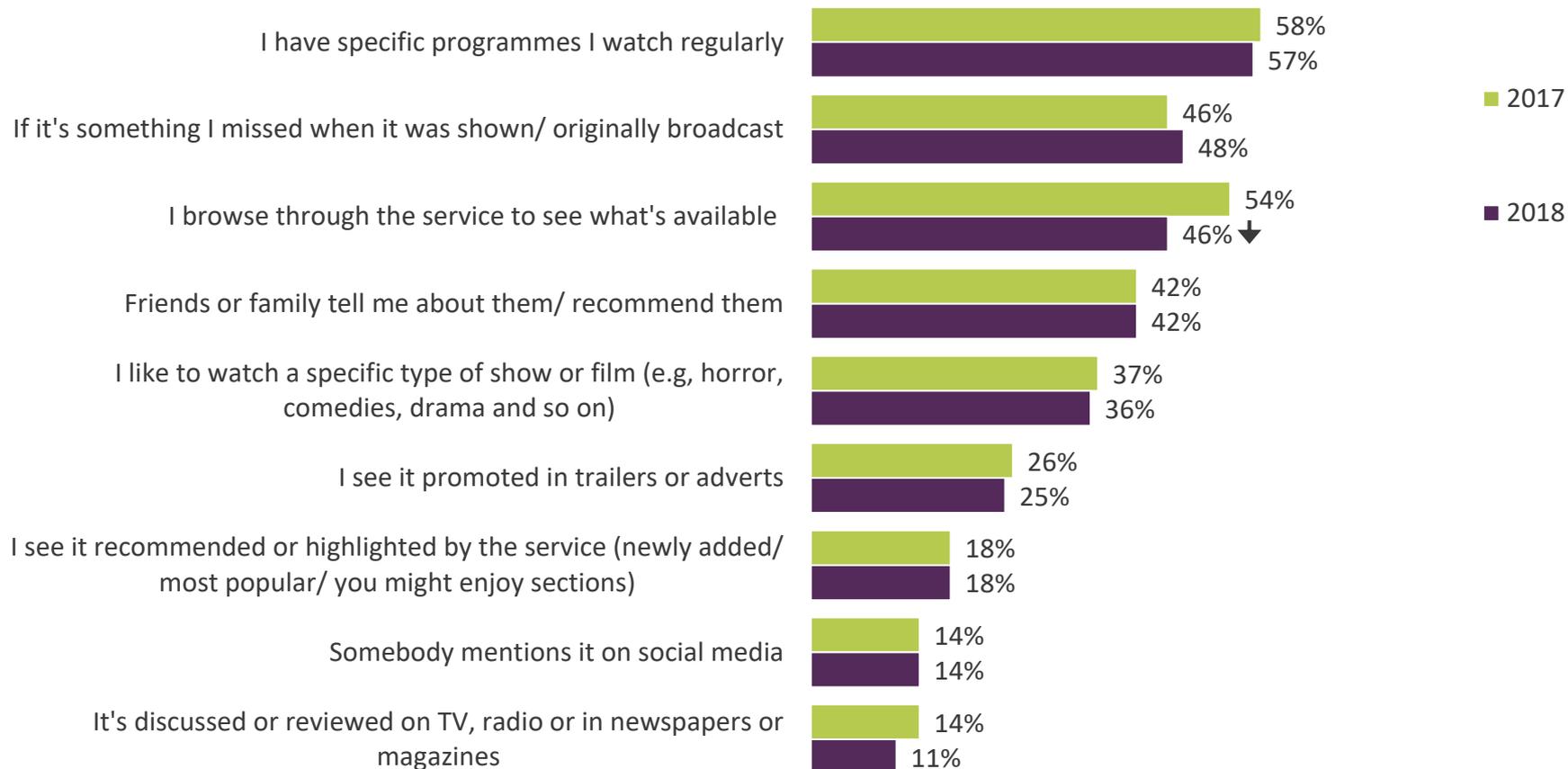
G3. Many games can be played online. Do you ever play games online with or against other people? (unprompted responses, single coded)

Base: All adults aged 16+ (1882, varies by demographic)

Arrows show significant differences (95% level) at the overall level and by age/ socio-economic group compared to all adults and males compared to females

Compared to 2017, viewers of on-demand or streaming services are less likely to say they discover content through browsing the service to see what is available.

Ways in which on-demand or streaming content is chosen/ discovered: 2017-2018



Source: Ofcom Adult Media Literacy Tracker 2018

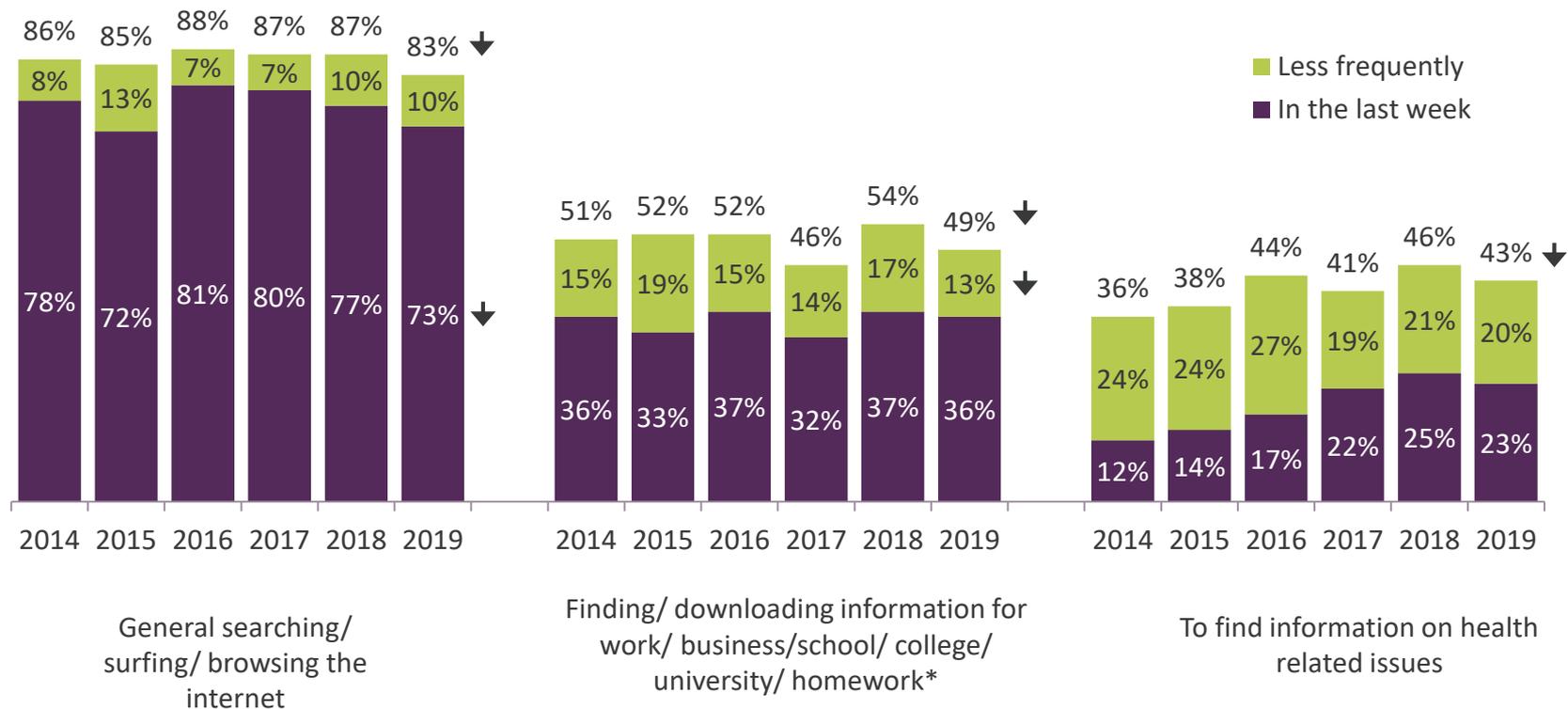
T2. How do you choose what TV programmes or films to watch via on-demand or streaming services? (prompted responses, multi-coded)

Base: All adults who ever watch on-demand or streaming content (974 in 2017, 1059 in 2018)

Arrows show significant changes (95% level) between 2017 and 2018

Since 2018 there has been a drop in the proportion of adults going online to search for any of the three types of information about which we asked.

Finding information online, by activity type: 2019



Source: Ofcom Technology Tracker, 2014-2019

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

Base: All adults aged 16+ who go online (3280 in 2018, 3346 in 2019)

Arrows show significant changes (95% level) between 2018 and 2019

Internet users in AB households are more likely than average to have searched online for all three types of information about which we asked; while those in DE households and those aged 65 and over are less likely.

Finding information online in the previous week, by age, socio-economic group and gender: 2019

All internet users		16-24	25-34	35-44	45-54	55-64	65-74	75+
General searching/ surfing/ browsing the internet	73%	83% ↑	75%	78% ↑	71%	69%	60% ↓	56% ↓
Finding/ downloading information for work/ business/school/ college/ university/ homework	36%	54% ↑	44% ↑	40%	34%	28% ↓	15% ↓	9% ↓
To find information on health related issues	23%	23%	32% ↑	23%	24%	21%	16% ↓	10% ↓

All internet users		AB	C1	C2	DE	Male	Female
General searching/ surfing/ browsing the internet	73%	78% ↑	74%	72%	65% ↓	73%	72%
Finding/ downloading information for work/ business/school/ college/ university/ homework	36%	51% ↑	39% ↑	25% ↓	20% ↓	37%	34%
To find information on health related issues	23%	28% ↑	25%	20%	18% ↓	20%	27% ↑

Source: Ofcom Technology Tracker 2019

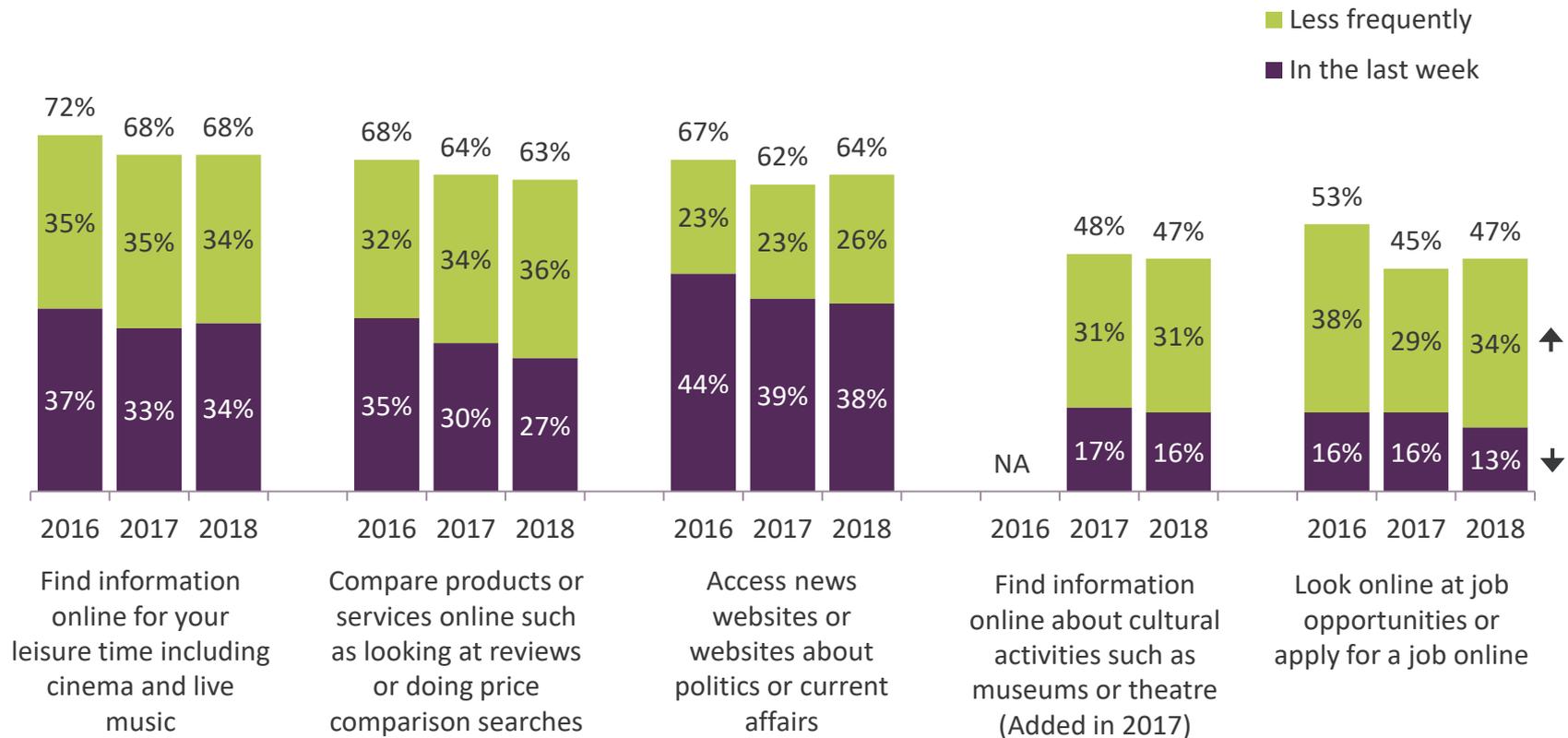
QE5B. And, which, if any, of these activities have you used the internet for in the last week? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (3346 aged 16+, 485 aged 16-24, 554 aged 25-34, 603 aged 35-44, 512 aged 45-54, 531 aged 55-64, 390 aged 65-74, 270 aged 75+, 773 AB, 1088 C1, 684 C2, 794 DE, 1611 male, 1735 female)

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

Compared to 2017, internet users are less likely to say they have been online in the previous week to look at job opportunities or apply for a job online.

Finding information online, by activity type: 2016-2018



Source: Ofcom Adult Media Literacy Tracker 2018
 IN13/ IN14. Which if any of these activities have you ever done online?/ And which if any of these activities have you used the internet for in the last week? (prompted responses, multi-coded)
 Base: All adults aged 16+ who go online (1570 in 2017, 1602 in 2018)
 Arrows show significant changes (95% level) between 2017 and 2018

Internet users aged 75+ are less likely than average to have been online in the previous week for four of the five activities about which we asked.

Finding information online in the previous week, by age: 2018

All internet users		16-24	25-34	35-44	45-54	55-64	65-74	75+
Access news websites or websites about politics or current affairs	38%	39%	31%	40%	41%	41%	36%	33%
Find information online for your leisure time including cinema and live music	34%	40%	33%	42% ↑	37%	26% ↓	21% ↓	12% ↓
Compare products or services online such as looking at reviews or doing price comparison searches	27%	23%	23%	36% ↑	24%	31%	24%	12% ↓
Find information online about cultural activities such as museums or theatre	16%	10%	10% ↓	20%	18%	19%	20%	9% ↓
Look online at job opportunities or apply for a job online	13%	22% ↑	18%	16%	12%	8% ↓	0% ↓	1% ↓

Source: Ofcom Adult Media Literacy Tracker 2018
 IN14. And which if any of these activities have you used the internet for in the last week? (prompted responses, multi-coded)
 Base: All adults aged 16+ who go online (1602 in 2018, 243 aged 16-24, 255 aged 25-34, 309 aged 35-44, 254 aged 45-54, 251 aged 55-64, 151 aged 65-74, 139 aged 75+)
 Arrows show significant differences (95% level) by age compared to all internet users

Internet users in AB households are more likely than average to have been online in the previous week for four of the five activities about which we asked; while those in DE households are less likely to have done the same.

Finding information online in the previous week, by socio-economic group and gender: 2018

	All internet users	AB	C1	C2	DE	Male	Female
Access news websites or websites about politics or current affairs	38%	55% ↑	39%	28% ↓	23% ↓	43% ↑	33%
Find information online for your leisure time including cinema and live music	34%	45% ↑	37%	30%	18% ↓	33%	34%
Compare products or services online such as looking at reviews or doing price comparison searches	27%	37% ↑	29%	22%	14% ↓	29%	24%
Find information online about cultural activities such as museums or theatre	16%	25% ↑	15%	14%	6% ↓	16%	15%
Look online at job opportunities or apply for a job online	13%	14%	13%	11%	15%	12%	14%

Source: Ofcom Adult Media Literacy Tracker 2018

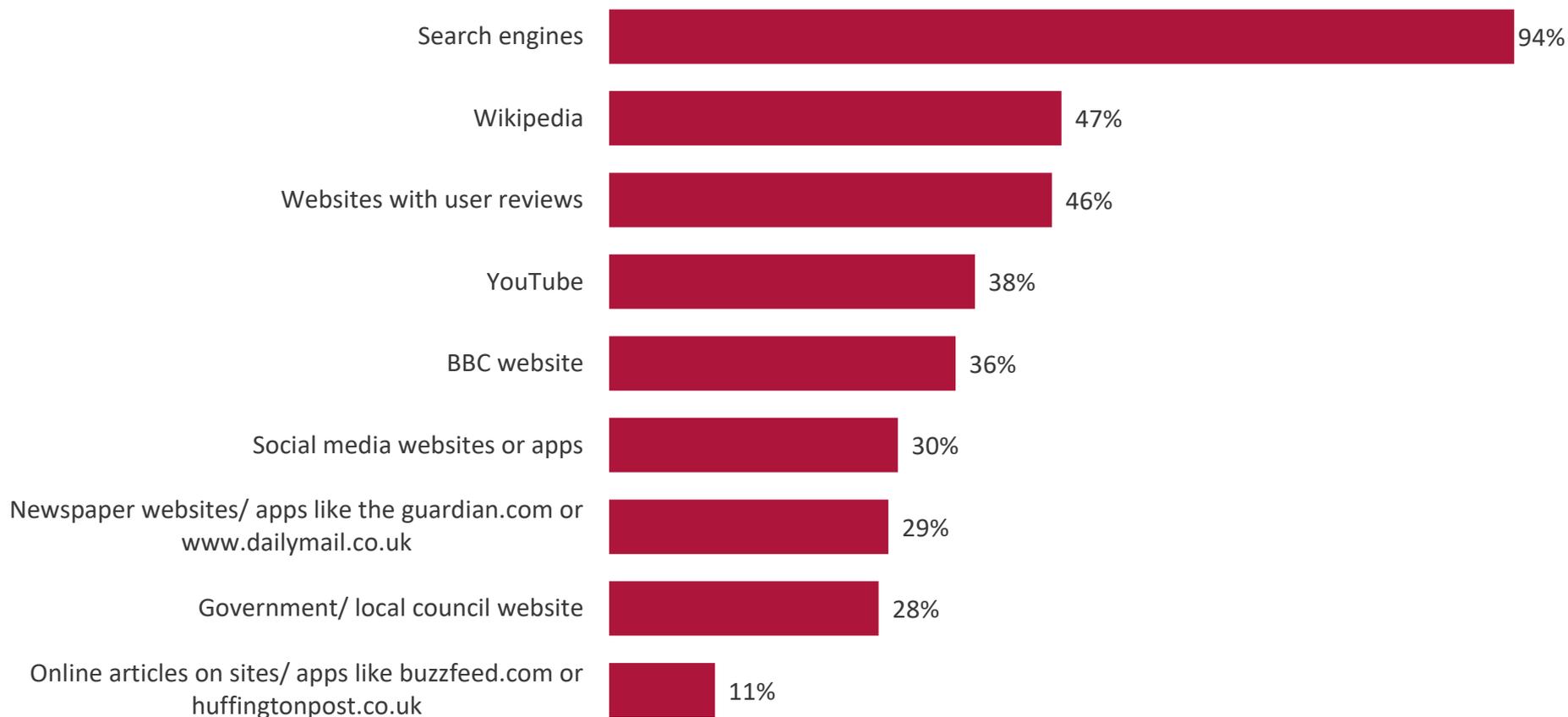
IN14. And which if any of these activities have you used the internet for in the last week? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (1602 in 2018, 367 AB, 548 C1, 316 C2, 371 DE, 797 male, 805 female)

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

Nearly all internet users use search engines to find information online.

Sources used to look for information online: 2018



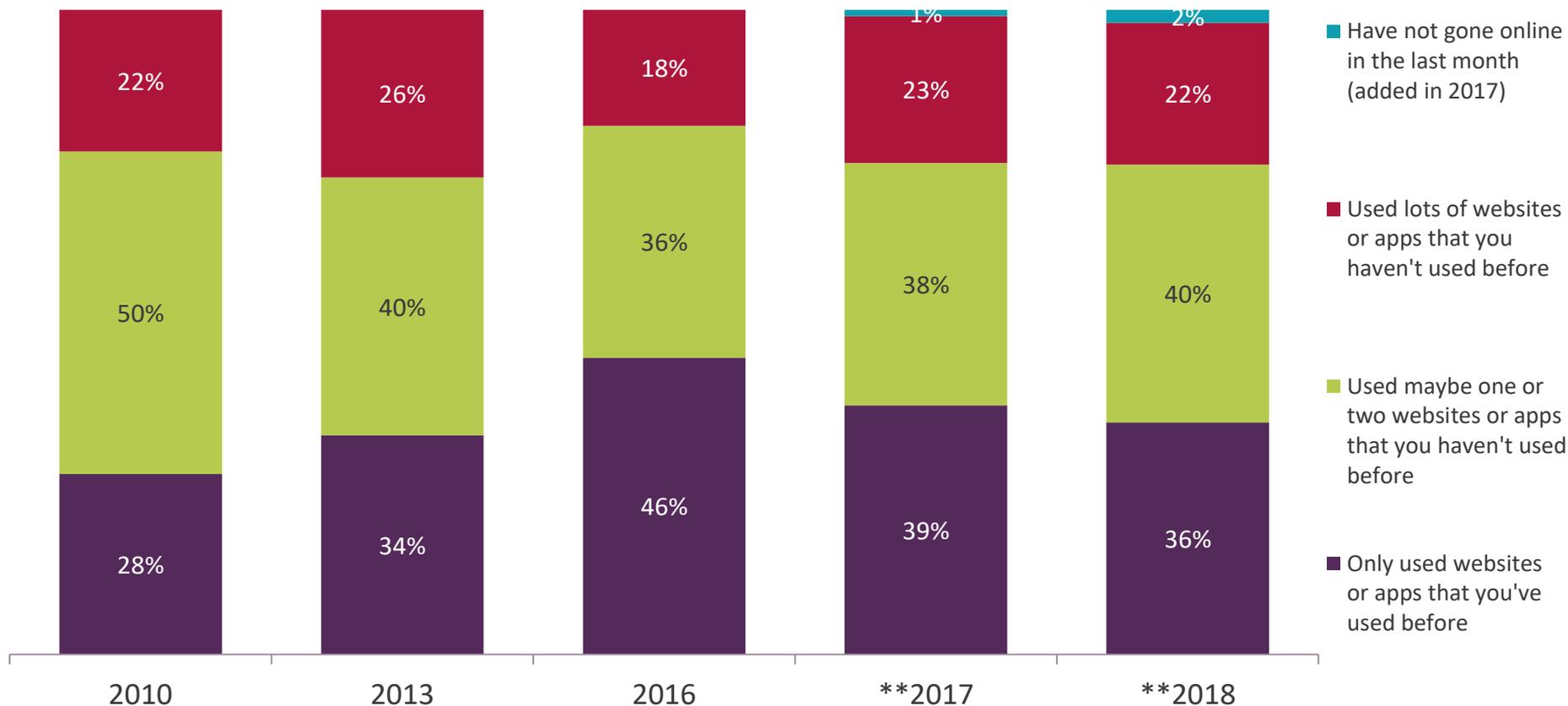
Source: Ofcom Adult Media Literacy Tracker 2018

IN41. Please think about when you want to look for information about something online. Which, if any of these sources have you ever used to look for information online? (prompted responses, multi-coded)

Base: Adults aged 16+ who go online (1602)

Just over one in five internet users say that in the past month they have used lots of websites or apps they haven't used before.

Use of websites or apps in the last month, not used before: 2010-2018



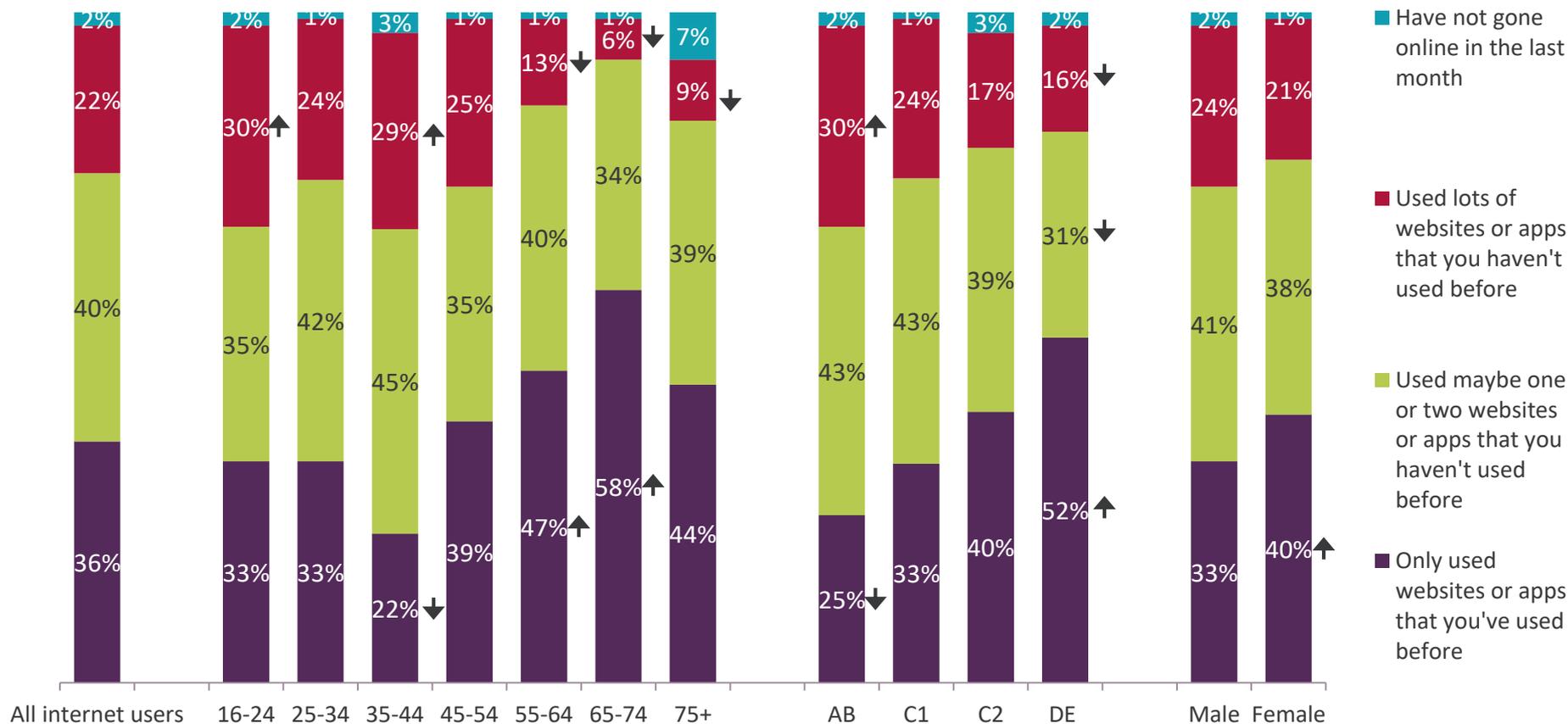
Source: Ofcom Adult Media Literacy Tracker 2018

IN12. In the last month, when you have gone online, have you..... (prompted responses, single coded). **Since 2017 respondents were asked to think about their behaviour in the previous month, before this they were asked about what they 'usually' do.

Base: All adults aged 16+ who go online - excludes 'don't know' responses (1581 in 2018)

Half of internet users in DE households say they only use websites or apps they've used before; higher than average.

Use of websites or apps in the last month, not used before, by age, socio-economic group and gender: 2018



Source: Ofcom Adult Media Literacy Tracker 2018

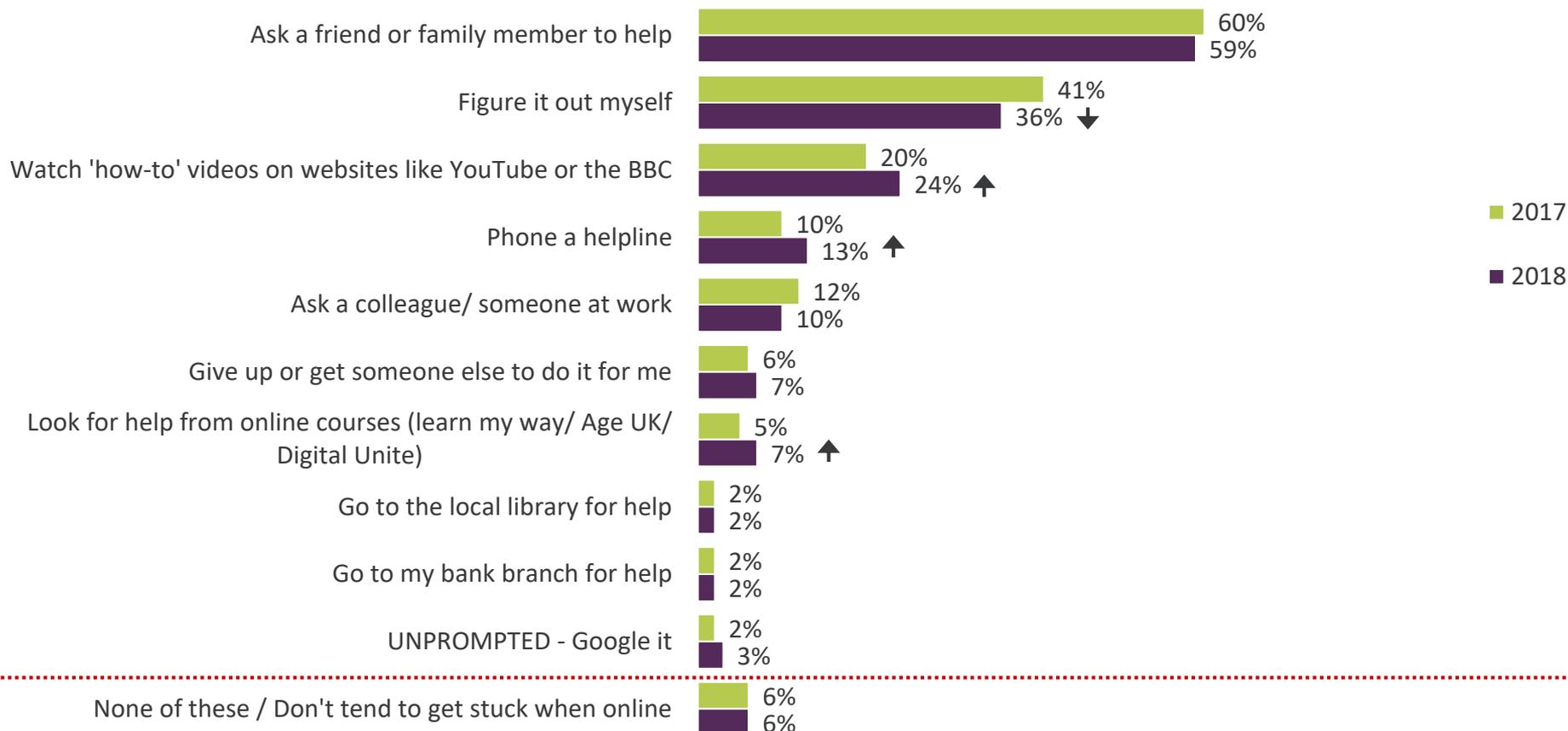
IN12. In the last month, when you have gone online, have you (prompted responses, single coded)

Base: All adults aged 16+ who go online (1581 in 2018, varies by demographic) excludes 'don't know' responses

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

When stuck on how to do something online, internet users are more likely than in 2017, to say they would watch 'how-to' videos, phone a helpline and look for help from online courses.

Sources of assistance when unsure of how to do something online: 2017-2018



Source: Ofcom Adult Media Literacy Tracker 2018

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

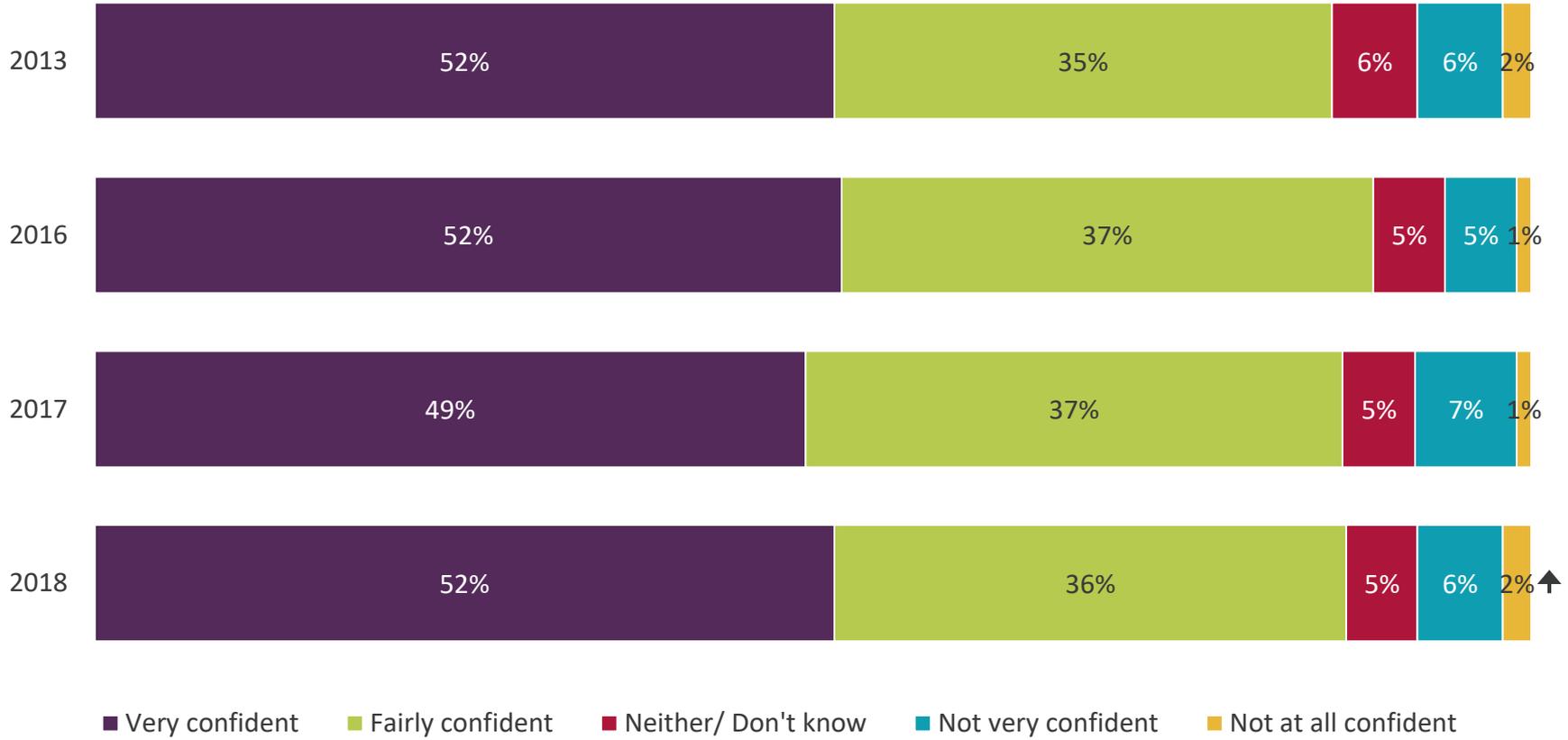
Base: Adults aged 16+ who go online (1570 in 2017, 1602 in 2018)

Critical thinking

Confidence as an internet user remains high; unchanged since 2017.



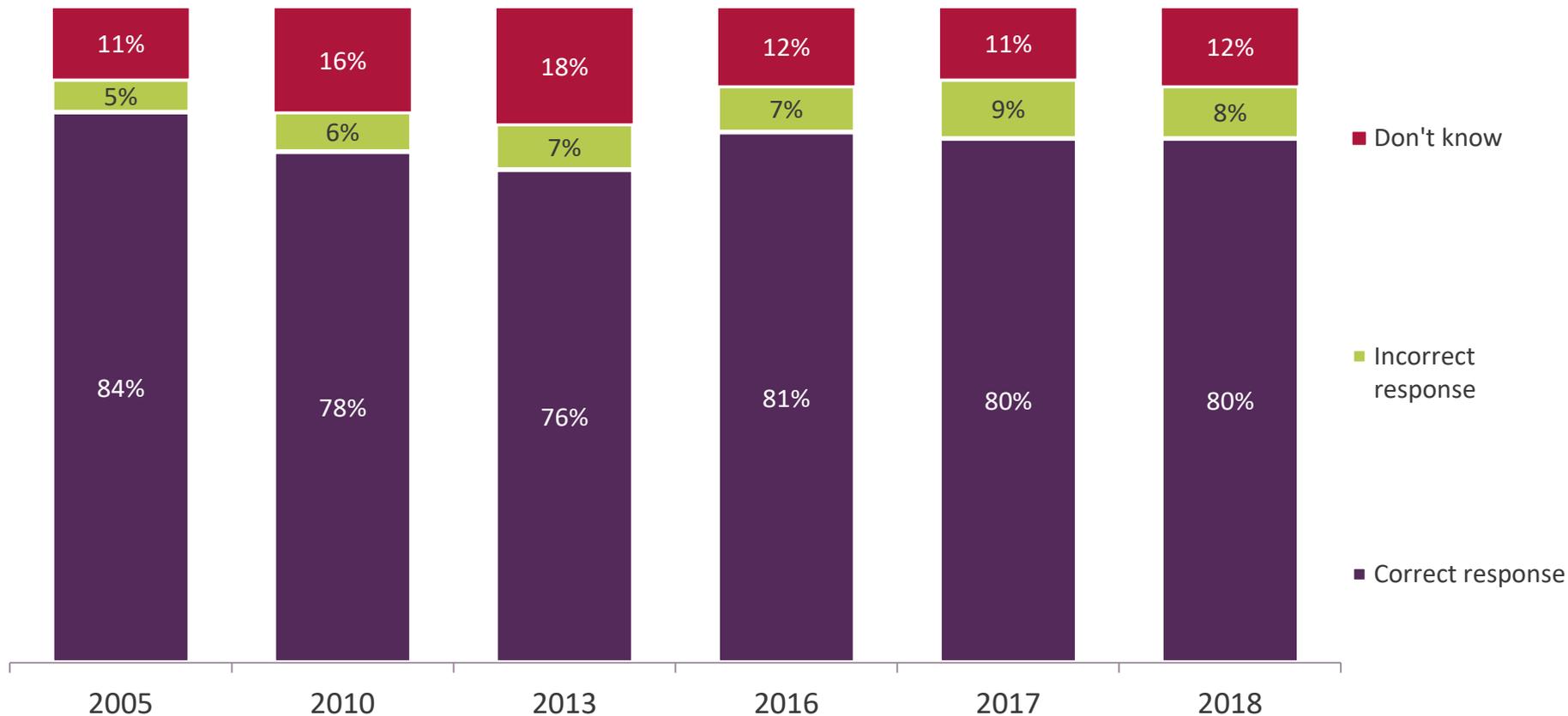
Confidence as an internet user: 2013-2018



Source: Ofcom Adult Media Literacy Tracker 2018
IN11A. Overall, how confident are you as an internet user? (prompted responses, single coded)
Base: Adults aged 16+ who go online (1570 in 2017, 1602 in 2018)
Arrows show significant changes (95% level) between 2017 and 2018

Four in five adults know that the licence fee is the main source of funding for BBC television programmes; unchanged since 2017.

Awareness of how BBC TV programmes are mainly funded: 2005-2018



Source: Ofcom Adult Media Literacy Tracker 2018

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

Base: All adults aged 16+ (1875 in 2017, 1882 in 2018)

Arrows show significant changes (95% level) between 2017 and 2018

Seven in ten adults know commercial television programmes are mainly funded through advertising; unchanged since 2017.

Awareness of how commercial TV programmes are mainly funded: 2005-2018



Source: Ofcom Adult Media Literacy Tracker 2018

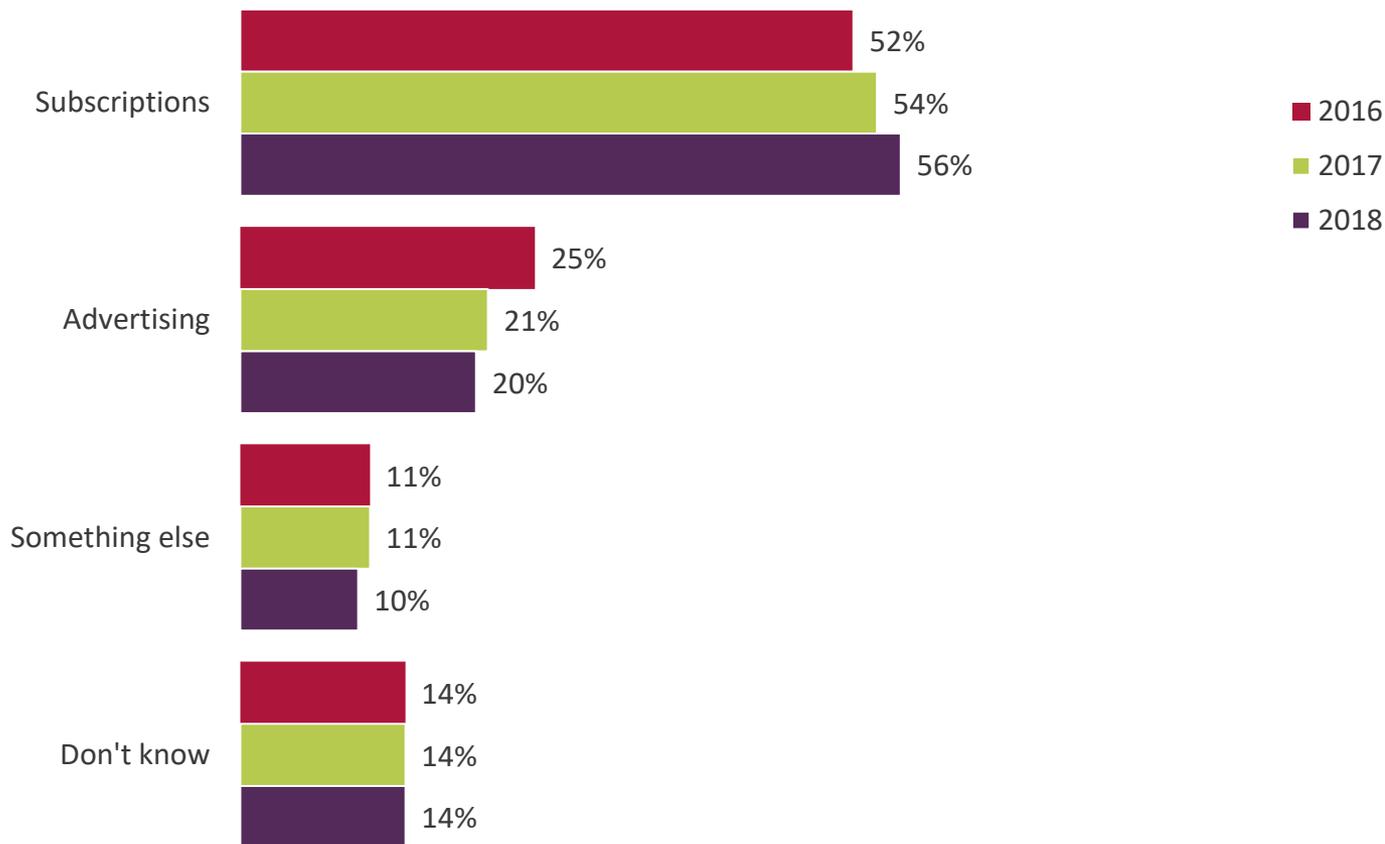
T5. How would you say programmes are mainly funded on ITV, Channel 4 and Five? (unprompted responses, single coded)

Base: All adults aged 16+ (1875 in 2017, 1882 in 2018)

Arrows show significant changes (95% level) between 2017 and 2018

Over half of adults say that the main source of funding for Sky and Virgin Media TV services is subscriptions; unchanged since 2017.

Awareness of how the Sky and Virgin Media TV services are mainly funded: 2005-2018



Source: Ofcom Adult Media Literacy Tracker 2018

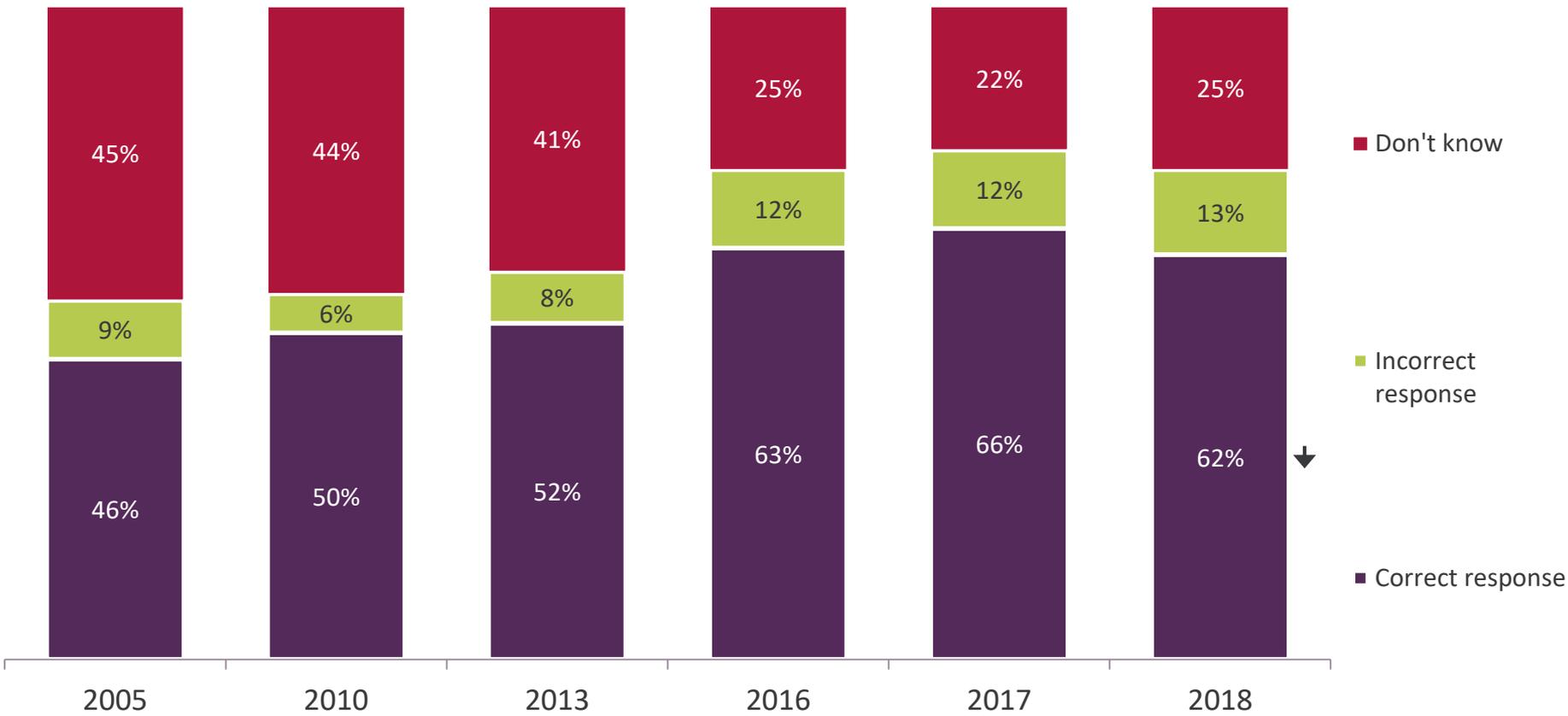
T6. How is the Sky or Virgin Media TV service mainly funded? (unprompted responses, single coded)

Base: All adults aged 16+ (1875 in 2017, 1882 in 2018)

Arrows show significant changes (95% level) between 2017 and 2018

Among adults, knowledge that the BBC website is mainly funded through the licence fee, is lower than in 2017.

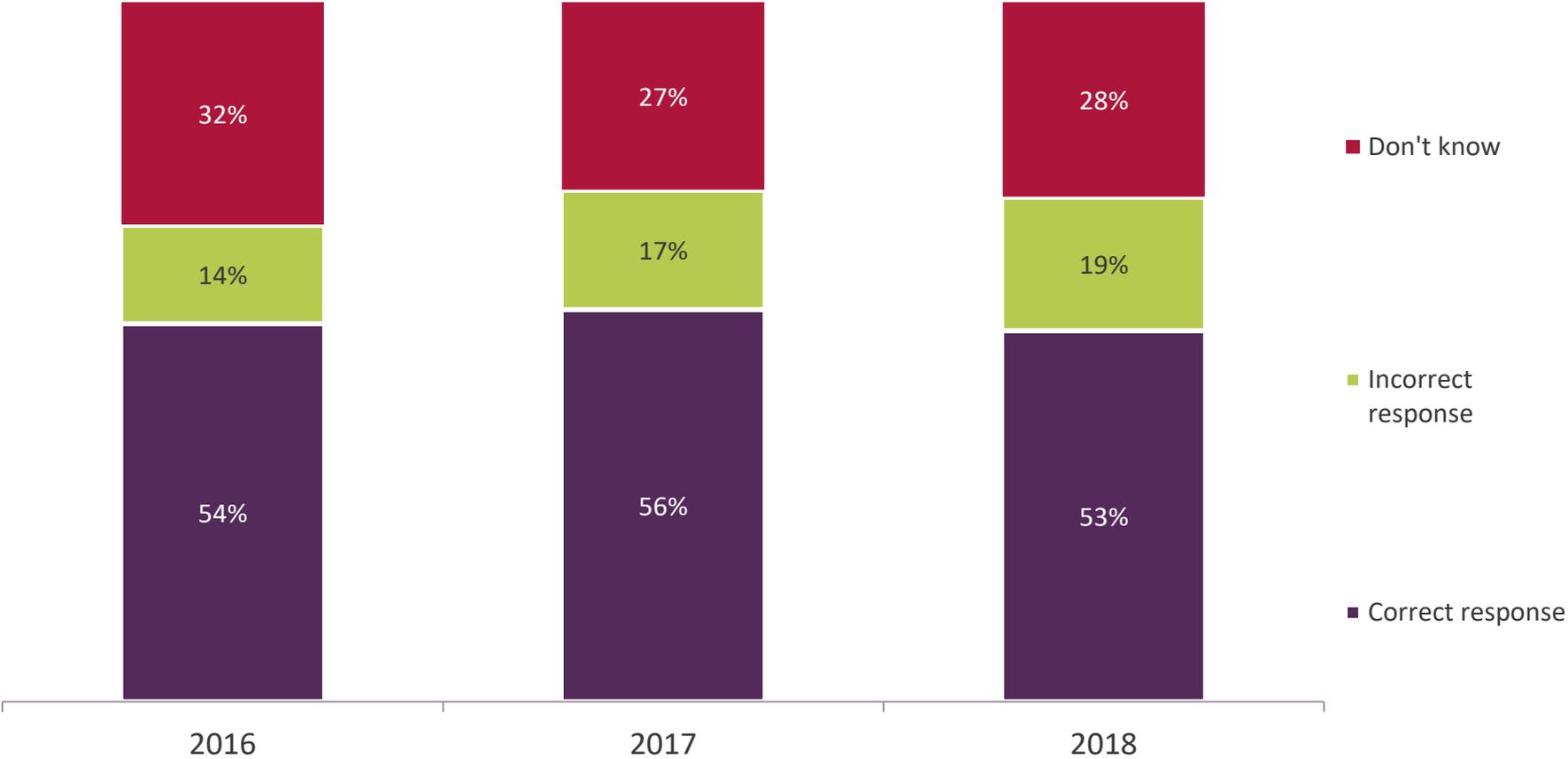
Awareness of how the BBC website is mainly funded: 2005-2018



Source: Ofcom Adult Media Literacy Tracker 2018
 IN31. How do you think the BBC's website is mainly funded? (unprompted responses, single coded)
 Base: All adults aged 16+ (1875 in 2017, 1882 in 2018)
 Arrows show significant changes (95% level) between 2017 and 2018

Just over half of adults know that the BBC iPlayer is mainly funded by the licence fee; unchanged since 2017.

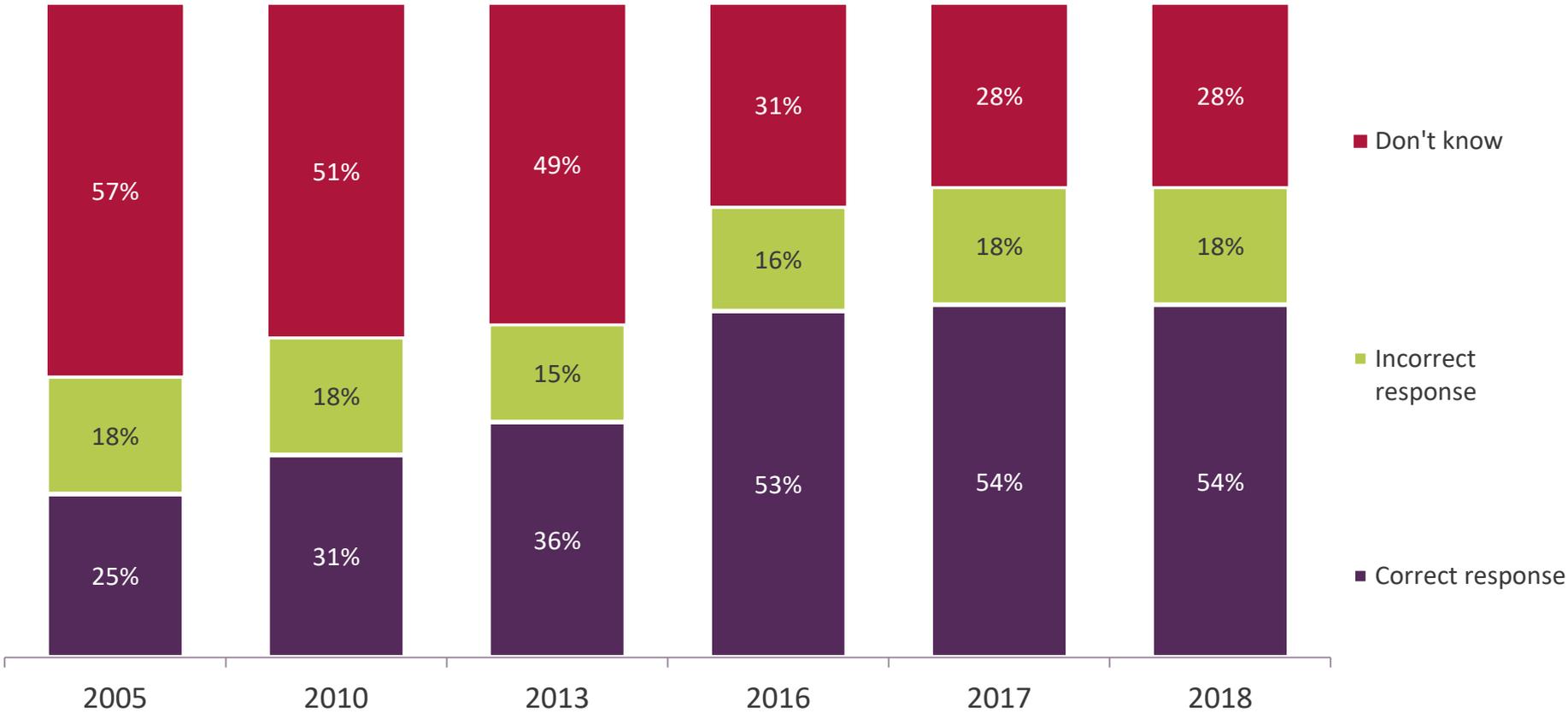
Awareness of how the BBC iPlayer is mainly funded: 2016-2018



Source: Ofcom Adult Media Literacy Tracker 2018
IN33. How do you think the BBC's iPlayer service is mainly funded? (unprompted responses, single coded)
Base: All adults aged 16+ (1875 in 2017, 1882 in 2018)
Arrows show significant changes (95% level) between 2017 and 2018

More than half of adults are aware that search engine websites are mainly funded through advertising; unchanged since 2017.

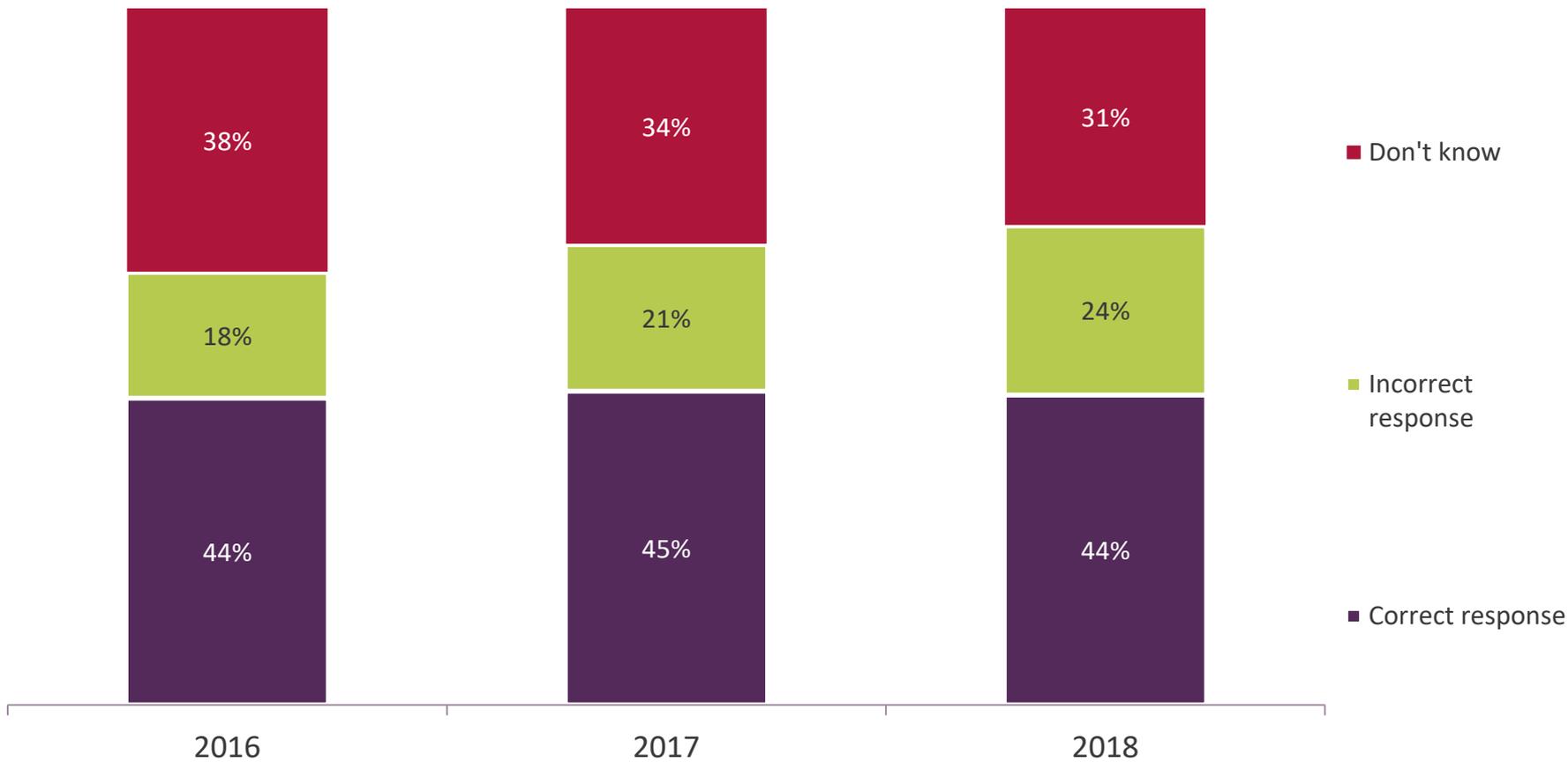
Awareness of how search engines are mainly funded: 2005-2018



Source: Ofcom Adult Media Literacy Tracker 2018
 IN32. How do you think search engine websites such as Google or Bing are mainly funded? (unprompted responses, single coded)
 Base: All adults aged 16+ (1875 in 2017, 1882 in 2018)
 Arrows show significant changes (95% level) between 2017 and 2018

As in 2016 and 2017, over four in ten adults are aware that the main source of funding for YouTube is advertising.

Awareness of how YouTube is mainly funded: 2016-2018



Source: Ofcom Adult Media Literacy Tracker 2018
IN34. How do you think YouTube is mainly funded? (unprompted responses, single coded)
Base: All adults aged 16+ (1875 in 2017, 1882 in 2018)
Arrows show significant changes (95% level) between 2017 and 2018

Internet users are more likely to agree than disagree that: *“as long as the internet provides good websites it doesn’t really matter who owns them or how they are funded”*.

Agreement with statement: “As long as the internet provides good websites it doesn’t really matter who owns the websites or how they are funded”: 2010-2018



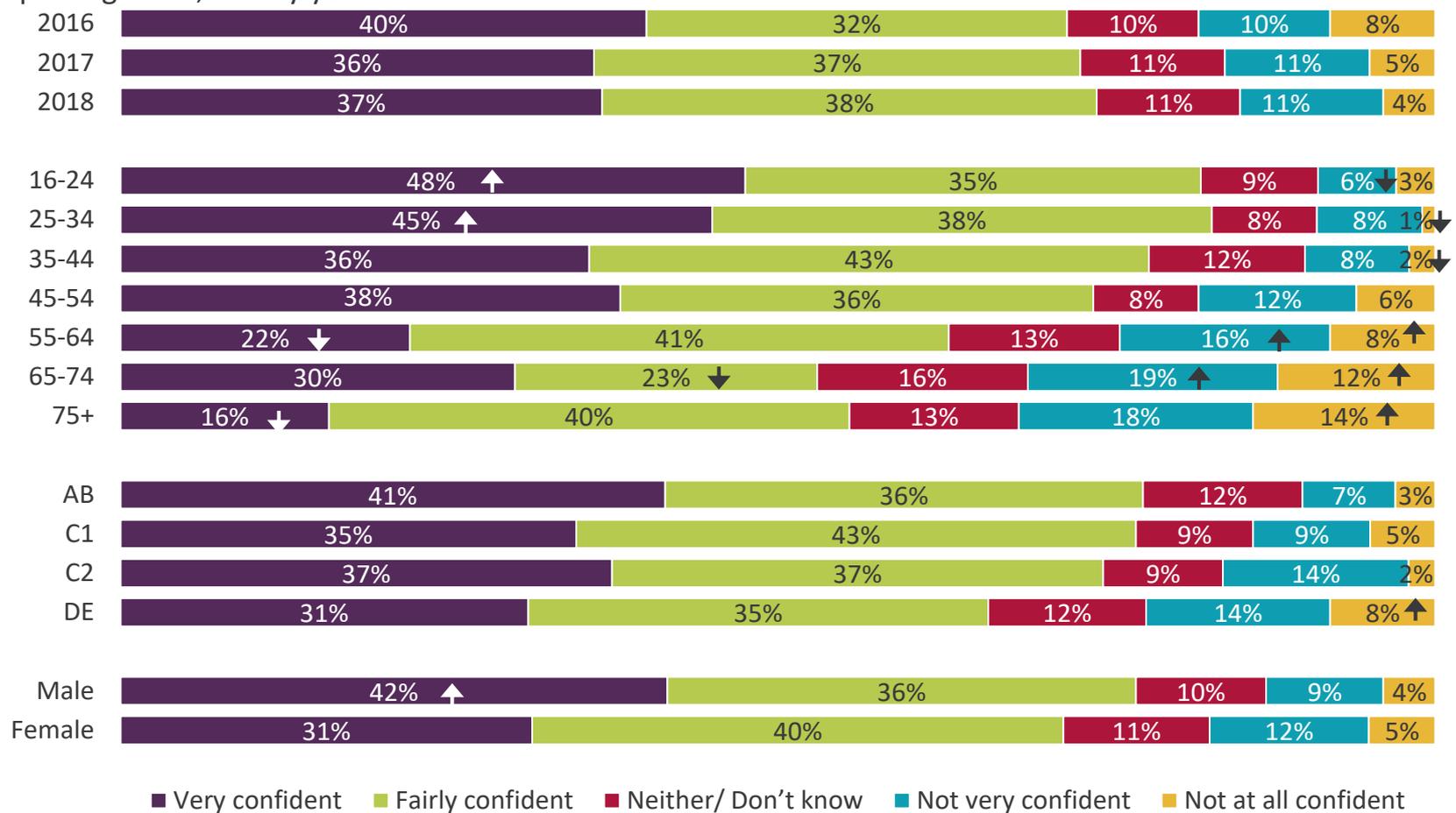
Source: Ofcom Adult Media Literacy Tracker 2018

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

Base: Adults aged 16+ who go online (1570 in 2017, 1602 in 2018)

Internet users aged 16-34 are more likely than internet users overall to say they are very confident in managing access to their personal data online.

Confidence in knowing how to manage access to their personal data online, by age, socio-economic group and gender; and by year: 2016-2018



Source: Ofcom Adult Media Literacy Tracker 2018

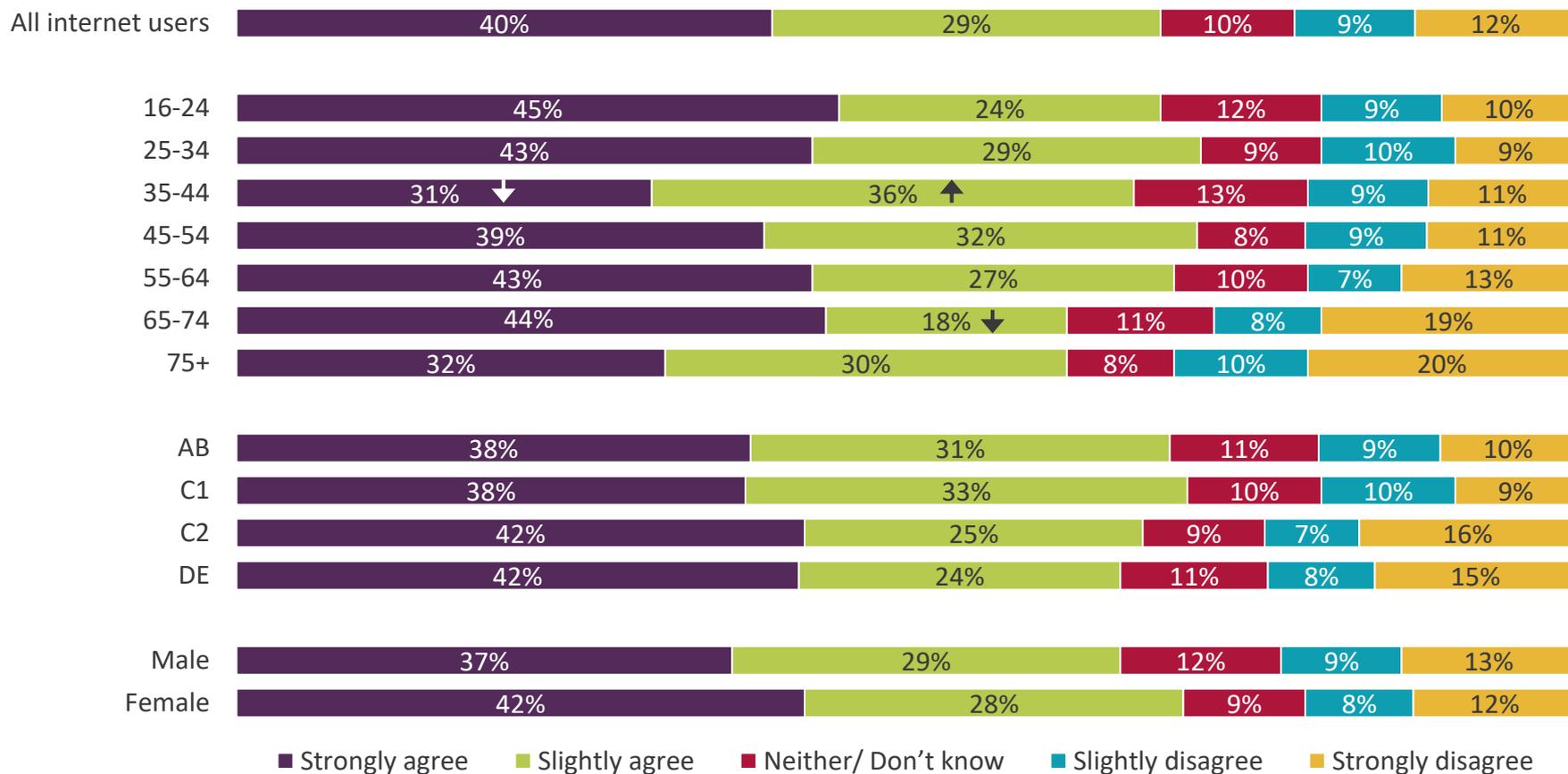
IN11C. How confident are you in knowing how to manage who has access to your personal data online? By this I mean knowing how to stop some companies from getting access to information like your personal details (like your address, phone number, date of birth etc.) or information on things like where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

Base: All adults aged 16+ who go online (1602 aged 16+, varies by demographic)

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

Seven in ten internet users say they usually accept website or apps terms and conditions without reading them.

Agreement with statement: “When I visit websites or apps I usually accept the terms and conditions without reading them, by age, socio-economic group and gender: 2018



Source: Ofcom Adult Media Literacy Tracker 2018

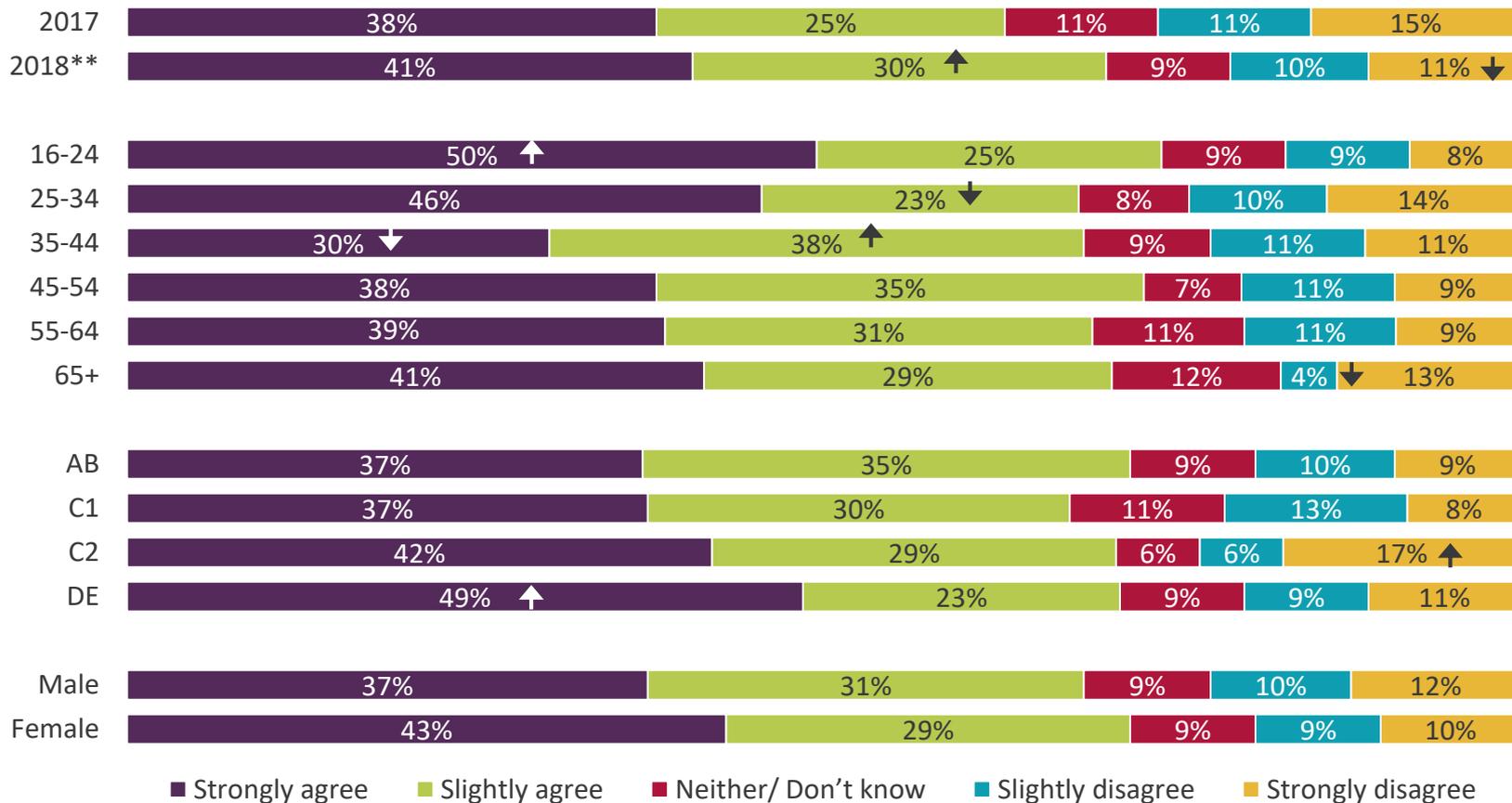
IN35E I'm going to read out some things that other people have said about being online. Please use this card to tell me the extent to which you agree or disagree with each statement I read out – When I visit websites or apps I usually accept the terms and conditions without reading them (prompted responses, single coded)

Base: Adults aged 16+ who go online (1602 aged 16+, varies by demographic)

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

Seven in ten social media users say they usually accept the terms and conditions of these sites without reading them.

Agreement with statement: “When I use social media and messaging sites, I usually accept the terms and conditions without reading them”, by age, socio-economic group and gender; and by year: 2017-2018



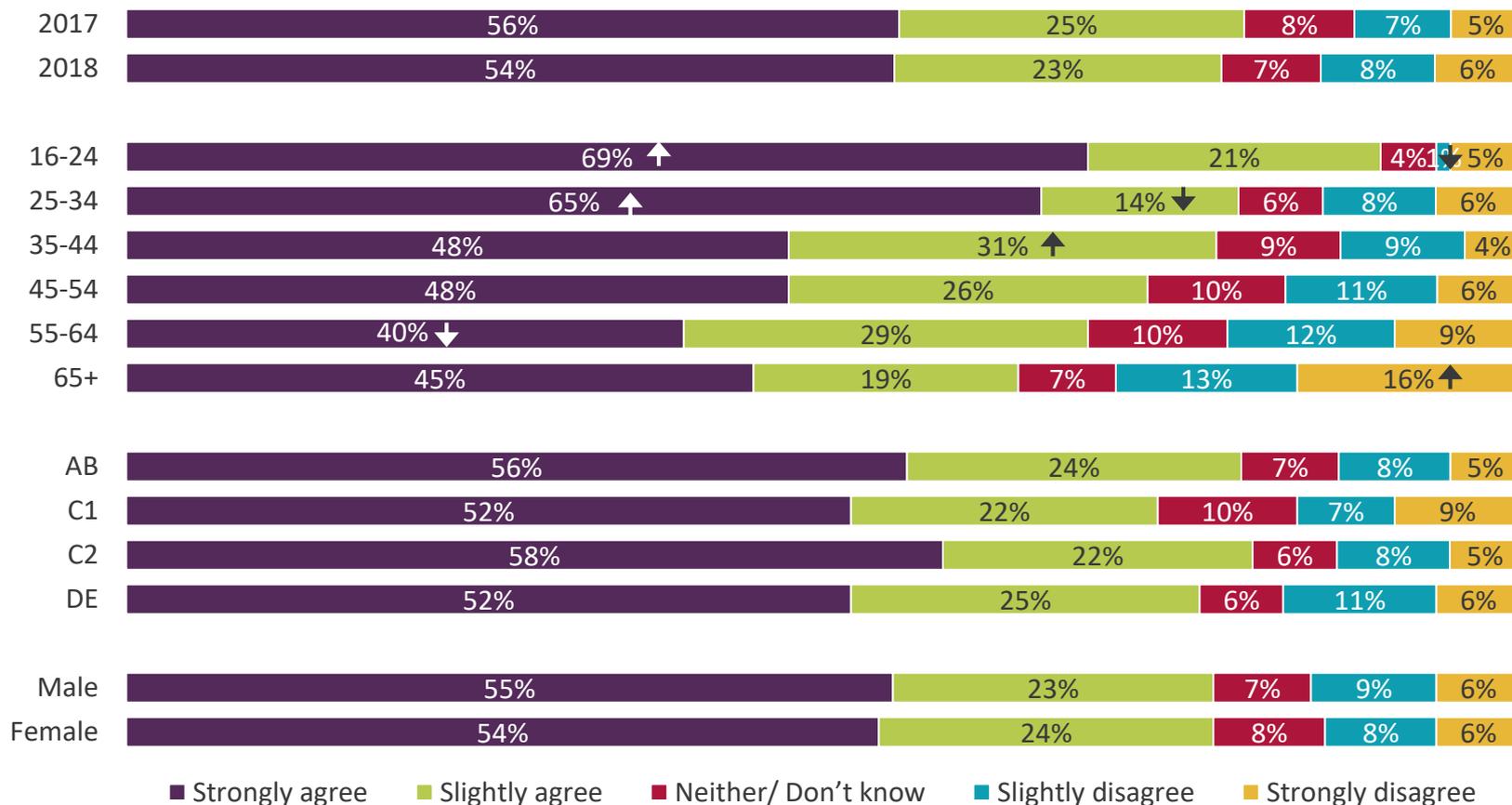
Source: Ofcom Adult Media Literacy Tracker 2018

IN36. And now thinking specifically about your use of social media or messaging sites or apps, please use this card to tell me the extent to which you agree or disagree with this next statement – When I use social media and messaging sites I usually accept the terms & conditions without reading them (prompted responses, single coded). **Wording amended in 2018

Base: All adults aged 16+ with a social media profile/ account (1247 aged 16+, varies by demographic) Arrows show significant differences (95% level) between 2017 and 2018 at the overall level and by age/ socio-economic group compared to all with a social media profile/ account and males compared to females

As in 2017, around four in five of those with a profile on social media or messaging sites or apps are confident about controlling who sees the photos and videos they share.

Agreement with statement: “I am confident in using the settings on my social media account to control who sees the photos and videos I share”, by age, socio-economic group and gender; and by year: 2017-2018



Source: Ofcom Adult Media Literacy Tracker 2018

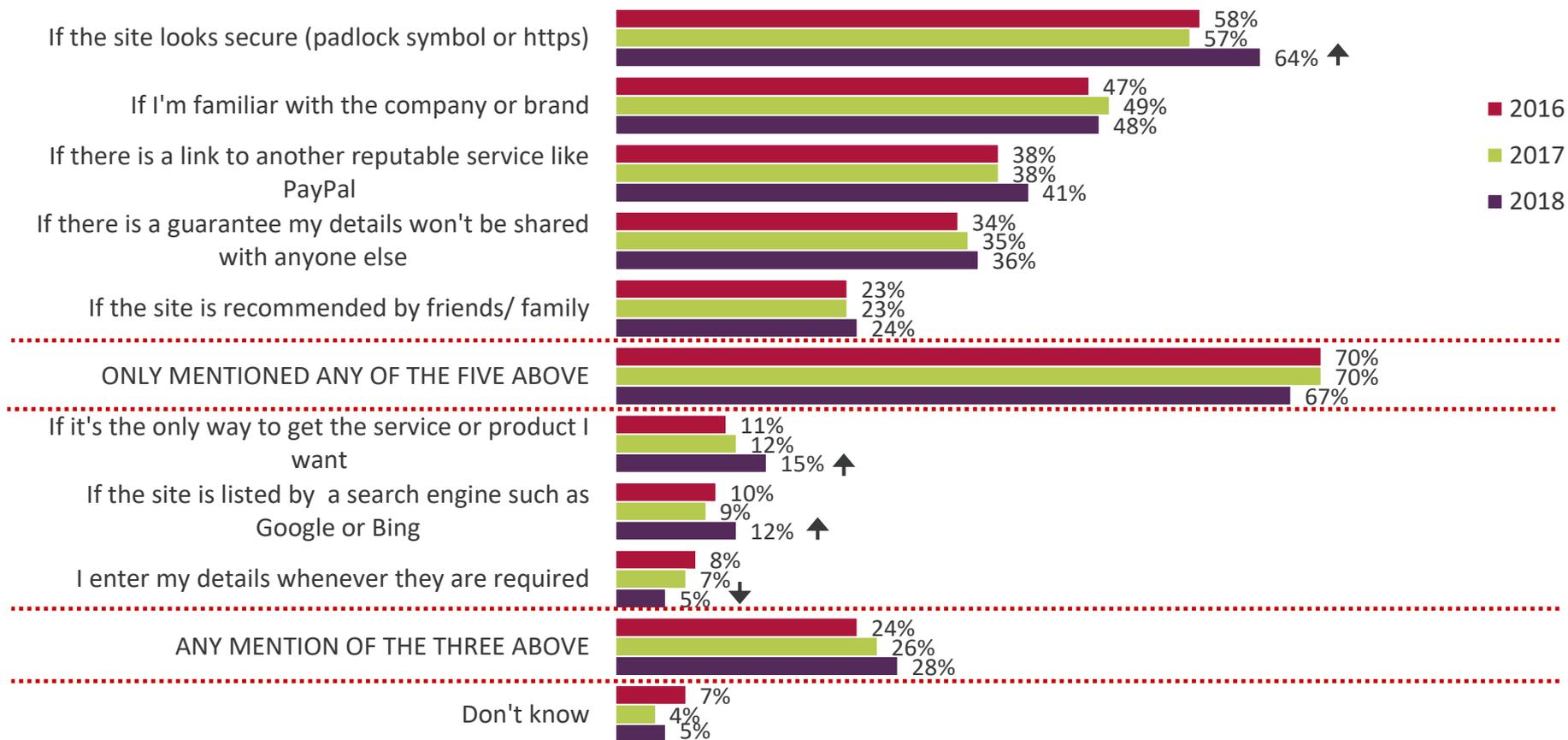
IN27. To what extent do you agree with the following statement – I am confident in using the settings on my social media account to control who sees the photos and videos I share (prompted responses, single coded)

Base: All adults aged 16+ with a social media profile/ account (1247 aged 16+, varies by demographic)

Arrows show significant differences (95% level) between 2017 and 2018 at the overall level, and by age/ socio-economic group compared to all with a social media profile/

Since 2017, adult internet users are more likely to check to see whether the site they are using looks secure before registering their details online.

Checks made before registering with websites: 2016-2018



Source: Ofcom Adult Media Literacy Tracker 2018

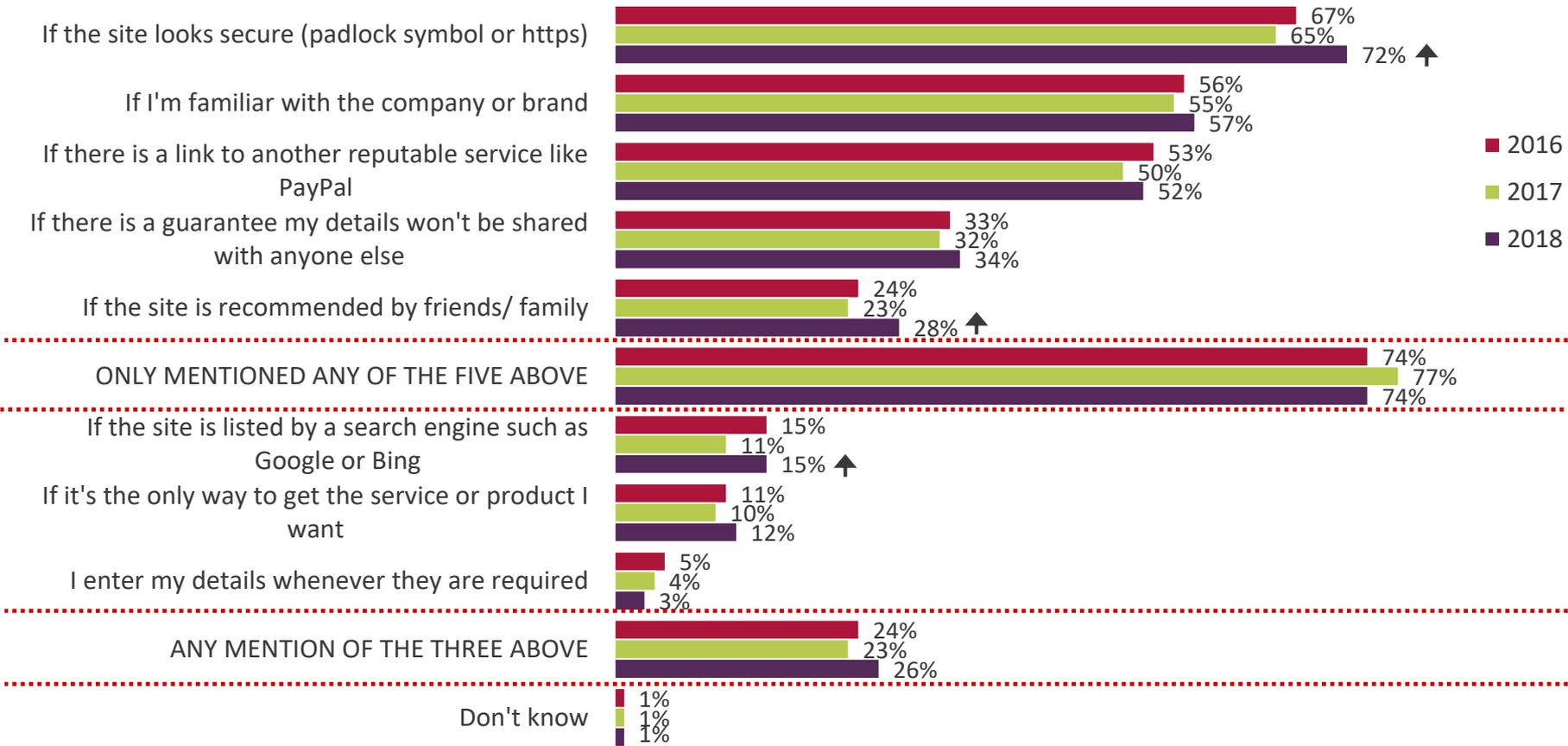
IN40. Lots of websites now ask you to register your personal details with them, which if any of these things do you do before registering personal details online? I look to see...(prompted responses, multi-coded)

Base: All adults aged 16+ who go online who say they register personal details online (1525 in 2017, 1529 in 2018)

Arrows show significant changes (95% level) between 2017 and 2018

Since 2017, internet users are more likely to check if the site they are using looks secure and if the site is recommended by friends and family before making an online purchase.

Checks made when purchasing online before entering debit or credit card details: 2016-2018



Source: Ofcom Adult Media Literacy Tracker 2018

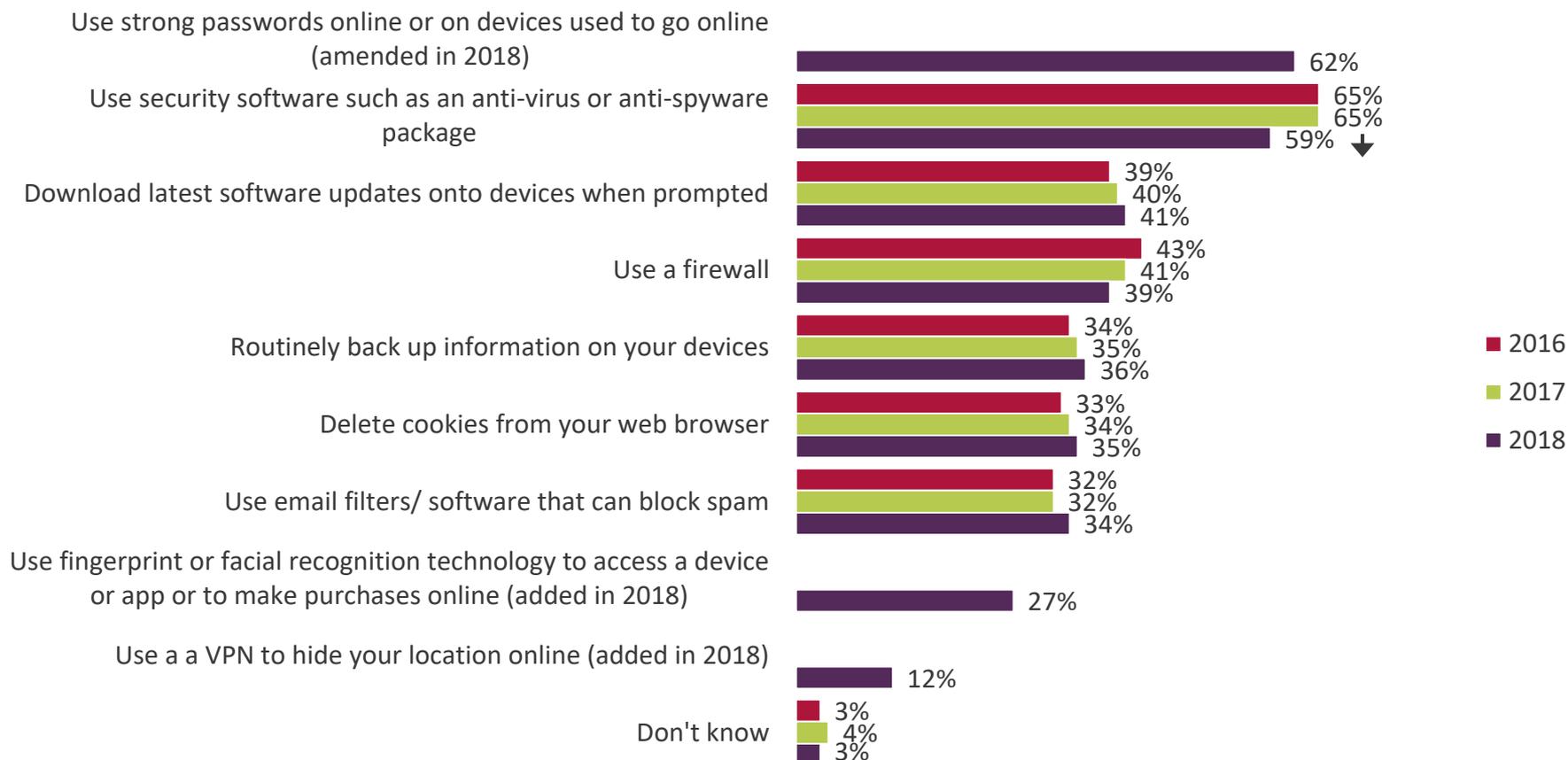
IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see...(prompted responses, multi-coded)

Base: All adults aged 16+ who say they buy things online (1335 in 2017, 1351 in 2018)

Arrows show significant changes (95% level) between 2017 and 2018

Around six in ten internet users say they use security software such as anti-virus or anti-spyware packages in place at home, however this is less likely than in 2017.

Security measures in place at home among internet users: 2016-2018



Source: Ofcom Adult Media Literacy Tracker 2018

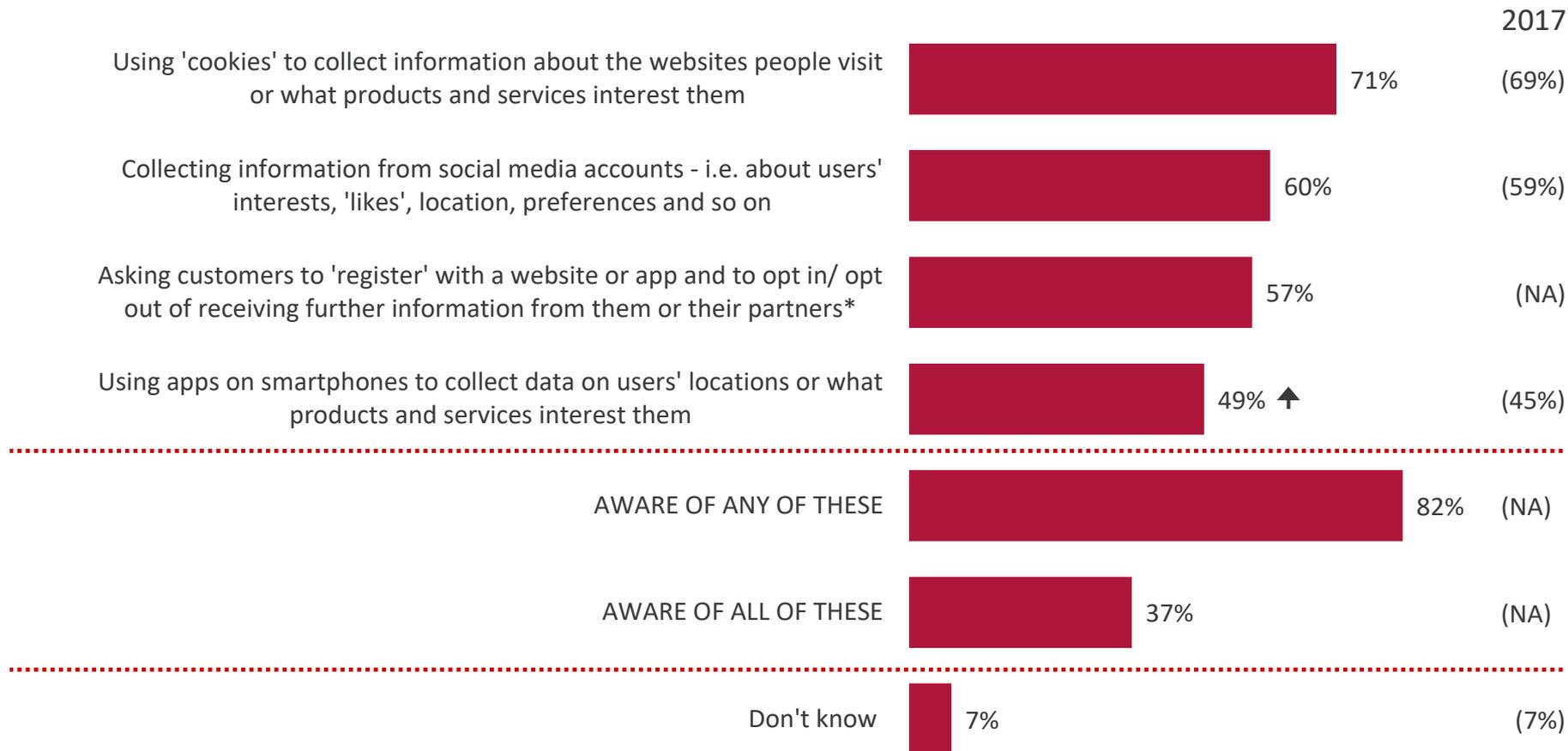
IN6. Which, if any, of these things do you or someone in your household do at home? (prompted responses, multi-coded). The responses shown were amended in 2018 which may have contributed to the differences over time flagged on this chart

Base: Adults aged 16+ who go online (1570 in 2017, 1602 in 2018)

Arrows show significant changes (95% level) between 2017 and 2018

Compared to 2017, internet users are more likely to be aware of apps on smartphones being used to collect information about what users do online.

Awareness of ways in which online companies can collect internet users' personal information: 2017-2018



Source: Ofcom Adult Media Literacy Tracker 2018

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? (prompted responses, multi-coded)

Base : All adults aged 16+ who go online (1570 in 2017, 1602 in 2018)

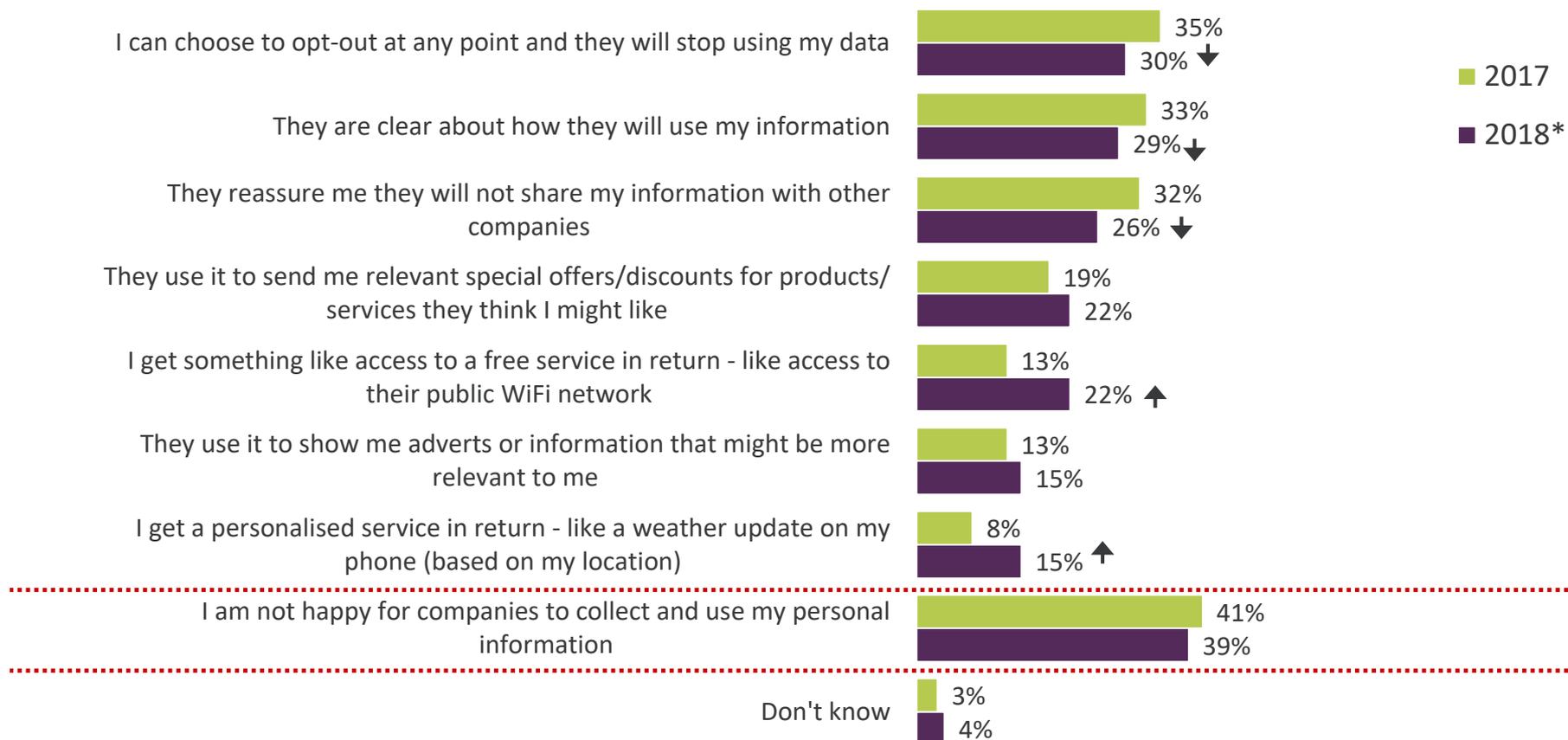
*Statement amended in 2018. In 2017 two separate statements referred to 'receiving further information from them' and 'receiving information from their partners or other companies'

Arrows show significant changes (95% level) between 2017 and 2018

Compared to 2017, internet users are more likely to say they would be happy for companies to collect and use their personal information if they get access to a free or personalised service in return.

Attitudes towards online companies collecting users' personal information online: 2017-2018

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



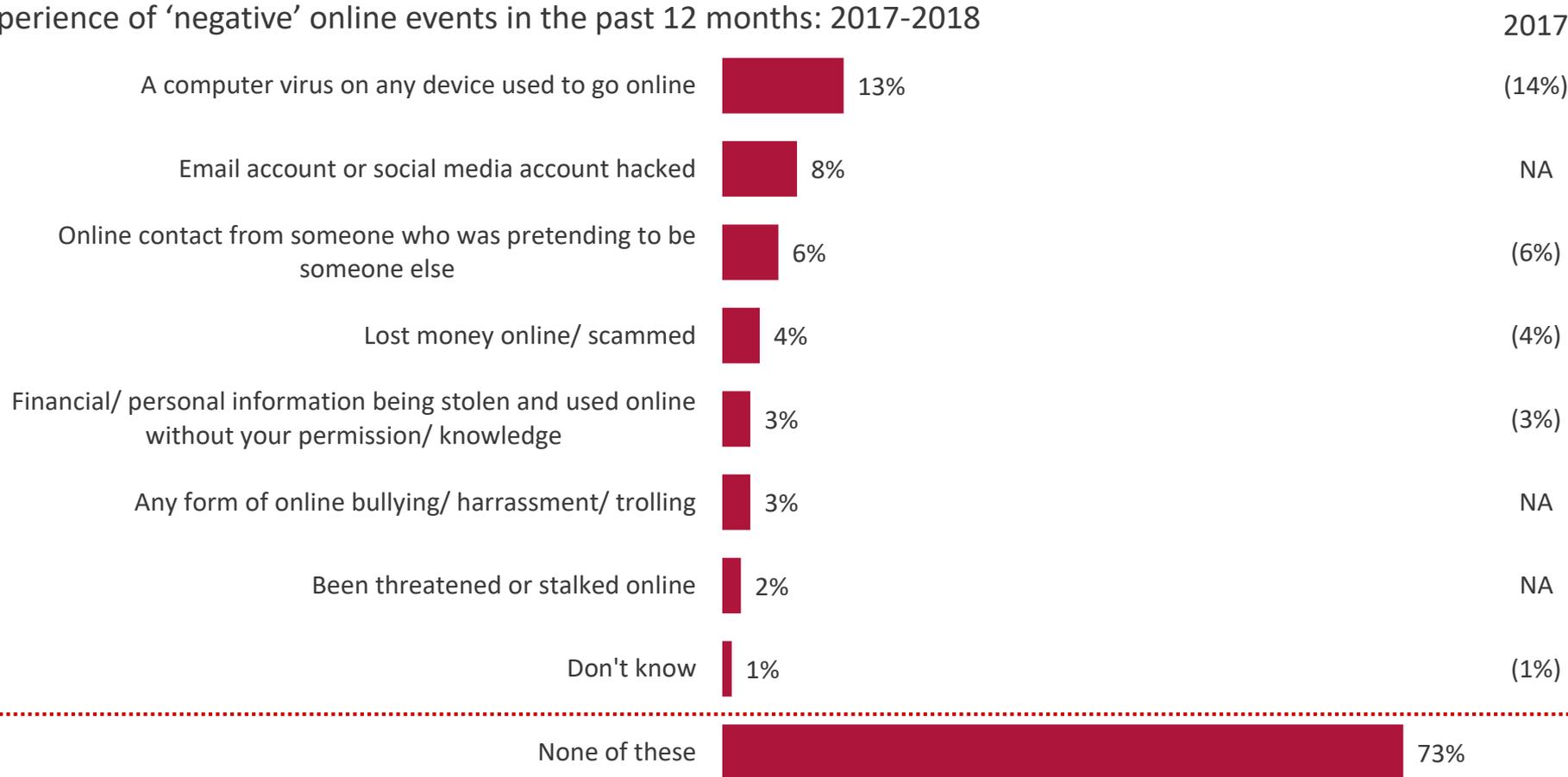
Source: Ofcom Adult Media Literacy Tracker 2018

IN53. Please read the full list of statements on this card about how people feel about online companies collecting and using their personal information. If you agree with any of these statements please just tell me the number that corresponds with each (prompted responses, multi-coded) * The order of the responses was amended on the showcard in 2018 which could account for some of the differences shown

Base : All adults aged 16+ who go online (1570 in 2017, 1602 in 2018). Arrows show significant changes (95% level) between 2017 and 2018

More than a quarter of internet users say they have experienced at least one of the seven 'negative' online events about which we asked in the last year.

Experience of 'negative' online events in the past 12 months: 2017-2018



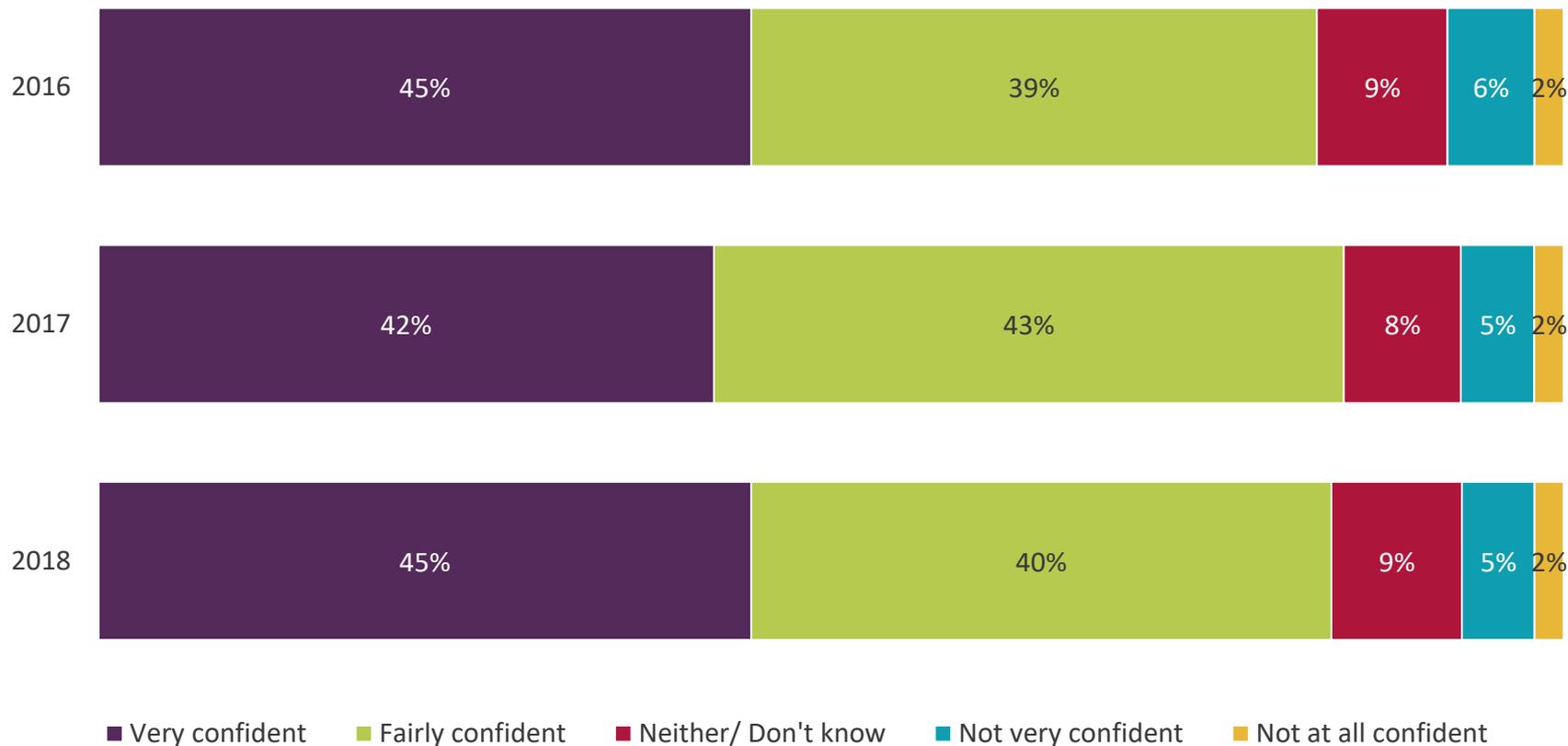
Source: Ofcom Adult Media Literacy Tracker 2018

IN7. Have you personally experienced any of the following issues in the past 12 months? (prompted responses, multi-coded). Base: Adults aged 16+ who go online (1570 in 2017, 1602 in 2018)

Note: Ofcom has conducted a quantitative online harms research project (fieldwork in Spring 2019). This research, among adults aged 16+ and children aged 12-15, explores concerns about using the internet, reported experience of potential harms (including frequency and impact) and sources of potential harms. Data on negative experiences in our 2018 media literacy research and reported experience of potential harms in our 2019 online harms research are not directly comparable as the options respondents could choose from were different (different code frames were used). The 2019 online harms research can be found: https://www.ofcom.org.uk/data/assets/pdf_file/0028/149068/online-harms-chart-pack.pdf

A majority of internet users are either very or fairly confident that they know what is and is not advertising online; unchanged since 2017.

Confidence in recognising online advertising: 2016-2018



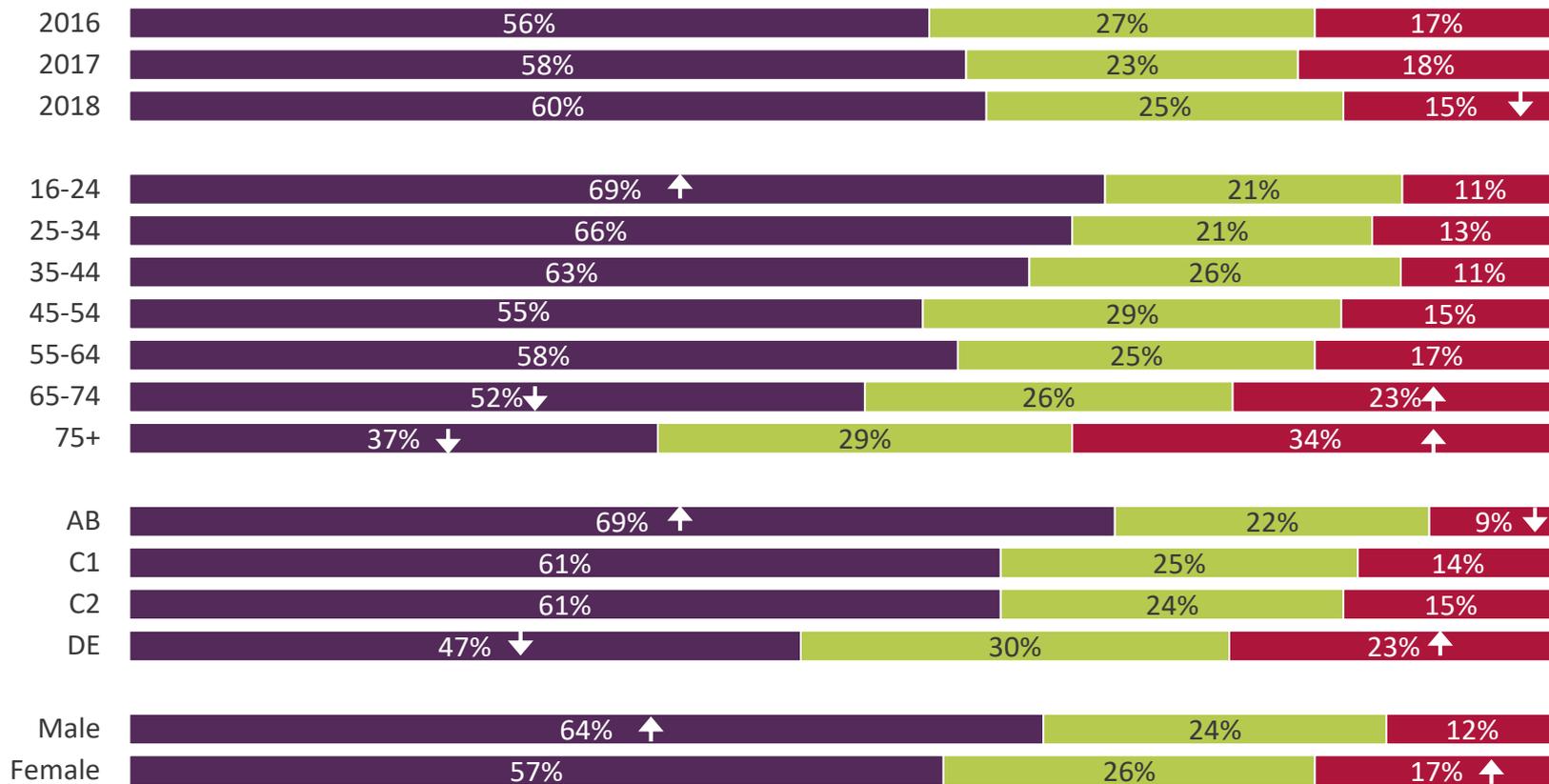
Source: Ofcom Adult Media Literacy Tracker 2018

IN11D. I'm going to read out some questions about confidence using the internet, for each one please say which of the options on the card applies to you. When you see or read things online, how confident are you in recognising what is advertising and what is not? (prompted responses, single coded)

Base: All adults aged 16+ who go online (1570 in 2017, 1602 in 2018)

Overall, three in five internet users are aware of personalised advertising; awareness is higher among those aged 16-24 and those in AB households.

Awareness of personalised online advertising, by age, socio-economic group and gender; and by year: 2016-2018



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

Source: Ofcom Adult Media Literacy Tracker 2018

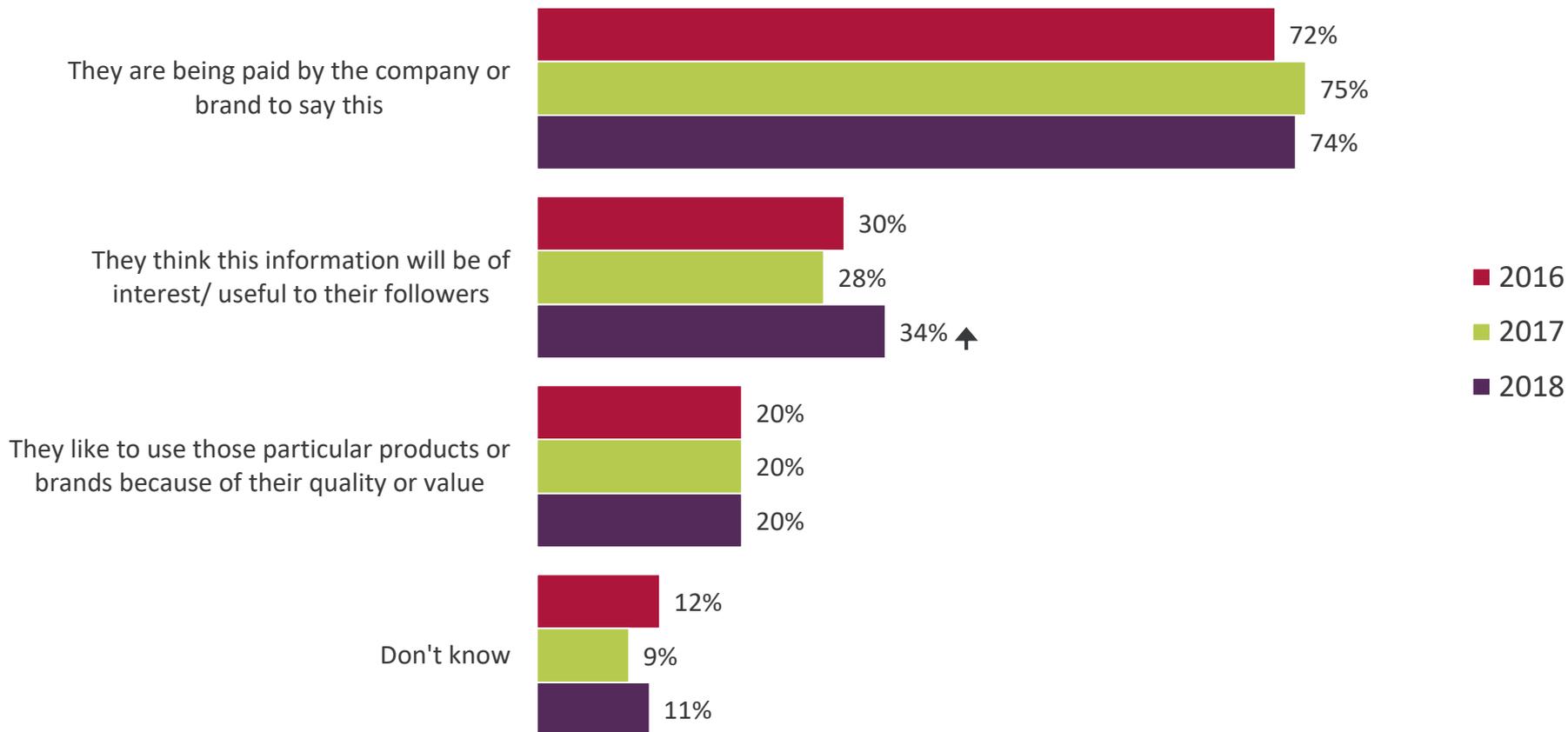
IN48. When someone in the same country as you visits the same website or app at the same time as you, which one of these things applies to any advertising you can see? (prompted responses, single coded)

Base: All adults aged 16+ who go online (1602 aged 16+, varies by demographic)

Arrows show significant differences (95% level) between 2017 and 2018 at the overall level and by age/ socio-economic group compared to all who go online and males compared to females

Three quarters of adults who use video sharing sites are aware of the potential for product endorsement by vloggers; unchanged since 2017.

Understanding of potential product endorsement by vloggers among users of video-sharing services: 2016-2018



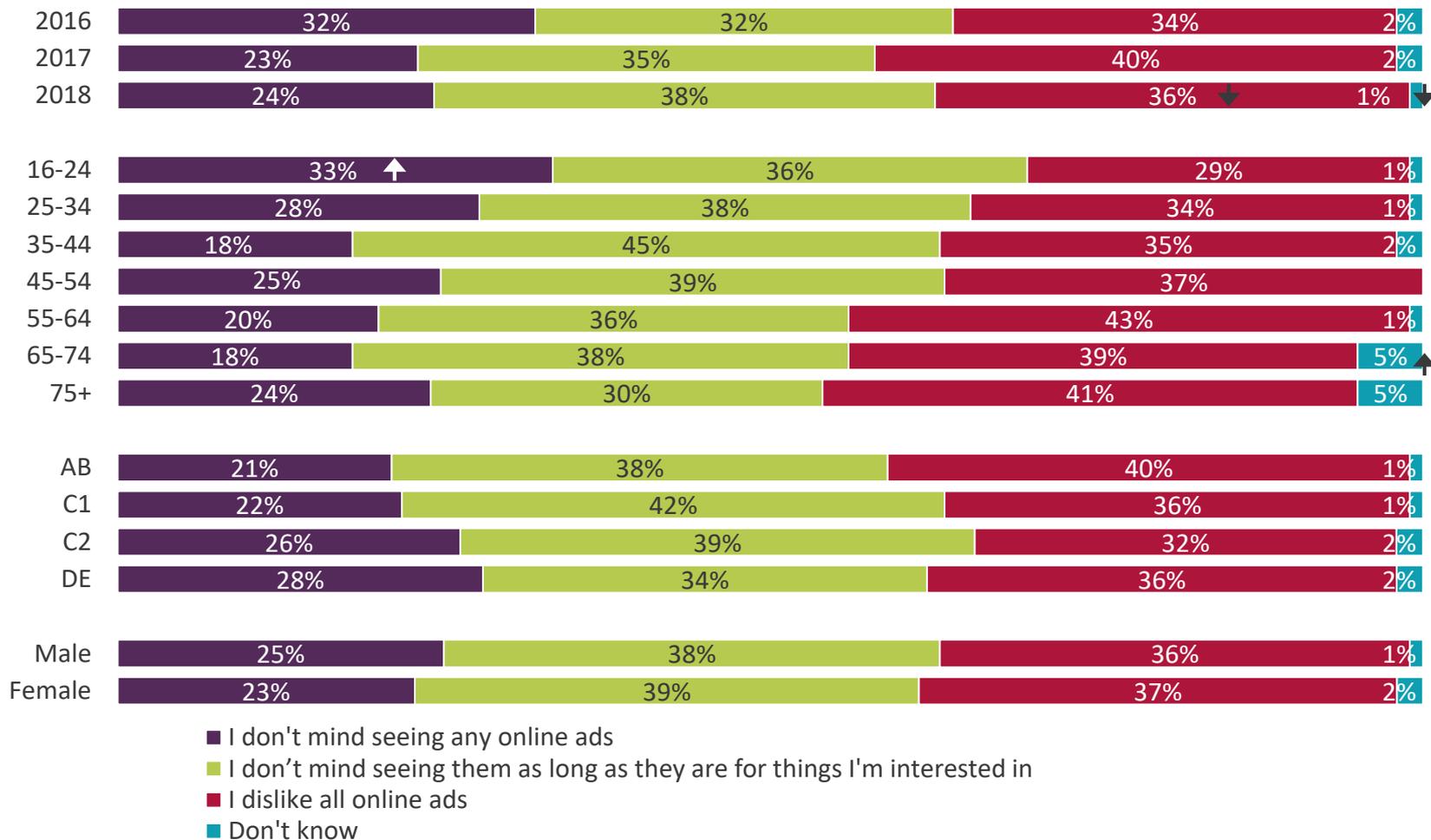
Source: Ofcom Adult Media Literacy Tracker 2018

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

Base: Adults who ever watch videos on video sharing sites (1161 in 2017, 1179 in 2018). Arrows show significant changes (95% level) between 2017 and 2018

Over a third of internet users say they dislike all online advertising while a quarter say they do not mind it.

Attitudes towards online advertising, by age, socio-economic group and gender; and by year: 2016-2018



Source: Ofcom Adult Media Literacy Tracker 2018

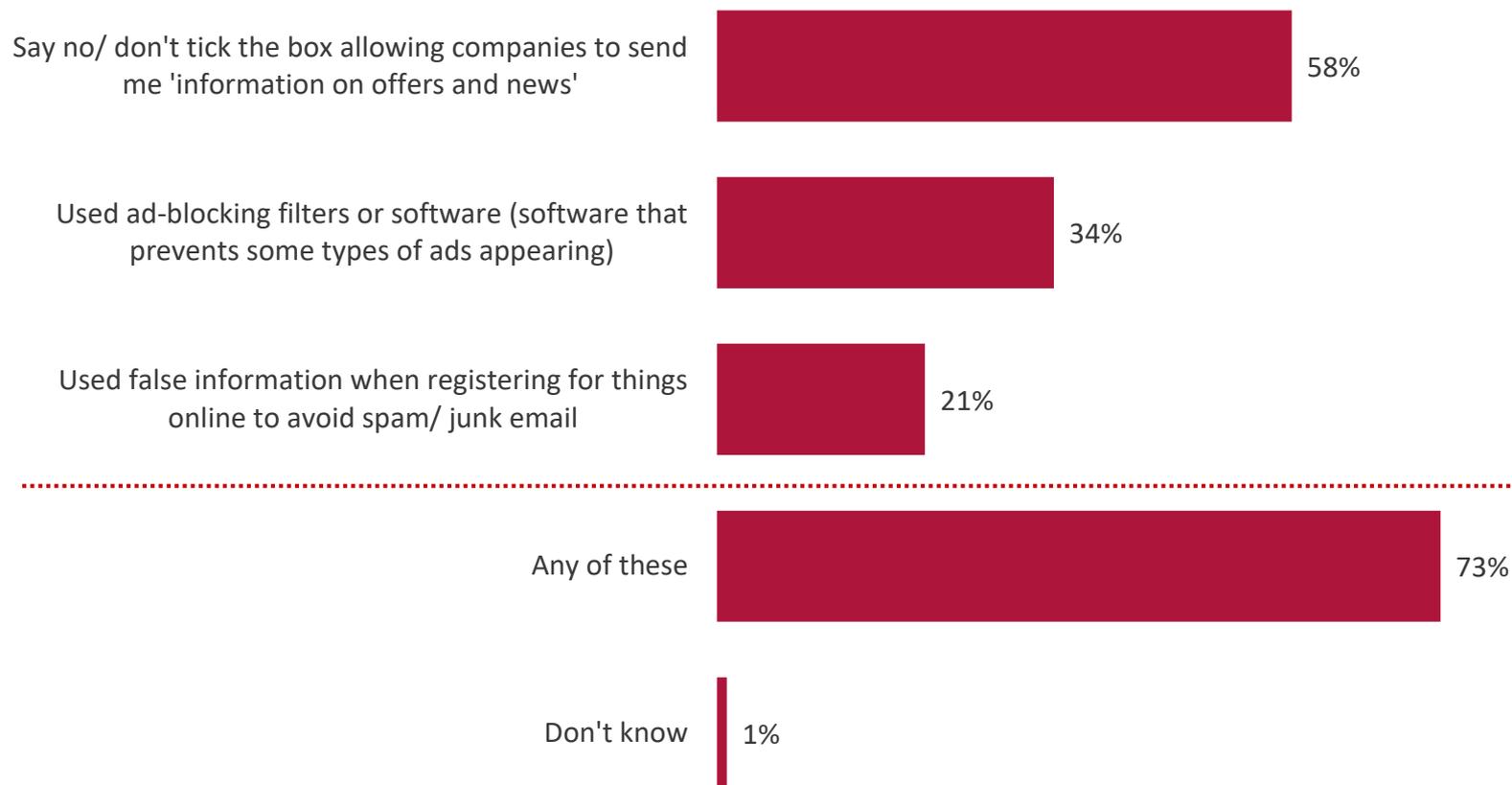
IN49. Which of the following statements best describe your feelings about online advertisements (prompted responses, single coded)

Base: All adults aged 16+ who go online (1602 aged 16+, varies by demographic)

Arrows show significant differences (95% level) between 2017 and 2018 at the overall level, and by age / socio-economic group compared to all who go online and males compared to females

Around three quarters of internet users say they have taken some form of action to avoid seeing online adverts.

Steps taken by internet users to avoid online adverts: 2018



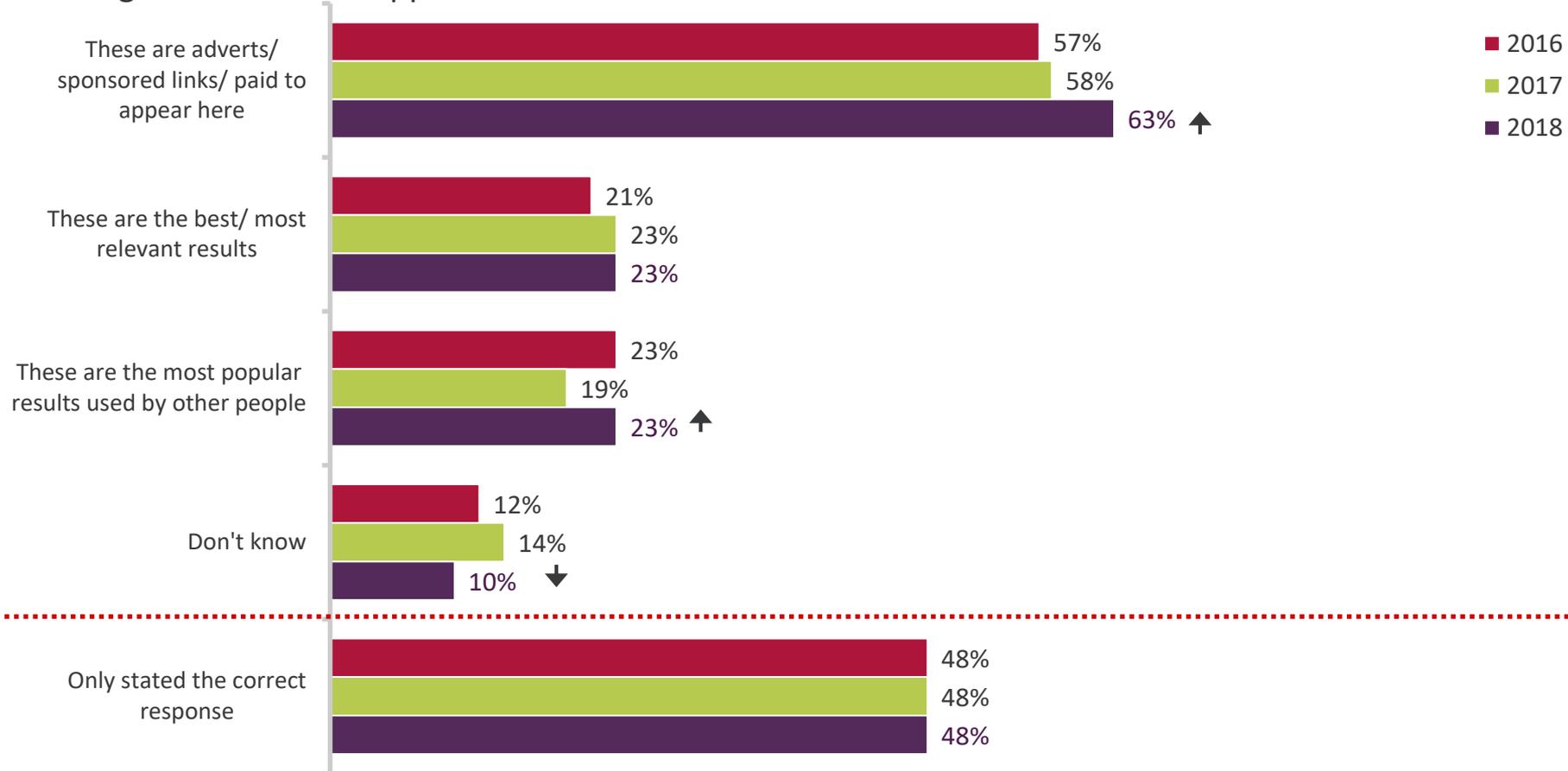
Source: Ofcom Adult Media Literacy Tracker 2018

IN50. Have you ever done any of the following? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (1602 in 2018)

Half of search engine users correctly identify advertising on Google and understand that it is the only reason results are displayed; unchanged since 2016.

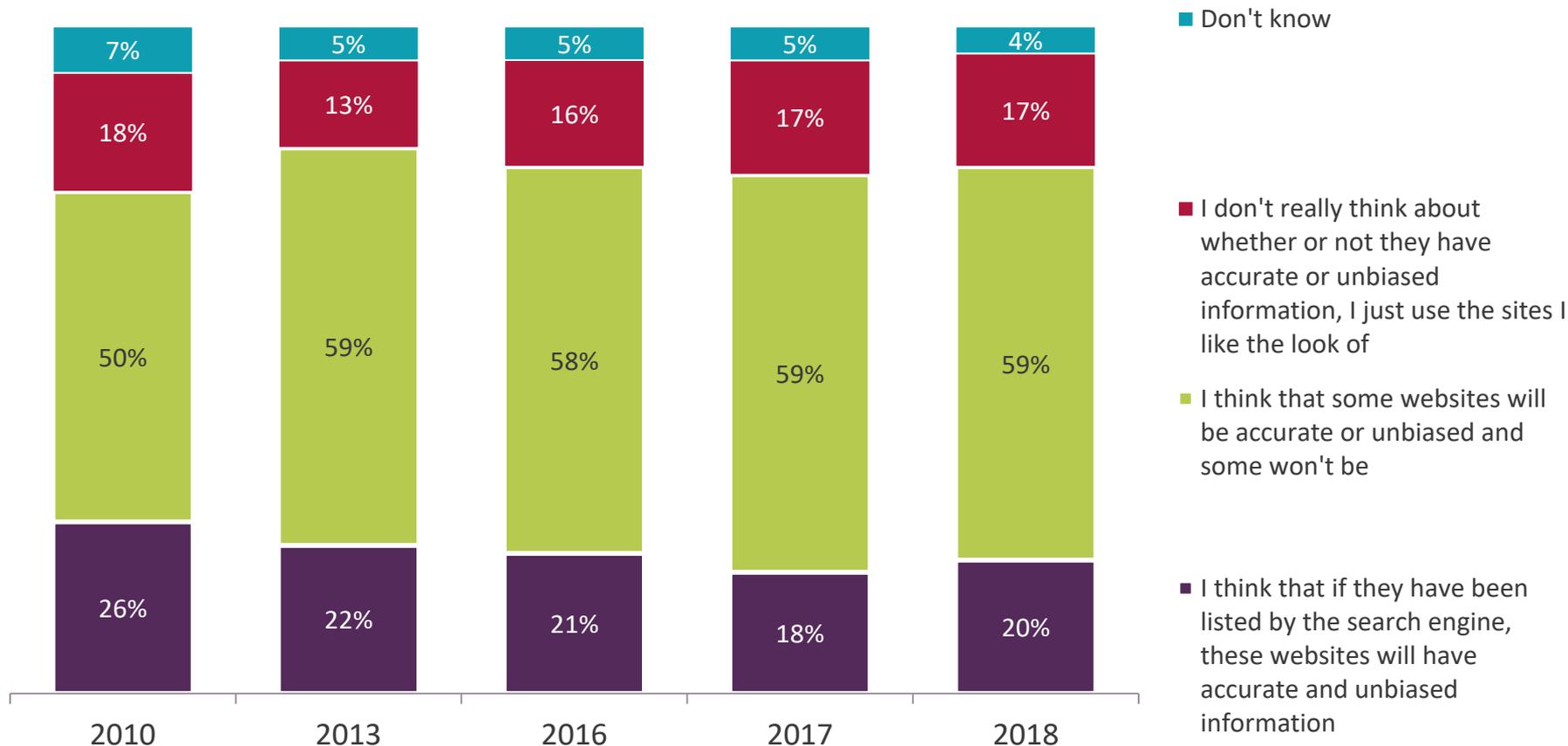
Understanding of paid-for results returned by Google searches, among adults who use search engine websites or apps: 2016-2018



Source: Ofcom Adult Media Literacy Tracker 2018
 IN47. Here's an image (SHOWCARD OF IMAGE) from a Google search for 'walking boots'. Do any of these apply to the first four results that are listed on the left? (prompted responses, multi-coded). NB – question amended in 2017 to be asked of those that have used search engines in the last year, rather than those who have ever used a search engine.
 Base: Adults aged 16+ who go online and have ever used search engine websites or apps/ have used websites or apps in the last year (1508 in 2017, 1547 in 2018)
 Arrows show significant changes (95% level) between 2017 and 2018

As in 2017, around six in ten search engine users are aware that the results returned may contain inaccurate or biased information.

Understanding of how search engines operate: 2010-2018



Source: Ofcom Adult Media Literacy Tracker 2018

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

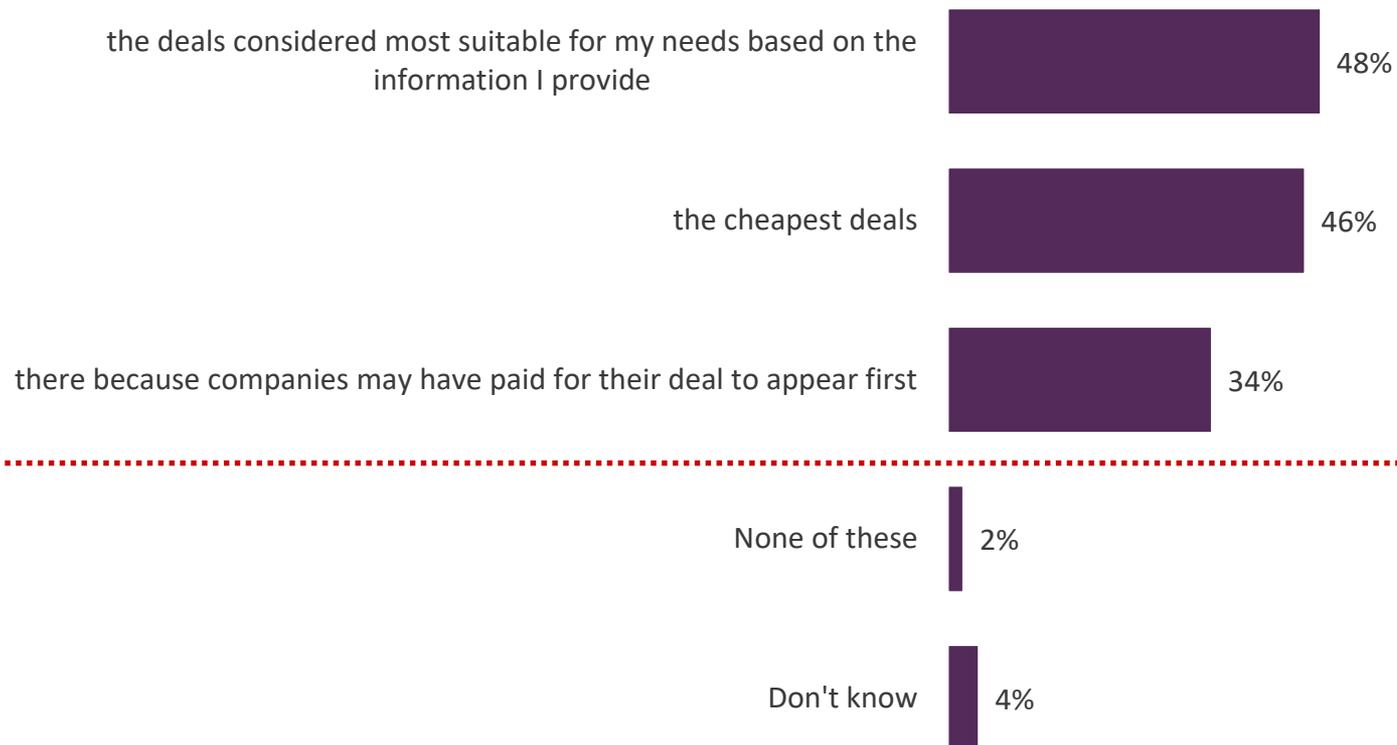
Base: Adults aged 16+ who go online and have ever used search engine websites or apps/ have used websites or apps in the last year (1508 in 2017, 1547 in 2018)

Arrows show significant changes (95% level) between 2017 and 2018

Two thirds of price comparison website users are not aware that the deals listed first on these sites might be paid-for content.

Understanding of the deals listed first by Price Comparison websites

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



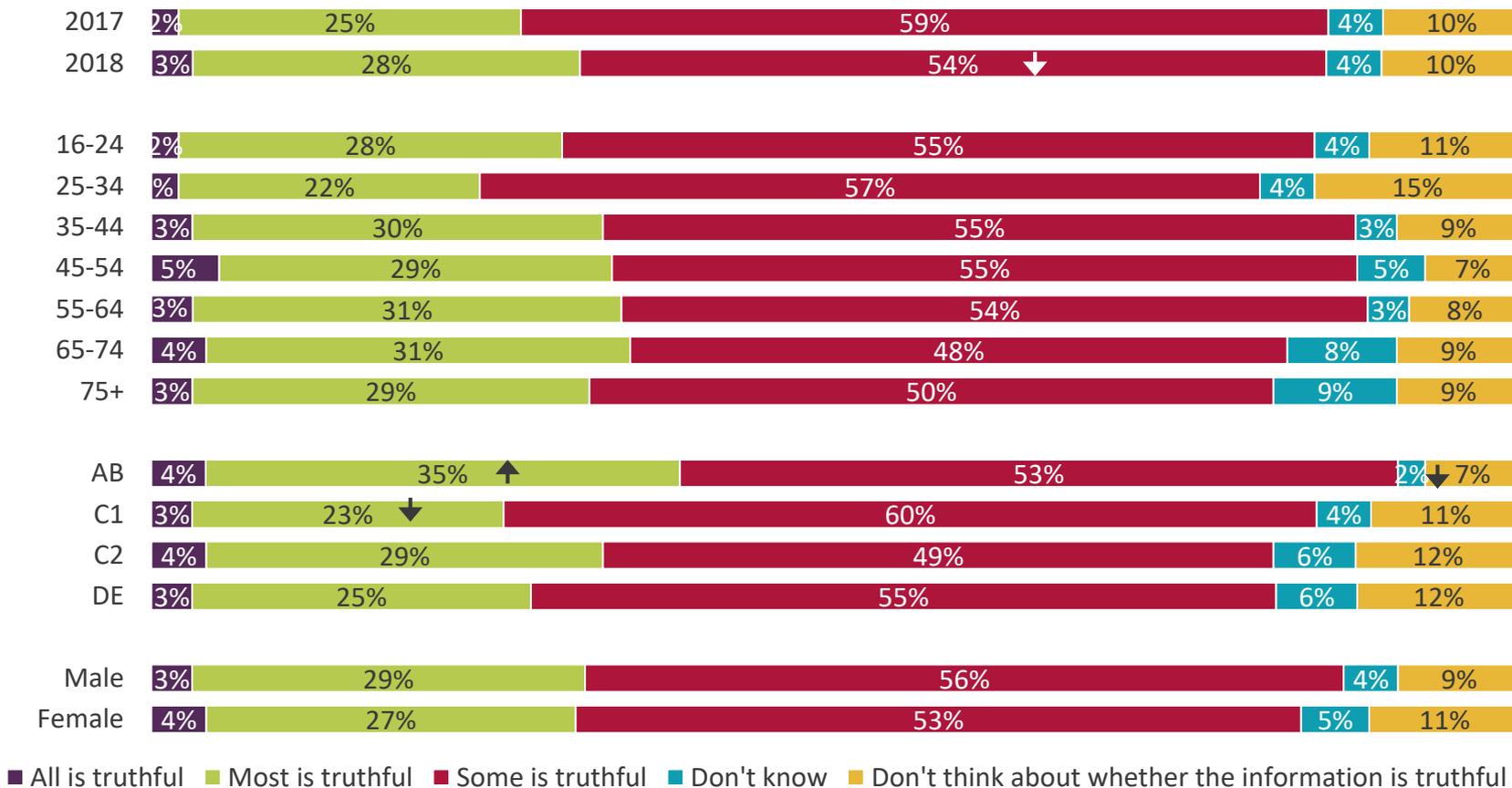
Source: Ofcom Adult Media Literacy Tracker 2018

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

Base: All adults aged 16+ who go online that have ever used price comparison website (1177 in 2018)

As in 2017, ten per cent of internet users say they do not consider whether the factual information they find online is truthful.

Extent to which internet users believe the truthfulness of factual information they find online, by age, socio-economic group and gender; and by year: 2017-2018



Source: Ofcom Adult Media Literacy Tracker 2018

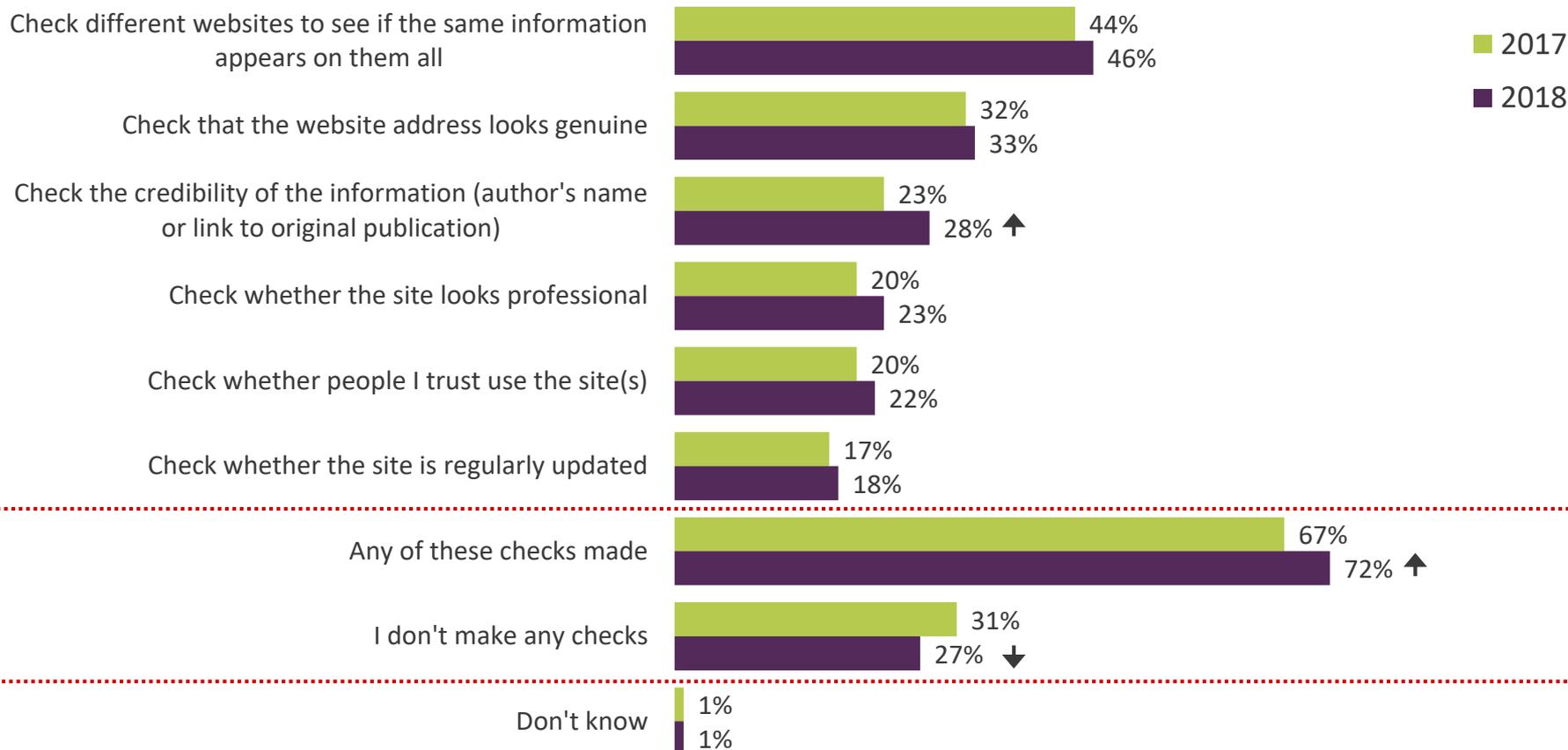
IN37. Thinking generally, when you find factual information online, perhaps on search engines like Google, do you ever think about whether the information you find is truthful? IF YES - Do you believe that all the information you find online is truthful, most of it is truthful or just some of it is truthful? (prompted responses, single coded)

Base: Adults aged 16+ who go online (1602 aged 16+, varies by demographic)

Arrows show significant differences (95% level) between 2017 and 2018 at the overall level, and by age / socio-economic group compared to all internet users and males compared to females

In 2018, internet users who consider the truthfulness of online information are more likely to check this information.

Checking the accuracy of factual information found online: 2017-2018



Source: Ofcom Adult Media Literacy Tracker 2018

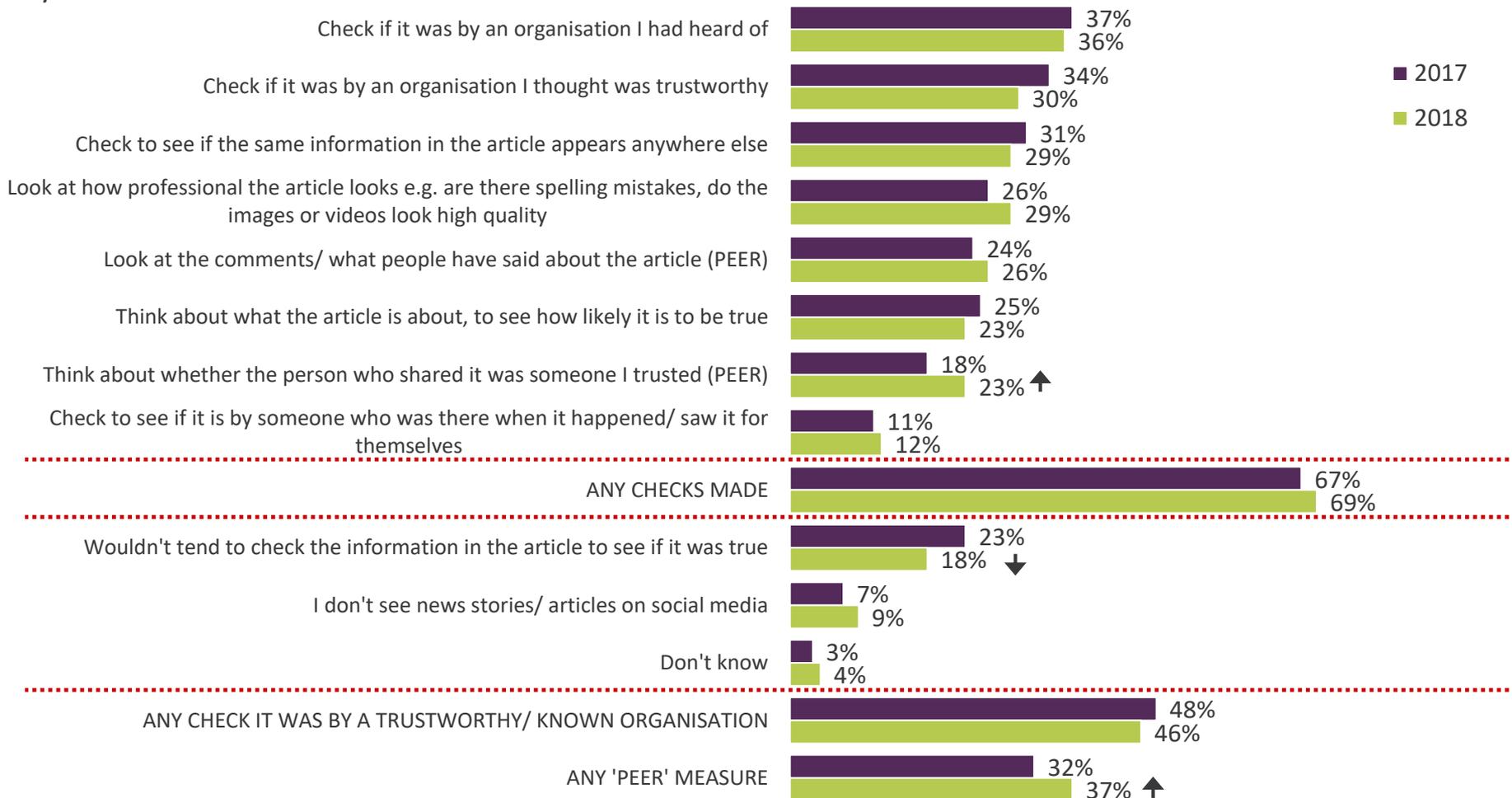
IN38. When you find factual information online, perhaps on search engines like Google do you check if the information is truthful in any of these ways? (prompted responses, multi-coded)

Base: Adults aged 16+ who would consider whether the information they find online is truthful (1316 in 2017, 1361 in 2018)

Arrows show significant changes (95% level) between 2017 and 2018

Close to one in five social media/messaging site users say they would not tend to check the truthfulness of news articles on these sites or apps; however this is less likely than in 2017.

Potential checks made on news stories or articles appearing on social media to verify if they are true: 2017-2018



Source: Ofcom Adult Media Literacy Tracker 2018

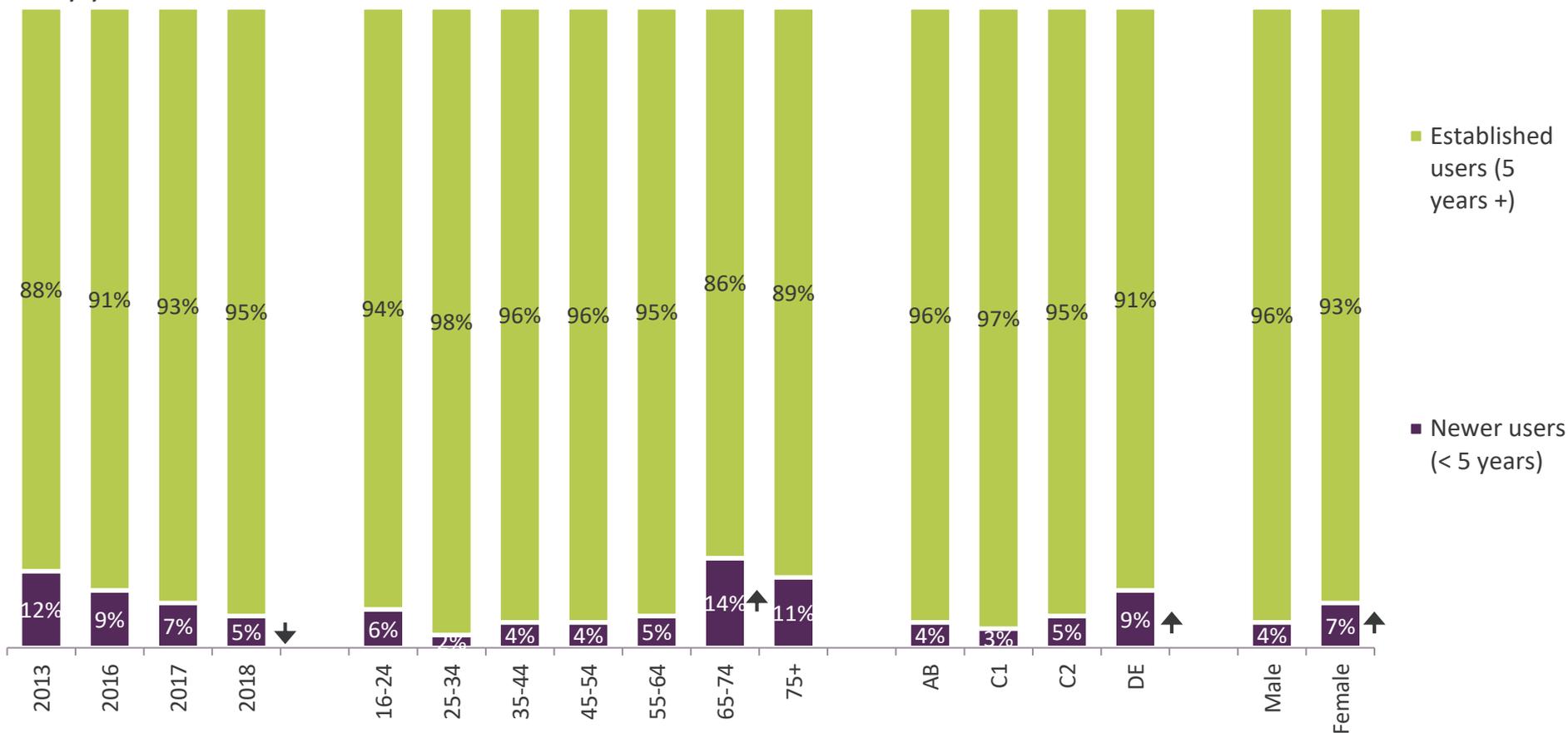
IN29. When you read or see a news story or article on social media site or apps which, if any, of these things would you ever do if you wanted to check the information in the article to see if it was true? (prompted responses, multi-coded)

Base: All adults aged 16+ with a profile or account on a social media or messaging site/app (1182 in 2017, 1247 in 2018)

Newer, narrower and non-users of the internet

Across all UK adult internet users, 5% are newer users; newer users are more likely than average to be aged 65-74 or from DE households.

Proportion of newer and established internet users, by age, socio-economic group and gender; and by year: 2013-2018



Source: Ofcom Adult Media Literacy Tracker 2018

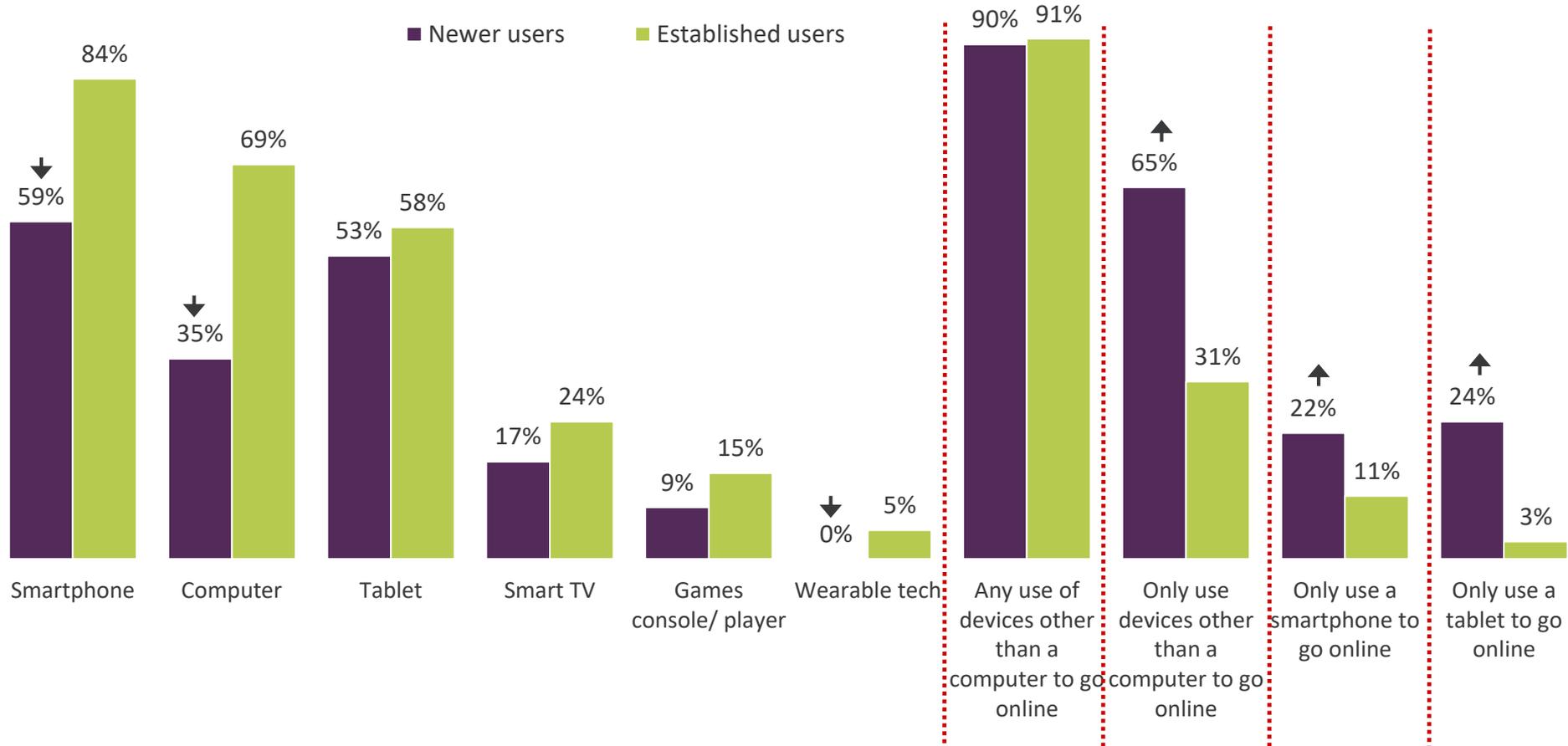
IN3. How long ago did you first start going online? (prompted responses, single coded)

Base: All adults aged 16+ who go online (1602 aged 16+, varies by demographic)

Arrows show significant differences (95% level) between 2017 and 2018 at the overall level and by age/ socio-economic group compared to all who go online and males compared to females

Newer users are twice as likely as established users to never use a computer go online.

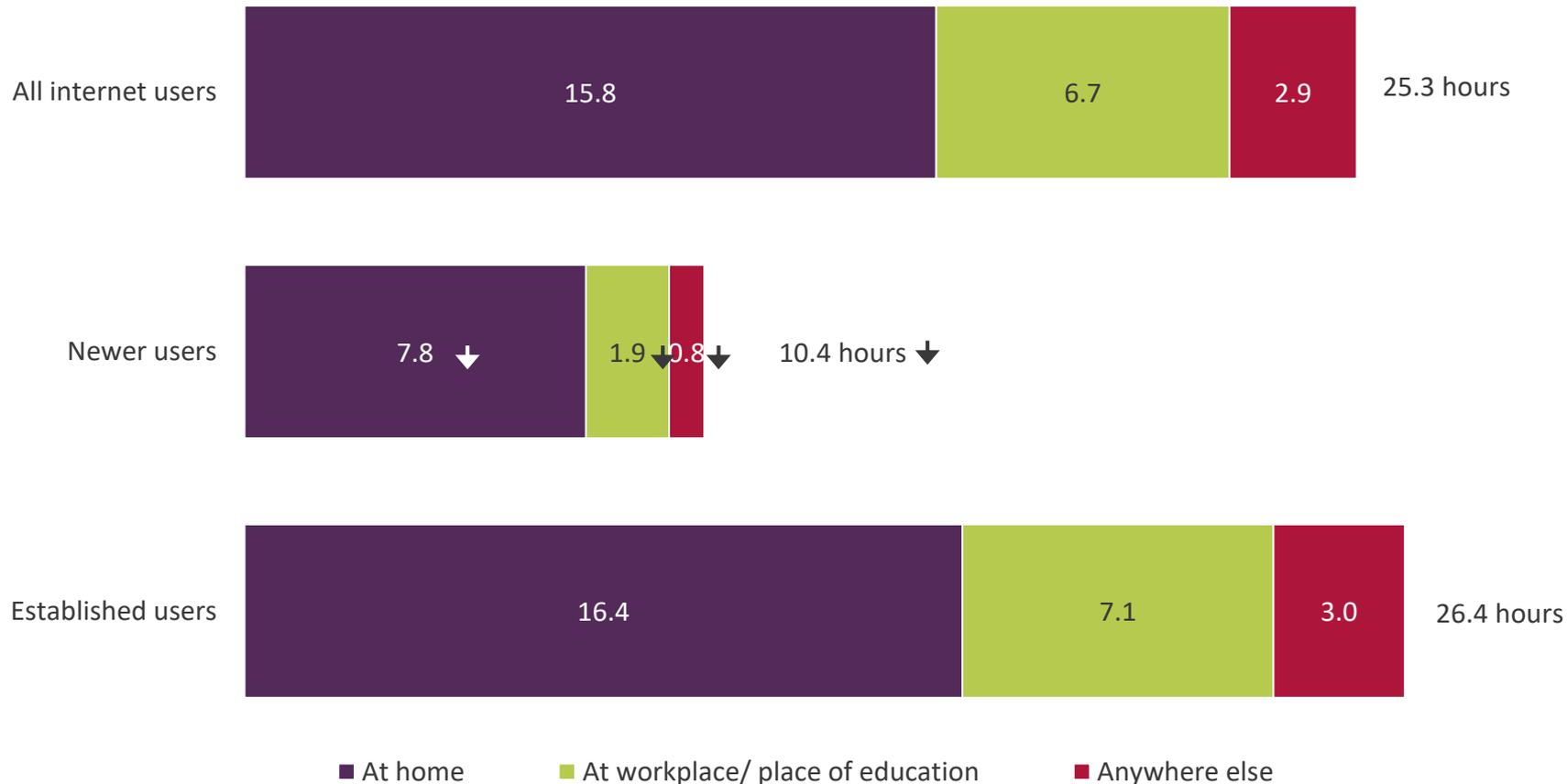
Devices used to go online: newer vs. established users - 2018



Source: Ofcom Adult Media Literacy Tracker 2018
 IN2. Do you go online using any of these devices? (prompted responses, multi-coded)
 Base: All adults aged 16+ who go online who first went online under 5 years ago (97), 5+ years (1441)
 Arrows show significant differences (95% level) between newer and established users

Newer users estimate that they spend less than half as many hours online in a typical week compared to established users.

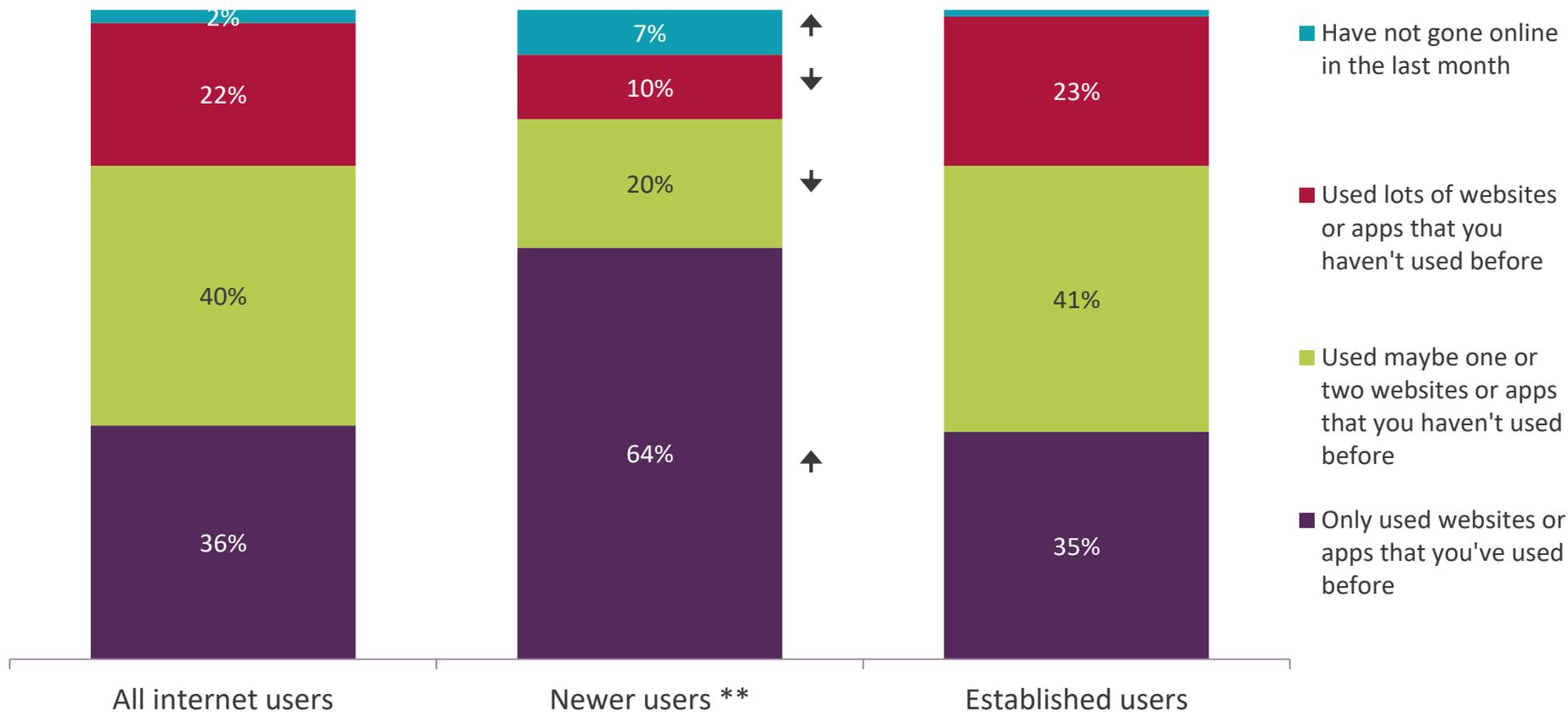
Volume of internet use per week: newer vs. established users - 2018



Source: Ofcom Adult Media Literacy Tracker 2018
 IN5A-C. How many hours in a typical week would you say you go online at home /at your workplace or place of education/ anywhere else? (unprompted responses, single coded)
 Base: All adults aged 16+ who go online (1602) who first went online under 5 years ago (97), 5+ years (1441)
 Arrows show significant differences (95% level) between newer and established users

Newer users are nearly twice as likely as established users to say that in the past month they have only used websites or apps they have used before.

Use of websites or apps in the last month not used before: newer vs. established users - 2018



Source: Ofcom Adult Media Literacy Tracker 2018

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

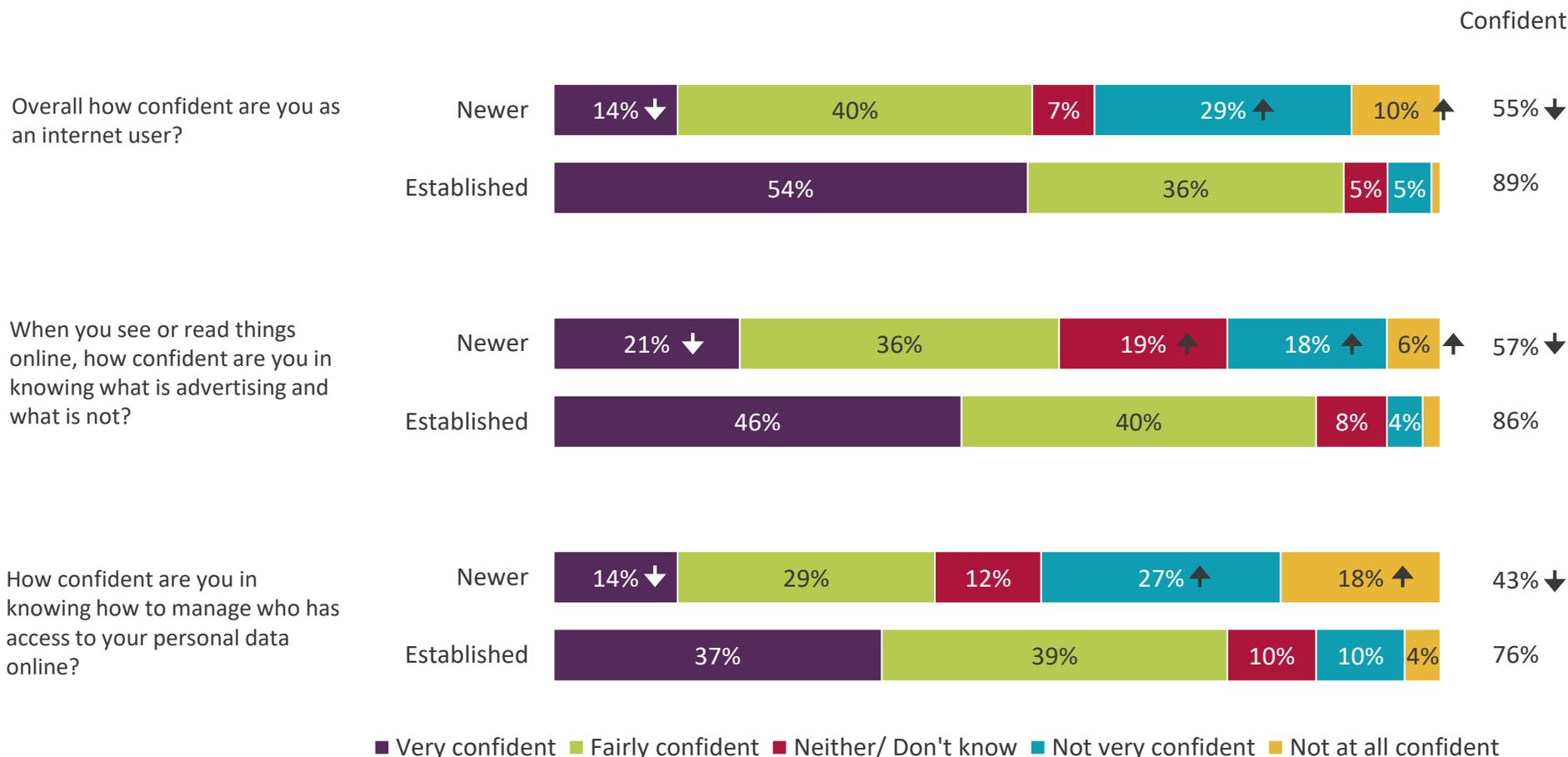
Base: All adults aged 16+ who go online (1581) who first went online under 5 years ago (94), 5+ years (1423) – excludes 'Don't know' responses

**Newer user base of 94 interviews – results should be seen as indicative only

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

Compared to established users, newer users are nearly four times less likely to describe themselves as 'very confident' internet users overall

Confidence as an internet user: newer vs. established users - 2018



Source: Ofcom Adult Media Literacy Tracker 2018

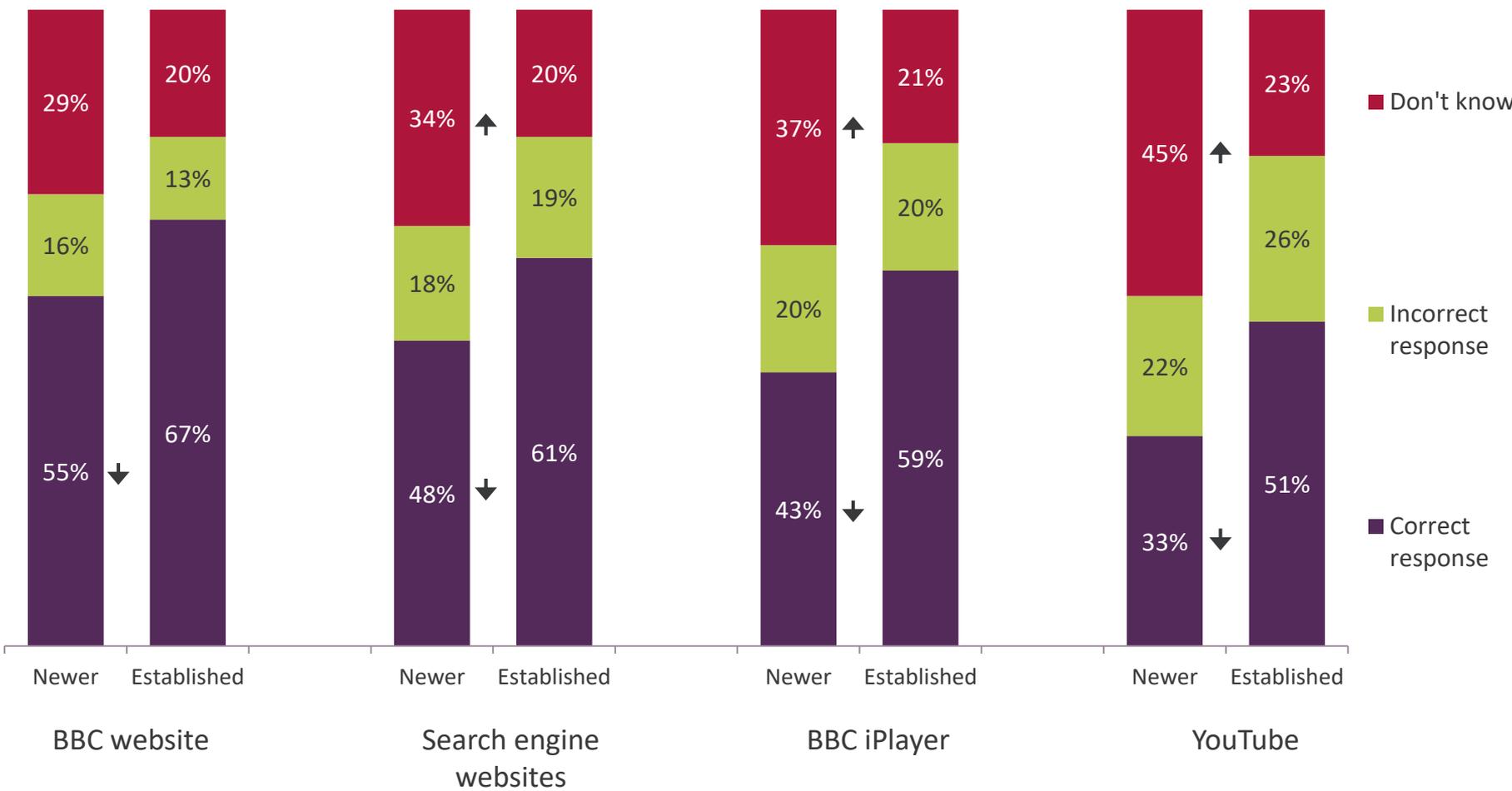
IN11A/C/D . I'm going to read out some questions about confidence using the internet, for each one please say which of the options on the card applies to you (prompted responses, single coded)

Base: All adults aged 16+ who first went online under 5 years ago (97), 5+ years (1441)

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

Newer internet users are less likely than established users to know the main sources of funding for all four of the online sites or services about which we asked.

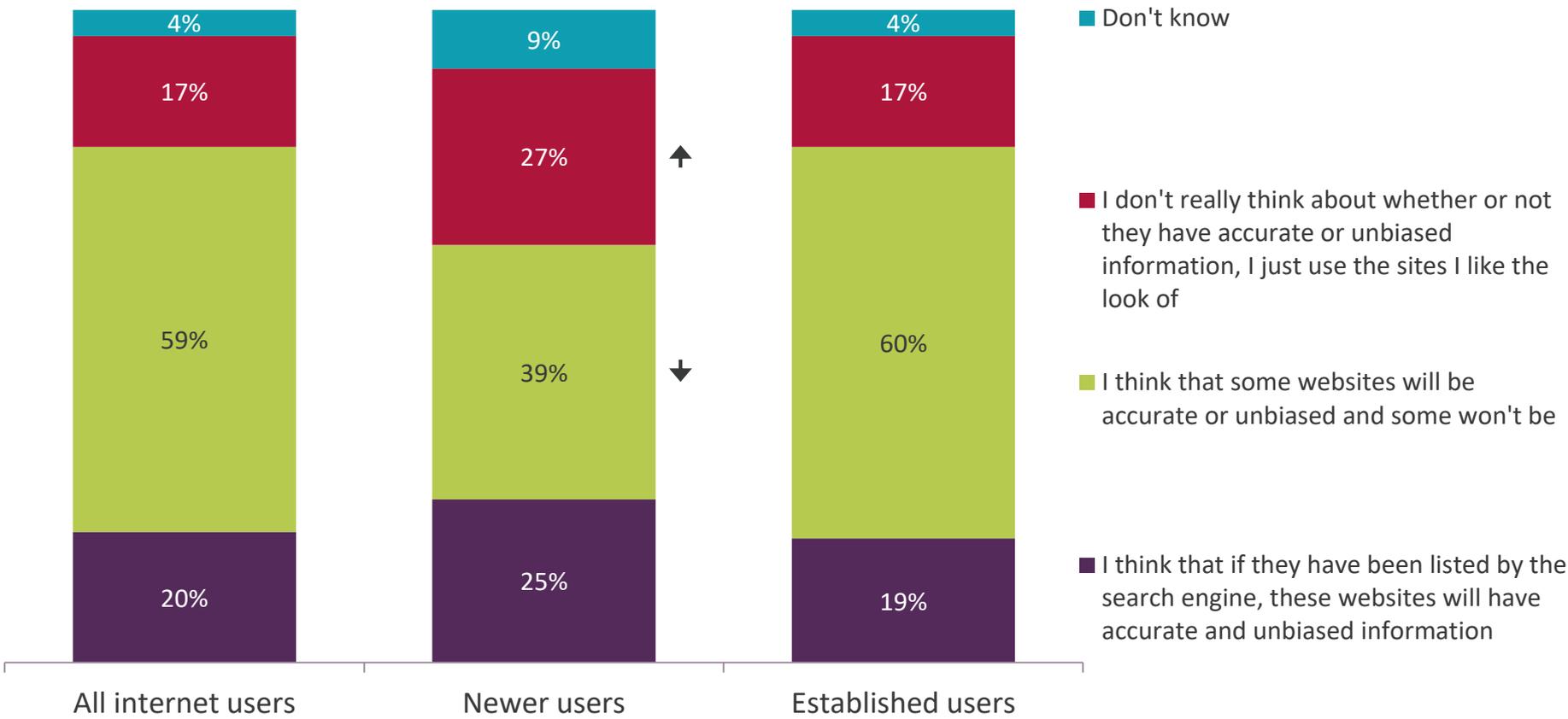
Awareness of how websites or online services are funded: newer vs. established users - 2018



Source: Ofcom Adult Media Literacy Tracker 2018
 IN31/ IN32 /IN33/ IN34. How do you think the BBC's website is mainly funded/ How do you think search engine websites such as Google or Bing are mainly funded?/ How do you think the BBC's iPlayer service is mainly funded / How do you think YouTube is mainly funded? (unprompted responses, single coded)
 Base: All adults aged 16+ who go online who first went online under 5 years ago (97), 5+ years (1441)
 Arrows show significant differences (95% level) between newer and established users

Newer users are a third less likely than established users to understand that some websites will be accurate or unbiased and some won't be.

Opinions on search engine accuracy: newer vs. established users - 2018



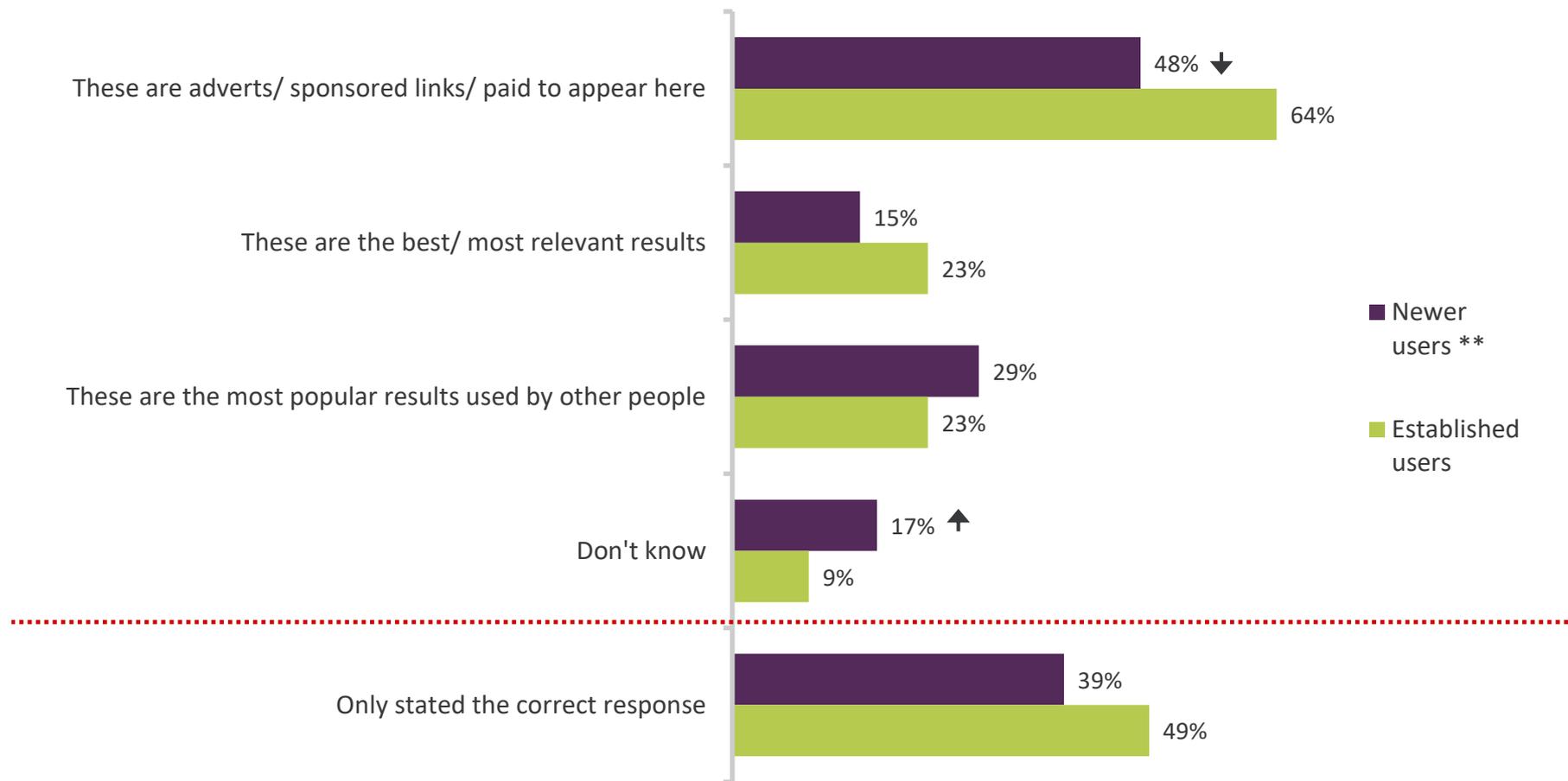
Source: Ofcom Adult Media Literacy Tracker 2018

IN46. When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which one of these is closest to your opinion about the level of accuracy or bias of the information detailed in the websites that appear in the results pages? (prompted responses, single coded). Base: All adults aged 16+ who have used a search engine in the last year (1547) who first went online under 5 years ago (86), 5+ years (1401)

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

Four in ten newer users correctly identify advertising on Google and understand that it is the only reason results are displayed.

Understanding of paid-for results returned by Google searches among adults who use search engine websites or apps: newer vs. established users - 2018



Source: Ofcom Adult Media Literacy Tracker 2018

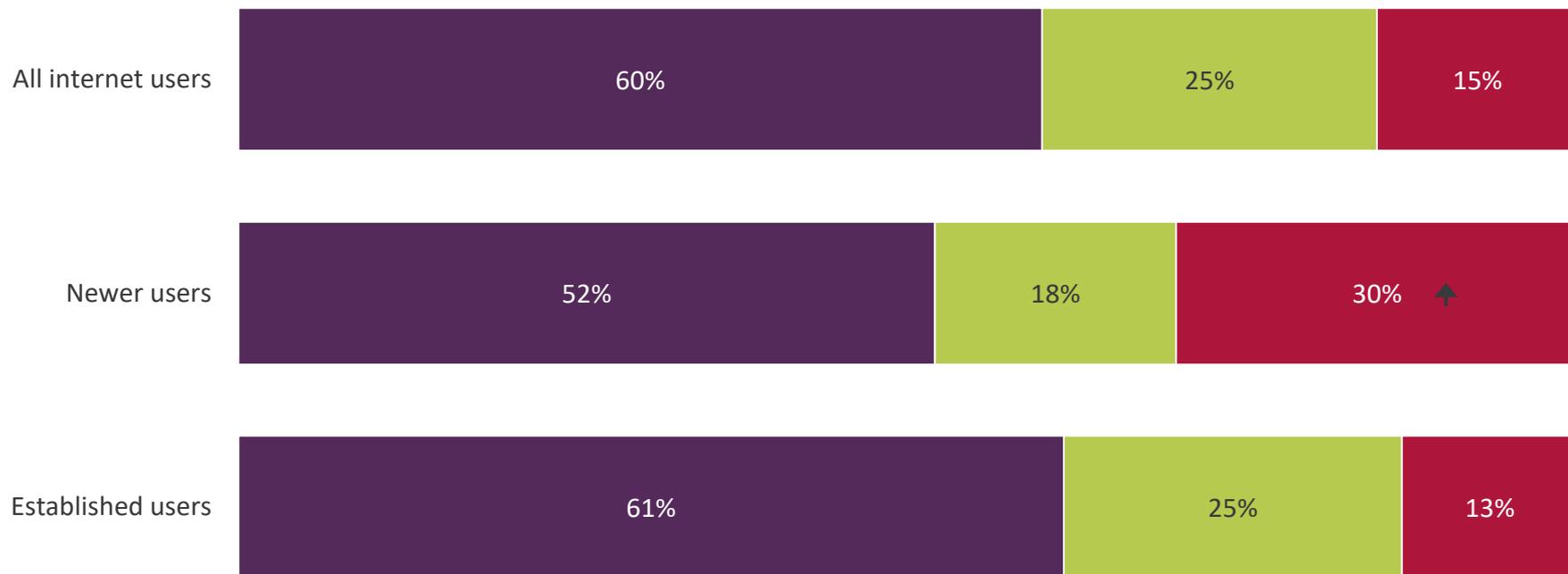
IN47. Here's an image (SHOWCARD OF IMAGE) from a Google search for 'walking boots'. Do any of these apply to the first four results that are listed on the left? (prompted responses, multi-coded)

Base: Adults aged 16+ who go online and use search engine websites or apps who first went online under 5 years ago (86), 5+ years (1401) . **Newer user base of 86 interviews – results should be seen as indicative only. Arrows show significant differences (95% level) between newer and established users.

Just over half of newer internet users are aware of personalised advertising, comparable to established users; but, they are more than twice as likely be unsure about this.

Awareness of personalised online advertising: newer vs. established users - 2018

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



Source: Ofcom Adult Media Literacy Tracker 2018

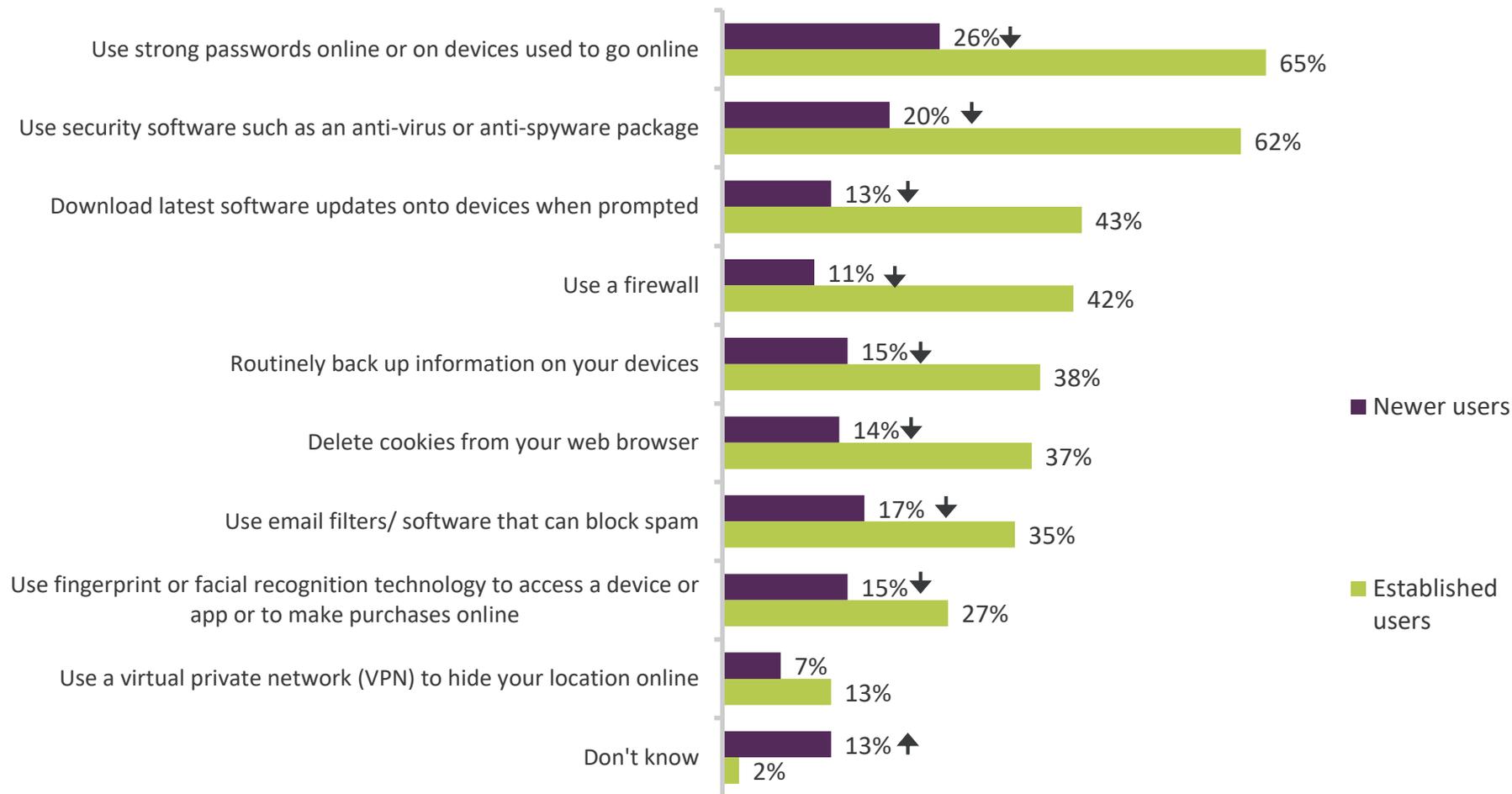
IN48. When someone in the same country as you visits the same website or app at the same time as you, which one of these things applies to any advertising you can see? (prompted responses, single coded)

Base: All adults aged 16+ who go online (1602) who first went online under 5 years ago (97), 5+ years (1441)

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

Compared to established internet users, newer users are less likely to use most security measures at home.

Security measures used within the home: newer vs. established users - 2018



Source: Ofcom Adult Media Literacy Tracker 2018

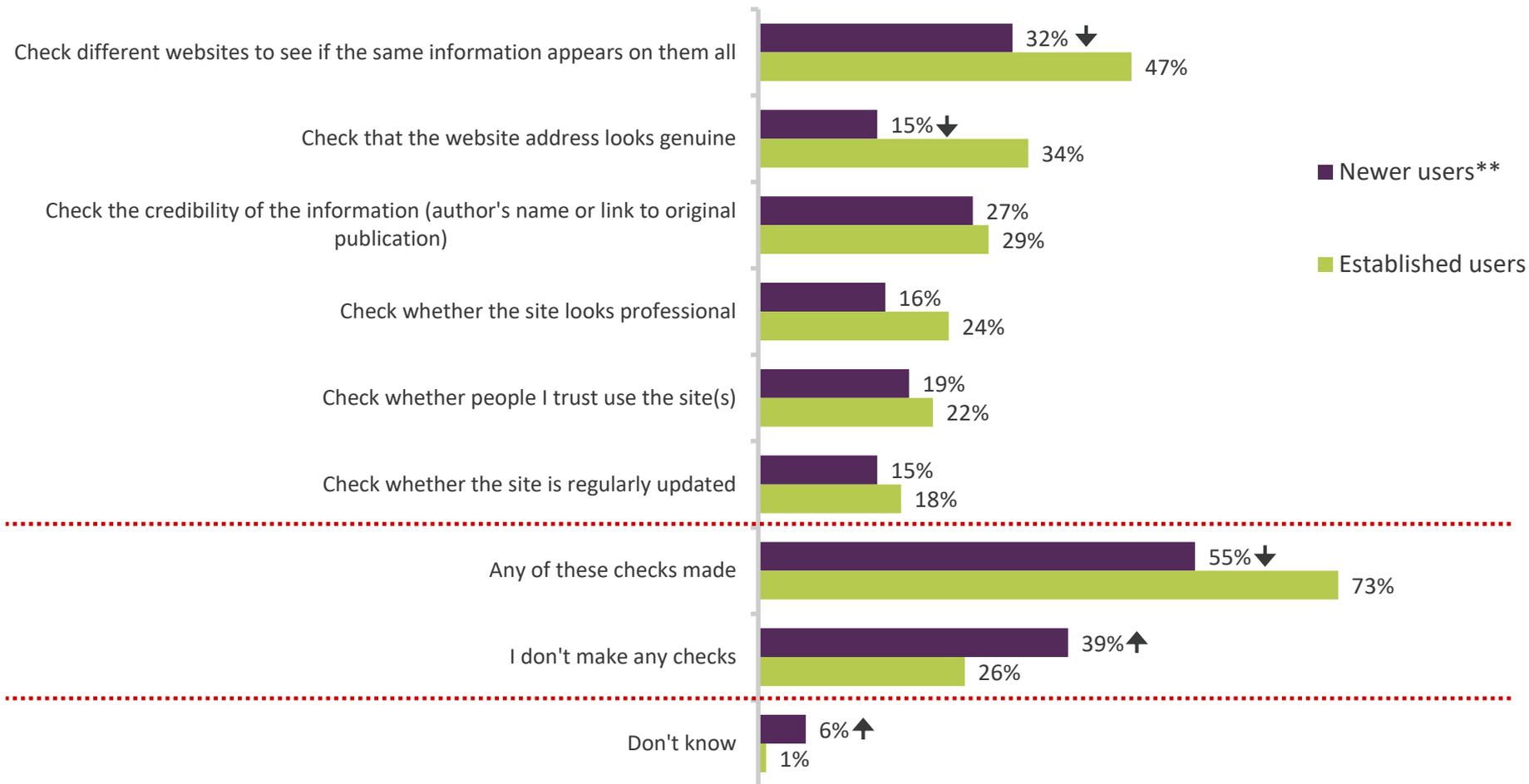
IN6. Which, if any of these things do you or someone in your household do at home? (prompted responses, multi-coded)

Base: All adults aged 16+ who first went online under 5 years ago (97), 5+ years (1441)

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

Newer internet users are less likely than established users to check the accuracy of the factual information they find online.

Verification of factual information online: newer vs. established users - 2018



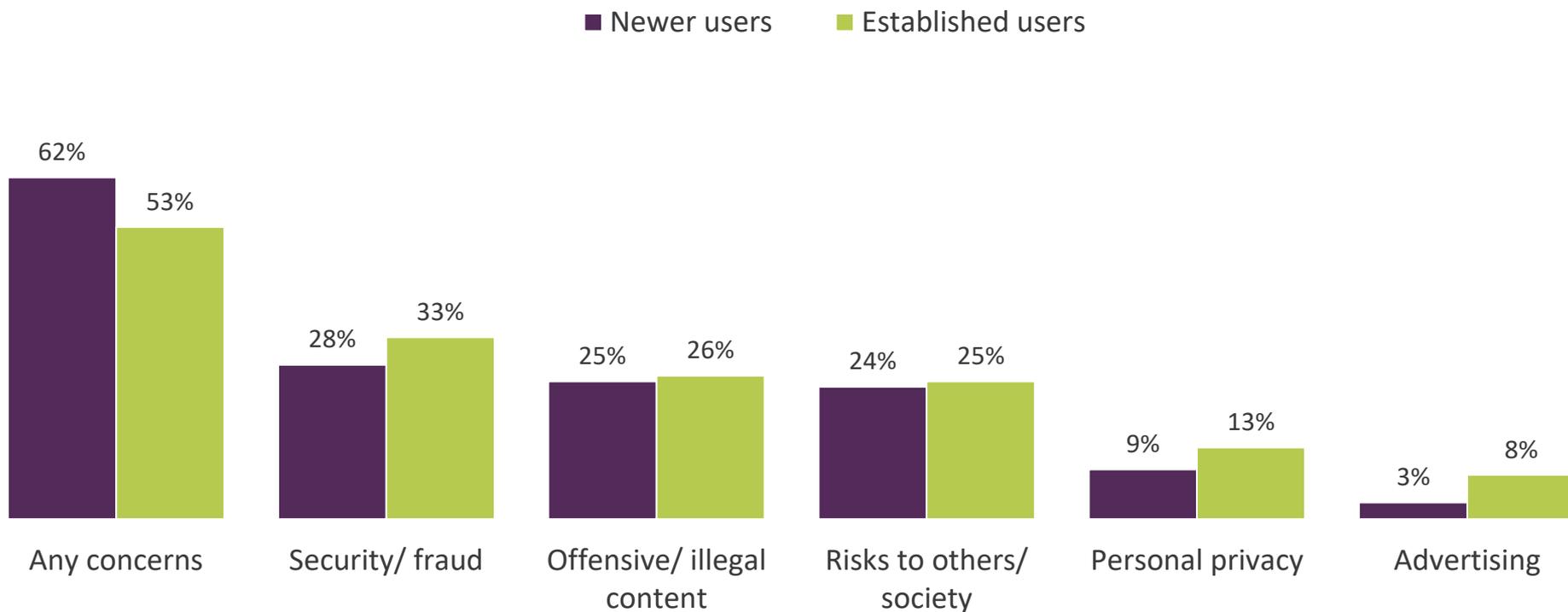
Source: Ofcom Adult Media Literacy Tracker 2018

IN38. When you find factual information online, perhaps on search engines like Google do you check if the information is truthful in any of these ways? (prompted responses, multi-coded)

Base: Adults aged 16+ who would consider whether the information they find online is truthful who first went online under 5 years ago (70), 5+ years (1251). **Newer user base of 70 interviews – results should be seen as indicative only. Arrows show significant differences (95% level) between newer and established users

Concerns about the internet do not differ between newer and established internet users.

Concerns about the internet: newer vs. established users - 2018



Source: Ofcom Adult Media Literacy Tracker 2018

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

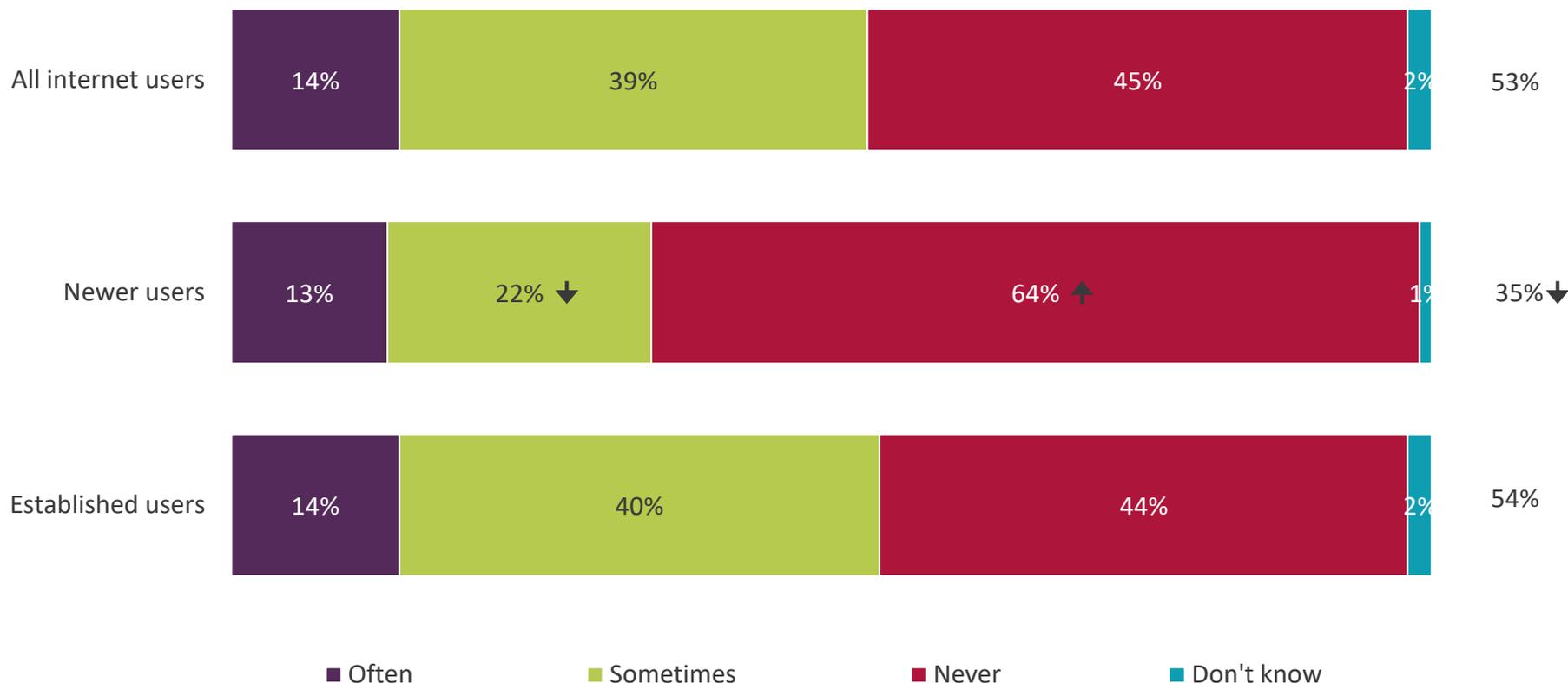
Base: All adults aged 16+ who first went online under 5 years ago (97), 5+ years (1441)

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

Newer internet users are less likely than established users to say they have seen hateful content online in the past year.

Experience of seeing hateful content online in the past year: newer vs. established users - 2018

Total in past year



Source: Ofcom Adult Media Literacy Tracker 2018

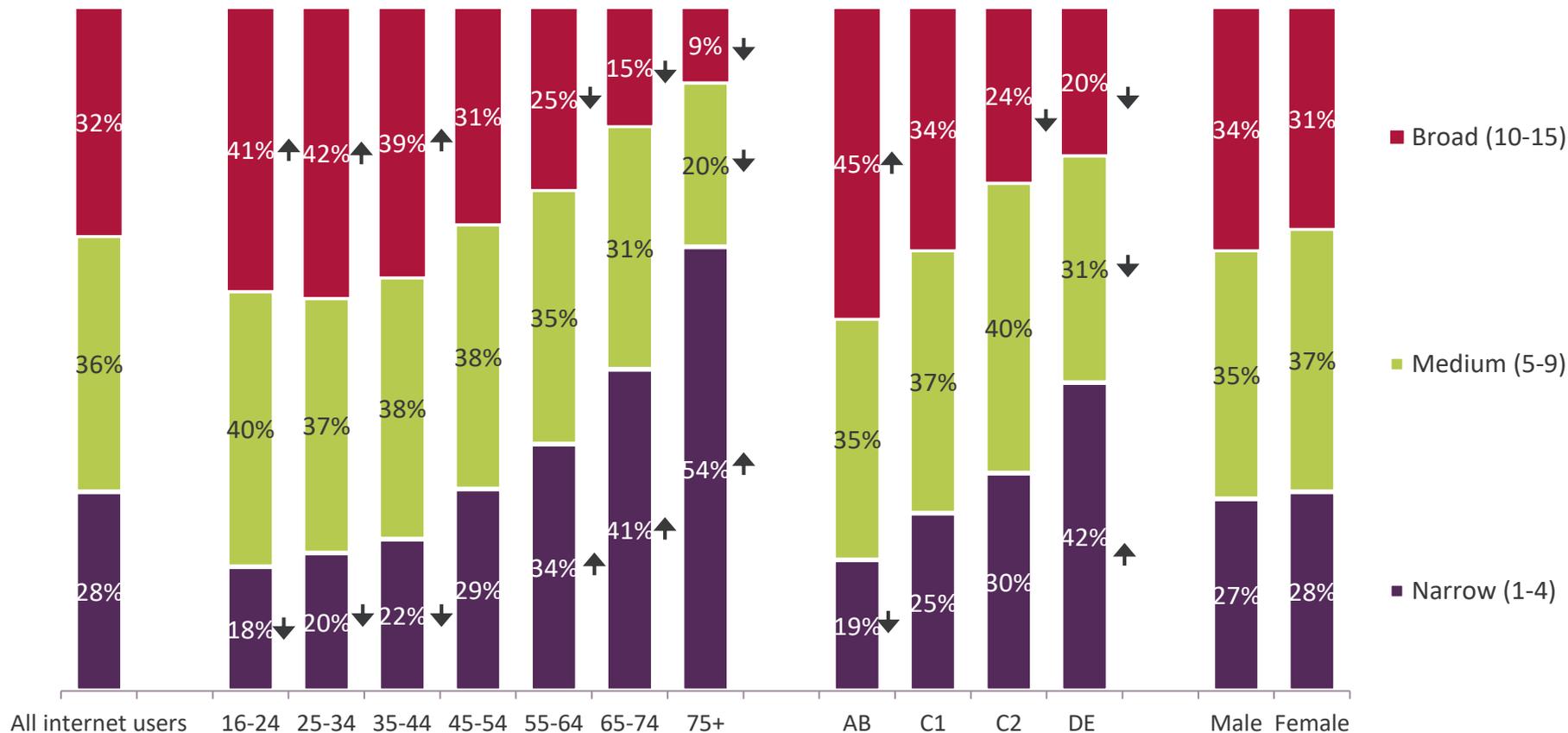
IN18A . In the past year have you seen anything hateful on the internet that has been directed at a particular group of people, based on for instance their gender, religion, disability, sexuality or gender identity? Examples of these sorts of things might be cruel or hateful comments or images that have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

Base: All adults aged 16+ who go online (1602) who first went online under 5 years ago (97), 5+ years (1441)

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

The likelihood of using the internet for a narrow range of activities increases with age; among those aged 75 and over, this is almost twice as likely as among all internet users.

Breadth of use of the internet, by age, socio-economic group and gender: 2019



Source: Ofcom Technology Tracker 2019

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

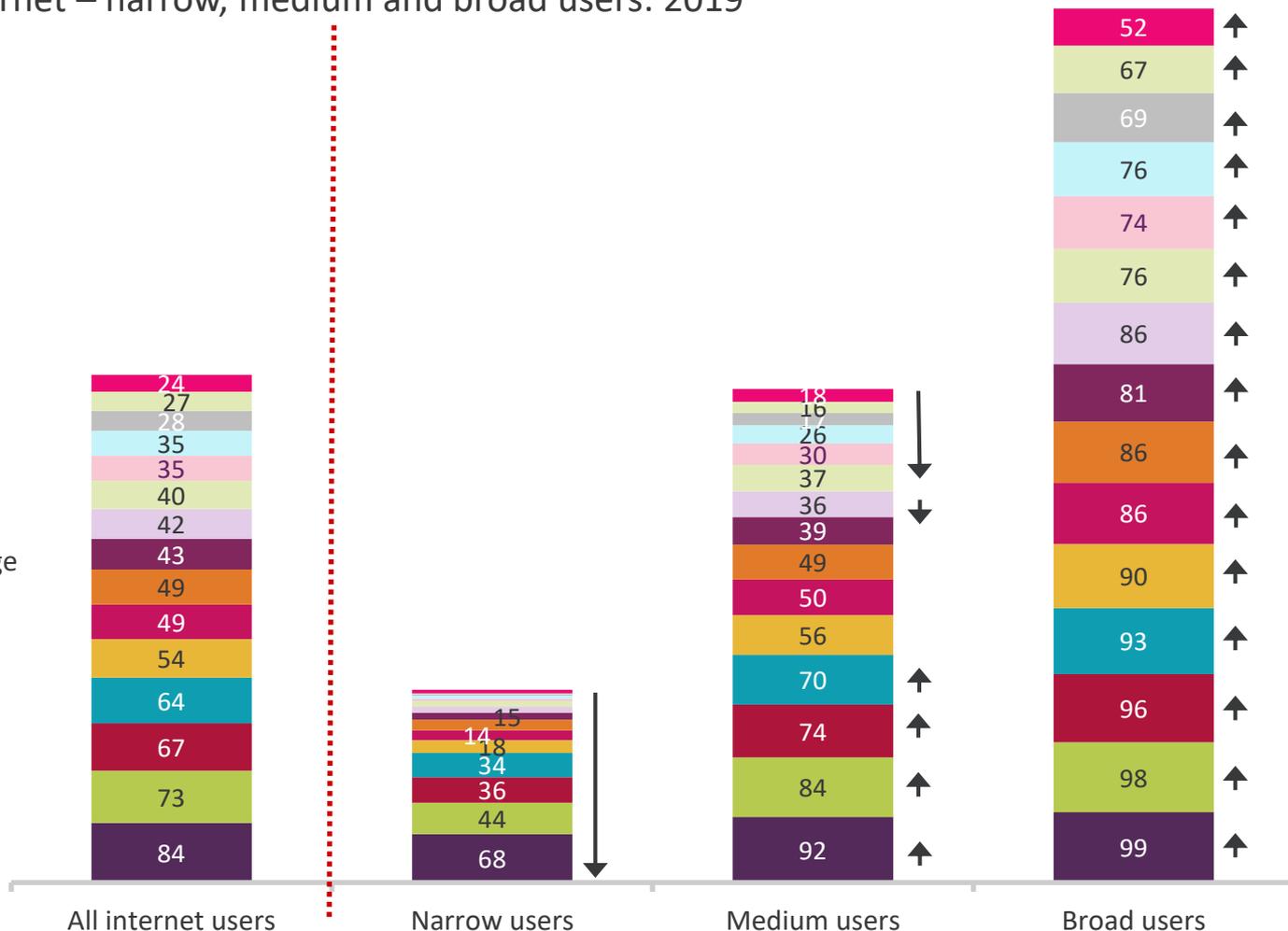
Base: All adults aged 16+ who go online (3346 in 2019, varies by demographic)

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

The only online activity undertaken by over half of narrow internet users was emailing; all other activities are undertaken by less than half.

Categories of use of the internet – narrow, medium and broad users: 2019

- Games
- Upload/ add content
- Remote
- Watch TV content
- Radio/ audio services
- Government services
- Watch short video clips
- Health
- News
- Info for work / school/ college
- Social media
- Banking
- Communications
- Transactions
- Email



Source: Ofcom Technology Tracker 2019

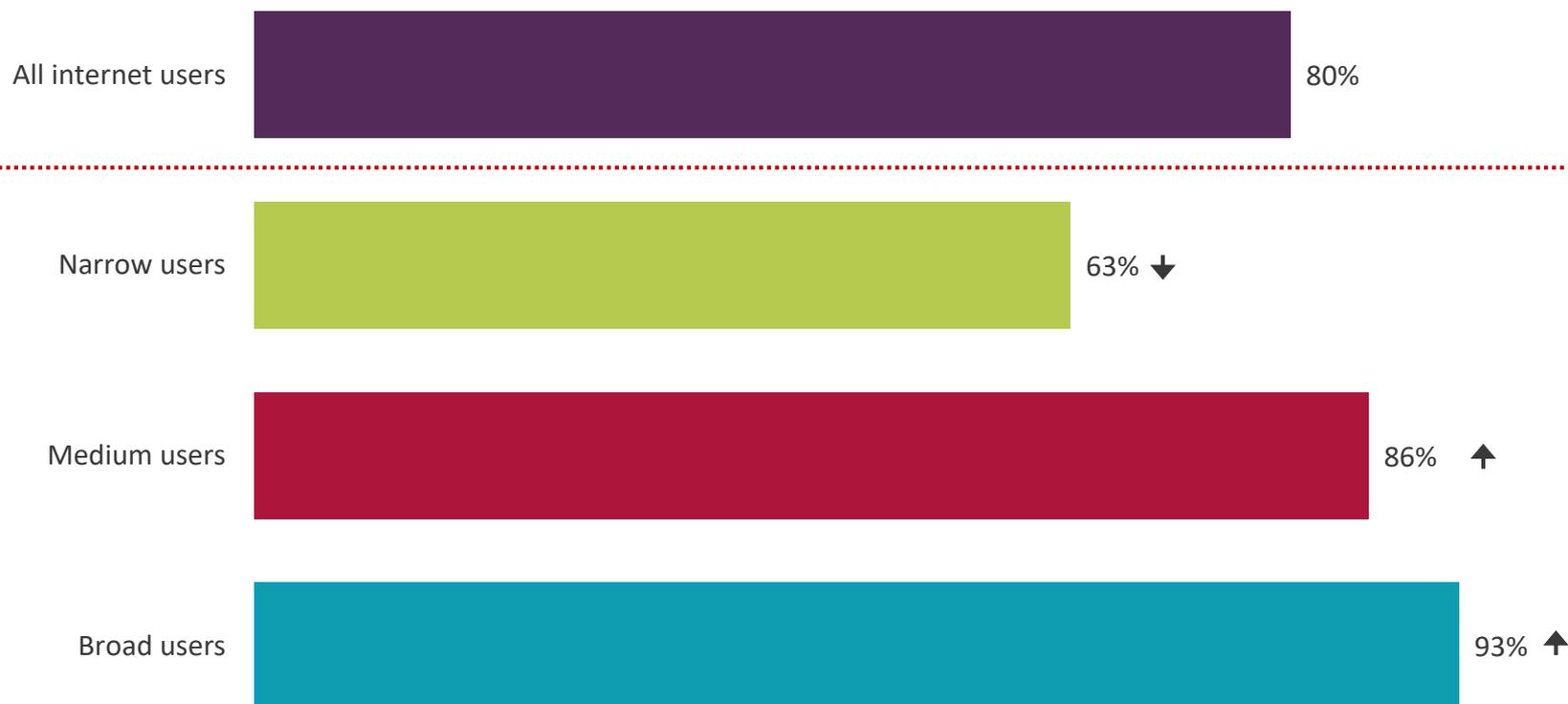
QE5A. Which, if any, of these do you use the internet for? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (3346 in 2019), narrow (1003), medium (1198) and broad users (972)

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

Narrow internet users are less likely than all internet users to go online anywhere other than at home.

Use of the internet outside the home – narrow, medium and broad users: 2019



Source: Ofcom Technology Tracker 2019

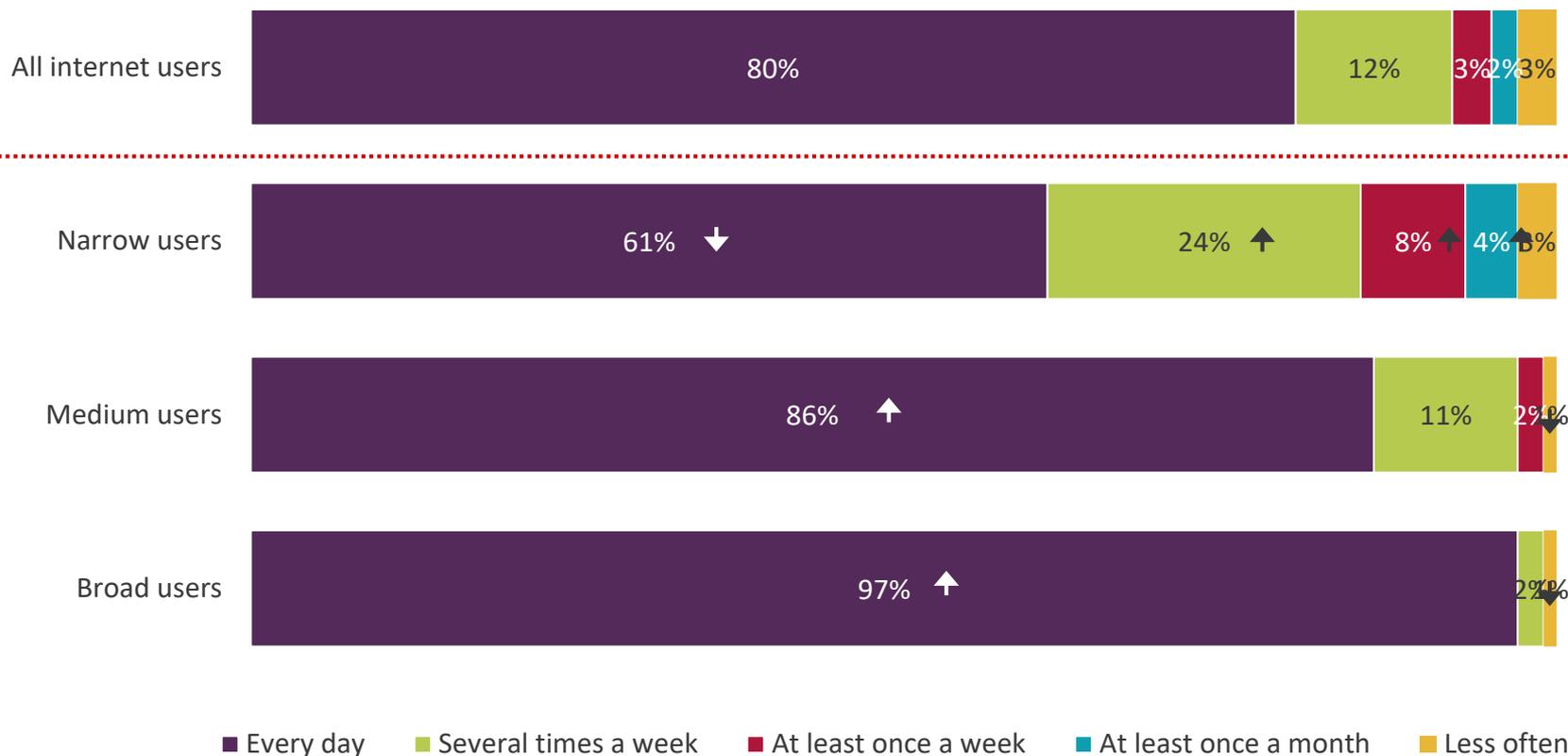
IN6. Do you ever go online anywhere other than in your home at all? IF YES: Where is that ?(prompted responses, multi-coded)

Base: All adults aged 16+ who go online (3346 in 2019), narrow (1003), medium (1198) and broad users (972)

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

Almost all broad internet users go online everyday; while only around six in ten narrow users do so.

Frequency of internet use – narrow, medium and broad users: 2019



Source: Ofcom Technology Tracker 2019

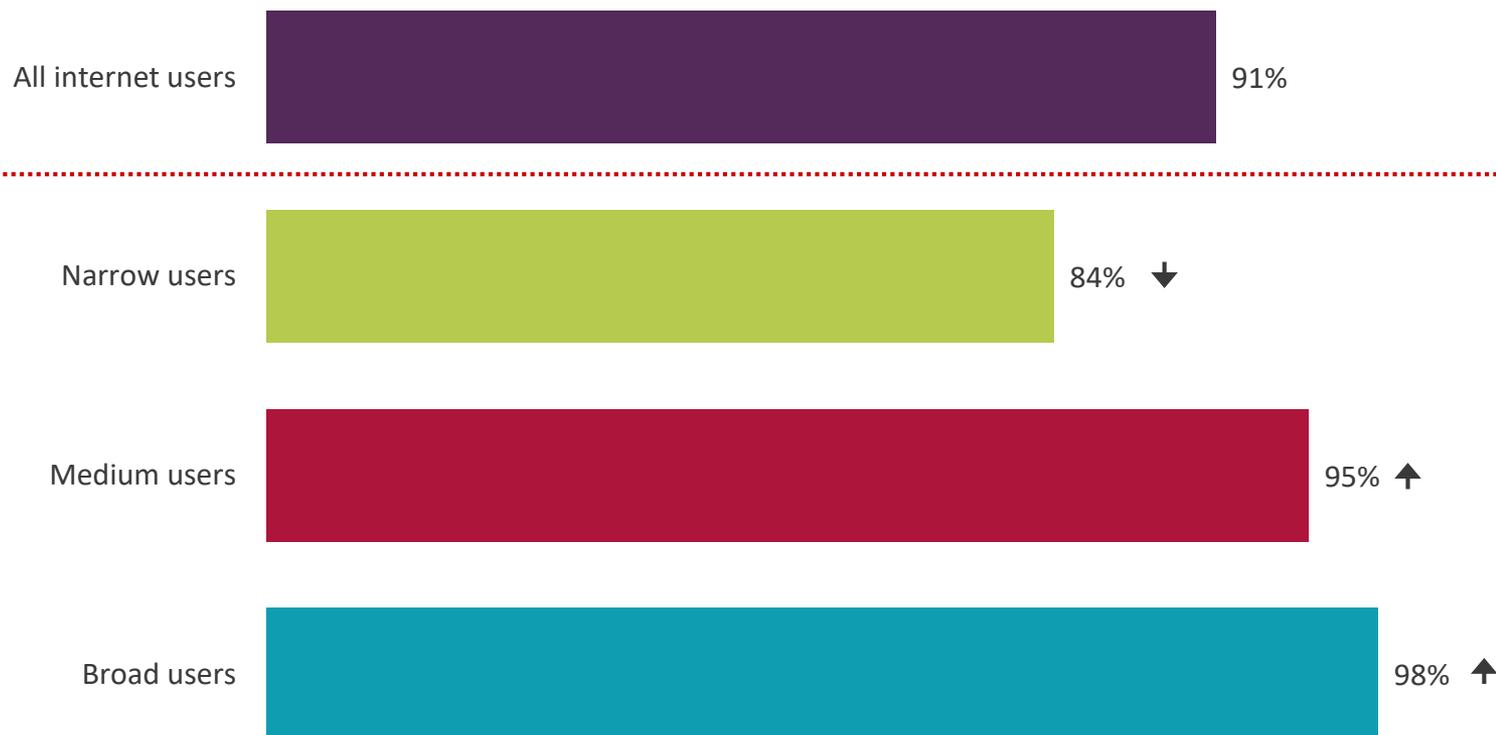
QE23. And how often do you personally use the internet nowadays either at home or elsewhere? (prompted responses, single coded)

Base: All adults aged 16+ who go online (3346 in 2019), narrow (1003), medium (1198) and broad users (972)

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

Narrow users are less likely than all internet users to be aware that you can make voice or video calls online.

Awareness of VoIP – narrow, medium and broad users: 2019



Source: Ofcom Technology Tracker 2019

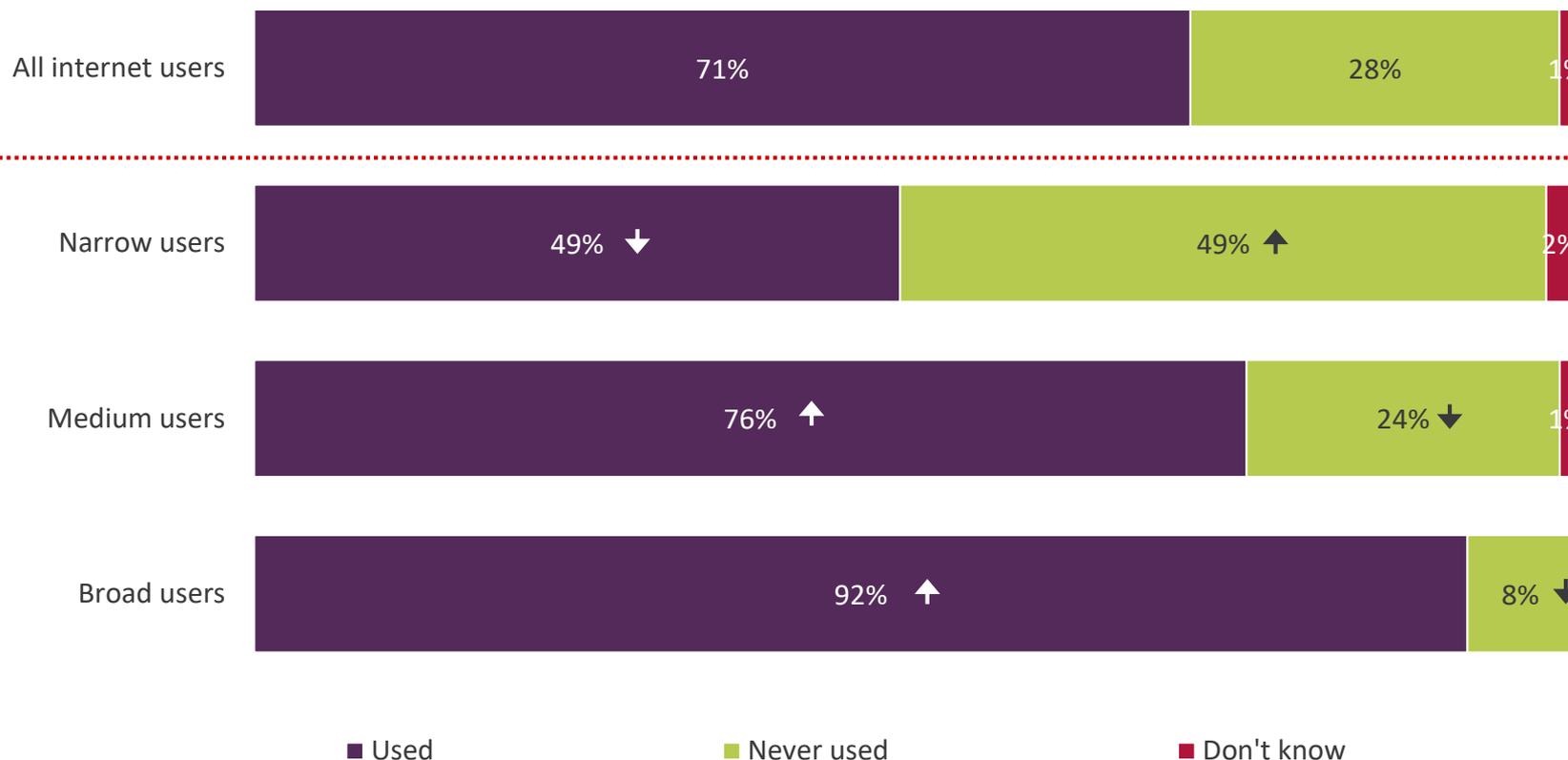
QE29. Before now, were you aware that you could make voice calls or video calls using the internet? (unprompted responses, single coded)

Base: All adults aged 16+ who go online (3346 in 2019), narrow (1003), medium (1198) and broad users (972)

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

Half of narrow internet users have ever made a VoIP call, compared to seven in ten among all internet users.

Use of VoIP – narrow, medium and broad users: 2019



Source: Ofcom Technology Tracker 2019

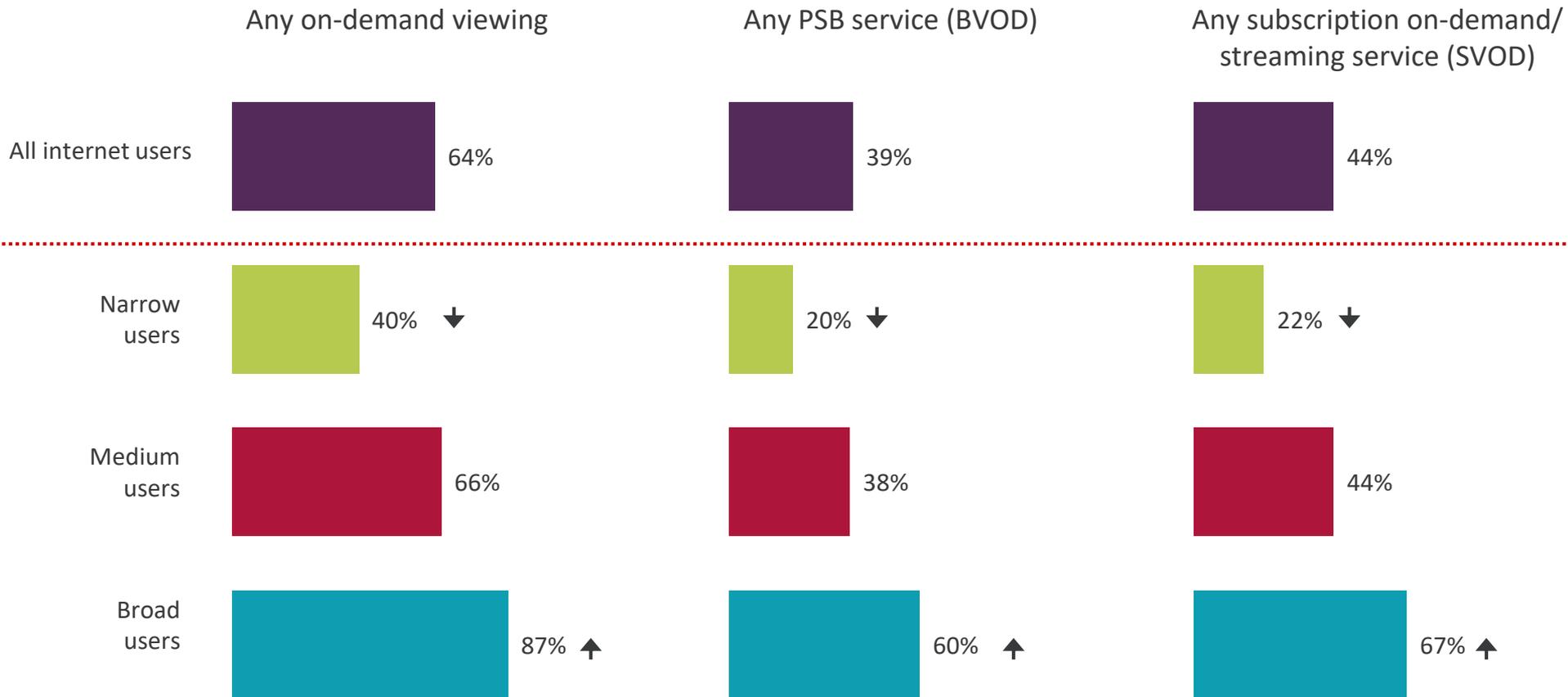
QE30. Have you or anyone in your household ever used one of these services to make voice calls using the internet at home? (unprompted responses, single coded)

Base: All adults aged 16+ who go online (3346 in 2019), narrow (1003), medium (1198) and broad users (972)

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

Narrow internet users are half as likely as all internet users to use either online PSB or subscription on-demand/ streaming services to watch TV content or films.

Use of online services for TV content or films – narrow, medium and broad users: 2019



Source: Ofcom Technology Tracker 2019

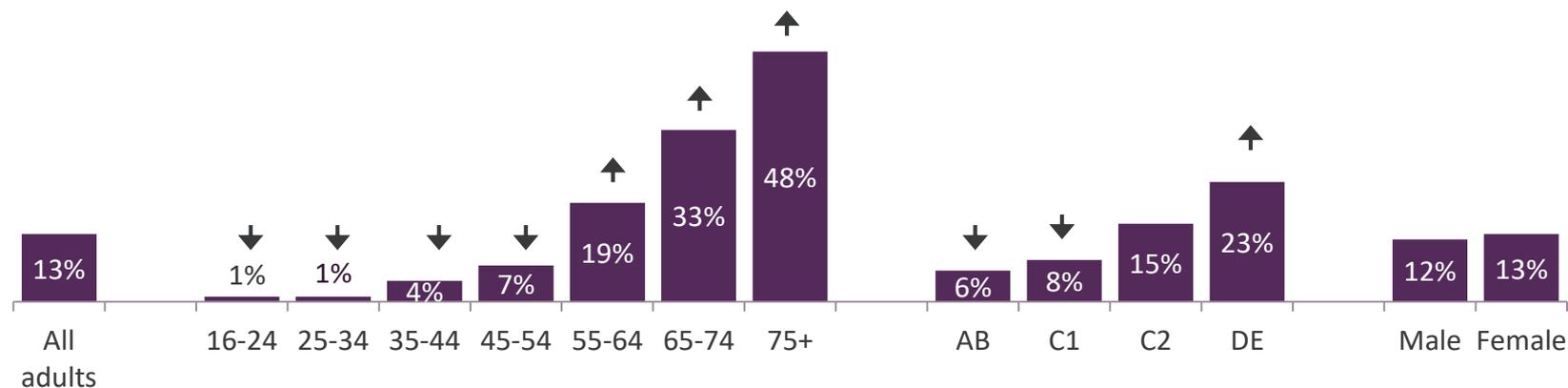
QH77. Do you use any of these services to view online TV programmes or films via any type of device (including a mobile phone, tablet, or TV set)? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (3346 in 2019), narrow (1003), medium (1198) and broad users (972)

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

Thirteen percent of adults do not use the internet; more likely among those aged 55+ and in DE households.

Incidence of non-use of the internet, by demographic group: 2018



Source: Ofcom Adult Media Literacy Tracker 2018

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

Base: All adults aged 16+ (1882 aged 16+, varies by demographic)

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

Nearly a third of non-users are aged 75 and over and close to half are in the DE socio-economic group.

Incidence of non-use of the internet, by demographic group: 2018

Demographic	All UK adults	Internet users	Non-users of the internet
Aged 16-24	12%	14%	1% ↓
Aged 25-44	38%	43%	7% ↓
Aged 45-64	30%	30%	31%
Aged 65-74	11%	9%	28% ↑
Aged 75+	9%	5%	32% ↑
AB	27%	29%	12% ↓
C1	27%	28%	16% ↓
C2	22%	21%	25%
DE	25%	22%	46% ↑
Male	49%	49%	46%
Female	51%	51%	54%

Source: Ofcom Adult Media Literacy Tracker 2018

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

Base: All adults aged 16+ (1882 aged 16+, 1602 internet users, 280 non-users of the internet)

Arrows show significant differences (95% level) between the profile of internet and non-internet users

Non-users aged 65 and over are more than three times as likely as those aged 16-64 to say they do not go online because it is too complicated.

Reasons for not going online, by age of non-user: 2018

	All non- internet users aged 16+	Aged 16-64	Aged 65+
It's just not for people for like me/ I don't see the need/ I'm not interested in doing this	53%	50%	52%
Getting online/ getting connected to the internet is too complicated	15%	14%	15%
Someone else goes online for me	14%	10%	19%
I don't have the right equipment	13%	13%	14%
I don't trust the internet/ being online is not safe or secure/ data privacy issues	13%	11%	14%
Using the internet, finding your way around on the internet is too complicated	13%	5%	18% ↑
The equipment needed to go online is too expensive/ not worth the money	11%	14%	10%
Being connected to the internet is too expensive/ not worth the money	7%	6%	8%
I don't have the right help to know how to start	7%	5%	9%
Other	3%	4%	3%
Don't know	4%	4%	4%
ANY REASON RELATING TO 'BEING TOO COMPLICATED'	22%	18%	24%
ANY REASONS RELATING TO 'COST'	15%	17%	15%

Source: Ofcom Adult Media Literacy Tracker 2018

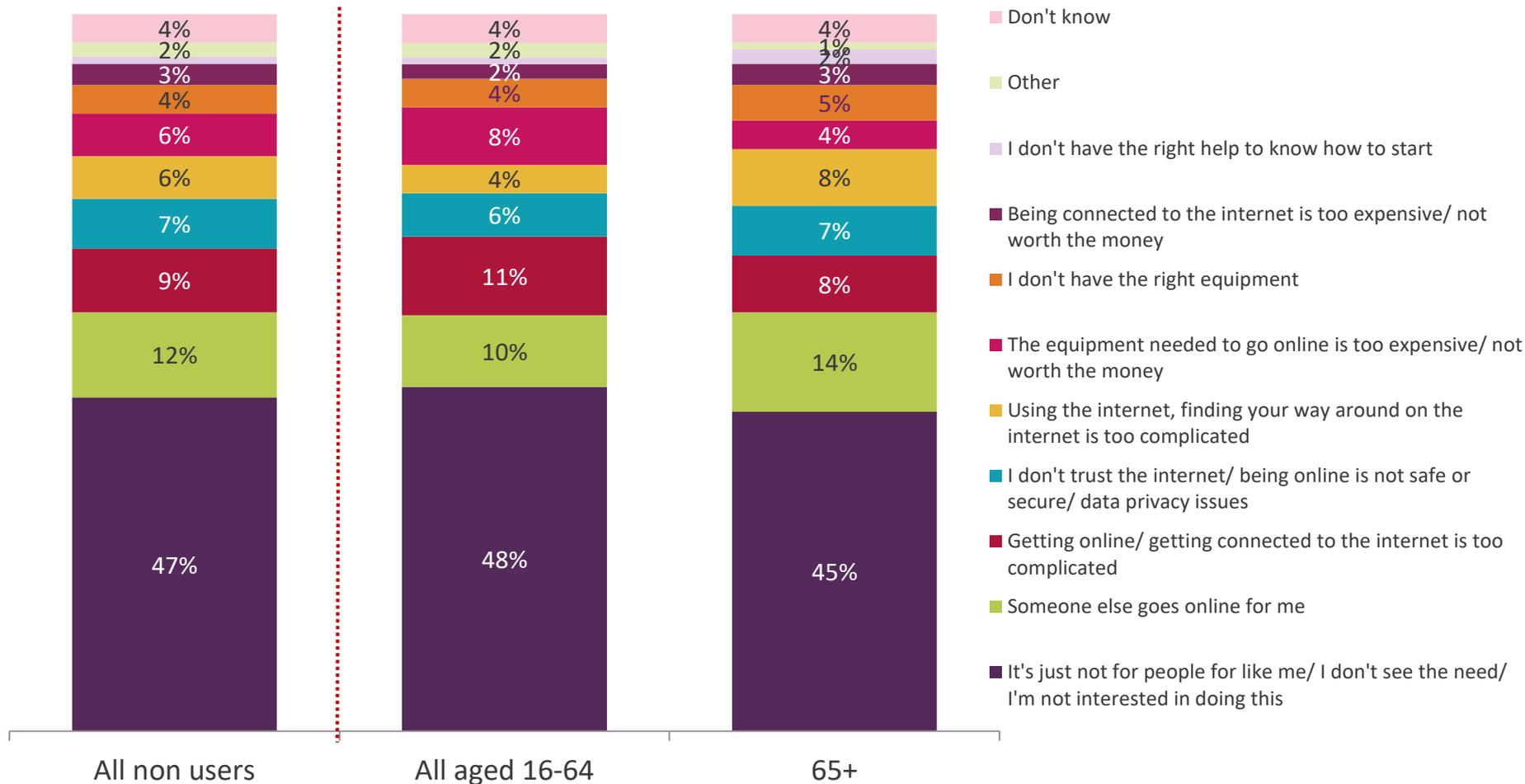
IN8A. Which of these reasons describe why you don't go online? (prompted responses, single coded)

Base: Adult internet users aged 16+ who do not go online (280 aged 16+, 93 aged 16-64, 187 aged 65+)

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

Around one in ten non-users say their main reason for not going online is cost related.

Main reason for not going online, by age of non-user: 2018



Source: Ofcom Adult Media Literacy Tracker 2018

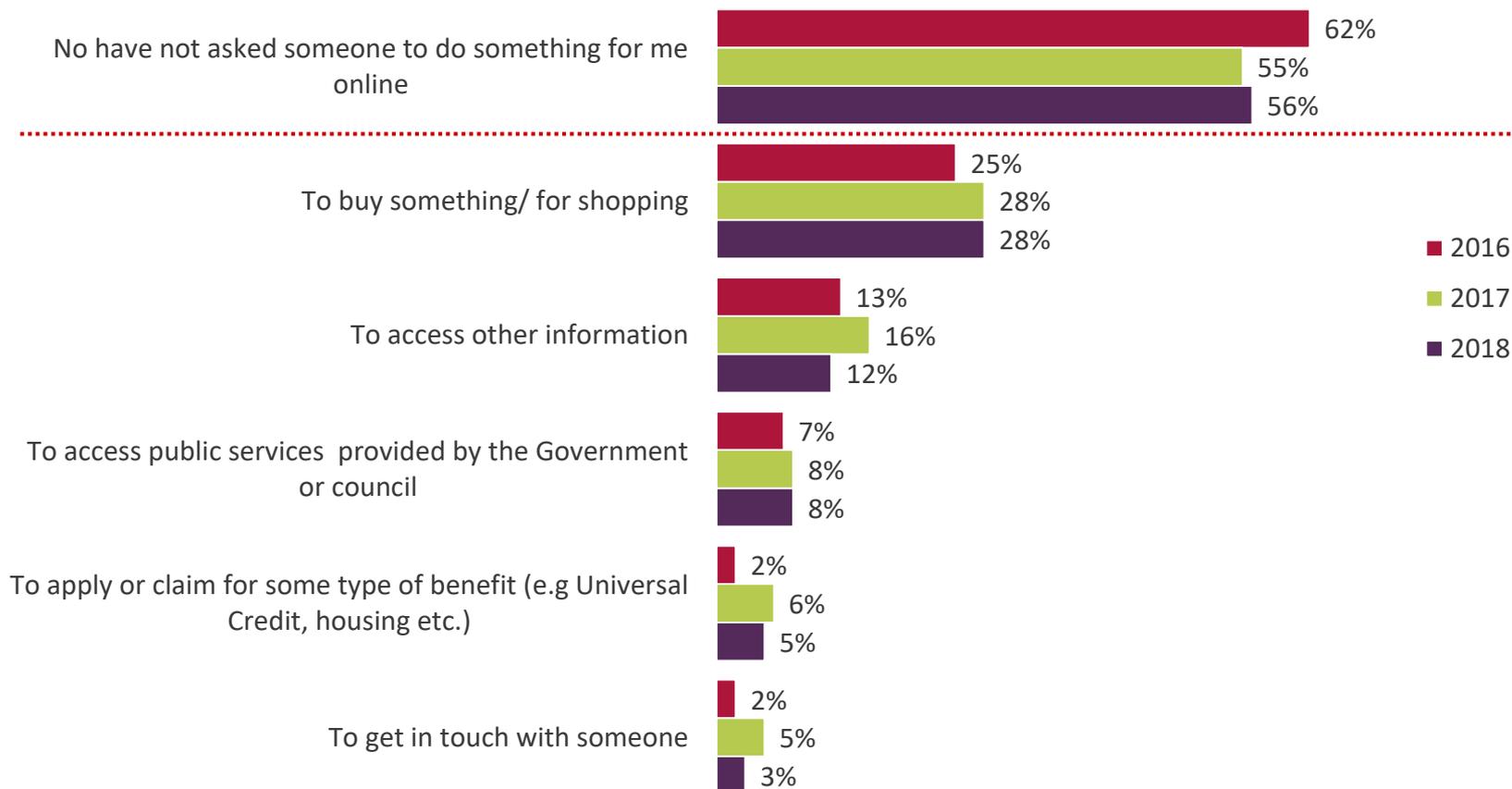
IN8B. Which one of the following best describes the main reason why you don't go online? (prompted responses, single coded)

Showing response given by >1% of non-users

Base: Adult internet users aged 16+ who do not go online (280 aged 16+, 93 aged 16-64, 187 aged 65+)

More than two in five who do not use the internet have asked someone else to go online on their behalf in the past year.

Proxy use of the internet in the past year, among non-users: 2018



Source: Ofcom Adult Media Literacy Tracker 2018

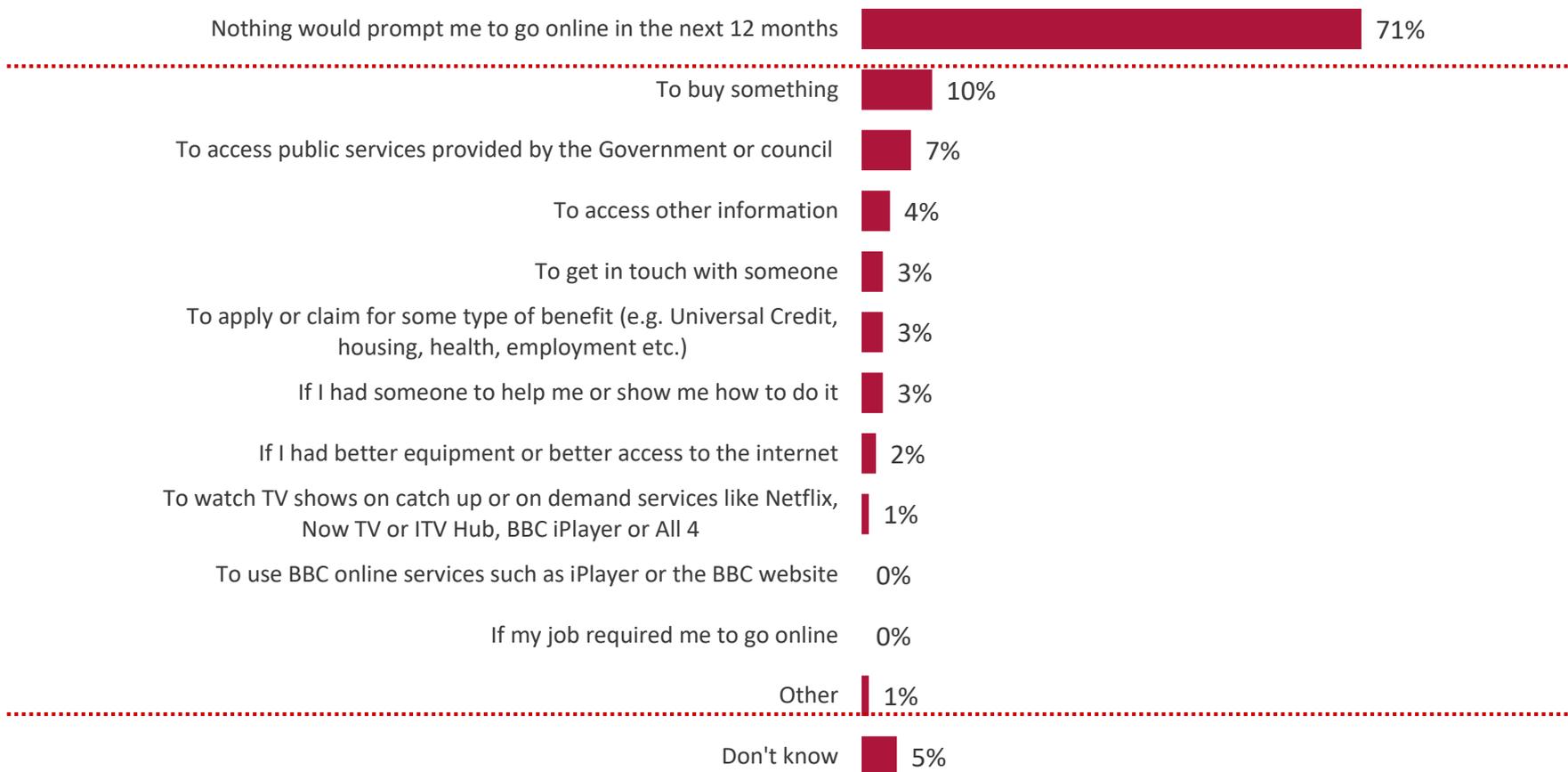
IN9. In the past year have you asked someone else to do something for you on the internet? IF YES: And was it to do any of the following or to do something else? (prompted responses, multi-coded)

Base: Adult internet users aged 16+ who do not go online (293 in 2016, 305 in 2017, 280 in 2018)

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

Just over seven in ten non-users say that nothing would encourage them to go online in the next 12 months.

Possible reasons to go online in the next 12 months: 2018



Source: Ofcom Adult Media Literacy Tracker 2018

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

Base: Adult internet users aged 16+ who do not go online (280 aged 16+)

Annex: Working age (16-64) analysis

Compared to 16-64s in AB/C1/C2 households, those of working age (aged 16-64) in DE households are less likely to have access to seven of the devices about which we asked.

Summary of access to and use of devices/ media at home – aged 16-64 ABC1C2 vs. aged 16-64 DE: 2018

	All aged 16-64		All 16-64 ABC1C2		All 16-64 DE	
	Access	Use	Access	Use	Access	Use
Any mobile phone	NA	98%	NA	99%	NA	97% ↓
Smartphone	NA	90%	NA	93%	NA	80% ↓
Computer	75%	68%	80%	74%	56% ↓	49% ↓
Tablet	73%	64%	77%	68%	59% ↓	51% ↓
Smart TV set	59%	57%	64%	62%	42% ↓	40% ↓
Standard TV set	58%	52%	57%	50%	64% ↑	61% ↑
DVR/ Digital Video Recorder	56%	48%	60%	52%	41% ↓	35% ↓
Games console/ games player	50%	31%	51%	33%	44%	24% ↓
Radio set (DAB or otherwise)	50%	40%	52%	42%	41% ↓	34% ↓
Wearable technology	24%	17%	28%	20%	11% ↓	7% ↓
Smart speakers	20%	16%	22%	19%	11% ↓	9% ↓
ANY TV	96%	93%	96%	94%	94%	92%

Source: Ofcom Adult Media Literacy Tracker 2018

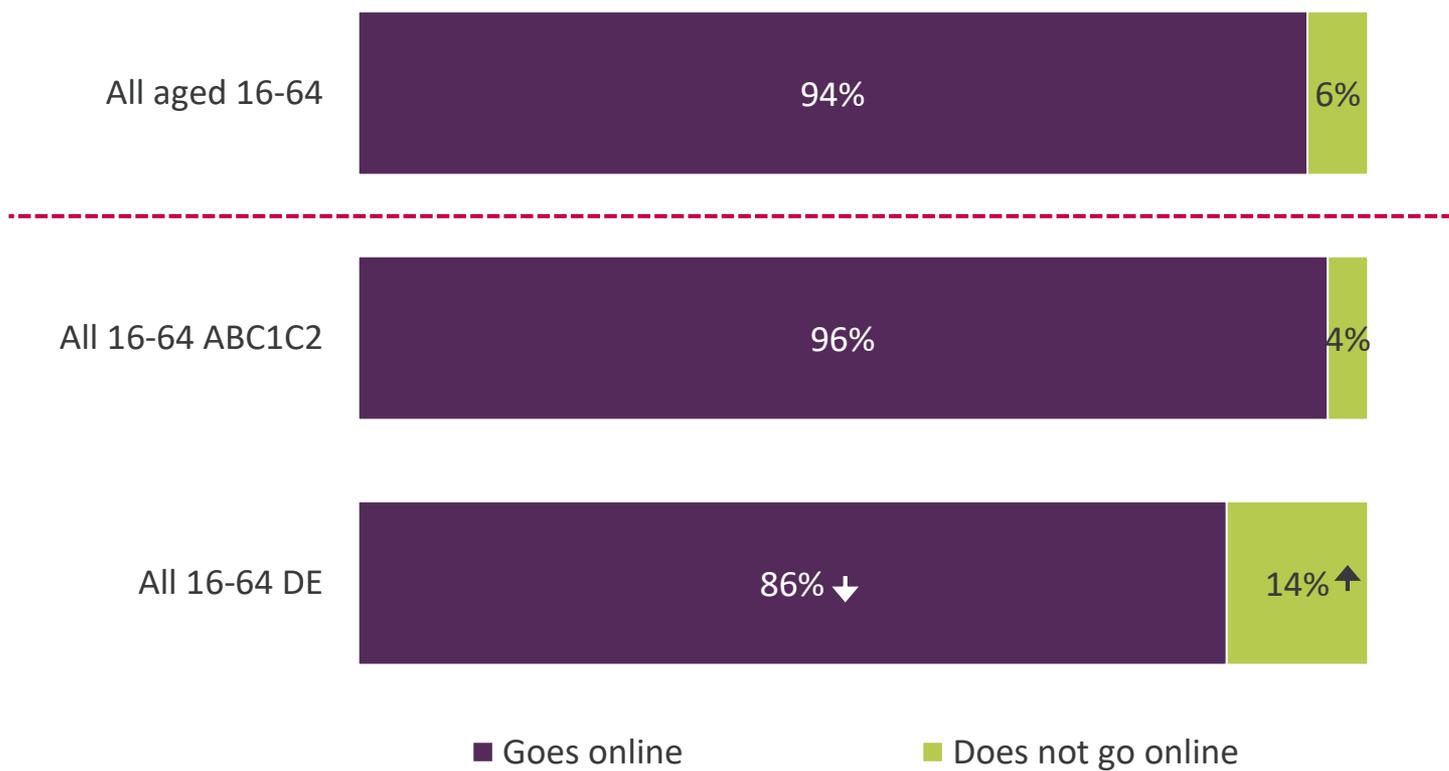
A1/ A2. Can you please look at this list and tell me which of these you have at home? (prompted responses, multi-coded)/ And which of these devices that you just said you had at home do you personally ever use, for any purpose? (prompted responses, multi-coded)

Base: All adults aged 16-64 (1405), all 16-64s in ABC1C2 households (1051), all 16-64s in DE households (354)

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

Working age adults in DE households are three times as likely to not use the internet as those in AC/C1/C2 households.

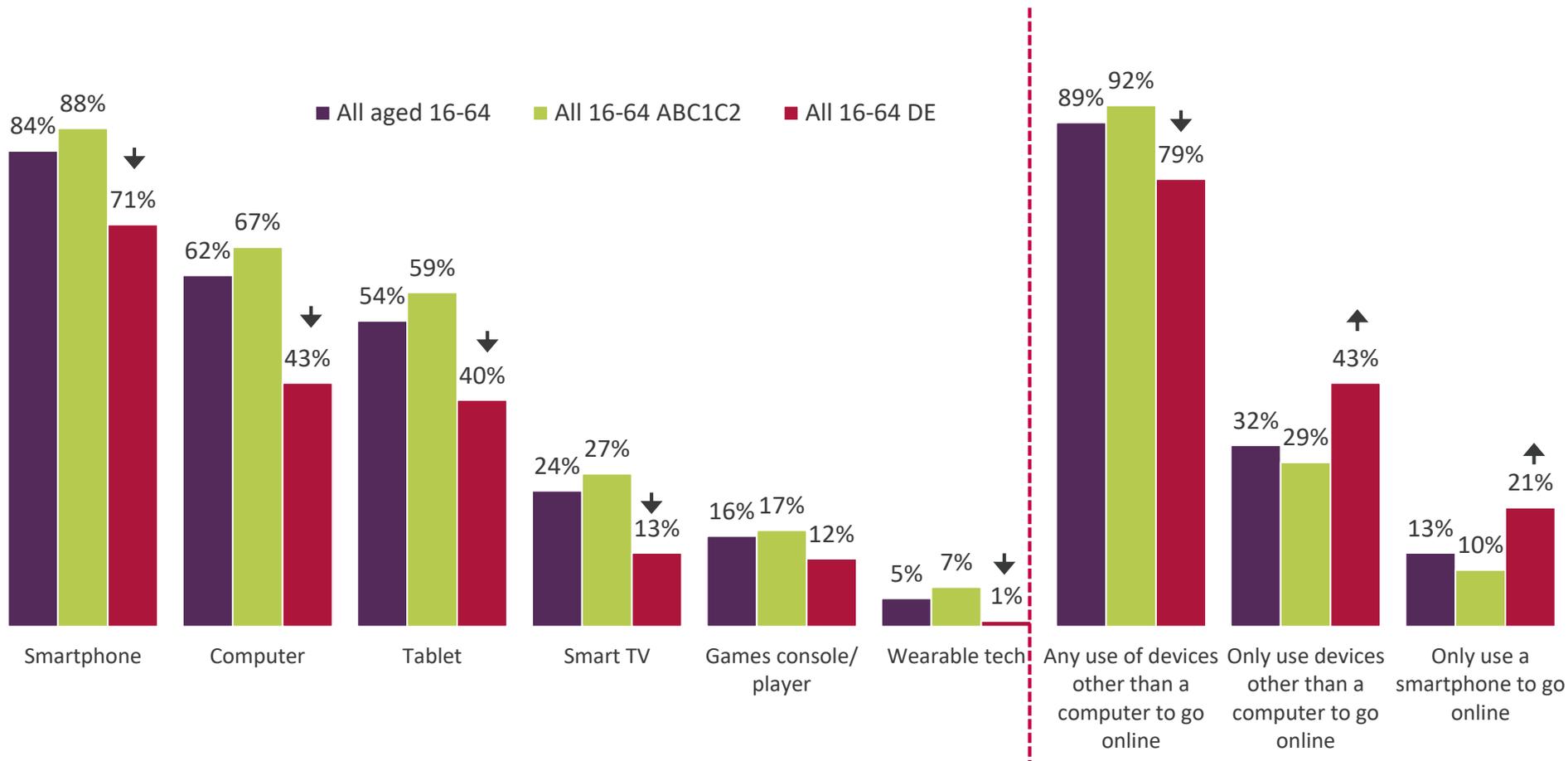
Incidence of internet use – aged 16-64 ABC1C2 vs. aged 16-64 DE: 2018



Source: Ofcom Adult Media Literacy Tracker 2018
 IN1. Do you ever go online? (prompted responses, single-coded)
 Base: All adults aged 16-64 (1405), all 16-64s in ABC1C2 households (1051), all 16-64s in DE households (354)
 Arrows show significant differences (95% level) between 16-64s in DE households and 16-64s in ABC1C2 households

Adults of working age in DE households are less likely than those in non-DE households to go online using five out of the six devices about which we asked; however, they are twice as likely as those in non-DE households to only use a smartphone to go online.

Devices used to go online – aged 16-64 ABC1C2 vs. aged 16-64 DE: 2018



Source: Ofcom Adult Media Literacy Tracker 2018

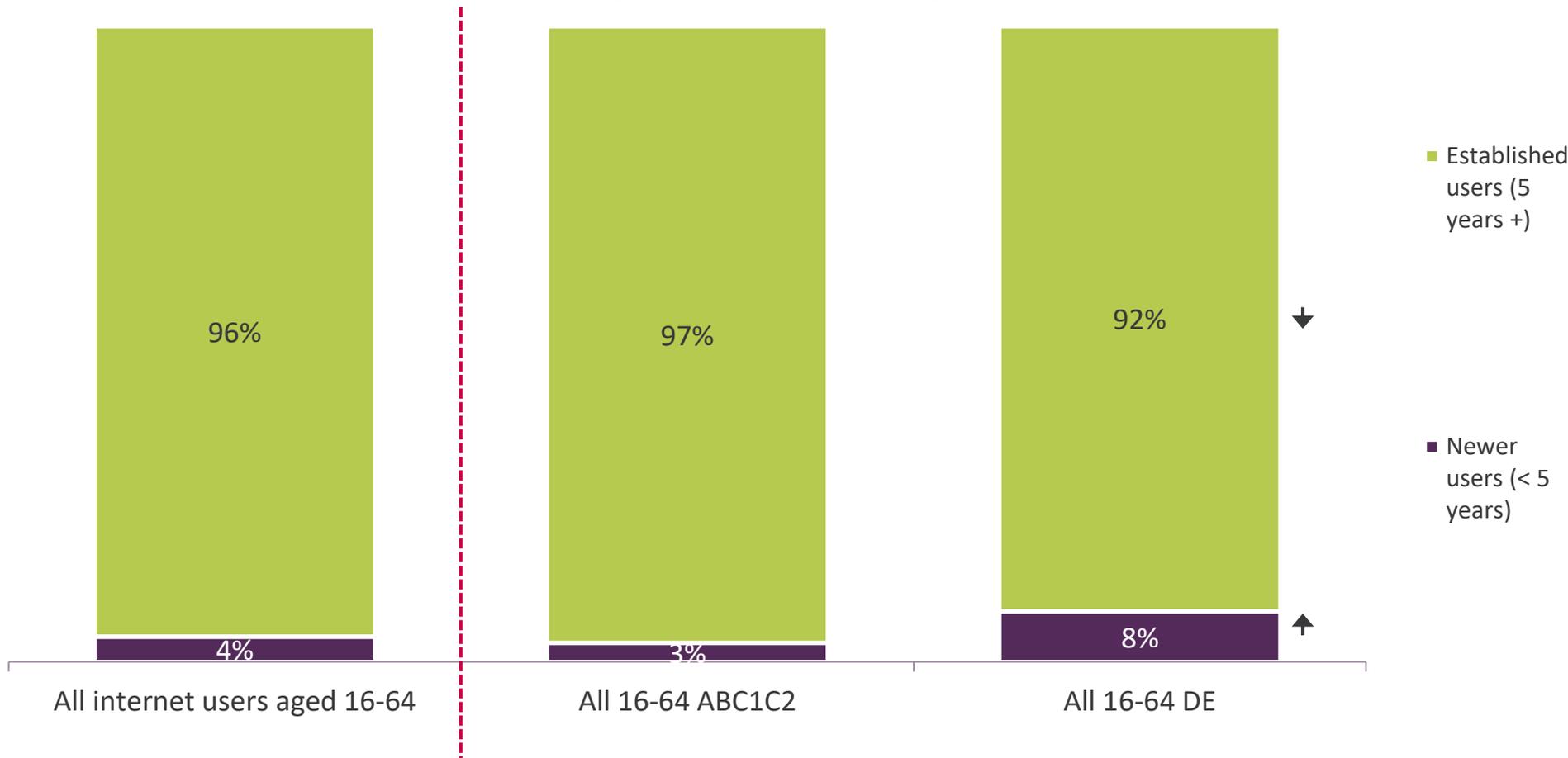
IN2. Do you go online using any of these devices? (prompted responses, multi-coded)

Base: All adults aged 16-64 (1405), all 16-64s in ABC1C2 households (1051), all 16-64s in DE households (354)

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

Internet users of working age in DE households are more likely than those in non-DE households to be newer internet users – having first been online less than five years.

Proportion of newer and established users – aged 16-64 ABC1C2 vs. aged 16-64 DE: 2018



Source: Ofcom Adult Media Literacy Tracker 2018

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

Base: All adults aged 16-64 who go online (1312), all 16-64s in ABC1C2 households (1008), all 16-64s in DE households (304)

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

Internet users of working age in DE households are more likely to only use websites or apps they've used before than those in non-DE households.

Use of websites or apps in the last month not used before – aged 16-64 ABC1C2 vs. aged 16-64 DE: 2018



Source: Ofcom Adult Media Literacy Tracker 2018

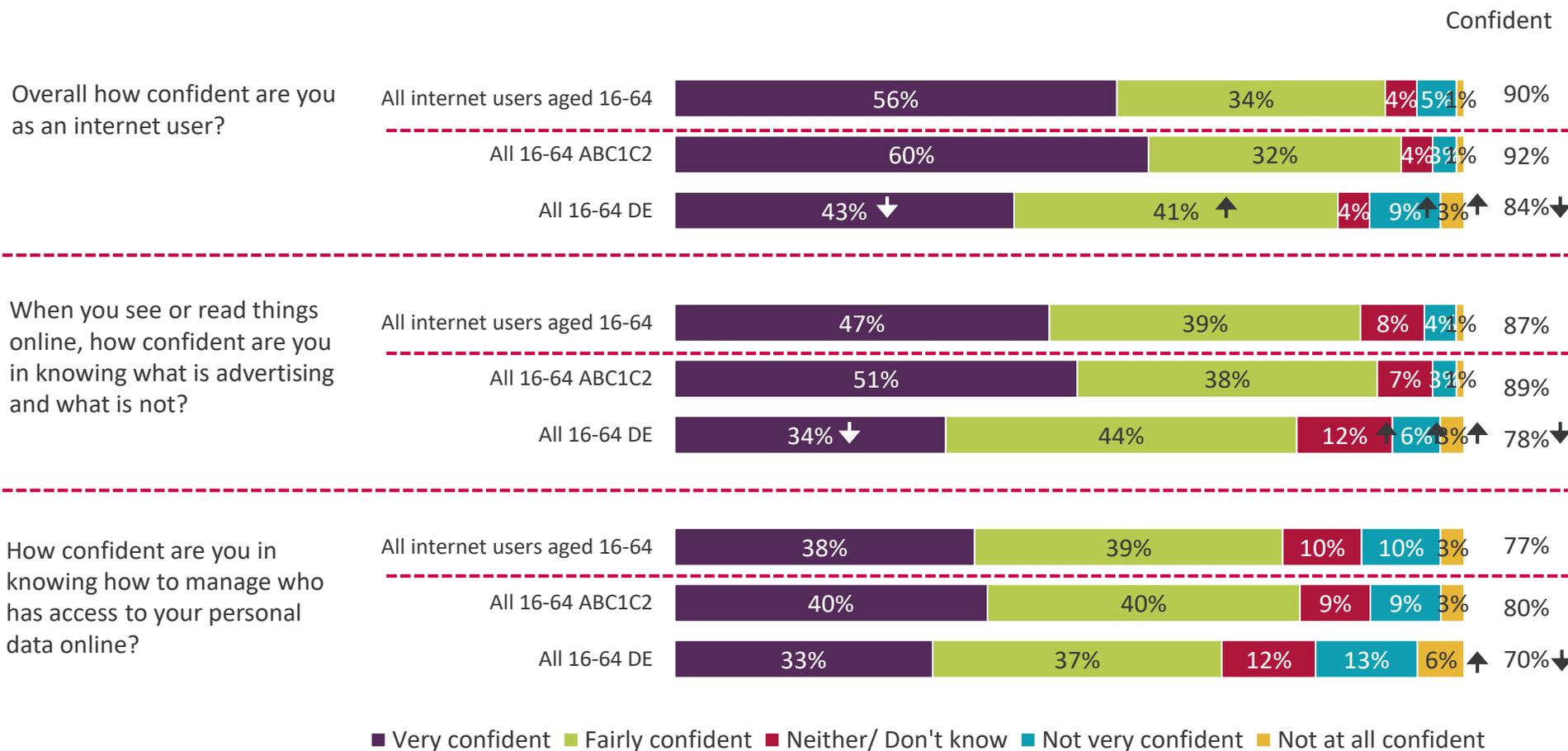
IN12. In the last month, when you have gone online, have you (prompted responses, single coded)

Base: All adults aged 16-64 who go online (1312), all 16-64s in ABC1C2 households (1008), all 16-64s in DE households (304)

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

Internet users of working age in DE households are less confident users overall compared to those in non-DE households. They are also less confident in recognising advertising online and in knowing how to manage who has access to their personal data online.

Confidence as an internet user – aged 16-64 ABC1C2 vs. aged 16-64 DE: 2018



Source: Ofcom Adult Media Literacy Tracker 2018

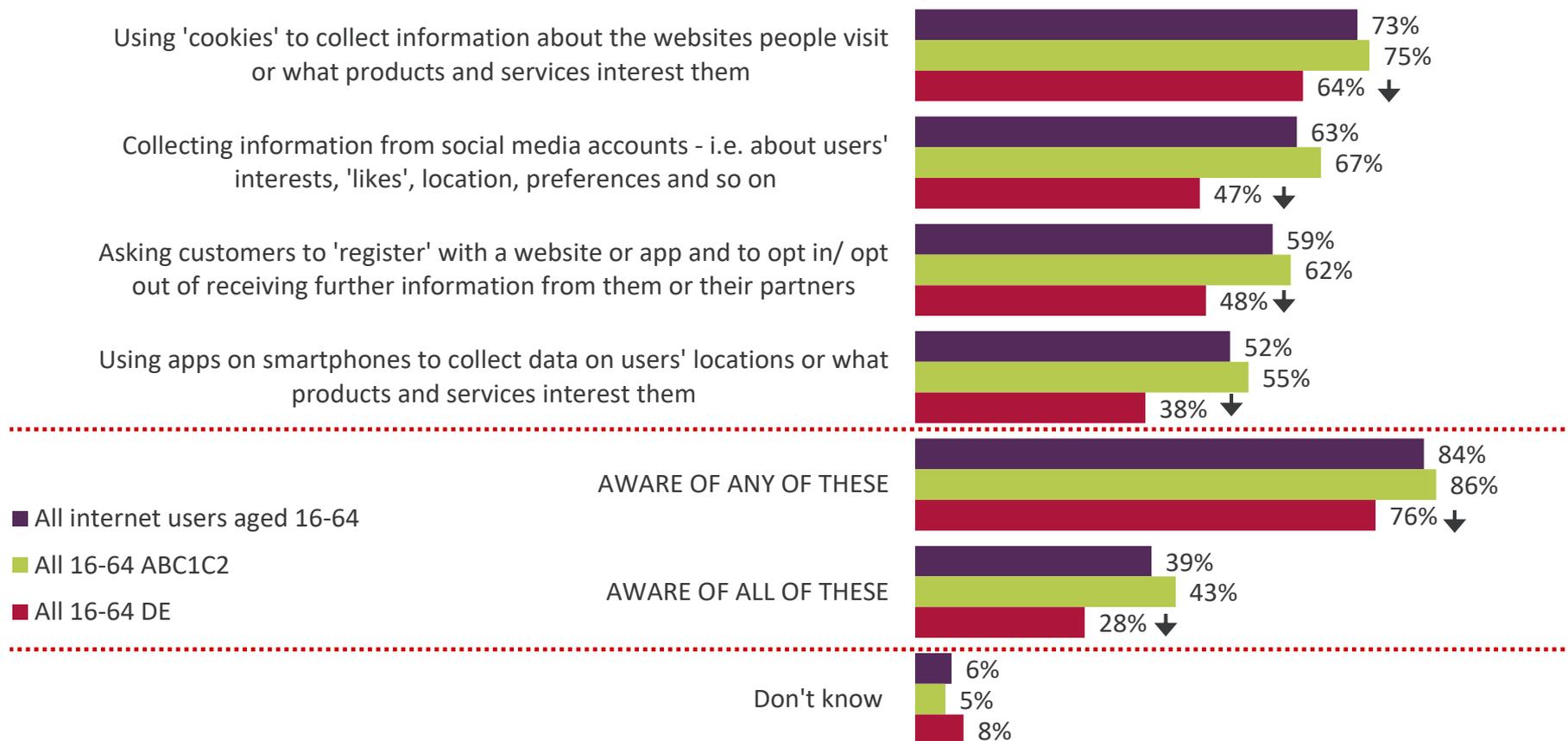
IN11A/C/D . I'm going to read out some questions about confidence using the internet, for each one please say which of the options on the card applies to you (prompted responses, single coded)

Base: All adults aged 16-64 who go online (1312), all 16-64s in ABC1C2 households (1008), all 16-64s in DE households (304)

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

Internet users of working age in DE households are less aware of the ways in which online companies may collect users' personal information than those in non-DE households.

Awareness of ways in which online companies can collect internet users' personal information – aged 16-64 ABC1C2 vs. aged 16-64 DE: 2018



Source: Ofcom Adult Media Literacy Tracker 2018

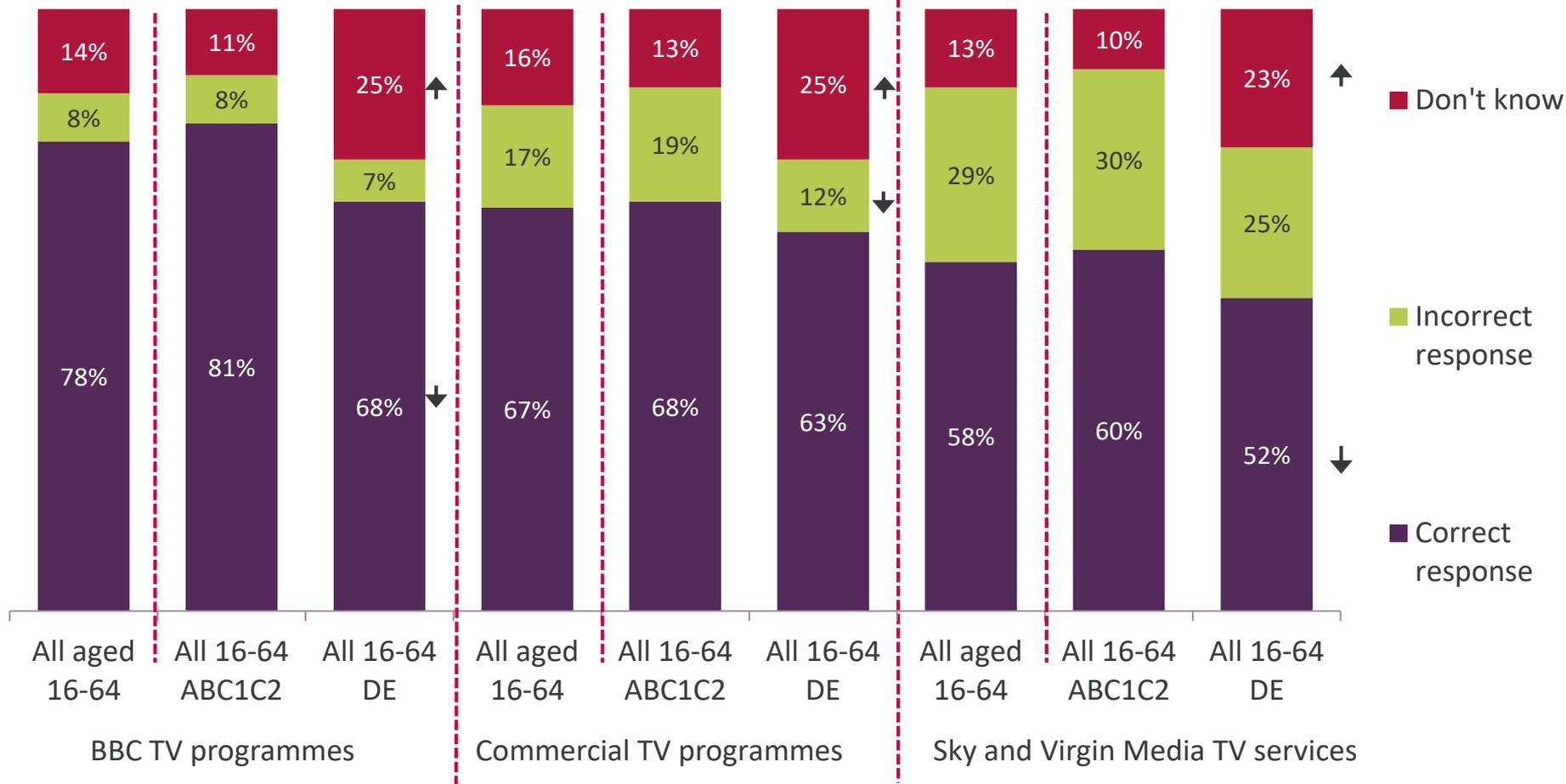
IN52. There are many ways that companies can collect information about people based on what they do online. Which, if any of the following ways are you aware of? (prompted responses, multi-coded)

Base: All adults aged 16-64 who go online (1312), all 16-64s in ABC1C2 households (1008), all 16-64s in DE households (304)

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

Compared to those in non-DE households, internet users of working age in DE households are less likely to be aware of the main source of funding for BBC TV programmes and Sky and Virgin Media TV services.

Awareness of how BBC TV/ commercial TV and Sky and Virgin Media TV services are mainly funded – aged 16-64 ABC1C2 vs. aged 16-64 DE: 2018



Source: Ofcom Adult Media Literacy Tracker 2018

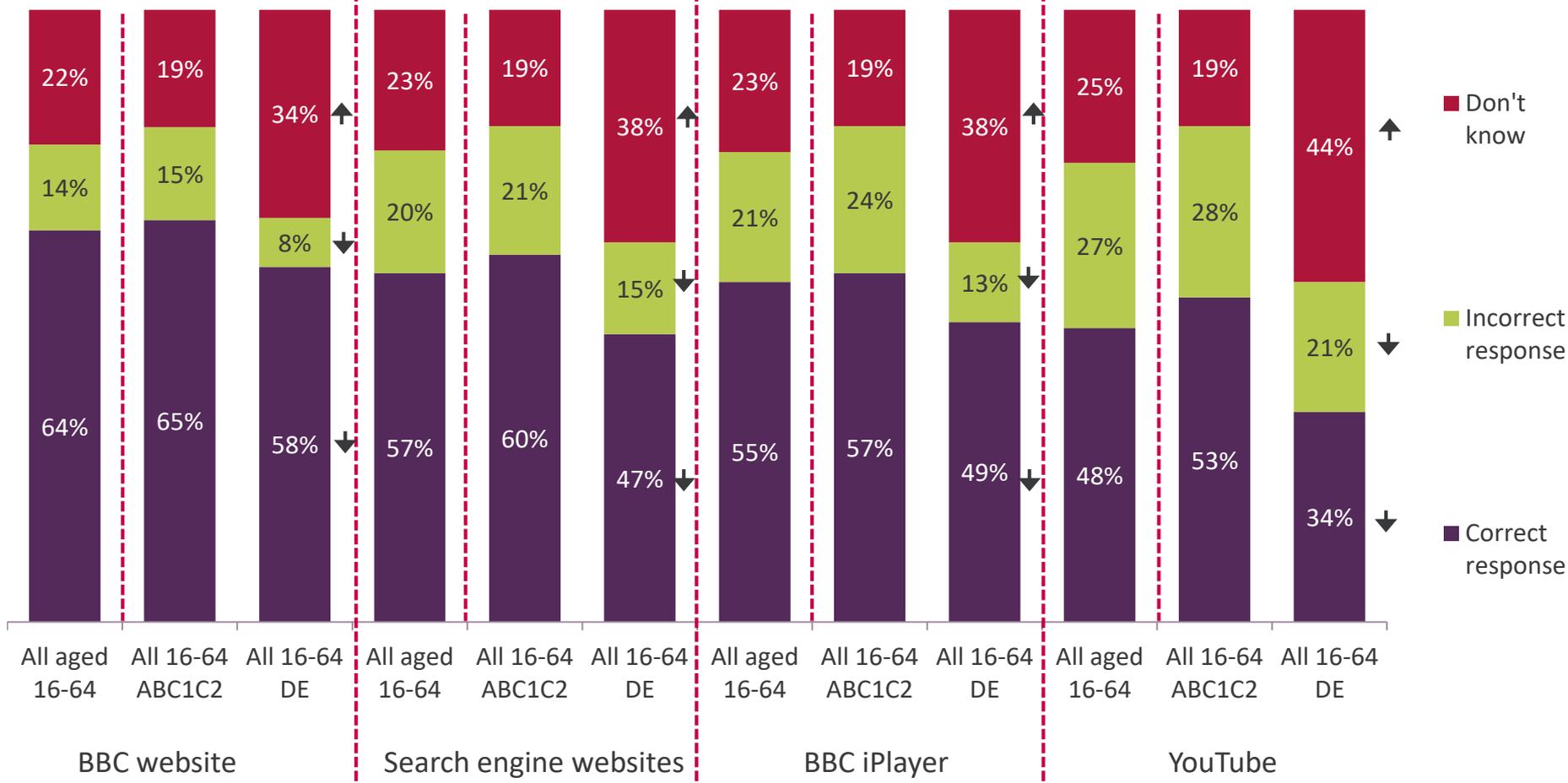
T4/ T5/ T6. How would you say BBC TV programmes are mainly funded/ How would you say programmes are mainly funded on ITV, Channel 4 and Five?/ How is the Sky or Virgin Media TV service mainly funded? (unprompted responses, single coded)

Base: All adults aged 16-64 (1405), all 16-64s in ABC1C2 households (1051), all 16-64s in DE households (354)

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

Compared to those in non-DE households, internet users of working age in DE households are less likely to identify the correct source of funding for the BBC website, search engines, BBC iPlayer and YouTube.

Awareness of how websites or online services are funded – aged 16-64 ABC1C2 vs. aged 16-64 DE: 2018



Source: Ofcom Adult Media Literacy Tracker 2018

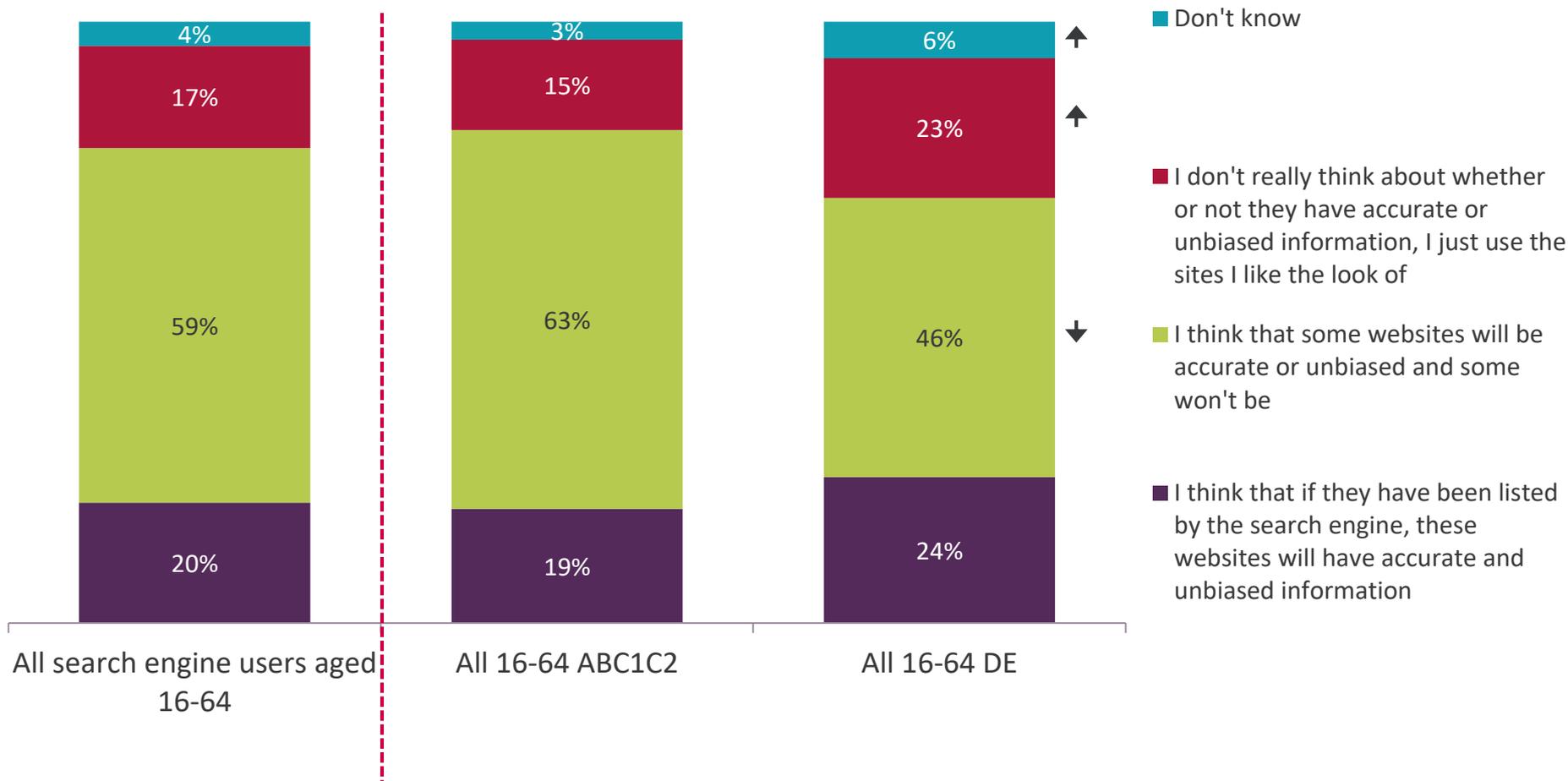
IN31/ IN32 /IN33/ IN34. How do you think the BBC's website is mainly funded/ How do you think search engine websites such as Google or Bing are mainly funded?/ How do you think the BBC's iPlayer service is mainly funded / How do you think YouTube is mainly funded? (unprompted responses, single coded)

Base: All adults aged 16-64 (1405), all 16-64s in ABC1C2 households (1051), all 16-64s in DE households (354)

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

Search engine users aged 16-64 in DE households are less likely than those in AB/C1/C2 households to be aware that the results returned by search engines may contain inaccurate or biased information.

Opinions on search engine accuracy – aged 16-64 ABC1C2 vs. aged 16-64 DE: 2018



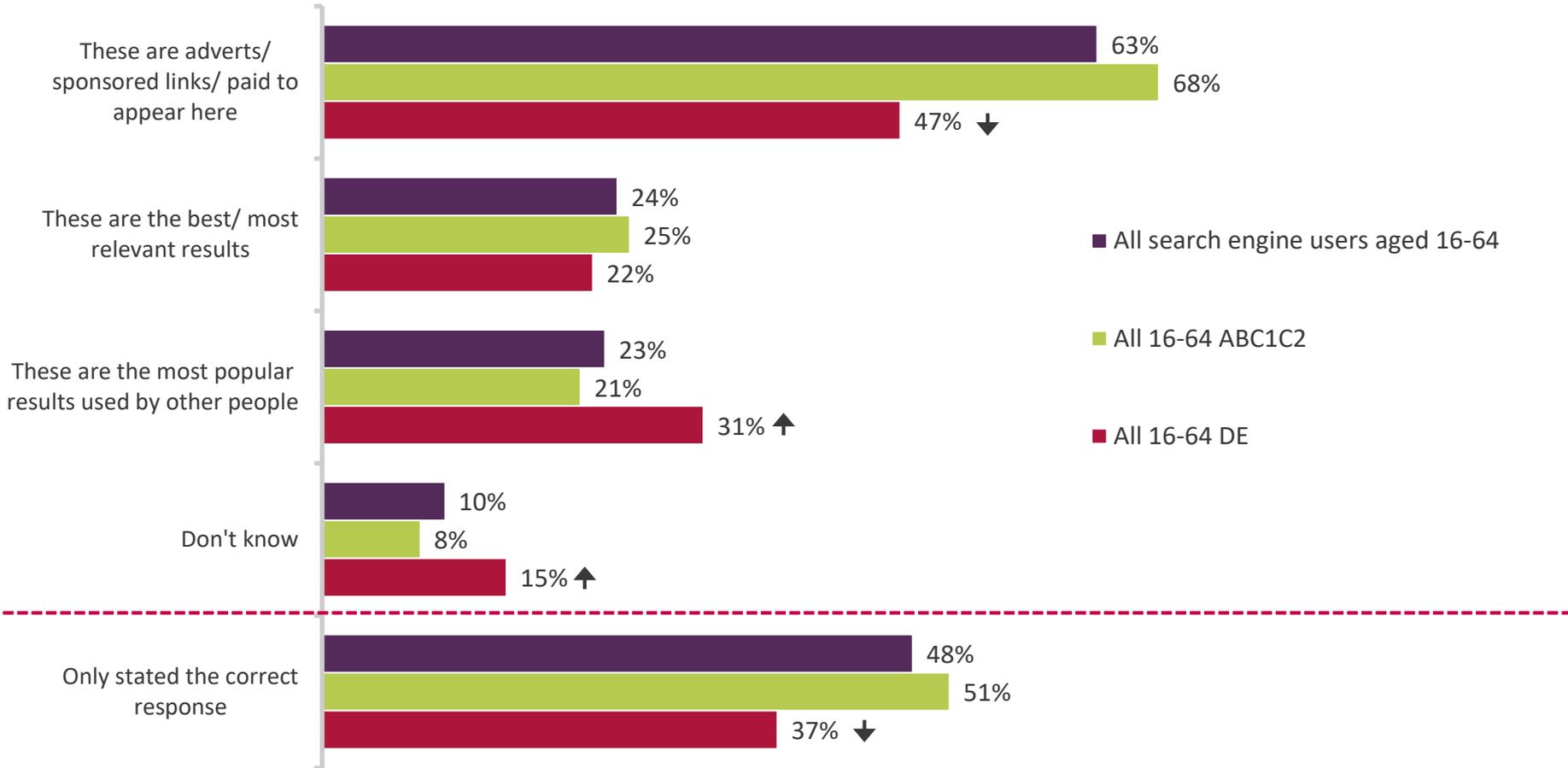
Source: Ofcom Adult Media Literacy Tracker 2018

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

Base: All adults aged 16-64 who have used a search engine in the last year (1276), all 16-64s in ABC1C2 households (982), all 16-64s in DE households (294). Arrows show significant differences (95% level) between 16-64s in DE households and 16-64s in ABC1C2 households

Search engine users of working age in DE households are less likely than those in non-DE households to correctly identify advertising in search engine results and to understand that it is the only reason results are displayed.

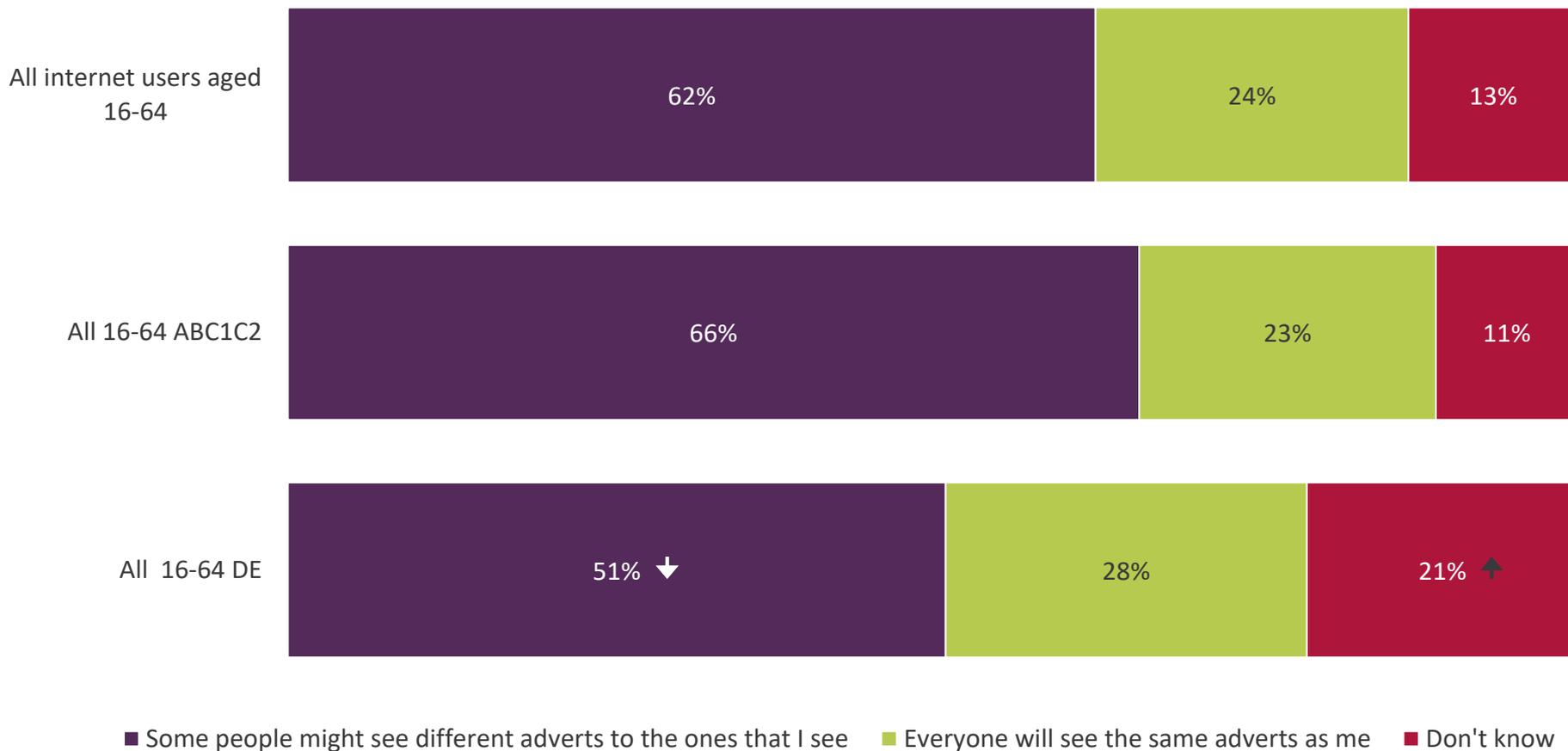
Understanding of paid-for results returned by Google searches – aged 16-64 ABC1C2 vs. aged 16-64 DE: 2018



Source: Ofcom Adult Media Literacy Tracker 2018
 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? (prompted responses, multi-coded).
 Base: All adults aged 16-64 who have used a search engine in the last year (1276), all 16-64s in ABC1C2 households (982), all 16-64s in DE households (294). Arrows show significant differences (95% level) between 16-64s in DE households and 16-64s in ABC1C2 households

Half of internet users aged 16-64 in DE households are aware of personalised advertising online; this compares to two-thirds among those in non-DE households.

Awareness of personalised online advertising – aged 16-64 ABC1C2 vs. aged 16-64 DE: 2018



Source: Ofcom Adult Media Literacy Tracker 2018

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

Base: All adults aged 16-64 who go online (1312), all 16-64s in ABC1C2 households (1008), all 16-64s in DE households (304)

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